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1981 Market Guide

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1981 RETAIL SALES FORECAST…
based on 1977
U.S. Census of Retail Trade

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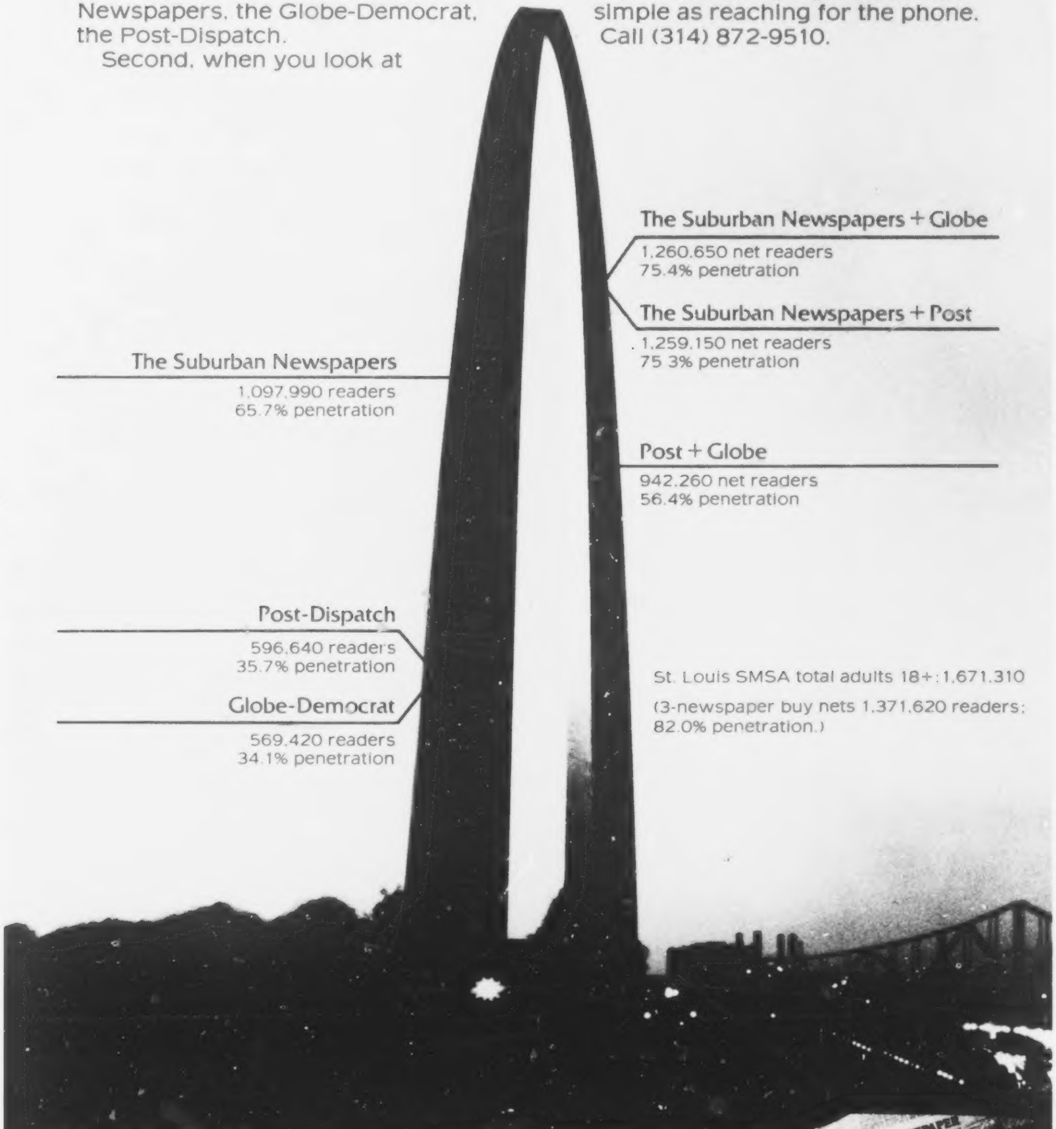

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Editor & Publisher

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Director: Harold B. Mers

Editorial Staff: Gertrude A. Senk, Lynn Tobias, James Consoli, Shirley Moland, Celia Lipton, Hilda Forston

Market Guide Production: James Lombardi

Editorial Assistants: Kevin Armanie, Katherine Mers, William Miranda, Mark Monsen, John Rawlings, Burnell Williams

* * *

President: Robert U. Brown

Publisher: Ferdinand C. Teubner

Asst. to the Publisher and Promotion Manager: George E. Wilt

Advertising Manager: Donald L. Parvin

Advertising Production Manager: Louise A. Villani; Market Guide Advertising Production: Paula Corrigan

General Offices—575 Lexington Ave., New York, N.Y. 10022. Phone (212) 752-7050; Telex 12-5102

ADVERTISING OFFICES

New York: 575 Lexington Ave., New York, N.Y. 10022. Phone (212) 752-7050; Telex 12-5102. Steven Ahmuty, Richard Flynn, Robert Mathes, Durland Stewart

Chicago: Editor & Publisher 111 E. Wacker Drive, Chicago, 60601. Phone (312) 565-0123. Frank K. Beck.

Los Angeles: Scott, Marshall, Sands & McGinley, 3450 Wilshire Blvd., Suite 407, Los Angeles 90010. Phone: (213) 382-6346

San Francisco: Scott, Marshall, Sands & McGinley, 433 California Street, San Francisco 94104. Phone: (415) 421-7950

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New estimates based on 1977 census of retail sales

This 1981 edition of the EDITOR & PUBLISHER MARKET GUIDE contains complete retail sales data from the 1977 Census of Retail Sales including state, county and city figures for all states. These data are the new benchmarks for the 1980 and 1981 retail sales estimates calculated for E&P by Marketing Economics Institute.

This is the first year since the 1972 Census that the number of retail stores has been up-dated. The next U.S. Census of Retail Sales will be made in 1982. Results of the U.S. Census of Population for 1980 are not available at the time of publication of this Market Guide. E&P estimates for population, households and personal income are based on up-dated estimates to January 1, 1980 and on proven reliable projection curves for the two-year period up to January 1, 1982.

E&P's projections for 1981 anticipate retail sales increases for General Merchandise (+10.5%), Food (+6.2%), Apparel (+7.6%), Furniture (+4.0%), Eat/Drink (+2.6%), and Drugs (+5.6%). (See Retail Sales Summary, page XXX.) Oil price increases will be a major factor in the 40% jump estimated for Gasoline sales in 1981. Building Materials sales estimates indicate little change for 1981 vs. 1980. Automotive 1981 sales estimates indicate a decrease of more than 10% from 1980.

This 58th edition of the Market Guide presents tables of data estimating population, households, retail sales and personal income for all U.S. counties and every daily newspaper market in the U.S. and Canada.

These estimates are critical to marketing executives because of current inflationary pressures. Population figures when charted reveal the flow from east to west and to the sun belt areas.

The individual and exclusive 14-point market surveys for all U.S.A. and Canadian markets in which a daily newspaper is published—the heart of the Market Guide—provide users with unduplicated information. Our staff has used a wide variety of sources in compiling the surveys, and has up-dated data on retailing including shopping centers, department and chain stores, discount stores, etc.

The editors of the Market Guide recommend its contents for use in preparing sales, marketing and advertising strategy, the selection of sites for retail outlets, shopping centers, industrial plants, warehouses, franchise units, etc.

We welcome comments from users of this 1981 edition and suggestions for future editions.

Robert U. Brown

Robert U. Brown
President and Editor

How to use the MARKET GUIDE

The columns of facts and figures that make up the more than 1,600 surveys in this MARKET GUIDE have been arranged in alphabetical order, by state (or province in Canada), and by city within each state and province.

Within each state or province listings appear the special E&P tables of statistics covering population, disposable income, and retail outlay in every standard metropolitan statistical area (SMSA), county, and community supporting a daily newspaper. Maps for each state indicate the location of important cities, with special emphasis on those with daily papers.

The sample survey on (page III) shows how the information in each survey is laid out in a generally standard order. In the index, a simple light-face number by an entry indicates the paragraph in any survey under which such information is to be found: Population . . . 3; Gas meters . . . 8; Retail outlets . . . 13.

A roman or arabic number preceded by a letter P indicates the page in the book where information other than that in the surveys is to be found: Definitions and notes . . . P. II; National newspaper representatives . . . P. 483. Information in tables for each state is noted as such.

The E&P market ranking tables appear on the Roman numbered pages at the front of the book. These tables list current population, estimates, disposable personal income, retail sales, food sales, and personal income per household for all SMSAs, all counties and larger cities, in order of size.

In this section appear also summaries of population income, households and farm products values for the entire United States, and the number of stores and estimates of retail sales.

DEFINITIONS AND NOTES

ABC—Adjacent to certain figures on population and newspapers in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditors' examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name or names of people able to supply more information about these areas appears in paragraph 14 of each "Key Market Survey."

CIRCULATION FIGURES—The March 1980 figures appear in most of the surveys. Where March 1980 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are contiguous areas.

CONSUMER SPENDABLE INCOME—See "Personal disposable income" below.

EFFECTIVE BUYING INCOME—See "Personal Disposable Income" below.

ESTIMATES—Basic figures are always U.S. Government figures (U.S. Census) or, in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or considered "local estimates."

FARM DATA—County data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1974.

State Data: State totals of value of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families," the term used in previous Census Bureau figures. The term "household" corresponds to "private dwelling unit" as defined in he Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD—The total average income earned or received by each household without any direct or indirect taxes deducted.

NEIGHBORHOOD SHOPPING AREA (OR DISTRICT)—Indicates specific street locations of active retail trade.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states no county breakdown is available.

PERSONAL INCOME—Current income received by individuals, unincorporated businesses and non-profit institutions, from all sources. It includes all that is received as wages, salaries, and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments. Note that this differs from "Personal Disposable Income", in that taxes have not been deducted from these amounts.

PERSONAL DISPOSABLE INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income", is equal to "Personal Income" after taxes. The amounts usually deducted for income, property and other taxes not deductible as business expenses, as well as other general government revenues such as fines, penalities, and so on, have been subtracted.

PRIMARY MARKET AREA—Considered to be that geographical area in which the newspaper provides primary editorial and advertising service. Area consists of contiguous census units (none larger than a county), and ABC rules require that paid circulation and ABC current estimate of households within each county or portion thereof shall be considered.

RETAIL SALES ESTIMATE TABLES—Based upon the latest available (1977) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with consideration given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales totals and retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who liv adjacent to or outside it.

RETAIL TRADING ZONE (OR AREA) (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilities, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilites, and located on or near a main highway.

STANDARD METROPOLITAN STATISTICAL AREA (SMSA)—These are listed as described by the Office of Management and Budget. A complete list of these, with a full explanation, appears near the end of this Market Guide.

STANDARD CONSOLIDATED STATISTICAL AREA (SCSA)—A standard statistical area used to facilitate the presentation and analysis of data on large concentrations of metropolitan population. A complete list of these areas, with a full explanation, appears near the end of this Market Guide.

STATISTICS CANADA—Canadian Government agency in Ottawa responsible for all official statistics covering population, retail sales, etc.

STORES—Stores are typed according to the definitions of the 1977 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions: annual sales volume of at least $1 million; four departments: dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972).

The 1977 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1977 Census is the basis for the Retail Sales Estimates included in this 1981 edition. However, strict comparison of the data for the 1972 and 1977 censuses is limited by the following factors:

Geographic boundaries of a number of areas have changed between 1972 and 1977 censuses, because of annexation and redefinition of Standard Metropolitan Statistical Areas and other boundary changes.

In 1977, the Internal Revenue Service assigned a more detailed classification code to business tax returns. As a result, data for certain kinds of business are more detailed than could be shown in 1972.

Omitted from the 1977 sales statistics are sales and other taxes collected from customers as well as carrying charges or other charges for credit. These taxes/charges reported in the 1972 census have been estimated at about $10 billion for the United States as a whole.

In the 1972 census the "legal form of organization" was based on data only for establishments with a total company employment of 250 persons or more. In 1977, this was determined on the basis of the response to the legal form of organization inquiry on the census forms.

This **Miscellaneous Retail Store** category is not included in the *Editor & Publisher* Tables of Estimated Retail Sales.

For your quick reference, we publish a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales (numbers following names are SIC codes). PT following the SIC code refers to "part"; n.e.c. refers to "not elsewhere classified."

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building materials dealers (5211)
Paint, glass, and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Food

Grocery stores (5411)
Freezer and locker meat provisioners (5422)
Meat markets (5423 PT.)
Fish (seafood) markets (5423 PT.)
Fruit stores and vegetable markets (5431)
Candy, nut, and confectionery stores (5441)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)
Other women's accessory, specialty stores (5631 PT.)
Children's and infants' wear stores (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT.)
Women's shoe stores (5661 PT.)
Children's and juveniles' shoe stores (5661 PT.)
Family shoe stores (5661 PT.)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory store (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT.)
Dealers with imported car franchise only (5511 PT.)
Dealers with domestic, import car franchises (5511 PT.)
Used car dealers (5521)
Tire, battery, and accessory dealers (5531 PT.)
Other auto and home supply stores (5531 PT.)
Boat dealers (5551)
Recreational and utility trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Gasoline Service Stations

Gasoline service stations (5541)

Apparel and Accessories

Men's and boy's clothing and furnishings stores (5611)
Women's ready-to-wear stores (5621)
Miloinery stores (5631 PT.)
Corset and lingerie stores (5631 PT.)

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Furniture, Home Furnishings, and Equipment

Furniture stores (5712)
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Drapery, curtain, and upholstery stores (5714)
Miscellaneous home furnishings stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT.)
Musical instrument stores (5733 PT.)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT.)
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Cafeterias (5812 PT.)
Refreshment places (5812 PT.)
Contract feeding (5812 PT.)
Ice Cream, frozen custard stands (5812 PT.)
Drinking places (alcoholic beverages) (5813)

Drug Stores

Drug stores (5912 PT.)
Proprietary stores (5912 PT.)

Please note that **Miscellaneous Retail Stores** are not included in the Tables of Estimated Retail Sales. This is an assortment of various kinds of stores, but does not represent any one grouping as far as advertising expenditures or revenue is concerned. The listing of types of stores that make up the **Miscellaneous Retail Stores** follows (with SIC codes):

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General line sporting goods stores (5941 PT.)
Specialty line sporting goods stores (5941 PT.)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty, and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing and needlework stores and piece goods stores (5949)
Department stores merchandise—mail order (5961 PT.)
General merchandise, n.e.c.—mail order (5961 PT.)
Other mail-order houses (5961 PT.)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment—direct selling (5963 PT.)
Mobile food service—direct selling (5963 PT.)
Books and stationery—direct selling (5963 PT.)
Other direct selling (5963 PT.)
Fuel and ice dealers, n.e.c. (5982)
Fuel oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999 PT.)
Typewriter stores (5999 PT.)
Optical goods stores (5999 PT.)
Other retail stores, n.e.c. (5999 PT.)

SAMPLE SURVEY

1—LOCATION: Johnson County, E&P Map D-7, County Seat. Manufacturing, agricultural and Military Center. NE portion of State. 65 mi. E of Postville; on U.S. Hwy. 17; State Hwy. 95; Interstate 95.

2—TRANSPORTATION: Railroads—Southern; Louisville & Nashville.
Motor Freight Carriers—19.
Intercity Bus Lines—Trailways; Central Coach; Greyhound.
Airlines—American; Delta; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 53,507; Loc. Est. 55,000
CZ ABC: (70) 130,256; (80) 130,210
RTZ-ABC: (70) 271,750; (80) 270,100
County 70 Cen. 212,050; Loc. Est. 219,600
SMSA 70 Cen. 3,069,797; Loc. Est. 3,154,000
CZ & RTZ-ABC: (70) 402,006; (80) 400,310

4—HOUSEHOLDS:
City 70 Cen. 16,100; Loc. Est. 16,625
County 70 Cen. 52,000; Loc. Est. 54,730
SMSA 70 Cen. 1,023,289; Loc. Est. 1,051,352
CZ-ABC: (70) 38,375; (80) 52,003
RTZ-ABC: (70) 66,925; (80) 72,110
CZ & RTZ-ABC: (70) 105,300; ( ) 124,113

5—BANKS:	**Number**	**Deposits**
Savings Banks	2	$190,772,493
Sav. & Loan Assn.	1	$110,991,777
Commercial Banks	1	$207,905,795

6—PASSENGER AUTOS: County 91,107

7—ELECTRIC METERS: Residence 36,050

8—GAS METERS: Residence 14,071

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Food 6,750; ($160); Radio Eqpt. 5,023 ($135); Meat Packing 2,373 ($182); Heavy Machy. 4,927 ($205).
Principal Industry Pay Days—Thurs., Fri.

10—CLIMATE: Min. & Max. Temp.—Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center—5 blocks on Main St.; Findlay Village (17 Stores).
Neighborhood Shopping Center—Lindenwald, 5 blocks on Pleasant Ave.; West Side 6 on Main St.; Hamilton Plaza (12 units); Town & Country (10 units).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Store and/or Supermarket**
Branch Mall	26	Kwik-Chek
Excelsior	12	Grays'; A&P
Telly Rand	3	Piggly Wiggly

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9; Sears, Hudson's—Fri.

13—RETAIL OUTLETS: Department Stores—J. C. Penney; Hudson's; Dobson's; Sears.
Discount Stores (CZ): Gibson's; Fedway; Buymart.
Variety Stores—S. H. Kress; Silver's; Woolworth; Rose.
Chain Drug Stores (CZ): Snellgrove; Gray.
Chain Food Stores in City Zone: A&P 8; Kroger 5; National Tea 8; Kwik-Chek 3; Tobe 1; Wiseway 3; Gateway 2; Aetna 1.
Other Chain Stores—Goodrich; Firestone; Dixie Auto-Lee; Economy Auto Store; Busch's Jewelry; Haverty's Furniture; Mangel's; Eleanor Shops, Warner's; Diana Shops; Darling Shops; Howard Clothing; Clark's Credit Clothiers.

14—NEWSPAPERS: JOURNAL (e) 51,640; (S) 54,790; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John M. Smith, Gen. Mgr., JOURNAL.
National Representatives: Landon Associates, Inc.

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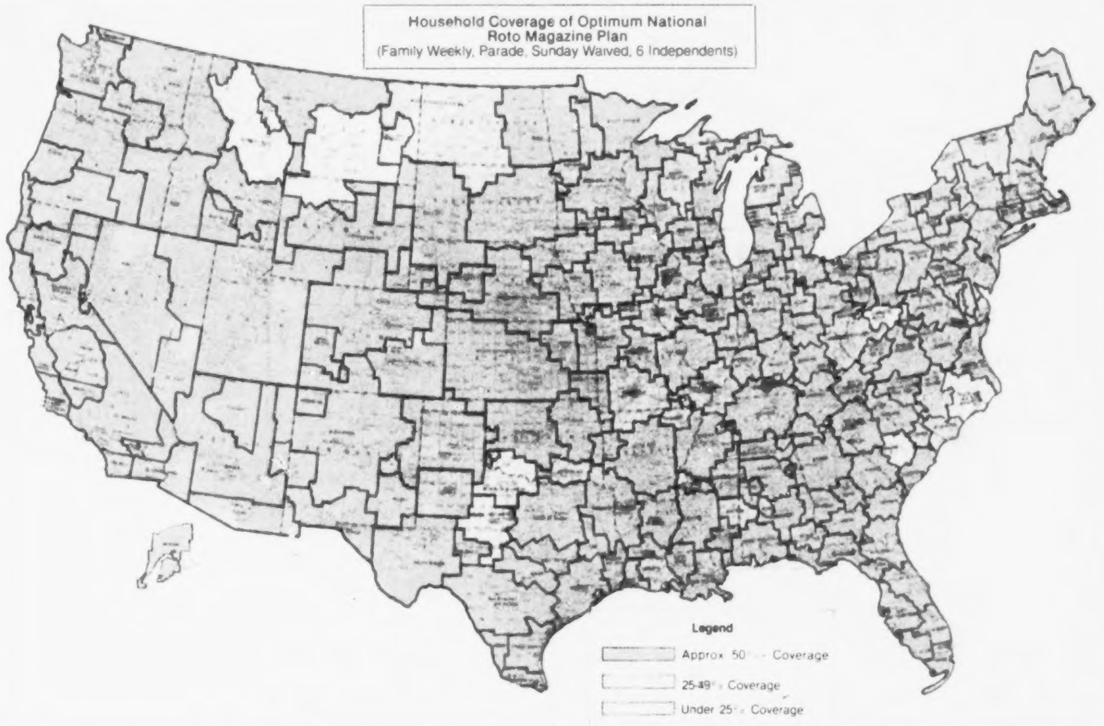
FAMILY WEEKLY

America's Best Read & 4th Largest Circulation Magazine

• Base Circulation 12,300,000 • Retail Sales in Primary Circulation Area—$241 Billion • One of the Most Efficient CPM's in America • Distributed in 357 Newspapers • Deep Market Penetration—72% Average • Average Home Delivery 93% • Concentrating in the Nielsen B, C, and choice Suburban A Counties • Low Duplication with other print vehicles • Highest Advertising Starch Scores for 21 years • Best-Read Section Except Main News • 45 Special Sections for 1981 • T.R.I.P. (Tie-In-Retail-Incentive Program) generated almost 15 million lines of ROP advertising for national advertisers in year 1979.


Household Coverage of Optimum National Roto Magazine Plan
(Family Weekly, Parade, Sunday Waived, 6 Independents)
Legend
Approx 50% + Coverage
25-49% Coverage
Under 25% Coverage

MARKET SHARE TRENDS

(1970 = 100)

POPULATION

	1970	1979	1985
FAMILY WEEKLY	100	120	122
B&C Counties	100	103	105
A Counties	100	94	92

HOUSEHOLDS

	1970	1979	1985
FAMILY WEEKLY	100	120	122
B&C Counties	100	104	105
A Counties	100	94	92

RETAIL SALES

	1970	1979	1985
FAMILY WEEKLY	100	123	125
B&C Counties	100	107	109
A Counties	100	93	89

AUTOMOTIVE SALES

	1970	1979	1985
FAMILY WEEKLY	100	123	126
B&C Counties	100	106	109
A Counties	100	91	86

DRUG STORE SALES

	1970	1979	1985
FAMILY WEEKLY	100	123	126
B&C Counties	100	106	109
A Counties	100	91	86

FOOD STORE SALES

	1970	1979	1985
FAMILY WEEKLY	100	122	124
B&C Counties	100	106	108
A Counties	100	90	86

APPLIANCE STORE SALES

	1970	1979	1985
FAMILY WEEKLY	100	124	118
B&C Counties	100	106	105
A Counties	100	93	94

GASOLINE STATION SALES

	1970	1979	1985
FAMILY WEEKLY	116	117	
B&C Counties	100	103	104
A Counties	100	97	94

GENERAL MERCHANDISE SALES

	1970	1979	1985
FAMILY WEEKLY	100	133	137
B&C Counties	100	113	117
A Counties	100	87	83

FAMILY WEEKLY IS BASIC FOR AN ADVERTISER'S EFFICIENTLY REACHING AMERICA'S LARGEST UNDUPLICATED AUDIENCE IN PRINT

Following are Data to Help Buy Advertising Space to Achieve Maximum Response at Lowest Cost by ADI

Percent Household Coverage for an Effective National Rotogravure Combination

ADI	Markets	Family Weekly		Parade		"Sunday" Waived		Total*	
		No. of Papers	ADI Cov	No. of Papers	ADI Cov	No. of Papers	ADI Cov	No. of Papers	ADI Cov
1	New York	19	10%	5	17%	1	37%	27	87*%
2	Los Angeles	15	19	5	12	1	7	22	68*
3	Chicago	8	12	2	30	1	38	11	80
4	Philadelphia	11	24	3	33	1	35	15	92
5	San Francisco	12	18	3	26	—	—	16	74*
6	Boston	4	11	3	47	—	—	8	78*
7	Detroit	3	10	1	32	1	50	5	92
8	Washington, D C	1	2	1	55	1	23	3	83*
9	Cleveland	6	21	1	16	1	32	8	69
10	Dallas-Ft Worth	2	4	1	19	2	55	5	78
11	Pittsburgh	3	12	1	57	—	—	4	69
12	Houston	4	7	1	33	1	36	6	76
13	Minneapolis-St Paul	—	2	1	22	1	51	2	75
14	St Louis	3	11	1	43	1	26	5	80
15	Miami	2	6	1	18	1	54	4	78
16	Atlanta	3	7	—	1	1	50	4	58
17	Seattle-Tacoma	6	18	1	26	1	33	8	77
18	Tampa-St Petersburg	3	15	2	57	—	1	5	72
19	Baltimore	—	1	1	36	1	45	2	82
20	Hartford-New Haven	1	14	2	56	—	—	3	74*
21	Denver	5	12	1	37	1	42	7	91
22	Indianapolis	7	23	—	1	1	45	8	69
23	Sacramento-Stockton	1	19	3	45	—		4	72*
24	Portland, Or	2	13	1	53	—	—	3	66
25	San Diego	2	9	1	49	—		3	67*
26	Milwaukee	1	7	—	1	1	67	2	75
27	Kansas City	2	5	—	4	1	57	3	66
28	Cincinnati	2	9	—	1	1	44	3	54
29	Buffalo	3	12	1	42	1	27	5	81
30	Nashville	2	7	1	40	—	2	3	49
31	Phoenix	2	6	—	1	1	61	3	68
32	Charlotte	5	19	1	40	—	—	6	59
33	Memphis	—	4	—	1	1	44	1	49
34	New Orleans	1	2	—	2	1	56	2	60
35	Columbus, Oh	3	9	—	—	1	61	4	70
36	Greenville-Spartanburg-Ashville	2	19	2	34	—	1	4	54
37	Grand Rapids-Kalamazoo-Battle Creek	3	32	1	36	—	2	4	70
38	Providence	2	11	1	14	1	49	4	74*
39	Oklahoma City	1	8	1	53	—	—	2	61
40	Orlando-Daytona Beach	4	38	1	53	—	2	5	93
41	Charleston-Huntington	3	19	1	19	—	4	4	42
42	Raleigh-Durham	3	29	—	2	—	—	3	31
43	Louisville	1	5	—	1	1	61	2	67
44	Dayton	1	7	2	58	—	3	3	68
45	Harrisburg-York-Lancaster-Lebanon	2	13	2	62	—	4	4	79
46	Norfolk-Portsmouth-Newport News-Hampton	1	2	2	68	—	—	3	70
47	Salt Lake City	4	23	1	41	—	—	5	64
48	Albany-Schenectady-Troy	3	30	1	38	—	—	4	69*
49	Birmingham	1	7	1	46	—	—	2	53
50	Wilkes Barre-Scranton	1	11	2	35	—	7	3	53
51	San Antonio	1	39	1	44	—	—	2	83
52	Flint-Saginaw-Bay City	3	50	—	18	—	5	3	73
53	Greensboro-Winston Salem-High Point	2	16	2	50	—	—	4	66
54	Wichita-Hutchinson	1	12	1	43	—	2	2	57
55	Little Rock	3	40	1	32	—	—	4	72
56	Toledo	—	5	—	2	1	54	1	61
57	Tulsa	4	13	1	51	—	—	5	64
58	Shreveport-Texarkana	2	12	1	33	—	4	3	49
59	Knoxville	1	5	1	42	—	2	2	49
60	Mobile-Pensacola	1	8	2	55	—	—	3	63
61	Roanoke-Lynchburg	3	24	1	36	—	—	4	60
62	Des Moines	—	—	—	—	1	67	1	67
63	Syracuse	1	7	1	61	—	1	2	69
64	Richmond	3	9	1	54		—	4	63
65	Omaha	1	9		3	1	66	2	78
66	Jacksonville	—	2	1	57	—	2	1	61
67	Green Bay	3	35	1	19	—	16	4	70
68	Rochester, NY	—	—	—	1	1	69	1	70
69	Fresno	4	18	1	47			5	71*
70	Davenport-Rock Island-Moline	2	23	1	35		15	3	73
71	Chattanooga	1	26	1	25		3	2	54
72	Springfield-Decatur-Champaign	3	44	1	22		5	4	71
73	Spokane	2	19	1	43		1	3	63
74	Portland-Poland Spring	—	—	1	47			1	51*
75	Albuquerque	2	12	1	43		3	3	58
76	Paducah-Cape Girardeau-Harrisburg	2	17	—	6		10	2	33
77	West Palm Beach	2	14	1	58	—	24	3	96
78	Johnstown-Altoona	3	38		19		4	3	61
79	Cedar Rapids-Waterloo	1	24	1	32		26	2	82
80	Jackson, Ms	3	15	1	36		4	4	55
81	Youngstown	1	17	1	59	—	1	2	77
82	South Bend-Elkhart	2	24	1	48	—	7	3	79
83	Springfield, Mo	—	3	1	38	—	5	1	46
84	Bristol-Kingsport-Johnson City	3	44	—	6	—	1	3	51
85	Lincoln-Hastings-Kearney	2	14	1	28	—	23	3	65
86	Springfield, Ma	—	—	1	65	—	—	1	71*
87	Peoria	1	18	1	50	—	4	2	72
88	Evansville	1	13	1	48	—	5	2	66
89	Lexington	—	—	1	41	—	10	1	51
90	Tucson	—	—	1	63	—	3	1	66
91	Lansing	2	55	—	13	—	3	2	71
92	Baton Rouge	—	—	1	47	—	4	1	51
93	Fargo	1	17	1	28	—	10	2	55
94	Fort Wayne	—	3	1	46	—	3	1	52
95	Sioux Falls-Mitchell	2	16	1	27	—	8	3	51
96	Huntsville-Decatur-Florence	2	28	1	33	—	—	3	61
97	Columbia, SC	—	—	—	2	—	—	—	2
98	Burlington-Plattsburgh	1	25	—	10	—	—	1	38*
99	Austin, Tx	—	2	1	70	—	3	1	75
100	Waco-Temple	2	37	—	10	—	8	2	55
101	Colorado Springs-Pueblo	2	67	1	17	—	8	3	92
102	El Paso	1	9	1	49	—	—	2	58
103	Madison	—	1	1	56	—	9	1	66
104	Rockford	—	—	1	47	—	11	1	58
105	Greenville-New Bern-Washington	2	14	—	2	—	—	2	16
106	Duluth-Superior	—	—	1	50	—	12	1	62
107	Amarillo	1	46	—	4	—	1	1	51
108	Terre Haute	1	34	—	4	—	8	1	46
109	Augusta	—	2	1	52	—	5	1	59
110	Wichita Falls-Lawton	—	—	—	10	—	2	—	12
111	Monroe-El Dorado	1	12	1	38	—	—	2	50
112	Joplin-Pittsburg	2	34	—	10	—	5	2	49
113	Columbus, Ga	1	13	1	47	—	5	2	65
114	Salinas-Monterey	3	42	—	13	—	—	3	68*
115	Lafayette, La	1	26	—	7	—	3	1	36
116	Santa Barbara-Santa Maria-San Luis Obispo	1	14	1	34	—	—	2	70*
117	Charleston, SC	—	1	1	54	—	—	1	55
118	Wilmington, NC	1	31	—	8	—	—	1	39
119	Beaumont-Port Arthur	1	19	1	48	—	2	2	69
120	Savannah	1	46	—	3	—	5	1	54
121	Sioux City			1	34	—	32	1	66
122	Montgomery	—	2	1	49	—	1	1	52
123	La Crosse-Eau Claire	3	52	—	12	—	13	3	77
124	Binghamton	—	5	1	55	—	—	1	60
125	Lubbock	2	56	—	1	—	—	2	57
126	Las Vegas	1	62	1	34	—	—	2	99*
127	Eugene	2	23	1	56	—	—	3	79
128	Wausau-Rhinelander	—	2	—	1	—	26	—	29
129	Ft Myers-Naples	1	69	—	2	—	12	1	83
130	Wheeling-Steubenville	2	30	1	46	—	2	3	78
131	Corpus Christi	1	59	—	3	—	1	1	63
132	Yakima	2	34	1	41	—	2	3	77
133	Topeka			1	51	—	5	1	56
134	Columbia-Jefferson City	3	39	—	7	—	15	3	61
135	Columbus-Tupelo	2	32	—	6	—	11	2	49
136	Traverse City-Cadillac	—	5	—	41	—	10	—	56
137	Rochester-Mason City-Austin	1	11	—	3	—	41	1	55
138	Erie	—	1	1	69	—	—	1	70
139	Bluefield-Beckley-Oak Hill	2	48	—	10	—	—	2	58
140	Tallahassee	—	12	1	42	—	4	1	58
141	McAllen-Brownsville	3	57	—	2	—	1	3	60
142	Boise	2	15	1	59	—	1	3	75
143	Minot-Bismarck-Dickinson	1	31	—	7	—	—	1	38
144	Reno	1	40	—	4	—	—	1	53
145	Macon	—	—	1	60	—	5	1	65
146	Chico-Redding	1	29	—	12	—	—	1	51
147	Bangor	1	57	—	18	—	—	1	75
148	Quincy-Hannibal	1	28	—	6	—	15	1	49
149	Odessa-Midland	2	67	—	1	—	4	2	72
150	Albany, Ga	2	29	—	5	—	11	2	45
151	Ft Smith	1	48	—	10	—	—	1	58
152	Abilene-Sweetwater	—	7	—	4	—	3	—	14
153	Medford	2	46	—	10	—	—	2	59*
154	Utica	1	42	—	12	—	—	1	54
155	Bakersfield	—	—	1	60	—	—	1	74*
156	Missoula-Butte	—	5	—	3	—	—	—	8
157	Charlottesville-Harrisonburg	—	40	—	21	—	1	—	62
158	Dothan	1	30	—	8	—	2	1	40
159	Idaho Falls-Pocatello	2	53	—	—	—	—	2	53
160	Florence, SC	1	35	—	10	—	—	1	45
161	Salisbury	1	53	—	14	—	14	1	81
162	Clarksburg-Weston	—	7	—	5	—	—	—	12
163	Alexandria, Mn	—	—	—	6	—	35	—	41
164	Rapid City	1	42	—	—	—	6	1	48
165	Elmira	1	48	—	2	—	4	1	54
166	Tyler	2	56	—	6	—	13	2	75
167	Watertown-Carthage	—	2	—	23	—	—	—	25
168	Laurel-Hattiesburg	1	33	—	10	—	4	1	47
169	Anchorage	1	70	—	—	—	1	1	71
170	Meridian	1	35	—	9	—	1	1	45
171	Alexandria, La	1	49	—	7	—	1	1	57
172	Lake Charles	1	60	—	9	—	2	1	71
173	Jonesboro	1	26	—	8	—	5	1	39
174	Ardmore-Ada	—	—	—	21	—	1	—	22
175	Great Falls	1	61	—	—	—	—	1	61
176	Billings	1	66	—	—	—	1	1	67
177	Panama City	1	52	—	10	—	—	1	62
178	Gainesville	1	65	—	13	—	1	1	79
179	Marquette	—	1	—	7	—	16	—	24
180	Casper-Riverton	1	53	—	2	—	3	1	58
181	El Centro-Yuma	3	66	—	4	—	7	3	82*
182	Jackson, Tn	1	40	—	3	—	13	1	56
183	Biloxi-Gulfport-Pascagoula	1	64	—	2	—	9	1	75
184	Eureka	1	45	—	5	—	—	1	63*
185	Roswell	3	65	—	7	—	—	3	72
186	Palm Springs	2	64	—	6	—	—	2	72*
187	Cheyenne	2	71	—	6	—	12	2	89
188	St Joseph	—	—	—	67	—	6	1	73
189	Grand Junction	1	59	—	5	—	9	1	73
190	Greenwood-Greenville	—	7	—	6	—	19	—	32
191	Lafayette, In	1	72	—	1	—	16	1	89
192	Tuscaloosa	1	67	—	9	—	—	1	76
193	Anniston	1	69	—	5	—	1	1	75
194	Mankato	2	35	—	3	—	38	2	76
195	Lima	1	87	—	—	—	5	1	92
196	Bowling Green	1	50	—	1	—	15	1	66
197	Parkersburg	1	74	—	2	—	—	1	76
198	San Angelo	1	76	—	—	—	2	1	78
199	Twin Falls	1	61	—	4	—	—	1	65
200	Presque Isle	—	52	—	13	—	—	—	70*
201	Dubuque	1	84	—	1	—	25	1	110
202	Zanesville	1	66	—	—	—	12	1	78
203	Ottumwa-Kirksville	—	—	—	1	—	30	—	31
204	Laredo	1	65	—	4	—	—	1	69
205	Farmington	1	67	—	5	—	3	1	75
206	Flagstaff	1	45	—	—	—	35	1	80
207	Victoria	—	3	—	6	—	3	—	12
208	Selma	1	52	—	11	—	—	1	63
209	North Platte	1	74	—	1	—	25	1	100
210	Helena	—	17	—	2	—	—	—	19
211	Alpena	—	1	—	35	—	11	—	47
212	Miles City-Glendive	—	40	—	—	—	—	—	40
Non-ADI	Hawaii	—	—	1	78	—	—	1	78
	GRAND TOTAL	357	16%	129	28%	31	27%	522	73%

* Includes the following independents NY Times, Long Island Newsday, Los Angeles Times, San Francisco Examiner & Chronicle, Boston Herald American

EDITOR & PUBLISHER'S MARKET RANKINGS

This year EDITOR & PUBLISHER has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the E&P Market Guide since they first appeared in the 1964 edition. The rankings, based on E&P estimates for 1981, are shown for five categories: population, disposable personal income, total retail sales, food sales, and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis, for all counties whether daily newspapers are published in them or not, and for all standard metropolitan statistical areas in the United States (including four in Puerto Rico), as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1970 U.S. Census and the 1977 Census of Business, and our own research estimates for 1981.

Leading U.S. cities, counties and standard metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1981

POPULATION

Standard metropolitan statistical areas

1	New York, N.Y.-N.J.	9,097,448
2	Los Angeles-Long Beach, Cal.	7,252,008
3	Chicago, Ill.	7,039,358
4	Philadelphia, Pa.-N.J.	4,764,128
5	Detroit, Mich.	4,444,311
6	San Francisco-Oakland, Cal.	3,209,318
7	Washington, D.C.-Md.-Va.	3,043,008
8	Boston, Mass.	2,866,596
9	Dallas-Fort Worth, Tex.	2,812,039
10	Houston, Tex.	2,807,913
11	Nassau-Suffolk, N.Y.	2,758,085
12	St. Louis, Mo.-Ill.	2,318,714
13	Pittsburgh, Pa.	2,276,697
14	Baltimore, Md.	2,156,306
15	Minneapolis-St. Paul, Minn.-Wis.	2,119,914
16	Newark, N.J.	1,946,079
17	Anaheim-Santa Ana-Garden Grove, Cal.	1,934,661
18	Atlanta, Ga.	1,933,696
19	Cleveland, O.	1,922,868
20	San Diego, Cal.	1,851,575
21	Denver-Boulder, Colo.	1,597,745
22	Tampa-St. Petersburg, Fla.	1,553,333
23	Miami, Fla.	1,520,518
24	Riverside-San Bernardino-Ontario, Cal.	1,513,788
25	Seattle-Everett, Wash.	1,508,432
26	Phoenix, Ariz.	1,459,600
27	Milwaukee, Wis.	1,428,016
28	Cincinnati, O.-Ky.-Ind.	1,404,332
29	Kansas City, Mo.-Kans.	1,332,679
30	Buffalo, N.Y.	1,292,152
31	San Jose, Cal.	1,273,694
32	Portland, Ore.-Wash.	1,228,935
33	Indianapolis, Ind.	1,178,177
34	New Orleans, La.	1,167,719
35	Columbus, O.	1,092,111
36	San Antonio, Tex.	1,079,045
37	Sacramento, Cal.	1,026,858
38	Fort Lauderdale-Hollywood, Fla.	984,505
39	Rochester, N.Y.	963,981
40	Providence-Warwick-Pawtucket, R.I.-Mass.	920,793
41	Memphis, Tenn.-Ark.-Miss.	893,653
42	Louisville, Ky.-Ind.	892,495
43	Salt Lake City-Ogden, Utah	891,760
44	Birmingham, Ala.	843,394
45	Dayton, O.	834,322
46	Nashville-Davidson, Tenn.	821,922
47	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	816,685
48	Oklahoma City, Okla.	811,287
49	Albany-Schenectady-Troy, N.Y.	802,139
50	Greensboro-Winston-Salem-High Point, N.C.	801,157
51	Toledo, O.-Mich.	788,488
52	Hartford, Conn.	761,739
53	Honolulu, Hawaii	723,484
54	Jacksonville, Fla.	710,633
55	Orlando, Fla.	661,898
56	Tulsa, Okla.	661,851
57	Gary-Hammond-East Chicago, Ind.	661,658
58	Akron, O.	657,001
59	Syracuse, N.Y.	648,160
60	Northeast Pennsylvania, Pa.	644,512
61	Allentown-Bethlehem-Easton, Pa.-N.J.	643,917
62	Grand Rapids, Mich.	629,842
63	Richmond, Va.	626,454
64	Charlotte-Gastonia, N.C.	619,007
65	Omaha, Neb.-Iowa	591,389
66	New Brunswick-Perth Amboy-Sayreville, N.J.	585,239
67	Greenville-Spartanburg, S.C.	569,795
68	Jersey City, N.J.	561,156
69	West Palm Beach-Boca Raton, Fla.	555,640
70	Youngstown-Warren, O.	554,186
71	Springfield-Chicopee-Holyoke, Mass-Conn.	548,309
72	Wilmington, Del.-N.J.-Md.	527,863
73	Oxnard-Simi Valley-Ventura, Cal.	521,450
74	Flint, Mich.	521,373
75	Tucson, Ariz.	516,205
76	Raleigh-Durham, N.C.	510,273
77	Austin, Tex.	508,574
78	Long Branch-Asbury Park, N.J.	506,149
79	Fresno, Cal.	494,243
80	Knoxville, Tenn.	479,162
81	El Paso, Tex.	469,168
82	Baton Rouge, La.	467,964
83	Lansing-East Lansing, Mich.	466,391
84	Tacoma, Wash.	453,587
85	Albuquerque, N.M.	448,619
86	Mobile, Ala.	448,177
87	Paterson-Clifton-Passaic, N.J.	446,949
88	Harrisburg, Pa.	438,203
89	Johnson City-Kingsport-Bristol, Tenn.-Va.	428,669
90	Las Vegas, Nev.	428,530
91	New Haven-West Haven, Conn.	423,384
92	Bridgeport, Conn.	421,409
93	Chattanooga, Tenn.-Ga.	418,356
94	Canton, O.	414,237
95	Charleston-North Charleston, S.C.	404,905
96	Fort Wayne, Ind.	394,725
97	Wichita, Kans.	394,508
98	Columbia, S.C.	392,696
99	Worcester, Mass.	391,085
100	Bakersfield, Cal.	391,012
101	Davenport-Rock Island-Moline, Iowa-Ill.	380,901
102	Little Rock-North Little Rock, Ark.	378,300
103	Beaumont-Port Arthur-Orange, Tex.	377,933
104	Peoria, Ill.	368,823
105	York, Pa.	366,581
106	Newport News-Hampton, Va.	365,497
107	Lancaster, Pa.	365,212
108	Shreveport, La.	359,708
109	Des Moines, Iowa	336,537
110	Spokane, Wash.	334,833
111	Stockton, Cal.	332,375
112	Utica-Rome, N.Y.	324,129
113	Vallejo-Fairfield-Napa, Cal.	319,894
114	Madison, Wis.	319,559
115	Trenton, N.J.	317,710
116	Reading, Pa.	314,081
117	Corpus Christi, Tex.	313,190
118	Huntington-Ashland, W.Va.-Ky.-O.	311,889
119	Evansville, Ind.-Ky.	306,886
120	Jackson, Miss.	304,749
121	Colorado Springs, Colo.	304,687
122	Binghamton, N.Y.-Pa.	302,336
123	Lexington-Fayette, Ky.	302,131
124	Appleton-Oshkosh, Wis.	301,192
125	Huntsville, Ala.	297,952
126	Augusta, Ga.-S.C.	297,544
127	Lakeland-Winter Haven, Fla.	296,951
128	Santa Rosa, Cal.	295,723
129	Santa Barbara-Santa Maria-Lompoc, Cal.	288,453
130	Salinas-Seaside-Monterey, Cal.	286,714
131	South Bend-Mishawaka, Ind.	286,631
132	Pensacola, Fla.	279,887
133	Eugene-Springfield, Ore.	278,821
134	Lorain-Elyria, O.	277,081
135	Kalamazoo-Portage, Mich.	274,742
136	Charleston, W.Va.	272,911
137	Johnstown, Pa.	272,302
138	Erie, Pa.	271,318
139	Rockford, Ill.	267,890
140	Hamilton-Middletown, O.	266,548
141	Melbourne-Titusville-Cocoa, Fla.	264,965
142	Montgomery, Ala.	264,370
143	Modesto, Cal.	262,516
144	McAllen-Pharr-Edinburg, Tex.	257,145
145	Salem, Ore.	252,712
146	Lawrence-Haverhill, Mass.-N.H.	250,280
147	Ann Arbor, Mich.	249,038
148	Duluth-Superior, Minn.-Wis.	246,128
149	Macon, Ga.	246,090
150	Daytona Beach, Fla.	245,579
151	Poughkeepsie, N.Y.	235,893
152	Saginaw, Mich.	229,186
153	Fayetteville, N.C.	226,665
154	Waterbury, Conn.	224,717
155	Stamford, Conn.	221,082
156	Columbus, Ga.-Ala.	221,075
157	Savannah, Ga.	218,787
158	Lima, O.	218,536
159	Killeen-Temple, Tex.	218,407
160	Roanoke, Va.	217,973
161	New London-Norwich, Conn-R.I.	217,013
162	Springfield, Mo.	215,214
163	Provo-Orem, Utah	214,460
164	Galveston-Texas City, Tex.	213,499
165	Lowell, Mass.-N.H.	209,662
166	Lubbock, Tex.	204,538
167	Fort Smith, Ark.-Okla.	204,220
168	Fort Myers-Cape Coral, Fla.	199,822
169	Sarasota, Fla.	199,646
170	Springfield, Ill.	198,493
171	Atlantic City, N.J.	197,855
172	Fall River, Mass.-R.I.	193,734
173	Brownsville-Harlingen-San Benito, Tex.	191,459
174	Anchorage, Alaska	191,168
175	Reno, Nev.	188,709
176	Battle Creek, Mich.	187,121
177	Lincoln, Neb.	186,843
178	Wheeling, W.Va.-O.	186,450
179	Santa Cruz, Cal.	186,223
180	Topeka, Kans.	186,149
181	Green Bay, Wis.	185,460
182	Muskegon-Norton Shores-Muskegon Heights, Mich.	185,415
183	Springfield, O.	184,976
184	Asheville, N.C.	182,564
185	Portland, Me.	182,454
186	Brockton, Mass.	181,638
187	Racine, Wis.	179,734
188	Biloxi-Gulfport, Miss.	176,450
189	Terre Haute, Ind.	176,308
190	New Bedford, Mass.	174,671
191	St. Cloud, Minn.	173,463
192	Amarillo, Tex.	173,277
193	Fayetteville-Springdale, Ark.	171,890
194	Yakima, Wash.	167,254
195	Steubenville-Weirton, O.-W.Va.	166,922
196	Waco, Tex.	165,865
197	Parkersburg-Marietta, W.Va.-O.	165,500
198	Cedar Rapids, Iowa	164,761
199	Lake Charles, La.	163,353
200	Boise City, Ida.	163,113
201	Champaign-Urbana-Rantoul, Ill.	157,629
202	Clarksville-Hopkinsville, Tenn-Ky.	156,885
203	Lynchburg, Va.	153,098
204	Jackson, Mich.	152,194
205	Manchester, N.H.	150,136
206	Tallahassee, Fla.	146,607
207	Bradenton, Fla.	146,498
208	Fort Collins, Colo.	145,023
209	Monroe, La.	143,643
210	Alexandria, La.	143,516
211	New Britain, Conn.	142,737
212	Lafayette, La.	141,428
213	Longview-Marshall, Tex.	140,750

214 Gainesville, Fla.	140,069
215 Richland-Kennewick-Pasco, Wash.	139,561
216 Elkhart, Ind.	138,990
217 Waterloo-Cedar Falls, Iowa	138,401
218 Anderson, Ind.	137,653
219 Danbury, Conn.	137,302
220 Abilene, Tex.	137,244
221 Janesville-Beloit, Wis.	137,017
222 Wilmington, N.C.	136,907
223 Altoona, Pa.	136,387
224 Fargo-Moorhead, N.D.-Minn.	135,959
225 Norwalk, Conn.	134,805
226 Vineland-Millville-Bridgeton, N.J.	133,400
227 Mansfield, O.	132,841
228 Florence, Ala.	131,325
229 Eau Claire, Wis.	130,567
230 Decatur, Ill.	128,558
231 Wichita Falls, Tex.	128,195
232 Tuscaloosa, Ala.	127,793
233 Kenosha, Wis.	126,395
234 Petersburg-Colonial Heights-Hopewell, Va.	126,199
235 Pueblo, Colo.	124,825
236 Pascagoula-Moss Point, Miss.	124,090
237 Muncie, Ind.	124,009
238 Texarkana, Tex.-Ark.	123,181
239 Bay City, Mich.	123,140
240 Bloomington-Normal, Ill.	122,048
241 Tyler, Tex.	120,501
242 Sioux City, Iowa-Neb.	120,489
243 Anniston, Ala.	119,858
244 Greeley, Colo.	117,730
245 Nashua, N.H.	115,565
246 Lawton, Okla.	114,892
247 Williamsport, Pa.	113,825
248 Lafayette-West Lafayette, Ind.	112,211
249 Billings, Mont.	111,426
250 Odessa, Tex.	111,422
251 Albany, Ga.	106,893
252 Sioux Falls, S.D.	105,803
253 St. Joseph, Mo.	104,858
254 Kokomo, Ind.	104,249
255 Gadsden, Ala.	100,888
256 Grand Forks, Minn.-N.D.	100,211
257 Burlington, N.C.	98,348
258 Panama City, Fla.	98,186
259 Kankakee, Ill.	98,043
260 Elmira, N.Y.	97,159
261 Fitchburg-Leominster, Mass.	97,111
262 Las Cruces, N.M.	95,167
263 Rochester, Minn.	94,238
264 Pittsfield, Mass.	93,335
265 Dubuque, Iowa	93,264
266 La Crosse, Wis.	93,227
267 Rapid City, S.D.	92,985
268 Laredo, Tex.	92,022
269 Columbia, Mo.	90,429
270 Bloomington, Ind.	89,265
271 Great Falls, Mont.	86,261
272 Sherman-Denison, Tex.	86,215
273 Pine Bluff, Ark.	84,697
274 Owensboro, Ky.	82,148
275 San Angelo, Tex.	80,794
276 Midland, Tex.	79,818
277 Bismarck, N.D.	79,783
278 Bryan-College Station, Tex.	78,491
279 Iowa City, Iowa	75,944
280 Bristol, Conn.	75,357
281 Lewiston-Auburn, Me.	74,026
282 Enid, Okla.	66,861
283 Lawrence, Kans.	65,224
284 Meriden, Conn.	57,455

Leading counties

1 Los Angeles, Cal.	7,252,008
2 Cook, Ill.	5,159,181
3 Wayne, Mich.	2,356,189
4 Harris, Tex.	2,345,176
5 Kings, N.Y.	2,264,654
6 Orange, Cal.	1,934,661
7 Queens, N.Y.	1,880,170
8 San Diego, Cal.	1,851,575
9 Philadelphia, Pa.	1,691,480
10 Dade, Fla.	1,520,518
11 Cuyahoga, Ohio	1,505,127
12 Dallas, Tex.	1,497,554
13 Maricopa, Ariz.	1,459,600
14 Allegheny, Pa.	1,459,428
15 Middlesex, Mass.	1,424,899
16 Nassau, N.Y.	1,419,239
17 Suffolk, N.Y.	1,338,846
18 New York, N.Y.	1,286,400
19 Santa Clara, Cal.	1,273,694
20 Bronx, N.Y.	1,201,548
21 King, Wash.	1,198,562
22 Alameda, Cal.	1,107,562
23 Erie, N.Y.	1,056,445
24 Oakland, Mich.	1,050,038
25 Bexar, Tex.	1,002,163
26 Broward, Fla.	984,505
27 Milwaukee, Wisc.	957,802
28 Hennepin, Minn.	900,704
29 Bergen, N.J.	882,963
30 Hamilton, Ohio	875,371
31 Westchester, N.Y.	873,729
32 Franklin, Ohio	857,805
33 St. Louis, Mo.	850,622
34 San Bernardino, Cal.	848,175
35 Fairfield, Conn.	844,621
36 Hartford, Conn.	843,574
37 Essex, N.J.	817,031
38 Tarrant, Tex.	812,545
39 Sacramento, Cal.	791,913
40 New Haven, Conn.	771,309
41 Baltimore City, Md.	766,039
42 Marion, Ind.	763,425
43 Shelby, Tenn.	754,149
44 Pinellas, Fla.	740,939
45 Honolulu, Hi.	723,484
46 Macomb, Mich.	714,536
47 Monroe, N.Y.	693,125
48 Worcester, Mass.	687,492
49 Jefferson, Ala.	669,996
50 Jefferson, Ky.	668,373
51 Riverside, Cal.	665,613
52 Essex, Mass.	664,035
53 Suffolk, Mass.	659,222
54 Contra Costa, Cal.	656,764
55 District of Columbia, D.C.	651,718
56 Du Page, Ill.	644,847
57 Prince Georges, Md.	643,508
58 Montgomery, Pa.	636,378
59 Hillsborough, Fla.	635,370
60 San Francisco, Cal.	631,743
61 Jackson, Mo.	623,735
62 Baltimore, Md.	620,204
63 Montgomery, Md.	599,096
64 San Mateo, Cal.	591,671
65 Fairfax, Va.	589,249
66 Middlesex, N.J.	585,239
67 Salt Lake, Utah	577,759
68 Montgomery, Ohio	572,304
69 Providence, R.I.	568,772
70 Delaware, Pa.	568,648
71 Hudson, N.J.	561,156
72 Oklahoma, Okla.	556,454
73 Palm Beach, Fla.	555,640
74 Orleans, La.	554,205
75 Duval, Fla.	554,155
76 Multnomah, Ore.	550,569
77 Fulton, Ga.	549,945
78 Lake, Ind.	542,934
79 Norfolk, Mass.	531,150
80 St. Louis City, Mo.	529,462
81 Ventura, Cal.	521,450
82 Summit, Ohio	521,266
83 Pima, Ariz.	516,205
84 Bristol, Mass.	514,648
85 Union, N.J.	510,834
86 Monmouth, N.J.	506,149
87 Fresno, Cal.	494,243
88 Bucks, Pa.	491,484
89 Camden, N.J.	483,624
90 Hampden, Mass.	470,618
91 El Paso, Tex.	469,168
92 Onondaga, N.Y.	468,919
93 Kent, Mich.	465,051
94 Lucas, Ohio	462,587
95 De Kalb, Ga.	462,579
96 Tulsa, Okla.	459,466
97 Denver, Colo.	458,952
98 Pierce, Wash.	453,587
99 Davidson, Tenn.	453,489
100 Lake, Ill.	450,369
101 Orange, Fla.	449,926
102 Ramsey, Minn.	448,332
103 Genesee, Mich.	447,563
104 Passaic, N.J.	446,949
105 Jefferson, La.	441,629
106 Clark, Nev.	428,530
107 Plymouth, Mass.	428,274
108 Bernalillo, N.M.	421,937
109 Douglas, Neb.	413,832
110 Morris, N.J.	408,306
111 New Castle, Del.	406,485
112 Travis, Tex.	400,769
113 Kern, Cal.	391,012
114 Mecklenburg, N.C.	390,930
115 Westmoreland, Pa.	388,422
116 Jefferson, Colo.	388,064
117 Stark, Ohio	386,249
118 Anne Arundel, Md.	382,044
119 Burlington, N.J.	369,423
120 Mobile, Ala.	368,789
121 Lancaster, Pa.	365,212
122 Richmond, N.Y.	362,682
123 Ocean, N.J.	360,465
124 Sedgewick, Kans.	347,671
125 East Baton Rouge, La.	344,864
126 Luzerne, Pa.	343,882
127 Will, Ill.	341,199
128 Spokane, Wash.	334,833
129 San Joaquin, Cal.	332,375
130 Pulaski, Ark.	325,988
131 Dane, Wisc.	319,559
132 Mercer, N.J.	317,710
133 Knox, Tenn.	315,816
134 Chester, Pa.	314,180
135 Berks, Pa.	314,081
136 Snohomish, Wash.	309,870
137 Guilford, N.C.	309,409
138 Allen, Ind.	305,763
139 Waukesha, Wisc.	304,645
140 Mahoning, Ohio	302,789
141 York, Pa.	301,593
142 Polk, Ia.	300,267
143 Polk, Fla.	296,951
144 El Paso, Colo.	296,559
145 Sonoma, Cal.	295,723
146 Wake, N.C.	292,567
147 Kane, Ill.	291,065
148 Santa Barbara, Cal.	288,453
149 Albany, N.Y.	286,732
150 Monterey, Cal.	286,714
151 Greenville, S.C.	286,307
152 Arapahoe, Colo.	282,739
153 St. Clair, Ill.	281,359
154 Cobb, Ga.	279,872
155 Lane, Ore.	278,821
156 Lorain, Ohio	277,081
157 Hamilton, Tenn.	276,509
158 Johnson, Kans.	276,413
159 Hillsborough, N.H.	273,339
160 Erie, Pa.	271,318
161 Lehigh, Pa.	270,268
162 Ingham, Mich.	268,856
163 Rockland, N.Y.	267,883
164 Virginia Beach, Va.	267,326
165 Butler, Ohio	266,548
166 Norfolk, Va.	265,285
167 Brevard, Fla.	264,965
168 Orange, N.Y.	263,397
169 Stanislaus, Cal.	262,516
170 Charleston, S.C.	260,605
171 Oneida, N.Y.	257,842
172 Hidalgo, Tex.	257,145
173 Nueces, Tex.	256,987
174 Trumbull, Ohio	251,397
175 Adams, Colo.	250,873
176 Jefferson, Tex.	250,242
177 Clackamas, Ore.	249,583
178 Washtenaw, Mich.	249,038
179 Richland, S.C.	247,872
180 Volusia, Fla.	245,579
181 St. Joseph, Ind.	245,472
182 Caddo, La.	244,844
183 Madison, Ill.	244,212
184 Tulare, Cal.	241,319
185 New London, Conn.	241,289
186 Winnebago, Ill.	240,884
187 Washington, Ore.	237,908
188 Hinds, Miss.	237,755
189 Lackawanna, Pa.	237,041
190 Dutchess, N.Y.	235,893
191 Niagara, N.Y.	235,707
192 Kanawha, W.Va.	234,719
193 Forsyth, N.C.	233,916
194 Northampton, Pa.	231,796
195 Saginaw, Mich.	229,186
196 Escambia, Fla.	227,075
197 Cumberland, N.C.	226,665
198 Dauphin, Pa.	223,499
199 Solano, Cal.	221,917
200 Marin, Cal.	221,578
201 Richmond, Va.	219,897
202 Washington, Pa.	217,240
203 Lake, Ohio	216,792
204 Anoka, Minn.	215,164
205 Utah, Utah	214,460
206 Broome, N.Y.	213,918
207 Galveston, Tex.	213,499
208 Beaver, Pa.	211,607
209 Somerset, N.J.	209,908
210 Dakota, Minn.	209,273
211 Gloucester, N.J.	208,911
212 Cumberland, Me.	208,647
213 Kalamazoo, Mich.	208,406
214 Spartanburg, S.C.	206,542
215 Lubbock, Tex.	204,538
216 Marion, Ore.	203,676
217 Peoria, Ill.	200,649
218 Lee, Fla.	199,822
219 Sarasota, Fla.	199,646
220 St. Louis, Minn.	199,630
221 Atlantic, N.J.	197,855
222 Rockingham, N.H.	196,082
223 Greene, Mo.	191,989
224 Cameron, Tex.	191,459
225 Anchorage, Ak.	191,168
226 Clark, Wash.	190,875
227 Chatham, Ga.	189,782
228 Cambria, Pa.	189,718
229 Fayette, Ky.	189,393
230 Montgomery, Ala.	189,293
231 Washoe, Nev.	188,709
232 Madison, Ala.	187,341
233 Lancaster, Neb.	186,843
234 Santa Cruz, Cal.	186,223
235 Sangamon, Ill.	185,971
236 Boulder, Colo.	185,914
237 Brown, Wisc.	185,460
238 Henrico, Va.	180,206
239 Racine, Wisc.	179,734
240 Cumberland, Pa.	178,581
241 Pasco, Fla.	177,024
242 Wyandotte, Kans.	171,193
243 Vanderburgh, Ind.	169,765
244 Bell, Tex.	169,007
245 Yakima, Wash.	167,254
246 Berrien, Mich.	166,789
247 Seminole, Fla.	166,097
248 McLennan, Tex.	165,865
249 Ottawa, Mich.	164,791
250 Linn, Ia.	164,761
251 Calcasieu, La.	163,353
252 Ada, Ida.	163,113
253 Muskegon, Mich.	162,936
254 Buncombe, N.C.	161,480
255 Rock Island, Ill.	160,771
256 Brazoria, Tex.	160,456
257 Schuylkill, Pa.	160,317
258 Scott, Ia.	160,283
259 [1]Columbus Consol. Govt., Ga.	159,554
260 Fayette, Pa.	159,145
261 Litchfield, Conn.	158,789
262 Gaston, N.C.	158,388
263 Champaign, Ill.	157,629
264 Ulster, N.Y.	157,333
265 Gwinnett, Ga.	156,935
266 Barnstable, Mass.	156,864
267 Richmond, Ga.	156,469
268 Kent, R.I.	156,000
269 Saratoga, N.Y.	155,887
270 Harford, Md.	155,632
271 Shawnee, Kans.	154,857
272 Schenectady, N.Y.	152,803
273 San Luis Obispo, Cal.	152,801
274 McHenry, Ill.	152,697
275 Jackson, Mich.	152,194
276 Rensselaer, N.Y.	151,179
277 Clark, Ohio	151,043
278 Berkshire, Mass.	150,579
279 Clayton, Ga.	150,277
280 Butler, Pa.	149,945
281 Prince William, Va.	148,699
282 Durham, N.C.	147,493
283 Manatee, Fla.	146,498
284 Chautauqua, N.Y.	145,890
285 Harrison, Miss.	145,775
286 Larimer, Colo.	145,023
287 Lexington, S.C.	144,824
288 Davis, Utah	144,629
289 Weber, Utah	144,221
290 St. Charles, Mo.	143,840
291 Ouachita, La.	143,643
292 Sullivan, Tenn.	143,157
293 Butte, Cal.	142,664
294 Jefferson, Mo.	142,198
295 Clay, Mo.	141,738
296 Bibb, Ga.	141,443
297 Lafayette, La.	141,428
298 St. Clair, Mich.	141,100
299 Newport News, Va.	140,691
300 Kitsap, Wash.	140,566
301 Calhoun, Mich.	140,487
302 Penobscot, Me.	140,266
303 Alachua, Fla.	140,069
304 Elkhart, Ind.	138,990
305 Hampshire, Mass.	138,901
306 Black Hawk, Ia.	138,401
307 Madison, Ind.	137,653
308 Rock, Wisc.	137,017
309 Monroe, Mich.	136,892
310 Arlington, Va.	136,5[illegible]4
311 Blair, Pa.	136,387
312 Leon, Fla.	136,336
313 Portage, Ohio	135,735
314 York, Me.	135,494
315 Outagamie, Wisc.	135,260
316 Winnebago, Wisc.	135,155
317 Kenton, Ky.	134,654
318 Jackson, Ore.	134,652
319 Tazewell, Ill.	133,614
320 Cumberland, N.J.	133,400
321 Richland, Ohio	132,841
322 Clermont, Ohio	132,780
323 Greene, Ohio	131,916
324 Howard, Md.	130,766
325 Merced, Cal.	129,350
326 Collin, Tex.	128,605
327 Macon, Ill.	128,558

POPULATION

Leading Counties

328	Anderson, S.C.	128,528
329	Chesterfield, Va.	128,209
330	Tuscaloosa, Ala.	127,793
331	Montgomery, Tex.	127,748
332	Washington, Minn.	127,578
333	Rapides, La.	127,440
334	Mercer, Pa.	126,420
335	Kenosha, Wisc.	126,395
336	Pueblo, Colo.	124,825
337	Jackson, Miss.	124,090
338	Delaware, Ind.	124,009
339	Hampton, Va.	123,749
340	Placer, Cal.	123,583
341	Bay, Mich.	123,140
342	Licking, Ohio	122,920
343	Medina, Ohio	122,411
344	McLean, Ill.	122,048
345	Cleveland, Okla.	120,899
346	Smith, Tex.	120,501
347	Onslow, N.C.	120,022
348	Shasta, Cal.	120,021
349	Calhoun, Ala.	119,858
350	Sussex, N.J.	119,842
351	Middlesex, Conn.	119,026
352	Porter, Ind.	118,724
353	Chesapeake, Va.	118,451
354	Wichita, Tex.	118,018
355	Thurston, Wash.	117,830
356	Weld, Colo.	117,730
357	Columbiana, Ohio	117,520
358	Denton, Tex.	117,389
359	St. Lawrence, N.Y.	117,094
360	Frederick, Md.	116,999
361	Marathon, Wisc.	115,164
362	Comanche, Okla.	114,892
363	Lycoming, Pa.	113,825
364	Oswego, N.Y.	113,716
365	Chittenden, Vt.	113,121
366	Washington, Md.	112,879
367	Stearns, Minn.	112,794
368	Tolland, Conn.	112,720
369	Vigo, Ind.	112,541
370	Tippecanoe, Ind.	112,211
371	Fort Bend, Tex.	111,471
372	Yellowstone, Mont.	111,426
373	Ector, Tex.	111,422
374	Yolo, Cal.	111,362
375	Okaloosa, Fla.	111,136
376	Wood, Ohio	110,752
377	Allen, Ohio	110,132
378	Lebanon, Pa.	110,101
379	Marion, Fla.	110,014
380	Franklin, Pa.	109,512
381	Humboldt, Cal.	109,461
382	La Porte, Ind.	109,433
383	La Salle, Ill.	108,856
384	Kennebec, Me.	108,307
385	Davidson, N.C.	108,288
386	Livingston, Mich.	108,175
387	Taylor, Tex.	107,751
388	Lawrence, Pa.	107,223
389	Cabell, W.Va.	106,943
390	Florence, S.C.	106,799
391	St. Tammany, La.	106,370
392	Centre, Pa.	106,321
393	Minnehaha, S.D.	105,803
394	Portsmouth, Va.	105,428
395	Benton, Wash.	104,979
396	Ashtabula, Ohio	104,923
397	Catawba, N.C.	104,788
398	Sheboygan, Wisc.	104,682
399	York, S.C.	103,947
400	Aiken, S.C.	103,724
401	Woodbury, Ia.	103,530
402	Whatcom, Wash.	103,486
403	Steuben, N.Y.	102,141
404	New Hanover, N.C.	101,800
405	Wayne, Ohio	101,635
406	Carroll, Md.	101,621
407	Northumberland, Pa.	101,261
408	Etowah, Ala.	100,888

Leading cities

1	New York City, N.Y.	6,995,454
2	Chicago, Ill.	2,860,037
3	Los Angeles, Cal.	2,741,983
4	Houston, Tex.	1,736,303
5	Philadelphia, Pa.	1,691,480
6	San Fernando Valley, Cal.	1,196,159
7	Detroit, Mich.	1,164,576
8	San Diego, Cal.	870,172
9	San Antonio, Tex.	861,010
10	Dallas, Tex.	848,256
11	Baltimore, Md.	766,039
12	Phoenix, Ariz.	757,195
13	Indianapolis, Ind.	686,360
14	Memphis, Tenn.	686,040
15	San Jose, Cal.	655,135
16	Washington, D.C.	651,718
17	San Francisco, Cal.	631,743
18	Milwaukee, Wisc.	629,266
19	Boston, Mass.	597,899
20	New Orleans, La.	554,205
21	Jacksonville, Fla.	554,155
22	Cleveland, Ohio	529,808
23	St Louis, Mo.	529,462
24	Columbus, Ohio	524,700
25	Seattle, Wash.	480,832
26	Denver, Colo.	458,952
27	Nashville, Tenn.	453,489
28	1Kansas City, Mo.	443,529
29	El Paso, Tex.	441,134
30	Pittsburgh, Pa.	398,020
31	Oklahoma City, Okla.	384,112
32	Portland, Ore.	379,391
33	2Atlanta, Ga.	377,756
34	Omaha, Neb.	373,045
35	Cincinnati, Ohio	370,930
36	Tulsa, Okla.	369,696
37	Austin, Tex.	362,429
38	Honolulu, Hi.	360,916
39	Fort Worth, Tex.	355,943
40	Miami, Fla.	354,070
41	Buffalo, N.Y.	349,629
42	Toledo, Ohio	343,557
43	Baton Rouge, La.	343,213
44	Tucson, Ariz.	330,381
45	Long Beach, Cal.	323,541
46	Albuquerque, N.M.	321,782
47	Minneapolis, Minn.	318,720
48	Charlotte, N.C.	317,489
49	Oakland, Cal.	314,077
50	Louisville, Ky.	295,839
51	Newark, N.J.	293,409
52	South Bay, Cal.	287,079
53	Sacramento, Cal.	271,078
54	Birmingham, Ala.	269,675
55	San Gabriel Valley, Cal.	266,599
56	Wichita, Kans.	261,898
57	Tampa, Fla.	261,790
58	St. Petersburg, Fla.	254,035
59	St. Paul, Minn.	242,916
60	Rochester, N.Y.	231,444
61	Akron, Ohio	225,752
62	Anaheim, Cal.	222,075
63	Corpus Christi, Tex.	221,969
64	Jersey City, N.J.	216,408
65	Mobile, Ala.	214,700
66	Colorado Springs, Colo.	207,295
67	Jackson, Miss.	206,189
68	Fresno, Cal.	199,870
69	Santa Ana, Cal.	198,120
70	Madison, Wisc.	196,151
71	Huntington Beach, Cal.	193,257
72	Knoxville, Tenn.	192,318
73	Shreveport, La.	191,748
74	Anchorage, Ak.	191,168
75	1Lexington, Ky.	189,393
76	Des Moines, Ia.	188,621
77	Spokane, Wash.	186,778
78	Las Vegas, Nev.	184,010
79	Fort Wayne, Ind.	182,696
80	Chattanooga, Tenn.	181,770
81	Yonkers, N.Y.	181,766
82	Grand Rapids, Mich.	179,279
83	Lubbock, Tex.	176,336
84	Dayton, Ohio	173,882
85	Lincoln, Neb.	171,791
86	Greensboro, N.C.	168,569
87	Riverside, Cal.	167,338
88	Montgomery, Ala.	166,544
89	Springfield, Mass.	166,177
90	Kansas City, Kans.	165,689
91	Syracuse, N.Y.	164,487
92	Fort Lauderdale, Fla.	164,066
93	Tacoma, Wash.	163,712
94	Salt Lake City, Utah	163,377
95	Little Rock, Ark.	162,391
96	1Columbus, Ga.	159,554
97	Worcester, Mass.	158,789
98	Paterson, N.J.	152,508
99	Amarillo, Tex.	152,414
100	Gary, Ind.	150,837
101	Providence, R.I.	149,226
102	Flint, Mich.	148,810
103	Raleigh, N.C.	147,515
104	Huntsville, Ala.	146,597
105	Garland, Tex.	145,626
106	Springfield, Mo.	144,203
107	Arlington, Tex.	143,203
108	Winston-Salem, N.C.	141,574
109	Schaumberg, Ill.	137,511
110	Mesa, Ariz.	135,338
111	Fremont, Cal.	134,891
112	Glendale, Cal.	134,015
113	Stockton, Cal.	132,664
114	Rockford, Ill.	132,575
115	Hollywood, Fla.	131,370
116	Evansville, Ind.	131,154
117	Torrance, Cal.	129,568
118	Bridgeport, Conn.	127,641
119	Boise City, Ida.	125,497
120	Peoria, Ill.	124,364
121	Orlando, Fla.	123,945
122	Lansing, Mich.	123,606
123	Woodbridge, N.J.	122,559
124	Youngstown, Ohio	121,642
125	Erie, Pa.	120,718
126	Tempe, Ariz.	120,010
127	Macon, Ga.	119,992
128	Eugene, Ore.	119,884
129	Topeka, Kans.	119,608
130	Hartford, Conn.	117,520
131	Beaumont, Tex.	117,342
132	Pasadena, Tex.	114,974
133	Independence, Mo.	112,953
134	New Haven, Conn.	112,934
135	Irving, Tex.	112,613
136	Waco, Tex.	109,154
137	Ann Arbor, Mich.	108,598
138	South Bend, Ind.	108,009
139	Columbia, S.C.	107,868
140	Durham, N.C.	107,202
141	Modesto, Cal.	107,010
142	Savannah, Ga.	106,531
143	Bellevue-Kirkland, Wash.	106,360
144	Cedar Rapids, Ia.	106,039
145	Pueblo, Colo.	105,463
146	Berkeley, Cal.	105,290
147	Oxnard, Cal.	104,697
148	Stamford, Conn.	104,129
149	Fullerton, Cal.	103,959
150	Davenport, Ia.	103,206
151	Waterbury, Conn.	102,372
152	Albany, N.Y.	101,946
153	San Bernardino, Cal.	101,922
154	Pasadena, Cal.	101,601
155	Hayward, Cal.	100,098

DISPOSABLE PERSONAL INCOME

Standard metropolitan statistical areas (thousands)

1	New York, N.Y.-N.J.	84,017,789
2	Chicago, Ill.	65,330,944
3	Los Angeles-Long Beach, Cal.	59,880,654
4	Philadelphia, Pa.-N.J.	39,984,010
5	Washington, D.C.-Md.-Va.	39,970,865
6	Detroit, Mich.	39,438,815
7	San Francisco-Oakland, Cal.	32,441,644
8	Houston, Tex.	30,636,219
9	Nassau-Suffolk, N.Y.	29,244,178
10	Dallas-Fort Worth, Tex.	25,565,306
11	Boston, Mass.	24,695,221
12	Anaheim-Santa Ana-Garden Grove, Cal.	22,934,030
13	St. Louis, Mo.-Ill.	19,249,957
14	Minneapolis-St. Paul, Minn.-Wis.	19,240,133
15	Pittsburgh, Pa.	19,115,587
16	Newark, N.J.	17,671,870
17	Cleveland, O.	16,030,141
18	San Diego, Cal.	15,074,213
19	Atlanta, Ga.	14,908,469
20	San Jose, Cal.	14,735,665
21	Denver-Boulder, Colo.	14,356,683
22	Seattle-Everett, Wash.	14,081,291
23	Cincinnati, O.-Ky.-Ind.	13,819,618
24	Baltimore, Md.	12,493,555
25	Miami, Fla.	12,460,673
26	Riverside-San Bernardino-Ontario, Cal.	12,362,597
27	Kansas City, Mo.-Kans.	12,258,451
28	Milwaukee, Wis.	12,196,460
29	Tampa-St Petersburg, Fla.	11,711,726
30	Phoenix, Ariz.	11,559,961
31	Sacramento, Cal.	11,231,285
32	Portland, Ore. Wash.	10,753,307
33	Indianapolis, Ind.	10,058,922
34	Columbus, O.	10,025,285
35	Fort Lauderdale-Hollywood, Fla.	9,695,518
36	New Orleans, La.	9,473,656
37	Buffalo, N.Y.	8,433,069
38	San Antonio, Tex.	7,537,152
39	Toledo, O.-Mich.	7,494,391
40	Oklahoma City, Okla.	7,426,149
41	Rochester, N.Y.	7,390,707
42	Nashville-Davidson, Tenn.	7,298,770
43	Hartford, Conn.	7,033,850
44	Providence-Warwick-Pawtucket, R.I.-Mass.	6,983,361
45	Louisville, Ky.-Ind.	6,704,847
46	Memphis, Tenn.-Ark.-Miss.	6,469,601
47	Honolulu, Hawaii	6,459,769
48	Salt Lake City-Ogden, Utah	6,311,431
49	New Brunswick-Perth Amboy-Sayreville, N.J.	6,249,171
50	Dayton, O.	6,223,278
51	Grand Rapids, Mich.	6,133,270
52	Birmingham, Ala.	6,131,504
53	Greensboro-Winston-Salem-High Point, N.C.	5,930,429
54	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	5,737,328
55	Albany-Schenectady-Troy, N.Y.	5,490,974
56	Orlando, Fla.	5,368,938
57	Long Branch-Asbury Park, N.J.	5,275,305
58	Allentown-Bethlehem-Easton, Pa.-N.J.	5,195,015
59	Oxnard-Simi Valley-Ventura, Cal.	5,147,485
60	Tulsa, Okla.	5,121,238
61	Gary-Hammond-East Chicago, Ind.	4,997,792
62	Charlotte-Gastonia, N.C.	4,940,701
63	Akron, O.	4,897,211
64	West Palm Beach-Boca Raton, Fla.	4,851,981
65	Harrisburg, Pa.	4,835,424
66	Jacksonville, Fla.	4,793,244
67	Bridgeport, Conn.	4,684,683
68	Omaha, Neb.-Iowa	4,672,514
69	Richmond, Va.	4,654,573
70	Raleigh-Durham, N.C.	4,646,583
71	Knoxville, Tenn.	4,614,649
72	Jersey City, N.J.	4,533,813
73	Syracuse, N.Y.	4,488,467
74	Wilmington, Del.-N.J.-Md.	4,451,061
75	Fresno, Cal.	4,430,267
76	Northeast Pennsylvania, Pa.	4,349,596
77	Flint, Mich.	4,274,239
78	Tucson, Ariz.	3,983,867
79	Youngstown-Warren, O.	3,980,485
80	Greenville-Spartanburg, S.C.	3,934,709
81	Vallejo-Fairfield-Napa, Cal.	3,852,323
82	Davenport-Rock Island-Moline, Iowa-Ill.	3,828,575
83	Springfield-Chicopee-Holyoke, Mass-Conn.	3,818,958
84	Peoria, Ill.	3,808,028
85	Las Vegas, Nev.	3,744,282
86	Lansing-East Lansing, Mich.	3,740,788
87	Tacoma, Wash.	3,668,752
88	Austin, Tex.	3,545,699
89	New Haven-West Haven, Conn.	3,449,271
90	Baton Rouge, La.	3,408,102
91	Little Rock-North Little Rock, Ark.	3,358,581
92	Fort Wayne, Ind.	3,341,075
93	Wichita, Kans.	3,310,204
94	Spokane, Wash.	3,156,848
95	Bakersfield, Cal.	3,151,912

96 Beaumont-Port Arthur-Orange, Tex.	3,148,461
97 Charleston-North Charleston, S.C.	3,081,816
98 Des Moines, Iowa	3,057,441
99 Albuquerque, N.M.	3,051,956
100 Santa Barbara-Santa Maria-Lompoc, Cal.	3,025,860
101 Santa Rosa, Cal.	2,986,560
102 Paterson-Clifton-Passaic, N.J.	2,971,969
103 Columbia, S.C.	2,966,137
104 Canton, O.	2,941,790
105 Lancaster, Pa.	2,904,148
106 Stockton, Cal.	2,901,485
107 Jackson, Miss.	2,848,164
108 Madison, Wis.	2,827,256
109 York, Pa.	2,824,085
110 Worcester, Mass.	2,792,162
111 Newport News-Hampton, Va.	2,772,655
112 Stamford, Conn.	2,689,420
113 Chattanooga, Tenn.-Ga.	2,669,302
114 Salinas-Seaside-Monterey, Cal.	2,654,102
115 Colorado Springs, Colo.	2,633,521
116 Shreveport, La.	2,596,595
117 Trenton, N.J.	2,594,916
118 Mobile, Ala.	2,564,108
119 Ann Arbor, Mich.	2,556,819
120 Charleston, W.Va.	2,528,112
121 Reading, Pa.	2,486,368
122 Huntington-Ashland, W.Va.-Ky.-O.	2,466,110
123 Evansville, Ind.-Ky.	2,463,827
124 Saginaw, Mich.	2,439,431
125 Rockford, Ill.	2,401,149
126 Modesto, Cal.	2,379,307
127 Augusta, Ga.-S.C.	2,336,951
128 El Paso, Tex.	2,303,544
129 Johnson City-Kingsport-Bristol, Tenn.-Va.	2,303,463
130 Eugene-Springfield, Ore.	2,275,322
131 Anchorage, Alaska	2,210,337
132 Kalamazoo-Portage, Mich.	2,206,870
133 Lexington-Fayette, Ky.	2,185,453
134 Lorain-Elyria, O.	2,124,560
135 Lakeland-Winter Haven, Fla.	2,121,525
136 Appleton-Oshkosh, Wis.	2,121,348
137 Corpus Christi, Tex.	2,087,422
138 Lawrence-Haverhill, Mass.-N.H.	2,084,227
139 Macon, Ga.	2,039,294
140 South Bend-Mishawaka, Ind.	2,031,683
141 Erie, Pa.	2,031,140
142 Reno, Nev.	2,030,723
143 Huntsville, Ala.	2,002,496
144 Pensacola, Fla.	2,001,515
145 Duluth-Superior, Minn.-Wis.	1,993,071
146 Sarasota, Fla.	1,892,992
147 Daytona Beach, Fla.	1,878,224
148 Hamilton-Middletown, O.	1,875,578
149 Salem, Ore.	1,855,521
150 Binghamton, N.Y.-Pa.	1,838,041
151 Utica-Rome, N.Y.	1,783,837
152 Fort Myers-Cape Coral, Fla.	1,783,560
153 Poughkeepsie, N.Y.	1,783,146
154 Amarillo, Tex.	1,775,032
155 Waterbury, Conn.	1,767,762
156 Johnstown, Pa.	1,749,578
157 Santa Cruz, Cal.	1,742,237
158 Roanoke, Va.	1,720,675
159 New London-Norwich, Conn-R.I.	1,705,71[illegible]
160 Columbus, Ga.-Ala.	1,684,663
161 Lubbock, Tex.	1,680,681
162 Montgomery, Ala.	1,675,220
163 Springfield, Ill.	1,665,366
164 Topeka, Kans.	1,663,178
165 Wheeling, W.Va.-O.	1,653,237
166 Lowell, Mass.-N.H.	1,637,596
167 Steubenville-Weirton, O.-W.Va.	1,607,580
168 Lima, O.	1,588,255
169 Champaign-Urbana-Rantoul, Ill.	1,572,871
170 Battle Creek, Mich.	1,547,173
171 Richland-Kennewick-Pasco, Wash.	1,545,523
172 Racine, Wis.	1,514,681
173 Springfield, Mo.	1,510,689
174 Boise City, Ida.	1,508,973
175 Portland, Me.	1,503,886
176 Norwalk, Conn.	1,498,702
177 Danbury, Conn.	1,480,391
178 Atlantic City, N.J.	1,465,908
179 Lincoln, Neb.	1,452,192
180 Terre Haute, Ind.	1,436,655
181 Galveston-Texas City, Tex.	1,413,451
182 Yakima, Wash.	1,411,744
183 Savannah, Ga.	1,398,462
184 Green Bay, Wis.	1,390,908
185 Cedar Rapids, Iowa	1,377,187
186 Brockton, Mass.	1,340,858
187 Springfield, O.	1,339,162
188 Killeen-Temple, Tex.	1,326,952
189 Lake Charles, La.	1,318,074
190 Tallahassee, Fla.	1,313,964
191 Abilene, Tex.	1,306,486
192 Bradenton, Fla.	1,303,904
193 Fayetteville, N.C.	1,283,225
194 Fort Smith, Ark.-Okla.	1,269,218
195 New Britain, Conn.	1,266,864
196 Melbourne-Titusville-Cocoa, Fla.	1,236,317
197 Fall River, Mass.-R.I.	1,224,878
198 Lafayette-West Lafayette, Ind.	1,222,791
199 Elkhart, Ind.	1,209,937
200 Asheville, N.C.	1,190,543
201 Waterloo-Cedar Falls, Iowa	1,186,527
202 Manchester, N.H.	1,181,302
203 Decatur, Ill.	1,176,803
204 Wichita Falls, Tex.	1,173,667
205 Fayetteville-Springdale, Ark.	1,165,319
206 McAllen-Pharr-Edinburg, Tex.	1,151,186
207 Odessa, Tex.	1,146,964
208 Provo-Orem, Utah	1,128,314
209 Bloomington-Normal, Ill.	1,125,659
210 Parkersburg-Marietta, W.Va.-O.	1,123,510
211 Waco, Tex.	1,122,087
212 New Bedford, Mass.	1,112,465
213 Brownsville-Harlingen-San Benito, Tex.	1,109,451
214 Alexandria, La.	1,108,209
215 Muskegon-Norton Shores-Muskegon Heights, Mich.	1,105,596
216 Tyler, Tex.	1,105,467
217 Gainesville, Fla.	1,091,446
218 Lynchburg, Va.	1,080,786
219 Biloxi-Gulfport, Miss.	1,076,565
220 ◉ St. Cloud, Minn.	1,068,947
221 Anderson, Ind.	1,060,764
222 Lafayette, La.	1,050,451
223 Jackson, Mich.	1,045,319
224 Kenosha, Wis.	1,012,960
225 Fort Collins, Colo.	1,008,578
226 Fargo-Moorhead, N.D.-Minn.	1,006,006
227 Longview-Marshall, Tex.	995,218
228 Janesville-Beloit, Wis.	972,974
229 Wilmington, N.C.	950,748
230 Nashua, N.H.	947,032
231 Florence, Ala.	938,937
232 Altoona, Pa.	928,999
233 Bloomington, Ind.	921,770
234 Sioux City, Iowa-Neb.	921,686
235 Muncie, Ind.	917,667
236 Billings, Mont.	915,549
237 Kokomo, Ind.	878,198
238 Pueblo, Colo.	875,314
239 Lawton, Okla.	871,884
240 Monroe, La.	870,400
241 Tuscaloosa, Ala.	857,405
242 Clarksville-Hopkinsville, Tenn-Ky.	853,961
243 Columbia, Mo.	852,374
244 Mansfield, O.	850,038
245 Grand Forks, Minn.-N.D.	848,980
246 Midland, Tex.	838,305
247 Bay City, Mich.	829,842
248 Rochester, Minn.	828,327
249 Sioux Falls, S.D.	823,619
250 La Crosse, Wis.	818,883
251 Williamsport, Pa.	793,317
252 Albany, Ga.	787,472
253 Pascagoula-Moss Point, Miss.	777,447
254 Eau Claire, Wis.	774,406
255 Dubuque, Iowa	752,815
256 Sherman-Denison, Tex.	749,927
257 San Angelo, Tex.	747,724
258 Vineland-Millville-Bridgeton, N.J.	742,506
259 Kankakee, Ill.	742,206
260 Greeley, Colo.	742,196
261 Anniston, Ala.	716,080
262 Petersburg-Colonial Heights-Hopewell, Va.	711,699
263 Fitchburg-Leominster, Mass.	706,155
264 Bryan-College Station, Tex.	700,5[illegible]1
265 Bismarck, N.D.	694,395
266 Rapid City, S.D.	660,254
267 Bristol, Conn.	650,797
268 Texarkana, Tex.-Ark.	648,468
269 Pittsfield, Mass.	645,921
270 Great Falls, Mont.	634,034
271 Iowa City, Iowa	633,914
272 Lawrence, Kans.	616,962
273 Burlington, N.C.	608,304
274 Pine Bluff, Ark.	606,145
275 St. Joseph, Mo.	576,172
276 Panama City, Fla.	570,604
277 Gadsden, Ala.	527,955
278 Enid, Okla.	521,713
279 Las Cruces, N.M.	498,471
280 Lewiston-Auburn, Me.	483,065
281 Owensboro, Ky.	469,942
282 Elmira, N.Y.	467,879
283 Meriden, Conn.	436,140
284 Laredo, Tex.	431,364

Leading counties (thousands)

1 Los Angeles, Cal.	59,880,654
2 Cook, Ill.	47,773,852
3 Harris, Tex.	26,358,957
4 Orange, Cal.	22,934,030
5 Wayne, Mich.	19,581,668
6 Queens, N.Y.	18,603,565
7 Nassau, N.Y.	16,950,025
8 Kings, N.Y.	16,514,496
9 Dallas, Tex.	15,721,717
10 San Diego, Cal.	15,074,213
11 Santa Clara, Cal.	14,735,665
12 New York, N.Y.	14,154,346
13 Middlesex, Mass.	13,015,078
14 Allegheny, Pa.	12,890,005
15 Cuyahoga, Ohio	12,795,442
16 Dade, Fla.	12,460,673
17 Suffolk, N.Y.	12,294,153
18 Philadelphia, Pa.	12,144,507
19 King, Wash.	11,562,451
20 Maricopa, Ariz.	11,559,961
21 Oakland, Mich.	11,013,755
22 Alameda, Cal.	10,411,117
23 Bergen, N.J.	10,248,577
24 Westchester, N.Y.	10,035,700
25 Montgomery, Md.	9,989,912
26 Broward, Fla.	9,695,518
27 Fairfield, Conn.	9,441,250
28 Hennepin, Minn.	9,122,483
29 Hamilton, Ohio	8,969,794
30 Sacramento, Cal.	8,829,912
31 Fairfax, Va.	8,600,850
32 St. Louis, Mo.	8,354,403
33 Bronx, N.Y.	8,265,111
34 Prince Georges, Md.	8,211,146
35 Milwaukee, Wisc.	8,118,436
36 Franklin, Ohio	8,078,289
37 Hartford, Conn.	7,631,336
38 Bexar, Tex.	7,043,838
39 Erie, N.Y.	6,959,403
40 San Bernardino, Cal.	6,923,115
41 Essex, N.J.	6,879,118
42 Marion, Ind.	6,634,699
43 San Mateo, Cal.	6,626,923
44 Montgomery, Pa.	6,591,894
45 District of Columbia, D.C.	6,564,964
46 Contra Costa, Cal.	6,545,483
47 Du Page, Ill.	6,517,452
48 Honolulu, Hi.	6,459,769
49 Middlesex, N.J.	6,249,171
50 San Francisco, Cal.	6,221,288
51 New Haven, Conn.	6,185,996
52 Macomb, Mich.	6,155,323
53 Pinellas, Fla.	6,085,474
54 Tarrant, Tex.	5,896,593
55 Monroe, N.Y.	5,713,686
56 Shelby, Tenn.	5,666,500
57 Essex, Mass.	5,593,389
58 Jefferson, Ky.	5,444,949
59 Riverside, Cal.	5,439,482
60 Oklahoma, Okla.	5,363,080
61 Monmouth, N.J.	5,275,305
62 Ventura, Cal.	5,147,485
63 Delaware, Pa.	5,133,943
64 Jackson, Mo.	5,123,230
65 Jefferson, Ala.	5,092,656
66 Worcester, Mass.	4,919,707
67 Norfolk, Mass.	4,885,424
68 Suffolk, Mass.	4,883,849
69 Multnomah, Ore.	4,853,422
70 Palm Beach, Fla.	4,851,981
71 Union, N.J.	4,829,747
72 Kent, Mich.	4,625,281
73 Hillsborough, Fla.	4,543,927
74 Fulton, Ga.	4,533,968
75 Hudson, N.J.	4,533,813
76 Davidson, Tenn.	4,481,850
77 Montgomery, Ohio	4,450,869
78 Lucas, Ohio	4,433,771
79 Fresno, Cal.	4,430,267
80 Lake, Ill.	4,335,702
81 Camden, N.J.	4,329,362
82 Orleans, La.	4,257,691
83 Providence, R.I.	4,244,269
84 Baltimore, Md.	4,216,505
85 Denver, Colo.	4,130,475
86 Ramsey, Minn.	4,128,624
87 Salt Lake, Utah	4,122,120
88 Lake, Ind.	4,064,921
89 Bucks, Pa.	4,036,424
90 Pima, Ariz.	3,983,867
91 Summit, Ohio	3,963,806
92 De Kalb, Ga.	3,923,845
93 Jefferson, La.	3,889,962
94 Morris, N.J.	3,841,484
95 Tulsa, Okla.	3,818,206
96 Duval, Fla.	3,804,382
97 Clark, Nev.	3,744,282
98 Orange, Fla.	3,719,724
99 Jefferson, Colo.	3,707,839
100 Baltimore City, Md.	3,698,338
101 St. Louis City, Mo.	3,696,715
102 New Castle, Del.	3,677,649
103 Pierce, Wash.	3,668,752
104 Genesee, Mich.	3,656,243
105 Johnson, Kans.	3,588,861
106 Onondaga, N.Y.	3,431,705
107 Hampden, Mass.	3,327,040
108 Bristol, Mass.	3,298,427
109 Burlington, N.J.	3,266,801
110 Mecklenburg, N.C.	3,263,697
111 Plymouth, Mass.	3,252,027
112 Douglas, Neb.	3,195,009
113 Richmond, N.Y.	3,190,872
114 Spokane, Wash.	3,156,848
115 Kern, Cal.	3,151,912
116 Knox, Tenn.	3,107,266
117 Santa Barbara, Cal.	3,025,860
118 Westmoreland, Pa.	3,005,684
119 Sonoma, Cal.	2,986,560
120 Passaic, N.J.	2,971,969
121 Sedgewick, Kans.	2,963,251
122 Pulaski, Ark.	2,943,497
123 Bernalillo, N.M.	2,934,396
124 Lancaster, Pa.	2,904,148
125 San Joaquin, Cal.	2,901,485
126 Travis, Tex.	2,862,527
127 Will, Ill.	2,831,491
128 Dane, Wisc.	2,827,256
129 Chester, Pa.	2,808,868
130 Ocean, N.J.	2,788,341
131 Polk, Ia.	2,766,268
132 Stark, Ohio	2,758,444
133 Waukesha, Wisc.	2,683,604
134 East Baton Rouge, La.	2,671,644
135 Wake, N.C.	2,667,799
136 Monterey, Cal.	2,654,102
137 Allen, Ind.	2,650,938
138 Arapahoe, Colo.	2,650,580
139 Marin, Cal.	2,636,833
140 Mercer, N.J.	2,594,916
141 Solano, Cal.	2,594,224
142 El Paso, Colo.	2,568,414
143 Washtenaw, Mich.	2,556,819
144 Kane, Ill.	2,544,726
145 Rockland, N.Y.	2,521,866
146 Snohomish, Wash.	2,518,840
147 Berks, Pa.	2,486,368
148 Dauphin, Pa.	2,478,572
149 Saginaw, Mich.	2,439,431
150 Guilford, N.C.	2,404,384
151 York, Pa.	2,392,383
152 Stanislaus, Cal.	2,379,307
153 El Paso, Tex.	2,303,544
154 Hinds, Miss.	2,303,200
155 Lehigh, Pa.	2,286,102
156 Lane, Ore.	2,275,322
157 Anne Arundel, Md.	2,268,909
158 Luzerne, Pa.	2,267,294
159 Tulare, Cal.	2,260,332
160 Kanawha, W.Va.	2,258,676
161 Arlington, Va.	2,257,177
162 Anchorage, Ak.	2,210,337
163 Ingham, Mich.	2,207,234
164 Jefferson, Tex.	2,180,434
165 St. Clair, Ill.	2,179,101
166 Winnebago, Ill.	2,175,246
167 Washington, Ore	2,173,330
168 Hillsborough, N.H.	2,171,308
169 Clackamas, Ore.	2,167,313
170 Mahoning, Ohio	2,160,055
171 Charleston, S.C	2,157,351

DISPOSABLE INCOME

Leading counties (thousands)

172	Albany, N.Y.	2,147,110
173	Mobile, Ala.	2,126,476
174	Greenville, S.C.	2,125,641
175	Lorain, Ohio	2,124,560
176	Polk, Fla.	2,121,525
177	Somerset, N.J.	2,121,521
178	Cobb, Ga.	2,120,193
179	Peoria, Ill.	2,090,460
180	Virginia Beach, Va.	2,066,546
181	Madison, Ill.	2,049,168
182	Cumberland, Pa.	2,041,253
183	Erie, Pa.	2,031,140
184	Washoe, Nev.	2,030,723
185	Adams, Colo.	1,912,286
186	New London, Conn.	1,898,392
187	Sarasota, Fla.	1,892,992
188	Richland, S.C.	1,887,996
189	Volusia, Fla.	1,878,224
190	Butler, Ohio	1,875,578
191	Northampton, Pa.	1,865,887
192	Hamilton, Tenn.	1,859,947
193	Caddo, La.	1,858,200
194	Dakota, Minn.	1,853,415
195	Trumbull, Ohio	1,820,430
196	Rock Island, Ill.	1,786,794
197	Lee, Fla.	1,783,560
198	Dutchess, N.Y.	1,783,146
199	Forsyth, N.C.	1,764,777
200	St. Joseph, Ind.	1,761,116
201	Nueces, Tex.	1,760,542
202	Santa Cruz, Cal.	1,742,237
203	Lake, Ohio	1,714,203
204	Kalamazoo, Mich.	1,707,993
205	Cumberland, Me.	1,705,026
206	Anoka, Minn.	1,701,609
207	Norfolk, Va.	1,699,000
208	Brazoria, Tex.	1,695,504
209	Lubbock, Tex.	1,680,681
210	Gloucester, N.J.	1,672,209
211	Boulder, Colo.	1,649,129
212	Escambia, Fla.	1,639,831
213	Beaver, Pa.	1,638,747
214	Lackawanna, Pa.	1,612,798
215	St. Louis, Minn.	1,586,575
216	Washington, Pa.	1,581,151
217	Sangamon, Ill.	1,572,981
218	Champaign, Ill.	1,572,871
219	Clark, Wash.	1,559,242
220	Rockingham, N.H.	1,541,924
221	Henrico, Va.	1,534,661
222	Richmond, Va.	1,520,963
223	Racine, Wisc.	1,514,681
224	Ada, Ida.	1,508,973
225	Ottawa, Mich.	1,507,989
226	Wyandotte, Kans.	1,504,529
227	Marion, Ore.	1,497,282
228	Niagara, N.Y.	1,473,666
229	Atlantic, N.J.	1,465,908
230	Orange, N.Y.	1,462,703
231	Lancaster, Neb.	1,452,192
232	Shawnee, Kans.	1,443,479
233	Vanderburgh, Ind.	1,437,100
234	Scott, Ia.	1,436,293
235	Oneida, N.Y.	1,433,124
236	Monroe, Mich.	1,413,852
237	Galveston, Tex.	1,413,451
238	Yakima, Wash.	1,411,744
239	Prince William, Va.	1,403,504
240	Brown, Wisc.	1,390,908
241	Tazewell, Ill.	1,388,264
242	Linn, Ia.	1,377,187
243	Greene, Mo.	1,366,545
244	Kenton, Ky.	1,366,168
245	Litchfield, Conn.	1,353,808
246	Seminole, Fla.	1,346,362
247	Madison, Ala.	1,346,358
248	Broome, N.Y.	1,333,561
249	Fayette, Ky.	1,328,197
250	McHenry, Ill.	1,327,721
251	Durham, N.C.	1,322,910
252	Alexandria, Va.	1,322,451
253	Barnstable, Mass.	1,318,289
254	Calcasieu, La.	1,318,074
255	Thurston, Wash.	1,310,025
256	Manatee, Fla.	1,303,904
257	Placer, Cal.	1,298,515
258	Richmond, Ga.	1,288,578
259	Spartanburg, S.C.	1,287,366
260	Cumberland, N.C.	1,283,225
261	San Luis Obispo, Cal.	1,273,966
262	Napa, Cal.	1,258,099
263	Leon, Fla.	1,248,574
264	[1]Columbus Consol. Govt., Ga.	1,245,019
265	Kent, R.I.	1,237,629
266	Brevard, Fla.	1,236,317
267	Cambria, Pa.	1,226,998
268	Montgomery, Ala.	1,225,102
269	Chatham, Ga.	1,224,840
270	Tippecanoe, Ind.	1,222,791
271	Berrien, Mich.	1,218,202
272	Gaston, N.C.	1,212,901
273	Elkhart, Ind.	1,209,937
274	Calhoun, Mich.	1,197,246
275	Montgomery, Tex.	1,189,637
276	Benton, Wash.	1,188,064
277	Clay, Mo.	1,186,624
278	Black Hawk, Ia.	1,186,527
279	Macon, Ill.	1,176,803
280	Fayette, Pa.	1,174,999
281	St. Clair, Mich.	1,169,307
282	Butte, Cal.	1,163,232
283	Collin, Tex.	1,161,421
284	Bibb, Ga.	1,155,049
285	Hidalgo, Tex.	1,151,186
286	Ector, Tex.	1,146,964
287	Clermont, Ohio	1,131,880
288	Utah, Utah	1,128,314
289	McLean, Ill.	1,125,659
290	McLennan, Tex.	1,122,087
291	Schenectady, N.Y.	1,109,734
292	Cameron, Tex.	1,109,451
293	Smith, Tex.	1,105,467
294	Wichita, Tex.	1,104,129
295	Yolo, Cal.	1,102,858
296	St. Charles, Mo.	1,097,078
297	Alachua, Fla.	1,091,446
298	Buncombe, N.C.	1,088,327
299	Pasco, Fla.	1,082,325
300	Clark, Ohio	1,080,354
301	Lexington, S.C.	1,078,141
302	Newport News, Va.	1,075,012
303	Bell, Tex.	1,066,259
304	Weber, Utah	1,065,190
305	Madison, Ind.	1,060,764
306	Taylor, Tex.	1,057,924
307	Clayton, Ga.	1,052,343
308	Butler, Pa.	1,051,399
309	Lafayette, La.	1,050,451
310	Jackson, Mich.	1,045,319
311	Cleveland, Okla.	1,037,298
312	Berkshire, Mass.	1,035,062
313	Denton, Tex.	1,028,343
314	Gwinnett, Ga.	1,017,624
315	Washington, Minn.	1,015,675
316	Kenosha, Wisc.	1,012,960
317	Larimer, Colo.	1,008,578
318	Livingston, Mich.	1,008,564
319	Jefferson, Mo.	1,004,883
320	Rapides, La.	1,001,997
321	Chesterfield, Va.	1,001,858
322	Middlesex, Conn.	997,018
323	Winnebago, Wisc.	995,510
324	Merced, Cal.	995,074
325	Wood, Ohio	993,260
326	Hampshire, Mass.	974,839
327	Rock, Wisc.	972,974
328	Muskegon, Mich.	972,673
329	Saratoga, N.Y.	971,372
330	Rensselaer, N.Y.	959,873
331	Licking, Ohio	955,383
332	Jackson, Ore.	953,855
333	Cabell, W.Va.	953,685
334	Mercer, Pa.	953,591
335	Vigo, Ind.	944,570
336	La Salle, Ill.	940,849
337	Davis, Utah	937,714
338	Portage, Ohio	933,405
339	Porter, Ind.	932,871
340	Whatcom, Wash.	931,163
341	Outagamie, Wisc.	930,828
342	Blair, Pa.	928,999
343	Greene, Ohio	926,584
344	York, Me.	924,516
345	Hampton, Va.	923,740
346	Monroe, Ind.	921,770
347	Collier, Fla.	919,962
348	Schuylkill, Pa.	918,817
349	Delaware, Ind.	917,667
350	Harrison, Miss.	915,894
351	Yellowstone, Mont.	915,549
352	Penobscot, Me.	908,269
353	Fort Bend, Tex.	902,037
354	Tolland, Conn.	898,138
355	La Porte, Ind.	897,897
356	Howard, Md.	897,567
357	Medina, Ohio	896,453
358	Potter, Tex.	895,323
359	Chittenden, Vt.	892,330
360	Sussex, N.J.	887,908
361	Warren, Ohio	884,125
362	Randall, Tex.	879,709
363	Vermilion, Ill.	879,483
364	Pueblo, Colo.	875,314
365	Comanche, Okla.	871,884
366	Ouachita, La.	870,400
367	Ulster, N.Y.	866,093
368	Pottawattamie, Ia.	863,697
369	Harford, Md.	863,667
370	Shasta, Cal.	862,265
371	Centre, Pa.	859,803
372	Lebanon, Pa.	857,422
373	Tuscaloosa, Ala.	857,405
374	Boone, Mo.	852,374
375	Jefferson, Ohio	850,425
376	Richland, Ohio	850,038
377	Columbiana, Ohio	842,312
378	Midland, Tex.	838,305
379	Bay, Mich.	829,842
380	Fairfield, Ohio	829,146
381	Olmsted, Minn.	828,327
382	Minnehaha, S.D.	823,619
383	Allen, Ohio	821,742
384	La Crosse, Wisc.	818,883
385	Campbell, Ky.	817,166
386	Cowlitz, Wash.	811,832
387	St. Tammany, La.	809,744
388	Woodbury, Ia.	802,802
389	Chesapeake, Va.	797,200
390	Humboldt, Cal.	796,864
391	Sullivan, Tenn.	796,447
392	Belmont, Ohio	796,445
393	Lycoming, Pa.	793,317
394	Wayne, Ohio	792,096
395	Ashtabula, Ohio	787,533
396	Davidson, N.C.	779,982
397	Chautauqua, N.Y.	779,130
398	Hamilton, Ind.	778,964
399	Morgan, Ala.	778,222
400	Franklin, Pa.	777,916
401	Jackson, Miss.	777,447
402	Aiken, S.C.	776,154
403	Marathon, Wisc.	774,484
404	Terrebonne, La.	762,357
405	Lawrence, Pa.	757,184
406	Roanoke, Va.	756,143
407	Marion, Fla.	753,888
408	New Hanover, N.C.	753,482
409	Dubuque, Ia.	752,815
410	Kennebec, Me.	752,311
411	Lake, Fla.	750,972
412	Grayson, Tex.	749,927
413	Tom Green, Tex.	747,724
414	Onslow, N.C.	746,059
415	Catawba, N.C.	743,494
416	Cumberland, N.J.	742,506
417	Sumner, Tenn.	742,441
418	Kankakee, Ill.	742,206
419	Weld, Colo.	742,196
420	Blount, Tenn.	739,833
421	Hunterdon, N.J.	739,116
422	Merrimack, N.H.	738,968
423	Linn, Ore.	736,092
424	Anderson, S.C.	734,851
425	Sebastian, Ark.	734,196
426	Sheboygan, Wisc.	733,289
427	Indiana, Pa.	728,285
428	Washington, Wisc.	720,400
429	Calhoun, Ala.	716,080
430	Natrona, Wyo.	715,733
431	Portsmouth, Va.	714,404
432	Eaton, Mich.	714,337
433	Dougherty, Ga.	708,127
434	Howard, Ind.	705,776
435	Anderson, Tenn.	704,216
436	Orange, Tex.	700,596
437	Brazos, Tex.	700,511
438	El Dorado, Cal.	699,879
439	Florence, S.C.	698,811
440	Kitsap, Wash.	690,168
441	Washington, Ark.	684,775
442	Gregg, Tex.	683,407
443	Imperial, Cal.	682,686
444	Warren, N.J.	681,956
445	Wood, W.Va.	679,499
446	Houston, Ga.	678,633
447	Ozaukee, Wisc.	674,020
448	Lenawee, Mich.	673,897
449	Mesa, Colo.	666,610
450	Stearns, Minn.	660,382
451	Erie, Ohio	659,010
452	Lafourche, La.	656,551
453	Orange, N.C.	655,874
454	Johnson, Ind.	654,760
455	Oswego, N.Y.	651,771
456	Rowan, N.C.	650,915
457	Newport, R.I.	649,806
458	Cape May, N.J.	649,580
459	Midland, Mich.	648,035
460	Wayne, N.C.	644,410
461	Kings, Cal.	643,200
462	Okaloosa, Fla.	643,143
463	Frederick, Md.	639,481
464	Adams, Ill.	638,841
465	Douglas, Ore.	638,793
466	San Juan, N.M.	638,054
467	Strafford, N.H.	635,718
468	Cascade, Mont.	634,034
469	Johnson, Ia.	633,914
470	Clearfield, Pa.	633,632
471	Washington, R.I.	630,359
472	Santa Fe, N.M.	629,636
473	Scioto, Ohio	629,398
474	Androscoggin, Me.	628,038
475	Horry, S.C.	627,473
476	Geauga, Ohio	624,043
477	Fairbanks, Ak.	619,539
478	Randolph, N.C.	619,379
479	Shiawassee, Mich.	617,996
480	Douglas, Kans.	616,962
481	York, S.C.	616,523
482	Crawford, Pa.	614,741
483	Fond du Lac, Wisc.	614,249
484	Sarpy, Neb.	613,808
485	Grant, Ind.	612,811
486	Roanoke, Va.	612,558
487	Hendricks, Ind.	611,755
488	Kent, Del.	611,347
489	Alamance, N.C.	608,304
490	Miami, Ohio	606,404
491	Jefferson, Ark.	606,145
492	Benton, Ore.	605,990
493	Henry, Ill.	605,488
494	St. Lucie, Fla.	601,664
495	Pitt, N.C.	600,776
496	Sussex, Del.	598,385
497	Cass, N.D.	595,494
498	Windham, Conn.	594,183
499	Washington, Md.	588,446
500	Marquette, Mich.	588,213
501	De Kalb, Ill.	586,831
502	Lauderdale, Ala.	585,691
503	Skagit, Wash.	584,316
504	Tuscarawas, Ohio	583,390
505	Northumberland, Pa.	582,896
506	Wayne, Ind.	582,815
507	Coconino, Ariz.	579,891
508	Rutherford, Tenn.	578,168
509	Berkeley, S.C.	575,400
510	Cabarrus, N.C.	575,362
511	Muskingum, Ohio	574,183
512	Laramie, Wyo.	572,885
513	Hancock, Ohio	572,439
514	Houston, Ala.	571,899
515	Bay, Fla.	570,604
516	Hawaii, Hi.	566,668
517	Dodge, Wisc.	566,451
518	Story, Ia.	564,163
519	Jasper, Mo.	563,455
520	Madera, Cal.	560,357
521	Manitowoc, Wisc.	559,617
522	Charlotte, Fla.	559,027
523	Harrison, W.Va.	557,629
524	Loudoun, Va.	557,609
525	Leavenworth, Kans.	557,335
526	Kosciusko, Ind.	556,539
527	Floyd, Ga.	555,109
528	Aroostook, Me.	554,695
529	St. Lawrence, N.Y.	549,332
530	Victoria, Tex.	548,842
531	Knox, Ill.	548,737
532	Carroll, Md.	548,569
533	Grand Forks, N.D.	548,519
534	Steuben, N.Y.	546,025
535	Rankin, Miss.	544,964
536	Payne, Okla.	544,608
537	Rockingham, N.C.	544,047
538	Cleveland, N.C.	543,158
539	Salem, N.J.	542,031
540	Wayne, N.Y.	540,536
541	Clarke, Ga.	538,918
542	Walworth, Wisc.	535,093
543	Yavapai, Ariz.	533,964
544	Burleigh, N.D.	533,188
545	Iredell, N.C.	530,427
546	Ontario, N.Y.	528,642
547	Etowah, Ala.	527,955
548	Lewis, Wash.	526,456
549	Canyon, Ida.	525,887
550	Lee, Ala.	524,852
551	Reno, Kans.	524,389
552	Marion, Ohio	524,081
553	Somerset, Pa.	522,580
554	Garfield, Okla.	521,713
555	Pickens, S.C.	521,702
556	Warren, Ky.	520,726
557	Pennington, S.D.	518,909
558	Ohio, W.Va.	518,775
559	Cochise, Ariz.	518,436
560	Wood, Wisc.	516,954
561	St. Bernard, La.	516,259
562	Sandusky, Ohio	514,032
563	St. Mary, La.	511,825
564	Allegan, Mich.	511,391
565	Boyd, Ky.	510,480
566	Lapeer, Mich.	510,198
567	Pinal, Ariz.	509,353
568	Tompkins, N.Y.	508,935
569	Armstrong, Pa.	508,466
570	Yuma, Ariz.	508,188
571	Grays Harbor, Wash.	508,055
572	Lynchburg, Va.	506,949
573	Martin, Fla.	506,884
574	Nash, N.C.	505,213
575	Jefferson, Wisc.	504,658
576	Walla Walla, Wash.	503,569
577	Clark, Ind.	501,288
578	Whiteside, Ill.	500,754
579	Bartholomew, Ind.	500,494
580	Buchanan, Mo.	499,668
581	Cullman, Ala.	499,660
582	Van Buren, Mich.	498,877
583	Dona Ana, N.M.	498,471
584	Franklin, Mo.	498,044
585	Ross, Ohio	496,426
586	Riley, Kans.	496,021

587	Mohave, Ariz.	494,308
588	Iberia, La.	494,066
589	Bossier, La.	493,980
590	Mendocino, Cal.	492,237
591	Robeson, N.C.	491,446
592	Delaware, Ohio	490,752
593	Clinton, Ia.	488,360
594	Monongalia, W.Va.	488,189
595	Grafton, N.H.	485,102
596	Hall, Ga.	484,635
597	Canadian, Okla.	484,201
598	Putnam, N.Y.	483,256
599	Grant, Wash.	482,697
600	Cheshire, N.H.	481,965
601	Sumter, S.C.	481,489
602	Benton, Ark.	480,544
603	Eau Claire, Wisc.	479,465
604	Craven, N.C.	477,218
605	Darke, Ohio	476,608
606	McCracken, Ky.	476,552
607	Portage, Wisc.	475,613
608	Raleigh, W.Va.	475,208
609	Indian River, Fla.	475,151
610	Hardin, Ky.	474,987
611	Klamath, Ore.	474,058
612	Bonneville, Ida.	472,187
613	Daviess, Ky.	469,942
614	Monroe, Pa.	469,504
615	Tangipahoa, La.	468,802
616	Marion, W Va.	468,645
617	Chemung, N.Y.	467,879
618	Coos, Ore.	467,439
619	Madison, Tenn.	467,309
620	Missoula, Mont.	466,874
621	St. Landry, La.	466,715
622	Seneca, Ohio	466,499
623	Grand Traverse, Mich.	465,544
624	Union, N.C.	464,103
625	Sutter, Cal.	463,691
626	Ward, N.D.	463,065
627	Williamson, Tenn.	463,000
628	Williamson, Ill.	461,154
629	Deschutes, Ore.	460,576
630	Lauderdale, Miss.	458,115
631	Washington, Tenn.	457,146
632	Montgomery, Tenn.	456,261
633	Maui, Hi.	453,140
634	Lenoir, N.C.	452,224
635	Burke, N.C.	450,501
636	Pike, Ky.	448,878
637	Williamson, Tex.	447,466
638	Monroe, Fla.	447,440
639	Whitfield, Ga.	444,615
640	Boone, Ky.	444,068
641	Craighead, Ark.	443,786
642	Yamhill, Ore.	443,674
643	Wilson, Tenn.	443,474
644	Kootenai, Ida.	441,607
645	Orangeburg, S.C.	439,627
646	Valencia, N.M.	438,615
647	Jefferson, N.Y.	438,182
648	Franklin, Mass	437,867
649	Baldwin, Ala.	437,632
650	Huncock, W.Va.	437,451
651	Wilson, N.C.	434,101
652	Garland, Ark.	434,090
653	Johnston, N.C.	433,353
654	Clinton, Mich.	432,958
655	Forrest, Miss.	431,986
656	Adams, Pa.	431,702
657	Webb, Tex.	431,364
658	Cole, Mo.	431,233
659	Marshall, Ala.	431,110
660	Ellis, Tex.	431,022
661	Douglas, Ga.	425,754
662	Charles. Md.	425,254
663	Angelina, Tex.	425,114
664	Cattaraugus, N.Y.	424,903
665	Washington, Okla.	424,113
666	Mercer, W.Va.	423,791
667	Bannock, Ida.	423,150
668	Venango, Pa.	422,776
669	Henry, Ind.	421,896
670	Tuscola, Mich.	420,718
671	Umatilla, Ore.	418,181
672	Washington, Ohio	417,458
673	Macoupin, Ill.	416,493
674	Lawrence, Ohio	416,232
675	Saline, Ark.	415,084
676	Huron, Ohio	414,384
677	Lowndes, Ga.	413,728
678	Beaufort, S.C.	412,953
679	Jackson, Ala.	412,437
680	Hall, Neb.	411,045
681	Coles, Ill.	410,676
682	Chelan, Wash.	410,666
683	St. Joseph, Mich.	410,548
684	Clay, Minn.	410,512
685	Jackson, Ill.	410,395
686	Pottawatomie, Okla.	407,667
687	Kay, Okla.	407,463
688	Muskogee, Okla.	407,415
689	Douglas, Wisc.	406,496
690	Bradford, Pa.	405,011
691	Madison, N.Y.	404,991
692	Athens, Ohio	404,758
693	Clay, Fla.	404,051
694	Platte, Mo.	403,387
695	Crawford, Ohio	403,005
696	Lee, Miss.	401,583
697	Caldwell, N.C.	400,984
698	Jefferson, Pa.	400,216
699	Johnson, Tex.	398,400
700	Christian, Ky.	397,700
701	Morgan, Ind.	396,810
702	Cayuga, N.Y.	396,645
703	Des Moines, Ia.	395,796
704	Nevada, Cal.	395,168
705	Franklin, Ky.	394,690
706	Walker, Ala.	394,300
707	Cerro Gordo, Ia.	390,007
708	Navajo, Ariz.	388,393
709	Clallam, Wash.	388,342
710	Josephine, Ore.	388,273
711	Jones, Miss.	388,188
712	Whitman, Wash.	387,322
713	Hanover, Va.	387,239
714	Bristol, R.I.	386,368
715	Ionia, Mich.	386,259
716	De Kalb, Ala.	385,108
717	Talladega, Ala.	384,446
718	Bradley, Tenn.	384,442
719	Lea, N.M.	384,324
720	Shelby, Ala.	383,310
721	Kendall, Ill.	383,159
722	Madison, Ky.	382,227
723	Washington, Miss.	382,116
724	Clinton, N.Y.	381,889
725	Sweetwater, Wyo.	381,852
726	Creek, Okla.	381,733
727	De Soto, Miss.	379,429
728	Marion, Ill.	375,424
729	Saline, Kans.	375,050
730	Otter Tail, Minn.	374,917
731	Stephenson, Ill.	374,288
732	Liberty, Tex.	374,232
733	Tazewell, Va.	373,824
734	Harnett, N.C.	373,290
735	McKinley, N M.	372,206
736	Surry, N.C.	372,121
737	Columbia, Pa.	371,527
738	Cape Girardeau, Mo.	371,450
739	Hancock, Ind.	369,261
740	Ashland, Ohio	368,342
741	Edgecombe, N.C.	366,368
742	Livingston, Ill.	364,572
743	Lowndes, Miss.	363,608
744	Livingston, N.Y.	362,529
745	Blue Earth, Minn.	361,783
746	Walker, Ga.	361,702
747	Santa Rosa, Fla.	361,684
748	Henderson, N.C.	361,659
749	Darlington, S.C.	361,292
750	Carbon, Pa.	361,070
751	Sauk, Wisc.	360,179
752	Rutherford, N.C.	359,245
753	Webster, Ia.	358,621
754	Polk, Ore.	358,239
755	Maury, Tenn.	358,239
756	Island, Wash.	358,239
757	Albemarle, Va.	358,219
758	Russell, Ala.	357,866
759	Franklin, Wash.	357,459
760	Nacogdoches, Tex.	357,272
761	Ogle, Ill.	356,746
762	Mifflin, Pa.	354,594
763	McKean, Pa.	354,448
764	Suffolk, Va.	354,222
765	Cache, Utah	354,103
766	Allegany, Md.	353,677
767	Colbert, Ala.	353,246
768	Fulton, Ill.	352,737
769	Wicomico, Md.	352,513
770	Rutland, Vt.	352,114
771	Knox, Ohio	351,983
772	Vernon, La.	351,934
773	Grant, Wisc.	351,377
774	Washington, La.	351,090
775	Herkimer, N.Y.	350,713
776	Pickaway, Ohio	350,254
777	Morgan, Ill.	350,200
778	Glynn, Ga.	350,117
779	Barry, Mich.	349,927
780	Dorchester, S.C.	349,065
781	Lee, Ia.	349,011
782	Shelby, Ohio	348,297
783	Hunt, Tex.	347,407
784	Cass, Mich.	347,314
785	Butler, Kans.	346,953
786	Carroll, Ga.	346,683
787	Livingston, La.	345,806
788	Auglaize, Ohio	343,928
789	Windsor, Vt.	343,767
790	Spalding, Ga.	343,728
791	Muscatine, Ia.	343,644
792	Isabella, Mich.	343,388
793	Bedford, Pa.	342,563
794	Warren, Pa.	342,211
795	Wright, Minn.	341,881
796	Marshall, Ia.	341,399
797	Warren, Miss.	340,348
798	Twin Falls, Ida.	338,970
799	St. Francois, Mo.	338,270
800	Marshall, W.Va.	338,017
801	Sullivan N.Y.	337,910
802	Stephens, Okla.	337,499
803	Mississippi, Ark.	336,317
804	Floyd, Ind.	335,936
805	Montgomery, Va.	335,255
806	Cass, Mo.	335,137
807	Ottawa, Ohio	334,058
808	Yuba, Cal.	333,336
809	St. Croix, Wisc.	333,129
810	Franklin, Ill.	333,066
811	Highlands, Fla.	330,870
812	Montcalm, Mich.	330,852
813	Clarion, Pa.	330,691
814	Wilkes, N.C.	330,520
815	Cowley, Kans.	329,512
816	Woodford, Ill.	329,304
817	Dallas, Ala.	329,139
818	Dale, Ala.	328,832
819	Knox, Ind.	327,991
820	Columbia, Wisc.	327,852
821	San Patricio, Tex.	326,880
822	Citrus, Fla.	326,052
823	Tehama, Cal.	325,767
824	Chaves, N.M.	324,949
825	Cass, Ind.	324,301
826	Genesee, N.Y.	323,808
827	Campbell, Va.	323,390
828	Henry, Va.	323,162
829	Randolph, Ill.	322,092
830	Lyon, Kans.	321,721
831	Cherokee, Ga.	321,033
832	Lincoln, Neb.	320,644
833	Acadia, La.	319,871
834	Brooke, W.Va.	319,704
835	Fulton, Ohio	319,450
836	Moore, N.C.	319,398
837	Belknap, N.H.	318,352
838	Greenwood, S.C.	317,937
839	Bowie, Tex.	317,898
840	Washington, Vt.	317,301
841	Columbus, N.C.	316,200
842	Perry, Pa.	315,599
843	Pettis, Mo.	313,819
844	Kandiyohi, Minn.	313,522
845	Flathead, Mont.	313,513
846	Scott, Mo.	313,460
847	Rusk, Tex.	313,374
848	Putnam, Ind.	313,165
849	Lewis and Clark, Mont.	312,172
850	Harrison, Tex.	311,811
851	Troup, Ga.	311,328
852	Rockingham, Va.	311,274
853	Eddy, N.M	310,531
854	Greene, Pa.	310,282
855	St. Johns, Fla.	309,935
856	Rice, Minn.	309,603
857	Jefferson, Ill.	309,225
858	Defiance, Ohio	309,215
859	Bureau, Ill.	308,677
860	Augusta, Va.	308,505
861	Vermilion, La.	308,459
862	Shelby, Ind.	308,000
863	Wapello, Ia.	307,809
864	Henderson, Ky.	307,767
865	Waupaca, Wisc.	307,610
866	Wayne, W.Va.	306,901
867	Scott, Minn.	306,741
868	Carter, Okla.	306,670
869	Jasper, Ia.	305,925
870	Carteret, N.C.	305,034
871	Richmond, N.C.	304,958
872	Gibson, Tenn.	304,801
873	Boone, Ind.	304,673
874	Lincoln, N.C.	304,612
875	Oxford, Me.	304,555
876	Siskiyou, Cal.	303,210
877	Montgomery, N.Y.	302,885
878	Wabash, Ind.	302,853
879	Osceola, Fla.	302,852
880	Halifax, N.C.	302,725
881	Los Alamos, N.M.	302,505
882	Pulaski, Ky.	302,356
883	Montgomery, Kans.	302,336
884	Wise, Va.	302,154
885	Mercer, Ohio	301,748
886	Delta, Mich.	301,412
887	Pittsylvania, Va.	300,919
888	Polk, Minn.	300,461
889	Grundy, Ill.	300,271
890	Curry, N.M.	300,210
891	Lawrence, Ind.	299,252
892	Columbia, N.Y.	297,812
893	Lancaster, S.C.	297,583
894	Barron, Wisc.	296,952
895	Otsego, N.Y.	296,598
896	Fayette, W.Va.	296,598
897	Stanly, N.C.	296,431
898	White, Ark.	296,409
899	Winona, Minn.	295,567
900	Pittsburg, Okla.	295,512
901	Williams, Ohio	295,428
902	Logan, Ohio	295,420
903	Chippewa, Wisc.	294,941
904	Brown, S.D.	294,530
905	Hopkins, Ky.	293,701
906	Parker, Tex.	291,771
907	Warren, Ia.	291,173
908	Ascension, La.	290,630
909	Berkeley, W.Va.	289,957
910	Faulkner, Ark.	289,806
911	Fremont, Wyo.	289,154
912	Tioga, N.Y.	288,701
913	Jackson, Ind.	288,248
914	Haywood, N.C.	288,137
915	Matagorda, Tex.	287,694
916	Somerset, Me.	287,399
917	Sampson, N.C.	287,288
918	Hillsdale, Mich.	287,129
919	Gratiot, Mich.	287,124
920	Warrick, Ind.	287,088
921	Union, Ark.	287,055
922	Tuolumne, Cal.	286,922
923	Christian, Ill.	286,893
924	Dodge, Neb.	286,389
925	Henderson, Tex.	285,937
926	Grady, Okla.	285,586
927	Huntington, Ind.	285,112
928	St. Charles, La.	284,925
929	York, Va.	284,343
930	Johnson, Mo.	283,755
931	Beaufort, N.C.	283,562
932	Osage, Okla.	283,060
933	Washington, Va.	282,940
934	Huntingdon, Pa.	282,216
935	Lee, Ill.	282,113
936	Wharton, Tex.	281,291
937	Mower, Minn.	280,773
938	Branch, Mich.	280,630
939	Blount, Ala.	280,582
940	Guernsey, Ohio	280,013
941	Scotts Bluff, Neb.	279,554
942	Iroquois, Ill.	279,509
943	Douglas, Colo.	278,900
944	Greenup, Ky.	278,812
945	Adams, Neb.	278,650
946	Fairfax, Va.	278,649
947	Laurens, S.C.	278,142
948	McDonough, Ill.	278,134
949	Sanilac, Mich.	277,613
950	Miami, Ind.	277,401
951	Montgomery, Ind.	277,031
952	Madison, Ohio	276,844
953	Walker, Tex.	276,240
954	Fulton, N.Y.	275,071
955	Goodhue, Minn.	274,523
956	Clinton, Ohio	273,964
957	Crittenden, Ark.	273,747
958	Marinette, Wisc.	273,297
959	Anderson, Tex.	273,077
960	Columbia, Ga.	272,219
961	Hancock, Me.	271,811
962	Warren, N.Y.	271,604
963	Greene, Tenn.	271,356
964	Marshall, Ind.	270,567
965	Carver. Minn.	270,484
966	Guadalupe, Tex.	270,197
967	Kaufman, Tex.	270,123
968	Lincoln, La.	270,050
969	Tioga, Pa.	269,805
970	Putnam, W.Va.	269,436
971	Montgomery, Ill.	268,740
972	Laurens, Ga.	268,672
973	Coweta, Ga.	268,468
974	Rogers, Okla.	267,489
975	Hardin, Tex.	267,431
976	Lee, N.C.	267,398
977	Coffee, Ala.	266,871
978	Logan, Ill.	266,705
979	Otero, N.M.	265,950
980	Itasca, Minn.	265,027
981	Union, Ohio	264,899
982	Carson City, Nev.	264,069
983	Roane, Tenn.	263,983
984	Crow Wing, Minn.	263,661
985	Gila, Ariz.	262,964
986	Buffalo, Neb.	262,602
987	Washington, N.Y.	262,456
988	Lafayette, Mo.	262,017
989	Crawford, Kans.	261,733
990	Danville, Va.	261,589
991	St. Clair, Ala.	261,238
992	Floyd, Ky.	261,027
993	Coryell, Tex.	260,693
994	Coshocton, Ohio	260,676
995	Lake, Cal.	260,572
996	Butler, Mo.	260,529
997	Gallatin, Mont.	260,459
998	Hamblen, Tenn.	260,395
999	Hernando, Fla.	259,764
1000	Monroe, Wisc.	259,332
1001	Clatsop, Ore.	258,829
1002	Champaign, Ohio	258,808

DISPOSABLE INCOME

Leading counties (thousands)

1003 Georgetown, S.C.	258,162
1004 Rockdale, Ga.	257,948
1005 Wayne, Pa.	257,278
1006 Putnam, Fla.	257,253
1007 Columbia, Ore.	257,040
1008 Greenbrier, W.Va.	255,990
1009 Stevens, Wash.	255,813
1010 Putnam, Tenn.	255,234
1011 Bartow, Ga	255,166
1012 Sullivan, N.H.	254,723
1013 Union, Pa	254,677
1014 Geary, Kans.	254,547
1015 Logan, W.Va.	253,998
1016 Ste. Genevieve, Mo.	253,623
1017 Charlottesville, Va.	253,612
1018 Kershaw, S.C.	253,072
1019 Van Zandt, Tex.	252,498
1020 Albany, Wyo.	251,697
1021 Effingham, Ill.	251,587
1022 Sherburne, Minn.	251,515
1023 Polk, Wisc.	250,934
1024 Lincoln, Ore.	250,678
1025 Allegany, N.Y.	250,515
1026 Shawano, Wisc.	250,379
1027 Chambers, Ala.	250,297
1028 Cherokee, Tex.	250,272
1029 Henry, Ohio	250,008
1030 Okanogan, Wash.	249,833
1031 Dunn, Wisc.	249,120
1032 Harvey, Kans.	248,606
1033 Snyder, Pa.	248,434
1034 Catoosa, Ga.	248,286
1035 Kittitas, Wash.	247,975
1036 Cortland, N.Y.	247,095
1037 Gibson, Ind.	247,092
1038 Duplin, N.C.	247,004
1039 Miller, Ark.	246,555
1040 Garvin, Okla.	246,364
1041 Noble, Ind.	246,150
1042 De Kalb, Ind.	246,005
1043 Orleans, N.Y.	245,314
1044 Jim Wells, Tex.	245,287
1045 Chenango, N.Y.	245,285
1046 Douglas, Wash.	244,793
1047 Freeborn, Minn.	244,470
1048 Webster, La.	244,415
1049 Windham, Vt.	244,003
1050 Bullitt, Ky.	243,774
1051 Hale, Tex.	243,626
1052 Juneau, Ak.	243,512
1053 Oneida, Wisc.	242,818
1054 Ware, Ga.	241,953
1055 Coos, N.H.	241,500
1056 Greene, Ind.	241,136
1057 Nez Perce, Ida.	240,855
1058 Delaware, N.Y.	240,596
1059 Pontotoc, Okla.	240,540
1060 Hardin, Ohio	240,519
1061 Pierce, Wisc.	240,347
1062 Kauai, Hi.	240,290
1063 Cherokee, S.C.	240,170
1064 Mason, Wash.	239,924
1065 Preble, Ohio	239,421
1066 Howard, Tex.	239,190
1067 Clinton, Pa.	238,929
1068 Green, Wisc.	238,705
1069 Covington, Ala.	238,682
1070 Newton, Mo.	238,528
1071 Dunklin, Mo.	237,241
1072 Bulloch, Ga.	236,754
1073 Clinton, Ind.	236,634
1074 Dallas, Ia.	236,173
1075 Highland, Ohio	236,107
1076 Callaway, Mo.	235,999
1077 Hays, Tex.	235,706
1078 McDowell, W.Va.	235,706
1079 Coffee, Tenn.	235,666
1080 Platte, Neb.	235,583
1081 Harlan, Ky.	235,114
1082 Franklin, Vt.	234,293
1083 Stafford, Va.	234,289
1084 Elmore, Ala.	234,121
1085 Adams, Miss.	233,496
1086 Tallapoosa, Ala.	233,173
1087 Huron, Mich.	232,812
1088 Pope, Ark.	232,675
1089 Laurel, Ky.	232,144
1090 Brown, Ohio	231,968
1091 Thomas, Ga.	231,785
1092 Bingham, Ida.	231,506
1093 Martin, Minn.	231,394
1094 Cecil, Md.	231,381
1095 Oconee, S.C.	231,352
1096 Houghton, Mich.	231,073
1097 Robertson, Tenn.	230,560
1098 Alcorn, Miss.	230,399
1099 Dubois, Ind.	230,050
1100 Kerr, Tex.	229,987
1101 St. Marys, Md.	229,703
1102 Henry, Ga.	229,176
1103 Lamar, Tex.	228,755
1104 Steele, Minn.	228,200
1105 Ottawa, Okla.	228,135
1106 Beauregard, La.	227,099
1107 Box Elder, Utah	227,022
1108 Phelps, Mo.	226,728
1109 Decatur, Ind.	226,695
1110 Marion, Ia.	226,233
1111 Boone, Ill.	225,903
1112 Obion, Tenn.	225,813
1113 Lonoke, Ark.	225,592
1114 Saline, Ill.	225,461
1115 Accomac, Va.	225,219
1116 Limestone, Ala.	225,028
1117 Adams, Ind.	225,006
1118 Buchanan, Va.	224,589
1119 Hutchinson, Tex.	224,465
1120 Marion, Mo.	224,271
1121 St. John the Baptist, La.	224,082
1122 Van Wert, Ohio	223,693
1123 Petersburg, Va.	223,467
1124 Madison, Neb.	223,204
1125 Newaygo, Mich.	223,144
1126 Comal, Tex.	223,117
1127 Escambia, Ala.	222,809
1128 Newton, Ga.	222,607
1129 Alpena, Mich.	222,276
1130 Jefferson, Ind.	221,856
1131 Ford, Kans.	221,609
1132 Campbell, Wyo.	221,434
1133 Plaquemines, La.	220,878
1134 Carter, Tenn.	220,227
1135 Mecosta, Mich.	220,141
1136 Gallia, Ohio	219,606
1137 Wells, Ind.	219,126
1138 Barren, Ky.	218,752
1139 Elk, Pa.	218,534
1140 Baldwin, Ga.	218,490
1141 Weakley, Tenn.	218,264
1142 Cass, Tex.	218,133
1143 Tift, Ga.	217,967
1144 Clinton, Ill.	217,920
1145 Mason, Mich.	217,843
1146 Gray, Tex.	217,676
1147 Jackson, Okla.	217,226
1148 Newberry, S.C.	216,706
1149 Daviess, Ind.	216,618
1150 St. Martin, La.	216,412
1151 McMinn, Tenn.	216,329
1152 Jasper, Ind.	216,271
1153 Crawford, Ark.	216,233
1154 Autauga, Ala.	215,997
1155 Sevier, Tenn.	215,801
1156 Susquehanna, Pa.	215,779
1157 Bennington, Vt.	215,565
1158 Randolph, Ind.	214,941
1159 Graves, Ky.	214,812
1160 Leflore, Miss.	214,789
1161 Avoyelles, La.	214,535
1162 Chesterfield, S.C.	214,260
1163 Clark, Ky.	214,128
1164 Kleberg, Tex.	213,710
1165 Pasquotank, N.C.	213,380
1166 Knox, Me.	213,276
1167 Sioux, Ia.	212,619
1168 Brown, Tex.	212,518
1169 Dickson, Tenn.	211,463
1170 Pulaski, Mo.	211,308
1171 Dyer, Tenn.	210,224
1172 Bolivar, Miss.	209,557
1173 Carroll, Tenn.	209,518
1174 Barton, Kans.	209,321
1175 Fayette, Ga.	209,297
1176 Dickinson, Mich.	209,239
1177 Boone, Ia.	208,814
1178 Sheridan, Wyo.	208,786
1179 Colquitt, Ga.	208,665
1180 Audrain, Mo.	208,523
1181 Wagoner, Okla.	208,294
1182 McLeod, Minn.	208,117
1183 Lincoln, Okla.	208,063
1184 Iberville, La.	207,504
1185 Okmulgee, Okla.	207,208
1186 Boyle, Ky.	206,987
1187 Monroe, Miss.	206,710
1188 Dearborn, Ind.	206,416
1189 Wetzel, W.Va.	206 410
1190 La Plata, Colo.	205,898
1191 Jackson, Ohio	205,741
1192 Hopkins, Tex.	205,613
1193 Greene, Ark.	205,519
1194 Wyoming, N.Y.	205,176
1195 Vance, N.C.	204,228
1196 Clark, Wisc.	204,192
1197 Clay, Ind.	203,927
1198 Mineral, W.Va.	203,880
1199 Natchitoches, La.	203,248
1200 Scotland, N.C.	202,967
1201 Chilton, Ala.	202,956
1202 Stoddard, Mo.	202,461
1203 Caddo, Okla.	202,361
1204 Fayette, Ohio	202,045
1205 Logan, Okla.	201,908
1206 Carroll, N.H.	201,689
1207 Silver Bow, Mont.	201,576
1208 Columbia, Fla.	201,102
1209 Lyon, Minn.	200,790
1210 Walton, Ga.	200,430
1211 Whitley, Ind.	200,197
1212 Carlton, Minn.	200,065

Leading cities (thousands)

1	New York City, N.Y.	60,728,390
2	Chicago, Ill.	24,409,617
3	Los Angeles, Cal.	23,982,556
4	Houston, Tex.	19,676,911
5	Philadelphia, Pa.	12,144,507
6	San Fernando Valley, Cal.	9,815,093
7	Detroit, Mich.	8,901,715
8	Dallas, Tex.	8,842,185
9	San Diego, Cal.	7,297,173
10	San Jose, Cal.	6,858,930
11	Washington, D.C.	6,564,964
12	San Francisco, Cal.	6,221,288
13	Phoenix, Ariz.	6,160,871
14	Indianapolis, Ind.	6,080,726
15	San Antonio, Tex.	5,867,124
16	Memphis, Tenn.	5,225,729
17	Milwaukee, Wisc.	4,945,619
18	Seattle, Wash.	4,808,443
19	Columbus, Ohio	4,556,013
20	Nashville, Tenn.	4,481,850
21	New Orleans, La.	4,257,691
22	Boston, Mass.	4,241,338
23	Denver, Colo.	4,128,476
24	Jacksonville, Fla.	3,804,382
25	Baltimore, Md.	3,698,338
26	St. Louis, Mo.	3,696,715
27	Oklahoma City, Okla.	3,658,665
28	Cleveland, Ohio	3,541,590
29	Cincinnati, Ohio	3,541,403
30	1Kansas City, Mo.	3,472,250
31	Honolulu, Hi.	3,460,249
32	Portland, Ore.	3,394,805
33	Pittsburgh, Pa.	3,265,788
34	Toledo, Ohio	3,230,063
35	Sacramento, Cal.	3,040,492
36	Tulsa, Okla.	3,026,801
37	Minneapolis, Minn.	2,990,928
38	Oakland, Cal.	2,954,498
39	Omaha, Neb.	2,863,057
40	Long Beach, Cal.	2,800,142
41	Baton Rouge, La.	2,780,250
42	2Atlanta, Ga.	2,623,534
43	Charlotte, N.C.	2,607,937
44	Austin, Tex.	2,573,608
45	Anaheim, Cal.	2,558,345
46	Fort Worth, Tex.	2,538,173
47	Miami, Fla.	2,463,938
48	Tucson, Ariz.	2,433,066
49	Albuquerque, N.M.	2,402,251
50	Wichita, Kan.	2,323,631
51	Anchorage, Ak.	2,298,395
52	Louisville, Ky.	2,268,417
53	Huntington Beach, Cal.	2,261,238
54	El Paso, Tex.	2,194,270
55	St. Paul, Minn.	2,192,362
56	South Bay, Cal.	2,130,793
57	Buffalo, N.Y.	2,032,457
58	Jackson, Miss.	2,018,777
59	St. Petersburg, Fla.	2,003,527
60	San Gabriel Valley, Cal.	1,947,408
61	Birmingham, Ala.	1,893,953
62	Tampa, Fla.	1,885,532
63	Colorado Springs, Colo.	1,880,068
64	Fresno, Cal.	1,879,013
65	Knoxville, Tenn.	1,866,672
66	Fort Lauderdale, Fla.	1,862,562
67	Santa Ana, Cal.	1,857,919
68	Yonkers, N.Y.	1,847,136
69	Grand Rapids, Mich.	1,774,485
70	Spokane, Wash.	1,730,441
71	Des Moines, Ia.	1,714,245
72	Newark, N.J.	1,690,625
73	Jersey City, N.J.	1,674,732
74	Akron, Ohio	1,649,153
75	Las Vegas, Nev.	1,631,126
76	Little Rock, Ark.	1,608,878
77	Rochester, N.Y.	1,588,543
78	Corpus Christi, Tex.	1,587,791
79	Shreveport, La.	1,550,469
80	Fort Wayne, Ind.	1,549,779
81	Amarillo, Tex.	1,534,426
82	Riverside, Cal.	1,522,036
83	Madison, Wisc.	1,511,029
84	Lubbock, Tex.	1,491,100
85	Kansas City, Kans.	1,451,945
86	Raleigh, N.C.	1,446,099
87	Garland, Tex.	1,414,698
88	1Lexington, Ky.	1,404,169
89	Schaumberg, Ill.	1,387,312
90	Glendale, Cal.	1,379,054
91	Greensboro, N.C.	1,368,850
92	Pasadena, Tex.	1,360,233
93	Lincoln, Neb.	1,347,538
94	Fullerton, Cal.	1,340,660
95	Hollywood, Fla.	1,319,737
96	Mobile, Ala.	1,319,656
97	Peoria, Ill.	1,318,504
98	Salt Lake City, Utah	1,317,875
99	Tacoma, Wash.	1,309,373
100	Woodbridge, N.J.	1,308,683
101	Newport Beach, Cal.	1,290,712
102	1Columbus, Ga.	1,246,730
103	Torrance, Cal.	1,246,254
104	Stamford, Conn.	1,191,578
105	Fremont, Cal.	1,191,566
106	Boise City, Ida.	1,179,728
107	Ann Arbor, Mich.	1,174,509
108	Dayton, Ohio	1,171,402
109	Flint, Mich.	1,170,312
110	Worcester, Mass.	1,168,125
111	Irving, Tex.	1,167,270
112	Stockton, Cal.	1,162,674
113	Topeka, Kans.	1,155,387
114	Huntsville, Ala.	1,151,544
115	Syracuse, N.Y.	1,145,343
116	Arlington, Tex.	1,109,629
117	Providence, R.I.	1,100,072
118	Montgomery, Ala.	1,099,181
119	Evansville, Ind.	1,095,090
120	Chattanooga, Tenn.	1,090,466
121	Modesto, Cal.	1,087,534
122	Springfield, Mass.	1,083,670
123	Winston-Salem, N.C.	1,072,604
124	Beaumont, Tex.	1,051,080
125	Springfield, Mo.	1,045,201
126	Lansing, Mich.	1,040,499
127	Bridgeport, Conn.	1,029,178
128	Oxnard, Cal.	1,025,417
129	Bellevue-Kirkland, Wash.	1,023,720
130	Gary, Ind.	1,020,417
131	Berkeley, Cal.	1,017,087
132	Thousand Oaks, Cal.	1,010,529
133	Pasadena, Cal.	1,009,499
134	Reno, Nev.	1,009,378
135	Orlando, Fla.	997,820
136	Mesa, Ariz.	993,073
137	Vallejo, Cal.	982,041
138	Macon, Ga.	978,978
139	Abilene, Tex.	973,973
140	Odessa, Tex.	963,425
141	Eugene, Ore.	959,179
142	Santa Rosa, Cal.	953,608
143	San Mateo, Cal.	947,529
144	Durham, N.C.	944,406
145	Costa Mesa, Cal.	933,345
146	Santa Monica, Cal.	932,028
147	Cedar Rapids, Ia.	931,550
148	Independence, Mo.	928,658
149	Davenport, Ia.	924,232
150	Richardson, Tex.	923,641
151	Scottsdale, Ariz.	907,226
152	Wichita Falls, Tex.	905,740
153	Tempe, Ariz.	895,112
154	Greenwich, Conn.	889,384
155	Erie, Pa.	886,151
156	Tallahassee, Fla.	877,800
157	Hayward, Cal.	875,265
158	Arlington Heights, Ill.	874,767
159	Santa Barbara, Cal.	856,680
160	Sc[illegible], Cal.	855,549
161	Hartford, Conn.	854,872
162	Paterson, N.J.	849,268
163	Parsippany, N.J.	845,236
164	Roswell, Ga.	842,246
165	Decatur, Ill.	839,525
166	Palo Alto, Cal.	837,991
167	Downey, Cal.	831,267
168	San Bernardino, Cal.	828,773
169	Allentown, Pa.	817,842
170	Burbank, Cal.	814,369
171	Simi Valley, Cal.	813,999
172	South Bend, Ind.	812,163
173	Bakersfield, Cal.	800,628
174	New Haven, Conn.	794,673
175	Youngstown, Ohio	793,728
176	Duluth, Minn.	787,644
177	Elizabeth, N.J.	782,996
178	Saginaw, Mich.	782,513
179	Racine, Wisc.	780,922
180	Hammond, Ind.	780,785
181	Clearwater, Fla.	778,176
182	Norwalk, Conn.	776,403
183	Springfield, Ill.	756,785
184	Waterbury, Conn.	752,698
185	New Rochelle, N.Y.	749,863
186	Pueblo, Colo.	749,545

187	Columbia S.C.	748,786
188	Royal Oak, Mich.	748,237
189	Lawton, Okla.	746,034
190	Midland, Tex.	745,995
191	Waco, Tex.	745,425
192	Quincy, Mass.	741,061
193	Napa, Cal.	740,247
194	Boulder, Colo.	738,627
195	Brockton, Mass	738,358
196	Charleston, W.Va	737,705
197	[1]Salem, Ore.	732,840
198	Albany, N.Y.	726,832
199	Middletown, N.J.	718,809
200	Whittier, Cal.	718,316
201	Willingboro, N.J.	711,763
202	Green Bay, Wisc.	710,940
203	Tyler, Tex.	708,018
204	Aurora, Ill.	703,041
205	Waterloo, Ia.	701,846
206	Baytown, Tex.	695,425
207	Alameda, Cal.	689,397
208	Walnut Creek, Cal.	684,486
209	Boca Raton, Fla.	683,749
210	Sioux City, Ia.	672,860
211	Lafayette, La.	669,763
212	Billings, Mont.	665,491
213	Mount Vernon, N.Y.	661,870
214	Lake Charles, La.	661,372
215	Pompano Beach, Fla.	656,552
216	San Angelo, Tex.	650,570
217	Manchester, N.H.	649,383
218	Kenosha, Wisc.	643,754
219	Columbia, Mo.	643,284
220	Savannah, Ga.	640,108
221	West Covina, Cal.	639,266
222	Grand Prairie, Tex.	634,689
223	El Cajon, Cal.	630,914
224	Joliet, Ill.	629,516
225	Canton, Ohio	629,458
226	Framingham, Mass.	627,946
227	Fairfield, Cal.	627,866
228	Sioux Falls, S.D.	626,124
229	[1]Huntington, W.Va.	620,642
230	Champaign, Ill.	613,281
231	[1]Bethlehem, Pa.	609,569
232	Mount Prospect, Ill.	608,845
233	San Rafael, Cal.	607,764
234	Des Plaines, Ill.	604,332
235	Norman, Okla.	603,407
236	Lorain, Ohio	602,857
237	Scranton, Pa.	602,297
238	Fort Smith, Ark.	601,573
239	Lowell, Mass.	601,193
240	Muncie, Ind.	598,569
241	Gainesville, Fla.	596,177
242	Redwood City, Cal.	594,404
243	New Britain, Conn.	592,931
244	Mesquite, Tex.	592,362
245	Arcadia, Cal.	591,783
246	Ontario, Cal.	591,488
247	Nashua, N.H.	588,414
248	Lafayette, Ind.	587,274
249	Clifton, N.J.	586,405
250	Pomona, Cal.	582,764
251	Fall River, Mass.	581,906
252	New Bedford, Mass.	579,486
253	Elgin, Ill.	577,335
254	Trenton, N.J.	576,128
255	Kalamazoo, Mich.	575,864
256	Richmond, Cal.	574,249
257	North Little Rock, Ark.	573,188
258	Waukegan, Ill.	572,930
259	Oceanside, Cal.	571,970
260	Albany, Ga.	568,729
261	Council Bluffs, Ia.	568,460
262	Plano, Tex.	561,355
263	Cape Coral, Fla.	552,252
264	Rochester, Minn.	547,273
265	La Habra, Cal.	545,721
266	Pensacola, Fla.	544,689
267	Visalia, Cal.	540,739
268	Lynn, Mass.	538,600
269	Reading, Pa.	538,551
270	Camden, N.J.	537,214
271	White Plains, N.Y.	530,537
272	Livermore, Cal.	529,722
273	Dubuque, Ia.	529,638
274	Redondo Beach, Cal.	525,909
275	Hicksville, N.Y.	524,571
276	Charleston, S.C.	524,470
277	Casper, Wyo.	524,451
278	Yakima, Wash.	522,205
279	Pontiac, Mich.	520,765
280	High Point, N.C.	519,388
281	Moline, Ill.	518,189
282	Rock Island, Ill.	518,150
283	Anderson, Ind.	515,419
284	Escondido, Cal.	514,263
285	South Gate, Cal.	514,105
286	West Palm Beach, Fla.	512,563
287	Brick Township, N.J.	511,923
288	Wilmington, Del.	509,763
289	Sarasota, Fla.	509,114
290	Lawrence, Kans.	508,234
291	Ogden, Utah	507,370
292	Fayetteville, N.C.	507,256
293	Danbury, Conn.	506,693
294	Tuscaloosa, Ala.	503,815
295	Harrisburg, Pa.	501,745
296	Midwest City, Okla.	501,263
297	San Pedro, Cal.	497,320
298	Saratoga, Cal.	496,633
299	Bloomington, Ind.	494,971
300	Bristol, Conn.	491,652
301	Upland, Cal.	490,
302	Pawtucket, R.I.	489,776
303	Terre Haute, Ind.	488,790
304	Great Falls, Mont.	485,590
305	Fairbanks, Ak.	483,464
306	Medford, Mass.	480,950
307	Manchester, Conn.	479,971
308	Portland, Me.	478,766
309	Richland, Wash.	478,640
310	Bridgewater, N.J.	477,137
311	Schenectady, N.Y.	475,682
312	Appleton, Wisc.	474,207
313	Palm Springs, Cal.	472,635
314	Warminster, Pa.	469,070
315	Port Arthur, Tex.	468,826
316	Springfield, Ohio	467,255
317	Cheyenne, Wyo.	467,197
318	Santa Fe, N.M.	465,447
319	Bethpage, N.Y.	465,308
320	Hamilton, Ohio	464,005
321	Bismarck, N.D.	460,492
322	Vancouver, Wash.	458,431
323	Wheaton, Ill.	456,271
324	Lawrence, Mass.	455,049
325	Longview, Tex.	454,561
326	Niagara Falls, N.Y.	454,080
327	Elkhart, Ind.	453,827
328	Levittown, Pa.	451,232
329	St. Joseph, Mo.	444,010
330	Brownsville, Tex.	442,365
331	Camarillo, Cal.	440,491
332	Fort Collins, Colo.	440,469
333	Alexandria, La.	440,213
334	Bloomington, Ill.	439,320
335	Lancaster, Cal.	437,381
336	Lawrenceville, Ga.	437,112
337	Meriden, Conn.	436,140
338	Victoria, Tex.	434,505
339	Waltham, Mass.	433,394
340	Waukesha, Wisc.	432,674
341	Malden, Mass.	431,798
342	Fargo, N.D.	431,609
343	Pine Bluff, Ark.	430,431
344	Davis, Cal.	429,292
345	Belleville, Ill.	427,503
346	Warren, Ohio	426,886
347	La Crosse, Wisc.	426,101
348	Lakeland, Fla.	425,314
349	Enid, Okla.	424,527
350	Dothan, Ala.	423,855
351	Greenville, S.C.	422,319
352	Bellingham, Wash.	421,778
353	Garden City, N.Y.	421,470
354	Oak Ridge, Tenn.	420,587
355	Kokomo, Ind.	419,991
356	Iowa City, Ia.	416,652
357	Warner Robins, Ga.	416,563
358	Asheville, N.C.	415,744
359	Killeen, Tex.	413,070
360	Elyria, Ohio	411,038
361	Milford, Conn.	410,238
362	Midland, Mich.	409,938
363	Decatur, Ala.	409,391
364	Leavenworth, Kans.	409,186
365	Monroe, La.	408,134
366	Gastonia, N.C.	406,850
367	Rapid City, S.D.	406,702
368	Grand Forks, N.D.	405,692
369	Wilmington, N.C.	403,874
370	Utica, N.Y.	401,692
371	Laredo, Tex.	401,037
372	Olympia, Wash.	398,705
373	Lancaster, Pa.	397,708
374	King of Prussia, Pa.	396,665
375	Hempstead, N.Y.	392,987
376	Redding, Cal.	390,950
377	Hackensack, N.J.	390,512
378	Augusta, Ga.	388,957
379	Danville, Ill.	385,624
380	Janesville, Wisc.	385,395
381	Trumbull, Conn.	384,874
382	Santa Cruz, Cal.	384,402
383	Lancaster, Ohio	383,959
384	Petaluma, Cal.	383,089
385	Union City, N.J.	382,914
386	Daytona Beach, Fla.	382,174
387	Denton, Tex.	382,172
388	Quincy, Ill.	381,714
389	Naples, Fla.	380,887
390	Bryan, Tex.	380,200
391	Altoona, Pa.	380,071
392	Covington, Ky.	379,562
393	East Lansing, Mich.	379,183
394	Middletown, Ohio	378,467
395	Rocky Mount, N.C.	377,582
396	Athens, Ga.	376,451
397	Ames, Ia.	372,972
398	New Brunswick, N.J.	372,661
399	Galveston, Tex.	370,737
400	Clarksville, Tenn.	370,170
401	Peabody, Mass.	369,991
402	Mansfield, Ohio	367,427
403	Mentor, Ohio	363,660
404	Greeley, Colo.	363,406
405	Wheeling, W.Va.	363,125
406	Urbana, Ill.	362,708
407	Pittsfield, Mass.	360,093
408	Farmington, N.M.	359,196
409	Sheboygan, Wisc.	356,489
410	Binghamton, N.Y.	356,462
411	Manhattan, Kans.	356,413
412	Santa Maria, Cal.	355,078
413	McAllen, Tex.	354,468
414	Redlands, Cal.	353,642
415	San Luis Obispo, Cal.	352,338
416	Lodi, Cal.	350,556
417	Palatine, Ill.	347,269
418	Findlay, Ohio	347,225
419	Oshkosh, Wisc.	346,601
420	Wilkes-Barre, Pa.	346,454
421	Pekin, Ill.	345,724
422	Corvallis, Ore.	345,723
423	Lima, Ohio	343,534
424	Corona, Cal.	342,569
425	Hutchinson, Kans.	341,054
426	Stillwater, Okla.	340,782
427	Longmont, Colo.	340,506
428	Enfield, Conn.	339,849
429	Battle Creek, Mich.	339,184
430	Chapel Hill, N.C.	338,522
431	Michigan City, Ind.	337,022
432	Spartanburg, S.C.	336,027
433	Antioch, Cal.	335,371
434	San Clemente, Cal.	335,277
435	Longview, Wash.	334,907
436	Temple, Tex.	334,546
437	Pocatello, Ida.	334,468
438	Richmond, Ind.	334,082
439	Hoffman Estates, Ill.	333,794
440	Eau Claire, Wisc.	331,772
441	Manhattan Beach, Cal.	330,992
442	Monroeville, Pa.	329,956
443	Jackson, Tenn.	329,934
444	Troy, N.Y.	327,140
445	Fort Myers, Fla.	326,825
446	Gulfport, Miss.	326,750
447	Normal, Ill.	326,325
448	Brea, Cal.	323,569
449	Salina, Kans.	322,924
450	Haverhill, Mass.	322,091
451	Vineland, N.J.	320,671
452	Flagstaff, Ariz.	319,717
453	Meridian, Miss.	319,022
454	Conroe, Tex.	318,383
455	Bowling Green, Ky.	318,209
456	Cedar Falls, Ia.	316,048
457	York, Pa.	314,538
458	College Station, Tex.	314,417
459	Renton, Wash.	314,144
460	Huntington Park, Cal.	314,142
461	Idaho Falls, Ida.	314,012
462	Medford, Ore.	313,994
463	Bristol, Tenn.-Bristol, Va., Tenn.	313,681
464	Merced, Cal.	313,156
465	Grand Island, Neb.	312,862
466	Florence, Ala.	312,849
467	Jefferson City, Mo.	312,820
468	Perth Amboy, N.J.	312,360
469	Ocala, Fla.	312,073
470	Norwich, Conn.	310,407
471	Everett, Wash.	309,471
472	Owensboro, Ky.	309,451
473	Dublin, Cal.	309,065
474	Newark, Ohio	306,982
475	Lewisville, Tex.	306,701
476	Hattiesburg, Miss.	306,063
477	Monterey, Cal.	305,860
478	Woonsocket, R.I.	305,660
479	Woodland, Cal.	305,084
480	Bay City, Mich.	304,374
481	Harlingen, Tex.	303,806
482	Beverly, Mass.	303,093
483	Kennewick, Wash.	302,596
484	San Buenaventura, Cal.	301,503
485	Wallingford, Conn.	298,716
486	Marion, Ohio	298,389
487	Marion, Ind.	297,392
488	State College, Pa.	296,395
489	Olathe, Kans.	296,229
490	Middletown, Conn.	296,177
491	Texas City, Tex.	295,415
492	[2]Joplin, Mo.	295,347
493	Passaic, N.J.	294,922
494	Melrose, Mass.	294,117
495	Bettendorf, Ia.	293,430
496	Burlington, Vt.	292,625
497	Holland, Mich.	291,382
498	[2]Weirton, W.Va.	291,347
499	Provo, Utah	291,295
500	Texarkana, Ark.-Texarkana, Tex., Ark.	290,081
501	[1]Texarkana, Tex.	290,081
502	Clinton, Ia.	289,808
503	Houma, La.	288,592
504	Vista, Cal.	286,948
505	[1]St. Cloud, Minn.	286,679
506	Bartlesville, Okla.	286,515
507	Minot, N.D.	285,701
508	Port Huron, Mich.	285,453
509	New Iberia, La.	285,335
510	Euless, Tex.	284,802
511	Covina, Cal.	283,088
512	Galesburg, Ill.	282,701
513	Muskogee, Okla.	281,044
514	Mishawaka, Ind.	280,841
515	Fayetteville, Ark.	280,835
516	Las Cruces, N.M.	280,399
517	Parkersburg, W.Va.	279,052
518	Hot Springs, Ark.	278,780
519	Woburn, Mass.	277,959
520	Salem, Mass.	276,944
521	Wilson, N.C.	274,800
522	Goldsboro, N.C.	274,345
523	Jackson, Mich.	273,363
524	West Lafayette, Ind.	272,873
525	North Las Vegas, Nev.	272,656
526	Monroe, Mich.	271,685
527	Holyoke, Mass.	270,755
528	Superior, Wisc.	270,311
529	Walla Walla, Wash.	269,134
530	Murfreesboro, Tenn.	268,337
531	Columbus, Ind.	267,526
532	East Chicago, Ind.	267,462
533	Florence, S.C.	267,305
534	Greenville, N.C.	265,974
535	Gadsden, Ala.	264,157
536	Carson City, Nev.	264,069
537	Taunton, Mass.	263,878
538	Slidell, La.	263,376
539	Sherman, Tex.	263,184
540	Newark, Cal.	262,515
541	Fond du Lac, Wisc.	262,182
542	Marietta, Ga.	262,127
543	Burlington, N.C.	261,334
544	Roswell, N.M.	261,173
545	Lewiston, Me.	261,139
546	Zanesville, Ohio	260,854
547	Sandusky, Ohio	259,984
548	Valdosta, Ga.	259,589
549	Westfield, Mass.	258,805
550	Greenville, Miss.	257,921
551	Alton, Ill.	257,570
552	Muskegon, Mich.	256,812
553	Yuma, Ariz.	256,713
554	Chester, Pa.	256,369
555	Elk Grove Village, Ill.	255,676
556	Edmond, Okla.	255,630
557	Hurst, Tex.	255,609
558	Sui Sun, Cal.	255,528
559	Vernon, Conn.	255,503
560	Ashland, Ky.	254,351
561	North Tonawanda, N.Y.	254,222
562	Panama City, Fla.	253,670
563	Wausau, Wisc.	252,957
564	Auburn, Wash.	252,834
565	Newark, Del.	252,135
566	Steubenville, Ohio	251,942
567	Frankfort, Ky.	251,469

DISPOSABLE INCOME

Leading cities (thousands)

568	Roseville, Cal.	251,247
569	Hilo, Hi.	250,758
570	Moorhead, Minn.	250,603
571	Mason City, Ia.	249,693
572	Norristown, Pa.	249,313
573	Jonesboro, Ark.	249,225
574	Atlantic City, N.J.	248,543
575	Fairborn, Ohio	248,408
576	Beaver Creek, Ohio	248,324
577	Buffalo Grove, Ill.	247,665
578	Marlborough, Mass.	247,065
579	Rome, N.Y.	246,755
580	Paducah, Ky.	245,112
581	Manitowoc, Wisc.	244,907
582	Torrington, Conn.	244,888
583	Pascagoula, Miss.	244,829
584	De Kalb, Ill.	244,633
585	Kankakee, Ill.	243,934
586	Fitchburg, Mass.	243,698
587	Juneau, Ak.	243,512
588	Nacogdoches, Tex.	243,432
589	Grand Junction, Colo.	243,428
590	Lake Jackson, Tex.	243,184
591	Beloit, Wisc.	241,220
592	Lufkin, Tex.	241,180
593	Conyers, Ga.	240,287
594	Attleboro, Mass.	240,235
595	Kinston, N.C.	238,992
596	Johnson City, Tenn.	238,743
597	Massillon, Ohio	237,957
598	Burlington, Ia.	237,714
599	Biloxi, Miss.	237,586
600	Loveland, Colo.	236,001
601	Johnstown, Pa.	235,907
602	Laramie, Wyo.	235,656
603	Hanover Park, Ill.	235,036
604	Marshalltown, Ia.	234,856
605	Newport, R.I.	234,545
606	Fort Pierce, Fla.	234,022
607	Fort Dodge, Ia.	233,759
608	Wakefield, Mass.	233,526
609	Poughkeepsie, N.Y.	233,507
610	Concord, N.H.	233,458
611	Lompoc, Cal.	233,208
612	Maryville, Tenn.	232,693
613	Ponca City, Okla.	230,307
614	New Castle, Pa.	229,705
615	Bradenton, Fla.	229,438
616	Rock Hill, S.C.	229,283
617	Morgantown, W.Va.	229,028
618	Dedham, Mass.	228,900
619	Cape Girardeau, Mo.	228,807
620	Kingsport, Tenn.	227,353
621	North Platte, Neb.	227,333
622	Orange, Tex.	227,292
623	Albany, Ore.	225,322
624	Williamsport, Pa.	225,243
625	Clovis, N.M.	225,132
626	Helena, Mont.	223,691
627	Lebanon, Pa.	223,330
628	Palm Beach, Fla.	223,279
629	Fontana, Cal.	222,228
630	Chillicothe, Ohio	222,193
631	Myrtle Beach, S.C.	220,842
632	Butte, Mont.	220,627
633	Kent, Wash.	220,141
634	Aberdeen, S.D.	219,703
635	Tupelo, Miss.	219,558
636	Hastings, Neb.	219,427
637	South Lake Tahoe, Cal.	219,235
638	Naugatuck, Conn.	219,084
639	El Centro, Cal.	218,849
640	Annapolis, Md.	218,824
641	Shawnee, Okla.	217,492
642	New London, Conn.	216,658
643	Vicksburg, Miss.	216,329
644	East Moline, Ill.	216,083
645	Rock Springs, Wyo.	215,896
646	Broken Arrow, Okla.	215,436
647	McKeesport, Pa.	213,072
648	Emporia, Kans.	212,237
649	Turlock, Cal.	211,475
650	Haltom City, Tex.	211,077
651	Hanford, Cal.	209,736
652	Bartlett, Ill.	209,289
653	Hopkinsville, Ky.	208,725
654	Wheeling, Ill.	208,049
655	Watsonville, Cal.	207,462
656	Mount Clemens, Mich.	207,411
657	Bangor, Me.	207,359
658	Willoughby, Ohio	207,318
659	Martinez, Cal.	207,253
660	Auburn, Ala.	207,249
661	Gallup, N.M.	207,105
662	Scottsboro, Ala.	206,868
663	Carlisle, Pa.	206,182
664	Freeport, Ill.	205,862
665	Amherst, Mass.	205,462
666	Muscatine, Ia.	205,355
667	Lewiston, Ida.	205,219
668	New Albany, Ind.	204,988
669	Portsmouth, Ohio	204,703
670	Rome, Ga.	204,546
671	Chico, Cal.	204,465
672	Pittsburg, Cal.	203,725
673	Big Spring, Tex.	203,637
674	Northampton, Mass.	203,538
675	Ottumwa, Ia.	203,508
676	Anniston, Ala.	203,099
677	Tulare, Cal.	202,867
678	Fairmont, W.Va.	202,766
679	Neenah, Wisc.	202,527
680	Gloucester, Mass.	201,704
681	Columbia, Tenn.	201,359
682	Ypsilanti, Mich.	200,830

TOTAL RETAIL SALES

Standard metropolitan statistical areas (thousands)

1	Los Angeles-Long Beach, Cal.	36,740,358
2	Chicago, Ill.	33,065,998
3	New York, N.Y.-N.J.	28,113,419
4	Detroit, Mich.	20,651,361
5	Philadelphia, Pa.-N.J.	18,708,773
6	Dallas-Fort Worth, Tex.	17,857,842
7	San Francisco-Oakland, Cal.	16,940,872
8	Houston, Tex.	15,538,671
9	Washington, D.C.-Md.-Va.	14,645,633
10	Boston, Mass.	11,922,570
11	Nassau-Suffolk, N.Y.	11,489,949
12	Anaheim-Santa Ana-Garden Grove, Cal.	10,919,749
13	Minneapolis-St. Paul, Minn.-Wis.	10,675,938
14	St. Louis, Mo.-Ill.	10,659,512
15	Atlanta, Ga.	9,593,198
16	Pittsburgh, Pa.	9,499,496
17	Cleveland, O.	9,417,573
18	Seattle-Everett, Wash.	8,897,854
19	Denver-Boulder, Colo.	8,841,432
20	Baltimore, Md.	8,634,711
21	San Diego, Cal.	8,627,531
22	Miami, Fla.	8,375,634
23	Phoenix, Ariz.	7,835,932
24	Tampa-St. Petersburg, Fla.	7,795,431
25	Newark, N.J.	7,645,452
26	Riverside-San Bernardino-Ontario, Cal.	7,037,352
27	San Jose, Cal.	7,020,641
28	Indianapolis, Ind.	7,011,825
29	Portland, Ore.-Wash.	6,879,853
30	Kansas City, Mo.-Kans.	6,591,463
31	Cincinnati, O.-Ky.-Ind.	6,494,438
32	Fort Lauderdale-Hollywood, Fla.	6,453,610
33	Milwaukee, Wis.	6,343,383
34	New Orleans, La.	5,564,378
35	Sacramento, Cal.	5,241,878
36	Columbus, O.	4,991,697
37	Oklahoma City, Okla.	4,793,514
38	Buffalo, N.Y.	4,657,888
39	San Antonio, Tex.	4,590,489
40	Memphis, Tenn.-Ark.-Miss.	4,217,767
41	Salt Lake City-Ogden, Utah	4,205,782
42	Nashville-Davidson, Tenn.	4,129,876
43	Louisville, Ky.-Ind.	4,122,672
44	Birmingham, Ala.	4,037,107
45	Rochester, N.Y.	3,897,154
46	Orlando, Fla.	3,781,963
47	Honolulu, Hawaii	3,720,185
48	Greensboro-Winston-Salem-High Point, N.C.	3,667,818
49	Toledo, O.-Mich.	3,613,346
50	Hartford, Conn.	3,587,661
51	Tulsa, Okla.	3,546,760
52	Dayton, O.	3,485,234
53	Jacksonville, Fla.	3,381,120
54	Charlotte-Gastonia, N.C.	3,261,130
55	West Palm Beach-Boca Raton, Fla.	3,214,488
56	Richmond, Va.	3,149,210
57	Providence-Warwick-Pawtucket, R.I.-Mass.	3,139,470
58	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	3,139,200
59	Grand Rapids, Mich.	3,123,548
60	Akron, O.	2,932,337
61	Albany-Schenectady-Troy, N.Y.	2,929,613
62	Las Vegas, Nev.	2,916,398
63	Gary-Hammond-East Chicago, Ind.	2,891,559
64	Tucson, Ariz.	2,820,856
65	Allentown-Bethlehem-Easton, Pa.-N.J.	2,665,838
66	Omaha, Neb.-Iowa	2,655,298
67	Flint, Mich.	2,633,115
68	Fresno, Cal.	2,597,727
69	Austin, Tex.	2,561,689
70	Syracuse, N.Y.	2,521,958
71	New Brunswick-Perth Amboy-Sayreville, N.J.	2,481,495
72	Raleigh-Durham, N.C.	2,473,775
73	Northeast Pennsylvania, Pa.	2,455,281
74	Oxnard-Simi Valley-Ventura, Cal.	2,385,219
75	Greenville-Spartanburg, S.C.	2,364,988
76	Albuquerque, N.M.	2,369,037
77	Youngstown-Warren, O.	2,356,781
78	Wilmington, Del.-N.J.-Md.	2,349,701
79	Knoxville, Tenn.	2,316,599
80	Long Branch-Asbury Park, N.J.	2,272,117
81	Wichita, Kans.	2,246,442
82	Corpus Christi, Tex.	2,155,208
83	Lansing-East Lansing, Mich.	2,108,899
84	Beaumont-Port Arthur-Orange, Tex.	2,108,406
85	Harrisburg, Pa.	2,083,003
86	Baton Rouge, La.	2,068,083
87	Little Rock-North Little Rock, Ark.	2,059,397
88	Des Moines, Iowa	2,037,664
89	Tacomu, Wash.	1,975,110
90	Springfield-Chicopee-Holyoke, Mass.-Conn.	1,966,151
91	Johnson City-Kingsport-Bristol, Tenn.-Va.	1,904,845
92	Bakersfield, Cal.	1,877,767
93	Canton, O.	1,873,311
94	El Paso, Tex.	1,854,445
95	Fort Wayne, Ind.	1,845,125
96	Davenport-Rock Island-Moline, Iowa-Ill.	1,844,540
97	Paterson-Clifton-Passaic, N.J.	1,842,757
98	Chattanooga, Tenn.-Ga.	1,826,129
99	Columbia, S.C.	1,812,003
100	Peoria, Ill.	1,803,159
101	New Haven-West Haven, Conn.	1,780,586
102	Mobile, Ala.	1,747,050
103	Bridgeport, Conn.	1,659,321
104	Shreveport, La.	1,658,768
105	Charleston-North Charleston, S.C.	1,656,553
106	Reno, Nev.	1,648,212
107	Charleston, W.Va.	1,640,366
108	Stockton, Cal.	1,612,443
109	Spokane, Wash.	1,600,008
110	Newport News-Hampton, Va.	1,571,392
111	York, Pa.	1,558,624
112	Lancaster, Pa.	1,555,186
113	Santa Barbara-Santa Maria-Lompoc, Cal.	1,553,310
114	Lakeland-Winter Haven, Fla.	1,548,187
115	Madison, Wis.	1,525,277
116	Ann Arbor, Mich.	1,502,794
117	Colorado Springs, Colo.	1,493,500
118	Santa Rosa, Cal.	1,479,082
119	Worcester, Mass.	1,460,608
120	Jersey City, N.J.	1,457,120
121	Evansville, Ind.-Ky.	1,453,827
122	Lexington-Fayette, Ky.	1,446,199
123	Eugene-Springfield, Ore.	1,444,025
124	Jackson, Miss.	1,423,826
125	Reading, Pa.	1,341,256
126	Salinas-Seaside-Monterey, Cal.	1,332,060
127	Rockford, Ill.	1,325,062
128	Lubbock, Tex.	1,316,360
129	Vallejo-Fairfield-Napa, Cal.	1,315,173
130	Trenton, N.J.	1,290,809
131	Huntington-Ashland, W.Va.-Ky.-O.	1,287,244
132	Appleton-Oshkosh, Wis.	1,275,179
133	South Bend-Mishawaka, Ind.	1,274,875
134	Daytona Beach, Fla.	1,269,529
135	Modesto, Cal.	1,268,727
136	Kalamazoo-Portage, Mich.	1,253,748
137	Fort Myers-Cape Coral, Fla.	1,244,739
138	Augusta, Ga.-S.C.	1,243,911
139	Melbourne-Titusville-Cocoa, Fla.	1,240,940
140	Sarasota, Fla.	1,222,802
141	Huntsville, Ala.	1,206,534
142	Anchorage, Alaska	1,175,962
143	Saginaw, Mich.	1,160,464
144	New London-Norwich, Conn-R.I.	1,154,237
145	Atlantic City, N.J.	1,152,432
146	Roanoke, Va.	1,149,800
147	Erie, Pa.	1,149,138
148	Salem, Ore.	1,148,334
149	Brownsville-Harlingen-San Benito, Tex.	1,147,719
150	Duluth-Superior, Minn.-Wis.	1,137,917
151	Pensacola, Fla.	1,133,895
152	Montgomery, Ala.	1,128,734
153	McAllen-Pharr-Edinburg, Tex.	1,122,936
154	Stamford, Conn.	1,122,632
155	Lawrence-Haverhill, Mass.-N.H.	1,109,798
156	Portland, Me.	1,105,296
157	Lorain-Elyria, O.	1,099,700
158	Utica-Rome, N.Y.	1,095,052
159	Binghamton, N.Y.-Pa.	1,091,974
160	Poughkeepsie, N.Y.	1,054,535
161	Springfield, Mo.	1,049,484
162	Boise City, Ida.	1,046,348
163	Amarillo, Tex.	1,044,757
164	Macon, Ga.	1,037,856
165	Lafayette, La.	1,001,127
166	Lima, O.	981,568
167	Savannah, Ga.	952,134
168	Lake Charles, La.	945,079
169	St. Cloud, Minn.	943,308
170	Hamilton-Middletown, O.	941,426
171	Johnstown, Pa.	936,923
172	Terre Haute, Ind.	930,198
173	Topeka, Kans.	928,989
174	Springfield, Ill.	928,887
175	Waco, Tex.	917,012
176	Lincoln, Neb.	903,247
177	Cedar Rapids, Iowa	902,664
178	Columbus, Ga.-Ala.	895,037
179	Tyler, Tex.	871,184
180	Santa Cruz, Cal.	868,362
181	Manchester, N.H.	866,659
182	Fayetteville, N.C.	866,176
183	Abilene, Tex.	863,035
184	Green Bay, Wis.	854,848
185	Fort Smith, Ark.-Okla.	851,343
186	Longview-Marshall, Tex.	851,024
187	Provo-Orem, Utah	834,171
188	Wheeling, W.Va.-O.	814,704

189 Norwalk, Conn.	814,273
190 Waterbury, Conn.	800,587
191 Gainesville, Fla.	792,668
192 Asheville, N.C.	792,405
193 Bradenton, Fla.	780,358
194 Fargo-Moorhead, N.D.-Minn.	778,054
195 Odessa, Tex.	773,237
196 Galveston-Texas City, Tex.	763,634
197 Lowell, Mass.-N.H.	754,528
198 Yakima, Wash.	751,747
199 Fort Collins, Colo.	748,358
200 Waterloo-Cedar Falls, Iowa	738,176
201 Fayetteville-Springdale, Ark.	729,098
202 Champaign-Urbana-Rantoul, Ill.	728,536
203 Parkersburg-Marietta, W.Va.-O.	723,182
204 Richland-Kennewick-Pasco, Wash.	721,814
205 Killeen-Temple, Tex.	720,439
206 Billings, Mont.	717,633
207 Racine, Wis.	714,161
208 Wichita Falls, Tex.	708,537
209 Texarkana, Tex.-Ark.	706,886
210 Tallahassee, Fla.	705,609
211 Biloxi-Gulfport, Miss.	702,014
212 Elkhart, Ind.	699,067
213 Sioux Falls, S.D.	692,419
214 Williamsport, Pa.	690,907
215 Mansfield, O.	690,639
216 Muskegon-Norton Shores-Muskegon Heights, Mich.	683,160
217 Steubenville-Weirton, O.-W.Va.	678,823
218 Laredo, Tex.	672,771
219 Monroe, La.	672,121
220 Lynchburg, Va.	667,803
221 Janesville-Beloit, Wis.	659,459
222 Nashua, N.H.	654,116
223 Jackson, Mich.	650,192
224 Springfield, O.	647,134
225 Battle Creek, Mich.	627,499
226 Wilmington, N.C.	616,592
227 Decatur, Ill.	615,703
228 Danbury, Conn.	604,109
229 Brockton, Mass.	601,791
230 Muncie, Ind.	598,537
231 Anderson, Ind.	594,797
232 Pueblo, Colo.	576,924
233 Altoona, Pa.	572,375
234 Lafayette-West Lafayette, Ind.	570,631
235 Eau Claire, Wis.	565,105
236 Alexandria, La.	562,676
237 Midland, Tex.	558,376
238 Sioux City, Iowa-Neb.	553,811
239 Florence, Ala.	550,026
240 Bloomington-Normal, Ill.	545,574
241 New Britain, Conn.	545,551
242 Clarksville-Hopkinsville, Tenn-Ky.	543,654
243 New Bedford, Mass.	538,575
244 Sherman-Denison, Tex.	533,344
245 Fall River, Mass.-R.I.	532,865
246 San Angelo, Tex.	520,247
247 Kokomo, Ind.	518,097
248 Tuscaloosa, Ala.	507,042
249 Dubuque, Iowa	505,484
250 Vineland-Millville-Bridgeton, N.J.	504,200
251 Kenosha, Wis.	496,913
252 Rapid City, S.D.	494,928
253 Petersburg-Colonial Heights-Hopewell, Va.	492,933
254 Rochester, Minn.	488,812
255 Bay City, Mich.	486,735
256 La Crosse, Wis.	478,462
257 Great Falls, Mont.	467,190
258 Albany, Ga.	462,755
259 Bismarck, N.D.	458,668
260 Greeley, Colo.	458,156
261 Grand Forks, Minn.-N.D.	457,842
262 Owensboro, Ky.	454,331
263 Panama City, Fla.	438,677
264 Gadsden, Ala.	433,407
265 Burlington, N.C.	431,237
266 Columbia, Mo.	425,022
267 Anniston, Ala.	424,505
268 Kankakee, Ill.	423,326
269 Lawton, Okla.	408,052
270 Bloomington, Ind.	406,387
271 Lewiston-Auburn, Me.	391,817
272 Fitchburg-Leominster, Mass.	387,460
273 Las Cruces, N.M.	381,315
274 St. Joseph, Mo.	381,210
275 Enid, Okla.	370,739
276 Bryan-College Station, Tex.	369,663
277 Pittsfield, Mass.	368,162
278 Iowa City, Iowa	350,598
279 Elmira, N.Y.	348,423
280 Pine Bluff, Ark.	341,844
281 Pascagoula-Moss Point, Miss.	276,173
282 Lawrence, Kans.	269,710
283 Bristol, Conn.	231,903
284 Meriden, Conn.	222,948

Leading counties (thousands)

1 Los Angeles, Cal.	36,740,358
2 Cook, Ill.	23,731,717
3 Harris, Tex.	13,298,279
4 Orange, Cal.	10,919,749
5 Dallas, Tex.	9,797,510
6 Wayne, Mich.	9,406,722
7 San Diego, Cal.	8,627,531
8 Dade, Fla.	8,375,634
9 New York, N.Y.	8,099,622
10 Maricopa, Ariz.	7,835,932
11 Cuyahoga, Ohio	7,489,488
12 King, Wash.	7,440,740
13 Santa Clara, Cal.	7,020,641
14 Nassau, N.Y.	6,686,716
15 Oakland, Mich.	6,519,241
16 Broward, Fla.	6,453,610
17 Allegheny, Pa.	6,321,338
18 Tarrant, Tex.	5,917,006
19 Middlesex, Mass.	5,803,648
20 Marion, Ind.	5,635,554
21 Hennepin, Minn.	5,454,451
22 Alameda, Cal.	5,330,071
23 St. Louis, Mo.	5,258,600
24 Philadelphia, Pa.	5,079,301
25 Suffolk, N.Y.	4,803,233
26 Milwaukee, Wisc.	4,397,541
27 Hamilton, Ohio	4,363,075
28 Franklin, Ohio	4,300,205
29 Bergen, N.J.	4,247,226
30 Bexar, Tex.	4,219,942
31 Sacramento, Cal.	4,130,682
32 Du Page, Ill.	4,118,798
33 Queens, N.Y.	4,027,385
34 Westchester, N.Y.	4,010,419
35 San Francisco, Cal.	3,879,356
36 Kings, N.Y.	3,875,089
37 Hartford, Conn.	3,857,610
38 Erie, N.Y.	3,850,508
39 Pinellas, Fla.	3,842,837
40 San Bernardino, Cal.	3,835,300
41 Fairfield, Conn.	3,796,120
42 Shelby, Tenn.	3,789,865
43 Oklahoma, Okla.	3,740,962
44 Honolulu, Hi.	3,720,185
45 Macomb, Mich.	3,676,029
46 Jefferson, Ala.	3,507,085
47 Baltimore, Md.	3,446,280
48 Multnomah, Ore.	3,388,941
49 Fulton, Ga.	3,383,658
50 Hillsborough, Fla.	3,320,989
51 Montgomery, Pa.	3,316,048
52 Jefferson, Ky.	3,306,473
53 San Mateo, Cal.	3,289,733
54 Prince Georges, Md.	3,238,653
55 Palm Beach, Fla.	3,214,488
56 Riverside, Cal.	3,202,052
57 New Haven, Conn.	3,196,129
58 Contra Costa, Cal.	3,149,140
59 Jackson, Mo.	3,139,959
60 Montgomery, Md.	3,064,581
61 Salt Lake, Utah	3,063,538
62 Tulsa, Okla.	2,948,403
63 Clark, Nev.	2,916,398
64 Davidson, Tenn.	2,854,356
65 Pima, Ariz.	2,820,856
66 Monroe, N.Y.	2,767,691
67 Fairfax, Va.	2,762,485
68 Duval, Fla.	2,729,332
69 Orange, Fla.	2,708,306
70 Essex, N.J.	2,699,844
71 Jefferson, La.	2,692,786
72 Denver, Colo.	2,689,356
73 Norfolk, Mass.	2,688,669
74 Essex, Mass.	2,619,699
75 Montgomery, Ohio	2,605,281
76 Fresno, Cal.	2,597,727
77 Lake, Ind.	2,531,587
78 Summit, Ohio	2,517,638
79 De Kalb, Ga.	2,501,294
80 Kent, Mich.	2,486,128
81 Middlesex, N.J.	2,481,495
82 Lucas, Ohio	2,447,871
83 Baltimore City, Md.	2,413,554
84 Bucks, Pa.	2,408,740
85 Mecklenburg, N.C.	2,407,917
86 Worcester, Mass.	2,406,613
87 Ventura, Cal.	2,385,219
88 Genesee, Mich.	2,359,241
89 Ramsey, Minn.	2,351,629
90 Suffolk, Mass.	2,344,778
91 Bernalillo, N.M.	2,334,308
92 Monmouth, N.J.	2,272,117
93 District of Columbia, D.C.	2,252,733
94 Delaware, Pa.	2,222,701
95 Travis, Tex.	2,191,996
96 Orleans, La.	2,146,228
97 Douglas, Neb.	2,108,677
98 Lake, Ill.	2,081,521
99 Sedgewick, Kans.	2,079,389
100 Camden, N.J.	2,013,525
101 Union, N.J.	2,010,909
102 Nueces, Tex.	2,010,181
103 Pierce, Wash.	1,975,110
104 Morris, N.J.	1,974,011
105 Bronx, N.Y.	1,966,059
106 Onondaga, N.Y.	1,958,121
107 New Castle, Del.	1,951,296
108 Arapahoe, Colo.	1,944,850
109 Polk, Ia.	1,938,711
110 Pulaski, Ark.	1,913,096
111 Kern, Cal.	1,877,767
112 Jefferson, Colo.	1,872,112
113 Providence, R.I.	1,861,509
114 El Paso, Tex.	1,854,445
115 Passaic, N.J.	1,842,757
116 Stark, Ohio	1,784,311
117 Washington, Ore.	1,752,014
118 Guilford, N.C.	1,730,571
119 Knox, Tenn.	1,674,475
120 Hampden, Mass.	1,669,219
121 St. Louis City, Mo.	1,651,920
122 East Baton Rouge, La.	1,649,086
123 Washoe, Nev.	1,648,212
124 Bristol, Mass.	1,618,483
125 Johnson, Kans.	1,614,515
126 San Joaquin, Cal.	1,612,443
127 Anne Arundel, Md.	1,600,606
128 Spokane, Wash.	1,600,008
129 Lancaster, Pa.	1,555,186
130 Wake, N.C.	1,554,495
131 Westmoreland, Pa.	1,553,425
132 Santa Barbara, Cal.	1,553,310
133 Polk, Fla.	1,548,187
134 Kanawha, W.Va.	1,539,161
135 Allen, Ind.	1,530,079
136 Jefferson, Tex.	1,526,733
137 Dane, Wisc.	1,525,277
138 Burlington, N.J.	1,512,349
139 Washtenaw, Mich.	1,502,794
140 Cobb, Ga.	1,496,004
141 Hamilton, Tenn.	1,488,488
142 Sonoma, Cal.	1,479,082
143 Lehigh, Pa.	1,472,403
144 El Paso, Colo.	1,467,317
145 Plymouth, Mass.	1,460,440
146 Mobile, Ala.	1,458,416
147 Ocean, N.J.	1,458,137
148 Hudson, N.J.	1,457,120
149 Snohomish, Wash.	1,457,114
150 Hillsborough, N.H.	1,448,522
151 Lane, Ore.	1,444,025
152 Waukesha, Wisc.	1,428,925
153 Kane, Ill.	1,395,217
154 Rockingham, N.H.	1,389,660
155 Albany, N.Y.	1,382,055
156 York, Pa.	1,361,256
157 Greenville, S.C.	1,346,769
158 Ingham, Mich.	1,345,717
159 Charleston, S.C.	1,342,356
160 Berks, Pa.	1,341,256
161 Monterey, Cal.	1,332,060
162 Lubbock, Tex.	1,316,360
163 Richland, S.C.	1,304,557
164 Chester, Pa.	1,304,358
165 Marin, Cal.	1,292,572
166 Richmond, Va.	1,291,218
167 Mercer, N.J.	1,290,809
168 Adams, Colo.	1,283,875
169 Volusia, Fla.	1,269,529
170 Stanislaus, Cal.	1,268,727
171 Luzerne, Pa.	1,252,055
172 Caddo, La.	1,251,486
173 Lee, Fla.	1,244,739
174 Cumberland, Me.	1,242,926
175 Brevard, Fla.	1,240,940
176 Mahoning, Ohio	1,226,826
177 Sarasota, Fla.	1,222,802
178 Madison, Ill.	1,218,324
179 Winnebago, Ill.	1,216,399
180 Hinds, Miss.	1,214,748
181 Forsyth, N.C.	1,210,135
182 Lake, Ohio	1,204,630
183 Anchorage, Ak.	1,175,962
184 Norfolk, Va.	1,164,786
185 Saginaw, Mich.	1,160,464
186 Atlantic, N.J.	1,152,432
187 Erie, Pa.	1,149,138
188 Cameron, Tex.	1,147,719
189 Trumbull, Ohio	1,129,955
190 Hidalgo, Tex.	1,122,936
191 Peoria, Ill.	1,122,844
192 Tulare, Cal.	1,119,506
193 St. Joseph, Ind.	1,107,931
194 Lorain, Ohio	1,099,700
195 Clackamas, Ore.	1,073,312
196 Fayette, Ky.	1,072,634
197 St. Clair, Ill.	1,067,887
198 Dutchess, N.Y.	1,054,535
199 Will, Ill.	1,052,313
200 Ada, Ida.	1,046,348
201 Orange, N.Y.	1,034,558
202 Marion, Ore.	1,030,716
203 Virginia Beach, Va.	1,029,221
204 Kalamazoo, Mich.	1,025,715
205 Dauphin, Pa.	1,022,089
206 Lafayette, La.	1,001,127
207 Greene, Mo.	998,919
208 Boulder, Colo.	997,966
209 Escambia, Fla.	985,501
210 Cumberland, Pa.	980,457
211 New London, Conn.	967,694
212 St. Louis, Minn.	962,990
213 Somerset, N.J.	960,688
214 Montgomery, Ala.	960,547
215 Vanderburgh, Ind.	953,277
216 Calcasieu, La.	945,079
217 Butler, Ohio	941,426
218 Oneida, N.Y.	923,701
219 Dakota, Minn.	919,863
220 Barnstable, Mass.	919,465
221 McLennan, Tex.	917,012
222 Solano, Cal.	915,208
223 Brazoria, Tex.	908,125
224 Henrico, Va.	906,114
225 Sangamon, Ill.	903,574
226 Lancaster, Neb.	903,247
227 Linn, Ia.	902,664
228 Anoka, Minn.	901,427
229 Chatham, Ga.	901,267
230 Rockland, N.Y.	896,362
231 Lackawanna, Pa.	882,238
232 Broome, N.Y.	872,565
233 Smith, Tex.	871,184
234 Santa Cruz, Cal.	868,362
235 Cumberland, N.C.	866,176
236 Scott, Ia.	863,357
237 Shawnee, Kans.	863,202
238 Brown, Wisc.	854,848
239 Gloucester, N.J.	851,751
240 Washington, Pa.	840,726
241 Seminole, Fla.	839,552
242 Utah, Utah	834,171
243 Arlington, Va.	829,179
244 Richmond, Ga.	826,851
245 Spartanburg, S.C.	815,710
246 Niagara, N.Y.	807,380
247 Clay, Mo.	798,833
248 Alachua, Fla.	792,668
249 Madison, Ala.	788,014
250 Beaver, Pa.	784,007
251 1Columbus Consol. Govt., Ga.	782,147
252 Manatee, Fla.	780,358
253 Ector, Tex.	773,237
254 Rock Island, Ill.	773,169
255 Richmond, N.Y.	768,097
256 Buncombe, N.C.	767,417
257 Galveston, Tex.	763,634
258 Sullivan, Tenn.	760,984
259 Taylor, Tex.	754,225
260 Yakima, Wash.	751,747
261 Larimer, Colo.	748,358
262 Stearns, Minn.	747,596
263 Black Hawk, Ia.	738,176
264 Wyandotte, Kans.	731,359
265 Clayton, Ga.	729,984
266 Champaign, Ill.	728,536
267 Jackson, Ore.	725,666
268 Bibb, Ga.	722,474
269 Vigo, Ind.	718,408
270 Yellowstone, Mont.	717,633
271 Racine, Wisc.	714,161
272 Northampton, Pa.	704,389
273 Berrien, Mich.	701,036
274 Elkhart, Ind.	699,067
275 Cambria, Pa.	695,313
276 Leon, Fla.	693,182
277 Minnehaha, S.D.	692,419
278 Lycoming, Pa.	690,907
279 Richland, Ohio	690,639
280 McHenry, Ill.	686,432
281 Weber, Utah	682,014
282 Wichita, Tex.	680,725
283 Shasta, Cal.	673,741
284 Webb, Tex.	672,771
285 Kent, R.I.	672,489
286 Ouachita, La.	672,121
287 Butte, Cal.	669,495
288 Outagamie, Wisc.	669,275
289 Durham, N.C.	668,138

TOTAL RETAIL SALES

Leading counties (thousands)

290 Clark, Wash.	665,586
291 Penobscot, Me.	660,175
292 Rock, Wisc.	659,459
293 Jackson, Mich.	650,192
294 Potter, Tex.	650,073
295 Fayette, Pa.	643,091
296 San Luis Obispo, Cal.	640,417
297 Bell, Tex.	637,811
298 Ottawa, Mich.	637,420
299 Pasco, Fla.	631,605
300 St. Charles, Mo.	629,998
301 Placer, Cal.	623,845
302 Roanoke, Va.	619,549
303 Gaston, N.C.	617,378
304 Macon, Ill.	615,703
305 Ulster, N.Y.	615,101
306 Muskegon, Mich.	610,271
307 Gregg, Tex.	609,588
308 Alexandria, Va	605,461
309 Cass, N.D.	601,971
310 Prince William, Va.	601,212
311 Harrison, Miss.	601,007
312 Allen, Ohio	600,819
313 Gwinnett, Ga.	600,316
314 Hampton, Va.	600,236
315 Delaware, Ind.	598,537
316 Madison, Ind.	594,797
317 Butler, Pa.	586,560
318 Catawba, N.C.	580,731
319 Newport News, Va.	578,261
320 Pueblo, Colo.	576,924
321 Denton, Tex.	576,723
322 Cabell, W.Va.	573,833
323 Sebastian, Ark.	572,480
324 Tazewell, Ill.	572,450
325 Chesterfield, Va.	572,388
326 Blair, Pa.	572,375
327 Thurston, Wash.	570,650
328 Tippecanoe, Ind.	570,631
329 Montgomery, Tex.	569,345
330 Chautauqua, N.Y.	567,840
331 La Salle, Ill.	565,972
332 Schenectady, N.Y.	564,297
333 Midland, Tex.	558,376
334 Raleigh, W.Va.	557,224
335 Terrebonne, La.	555,179
336 Berkshire, Mass.	553,499
337 Marion, Fla.	551,812
338 Anderson, S.C.	550,584
339 Collier, Fla.	549,044
340 Litchfield, Conn.	546,756
341 McLean, Ill.	545,574
342 Collin, Tex.	541,756
343 Rapides, La.	541,206
344 Calhoun, Mich.	540,945
345 Natrona, Wyo.	540,859
346 Clark, Ohio	539,703
347 Grayson, Tex.	533,344
348 Kenton, Ky.	532,110
349 Kitsap, Wash.	528,590
350 New Hanover, N.C.	526,310
351 Benton, Wash.	526,067
352 St. Tammany, La.	525,761
353 Humboldt, Cal.	525,561
354 Missoula, Mont.	522,013
355 Mercer, Pa.	521,899
356 Washington, Md.	520,342
357 Tom Green, Tex.	520,247
358 Merrimack, N.H.	517,426
359 Kennebec, Me.	516,919
360 Chittenden, Vt.	513,385
361 Laramie, Wyo.	512,205
362 Hawaii, Hi.	509,920
363 Winnebago, Wisc.	507,570
364 Lexington, S.C.	507,446
365 Tuscaloosa, Ala.	507,042
366 Whatcom, Wash.	506,440
367 Dubuque, Ia.	505,484
368 Horry, S.C.	504,844
369 Merced, Cal.	504,550
370 Cumberland, N.J.	504,200
371 Bowie, Tex.	500,094
372 Kenosha, Wisc.	496,913
373 La Porte, Ind.	490,315
374 Olmsted, Minn.	488,812
375 Yolo, Cal.	487,351
376 Bay, Mich.	486,735
377 Harford, Md.	484,250
378 Jasper, Mo.	483,878
379 Medina, Ohio	479,020
380 La Crosse, Wisc.	478,462
381 St. Clair, Mich.	477,442
382 Lake, Fla.	477,087
383 Cleveland, Okla.	475,778
384 York, Me.	474,568
385 Mesa, Colo.	474,295
386 Wood, Ohio	470,562
387 Cascade, Mont.	467,190
388 Sussex, Del.	466,744
389 Kent, Del.	466,285
390 Howard, Ind.	463,878
391 Wood, W.Va.	463,532
392 Florence, S.C.	462,804
393 Washington, Ark.	462,223
394 Frederick, Md.	460,264
395 Woodbury, Ia.	458,622
396 Weld, Colo.	458,156
397 Dougherty, Ga.	457,226
398 Saratoga, N.Y.	454,714
399 Daviess, Ky.	454,331
400 St. Lucie, Fla.	452,541
401 Fairfax, Va.	451,993
402 Cape May, N.J.	451,513
403 Lebanon, Pa.	450,027
404 Clermont, Ohio	449,725
405 El Dorado, Cal.	444,087
406 Canyon, Ida.	442,507
407 Imperial, Cal.	439,854
408 Clark, Ind.	438,980
409 Bay, Fla.	438,677
410 Victoria, Tex.	438,626
411 Wayne, N.Y.	437,600
412 Middlesex, Conn.	436,968
413 Pennington, S.D.	435,658
414 Madison, Tenn.	435,618
415 Etowah, Ala.	433,407
416 Androscoggin, Me.	432,820
417 Marathon, Wisc.	432,391
418 Alamance, N.C.	431,237
419 Lawrence, Pa.	429,035
420 Greene, Ohio	426,607
421 Boone, Mo.	425,022
422 Ontario, N.Y.	424,628
423 Calhoun, Ala.	424,505
424 Kankakee, Ill.	423,326
425 Licking, Ohio	422,698
426 Centre, Pa.	422,537
427 Okaloosa, Fla.	422,231
428 Maui, Hi.	420,826
429 Portsmouth, Va.	420,627
430 Washington, Tenn.	417,903
431 Charlottesville, Va.	416,003
432 Jefferson, Mo.	415,138
433 Portage, Ohio	414,699
434 Eaton, Mich.	412,457
435 Schuylkill, Pa.	411,832
436 Orange, Tex.	410,805
437 Santa Fe, N.M.	409,531
438 San Juan, N.M.	408,968
439 Deschutes, Ore.	408,285
440 Comanche, Okla.	408,052
441 Monroe, Ind.	406,387
442 Lynchburg, Va.	404,396
443 Fort Bend, Tex.	403,030
444 Napa, Cal.	399,965
445 Davis, Utah	397,863
446 Forrest, Miss.	396,423
447 Clarke, Ga.	395,612
448 Tangipahoa, La.	395,441
449 Howard, Md.	395,399
450 Wayne, Ohio	395,296
451 Randall, Tex.	394,684
452 Strafford, N.H.	392,680
453 Nash, N.C.	392,644
454 Pitt, N.C.	392,575
455 Wayne, Ind.	392,143
456 Boone, Ky.	391,791
457 Hampshire, Mass.	391,307
458 Columbiana, Ohio	390,666
459 Hunterdon, N.J.	390,043
460 Jefferson, Ohio	389,708
461 Wood, Wisc.	389,222
462 Sheboygan, Wisc.	387,676
463 Franklin, Pa.	385,850
464 York, S.C.	385,250
465 Houston, Ala.	382,038
466 Dona Ana, N.M.	381,315
467 Iberia, La.	380,496
468 Monroe, Mich.	380,398
469 Eau Claire, Wisc.	379,687
470 Bonneville, Ida.	379,183
471 Lenawee, Mich.	375,594
472 Yuma, Ariz.	375,583
473 Lauderdale, Miss.	375,220
474 Fond du Lac, Wisc.	374,745
475 Vermilion, Ill.	372,923
476 Rensselaer, N.Y.	370,854
477 Garfield, Okla.	370,739
478 Brazos, Tex.	369,663
479 McCracken, Ky.	368,056
480 Warren, Ky.	366,570
481 Coconino, Ariz.	366,488
482 St. Landry, La.	366,469
483 Whitley, Ky.	365,999
484 Oswego, N.Y.	365,973
485 Scioto, Ohio	365,438
486 Tolland, Conn.	365,199
487 Douglas, Ore.	364,583
488 Linn, Ore.	364,041
489 Chesapeake, Va.	363,213
490 Clearfield, Pa.	360,426
491 Porter, Ind	359,972
492 Jefferson, N.Y.	359,776
493 Warren, Ohio	358,962
494 Grand Traverse, Mich.	358,089
495 Lafourche, La.	355,294
496 Belmont, Ohio	354,644
497 Ward, N.D.	353,747
498 Washington, Minn.	353,473
499 Livingston, Mich.	353,264
500 Buchanan, Mo.	352,694
501 Martin, Fla.	351,607
502 Johnson, Ia.	350,598
503 Steuben, N.Y.	350,333
504 Cowlitz, Wash.	349,743
505 Wayne, N.C.	349,458
506 Burleigh, N.D.	348,497
507 Chemung, N.Y.	348,423
508 Cabarrus, N.C.	347,947
509 Mendocino, Cal.	347,875
510 Sussex, N.J.	344,501
511 Grafton, N.H.	343,574
512 Jefferson, Ark.	341,844
513 Warren, Pa.	341,482
514 Lowndes, Ga.	339,936
515 Washington, R.I.	339,823
516 Aiken, S.C.	339,429
517 Miami, Ohio	339,219
518 Harrison, W.Va.	339,179
519 Pottawattamie, Ia.	338,545
520 McKinley, N.M.	338,149
521 Allegany, Md.	336,324
522 Monroe, Fla.	334,707
523 Blount, Tenn.	334,525
524 Grand Forks, N.D.	333,019
525 St. Lawrence, N.Y.	332,962
526 Bannock, Ida.	332,608
527 Hancock, Ohio	332,418
528 Erie, Ohio	331,289
529 Coos, Ore.	330,490
530 Grant, Ind.	330,367
531 Skagit, Wash.	329,940
532 Montgomery, Tenn.	328,199
533 Bradley, Tenn.	327,339
534 Davidson, N.C.	326,709
535 Clinton, N.Y.	326,493
536 Grays Harbor, Wash.	326,170
537 Crawford, Pa.	325,699
538 Wicomico, Md.	325,549
539 Hall, Ga.	323,911
540 Rutherford, Tenn.	323,515
541 Onslow, N.C.	323,220
542 Bartholomew, Ind.	322,738
543 Northumberland, Pa.	322,177
544 Mercer, W.Va.	321,466
545 Ohio, W.Va.	321,365
546 Monroe, Pa.	320,988
547 Sumter, S.C.	320,017
548 Aroostook, Me.	319,503
549 Story, Ia.	318,975
550 Indian River, Fla.	318,643
551 Jackson, Ill.	318,560
552 Warren, N.J.	318,324
553 Twin Falls, Ida.	318,234
554 Danville, Va.	318,115
555 Tuscarawas, Ohio	317,748
556 Marion, W.Va.	317,402
557 St. Mary, La.	317,253
558 Johnson, Ind.	317,001
559 Ashtabula, Ohio	315,852
560 Indiana, Pa.	315,221
561 Garland, Ark.	314,865
562 Boyd, Ky.	314,464
563 Klamath, Ore.	313,885
564 Yavapai, Ariz.	312,312
565 Robeson, N.C.	312,167
566 Reno, Kans.	310,285
567 Angelina, Tex.	308,550
568 Iredell, N.C.	308,327
569 Flathead, Mont.	306,803
570 Clay, Fla.	306,739
571 Rowan, N.C.	305,704
572 Muskingum, Ohio	305,687
573 Fairbanks, Ak.	305,495
574 Craighead, Ark.	305,352
575 Cape Girardeau, Mo.	305,262
576 Campbell, Ky.	305,140
577 Kootenai, Ida.	305,048
578 Hall, Neb.	304,048
579 Floyd, Ga.	302,465
580 Navajo, Ariz.	302,043
581 Whiteside, Ill.	302,038
582 Whitfield, Ga.	302,013
583 Fairfield, Ohio	301,090
584 Josephine, Ore.	300,261
585 Okeechobee, Fla.	300,099
586 Tompkins, N.Y.	299,331
587 Adams, Ill.	299,202
588 Morgan, Ala.	299,139
589 Lee, Miss.	299,011
590 Umatilla, Ore.	298,736
591 Blue Earth, Minn.	295,723
592 Cole, Mo.	295,348
593 Carroll, Md.	294,622
594 Anderson, Tenn.	292,870
595 Washington, Miss.	291,988
596 Bristol, Va.	289,989
597 Washington, Okla.	288,697
598 Baldwin, Ala.	288,634
599 Houston, Ga.	287,301
600 Clinton, Ia.	286,996
601 Glynn, Ga.	286,650
602 De Kalb, Ill.	285,994
603 Marshall, Ala.	285,786
604 Sumner, Tenn.	284,613
605 Beaufort, S.C.	284,436
606 Manitowoc, Wisc.	284,120
607 Wilson, N.C.	283,798
608 Petersburg, Va.	283,414
609 Lee, Ala.	283,133
610 Kings, Cal.	282,987
611 Orangeburg, S.C.	282,615
612 Saline, Kans.	281,993
613 Hardin, Ky.	281,652
614 Marquette, Mich.	281,156
615 Knox, Ill.	280,676
616 Lauderdale, Ala.	280,545
617 Rockingham, N.C.	279,874
618 Liberty, Tex.	278,837
619 Warren, N.Y.	277,726
620 Portage, Wisc.	276,939
621 Jackson, Miss.	276,173
622 Washington, Wisc.	275,305
623 Franklin, Mo.	273,969
624 Cerro Gordo, Ia.	273,884
625 Shiawassee, Mich.	273,874
626 Cleveland, N.C.	271,675
627 Valencia, N.M.	270,027
628 Muskogee, Okla.	269,960
629 Walworth, Wisc.	269,827
630 Douglas, Kans.	269,710
631 Colbert, Ala.	269,481
632 Surry, N.C.	269,455
633 Lea, N.M.	269,330
634 Winchester, Va.	268,907
635 Newport, R.I.	267,680
636 Benton, Ark.	266,875
637 Marion, Ohio	266,617
638 Bossier, La.	266,297
639 Benton, Ore.	263,855
640 Lewis, Wash.	263,216
641 Midland, Mich.	263,110
642 Chaves, N.M.	263,096
643 Randolph, N.C.	263,010
644 Allegan, Mich.	262,003
645 Huron, Ohio	261,491
646 Webster, Ia.	261,424
647 Gallatin, Mont.	260,897
648 Windham, Conn.	260,722
649 Canadian, Okla.	259,847
650 Cheshire, N.H.	259,732
651 Loudoun, Va.	259,624
652 Cattaraugus, N.Y.	259,272
653 Mohave, Ariz.	258,415
654 Walker, Ala.	256,441
655 Monongalia, W.Va.	256,146
656 Belknap, N.H.	255,530
657 Roanoke, Va.	255,033
658 Pike, Ky.	254,530
659 Charlotte, Fla	253,629
660 Craven, N.C.	253,060
661 Washington, Ohio	252,652
662 Kay, Okla.	251,825
663 Nevada, Cal.	251,802
664 Sandusky, Ohio	251,442
665 Columbia, Pa.	251,365
666 Orange, N.C.	251,142
667 Tazewell, Va.	250,183
668 Sutter, Cal.	250,131
669 Cayuga, N.Y.	248,288
670 Chelan, Wash.	248,187
671 Lenoir, N.C.	247,310
672 Des Moines, Ia.	247,121
673 Cullman, Ala.	246,661
674 Ross, Ohio	246,465
675 Sullivan, N.Y.	245,757
676 Sweetwater, Wyo.	245,150
677 Cochise, Ariz.	244,722
678 Hanover, Va.	244,573
679 Geauga, Ohio	244,435
680 Dodge, Wisc.	243,399
681 Seneca, Ohio	242,089
682 Hamilton, Ind.	241,997
683 Ozaukee, Wisc.	241,612
684 Somerset, Pa.	241,610
685 Harrison, Tex.	241,436
686 Charles, Md.	237,140
687 Union, N.C.	235,835
688 Williamson, Ill.	235,574
689 Clallam, Wash.	235,568
690 Greenbrier, W.Va.	235,452
691 Johnston, N.C.	235,002
692 Montgomery, Va.	234,807
693 Kosciusko, Ind.	234,109
694 Osceola, Fla.	234,105
695 Henderson, N.C.	233,292
696 Stephens, Okla.	233,225
697 Williamson, Tenn.	232,933
698 Yamhill, Ore.	231,816
699 Pottawatomie, Okla.	231,803
700 Muscatine, Ia.	231,550
701 Hamblen, Tenn.	231,065
702 Hunt, Tex.	230,805
703 Johnson, Tex.	230,254

704	Jefferson, Wisc.	230,054
705	Williamson, Tex.	229,665
706	Guadalupe, Tex.	229,606
707	Armstrong, Pa.	229,272
708	Coles, Ill.	228,755
709	Lawrence, Ohio	228,617
710	Van Buren, Mich.	228,033
711	Carson City, Nev.	227,868
712	Crawford, Ohio	227,832
713	Pinal, Ariz.	226,786
714	Jones, Miss.	226,222
715	Madera, Cal.	225,446
716	Marion, Ill.	225,232
717	Crittenden, Ark.	225,138
718	Lewis and Clark, Mont.	224,895
719	Pulaski, Ky.	224,132
720	Nez Perce, Ida.	223,595
721	Putnam, N.Y.	223,160
722	Rutland, Vt.	222,905
723	Pickens, S.C.	222,509
724	Franklin, Ky.	220,961
725	Franklin, Mass.	220,805
726	Martinsville, Va.	220,786
727	St. Johns, Fla.	220,669
728	Putnam, Tenn.	219,400
729	Hendricks, Ind.	219,087
730	Lapeer, Mich.	218,663
731	Payne, Okla.	218,537
732	Bradford, Pa.	218,393
733	Washington, Vt.	218,307
734	Carter, Okla.	217,814
735	Salem, Va.	217,419
736	Howard, Tex.	216,846
737	Christian, Ky.	215,455
738	Falls Church, Va.	215,366
739	Cecil, Md.	215,263
740	Harrisonburg, Va.	214,861
741	Caldwell, N.C.	214,473
742	Genesee, N.Y.	214,454
743	Athens, Ohio	214,097
744	Madison, Neb.	213,742
745	Talladega, Ala.	213,104
746	Brown, S.D.	212,198
747	Cache, Utah	211,714
748	Silver Bow, Mont.	211,217
749	Fremont, Wyo.	210,644
750	White, Ark.	210,466
751	Sauk, Wisc.	209,877
752	Warren, Miss.	209,695
753	Rankin, Miss.	209,078
754	Sarpy, Neb.	208,076
755	Henry, Ill.	208,014
756	Union, Ark.	207,642
757	Hancock, W.Va.	207,562
758	Green, Wisc.	207,543
759	Vermilion, La.	207,189
760	Greenwood, S.C.	205,980
761	Henderson, Ky.	204,994
762	Mississippi, Ark.	204,938
763	Montgomery, Kans.	203,775
764	St. Joseph, Mich.	203,748
765	Troup, Ga.	203,603
766	Lee, Ia.	203,141
767	Fredericksburg, Va.	203,038
768	Logan, W.Va.	202,886
769	Carroll, Ga.	202,591
770	Ellis, Tex.	202,414
771	Stephenson, Ill.	201,839
772	Maury, Tenn.	201,122
773	Lowndes, Miss.	200,699
774	Floyd, Ind.	200,626
775	Spalding, Ga.	200,216
776	Knox, Ind.	200,199

Leading cities (thousands)

1	New York City, N.Y.	18,736,252
2	Los Angeles, Cal.	14,241,529
3	Chicago, Ill.	11,079,373
4	Houston, Tex.	9,952,441
5	San Fernando Valley, Cal.	8,132,664
6	Dallas, Tex.	6,053,339
7	Indianapolis, Ind.	5,389,904
8	Philadelphia, Pa.	5,079,301
9	San Diego, Cal.	4,134,205
10	Phoenix, Ariz.	3,930,501
11	San Francisco, Cal.	3,879,356
12	San Antonio, Tex.	3.773,901
13	Memphis, Tenn.	3,556,715
14	South Bay, Cal.	3,359,563
15	Detroit, Mich.	3,210,218
16	Seattle, Wash.	3,000,031
17	Fort Worth, Tex.	2,842,045
18	Oklahoma City, Okla.	2,773,649
19	Columbus, Ohio	2,769,651
20	San Jose, Cal.	2,765,613
21	Nashville, Tenn.	2,745,268
22	Denver, Colo.	2,689,356
23	Honolulu, Hi.	2,648,945
24	Jacksonville, Fla.	2,617,213
25	Tulsa, Okla.	2,558,150
26	Baltimore, Md.	2,413,554
27	2Atlanta, Ga.	2,328,242
28	Tucson, Ariz.	2,322,633
29	Milwaukee, Wisc.	2,262,085
30	Washington, D.C.	2,252,733
31	Portland, Ore.	2,232,729
32	Albuquerque, N.M.	2,180,731
33	New Orleans, La.	2,146,228
34	Tampa, Fla.	2,127,679
35	Austin, Tex.	2,110,177
36	1Kansas City, Mo.	2,060,160
37	Miami, Fla.	2,059,340
38	Boston, Mass.	2,049,987
39	Cleveland, Ohio	1,993,970
40	Omaha, Neb.	1,893,650
41	Corpus Christi, Tex.	1,883,558
42	Wichita, Kans.	1,855,676
43	El Paso, Tex.	1,797,736
44	Charlotte, N.C.	1,733,789
45	Birmingham, Ala.	1,693,750
46	St. Louis, Mo.	1,651,920
47	Toledo, Ohio	1,641,922
48	Long Beach, Cal.	1,632,213
49	Minneapolis, Minn.	1,587,947
50	Cincinnati, Ohio	1,576,811
51	Pittsburgh, Pa.	1,552,891
52	Fort Lauderdale, Fla.	1,549,820
53	San Gabriel Valley, Cal.	1,509,294
54	Sacramento, Cal.	1,495,976
55	Fresno, Cal.	1,478,361
56	Oakland, Cal.	1,457,445
57	Knoxville, Tenn.	1,456,234
58	Baton Rouge, La.	1,339,685
59	Arlington, Tex.	1,329,502
60	Des Moines, Ia.	1,323,186
61	Colorado Springs, Colo.	1,317,835
62	Anaheim, Cal.	1,316,535
63	Louisville, Ky.	1,289,642
64	Reno, Nev.	1,244,889
65	Lubbock, Tex.	1,221,228
66	Greensboro, N.C.	1,217,421
67	Salt Lake City, Utah	1,193,472
68	Akron, Ohio	1,189,177
69	Anchorage, Ak.	1,175,962
70	Santa Ana, Cal.	1,164,488
71	Fort Wayne, Ind.	1,163,757
72	Shreveport, La.	1,142,327
73	St. Paul, Minn.	1,135,252
74	Mobile, Ala.	1,129,267
75	Las Vegas, Nev.	1,128,355
76	Jackson, Miss.	1,126,854
77	Torrance, Cal.	1,112,193
78	Orlando, Fla.	1,099,597
79	Hollywood, Fla.	1,090,906
80	Little Rock, Ark.	1,086,986
81	1Lexington, Ky.	1,072,634
82	Chattanooga, Tenn.	1,044,087
83	Spokane, Wash.	1,041,620
84	Riverside, Cal.	1,031,210
85	Mesa, Ariz.	1,009,451
86	Bakersfield, Cal.	1,004,515
87	Buffalo, N.Y.	991,236
88	Winston-Salem, N.C.	991,035
89	Madison, Wisc.	981,558
90	Amarillo, Tex.	978,775
91	Grand Rapids, Mich.	977,455
92	Costa Mesa, Cal.	962,024
93	Raleigh, N.C.	961,853
94	Tacoma, Wash.	943,435
95	Beaumont, Tex.	935,435
96	San Bernardino, Cal.	925,210
97	Montgomery, Ala.	921,089
98	Pasadena, Cal.	912,254
99	Springfield, Mo.	909,732
100	Scottsdale, Ariz.	896,608
101	Peoria, Ill.	894,584
102	Rockford, Ill.	888,436
103	Lafayette, La.	884,480
104	Evansville, Ind.	873,958
105	Bellevue-Kirkland, Wash.	869,238
106	Lincoln, Neb.	860,014
107	Glendale, Cal.	855,271
108	Huntington Beach, Cal.	822,499
109	Schaumberg, Ill.	816,790
110	Stockton, Cal.	815,956
111	Lansing, Mich.	807,825
112	Tyler, Tex.	801,219
113	Topeka, Kans.	798,754
114	Flint, Mich.	792,631
115	Fort Myers, Fla.	788,673
116	1Columbus, Ga.	782,147
117	West Palm Beach, Fla.	778,453
118	Modesto, Cal.	773,702
119	Rochester, N.Y.	767,850
120	Charleston, W.Va.	764,855
121	Santa Monica, Cal.	760,622
122	Boise City, Ida.	753,800
123	Clearwater, Fla.	752,595
124	Odessa, Tex.	749,512
125	El Cajon, Cal.	748,688
126	Huntsville, Ala.	744,324
127	Cedar Rapids, Ia.	741,275
128	Waco, Tex.	729,177
129	Hayward, Cal.	724,682
130	Springfield, Ill.	720,072
131	Ann Arbor, Mich.	713,007
132	Lake Charles, La.	704,336
133	Kansas City, Kans.	699,337
134	Worcester, Mass.	693,450
135	Pompano Beach, Fla.	693,226
136	1Salem, Ore.	691,059
137	Gainesville, Fla.	687,475
138	Macon, Ga.	686,426
139	Eugene, Ore.	675,537
140	Irving, Tex.	674,984
141	Springfield, Mass.	674,601
142	Yonkers, N.Y.	658,532
143	Dayton, Ohio	656,947
144	Santa Barbara, Cal.	652,725
145	South Bend, Ind.	651,949
146	Abilene, Tex.	651,335
147	Syracuse, N.Y.	648,883
148	Downey, Cal.	644,889
149	Davenport, Ia.	640,503
150	Newport Beach, Cal.	639,836
151	Lakeland, Fla.	639,417
152	Santa Rosa, Cal.	633,779
153	McAllen, Tex.	627,729
154	Fremont, Cal.	627,242
155	Newark, N.J.	626,796
156	Laredo, Tex.	622,671
157	1St. Cloud, Minn.	618,047
158	Monroeville, Pa.	617,679
159	Independence, Mo.	615,924
160	Pasadena, Tex.	604,028
161	Billings, Mont.	599,930
162	Wichita Falls, Tex.	599,261
163	Columbia, S.C.	588,954
164	Brownsville, Tex.	583,784
165	Canton, Ohio	578,565
166	Sioux Falls, S.D.	576,149
167	Providence, R.I.	574,527
168	Fullerton, Cal.	573,979
169	Terre Haute, Ind.	572,252
170	Green Bay, Wisc.	571,881
171	Daytona Beach, Fla.	568,903
172	Durham, N.C.	565,871
173	Aurora, Ill.	565,624
174	Texarkana, Ark.-Texarkana, Tex., Ark.	562,240
175	1Texarkana, Tex.	562,240
176	Stamford, Conn.	559,510
177	Fayetteville, N.C.	558,561
178	Greenville, S.C.	557,764
179	Thousand Oaks, Cal.	552,721
180	Tempe, Ariz.	552,449
181	Decatur, Ill.	552,301
182	Joliet, Ill.	550,393
183	Oxnard, Cal.	549,860
184	Escondido, Cal.	549,365
185	San Mateo, Cal.	545,873
186	Salinas, Cal.	545,296
187	Woodbridge, N.J.	543,908
188	Berkeley, Cal.	543,082
189	Midland, Tex.	543,060
190	Allentown, Pa.	539,828
191	Fort Smith, Ark.	539,638
192	Bridgeport, Conn.	535,711
193	Garland, Tex.	534,639
194	West Covina, Cal.	529,370
195	Sarasota, Fla.	527,998
196	Asheville, N.C.	527,780
197	Visalia, Cal.	525,990
198	Jersey City, N.J.	525,217
199	Walnut Creek, Cal.	523,939
200	Pueblo, Colo.	520,974
201	Boulder, Colo.	519,640
202	San Buenaventura, Cal.	518,172
203	San Angelo, Tex.	518,075
204	Hartford, Conn.	517,938
205	Mesquite, Tex.	517,895
206	Manchester, N.H.	517,492
207	White Plains, N.Y.	514,283
208	Spartanburg, S.C.	507,945
209	Burbank, Cal.	504,022
210	New Haven, Conn.	503,851
211	Casper, Wyo.	502,949
212	Nashua, N.H.	498,403
213	San Rafael, Cal.	496,771
214	Palo Alto, Cal.	495,387
215	Fargo, N.D.	495,238
216	Whittier, Cal.	492,712
217	Hammond, Ind.	488,557
218	Yakima, Wash.	486,012
219	Monroe, La.	484,766
220	Duluth, Minn.	484,514
221	Medford, Ore.	484,491
222	Missoula, Mont.	483,995
223	North Little Rock, Ark.	482,471
224	Conroe, Tex.	482,180
225	Muncie, Ind.	478,508
226	Everett, Wash.	472,770
227	Waterloo, Ia.	472,228
228	Redding, Cal.	471,022
229	Ogden, Utah	470,891
230	Charleston, S.C.	468,118
231	Norwalk, Conn.	464,581
232	Cheyenne, Wyo.	461,802
233	Pomona, Cal.	459,730
234	Waukegan, Ill.	459,389
235	Longview, Tex.	456,584
236	Elgin, Ill.	456,493
237	Richardson, Tex.	451,213
238	Kalamazoo, Mich.	449,981
239	1Huntington, W.Va.	448,262
240	Dubuque, Ia.	448,120
241	Kokomo, Ind.	448,034
242	Waterbury, Conn.	445,626
243	Fort Collins, Colo.	442,636
244	Bristol, Tenn.-Bristol, Va., Tenn.	442,343
245	Gary, Ind.	440,738
246	Scranton, Pa.	440,1[illegible]4
247	Beckley, W.Va.	438,748
248	Kingsport, Tenn.	437,444
249	Rochester, Minn.	436,965
250	Victoria, Tex.	436,245
251	Erie, Pa.	435,473
252	Racine, Wisc.	432,585
253	Mentor, Ohio	432,444
254	Brockton, Mass.	432,194
255	Alexandria, La.	431,488
256	Hicksville, N.Y.	431,323
257	Elkhart, Ind.	430,842
258	Royal Oak, Mich.	426,900
259	Redwood City, Cal.	425,675
260	Lafayette, Ind.	425,173
261	Tallahassee, Fla.	423,042
262	Belleville, Ill.	422,817
263	Jackson, Tenn.	422,736
264	Owensboro, Ky.	422,093
265	Gastonia, N.C.	421,730
266	Great Falls, Mont.	420,872
267	Sioux City, Ia.	420,407
268	Ocala, Fla.	419,143
269	Grand Junction, Colo.	418,612
270	Albany, Ga.	418,573
271	Rapid City, S.D.	414,194
272	Hurst, Tex.	413,807
273	Naples, Fla.	411,449
274	La Crosse, Wisc.	409,279
275	Fort Pierce, Fla.	406,646
276	Renton, Wash.	405,062
277	Youngstown, Ohio	401,230
278	Framingham, Mass.	401,209
279	Savannah, Ga.	400,835
280	High Point, N.C.	399,372
281	Ontario, Cal.	399,104
282	Columbia, Mo.	398,908
283	Albany, N.Y.	395,161
284	Mansfield, Ohio	394,225
285	2Joplin, Mo.	394,220
286	Arcadia, Cal.	388,911
287	Harlingen, Tex.	387,019
288	Santa Fe, N.M.	386,490
289	Kenosha, Wisc.	386,155
290	Baytown, Tex.	386,130
291	Lawton, Okla.	386,007
292	Johnson City, Tenn.	385,740
293	Milford, Conn.	384,837
294	Bloomington, Ill.	384,193
295	Palm Springs, Cal.	383,827
296	Des Plaines, Ill.	383,374
297	Idaho Falls, Ida.	375,879
298	Pensacola, Fla.	375,878
299	Quincy, Mass.	375,788
300	Bloomington, Ind.	375,458
301	Tuscaloosa, Ala.	373,840
302	Santa Maria, Cal.	372,181
303	Champaign, Ill.	370,715
304	Santa Cruz, Cal.	369,410
305	Frederick, Md.	365,787
306	Portland, Me.	360,942
307	Enid, Okla.	359,823
308	Midwest City, Okla.	358,863

TOTAL RETAIL SALES

Leading cities (thousands)

309	Meridian, Miss.	358,682
310	Moline, Ill.	356,921
311	Norman, Okla.	355,867
312	Greenwich, Conn.	355,824
313	Vallejo, Cal.	355,291
314	Las Cruces, N.M.	354,042
315	Wilmington, N.C.	353,341
316	Janesville, Wisc.	353,060
317	Dothan, Ala.	352,701
318	Bellingham, Wash.	352,495
319	Covina, Cal.	349,670
320	Anderson, Ind.	348,730
321	Augusta, Ga.	348,179
322	St. Joseph, Mo.	345,653
323	Bowling Green, Ky.	344,985
324	Anderson, S.C.	344,955
325	Bismarck, N.D.	343,711
326	Pontiac, Mich.	343,511
327	Lancaster, Pa.	342,122
328	Panama City, Fla.	341,045
329	Gadsden, Ala.	339,936
330	Hilo, Hi.	339,827
331	Kennewick, Wash.	338,901
332	Danbury, Conn.	338,340
333	Denton, Tex.	337,934
334	Eau Claire, Wisc.	337,337
335	Port Arthur, Tex.	337,004
336	Bangor, Me.	336,872
337	Elizabeth, N.J.	334,509
338	Hamilton, Ohio	334,422
339	Appleton, Wisc.	334,291
340	Lowell, Mass.	331,880
341	Richmond, Cal.	330,217
342	Minot, N.D.	329,864
343	Greeley, Colo.	329,444
344	New Rochelle, N.Y.	329,265
345	Farmington, N.M.	327,757
346	New Iberia, La.	325,927
347	Parkersburg, W Va.	325,762
348	Pine Bluff, Ark.	324,100
349	Binghamton, N.Y.	324,079
350	Winter Haven, Fla.	321,988
351	Galveston, Tex.	320,420
352	Clarksville, Tenn.	320,025
353	Napa, Cal.	319,973
354	Arlington Heights, Ill.	319,597
355	Elyria, Ohio	319,225
356	Pocatello, Ida.	318,441
357	Greenville, N.C.	318,322
358	Waltham, Mass.	316,272
359	Portsmouth, N.H.	315,700
360	Burlington, N.C.	315,527
361	Richmond, Ind.	315,505
362	Rocky Mount, N.C.	314,759
363	Boca Raton, Fla.	313,869
364	Mount Prospect, Ill.	313,715
365	Lancaster, Cal.	312,932
366	Hagerstown, Md.	312,010
367	Hempstead, N.Y.	311,287
368	Gallup, N.M.	310,973
369	Cleveland, Tenn.	310,656
370	Paducah, Ky.	309,695
371	Bremerton, Wash.	309,417
372	Clifton, N.J.	308,129
373	Hot Springs, Ark.	306,683
374	Slidell, La.	306,442
375	Valdosta, Ga.	304,624
376	Hattiesburg, Miss.	303,489
377	Manchester, Conn.	302,959
378	Redondo Beach, Cal.	302,597
379	Gulfport, Miss.	302,278
380	Fayetteville, Ark.	300,669
381	Bradenton, Fla.	299,483
382	Atlantic City, N.J.	298,385
383	Grand Forks, N.D.	298,249
384	Yuma, Ariz.	295,064
385	Twin Falls, Ida.	292,353
386	Provo, Utah	291,560
387	Wheeling, W.Va.	291,534
388	Killeen, Tex.	291,529
389	Oshkosh, Wisc.	291,498
390	La Habra, Cal.	291,492
391	Marietta, Ga.	291,384
392	Anniston, Ala.	290,446
393	Oceanside, Cal.	290,250
394	Simi Valley, Cal.	289,054
395	1Bethlehem, Pa.	288,993
396	Concord, N.H.	288,438
397	Warren, Pa.	287,759
398	Jonesboro, Ark.	287,670
399	Fall River, Mass.	287,420
400	Florence, S.C.	287,296
401	Norwich, Conn.	285,366
402	Marion, Ind.	285,106
403	Sherman, Tex.	285,036
404	Vancouver, Wash.	284,972
405	Athens, Ga.	284,837
406	Eureka, Cal.	284,784
407	Saginaw, Mich.	284,124
408	Iowa City, Ia.	284,122
409	Merced, Cal.	284,020
410	Fairbanks, Ak.	283,976
411	Corona, Cal.	283,968
412	Columbus, Ind.	283,896
413	Salisbury, Md.	283,391
414	Hackensack N.J.	282,533
415	Wilmington, Del.	282,231
416	Ashland, Ky.	281,635
417	Michigan City, Ind.	281,457
418	Rome, Ga.	280,485
419	Rock Hill, S.C.	280,060
420	Reading, Pa.	279,689
421	Hutchinson, Kans.	279,340
422	Murfreesboro, Tenn.	279,159
423	Salina, Kans.	278,670
424	Temple, Tex.	278,598
425	Olympia, Wash.	276,934
426	Council Bluffs, Ia.	276,911
427	Altoona, Pa.	276,905
428	Jefferson City, Mo.	276,024
429	Bartlesville, Okla.	273,851
430	Pawtucket, R.I.	272,914
431	Findlay, Ohio	272,566
432	Utica, N.Y.	272,551
433	Houma, La.	272,228
434	Grand Island, Neb.	272,064
435	Covington, Ky.	271,934
436	San Luis Obispo, Cal.	271,167
437	Lufkin, Tex.	269,672
438	Sumter, S.C.	269,119
439	Dover, Del.	268,329
440	Dalton, Ga.	268,217
441	Peabody, Mass.	267,251
442	Greenville, Miss.	267,242
443	New Bedford, Mass.	266,527
444	Ames, Ia.	266,467
445	Vineland, N.J.	266,331
446	Chico, Cal.	266,136
447	Fairfield, Cal.	265,890
448	Alton, Ill.	264,817
449	Mishawaka, Ind.	264,703
450	Longview, Wash.	264,166
451	Quincy, Ill.	263,763
452	Orange, Tex.	263,222
453	Cape Girardeau, Mo.	262,885
454	Sheboygan, Wisc.	262,404
455	Alameda, Cal.	261,671
456	Tupelo, Miss.	261,515
457	Middletown, Ohio	260,579
458	Gainesville, Ga.	259,307
459	Mankato, Minn.	258,631
460	Lynn, Mass.	258,019
461	Bend, Ore.	257,881
462	Bryan, Tex.	257,860
463	Roswell, N.M.	256,641
464	Pittsfield, Mass.	255,897
465	Myrtle Beach, S.C.	255,665
466	Brick Township, N.J.	254,859
467	Warren, Ohio	254,317
468	Niles, Ohio	254,181
469	Nampa, Ida.	253,763
470	Indio, Cal.	253,439
471	Lawrence, Kans.	250,578
472	Monterey, Cal.	250,256
473	Danville, Ill.	250,176
474	Florence, Ala.	249,494
475	Medford, Mass.	249,046
476	Muskogee, Okla.	249,041
477	Wilson, N.C.	248,361
478	Goldsboro, N.C.	247,808
479	Springfield, Ohio	247,745
480	Hickory, N.C.	246,659
481	Biloxi, Miss.	245,761
482	Albany, Ore.	245,540
483	Longmont, Colo.	244,193
484	Dedham, Mass.	243,845
485	Lorain, Ohio	242,284
486	Corvallis, Ore.	242,211
487	Jackson, Mich.	242,005
488	Grants Pass, Ore.	241,944
489	Plano, Tex.	241,568
490	Carbondale, Ill.	241,104
491	Waukesha, Wisc.	240,702
492	Mount Vernon, N.Y.	240,391
493	Fort Dodge Ia.	239,490
494	Greensburg, Pa.	239,107
495	Fairmont, W.Va.	238,814
496	Wausau, Wisc.	238,759
497	Jersey Shore, Pa.	238,672
498	Annapolis, Md.	238,657
499	Midland, Mich.	238,301
500	Niagara Falls, N.Y.	237,671
501	Uniontown, Pa.	237,554
502	Auburn, Wash.	236,699
503	Galesburg, Ill.	236,142
504	Newark, Ohio	234,233
505	Paterson, N.J.	234,169
506	Lancaster, Ohio	233,645
507	Cedar Falls, Ia.	233,452
508	Enfield, Conn.	233,282
509	Stevens Point, Wisc.	233,199
510	Pekin, Ill.	233,165
511	Roseville, Cal.	232,999
512	Washington, Pa.	231,949
513	Battle Creek, Mich.	231,775
514	Decatur, Ala.	231,707
515	Kankakee, Ill.	231,530
516	Zanesville, Ohio	231,147
517	Flagstaff, Ariz.	230,639
518	Klamath Falls, Ore.	229,853
519	Morgantown W.Va.	229,345
520	Chillicothe, Ohio	228,674
521	Harrisburg, Pa.	228,007
522	Roseburg, Ore.	227,985
523	Hammond, La.	227,984
524	Carson City, Nev.	227,868
525	Lodi, Cal.	226,872
526	Morristown, Tenn.	226,662
527	Traverse City, Mich.	226,617
528	Coeur d'Alene, Ida.	226,140
529	Upland, Cal.	225,915
530	Bay City, Mich.	225,895
531	Salisbury, N.C.	225,623
532	Beloit, Wisc.	224,936
533	South Lake Tahoe, Cal.	224,782
534	Schenectady, N.Y.	223,884
535	Brea, Cal.	223,416
536	Meriden, Conn.	222,948
537	Clinton, Ia.	222,779
538	Port Huron, Mich.	222,662
539	Antioch, Cal.	222,642
540	Lewiston, Ida.	221,961
541	Portsmouth, Ohio	221,842
542	Bozeman, Mont.	221,349
543	Warner Robins, Ga.	220,100
544	Frankfort, Ky.	219,804
545	Hanover, Pa.	219,778
546	Wilkes-Barre, Pa.	218,323
547	Stuart, Fla.	217,940
548	Steubenville, Ohio	217,362
549	Aberdeen, Wash.	216,932
550	Williamsport, Pa.	216,858
551	Lewiston, Me.	216,581
552	Marshall, Tex.	216,531
553	Grand Prairie, Tex.	216,209
554	Lawrence, Mass.	215,689
555	Sanford, Fla.	215,674
556	Rome, N.Y.	215,637
557	Fort Walton Beach, Fla.	215,174
558	Morristown, N.J.	214,674
559	Helena, Mont.	214,651
560	Newark, Del.	214,339
561	Lima, Ohio	213,737
562	Augusta, Me.	213,210
563	Yuba City, Cal.	213,123
564	Redlands, Cal.	212,969
565	York, Pa.	212,846
566	Mason City, Ia.	212,281
567	Big Spring, Tex.	211,548
568	Haverhill, Mass.	211,361
569	Bristol, Conn.	210,933
570	Poughkeepsie, N.Y.	210,550
571	Huntington Park, Cal.	209,611
572	Chambersburg, Pa.	209,580
573	Laurel, Miss.	208,560
574	Vicksburg, Miss.	207,278
575	Leesburg, Fla.	206,884
576	Parsippany, N.J.	205,820
577	South Gate, Cal.	203,868
578	Fond du Lac, Wisc.	203,782
579	Olathe, Kans.	202,659
580	New Britain, Conn.	201,766
581	Middletown, N.J.	201,270
582	Cullman, Ala.	200,948
583	Cookeville, Tenn.	200,398

TOTAL FOOD SALES

Standard metropolitan statistical areas(thousands)

1	Los Angeles-Long Beach, Cal.	7,895,908
2	New York, N.Y.-N.J.	7,020,708
3	Chicago, Ill.	6,228,788
4	Detroit, Mich.	4,394,766
5	Philadelphia, Pa.-N.J.	4,198,108
6	San Francisco-Oakland, Cal.	3,723,713
7	Houston, Tex.	3,378,598
8	Dallas-Fort Worth, Tex.	3,350,887
9	Washington, D.C.-Md.-Va.	2,945,385
10	Nassau-Suffolk, N.Y.	2,696,004
11	Boston, Mass.	2,604,981
12	St. Louis, Mo.-Ill.	2,377,837
13	Anaheim-Santa Ana-Garden Grove, Cal.	2,167,883
14	Pittsburgh, Pa.	2,102,912
15	Cleveland, O.	2,073,166
16	Baltimore, Md.	2,023,853
17	Newark, N.J.	1,924,519
18	Tampa-St. Petersburg, Fla.	1,911,388
19	Minneapolis-St. Paul, Minn.-Wis.	1,879,657
20	Seattle-Everett, Wash.	1,870,684
21	Atlanta, Ga.	1,859,401
22	Denver-Boulder, Colo.	1,824,862
23	Phoenix Ariz.	1,788,063
24	Miami, Fla.	1,742,340
25	San Diego, Cal.	1,695,207
26	Riverside-San Bernardino-Ontario, Cal.	1,546,560
27	Cincinnati, O.-Ky.-Ind.	1,445,531
28	New Orleans, La.	1,438,706
29	San Jose, Cal.	1,424,826
30	Fort Lauderdale-Hollywood, Fla.	1,416,925
31	Milwaukee, Wis.	1,335,913
32	Indianapolis, Ind.	1,316,180
33	Portland, Ore.-Wash.	1,278,492
34	Kansas City, Mo.-Kans.	1,234,214
35	Buffalo, N.Y.	1,170,433
36	Sacramento, Cal.	1,170,040
37	Oklahoma City, Okla.	1,007,566
38	San Antonio, Tex.	1,003,768
39	Columbus, O.	999,935
40	Memphis, Tenn.-Ark.-Miss.	939,495
41	Rochester, N.Y.	922,483
42	Birmingham, Ala.	884,093
43	Louisville, Ky.-Ind.	877,709
44	Nashville-Davidson, Tenn.	868,778
45	Orlando, Fla.	849,835
46	Salt Lake City-Ogden, Utah	842,336
47	Tulsa, Okla.	797,036
48	Hartford, Conn.	791,475
49	Toledo, O.-Mich.	786,319
50	Greensboro-Winston-Salem-High Point, N.C.	764,402
51	West Palm Beach-Boca Raton, Fla.	751,868
52	Dayton, O.	737,717
53	Providence-Warwick-Pawtucket, R.I.-Mass.	733,244
54	Charlotte-Gastonia, N.C.	713,833
55	Jacksonville, Fla.	706,194
56	Albany-Schenectady-Troy, N.Y	701,618
57	Akron, O.	698,383
58	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	688,058
59	Gary-Hammond-East Chicago, Ind.	675,862
60	Honolulu, Hawaii	668,450
61	Syracuse, N.Y.	666,821
62	Tucson, Ariz.	657,657
63	Richmond, Va.	642,826
64	Allentown-Bethlehem-Easton, Pa.-N.J.	632,166
65	New Brunswick-Perth Amboy-Sayreville, N.J.	611,301
66	Las Vegas, Nev.	609,405
67	Northeast	590,168

	Pennsylvania, Pa.	
68	Long Branch-Asbury Park, N.J.	580,536
69	Fresno, Cal.	580,433
70	Oxnard-Simi Valley-Ventura, Cal.	578,863
71	Greenville-Spartanburg, S.C.	561,452
72	Raleigh-Durham, N.C.	554,220
73	Grand Rapids, Mich.	551,544
74	Austin, Tex.	549,745
75	Flint, Mich.	538,933
76	Omaha, Neb.-Iowa	523,992
77	Corpus Christi, Tex.	519,398
78	Youngstown-Warren, O.	512,855
79	Wilmington, Del.-N.J.-Md.	501,404
80	Baton Rouge, La.	494,491
81	Beaumont-Port Arthur-Orange, Tex.	486,838
82	Springfield-Chicopee-Holyoke, Mass-Conn.	484,598
83	Knoxville, Tenn.	470,361
84	Harrisburg, Pa.	458,867
85	Albuquerque, N.M.	436,000
86	Bakersfield, Cal.	432,933
87	New Haven-West Haven, Conn.	426,429
88	Canton, O.	424,436
89	Wichita, Kans.	415,348
90	Chattanooga, Tenn.-Ga.	403,562
91	Johnson City-Kingsport-Bristol, Tenn.-Va.	402,545
92	Columbia, S.C.	401,267
93	Des Moines, Iowa	400,941
94	Bridgeport, Conn.	396,324
95	Little Rock-North Little Rock, Ark.	395,087
96	Lansing-East Lansing, Mich.	395,058
97	Jersey City, N.J.	393,023
98	Tacoma, Wash.	390,470
99	Charleston-North Charleston, S.C.	389,567
100	Mobile, Ala.	386,128
101	El Paso, Tex.	375,521
102	Lakeland-Winter Haven, Fla.	371,217
103	Paterson-Clifton-Passaic, N.J.	371,054
104	Santa Rosa, Cal.	360,330
105	York, Pa.	358,992
106	Stockton, Cal.	356,785
107	Charleston, W.Va.	351,972
108	Fort Wayne, Ind.	350,348
109	Davenport-Rock Island-Moline, Iowa-Ill.	350,196
110	Peoria, Ill.	348,592
111	Shreveport, La.	345,451
112	Worcester, Mass.	337,436
113	Newport News-Hampton, Va.	333,465
114	Lancaster, Pa.	331,294
115	Spokane, Wash.	324,752
116	Huntington-Ashland, W.Va.-Ky.-O.	314,806
117	Santa Barbara-Santa Maria-Lompoc, Cal.	314,324
118	Trenton, N.J.	311,339
119	Vallejo-Fairfield-Napa, Cal.	307,006
120	Lexington-Fayette, Ky.	306,731
121	Jackson, Miss.	302,120
122	Poughkeepsie, N.Y.	298,895
123	Brownsville-Harlingen-San Benito, Tex.	291,229
124	Fort Myers-Cape Coral, Fla.	289,128
125	Daytona Beach, Fla.	286,216
126	Reading, Pa.	284,628
127	Reno, Nev.	283,653
128	Modesto, Cal.	281,451
129	Eugene-Springfield, Ore.	280,585
130	Evansville, Ind.-Ky.	280,053
131	Melbourne-Titusville-Cocoa, Fla.	277,777
132	Binghamton, N.Y.-Pa.	276,590
133	Augusta, Ga.-S.C.	276,124
134	Salinas-Seaside-Monterey, Cal.	275,684
135	Utica-Rome, N.Y.	274,217
136	Colorado Springs, Colo.	273,497
137	Lawrence-Haverhill, Mass.-N.H.	273,454
138	Rockford, Ill.	272,312
139	New London-Norwich, Conn-R.I.	269,271
140	McAllen-Pharr-Edinburg, Tex.	266,036
141	Pensacola, Fla.	263,321
142	Madison, Wis.	260,425
143	Atlantic City, N.J.	259,378
144	Appleton-Oshkosh, Wis.	258,039
145	Sarasota, Fla.	257,793
146	Lorain-Elyria, O.	257,766
147	Huntsville, Ala.	257,674
148	Ann Arbor, Mich.	254,302
149	South Bend-Mishawaka, Ind.	253,326
150	Saginaw, Mich.	252,814
151	Kalamazoo-Portage, Mich.	251,814
152	Roanoke, Va.	251,149
153	Hamilton-Middletown, O.	251,049
154	Lubbock, Tex.	248,475
155	Portland, Me.	244,934
156	Anchorage, Alaska	240,953
157	Stamford, Conn.	240,878
158	Lake Charles, La.	236,868
159	Duluth-Superior, Minn.-Wis.	231,902
160	Macon, Ga.	223,435
161	Salem, Ore.	220,717
162	Erie, Pa.	216,217
163	Montgomery, Ala.	214,778
164	Johnstown, Pa.	212,209
165	Amarillo, Tex.	210,919
166	Boise City, Ida.	209,316
167	Galveston-Texas City, Tex.	208,395
168	Santa Cruz, Cal.	203,774
169	Waterbury, Conn.	202,014
170	Lima, O.	201,810
171	Lowell, Mass.-N.H.	201,654
172	Waco, Tex.	200,562
173	Bradenton, Fla.	197,350
174	Fort Smith, Ark.-Okla.	196,624
175	Wheeling, W.Va.-O.	196,087
176	Longview-Marshall, Tex.	195,890
177	Savannah, Ga.	194,932
178	Lafayette, La.	192,781
179	Tyler, Tex.	187,964
180	Springfield, Mo.	185,226
181	Cedar Rapids, Iowa	181,002
182	Springfield, Ill.	179,334
183	Topeka, Kans.	177,874
184	Steubenville-Weirton, O.-W.Va.	177,210
185	Racine, Wis.	176,478
186	Manchester, N.H.	176,351
187	Gainesville, Fla.	175,606
188	Asheville, N.C.	172,721
189	Columbus, Ga.-Ala.	172,566
190	Provo-Orem, Utah	168,478
191	Norwalk, Conn.	167,195
192	Nashua, N.H.	166,648
193	Texarkana, Tex.-Ark.	166,416
194	Yakima, Wash.	165,932
195	Fayetteville, N.C.	164,799
196	Biloxi-Gulfport, Miss.	164,753
197	Fayetteville-Springdale, Ark.	164,531
198	Parkersburg-Marietta, W.Va.-O.	163,248
199	Lynchburg, Va.	162,198
200	Green Bay, Wis.	162,110
201	Lincoln, Neb.	162,071
202	Abilene, Tex.	159,276
203	Odessa, Tex.	159,205
204	Springfield, O.	159,078
205	Wilmington, N.C.	158,616
206	Richland-Kennewick-Pasco, Wash.	157,331
207	Tallahassee, Fla.	155,891
208	Killeen-Temple, Tex.	153,266
209	Muskegon-Norton Shores-Muskegon Heights, Mich.	151,612
210	Terre Haute, Ind.	148,397
211	New Britain, Conn.	143,823
212	Fort Collins, Colo.	143,719
213	Monroe, La.	143,507
214	Vineland-Millville-Bridgeton, N.J.	142,781
215	Janesville-Beloit, Wis.	140,187
216	Laredo, Tex.	139,980
217	Battle Creek, Mich.	139,032
218	Mansfield, O.	138,898
219	Altoona, Pa.	134,655
220	Wichita Falls, Tex.	134,640
221	Brockton, Mass.	134,485
222	Elkhart, Ind.	134,047
223	Pueblo, Colo.	133,294
224	Danbury, Conn.	132,711
225	Waterloo-Cedar Falls, Iowa	132,229
226	Williamsport, Pa.	130,901
227	Billings, Mont.	128,390
228	Champaign-Urbana-Rantoul, Ill.	128,144
229	Fall River, Mass.-R.I.	127,952
230	Alexandria, La.	127,882
231	Florence, Ala.	127,651
232	Anderson, Ind.	125,807
233	New Bedford, Mass.	124,765
234	Sioux City, Iowa-Neb.	120,495
235	Muncie, Ind.	120,403
236	Kenosha, Wis.	119,671
237	Jackson, Mich.	119,442
238	Fargo-Moorhead, N.D.-Minn.	118,926
239	Decatur, Ill.	118,872
240	Petersburg-Colonial Heights-Hopewell, Va.	117,995
241	Sherman-Denison, Tex.	117,962
242	Midland, Tex.	112,250
243	San Angelo, Tex.	111,963
244	Tuscaloosa, Ala.	111,062
245	Lafayette-West Lafayette, Ind.	109,395
246	Bay City, Mich.	107,000
247	Anniston, Ala.	103,663
248	ⓔSt. Cloud, Minn.	102,305
249	Clarksville-Hopkinsville, Tenn-Ky.	100,476
250	Burlington, N.C.	100,097
251	Kokomo, Ind.	99,241
252	Bloomington-Normal, Ill.	97,958
253	Greeley, Colo.	97,834
254	Sioux Falls, S.D.	97,245
255	Gadsden, Ala.	95,281
256	Owensboro, Ky.	95,178
257	Eau Claire, Wis.	94,973
258	Dubuque, Iowa	94,415
259	Fitchburg-Leominster, Mass.	94,090
260	Pittsfield, Mass.	90,652
261	Rapid City, S.D.	89,830
262	Albany, Ga.	88,529
263	Elmira, N.Y.	87,106
264	Lewiston-Auburn, Me.	86,669
265	Bloomington, Ind.	85,701
266	Pascagoula-Moss Point, Miss.	85,672
267	Lawton, Okla.	84,779
268	Kankakee, Ill.	84,016
269	Great Falls, Mont.	83,727
270	La Crosse, Wis.	83,191
271	Panama City, Fla.	83,131
272	Las Cruces, N.M.	82,871
273	Columbia, Mo.	81,546
274	Bismarck, N.D.	78,872
275	St. Joseph, Mo.	78,583
276	Rochester, Minn.	74,929
277	Pine Bluff, Ark.	74,816
278	Enid, Okla.	73,991
279	Bryan College Station, Tex.	71,341
280	Grand Forks, Minn.-N.D.	69,973
281	Iowa City, Iowa	68,665
282	Bristol, Conn.	61,907
283	Lawrence, Kans.	57,272
284	Meriden, Conn.	43,452

Leading counties (thousands)

1	Los Angeles, Cal.	7,895,908
2	Cook, Ill.	4,581,843
3	Harris, Tex.	2,742,138
4	Orange, Cal.	2,167,883
5	Wayne, Mich.	2,047,902
6	Maricopa, Ariz.	1,788,063
7	Dallas, Tex.	1,743,392
8	Dade, Fla.	1,742,340
9	San Diego, Cal.	1,695,207
10	Cuyahoga, Ohio	1,630,934
11	King, Wash.	1,527,401
12	Nassau, N.Y.	1,485,299
13	Santa Clara, Cal.	1,424,826
14	Broward, Fla.	1,416,925
15	Allegheny, Pa.	1,379,829
16	New York, N.Y.	1,329,529
17	Middlesex, Mass.	1,328,738
18	Philadelphia, Pa.	1,230,910
19	Queens, N.Y.	1,229,133
20	Kings, N.Y.	1,216,882
21	Oakland, Mich.	1,212,885
22	Suffolk, N.Y.	1,210,705
23	Alameda, Cal.	1,170,837
24	St. Louis, Mo.	1,127,552
25	Tarrant, Tex.	1,035,495
26	Marion, Ind.	999,691
27	Westchester, N.Y.	988,339
28	Bergen, N.J.	987,575
29	Erie, N.Y.	966,867
30	Pinellas, Fla.	925,627
31	Hamilton, Ohio	922,152
32	Bexar, Tex.	897,879
33	Milwaukee, Wisc.	879,193
34	Sacramento, Cal.	876,575
35	Macomb, Mich.	875,848
36	Hennepin, Minn.	866,067
37	Hartford, Conn.	852,060
38	Fairfield, Conn.	850,736
39	San Bernardino, Cal.	836,660
40	Baltimore, Md.	831,149
41	Franklin, Ohio	824,405
42	Shelby, Tenn.	822,824
43	Hillsborough, Fla.	797,282
44	San Francisco, Cal.	781,551
45	New Haven, Conn.	774,499
46	Oklahoma, Okla.	762,083
47	Palm Beach, Fla.	751,868
48	Jefferson, Ala.	737,413
49	San Mateo, Cal.	726,877
50	Contra Costa, Cal.	724,695
51	Jefferson, La.	721,195
52	Jefferson, Ky.	713,419
53	Riverside, Cal.	709,900
54	Bronx, N.Y.	704,500
55	Prince Georges, Md.	702,286
56	Monroe, N.Y.	689,385
57	Montgomery, Pa.	682,091
58	Honolulu, Hi.	668,450
59	Pima, Ariz.	657,657
60	Essex, N.J.	654,812
61	Norfolk, Mass.	643,508
62	Du Page, Ill.	642,931
63	Montgomery, Md.	620,934
64	Tulsa, Okla.	612,990
65	Middlesex, N.J.	611,301
66	Clark, Nev.	609,405
67	Summit, Ohio	599,141
68	Salt Lake, Utah	598,163
69	Orange, Fla.	591,096
70	Lake, Ind.	587,358
71	Jackson, Mo.	584,607
72	Monmouth, N.J.	580,536
73	Fresno, Cal.	580,433
74	Ventura, Cal.	578,863
75	Worcester, Mass.	573,607
76	Morris, N.J.	569,541
77	Fairfax, Va.	562,545
78	Duval, Fla.	556,239
79	Denver, Colo.	553,504
80	Davidson, Tenn.	543,412
81	Fulton, Ga.	541,831
82	Essex, Mass.	535,164
83	Lucas, Ohio	532,595
84	Baltimore City, Md.	530,580
85	Montgomery, Ohio	522,868
86	Bucks, Pa.	520,577
87	Delaware, Pa.	516,883
88	Multnomah, Ore.	508,347
89	Onondaga, N.Y.	503,385
90	Mecklenburg, N.C.	495,263
91	Orleans, La.	484,129
92	Union, N.J.	481,043
93	Suffolk, Mass.	474,451
94	Genesee, Mich.	469,322
95	Nueces, Tex.	468,544
96	De Kalb, Ga.	465,106
97	Camden, N.J.	453,848
98	Travis, Tex.	452,056
99	Kent, Mich.	441,866
100	Providence, R.I.	437,130
101	Kern, Cal.	432,933
102	Ramsey, Minn.	429,269
103	Bernalillo, N.M.	427,705
104	New Castle, Del.	413,801
105	Hampden, Mass.	410,276
106	Stark, Ohio	405,592
107	Douglas, Neb.	400,072
108	Ocean, N.J.	398,075
109	Jefferson, Colo.	394,142
110	Hudson, N.J.	393,023
111	Lake, Ill.	390,651
112	Pierce, Wash.	390,470
113	Bristol, Mass.	388,840
114	District of Columbia, D.C.	381,638
115	Sedgewick, Kans.	375,747
116	El Paso, Tex.	375,521
117	Polk, Ia.	371,649
118	Polk, Fla.	371,217
119	Passaic, N.J.	371,054
120	Anne Arundel, Md.	368,308
121	St. Louis City, Mo.	365,919
122	Rockingham, N.H.	363,222
123	Sonoma, Cal.	360,330
124	East Baton Rouge, La.	359,994
125	Pulaski, Ark.	358,959
126	San Joaquin, Cal.	356,785
127	Plymouth, Mass.	354,397

TOTAL FOOD SALES

Leading counties (thousands)

128 Westmoreland, Pa.	344,501
129 Snohomish, Wash.	343,283
130 Guilford, N.C.	340,959
131 Wake, N.C.	336,112
132 Jefferson, Tex.	333,788
133 Waukesha, Wisc.	332,756
134 Hillsborough, N.H.	332,218
135 Lancaster, Pa.	331,294
136 Kanawha, W.Va.	326,081
137 Arapahoe, Colo.	324,880
138 Spokane, Wash.	324,752
139 Washington, Ore.	323,557
140 Chester, Pa.	323,169
141 Knox, Tenn.	320,870
142 Adams, Colo.	320,660
143 Orange, N.Y.	320,573
144 Marin, Cal.	319,753
145 Mobile, Ala.	315,060
146 Santa Barbara, Cal.	314,324
147 Mercer, N.J.	311,339
148 Luzerne, Pa.	310,259
149 York, Pa.	309,660
150 Lehigh, Pa.	306,776
151 Burlington, N.J.	305,587
152 Greenville, S.C.	305,386
153 Dutchess, N.Y.	298,895
154 Madison, Ill.	293,230
155 Albany, N.Y.	291,253
156 Cameron, Tex.	291,229
157 Cobb, Ga.	289,590
158 Lee, Fla.	289,128
159 Hamilton, Tenn.	287,670
160 Volusia, Fla.	286,216
161 Berks, Pa.	284,628
162 Clackamas, Ore.	284,584
163 Washoe, Nev.	283,653
164 Stanislaus, Cal.	281,451
165 Lane, Ore.	280,585
166 Charleston, S.C.	278,969
167 Brevard, Fla.	277,777
168 Cumberland, Me.	275,824
169 Monterey, Cal.	275,684
170 Brazoria, Tex.	270,881
171 Allen, Ind.	270,431
172 Tulare, Cal.	267,864
173 El Paso, Colo.	267,833
174 Hidalgo, Tex.	266,036
175 Lake, Ohio	265,313
176 Richmond, N.Y.	261,135
177 Dane, Wisc.	260,425
178 Atlantic, N.J.	259,378
179 Sarasota, Fla.	257,793
180 Lorain, Ohio	257,766
181 Mahoning, Ohio	257,145
182 Trumbull, Ohio	255,710
183 Washtenaw, Mich.	254,302
184 Kane, Ill.	254,257
185 Saginaw, Mich.	252,814
186 Butler, Ohio	251,049
187 Richland, S.C.	250,336
188 Hinds, Miss.	249,965
189 Forsyth, N.C.	249,263
190 Lubbock, Tex.	248,475
191 Rockland, N.Y.	245,618
192 Winnebago, Ill.	244,705
193 Dauphin, Pa.	241,659
194 Caddo, La.	241,481
195 Johnson, Kans.	241,403
196 Anchorage, Ak.	240,953
197 Calcasieu, La.	236,868
198 Oneida, N.Y.	227,324
199 New London, Conn.	226,424
200 Norfolk, Va.	224,116
201 Will, Ill.	222,123
202 Ingham, Mich.	220,912
203 St. Joseph, Ind.	219,697
204 St. Clair, Ill.	219,221
205 Somerset, N.J.	219,123
206 Henrico, Va.	217,374
207 Erie, Pa.	216,217
208 Boulder, Colo.	215,263
209 Richmond, Va.	213,918
210 Lackawanna, Pa.	211,654
211 Broome, N.Y.	210,865
212 Ada, Ida.	209,316
213 Barnstable, Mass.	208,790
214 Galveston, Tex.	208,395
215 Virginia Beach, Va.	207,299
216 Santa Cruz, Cal.	203,774
217 Niagara, N.Y.	203,566
218 Solano, Cal.	201,536
219 McLennan, Tex.	200,562
220 Escambia, Fla.	200,429
221 Dakota, Minn.	200,255
222 Manatee, Fla.	197,350
223 St. Louis, Minn.	197,076
224 Cumberland, Pa.	196,760
225 Seminole, Fla.	195,826
226 Fayette, Ky.	193,113
227 Lafayette, La.	192,781
228 Spartanburg, S.C.	192,572
229 Washington, Pa.	189,378
230 Beaver, Pa.	189,204
231 Pasco, Fla.	188,479
232 Smith, Tex.	187,964
233 Northampton, Pa.	187,412
234 Kalamazoo, Mich.	183,325
235 Marion, Ore.	182,246
236 Peoria, Ill.	181,432
237 Linn, Ia.	181,002
238 Chatham, Ga.	180,293
239 Racine, Wisc.	176,478
240 Alachua, Fla.	175,606
241 Wyandotte, Kans.	174,376
242 Vanderburgh, Ind.	173,068
243 Sangamon, Ill.	172,783
244 Greene, Mo.	172,532
245 Gwinnett, Ga.	172,489
246 Berrien, Mich.	169,419
247 Utah, Utah	168,478
248 Butte, Cal.	168,301
249 Montgomery, Tex.	167,688
250 Yakima, Wash.	165,932
251 Anoka, Minn.	165,734
252 Ulster, N.Y.	165,641
253 Buncombe, N.C.	165,446
254 Gloucester, N.J.	165,043
255 Cumberland, N.C.	164,799
256 Brown, Wisc.	162,110
257 Lancaster, Neb.	162,071
258 Clark, Wash.	162,004
259 Montgomery, Ala.	161,667
260 Arlington, Va.	161,269
261 Placer, Cal.	160,238
262 Shawnee, Kans.	159,969
263 Gaston, N.C.	159,636
264 Ector, Tex.	159,205
265 Sullivan, Tenn.	159,007
266 Fayette, Pa.	157,736
267 Richmond, Ga.	156,747
268 Cambria, Pa.	156,435
269 Scott, Ia.	155,685
270 Shasta, Cal.	154,910
271 San Luis Obispo, Cal.	154,135
272 Kenton, Ky.	151,691
273 Lexington, S.C.	150,931
274 Durham, N.C.	150,590
275 Leon, Fla.	150,465
276 Penobscot, Me.	149,769
277 Clay, Mo.	149,318
278 Madison, Ala.	147,889
279 Collin, Tex.	147,794
280 Rock Island, Ill.	147,406
281 Bibb, Ga.	147,338
282 Denton, Tex.	146,711
283 Schenectady, N.Y.	146,390
284 St. Tammany, La.	144,759
285 Tazewell, Ill.	143,822
286 Larimer, Colo.	143,719
287 Ouachita, La.	143,507
288 Chesterfield, Va.	143,163
289 Cumberland, N.J.	142,781
290 Thurston, Wash.	141,093
291 Jackson, Ore.	140,556
292 Berkshire, Mass.	140,371
293 Rock, Wisc.	140,187
294 Webb, Tex.	139,980
295 Sussex, Del.	139,689
296 Clayton, Ga.	139,448
297 Richland, Ohio	138,898
298 1Columbus Consol. Govt., Ga.	138,330
299 Humboldt, Cal.	138,052
300 St. Charles, Mo.	138,025
301 Kent, R.I.	137,831
302 McHenry, Ill.	136,983
303 Kitsap, Wash.	136,860
304 Weber, Utah	136,149
305 Litchfield, Conn.	135,830
306 Hawaii, Hi.	135,111
307 Blair, Pa.	134,655
308 Gregg, Tex.	134,417
309 Elkhart, Ind.	134,047
310 Pueblo, Colo.	133,294
311 Yolo, Cal.	133,227
312 Jefferson, Mo.	132,676
313 Black Hawk, Ia.	132,229
314 Harrison, Miss.	131,436
315 Cabell, W.Va.	130,957
316 Lycoming, Pa.	130,901
317 Outagamie, Wisc.	130,674
318 Marion, Fla.	130,334
319 Chautauqua, N.Y.	130,276
320 Anderson, S.C.	129,745
321 Bell, Tex.	129,459
322 Taylor, Tex.	129,312
323 Raleigh, W.Va.	128,916
324 Yellowstone, Mont.	128,390
325 Champaign, Ill.	128,144
326 Prince William, Va.	127,973
327 Terrebonne, La.	127,805
328 Butler, Pa.	127,621
329 Wichita, Tex.	127,573
330 Harford, Md.	126,886
331 Clark, Ohio	126,085
332 Madison, Ind.	125,807
333 Muskegon, Mich.	125,779
334 Kennebec, Me.	123,441
335 Hampton, Va.	123,230
336 Imperial, Cal.	123,153
337 Newport News, Va.	123,042
338 New Hanover, N.C.	122,152
339 Sussex, N.J.	121,906
340 Mercer, Pa.	120,955
341 Alexandria, Va.	120,949
342 Delaware, Ind.	120,403
343 Lake, Fla.	120,134
344 La Salle, Ill.	119,913
345 Kenosha, Wisc.	119,671
346 Jackson, Mich.	119,442
347 Macon, Ill.	118,872
348 Catawba, N.C.	118,835
349 Cape May, N.J.	118,310
350 Rapides, La.	118,300
351 Merced, Cal.	118,299
352 Benton, Wash.	118,104
353 Grayson, Tex.	117,962
354 Merrimack, N.H.	117,782
355 Collier, Fla.	117,078
356 Clermont, Ohio	117,066
357 Lawrence, Pa.	116,901
358 Rensselaer, N.Y.	115,600
359 York, Me.	114,794
360 Chittenden, Vt.	114,106
361 Schuylkill, Pa.	113,986
362 Greene, Ohio	112,571
363 Midland, Tex.	112,250
364 El Dorado, Cal.	112,112
365 Tom Green, Tex.	111,963
366 Medina, Ohio	111,688
367 Centre, Pa.	111,383
368 Tuscaloosa, Ala.	111,062
369 Orange, Tex.	110,705
370 St. Clair, Mich.	110,626
371 Fort Bend, Tex.	110,343
372 Tolland, Conn.	110,245
373 Calhoun, Mich.	110,161
374 Belmont, Ohio	109,979
375 Randall, Tex.	109,878
376 Ottawa, Mich.	109,678
377 Tippecanoe, Ind.	109,395
378 Saratoga, N.Y.	108,950
379 Allen, Ohio	108,497
380 Sebastian, Ark.	107,937
381 Chesapeake, Va.	107,473
382 Portsmouth, Va.	107,351
383 Bay, Mich.	107,000
384 Oswego, N.Y.	106,469
385 Napa, Cal.	105,470
386 Maui, Hi.	105,466
387 Canyon, Ida.	104,599
388 Washington, Md.	104,455
389 La Porte, Ind.	103,846
390 Calhoun, Ala.	103,663
391 Tangipahoa, La.	103,076
392 Cleveland, Okla.	103,053
393 Roanoke, Va.	102,908
394 Lebanon, Pa.	102,676
395 Hunterdon, N.J.	102,630
396 Middlesex, Conn.	102,289
397 York, S.C.	101,478
398 Androscoggin, Me.	101,384
399 Columbiana, Ohio	101,186
400 Potter, Tex.	101,041
401 Vigo, Ind.	101,034
402 Natrona, Wyo.	100,674
403 Iberia, La.	100,429
404 Alamance, N.C.	100,097
405 Hampshire, Mass.	99,762
406 Portage, Ohio	99,242
407 Aiken, S.C.	98,957
408 St. Landry, La.	98,740
409 Licking, Ohio	98,706
410 Winnebago, Wisc.	98,653
411 Bowie, Tex.	98,379
412 Jefferson, Ohio	98,193
413 Woodbury, Ia.	98,030
414 McLean, Ill.	97,958
415 Weld, Colo.	97,834
416 Lafourche, La.	97,467
417 Missoula, Mont.	97,256
418 St. Lucie, Fla.	97,248
419 Minnehaha, S.D.	97,245
420 Florence, S.C.	97,239
421 Horry, S.C.	97,207
422 St. Mary, La.	96,767
423 San Juan, N.M.	96,358
424 Wood, W.Va.	95,679
425 Etowah, Ala.	95,281
426 Daviess, Ky.	95,178
427 Charlottesville, Va.	94,943
428 Whatcom, Wash.	94,938
429 Dubuque, Ia.	94,415
430 Martin, Fla.	94,280
431 Roanoke, Va.	94,142
432 Strafford, N.H.	94,082
433 St. Lawrence, N.Y.	94,054
434 Washington, Ark.	93,873
435 Wood, Ohio	93,288
436 Scioto, Ohio	92,351
437 Kent, Del.	91,916
438 Marathon, Wisc.	91,857
439 Mesa, Colo.	91,849
440 Deschutes, Ore.	91,565
441 Wayne, Ohio	91,319
442 Victoria, Tex.	91,319
443 Franklin, Pa.	91,229
444 Frederick, Md.	91,225
445 Davis, Utah	90,369
446 Grafton, N.H.	90,216
447 Mendocino, Cal.	90,066
448 Tazewell, Va.	89,291
449 Livingston, Mich.	89,219
450 Warren, N.J.	89,004
451 Lynchburg, Va.	88,671
452 St. Bernard, La.	88,623
453 Porter, Ind.	88,504
454 Douglas, Ore.	88,328
455 Lenawee, Mich.	87,844
456 Sheboygan, Wisc.	87,685
457 Howard, Md.	87,362
458 Yavapai, Ariz.	87,130
459 Chemung, N.Y.	87,106
460 Jefferson, N.Y.	87,096
461 Grays Harbor, Wash.	86,962
462 Yuma, Ariz.	86,891
463 Okaloosa, Fla.	86,466
464 Dougherty, Ga.	86,389
465 Madison, Tenn.	86,316
466 Campbell, Ky.	86,139
467 Steuben, N.Y.	85,834
468 Monroe, Ind.	85,701
469 Jackson, Miss.	85,672
470 Jasper, Mo.	85,637
471 Allegany, Md.	85,464
472 Indian River, Fla.	85,181
473 Howard, Ind.	85,106
474 Pitt, N.C.	84,983
475 Comanche, Okla.	84,779
476 Harrison, W.Va.	84,779
477 Monroe, Mich.	84,123
478 Vermilion, Ill.	84,071
479 Kankakee, Ill.	84,016
480 Cascade, Mont.	83,727
481 Ontario, N.Y.	83,643
482 Monroe, Fla.	83,402
483 La Crosse, Wisc.	83,191
484 Bay, Fla.	83,131
485 Dona Ana, N.M.	82,871
486 Angelina, Tex.	82,600
487 Sumner, Tenn.	82,485
488 Washington, Tenn.	82,421
489 Washington, R.I.	81,983
490 Boone, Mo.	81,546
491 Rockingham, N.C.	81,398
492 Navajo, Ariz.	81,221
493 Miami, Ohio	80,968
494 Lauderdale, Miss.	80,798
495 Rowan, N.C.	80,765
496 Warren, Ohio	80,472
497 Warren, Ky.	79,934
498 Carroll, Md.	79,568
499 Fairfax, Va.	79,529
500 Danville, Va.	79,386
501 Hall, Ga.	79,237
502 Santa Fe, N.M.	79,181
503 Washington, Minn.	78,779
504 McKinley, N.M.	78,142
505 Fairfield, Ohio	77,786
506 Cass, N.D.	77,700
507 Robeson, N.C.	77,564
508 Pinal, Ariz.	77,514
509 Coconino, Ariz.	77,374
510 Coos, Ore.	77,327
511 Kootenai, Ida.	76,962
512 Cowlitz, Wash.	76,943
513 Iredell, N.C.	76,752
514 Valencia, N.M.	76,683
515 Laramie, Wyo.	76,643
516 Flathead, Mont.	76,374
517 Fond du Lac, Wisc.	76,163
518 Eaton, Mich.	76,083
519 Aroostook, Me.	76,081
520 Floyd, Ga.	75,887
521 Washington, Miss.	75,809
522 Clearfield, Pa.	75,475
523 Clinton, N.Y.	74,982
524 Olmsted, Minn.	74,929
525 Jefferson, Ark.	74,816
526 Marion, W.Va.	74,813
527 Clarke, Ga.	74,652
528 Buchanan, Mo.	74,650
529 Pottawattamie, Ia.	74,591
530 Cabarrus, N.C.	74,391
531 Skagit, Wash.	74,260
532 Clark, Ind.	74,113
533 Ashtabula, Ohio	73,996
534 Garfield, Okla.	73,991
535 Wood, Wisc.	73,935
536 Rutherford, Tenn.	73,850
537 Tompkins, N.Y.	73,668
538 Garland, Ark.	73,481
539 Bradley, Tenn.	73,255
540 Whitfield, Ga.	72,937
541 Tuscarawas, Ohio	72,774
542 Stearns, Minn.	72,728

543	Wicomico, Md.	72,546
544	Marshall, Ala.	72,426
545	Grant, Ind.	72,166
546	Liberty, Tex.	72,105
547	Wayne, Ind.	71,988
548	Crawford, Pa.	71,770
549	Blount, Tenn.	71,674
550	Umatilla, Ore.	71,552
551	Anderson, Tenn.	71,549
552	Windham, Conn.	71,493
553	Mohave, Ariz.	71,437
554	Brazos, Tex.	71,341
555	Muskogee, Okla.	71,314
556	Wayne, N.Y.	71,300
557	Cheshire, N.H.	71,171
558	Davidson, N.C.	71,081
559	Baldwin, Ala.	71,068
560	Sumter, S.C.	70,752
561	Benton, Ark.	70,708
562	Houston, Ala.	70,650
563	Northumberland, Pa.	70,604
564	Muskingum, Ohio	70,386
565	Loudoun, Va.	70,320
566	Huron, Ohio	70,315
567	Kings, Cal.	70,209
568	Mercer, W.Va.	69,975
569	Pike, Ky.	69,917
570	Indiana, Pa.	69,780
571	Shiawassee, Mich.	69,611
572	McCracken, Ky.	69,606
573	Wayne, N.C.	69,595
574	Pennington, S.D.	69,593
575	Sutter, Cal.	69,280
576	Johnson, Ia.	68,665
577	Nash, N.C.	68,508
578	Van Buren, Mich.	68,489
579	Franklin, Mo.	68,372
580	Monroe, Pa.	68,255
581	Erie, Ohio	68,098
582	Bonneville, Ida.	67,986
583	Nevada, Cal.	67,850
584	Talladega, Ala.	67,832
585	Klamath, Ore.	67,805
586	Cattaraugus, N.Y.	67,786
587	Cayuga, N.Y.	67,751
588	Midland, Mich.	67,747
589	Orange, N.C.	67,518
590	Lauderdale, Ala.	67,388
591	Cleveland, N.C.	67,298
592	Wilson, N.C.	66,907
593	Armstrong, Pa.	66,839
594	Bannock, Ida.	66,762
595	Lowndes, Ga.	66,724
596	Kay, Okla.	66,565
597	Bartholomew, Ind.	66,546
598	Creek, Okla.	66,444
599	Linn, Ore.	66,435
600	Washington, Ohio	66,428
601	Reno, Kans.	66,422
602	Washington, Wisc.	66,378
603	Warren, N.Y.	65,919
604	Johnson, Tex.	65,319
605	Geauga, Ohio	65,231
606	Beaufort, S.C.	64,941
607	Marquette, Mich.	64,776
608	Williamson, Tex.	64,775
609	Hancock, Ohio	64,746
610	Glynn, Ga.	64,648
611	Houston, Ga.	64,586
612	Sullivan, N.Y.	64,553
613	Walworth, Wisc.	64,542
614	Carroll, Ga.	64,361
615	Manitowoc, Wisc.	64,359
616	Boone, Ky.	64,085
617	Boyd, Ky.	64,057
618	Greenbrier, W.Va.	63,858
619	Adams, Ill.	63,701
620	Walker, Ala.	63,526
621	Pickens, S.C.	63,494
622	Orangeburg, S.C.	63,135
623	Morgan, Ala.	63,124
624	Belknap, N.H.	62,928
625	Osceola, Fla.	62,913
626	Santa Rosa, Fla.	62,892
627	Cochise, Ariz.	62,810
628	Pulaski, Ky.	62,658
629	Kauai, Hi.	62,564
630	Ellis, Tex.	62,475
631	Bossier, La.	62,302
632	Josephine, Ore.	62,187
633	Clallam, Wash.	62,114
634	Monongalia, W.Va.	61,991
635	Lea, N.M.	61,990
636	Henderson, N.C.	61,745
637	Madera, Cal.	61,657
638	Harrison, Tex.	61,473
639	Story, Ia.	61,269
640	Lewis, Wash.	61,136
641	Allegan, Mich.	60,951
642	Randolph, N.C.	60,948
643	Ascension, La.	60,940
644	Johnston, N.C.	60,833
645	Cullman, Ala.	60,555
646	Burleigh, N.D.	60,554
647	Franklin, Ky.	60,536
648	Clinton, Ia.	60,509
649	Lawrence, Ohio	60,404
650	Guadalupe, Tex.	60,298
651	Colbert, Ala.	60,263
652	Sandusky, Ohio	60,237
653	Eau Claire, Wisc.	60,237
654	Dodge, Wisc.	60,227
655	Craighead, Ark.	60,200
655	Grand Traverse, Mich.	60,031
657	Maury, Tenn.	59,933
658	Crawford, Ohio	59,916
659	Lee, Ala.	59,580
660	Columbia, Pa.	59,566
661	Pottawatomie, Okla.	59,541
662	Hamilton, Ind.	59,450
663	Clay, Fla.	59,449
664	Fairbanks, Ak.	59,432
665	Yamhill, Ore.	59,242
666	Lee, Miss.	59,062
667	Union, N.C.	58,934
668	Logan, W.Va.	58,909
669	Jones, Miss.	58,899
670	Montgomery, Va.	58,865
671	Warren, Miss.	58,437
672	Harlan, Ky.	58,401
673	Ross, Ohio	58,381
674	De Kalb, Ill.	58,360
675	Lapeer, Mich.	58,286
676	Athens, Ohio	58,172
677	Dorchester, S.C.	58,111
678	Hancock, W.Va.	58,035
679	Putnam, N.Y.	57,997
680	Knox, Ill.	57,865
681	Surry, N.C.	57,834
682	Montgomery, Tenn.	57,774
683	Vermilion, La.	57,674
684	Stephens, Okla.	57,587
685	Ozaukee, Wisc.	57,586
686	Hendricks, Ind.	57,506
687	Douglas, Kans.	57,272
688	Newport, R.I.	57,272
689	Sweetwater, Wyo.	57,175
690	Miller, Ark.	57,174
691	Caldwell, N.C.	57,151
692	Jefferson, Wisc.	56,994
693	Madison, N.Y.	56,967
694	Carter, Okla.	56,967
695	Craven, N.C.	56,877
696	Citrus, Fla.	56,685
697	Benton, Ore.	56,336
698	Hernando, Fla.	56,261
699	Cape Girardeau, Mo.	56,249
700	Washington, Fla.	56,182
701	Cole, Mo.	56,179
702	Canadian, Okla.	56,179
703	Marion, Ohio	56,091
704	Washington, Okla.	56,069
705	Jim Wells, Tex.	56,041
706	Twin Falls, Ida.	55,904
707	Floyd, Ind.	55,779
708	Somerset, Pa.	55,774
709	Lenoir, N.C.	55,526
710	Grant, Wash.	55,187
711	Hunt, Tex.	55,139
712	McDowell, W.Va.	55,126
713	Charles, Md.	55,117
714	Williamson, Tenn.	54,785
715	Onslow, N.C.	54,776
716	Whiteside, Ill.	54,634
717	Washington, La.	54,552
718	Avoyelles, La.	54,095
719	Johnson, Ind.	54,072
720	Saline, Kans.	53,876
721	Blue Earth, Minn.	53,857
722	Greene, N.Y.	53,783
723	Lake, Cal.	53,642
724	Winchester, Va.	53,506
725	St. Johns, Fla.	53,478
726	Williamson, Ill.	53,362
727	Gila, Ariz.	53,309
728	Payne, Okla.	53,302
729	Burke, N.C.	53,160
730	St. Joseph, Mich.	53,155
731	Seneca, Ohio	53,134
732	Ward, N.D.	53,107
733	Chelan, Wash.	52,971
734	Lewis and Clark, Mont.	52,714
735	Portage, Wisc.	52,661
736	Siskiyou, Cal.	52,608
737	Douglas, Ga.	52,575
738	Highlands, Fla.	52,558
739	Hamblen, Tenn.	52,519
740	Petersburg, Va.	52,488
741	Berkeley, S.C.	52,487
742	Kosciusko, Ind.	52,365
743	Fayette, W.Va.	52,167
744	Rankin, Miss.	52,155
745	Nacogdoches, Tex.	52,033
746	Marion, Ill.	51,956
747	Des Moines, Ia.	51,864
748	Hanover, Va.	51,851
749	Mingo, W.Va.	51,833
750	Ionia, Mich.	51,831
751	Genesee, N.Y.	51,743
752	Halifax, N.C.	51,610
753	Parker, Tex.	51,605
754	Harrisonburg, Va.	51,524
755	Darlington, S.C.	51,504
756	Bradford, Pa.	51,498
757	Cerro Gordo, Ia.	51,461
758	Union, Ark.	51,181
759	Jackson, Ill.	51,031
760	Columbia, N.Y.	50,953
761	San Patricio, Tex.	50,854
762	Moore, N.C.	50,759
763	Delaware, N.Y.	50,648
764	Dallas, Ala.	50,613
765	Forrest, Miss.	50,506
766	Troup, Ga.	50,369
767	White, Ark.	50,330
768	Washington, Vt.	50,256
769	Lincoln, Ore.	50,248
770	Spalding, Ga.	50,212
771	Shelby, Ala.	50,178
772	Kaufman, Tex.	50,058
773	Charlotte, Fla.	50,057

Leading cities (thousands)

1	New York City, N.Y.	4,741,179
2	Los Angeles, Cal.	3,036,201
3	Chicago, Ill.	2,174,493
4	Houston, Tex.	1,832,827
5	San Fernando Valley, Cal.	1,651,274
6	Philadelphia, Pa.	1,230,910
7	Dallas, Tex.	988,086
8	Indianapolis, Ind.	938,070
9	Phoenix, Ariz.	875,229
10	San Francisco, Cal.	781,551
11	San Diego, Cal.	779,490
12	Memphis, Tenn.	767,039
13	Detroit, Mich.	763,285
14	San Antonio, Tex.	757,784
15	South Bay, Cal.	717,782
16	San Jose, Cal.	586,647
17	Denver, Colo.	553,504
18	Nashville, Tenn.	538,271
19	Baltimore, Md.	530,580
20	Seattle, Wash.	529,172
21	Jacksonville, Fla.	527,863
22	Tucson, Ariz.	509,392
23	Milwaukee, Wisc.	505,596
24	Tulsa, Okla.	500,279
25	Oklahoma City, Okla.	487,113
26	Columbus, Ohio	485,961
27	Cleveland, Ohio	484,787
28	New Orleans, La.	484,129
29	Fort Worth, Tex.	449,858
30	Austin, Tex.	428,687
31	Corpus Christi, Tex.	424,557
32	Boston, Mass.	401,359
33	Honolulu, Hi.	397,725
34	Tampa, Fla.	394,367
35	[1]Kansas City, Mo.	385,511
36	Washington, D.C.	381,638
37	Albuquerque, N.M.	373,906
38	St. Louis, Mo.	365,919
39	Toledo, Ohio	363,360
40	El Paso, Tex.	358,907
41	Miami, Fla.	356,269
42	Omaha, Neb.	343,481
43	Charlotte, N.C.	341,708
44	[2]Atlanta, Ga.	340,436
45	San Gabriel Valley, Cal.	336,243
46	Long Beach, Cal.	335,574
47	Sacramento, Cal.	335,185
48	Wichita, Kans.	326,346
49	Portland, Ore.	326,005
50	Louisville, Ky.	319,322
51	Cincinnati, Ohio	318,129
52	Oakland, Cal.	315,276
53	Buffalo, N.Y.	296,493
54	Pittsburgh, Pa.	280,795
55	Fresno, Cal.	272,984
56	Birmingham, Ala.	269,040
57	Knoxville, Tenn.	252,759
58	Des Moines, Ia.	251,275
59	Minneapolis, Minn.	249,163
60	Anaheim, Cal.	248,009
61	Hollywood, Fla.	243,013
62	Anchorage, Ak.	240,953
63	Colorado Springs, Colo.	237,884
64	Akron, Ohio	237,784
65	Lubbock, Tex.	234,964
66	Las Vegas, Nev.	231,254
67	Fort Lauderdale, Fla.	224,222
68	Arlington, Tex.	223,827
69	Greensboro, N.C.	222,724
70	Jackson, Miss.	221,111
71	Shreveport, La.	220,151
72	Baton Rouge, La.	219,129
73	St. Paul, Minn.	216,150
74	Yonkers, N.Y.	196,872
75	Rockford, Ill.	196,581
76	Torrance, Cal.	194,076
77	[1]Lexington, Ky.	193,113
78	Mobile, Ala.	192,209
79	Amarillo, Tex.	191,331
80	Winston-Salem, N.C.	190,652
81	Mesa, Ariz.	190,112
82	Huntington Beach, Cal.	189,639
83	Santa Ana, Cal.	188,369
84	Fort Wayne, Ind.	186,409
85	Little Rock, Ark.	185,717
86	Spokane, Wash.	185,281
87	Glendale, Cal.	184,219
88	Orlando, Fla.	179,131
89	Salt Lake City, Utah	177,707
90	Syracuse, N.Y.	177,024
91	Reno, Nev.	176,233
92	Tyler, Tex.	171,094
93	Boise City, Ida.	167,956
94	Bellevue-Kirkland, Wash.	167,169
95	Kansas City, Kans.	167,035
96	Lafayette, La.	166,816
97	Pasadena, Cal.	165,794
98	Raleigh, N.C.	164,489
99	Flint, Mich.	163,683
100	Chattanooga, Tenn.	163,467
101	Riverside, Cal.	163,378
102	Grand Rapids, Mich.	162,816
103	Springfield, Mo.	162,287
104	Evansville, Ind.	160,917
105	Beaumont, Tex.	159,773
106	Odessa, Tex.	155,548
107	Bakersfield, Cal.	154,850
108	Fort Myers, Fla.	154,666
109	Montgomery, Ala.	153,034
110	Lincoln, Neb.	152,230
111	Scottsdale, Ariz.	152,068
112	Lake Charles, La.	149,196
113	Worcester, Mass.	148,767
114	Tempe, Ariz.	147,678
115	Springfield, Mass.	147,596
116	Gainesville, Fla.	146,316
117	Garland, Tex.	146,250
118	Topeka, Kans.	143,964
119	Brownsville, Tex.	142,958
120	Lakeland, Fla.	142,067
121	Rochester, N.Y.	140,482
122	Irving, Tex.	139,332
123	Modesto, Cal.	138,799
124	[1]Columbus, Ga.	138,330
125	Laredo, Tex.	138,328
126	Madison, Wisc.	137,721
127	Cedar Rapids, Ia.	137,054
128	Stockton, Cal.	136,517
129	Canton, Ohio	136,417
130	Jersey City, N.J.	135,990
131	Springfield, Ill.	135,418
132	Newark, N.J.	135,387
133	Macon, Ga.	135,357
134	Thousand Oaks, Cal.	135,257
135	Tacoma, Wash.	135,204
136	Santa Barbara, Cal.	134,326
137	Huntsville, Ala.	133,640
138	Burbank, Cal.	131,824
139	Waco, Tex.	131,411
140	Durham, N.C.	130,332
141	Clearwater, Fla.	130,197
142	Bridgeport, Conn.	129,915
143	Ann Arbor, Mich.	129,316
144	Conroe, Tex.	128,595
145	Fremont, Cal.	126,682
146	Eugene, Ore.	125,548
147	Salinas, Cal.	125,509
148	Pueblo, Colo.	123,792
149	Texarkana, Ark.-Texarkana, Tex., Ark.	123,103
150	[1]Texarkana, Tex.	123,103
151	Abilene, Tex.	122,031
152	Santa Rosa, Cal.	121,790
153	Woodbridge, N.J.	119,096
154	Hayward, Cal.	118,881
155	Berkeley, Cal.	117,325
156	Lansing, Mich.	116,856
157	South Bend, Ind.	116,605
158	Charleston, W.Va.	116,347
159	Stamford, Conn.	116,225
160	McAllen, Tex.	115,509
161	Hammond, Ind.	115,059
162	West Palm Beach, Fla.	114,487
163	Joliet, Ill.	114,367
164	Oxnard, Cal.	113,583

TOTAL FOOD SALES

Leading cities (thousands)

165	Boulder, Colo.	113,256
166	Peoria, Ill.	112,666
167	Nashua, N.H.	111,808
168	Santa Monica, Cal.	111,719
169	San Angelo, Tex.	111,626
170	Racine, Wisc.	111,066
171	Costa Mesa, Cal.	110,159
172	Sarasota, Fla.	109,129
173	Midland, Tex.	108,[illegible]53
174	Erie, Pa.	107,971
175	Allentown, Pa.	107,529
176	Dayton, Ohio	107,102
177	Independence, Mo.	106,834
178	Midwest City, Okla.	106,435
179	San Bernardino, Cal.	106,290
180	Pasadena, Tex.	105,782
181	Spartanburg, S.C.	105,659
182	Wichita Falls, Tex.	105,587
183	Downey, Cal.	105,155
184	Davenport, Ia.	104,977
185	Green Bay, Wisc.	104,587
186	Yakima, Wash.	102,630
187	Norwalk, Conn.	102,014
188	Decatur, Ill.	101,833
189	Whittier, Cal.	101,442
190	Fullerton, Cal.	100,768
191	New Haven, Conn.	100,661
192	Newport Beach, Cal.	100,634
193	El Cajon, Cal.	100,491
194	Providence, R.I.	100,321
195	Longview, Tex.	99,762
196	San Mateo, Cal.	99,321
197	Pompano Beach, Fla.	99,270
198	Waterbury, Conn.	99,120
199	Billings, Mont.	99,037
200	Manchester, N.H.	98,862
201	Fayetteville, N.C.	98,519
202	Gary, Ind.	97,057
203	1Huntington, W.Va.	97,009
204	Terre Haute, Ind.	96,682
205	Muncie, Ind.	96,657
206	Tallahassee, Fla.	96,512
207	North Little Rock, Ark.	96,263
208	Schaumberg, Ill.	96,223
209	Brockton, Mass.	95,188
210	Clifton, N.J.	94,798
211	Everett, Wash.	94,606
212	Casper, Wyo.	94,539
213	Ontario, Cal.	94,532
214	Youngstown, Ohio	94,393
215	Elizabeth, N.J.	93,839
216	San Buenaventura, Cal.	92,904
217	Fort Collins, Colo.	92,897
218	Ocala, Fla.	92,766
219	Charleston, S.C.	92,713
220	Simi Valley, Cal.	92,610
221	Savannah, Ga.	92,588
222	Kenosha, Wisc.	92,554
223	Missoula, Mont.	92,412
224	Sioux City, Ia.	91,920
225	Fort Smith, Ark.	91,858
226	Victoria, Tex.	90,421
227	Quincy, Mass.	90,013
228	Redwood City, Cal.	89,547
229	Naples, Fla.	88,587
230	Duluth, Minn.	88,519
231	Walnut Creek, Cal.	88,510
232	Pomona, Cal.	88,316
233	West Covina, Cal.	88,217
234	Bristol, Tenn.-Bristol, Va., Tenn.	88,210
235	Albany, N.Y.	88,186
236	Lafayette, Ind.	88,030
237	Fort Pierce, Fla.	87,958
238	Beckley, W.Va.	87,945
239	Greenville, S.C.	86,555
240	1Bethlehem, Pa.	85,996
241	Aurora, Ill.	85,671
242	Kingsport, Tenn.	85,581
243	Escondido, Cal.	84,996
244	Utica, N.Y.	84,646
245	Scranton, Pa.	84,241
246	Gastonia, N.C.	84,145
247	High Point, N.C.	83,901
248	Baytown, Tex.	83,852
249	Owensboro, Ky.	83,612
250	Jackson, Tenn.	83,552
251	Hamilton, Ohio	83,543
252	Dubuque, Ia.	83,506
253	Kokomo, Ind.	83,068
254	Manchester, Conn.	82,606
255	Harlingen, Tex.	82,557
256	Asheville, N.C.	82,115
257	Portland, Me.	82,079
258	Visalia, Cal.	82,039
259	Waterloo, Ia.	81,709
260	Napa, Cal.	81,533
261	Sioux Falls, S.D.	81,263
262	Redondo Beach, Cal.	81,083
263	Las Cruces, N.M.	80,549
264	Port Arthur, Tex.	80,501
265	Ogden, Utah	80,362
266	Hilo, Hi.	80,183
267	Parkersburg, W.Va.	79,833
268	Albany, Ga.	79,797
269	Elgin, Ill.	79,562
270	Boca Raton, Fla.	79,400
271	Hartford, Conn.	78,852
272	Waukegan, Ill.	78,367
273	Greenwich, Conn.	78,320
274	Bowling Green, Ky.	77,980
275	New Iberia, La.	77,959
276	Meridian, Miss.	77,792
277	Santa Fe, N.M.	77,721
278	1Salem, Ore.	77,037
279	Alexandria, La.	76,780
280	Denton, Tex.	76,549
281	Great Falls, Mont.	76,243
282	Royal Oak, Mich.	75,985
283	Richardson, Tex.	75,982
284	Slidell, La.	75,831
285	Elkhart, Ind.	75,737
286	Vallejo, Cal.	75,563
287	Johnson City, Tenn.	75,562
288	Renton, Wash.	75,501
289	Palo Alto, Cal.	75,062
290	Columbia, S.C.	74,962
291	Lawton, Okla.	74,745
292	Monroe, La.	74,614
293	Columbia, Mo.	74,417
294	Greeley, Colo.	74,255
295	Hicksville, N.Y.	74,242
296	Grand Junction, Colo.	74,178
297	Bloomington, Ind.	73,995
298	Winter Haven, Fla.	73,953
299	Norwich, Conn.	73,794
300	Plano, Tex.	73,595
301	Medford, Mass.	73,351
302	Des Plaines, Ill.	73,331
303	Farmington, N.M.	73,324
304	Parsippany, N.J.	73,300
305	Pensacola, Fla.	73,242
306	Houma, La.	73,213
307	St. Joseph, Mo.	72,967
308	Daytona Beach, Fla.	72,581
309	Fall River, Mass.	72,497
310	Arcadia, Cal.	72,060
311	Rock Hill, S.C.	72,035
312	Vineland, N.J.	71,987
313	Brick Township, N.J.	71,819
314	Mentor, Ohio	71,600
315	Framingham, Mass.	71,518
316	Enid, Okla.	71,377
317	Altoona, Pa.	71,223
318	Frederick, Md.	70,981
319	Galveston, Tex.	70,842
320	Milford, Conn.	70,686
321	Middletown, N.J.	70,623
322	Orange, Tex.	70,623
323	Gallup, N.M.	70,349
324	Waltham, Mass.	70,313
325	Middletown, Ohio	70,240
326	Hot Springs, Ark.	70,230
327	Rome, Ga.	70,042
328	Alameda, Cal.	69,685
329	Lufkin, Tex.	69,685
330	Janesville, Wisc.	69,585
331	Belleville, Ill.	68,997
332	Binghamton, N.Y.	68,965
333	Santa Cruz, Cal.	68,922
334	Rochester, Minn.	68,867
335	Appleton, Wisc.	68,570
336	White Plains, N.Y.	68,430
337	Gulfport, Miss.	68,194
338	Niagara Falls, N.Y.	67,755
339	Pine Bluff, Ark.	67,690
340	Greenville, Miss.	67,681
341	Anniston, Ala.	67,387
342	Redding, Cal.	67,322
343	Lowell, Mass.	67,171
344	Rapid City, S.D.	66,821
345	San Rafael, Cal.	66,765
346	Idaho Falls, Ida.	66,644
347	Bristol, Pa.	66,636
348	Tuscaloosa, Ala.	66,593
349	Saginaw, Mich.	66,513
350	Covina, Cal.	66,300
351	Norman, Okla.	65,937
352	Wilmington, N.C.	65,803
353	Antioch, Cal.	65,665
354	Cleveland, Tenn.	65,648
355	Burlington, N.C.	65,541
356	Corona, Cal.	65,511
357	Gadsden, Ala.	65,460
358	Kennewick, Wash.	65,202
359	La Crosse, Wisc.	65,132
360	Bloomington, Ill.	64,893
361	Cheyenne, Wyo.	64,869
362	Hagerstown, Md.	64,630
363	Pekin, Ill.	64,386
364	Greenville, N.C.	63,993
365	Rocky Mount, N.C.	63,840
366	Anderson, Ind.	63,798
367	Washington, Pa.	63,718
368	Salisbury, Md.	63,573
369	Longmont, Colo.	63,481
370	2Joplin, Mo.	63,279
371	Sumter, S.C.	63,240
372	Mansfield, Ohio	63,204
373	Yuma, Ariz.	63,130
374	Council Bluffs, Ia.	63,129
375	Lancaster, Pa.	63,077
376	Wilkes-Barre, Pa.	63,011
377	Bremerton, Wash.	63,010
378	Pocatello, Ida.	62,999
379	Hutchinson, Kans.	62,998
380	Anderson, S.C.	62,466
381	Waukesha, Wisc.	62,409
382	Lynn, Mass.	62,307
383	Pittsfield, Mass.	62,301
384	Lorain, Ohio	62,051
385	Temple, Tex.	61,753
386	Sheboygan, Wisc.	61,716
387	Dalton, Ga.	61,472
388	Midland, Mich.	61,453
389	Covington, Ky.	61,102
390	Medford, Ore.	61,100
391	Marion, Ind.	60,978
392	Muskogee, Okla.	60,888
393	Yuba City, Cal.	60,833
394	Valdosta, Ga.	60,830
395	Grand Prairie, Tex.	60,813
396	Fargo, N.D.	60,591
397	Provo, Utah	60,571
398	Frankfort, Ky.	60,536
399	Dothan, Ala.	60,466
400	Michigan City, Ind.	60,271
401	Elyria, Ohio	60,229
402	Bismarck, N.D.	59,984
403	Murfreesboro, Tenn.	59,925
404	Wilson, N.C.	59,889
405	Lancaster, Ohio	59,591
406	Palm Springs, Cal.	59,542
407	Mishawaka, Ind.	59,410
408	Concord, N.H.	59,376
409	Quincy, Ill.	59,266
410	Columbus, Ind.	59,169
411	Bellingham, Wash.	58,823
412	Athens, Ga.	58,821
413	Panama City, Fla.	58,787
414	Fairmont, W.Va.	58,649
415	Chico, Cal.	58,636
416	Olympia, Wash.	58,260
417	Aberdeen, Wash.	58.064
418	Morgantown, W.Va.	57,924
419	Richmond, Ind.	57,831
420	Monroeville, Pa.	57,805
421	Findlay, Ohio	57,711
422	Newark, Ohio	57,694
423	Bristol, Conn.	57,550
424	Greensburg, Pa.	57,132
425	South Gate, Cal.	57,102
426	New Bedford, Mass.	57,077
427	Vicksburg, Miss.	56,997
428	Springfield, Ohio	56,895
429	Pawtucket, R.I.	56,889
430	Nampa, Ida.	56,885
431	New Rochelle, N.Y.	56,746
432	Alton, Ill.	56,624
433	Pontiac, Mich.	56,522
434	Jersey Shore, Pa.	56,395
435	Florence, Ala.	56,304
436	Marshall, Tex.	56,291
437	Paducah, Ky.	56,023
438	Kalamazoo, Mich.	56,010
439	Ashland, Ky.	55,764
440	Champaign, Ill.	55,722
441	Alvin, Tex.	55,674
442	North Las Vegas, Nev.	55,411
443	Florence, S.C.	55,348
444	Lancaster, Cal.	55,059
445	Niles, Ohio	55,040
446	Peekskill, N.Y.	55,031
447	Mesquite, Tex.	54,954
448	Bend, Ore.	54,830
449	Danbury, Conn.	54,791
450	Eau Claire, Wisc.	54,739
451	Clarksville, Tenn.	54,697
452	Livermore, Cal.	54,662
453	Mount Prospect, Ill.	54,524
454	Stuart, Fla.	54,389
455	Fitchburg, Mass.	54,279
456	Bartlesville, Okla.	54,248
457	South Lake Tahoe, Cal.	54,043
458	Salina, Kans.	53,734
459	Hickory, N.C.	53,721
460	Lawrence, Kans.	53,695
461	Warminster, Pa.	53,565
462	Jonesboro, Ark.	53,512
463	La Habra, Cal.	53,512
464	Laurel, Miss.	53,466
465	Huntington Park, Cal.	53,448
466	Fayetteville, Ark.	53,389
467	Fairbanks, Ak.	53,280
468	Columbia, Tenn.	53,236
469	Mount Vernon, N.Y.	53,134
470	Vancouver, Wash.	53,100
471	Bangor, Me.	52,875
472	Massillon, Ohio	52,673
473	Iowa City, Ia.	52,586
474	Porterville, Cal.	52,084
475	Oceanside, Cal.	51,997
476	Portsmouth, N.H.	51,997
477	Gainesville, Ga.	51,990
478	Beloit, Wisc.	51,894
479	Oshkosh, Wisc.	51,771
480	Chillicothe, Ohio	51,614
481	Williamsport, Pa.	51,244
482	Coeur d'Alene, Ida.	51,202
483	Somerset, Ky.	51,164
484	Upland, Cal.	51,155
485	Corvallis, Ore.	51,138
486	San Luis Obispo, Cal.	50,851
487	Bradenton, Fla.	50,815
488	Prescott, Ariz.	50,738
489	Warner Robins, Ga.	50,727
490	Kalispell, Mont.	50,710
491	Brunswick, Ga.	50,684
492	Paterson, N.J.	50,593
493	Bryan, Tex.	50,501
494	Merced, Cal.	50,485
495	Moline, Ill.	50,243
496	Dover, Del.	50,213
497	Marietta, Ga.	50,195
498	Flagstaff, Ariz.	50,142
499	Salisbury, N.C.	50,094
500	Ames, Ia.	50,039
501	Helena, Mont.	50,023

DISPOSABLE INCOME PER HOUSEHOLD

Standard metropolitan statistical areas

1	Washington, D.C.-Md.-Va.	36,403
2	Anchorage, Alaska	34,717
3	Anaheim-Santa Ana-Garden Grove, Cal.	33,115
4	Nassau-Suffolk, N.Y.	32,967
5	Stamford, Conn.	32,949
6	Vallejo-Fairfield-Napa, Cal.	32,799
7	San Jose, Cal.	32,439
8	Saginaw, Mich.	31,749
9	New Brunswick-Perth Amboy-Sayreville, N.J.	31,711
10	Richland-Kennewick-Pasco, Wash.	31,186
11	Lafayette-West Lafayette, Ind.	31,004
12	Bridgeport, Conn.	30,809
13	Norwalk, Conn.	30,789
14	Danbury, Conn.	30,413
15	Houston, Tex.	30,403
16	Midland, Tex.	29,853
17	Long Branch-Asbury Park, N.J.	29,636
18	Oxnard-Simi Valley-Ventura, Cal.	29,502
19	Odessa, Tex.	29,479
20	Harrisburg, Pa.	29,227
21	Sacramento, Cal.	29,158
22	Honolulu, Hawaii	28,835
23	Champaign-Urbana-Rantoul, Ill.	28,752

24	Ann Arbor, Mich.	28,630
25	Bloomington, Ind.	28,568
26	Grand Rapids, Mich.	28,090
27	Peoria, Ill.	27,891
28	Jackson, Miss.	27,772
29	Santa Barbara-Santa Maria-Lompoc, Cal.	27,730
30	Davenport-Rock Island-Moline, Iowa-Ill.	27,174
31	Cincinnati, O.-Ky.-Ind.	27,144
32	Amarillo, Tex.	26,934
33	Steubenville-Weirton, O.-W.Va.	26,719
34	Bryan-College Station, Tex.	26,565
35	Toledo, O.-Mich.	26,491
36	Reno, Nev.	26,438
37	Columbia, Mo.	26,082
38	Knoxville, Tenn.	25,901
39	Santa Rosa, Cal.	25,887
40	Minneapolis-St. Paul, Minn.-Wis.	25,849
41	Salinas-Seaside-Monterey, Cal.	25,823
42	Lawrence, Kans.	25,770
43	Raleigh-Durham, N.C.	25,668
44	Chicago, Ill.	25,404
45	Detroit, Mich.	25,386
46	Dubuque, Iowa	25,369
47	Columbus, O.	25,277
48	Hartford, Conn	25,276
49	Bismarck, N.D.	25,101
50	Bloomington-Normal, Ill.	25,075
51	Abilene, Tex.	25,053
52	Rochester, Minn.	25,016
53	Newark, N.J.	24,992
54	San Francisco-Oakland, Cal.	24,874
55	Fresno, Cal.	24,862
56	Tallahassee, Fla.	24,854
57	Rockford, Ill.	24,712
58	La Crosse, Wis.	24,673
59	Boise City, Ida.	24,669
60	Racine, Wis.	24,657
61	Tyler, Tex.	24,643
62	Charleston, W.Va.	24,624
63	Denver-Boulder, Colo.	24,609
64	Madison, Wis.	24,585
65	Dallas-Fort Worth, Tex.	24,486
66	Spokane, Wash.	24,477
67	Nashville-Davidson, Tenn.	24,447
68	San Angelo, Tex.	24,424
69	Waterloo-Cedar Falls, Iowa	24,401
70	Modesto, Cal.	24,261
71	Grand Forks, Minn.-N.D.	24,257
72	Kansas City, Mo.-Kans.	24,182
73	Wilmington, Del.-N.J.-Md.	24,127
74	Seattle-Everett, Wash.	24,035
75	Decatur, Ill.	23,996
76	Milwaukee, Wis.	23,994
77	Flint, Mich.	23,980
78	Des Moines, Iowa	23,971
79	Elkhart, Ind.	23,956
80	Colorado Springs, Colo.	23,929
81	Macon, Ga.	23,875
82	Lake Charles, La.	23,872
83	Little Rock-North Little Rock, Ark.	23,862
84	Charleston-North Charleston, S.C.	23,819
85	New Britain, Conn.	23,804
86	Wichita Falls, Tex.	23,804
87	Bristol, Conn.	23,743
88	Oklahoma City, Okla.	23,704
89	Boston, Mass.	23,656
90	Fort Wayne, Ind.	23,586
91	Indianapolis, Ind.	23,582
92	Lowell, Mass.-N.H.	23,541
93	Fort Lauderdale-Hollywood, Fla.	23,538
94	Topeka, Kans.	23,470
95	Lansing-East Lansing, Mich.	23,337
96	Philadelphia, Pa.-N.J.	23,328
97	Wheeling, W.Va.-O.	23,286
98	Las Vegas, Nev.	23,276
99	Lubbock, Tex.	23,255
100	Stockton, Cal.	23,236
101	Beaumont-Port Arthur-Orange, Tex.	23,191
102	Green Bay, Wis.	23,161
103	New Orleans, La.	23,114
104	Nashua, N.H.	23,078
105	Lorain-Elyria, O.	22,989
106	St. Louis, Mo.-Ill.	22,979
107	Kokomo, Ind.	22,964
108	Cedar Rapids, Iowa	22,921
109	Cleveland, O.	22,821
110	Columbia, S.C.	22,782
111	Kalamazoo-Portage, Mich.	22,779
112	Lafayette, La.	22,759
113	New York, N.Y.-N.J.	22,754
114	Augusta, Ga.-S.C.	22,737
115	Kenosha, Wis.	22,711
116	Battle Creek, Mich.	22,707
117	Pittsburgh, Pa.	22,685
118	Alexandria, La.	22,570
119	Trenton, N.J.	22,549
120	New London-Norwich, Conn-R.I.	22,546
121	Iowa City, Iowa	22,531
122	Yakima, Wash.	22,514
123	Lawrence-Haverhill, Mass.-N.H.	22,479
124	Portland, Ore.-Wash.	22,439
125	Charlotte-Gastonia, N.C.	22,418
126	Albany, Ga.	22,413
127	Bakersfield, Cal.	22,319
128	Poughkeepsie, N.Y.	22,304
129	Wichita, Kans.	22,256
130	Sherman-Denison, Tex.	22,233
131	Gary-Hammond-East Chicago, Ind.	22,175
132	Santa Cruz, Cal.	22,098
133	Lancaster, Pa.	22,056
134	Billings, Mont.	22,052
135	Omaha, Neb.-Iowa	22,040
136	Newport News-Hampton, Va.	22,035
137	Columbus, Ga.-Ala.	22,032
138	Kankakee, Ill.	21,971
139	Gainesville, Fla.	21,955
140	New Haven-West Haven, Conn.	21,908
141	Brockton, Mass.	21,907
142	Baton Rouge, La.	21,855
143	Portland, Me.	21,832
144	Orlando, Fla.	21,831
145	Duluth-Superior, Minn.-Wis.	21,795
146	Atlanta, Ga.	21,789
147	Waterbury, Conn.	21,743
148	Riverside-San Bernardino-Ontario, Cal.	21,739
149	Sioux Falls, S.D.	21,694
150	San Diego, Cal.	21,670
151	Phoenix, Ariz.	21,516
152	Fort Myers-Cape Coral, Fla.	21,493
153	Eugene-Springfield, Ore.	21,466
154	Tacoma, Wash.	21,415
155	Rochester, N.Y.	21,354
156	Huntington-Ashland, W.Va.-Ky.-O.	21,332
157	Evansville, Ind.-Ky.	21,323
158	Allentown-Bethlehem-Easton, Pa.-N.J.	21,318
159	Springfield, Ill.	21,279
160	Memphis, Tenn.-Ark.-Miss.	21,190
161	Manchester, N.H.	21,157
162	Erie, Pa.	21,151
163	Salt Lake City-Ogden, Utah	21,150
164	Roanoke, Va.	21,092
165	Appleton-Oshkosh, Wis.	21,042
166	Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	21,026
167	West Palm Beach-Boca Raton, Fla.	21,025
168	Fargo-Moorhead, N.D.-Minn.	20,961
169	Akron, O.	20,914
170	Louisville, Ky.-Ind.	20,875
171	Lawton, Okla	20,835
172	Tucson, Ariz.	20,791
173	Providence-Warwick-Pawtucket, R.I.-Mass.	20,789
174	Miami, Fla.	20,730
175	San Antonio, Tex.	20,684
176	Pensacola, Fla.	20,683
177	York, Pa.	20,671
178	Richmond, Va.	20,652
179	Sioux City, Iowa-Neb.	20,639
180	Dayton, O.	20,605
181	Anderson, Ind.	20,594
182	Terre Haute, Ind.	20,579
183	Lima, O.	20,560
184	Reading, Pa.	20,457
185	Greensboro-Winston-Salem-High Point, N.C.	20,402
186	Muncie, Ind.	20,379
187	Corpus Christi, Tex.	20,362
188	St. Cloud, Minn.	20,348
189	Youngstown-Warren, O.	20,296
190	Sarasota, Fla.	20,248
191	Jersey City, N.J.	20,238
192	Lincoln, Neb.	20,232
193	Meriden, Conn.	20,217
194	Rapid City, S.D.	20,206
195	Janesville-Beloit, Wis.	20,192
196	Pine Bluff, Ark.	20,176
197	Florence, Ala.	20,131
198	Lynchburg, Va.	20,091
199	Los Angeles-Long Beach, Cal.	20,077
200	Hamilton-Middletown, O.	20,071
201	Springfield, O.	20,043
202	Tulsa, Okla.	19,940
203	Great Falls, Mont.	19,899
204	Birmingham, Ala.	19,896
205	Shreveport, La.	19,885
206	Worcester, Mass.	19,861
207	Pueblo, Colo.	19,806
208	Tuscaloosa, Ala.	19,778
209	Fitchburg-Leominster, Mass.	19,738
210	Lexington-Fayette, Ky	19,719
211	Jackson, Mich.	19,713
212	Albuquerque, N.M.	19,692
213	Bay City, Mich.	19,675
214	Huntsville, Ala.	19,667
215	Brownsville-Harlingen-San Benito, Tex.	19,644
216	Canton, O.	19,640
217	Bradenton, Fla.	19,511
218	Syracuse, N.Y.	19,492
219	South Bend-Mishawaka, Ind.	19,383
220	Salem, Ore.	19,376
221	Greenville-Spartanburg, S.C.	19,236
222	Pascagoula-Moss Point, Miss.	19,216
223	Wilmington, N.C.	19,174
224	Austin, Tex.	19,055
225	Pittsfield, Mass.	18,901
226	Lakeland-Winter Haven, Fla.	18,899
227	Williamsport, Pa.	18,856
228	Jacksonville, Fla.	18,825
229	Springfield-Chicopee-Holyoke, Mass-Conn.	18,798
230	Enid, Okla.	18,761
231	Longview-Marshall, Tex.	18,705
232	Parkersburg-Marietta, W.Va.-O.	18,444
233	Fort Collins, Colo.	18,340
234	Atlantic City, N.J.	18,339
235	Albany-Schenectady-Troy, N.Y.	18,250
236	Montgomery, Ala.	18,188
237	Altoona, Pa.	18,139
238	Galveston-Texas City, Tex.	18,137
239	Buffalo, N.Y.	17,990
240	Paterson-Clifton-Passaic, N.J.	17,847
241	Johnstown, Pa.	17,802
242	Mansfield, O.	17,801
243	Springfield, Mo.	17,789
244	Greeley, Colo.	17,716
245	Savannah, Ga.	17,707
246	Northeast Pennsylvania, Pa.	17,696
247	Waco, Tex.	17,693
248	Daytona Beach, Fla.	17,648
249	Fayetteville-Springdale, Ark.	17,572
250	Biloxi-Gulfport, Miss.	17,429
251	Chattanooga, Tenn.-Ga.	17,369
252	Lewiston-Auburn, Me.	17,350
253	Tampa-St. Petersburg, Fla.	17,338
254	Asheville, N.C.	17,263
255	Monroe, La.	17,171
256	Petersburg-Colonial Heights-Hopewell, Va.	17,159
257	Eau Claire, Wis.	17,142
258	Fayetteville, N.C.	17,094
259	Provo-Orem, Utah	17,093
260	Burlington, N.C.	17,088
261	Muskegon-Norton Shores-Muskegon Heights, Mich.	17,084
262	Anniston, Ala.	17,008
263	Binghamton, N.Y.-Pa.	16,881
264	Las Cruces, N.M.	16,827
265	Mobile, Ala.	16,802
266	Killeen-Temple, Tex.	16,750
267	Clarksville-Hopkinsville, Tenn-Ky.	16,484
268	Baltimore, Md.	16,471
269	Fall River, Mass.-R.I.	16,442
270	Fort Smith, Ark.-Okla.	16,294
271	Laredo, Tex.	16,236
272	Owensboro, Ky.	16,105
273	New Bedford, Mass.	16,035
274	McAllen-Pharr-Edinburg, Tex.	15,940
275	Panama City, Fla.	15,934
276	El Paso, Tex.	15,522
277	Vineland-Millville-Bridgeton, N.J.	15,467
278	Utica-Rome, N.Y.	15,380
279	Johnson City-Kingsport-Bristol, Tenn.-Va.	14,747
280	Gadsden, Ala.	14,016
281	Texarkana, Tex.-Ark.	13,844
282	St. Joseph, Mo.	13,744
283	Melbourne-Titusville-Cocoa, Fla.	13,469
284	Elmira, N.Y.	13,195

Leading Counties

1	Montgomery, Md.	47,632
2	Fairfax, Va.	44,667
3	Los Alamos, N.M.	44,604
4	Fairfax, Va.	43,148
5	Kodiak, Ak.	39,864
6	Bristol Bay Boro, Ak.	39,672
7	Falls Church, Va.	38,809
8	Prince Georges, Md.	37,133
9	Johnson, Kans.	37,044
10	Fairbanks, Ak.	36,324
11	Nassau, N.Y.	36,222
12	Arlington, Va.	35,724
13	Valdez-Chitina-Whittier, Ak.	35,527
14	Anchorage, Ak.	34,717
15	Napa, Cal.	33,707
16	Haines, Ak.	33,170
17	Orange, Cal.	33,115
18	Wrangell-Petersburg, Ak.	33,049
19	Juneau, Ak.	32,920
20	Manassas, Va.	32,687
21	Prince William, Va.	32,605
22	Santa Clara, Cal.	32,439
23	Solano, Cal.	32,376
24	Logan, N.D.	32,177
25	Randall, Tex.	32,029
26	Alexandria, Va.	31,996
27	Bergen, N.J.	31,981
28	Benton, Wash.	31,856
29	Saginaw, Mich.	31,749
30	Ketchikan, Ak.	31,747
31	Middlesex, N.J.	31,711
32	Cumberland, Pa.	31,687
33	Chattahoochee, Ga.	31,623
34	Monroe, Mich.	31,551
35	Brazoria, Tex.	31,530
36	Du Page, Ill.	31,183
37	Tippecanoe, Ind.	31,004
38	Fairfield, Conn.	30,980
39	Harris, Tex.	30,978
40	Westchester, N.Y.	30,933
41	Hancock, W.Va.	30,876
42	Oakland, Mich.	30,815
43	Manassas Park, Va.	30,650
44	Marin, Cal.	30,408
45	Rockland, N.Y.	30,150
46	Cordova-McCarthy, Ak.	30,039
47	Somerset, N.J.	30,009
48	Boone, Ky.	29,940
49	Midland, Tex.	29,853
50	Lake, Ill.	29,724
51	Sacramento, Cal.	29,644
52	Monmouth, N.J.	29,636
53	Rock Island, Ill.	29,592
54	Douglas, Colo.	29,560
55	Kendall, Ill.	29,553
56	Ventura, Cal.	29,502

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Leading counties

57	Ector, Tex.	29,479
58	Suffolk, N.Y.	29,333
59	Loudoun, Va.	29,249
60	McIntosh, N.D.	29,248
61	Montgomery, Pa.	29,203
62	Campbell, Wyo.	29,167
63	Franklin, Wash.	29,147
64	Thurston, Wash.	29,129
65	Skagway-Yakutat, Ak.	29,110
66	Tipton, Ind.	29,096
67	Sitka, Ak.	29,035
68	Tazewell, Ill.	28,931
69	Southeast Fairbanks, Ak.	28,906
70	Douglas, Wash.	28.871
71	Honolulu, Hi.	28,835
72	Champaign, Ill.	28,752
73	Natrona, Wyo.	28,732
74	San Mateo, Cal.	28,713
75	Washtenaw, Mich.	28,630
76	Putnam, Ind.	28,605
77	Monroe, Ind.	28,568
78	St. Louis, Mo.	28,557
79	Ozaukee, Wisc.	28,543
80	Walla Walla, Wash.	28,484
81	Whitman, Wash.	28,373
82	Dallas, Tex.	28,315
83	Dakota, Minn.	28,279
84	Hinds, Miss.	28,219
85	Dauphin, Pa.	28,201
86	Kent, Mich.	28,178
87	Warren, Ohio	28,156
88	Lincoln, Wash	28,125
89	Adams, Wash.	28,117
90	Brooke, W.Va.	28,096
91	Teton, Wyo.	28,094
92	Waukesha, Wisc.	28,042
93	Emmons, N.D.	28,007
94	Morris, N.J.	28,003
95	Burleigh, N.D.	27,882
96	Ottawa, Mich.	27,823
97	Kenton, Ky.	27,802
98	Jefferson, Colo.	27.780
99	Santa Barbara, Cal.	27,730
100	Placer, Cal.	27,726
101	Contra Costa, Cal.	27,650
102	Livingston, Mich.	27,608
103	Yukon-Koyukuk, Ak.	27,567
104	Stevens, Kans.	27,561
105	Sublette, Wyo.	27,542
106	Pottawattamie, Ia.	27,505
107	Leavenworth, Kans.	27,482
108	Cowlitz, Wash.	27,461
109	Anderson, Tenn.	27,448
110	Peoria, Ill.	27,388
111	Hamilton, Ohio	27,328
112	Campbell, Ky.	27,318
113	Collier, Fla.	27,304
114	Midland, Mich.	27,294
115	Norfolk, Mass.	27,263
116	Yolo, Cal.	27,241
117	Arapahoe, Colo.	27,195
118	Hughes, S.D.	27,148
119	St. Mary, La.	27,102
120	Orange, N.C.	26,964
121	Macomb, Mich.	26,950
122	Woodford, Ill.	26,948
123	Jones, Ga.	26,942
124	Terrebonne, La.	26,928
125	Morton, Kans.	26,913
126	Hennepin, Minn.	26,846
127	Davidson, Tenn.	26,840
128	Grant, Wash.	26,827
129	Henry, Ill.	26,765
130	Jefferson, La.	26,644
131	Taylor, Tex.	26,642
132	Uinta, Wyo.	26,615
133	Brazos, Tex.	26,565
134	Burlington, N.J.	26,534
135	Tulare, Cal.	26,519
136	Seward, Kans.	26,514
137	Rush, Ind.	26,488
138	Camas, Ida.	26,480
139	Washoe, Nev.	26,438
140	Chester, Pa.	26,411
141	Grant, Kans.	26,404
142	West Feliciana, La.	26,401
143	Washington, Minn.	26,385
144	Montgomery, Tex.	26,364
145	Knox, Tenn.	26,349
146	Anoka, Minn.	26,331
147	Lafourche, La.	26,297
148	Pleasants, W.Va.	26,273
149	Clermont, Ohio	26,264
150	Grant, Neb.	26,195
151	Kearney, Neb.	26,119
152	St. Charles, La.	26,118
153	Boone, Mo.	26,082
154	Rankin, Miss.	26,028
155	Decatur, Ind.	26,024
156	Wood, Ohio	25,907
157	Grundy, Ill.	25,890
158	Houston, Ga.	25,889
159	Sonoma, Cal.	25,887
160	Wake, N.C.	25,855
161	Monterey, Cal.	25,823
162	Middlesex, Mass.	25,811
163	Plaquemines, La.	25,785
164	Lucas, Ohio	25,773
165	Douglas, Kans.	25,770
166	Columbia, Wash.	25,741
167	Ferry, Wash.	25,723
168	Franklin, Ohio	25,720
169	Madera, Cal.	25,719
170	New Castle, Del.	25,708
171	Union, N.J.	25,694
172	Newport, R.I.	25,663
173	Kings, Cal.	25,662
174	Kosciusko, Ind.	25,606
175	Delaware, Pa.	25,563
176	Santa Fe, N.M.	25,532
177	Roanoke, Va.	25,525
178	Wetzel, W.Va.	25,514
179	Franklin, Ky.	25,507
180	Calhoun, Tex.	25,490
181	Grand Forks, N.D.	25,489
182	Pope, Minn.	25,482
183	Fort Bend, Tex.	25,478
184	Phelps, Neb.	25,477
185	Charleston, S.C.	25,471
186	Campbell, S.D.	25,443
187	Richmond, N.Y.	25,408
188	Dubuque, Ia.	25,369
189	Leon, Fla.	25,368
190	Kanawha, W.Va.	25,330
191	St. John the Baptist, La.	25,314
192	Morgan, Ill.	25,313
193	St. James, La.	25,287
194	Camden, N.J.	25,280
195	Poquoson, Va.	25,279
196	Klickitat, Wash	25,259
197	Williams, N.D.	25,252
198	St. Bernard, La.	25,246
199	Geauga, Ohio	25,239
200	Ramsey, Minn.	25,149
201	Albany, Wyo.	25,147
202	Hamilton, Ind.	25,140
203	McHenry, Ill.	25,127
204	Riley, Kans.	25,125
205	Scott, Kans.	25,121
206	Clay, Minn.	25,088
207	Hooker, Neb.	25,088
208	Outer Ketchikan, Ak.	25,083
209	McLean, Ill.	25,075
210	Logan, Neb.	25,046
211	Portage, Wisc.	25,035
212	Washington, Ore.	25,028
213	Grand, Utah	25,021
214	Olmsted, Minn.	25,016
215	Will, Ill.	24,997
216	Gray, Kans.	24,948
217	Kane, Ill.	24,932
218	Bristol Bay, Ak.	24,910
219	Grand Traverse, Mich.	24,903
220	Haskell, Kans.	24,897
221	Fresno, Cal.	24,862
222	Winnebago, Ill.	24,851
223	Washington, Wisc.	24,835
224	McCone, Mont.	24,817
225	Tolland, Conn.	24,815
226	Scott, Ia.	24,811
227	Bucks, Pa.	24,802
228	Morgan, Ala.	24,735
229	Durham, N.C.	24,720
230	Barrow, Ak.	24,710
231	San Juan, N.M.	24,682
232	Oklahoma, Okla.	24,676
233	La Crosse, Wisc.	24,673
234	Ada, Ida.	24,669
235	Racine, Wisc.	24,657
236	Hartford, Conn.	24,648
237	Smith, Tex.	24,643
238	Belmont, Ohio	24,632
239	Collin, Tex.	24,632
240	Centre, Pa.	24,602
241	Dane, Wisc.	24,585
242	Jefferson, Ohio	24,565
243	Randolph, Ill.	24,563
244	De Kalb, Ill.	24,556
245	Baldwin, Ga.	24,519
246	Cook, Ill.	24,517
247	Shawnee, Kans.	24,496
248	Spokane, Wash.	24,477
249	Blount, Tenn.	24,465
250	Wichita, Tex.	24,462
251	Tom Green, Tex.	24,424
252	Mohave, Ariz.	24,403
253	Black Hawk, Ia.	24,401
254	York, Va.	24,395
255	Virginia Beach, Va.	24,394
256	Shiawassee, Mich.	24,389
257	Benton, Ore.	24,385
258	Bristol, R.I.	24,377
259	Steele, N.D.	24,368
260	District of Columbia, D.C.	24,356
261	De Kalb, Ga.	24.354
262	King, Wash.	24,350
263	Foster, N.D.	24,335
264	Sweetwater, Wyo.	24,322
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271 Queens, N.Y.	24,254
272 Wichita, Kans.	24,246
273 Boyd, Ky.	24,219
274 Pitkin, Colo.	24,207
275 Adams, Colo.	24,185
276 Delaware, Ohio	24,181
277 Currituck, N.C.	24,158
278 Asotin, Wash.	24,153
279 Pulaski, Ark.	24,141
280 Allen, Ind.	24,115
281 Polk, Ia.	24,064
282 El Paso, Colo.	24,056
283 Yankton, S.D.	24,047
284 Ochiltree, Tex.	24,041
285 Platte, Mo.	24,034
286 Perry, Pa.	24,024
287 Adams, Ill.	24,004
288 Lewis, Wash.	24,000
289 Boulder, Colo.	23,998
290 Macon, Ill.	23,996
291 Fulton, Ohio	23,994
292 Lake, Ohio	23,994
293 Hancock, Ohio	23,991
294 Clay, S.D.	23,971
295 Williamsburg, Va.	23,959
296 Coconino, Ariz.	23,956
297 Elkhart, Ind.	23,956
298 Loup, Neb.	23,952
299 Island, Wash.	23,950
300 Victoria, Tex.	23,948
301 Eaton, Mich.	23,940
302 Ford, Kans.	23,914
303 Genesee, Mich.	23,912
304 Union, Pa.	23,907
305 Calcasieu, La.	23,872
306 Meade, Kans.	23,863
307 Chittenden, Vt.	23,862
308 Jefferson, Tex.	23,850
309 Garfield, Wash.	23,845
310 Orange, Tex.	23,821
311 Clackamas, Ore.	23,807
312 Gloucester, N.J.	23,798
313 Livingston, Ill.	23,771
314 Chambers, Tex.	23,740
315 Laramie, Wyo.	23,706
316 Sumner, Tenn.	23,692
317 Erie, Ohio	23,679
318 Fairfield, Ohio	23,670
319 Marion, Ind.	23,669
320 Kandiyohi, Minn.	23,660
321 Hand, S.D.	23,649
322 Adams, Neb.	23,646
323 Salem, N.J.	23,645
324 Greeley, Kans.	23,639
325 Hinsdale, Colo.	23,636
326 Sauk, Wisc.	23,620
327 Wright, Ia.	23,619
328 Carbon, Wyo.	23,612
329 Allegheny, Pa.	23,607
330 Stevens, Wash.	23,597
331 Jasper, Ind.	23,595
332 Bethel, Ak.	23,587
333 Middlesex, Conn.	23,580
334 Piatt, Ill.	23,565
335 Jasper, Ill.	23,552
336 Cleveland, Okla.	23,542
337 Broward, Fla.	23,538
338 Richland, S.C.	23,528
339 Benton, Ind.	23,508
340 Iberia, La.	23,484
341 Rockwall, Tex.	23,450
342 Boone, Ill.	23,447
343 Richmond, Ga.	23,433
344 Shelby, Ohio	23,428
345 Prince of Wales, Ak.	23,426
346 St. Clair, Mich.	23,424
347 Johnson, Ind.	23,413
348 Colusa, Cal.	23,411
349 Porter, Ind.	23,408
350 Luce, Mich.	23,401
351 Alameda, Cal.	23,399
352 Indiana, Pa.	23,381
353 St. Charles, Mo.	23,377
354 Wyandotte, Kans.	23,373
355 Defiance, Ohio	23,367
356 Chesterfield, Va.	23,364
357 Liberty, Mont.	23,363
358 Kalamazoo, Mich.	23,361
359 Ingham, Mich.	23,356
360 Payne, Okla.	23,346
361 Henrico, Va.	23,323
362 Potter, Tex.	23,293
363 Williamson, Tenn.	23,283
364 Clark, Nev.	23,276
365 Story, Ia.	23,267
366 Catron, N.M.	23,261
367 Skamania, Wash.	23,257
368 Weston, Wyo.	23,257
369 Lubbock, Tex.	23,255
370 Whatcom, Wash.	23,250
371 San Joaquin, Cal.	23,236
372 Mecklenburg, N.C.	23,221
373 Cooper, Mo.	23,214
374 Barber, Kans.	23,209
375 Russell, Ala.	23,205
376 Ottawa, Ohio	23,189
377 Calhoun, Mich.	23,179
378 Stevens, Minn.	23,179
379 Pulaski, Ind.	23,172
380 Archer, Tex.	23,164
381 Brown, Wisc.	23,161
382 Rapides, La.	23,159
383 St. Tammany, La.	23,154
384 Mills, Ia.	23,152
385 Hancock, Ind.	23,147
386 Sheridan, N.D.	23,144
387 Slope, N.D.	23,136
388 Dundy, Neb.	23,124
389 Lewis, Ida.	23,120
390 Warren, Ia.	23,118
391 Denton, Tex.	23,114
392 Logan, Ill.	23,111
393 Clay, Mo.	23,105
394 Jersey, Ill.	23,087
395 Henry, Ohio	23,081
396 Litchfield, Conn.	23,080
397 La Salle, Ill.	23,069
398 Walsh, N.D.	23,060
399 Woodford, Ky.	23,053
400 Valencia, N.M.	23,050
401 Darke, Ohio	23,042
402 Pierce, Wisc.	23,042
403 Kearny, Kans.	23,033
404 La Porte, Ind.	23,017
405 York, Neb.	23,015
406 Sandusky, Ohio	23,009
407 McKinley, N.M.	23,003
408 Fayette, Ga.	22,997
409 Ida, Ia.	22,989
410 Lorain, Ohio	22,989
411 Douglas, Wisc.	22,975
412 Monroe, Fla.	22,967
413 Douglas, Ill.	22,955
414 Cherry, Neb.	22,949
415 East Baton Rouge, La.	22,946
416 Daggett, Utah	22,936
417 Vermilion, Ill.	22,929
418 Linn, Ia.	22,921
419 Clark, Kans.	22,916
420 Hunterdon, N.J.	22,906
421 Davis, Utah	22,900
422 Wells, Ind.	22,892
423 Madison, Ill.	22,891
424 Blaine, Neb.	22,885
425 Stanton, Kans.	22,884
426 Fulton, Ind.	22,876
427 Beadle, S.D.	22,866
428 Wayne, Ohio	22,851
429 Hall, Neb.	22,850
430 Park, Wyo.	22,850
431 Newton, Ind.	22,831
432 Wayne, Mich.	22,831
433 Bartholomew, Ind.	22,828
434 Sedgwick, Colo.	22,822
435 Moore, Tex.	22,820
436 Seward, Neb.	22,811
437 Refugio, Tex.	22,808
438 Clinton, Mich.	22,797
439 Hartley, Tex.	22,782
440 Ionia, Mich.	22,780
441 Rock, Minn.	22,779
442 Chouteau, Mont.	22,778
443 Ward, N.D.	22,777
444 Lafayette, La.	22,759
445 Tripp, S.D.	22,751
446 Essex, Mass.	22,737
447 Knox, Ill.	22,732
448 Redwillow, Neb.	22,728
449 Kimball, Neb.	22,726
450 Kenosha, Wisc.	22,711
451 Boyle, Ky.	22,708
452 Canadian, Okla.	22,704
453 Snohomish, Wash.	22,691
454 Lincoln, Wyo.	22,689
455 Bibb, Ga.	22,684
456 Cabell, W.Va.	22,681
457 Monroe, N.Y.	22,680
458 Tyler, W.Va.	22,669
459 San Benito, Cal.	22,667
460 De Witt, Ill.	22,658
461 Sedgewick, Kans.	22,656
462 Kent, R.I.	22,649
463 Fremont, Wyo.	22,634
464 Muscatine, Ia.	22,602
465 New London, Conn.	22,601
466 Gosper, Neb.	22,600
467 Cuyahoga, Ohio	22,600
468 Morris, Tex.	22,594
469 Shelby, Ky.	22,593
470 Jackson, Wisc.	22,590
471 Banner, Neb.	22,580
472 Jackson, Kans.	22,577
473 Mercer, Ohio	22,571
474 Platte, Neb.	22,570
475 Dolores, Colo.	22,569
476 Milwaukee, Wisc.	22,551
477 Mercer, N.J.	22,549
478 Chelan, Wash.	22,549
479 Clearwater, Ida.	22,542
480 Kendall, Tex.	22,539
481 Sherman, Tex.	22,539
482 Johnson, Ia.	22,531
483 Ohio, W.Va.	22,529
484 Washington, Okla.	22,524
485 Yakima, Wash.	22,514
486 James City, Va.	22,510
487 Crawford, Ill.	22,506
488 Martin, Minn.	22,505
489 Pembina, N.D.	22,505
490 Columbia, Ga.	22,501
491 Dougherty, Ga.	22,486
492 Ford, Ill.	22,484
493 Seminole, Fla.	22,477
494 Upper Yukon, Ak.	22,469
495 Merced, Cal.	22,462
496 Snyder, Pa.	22,462
497 St. Croix, Wisc.	22,459
498 Union, Ohio	22,453
499 Leelanau, Mich.	22,450
500 Tooele, Utah	22,442
501 Jefferson, Ky.	22,440
502 Kerr, Tex.	22,429
503 Salem, Va.	22,426
504 Wabash, Ind.	22,415
505 Clarke, Ga.	22,414
506 Clinton, Ia.	22,409
507 Hansford, Tex.	22,407
508 Medina, Ohio	22,368
509 Lenoir, N.C.	22,350
510 Beauregard, La.	22,348
511 Boone, Ind.	22,345
512 Cumberland, Ill.	22,344
513 Fillmore, Neb.	22,339
514 Logan, Kans.	22,325
515 Kern, Cal.	22,319
516 De Soto, Miss.	22,318
517 Morgan, Utah	22,314
518 Geary, Kans.	22,311
519 Dutchess, N.Y.	22,304
520 Liberty, Tex.	22,304
521 Wallace, Kans.	22,290
522 Polk, Minn.	22,289
523 Auglaize, Ohio	22,287
524 Berkeley, S.C.	22,283
525 Orange, Fla.	22,279
526 Union, S.D.	22,266
527 Aransas, Tex.	22,253
528 San Bernardino, Cal.	22,248
529 Lee, Ill.	22,247
530 Grayson, Tex.	22,233
531 Vanderburgh, Ind.	22,225
532 Ogle, Ill.	22,223
533 Matagorda, Tex.	22,212
534 Cumberland, Me.	22,211
535 La Moure, N.D.	22,208
536 Hampton, Va.	22,208
537 Kobuk, Ak.	22,197
538 Plymouth, Mass.	22,194
539 Ramsey, N.D.	22,194
540 Clinton, Ohio	22,194
541 Uintah, Utah	22 194
542 Cedar, Ia.	22,183
543 Hillsborough, N.H.	22,161
544 Effingham, Ill.	22,156
545 Lehigh, Pa.	22,150
546 Rockingham, N.H.	22,146
547 Pickaway, Ohio	22,134
548 Kit Carson, Colo.	22,131
549 Johnson, Wyo.	22,127
550 Yoakum, Tex.	22,123
551 Washington, Ill.	22,110
552 Essex, N.J.	22,102
553 Santa Cruz, Cal.	22,098
554 Kidder, N.D.	22,098
555 Comanche, Kans.	22,087
556 Glenn, Cal.	22,084
557 Brown, S.D.	22,079
558 Seneca, Ohio	22,057
559 Lancaster, Pa.	22,056
560 Dale, Ala.	22,053
561 Saline, Ark.	22,053
562 Yellowstone, Mont.	22,052
563 Cottonwood, Minn.	22,051
564 Sheridan, Neb.	22,051
565 Bond, Ill.	22,035
566 Cowley, Kans.	22,025
567 New Haven, Conn.	22,018
568 Madison, Neb.	22,008
569 Washington, R.I.	22,008
570 Morgan, Ind.	21,994
571 Blaine, Ida.	21,986
572 Sarpy, Neb.	21,980
573 Kankakee, Ill.	21,971
574 Crawford, Ohio	21,971
575 Anderson, Ky.	21,968
576 Alachua, Fla.	21,955
577 Tehama, Cal.	21,952
578 Des Moines, Ia.	21,947
579 Johnson, Mo.	21,920
580 Onslow, N.C.	21,916
581 Lee, Ala.	21,914
582 Lake, Ind.	21,911
583 Pennington, Minn.	21,887
584 Cobb, Ga.	21,885
585 Beaufort, S.C.	21,878
586 Redwood, Minn.	21,868
587 Clark, Wash.	21,859
588 McDonough, Ill.	21,849
589 Hamilton, Kans.	21,840
590 Lyon, Kans.	21,840
591 Howard, Ind.	21,839
592 Clarion, Pa.	21,823
593 Ross, Ohio	21,820
594 Nobles, Minn.	21,819
595 Mesa, Colo.	21,817
596 San Juan, Wash.	21,806
597 Adams, Ind.	21,805
598 Atchison, Kans.	21,796
599 Douglas, Ga.	21,794
600 Kane, Utah	21,785
601 Lee, Ga.	21,780
602 St. Clair, Ill.	21,779
603 Mason, Ill.	21,765
604 Mason, Mich.	21,763
605 Dawson, Neb.	21,752
606 Rowan, Ky.	21,747
607 Aiken, S.C.	21,746
608 Iberville, La.	21,740
609 Carbon, Utah	21,733
610 Guilford, N.C.	21,725
611 Marquette, Mich.	21,716
612 Divide, N.D.	21,714
613 Gaston, N.C.	21,710
614 Lyon, Minn.	21,709
615 Wilson, Tenn.	21,708
616 Jackson, Ala.	21,706
617 Minnehaha, S.D.	21,694
618 Vigo, Ind.	21,693
619 Shelby, Tenn.	21,692
620 Imperial, Cal.	21,688
621 Madison, Ky.	21,682
622 Bleckley, Ga.	21,680
623 Fulton, Ga.	21,672
624 San Diego, Cal.	21,670
625 Williams, Ohio	21,668
626 Kewaunee, Wisc.	21,668
627 Crane, Tex.	21,659
628 Ashland, Ohio	21,647
629 Lincoln, Neb.	21,637
630 Stutsman, N.D.	21,632
631 Mifflin, Pa.	21,623
632 Marshall, W.Va.	21,618
633 Norton, Va.	21,611
634 Iroquois, Ill.	21,609
635 Moultrie, Ill.	21,609
636 Lapeer, Mich.	21,608
637 Bremer, Ia.	21,605
638 Whiteside, Ill.	21,602
639 Kenai-Cook Inlet, Ak.	21,590
640 Carson City, Nev.	21,590
641 Madison, Ala.	21,584
642 Lexington, S.C.	21,584
643 Peach, Ga.	21,582
644 Traverse, Minn.	21,575
645 Jefferson, Ind.	21,573
646 Dawson, Mont.	21,563
647 Huron, Ohio	21,554
648 Merrimack, N.H.	21,551
649 Beaver, Pa.	21,550
650 Murray, Minn.	21,548
651 Pitt, N.C.	21,529
652 Schuyler, Ill.	21,527
653 Starke, Ind.	21,522
654 Jackson, Colo.	21,517
655 Maricopa, Ariz.	21,516
656 Licking, Ohio	21,513
657 St. Louis, Minn.	21,512
658 Traill, N.D.	21,502
659 Carson, Tex.	21,499
660 Lee, Fla.	21,493
661 Coles, Ill.	21,491
662 Marshall, Ill.	21,482
663 Lafayette, Mo.	21,482
664 Buena Vista, Ia.	21,479
665 Sheridan, Mont.	21,479
666 Andrews, Tex.	21,469
667 La Plata, Colo.	21,468
668 Lane, Ore.	21,466
669 Warrick, Ind.	21,461
670 McLean, N.D.	21,455
671 Cullman, Ala.	21,454
672 Jim Wells, Tex.	21,454
673 Sangamon, Ill.	21,453
674 Westmoreland, Pa.	21,445
675 Sussex, N.J.	21,436
676 Tulsa, Okla.	21 433
677 Northampton, Pa.	21,424

INCOME PER HOUSEHOLD

Leading Counties

678	Newport News, Va.	21,418
679	Douglas, Nev.	21,415
680	Pierce, Wash.	21,415
681	Hood River, Ore.	21,413
682	Polk, Neb.	21,411
683	Box Elder, Utah	21,411
684	Morris, Kans.	21,405
685	Outagamie, Wisc.	21,386
686	Prince George Va.	21,384
687	Doniphan, Kans.	21,383
688	Lincoln, La.	21,382
689	San Luis Obispo, Cal.	21,376
690	Macoupin, Ill.	21,373
691	Sherburne, Minn.	21,371
692	Lyman, S.D.	21,367
693	Bureau, Ill.	21,363
694	Logan, Colo.	21,358
695	Assumption, La.	21,358
696	Clark, Ill.	21,354
697	Roseau, Minn.	21,349
698	Lenawee, Mich.	21,348
699	Scott, Mo.	21,340
700	Nome, Ak.	21,338
701	Yamhill, Ore.	21,335
702	Denver, Colo.	21,326
703	Linn, Ore.	21,323
704	Faribault, Minn.	21,322
705	Washakie, Wyo.	21,322
706	Marion, Ohio	21,308
707	1Columbus Consol. Govt., Ga.	21,298
708	Jackson, Ind.	21,298
709	Jefferson, Mo.	21,296
710	Shelby, Ind.	21,294
711	Kleberg, Tex.	21,294
712	Iowa, Wisc.	21,294
713	Tuscola, Mich.	21,287
714	Jackson, Tex.	21,284
715	Jones, Tex.	21,283
716	Greenlee, Ariz.	21,282
717	Chippewa, Minn.	21,279
718	Nash, N.C.	21,276
719	Howard, Md.	21,274
720	Weber Utah	21,271
721	Faulk, S.D.	21,261
722	Scott, Ill.	21,258
723	Towner, N.D.	21,258
724	Pottawatomie, Kans.	21,257
725	East Feliciana, La.	21,254
726	Portage, Ohio	21,253
727	Oldham, Tex.	21,245
728	Archuleta, Colo.	21,238
729	Mercer, Pa.	21,238
730	Barry, Mich.	21,228
731	Renville, N.D.	21,218
732	Palo Pinto, Tex.	21,218
733	Nacogdoches, Tex.	21,214
734	Marion, Ill.	21,213
735	Keith, Neb.	21,209
736	Lebanon, Pa.	21,204
737	Paulding, Ohio	21,191
738	St. Francois, Mo.	21,190
739	Craven, N.C.	21,189
740	Gila, Ariz.	21,181
741	Rockdale, Ga.	21,181
742	Potter, S.D.	21,177
743	Greene, Ohio	21,175
744	Putnam, Ill.	21,174
745	Mason, Wash.	21,165
746	Jackson, Ill.	21,160
747	Henry, Ga.	21,151
748	Erie, Pa.	21,151
749	Dare, N.C.	21,150
750	Houston, Ala.	21,145
751	Pepin, Wisc.	21,144
752	Aleutian Islands, Ak.	21,142
753	Jackson, Minn.	21,136
754	Riverside, Cal.	21,124
755	Autauga, Ala.	21,118
756	Alamosa, Colo.	21,112
757	Blount, Ala.	21,108
758	Carteret, N.C.	21,107
759	Montgomery, Ohio	21,107
760	Multnomah, Ore.	21,101
761	Hendry, Fla.	21,100
762	Marshall, Ia.	21,097
763	Teton, Mont.	21,096
764	Frontier, Neb.	21,087
765	Cass, Ind.	21,083
766	Greenup, Ky.	21,081
767	Clayton, Ga.	21,078
768	Laurens, Ga.	21,077
769	Iron, Utah	21,077
770	Strafford, N.H.	21,067
771	Daviess, Ind.	21,066
772	Rio Grande, Colo.	21,062
773	Garvin, Okla.	21,057
774	Montgomery, Ind.	21,051
775	Callaway, Mo.	21,049
776	Green, Wisc.	21,048
777	Dodge, Wisc.	21,042
778	Okanogan, Wash.	21,030
779	Isabella, Mich.	21,029
780	Hill, Mont.	21,029
781	Palm Beach, Fla.	21,025
782	Jasper, Ia.	21,024
783	Monroe, Wisc.	21,022
784	York, Pa.	21,015
785	Monroe, Ill.	21,002
786	Ashtabula, Ohio	20,995
787	Grant, Ind.	20,992
788	Van Buren, Mich.	20,989
789	Jefferson, Pa.	20,989
790	Warren, Ky.	20,980
791	Lee, Ia.	20,972
792	Converse, Wyo.	20,963
793	Warren, N.J.	20,960
794	Bexar, Tex.	20,954
795	Addison, Vt.	20,946
796	Harvey, Kans.	20,942
797	Clearfield, Pa.	20,940
798	Huntington, Ind.	20,939
799	Indian River, Fla.	20,935
800	Bonneville, Ida.	20,933
801	Medina, Tex.	20,927
802	Douglas, Neb.	20,926
803	Saline, Neb.	20,912
804	Stephenson, Ill.	20,911
805	Isanti, Minn.	20,906
806	Montgomery, Ill.	20,902
807	Sac, Ia.	20,899
808	Scott, Minn.	20,899
809	Montrose, Colo.	20,898
810	Dodge, Neb.	20,886
811	Wabash, Ill.	20,884
812	White, Ind.	20,882
813	Carver, Minn.	20,880
814	Athens, Ohio	20,880
815	Campbell, Va.	20,876
816	Manistee, Mich.	20,872
817	Cheshire, N.H.	20,854
818	Otsego, Mich.	20,853
819	Gillespie, Tex.	20,845
820	Fayette, Ill.	20,844
821	Moody, S.D.	20,841
822	Bottineau, N.D.	20,838
823	Clark, Ky.	20,836
824	Summit, Ohio	20,836
825	Escambia, Fla.	20,835
826	Comanche, Okla.	20,835
827	Walworth, Wisc.	20,831
828	Winnebago, Wisc.	20,830
829	Mountrail, N.D.	20,828
830	Big Stone, Minn.	20,823
831	Burke, N.D.	20,822
832	Trumbull, Ohio	20,815
833	Allen, Ohio	20,814
834	Cherokee, Ia.	20,811
835	Meade, S.D.	20,804
836	Winkler, Tex.	20,802
837	Gratiot, Mich.	20,796
838	Pima, Ariz.	20,791
839	De Kalb, Ind.	20,791
840	Deuel, Neb	20,791
841	Renville, Minn.	20,789
842	Champaign, Ohio	20,789
843	Barnstable, Mass.	20,786
844	Grafton, N.H.	20,775
845	Sheridan, Wyo.	20,773
846	Perkins, Neb.	20,767
847	Freestone, Tex.	20,767
848	New York, N.Y.	20,765
849	Jefferson, Wisc.	20,764
850	Carroll, Ind.	20,762
851	Winneshiek, Ia.	20,750
852	Marquette, Wisc.	20,748
853	Nueces, Tex.	20,746
854	Henry, Ind.	20,739
855	Dade, Fla.	20,730
856	Poweshiek, Ia.	20,718
857	Putnam, Ga.	20,712
858	Henry, Ky.	20,712
859	Lincoln, S.D.	20,712
860	Woodbury, Ia.	20,711
861	Salt Lake, Utah	20,706
862	Vernon, La.	20,702
863	Hamilton, Neb.	20,699
864	Buffalo, Neb.	20,695
865	Stark, Ill.	20,691
866	Davison, S.D.	20,690
867	Cerro Gordo, Ia.	20,687
868	Deaf Smith, Tex.	20,678
869	Coffee, Ala.	20,675
870	Wayne, Ind.	20,669
871	Gray, Tex.	20,666
872	Delta, Mich.	20,655
873	Jefferson, Ala.	20,652
874	Hampshire, Mass.	20,648
875	Lee, N.C.	20,647
876	Golden Valley, N.D.	20,646
877	Walworth, S.D.	20,643
878	Dunn, Wisc.	20,641
879	Matanuska-Susitna, Ak.	20,628
880	Cass, Mich.	20,628
881	Lincoln, N.C.	20,628
882	Martin, Fla.	20,627
883	Washington, Ia.	20,614
884	Wilkin, Minn.	20,606
885	Wood, Wisc.	20,606
886	Parmer, Tex.	20,600
887	Rutherford, Tenn.	20,596
888	Madison, Ind.	20,594
889	Stanley, S.D.	20,591
890	Whitley, Ind.	20,579
891	Duchesne, Utah	20,576
892	Cameron, La.	20,575
893	Scott, Ky.	20,572
894	Bee, Tex.	20,571
895	Tazewell, Va.	20,564
896	Oldham, Ky.	20,556
897	Hanover, Va.	20,553
898	Yellow Medicine, Minn.	20,551
899	Wabaunsee, Kans.	20,548
900	Pasquotank, N.C.	20,541
901	Jennings, Ind.	20,539
902	Summit, Colo.	20,533
903	Carter, Mont.	20,533
904	Calumet, Wisc.	20,532
905	Scott, Ind.	20,531
906	Chesapeake, Va.	20,527
907	Henderson, Ky.	20,522
908	Greenville, S.C.	20,504
909	Warren, Pa.	20,500
910	Bedford, Pa.	20,498
911	Borden, Tex.	20,495
912	Caddo, La.	20,475
913	Lauderdale, Ala.	20,471
914	Morrow, Ore.	20,470
915	Washington, Neb.	20,469
916	Forsyth, N.C.	20,463
917	Clay, Neb.	20,462
918	Dawes, Neb.	20,462
919	Berks, Pa.	20,457
920	Juneau, Wisc.	20,456
921	Bossier, La.	20,450
922	Watonwan, Minn.	20,444
923	Lynchburg, Va.	20,437
924	Jessamine, Ky.	20,435
925	Shoshone, Ida.	20,433
926	Hopkins, Tex.	20,431
927	Wharton, Tex.	20,429
928	Orleans, La	20,425
929	Jackson, Mo.	20,420
930	Terry, Tex.	20,412
931	Maui, Hi.	20,410
932	Wilson, N.C.	20,402
933	Wyandot, Ohio	20,401
934	Pawnee, Okla.	20,399
935	Nez Perce, Ida.	20,394
936	San Francisco, Cal.	20,393
937	Hutchinson, Tex.	20,389
938	Butler, Pa.	20,385
939	Delaware, Ind.	20,379
940	Monroe, Ga.	20,378
941	Knox, Ind.	20,377
942	Texas, Okla.	20,377
943	Mineral, W.Va.	20,374
944	Dallas, Ia.	20,372
945	Benzie, Mich.	20,369
946	Wells, N.D.	20,365
947	Grand Isle, Vt.	20,351
948	Hawaii, Hi.	20,350
949	Gaines, Tex.	20,347
950	Knox, Ohio	20,343
951	Clay, Ill.	20,335
952	Webster, Ia.	20,335
953	Wayne, N.C.	20,334
954	Perry, Ill.	20,332
955	Audrain, Mo.	20,330
956	Glynn, Ga.	20,325
957	McPherson, Kans.	20,325
958	Waller, Tex.	20,325
959	Lake, S.D.	20,307
960	Shelby, Ia.	20,305
961	Clay, Ia.	20,301
962	Clallam, Wash.	20,298
963	Butte, Cal.	20,296
964	Greene, Ia.	20,295
965	Barnes, N.D.	20,290
966	Jefferson, Ore.	20,289
967	Alpine, Cal.	20,288
968	Jackson, W.Va.	20,282
969	Harney, Ore.	20,278
970	Logan, Okla.	20,268
971	Barron, Wisc.	20,268
972	Belknap, N.H.	20,266
973	Hocking, Ohio	20,262
974	Richland, Ill.	20,261
975	Valley, Ida.	20,260
976	Onondaga, N.Y.	20,260
977	Adair, Ia.	20,257
978	Worth, Ia.	20,255
979	Sarasota, Fla.	20,248
980	Mercer, Ill.	20,247
981	Spencer, Ind.	20,245
982	Polk, Wisc.	20,242
983	Hudson, N.J.	20,238
984	Bourbon, Ky.	20,237
985	Adams, N.D.	20,237
986	Rice, Minn.	20,232
987	Lancaster, Neb.	20,232
988	Lincoln, Okla.	20,216
989	Union, Ind.	20,215
990	Berrien, Mich.	20,214
991	Saline, Kans.	20,210
992	Kershaw, S.C.	20,204
993	Grundy, Ia.	20,199
994	Franklin, Ind.	20,192
995	Rock, Wisc.	20,192
996	Jackson, Ia.	20,191
997	Hays, Tex.	20,185
998	Fayette, Ohio	20,184
999	Big Horn, Wyo.	20,181
1000	Owen, Ind.	20,180
1001	Jefferson, Ark.	20,176
1002	Ocean, N.J.	20,173
1003	Dubois, Ind.	20,167
1004	Marion, Ia.	20,167
1005	Dakota, Neb.	20,167
1006	Reno, Kans.	20,162
1007	Cimarron, Okla.	20,162
1008	Concho, Tex.	20,143
1009	Juniata, Pa.	20,139
1010	Henry, Ia.	20,131
1011	Brule, S.D.	20,116
1012	Klamath, Ore.	20,115
1013	Pettis, Mo.	20,108
1014	Titus, Tex.	20,108
1015	Stearns Minn.	20,100
1016	Greene, Ind.	20,096
1017	Nelson, Ky.	20,094
1018	Deschutes, Ore.	20,092
1019	Plumas, Cal.	20,090
1020	Los Angeles, Cal.	20,077
1021	Clinton, Ind.	20,076
1022	Butler, Ohio	20,071
1023	Scotts Bluff, Neb.	20,070
1024	Spink, S.D.	20,070
1025	Dawson, Tex.	20,068
1026	Florence, S.C.	20,067
1027	Calhoun, Ill.	20,058
1028	Bandera, Tex.	20,053
1029	Cole, Mo.	20,049
1030	Pennington, S.D.	20,049
1031	Lynn, Tex.	20,048
1032	Deuel, S.D.	20,032
1033	Ellis, Tex.	20,029
1034	Columbia, Wisc.	20,024
1035	Morrow, Ohio	20,022
1036	Santa Rosa, Fla.	20,021
1037	Yavapai, Ariz.	20,020
1038	Haakon, S.D.	20,017
1039	Nemaha, Kans.	20,008
1040	Plymouth, Ia.	20,001
1041	Camden, Ga.	20,000

Leading cities

1	Saratoga, Cal.	50,175
2	Roswell, Ga.	48,570
3	Garden City, N.Y.	45,510
4	Lawrenceville, Ga.	44,731
5	Fairbanks, Ak	41,631
6	Lake Jackson, Tex.	40,531
7	Palm Beach, Fla.	39,935
8	Los Alamos, N.M.	39,773
9	Greenwich, Conn.	39,109
10	Bethpage, N.Y.	38,909
11	Newport Beach, Cal.	38,297
12	Hicksville, N.Y.	37,861
13	Naples, Fla.	37,734
14	Richardson, Tex.	37,666
15	King of Prussia, Pa.	37,027
16	Palo Alto, Cal.	36,914
17	Thousand Oaks, Cal.	36,566
18	Anchorage, Ak.	36,100
19	Buffalo Grove, Ill.	35,966
20	Oak Ridge, Tenn.	35,770
21	Brea, Cal.	35,600
22	Fullerton, Cal.	35,198
23	West Lafayette, Ind.	34,712
24	Huntington Beach, Cal.	34,483
25	Dublin, Cal.	34,394
26	Pasadena, Tex.	34,190
27	Vallejo, Cal.	33,756
28	Hanover Park, Ill.	33,620
29	Shrewsbury, N.J.	33,578
30	Arlington Heights, Ill.	33,433
31	Napa, Cal.	33,332
32	Fairfield, Cal.	33,280
33	Woodbridge, N.J.	33,204
34	La Habra, Cal.	33,124
35	Juneau, Ak.	32,920
36	Bridgewater, N.J.	32,797
37	Trumbull, Conn.	32,680

38	Simi Valley, Cal.	32,646
39	Chapel Hill, N.C.	32,475
40	Baytown, Tex.	32,400
41	Schaumberg, Ill.	32,383
42	Mount Prospect, Ill.	32,305
43	Derby, Kans	32,282
44	Wheaton Ill.	32,033
45	2Weirton, W.Va.	31,651
46	Alvin, Tex.	31,202
47	San Buenaventura, Cal.	31,173
48	Auburn, Cal	31,149
49	Midland, Mich.	31,098
50	Palatine, Ill.	31,051
51	Anaheim, Cal.	30,849
52	Monroe, Mich.	30,557
53	Houston, Tex.	30,482
54	Stamford, Conn.	30,433
55	Bettendorf, Ia.	30,329
56	Visalia, Cal.	30,322
57	East Moline, Ill.	30,310
58	Moline, Ill.	30,236
59	San Jose, Cal.	30,229
60	Haysville, Kans.	30,141
61	Midland, Tex.	30,015
62	Clute, Tex	29,942
63	Walnut Creek, Cal.	29,884
64	Mamaroneck, N.Y.	29,825
65	Farmington, N.M.	29,710
66	Irving, Tex	29,695
67	Davis, Cal.	29,617
68	Odessa, Tex.	29,547
69	Monroeville, Pa.	29,489
70	San Rafael, Cal.	29,398
71	Rock Island, Ill.	29,397
72	Willingboro, N.J.	29,373
73	Arcadia, Cal.	29,330
74	Urbana, Ill.	29,324
75	Costa Mesa, Cal.	29,273
76	Gallup, N.M.	29,260
77	Moses Lake, Wash.	29,175
78	Lafayette, Ind.	29,115
79	Richland, Wash.	29,054
80	Sitka, Ak.	29,035
81	Elk Grove Village, Ill.	29,034
82	New Rochelle, N.Y.	29,015
83	Garland, Tex.	28,955
84	Normal, Ill.	28,945
85	Freeport, Tex.	28,837
86	North Chicago, Ill.	28,763
87	Tarrytown, N.Y.	28,686
88	Des Plaines, Ill.	28,614
89	North Tarrytown, N.Y.	28,592
90	Plano, Tex.	28,550
91	College Station, Tex.	28,539
92	Hoffman Estates, Ill.	28,469
93	Bismarck, N.D.	28,413
94	Charleston, W.Va.	28,401
95	Camarillo, Cal.	28,382
96	Petaluma, Cal.	28,316
97	Saginaw, Mich.	28,129
98	Crystal Lake, Ill.	28,121
99	Greencastle, Ind.	28,111
100	Warminster, Pa.	28,090
101	Boca Raton, Fla.	28,062
102	Ann Arbor, Mich.	28,028
103	Morgan City, La.	28,025
104	White Plains, N.Y.	28,025
105	Houma, La.	27,940
106	Jackson, Miss.	27,907
107	Carlisle, Pa.	27,904
108	Kodiak, Ak.	27,899
109	San Mateo, Cal.	27,873
110	Levittown, Pa.	27,777
111	Dedham, Mass.	27,749
112	Fremont, Cal.	27,577
113	Pekin, Ill.	27,513
114	Holland, Mich.	27,499
115	Parsippany, N.J.	27,482
116	Bellevue-Kirkland, Wash.	27,436
117	Casper, Wyo.	27,434
118	Amarillo, Tex.	27,415
119	Santa Rosa, Cal.	27,373
120	Raleigh, N.C.	27,347
121	Royal Oak, Mich.	27,323
122	Athens, Ohio	27,323
123	Upland, Cal.	27,309
124	Warner Robins, Ga.	27,287
125	Woodland, Cal	27,262
126	Mesquite, Tex.	27,251
127	Rolling Meadows, Ill.	27,238
128	Sui Sun, Cal.	27,230
129	Scottsdale, Ariz.	27,180
130	Decatur, Ala.	27,148
131	Grand Haven, Mich.	27,147
132	Peoria, Ill.	27,109
133	Columbia, Mo.	27,106
134	Lewisville, Tex.	27,106
135	Council Bluffs, Ia.	27,068
136	Honolulu, Hi.	27,024
137	Norwalk, Conn.	27,012
138	Port Lavaca, Tex.	26,978
139	Alcoa, Tenn.	26,969
140	Tyler, Tex.	26,967
141	Kenai, Ak.	26,966
142	Champaign, Ill.	26,960
143	Flagstaff, Ariz.	26,930
144	Framingham, Mass.	26,926
145	Abilene, Tex.	26,898
146	Bloomington, Ind.	26,874
147	Hanford, Cal.	26,862
148	Traverse City, Mich.	26,854
149	Nashville, Tenn.	26,840
150	Pierre, S.D.	26,838
151	Willoughby, Ohio	26,796
152	Grand Prairie, Tex.	26,728
153	Olathe, Kans.	26,630
154	Santa Maria, Cal.	26,612
155	Livermore, Cal.	26,582
156	Cedar Falls, Ia.	26,512
157	Dallas, Tex.	26,485
158	Moorhead, Minn.	26,482
159	Bartlett, Ill.	26,455
160	Wheeling, Ill.	26,453
161	Lompoc, Cal.	26,450
162	Santa Ana, Cal.	26,400
163	Evansdale, Ia.	26,381
164	Modesto, Cal.	26,373
165	Slidell, La.	26,343
166	Salinas, Cal.	26,340
167	Newark, Del.	26,333
168	Mount Kisco, N.Y.	26,293
169	Melrose, Mass.	26,279
170	Tipton, Ind.	26,275
171	Sacramento, Cal.	26,268
172	Sherman, Tex.	26,263
173	San Clemente, Cal.	26,183
174	Longview, Wash.	26,150
175	Redlands, Cal.	26,141
176	Roseville, Cal.	26,044
177	Liberal, Kans.	25,929
178	Leavenworth, Kans.	25,927
179	Grand Forks, N.D.	25,919
180	Jacksonville, Ill.	25,917
181	Ketchikan, Ak.	25,879
182	Grand Rapids, Mich.	25,876
183	Madera, Cal.	25,847
184	Frankfort, Ky.	25,818
185	Williston, N.D.	25,814
186	State College, Pa.	25,760
187	Oxnard, Cal.	25,751
188	Conroe, Tex.	25,728
189	Lawrence, Kans.	25,671
190	Dubuque, Ia.	25,658
191	Newark, Cal.	25,611
192	Greensburg, Ind.	25,600
193	Thibodaux, La.	25,585
194	Rosenberg, Tex.	25,578
195	East Lansing, Mich.	25,577
196	Walla Walla, Wash.	25,573
197	Brick Township, N.J.	25,569
198	Santa Fe, N.M.	25,536
199	Indiana, Pa.	25,535
200	Wakefield, Mass.	25,530
201	Monterey, Cal.	25,478
202	West Covina, Cal.	25,464
203	Mentor, Ohio	25,459
204	Yonkers, N.Y.	25,431
205	De Kalb, Ill.	25,414
206	Willmar, Minn.	25,374
207	Cullman, Ala.	25,343
208	Florida City, Fla.	25,317
209	Hempstead, N.Y.	25,300
210	Tallahassee, Fla.	25,294
211	Maryville, Tenn.	25,232
212	Manhattan Beach, Cal.	25,207
213	Barstow, Cal.	25,165
214	Franklin, La.	25,141
215	Knoxville, Tenn.	25,132
216	Bowling Green, Ohio	25,123
217	Warsaw, Ind.	25,121
218	Rochester, Minn.	25,107
219	Palm Springs, Cal.	25,059
220	Colusa, Cal.	25,051
221	Charleston, S.C.	25,042
222	Amherst, Mass.	25,041
223	Grants, N.M.	25,022
224	Marquette, Mich.	25,004
225	Myrtle Beach, S.C.	25,002
226	Hanover, N.H.	24,958
227	Angleton, Tex.	24,935
228	Somerville, N.J.	24,932
229	Reno, Nev	24,921
230	Redwood City, Cal.	24,913
231	Bryan, Tex.	24,905
232	Holdrege, Neb.	24,881
233	Little Rock, Ark.	24,875
234	Streamwood, Ill.	24,812
235	Porterville, Cal.	24,809
236	Tulare, Cal.	24,737
237	Riverside, Cal.	24,694
238	Dodge City, Kans.	24,678
239	Warrensburg, Mo.	24,675
240	Victoria, Tex.	24,661
241	Torrance, Cal	24,655
242	Steubenville, Ohio	24,609
243	Santa Barbara, Cal.	24,595
244	Fort Lauderdale, Fla.	24,580
245	Findlay, Ohio	24,561
246	E. Grand Forks, Minn.	24,560
247	Manchester, Conn.	24,541
248	Rushville, Ind.	24,522
249	El Centro, Cal.	24,466
250	Yankton, S.D.	24,463
251	Ashland, Ky.	24,431
252	Ames, Ia.	24,419
253	San Angelo, Tex.	24,384
254	Toledo, Ohio	24,383
255	Wooster, Ohio	24,379
256	Washington, D.C	24,356
257	Wichita Falls, Tex.	24,356
258	Toms River, N.J.	24,349
259	Woburn, Mass.	24,340
260	Manhattan, Kans.	24,317
261	Stevens Point, Wisc.	24,309
262	Oxford, Miss.	24,306
263	Ossining, N.Y.	24,280
264	Hackensack, N.J.	24,267
265	Edwardsville, Ill.	24,258
266	Marion, Ia.	24,252
267	Boise City, Ida.	24,235
268	Lodi, Cal.	24,201
269	Topeka, Kans.	24,175
270	Ottawa, Ill.	24,152
271	Newport, R.I.	24,115
272	Worthington, Minn.	24,111
273	Martinez, Cal.	24,110
274	Jacksonville, N.C.	24,101
275	Huron, S.D.	24,093
276	Indianapolis, Ind.	24,085
277	New Iberia, La.	24,081
278	Fresno, Cal.	24,069
279	Beaumont, Tex.	24,049
280	Lake Charles, La.	24,042
281	Baton Rouge, La.	23,975
282	Union City, Ohio	23,968
283	Peru, Ill.	23,944
284	Milford, Conn.	23,939
285	Corona, Cal.	23,934
286	Downey, Cal.	23,902
287	Aiken, S.C.	23,901
288	Pompano Beach, Fla.	23,882
289	Boonville, Mo.	23,882
290	Defiance, Ohio	23,880
291	Martins Ferry, Ohio	23,876
292	Red Bluff, Cal.	23,870
293	Auburn, Ala.	23,838
294	Waukegan, Ill.	23,817
295	Woodbury, N.J.	23,817
296	Hayward, Cal.	23,775
297	Whittier, Cal.	23,770
298	Bellefonte, Pa.	23,768
299	Perth Amboy, N.J.	23,750
300	Enterprise, Ala.	23,741
301	Durham, N.C.	23,737
302	Elkhart, Ind.	23,725
303	Olympia, Wash.	23,717
304	Laramie, Wyo.	23,708
305	Greenville, N.C.	23,701
306	Decatur, Ill.	23,700
307	Ypsilanti, Mich.	23,694
308	Lubbock, Tex.	23,684
309	Morristown, N.J.	23,669
310	Hastings, Neb.	23,660
311	Rockton, Ill.	23,649
312	Bloomington, Ill.	23,647
313	Effingham, Ill.	23,644
314	North Little Rock, Ark.	23,631
315	Euless, Tex.	23,623
316	Owosso, Mich.	23,594
317	Joliet, Ill.	23,587
318	Fairmont, Minn.	23,584
319	Elgin, Ill.	23,582
320	Fulton, Mo.	23,576
321	Antioch, Cal.	23,571
322	McCook, Neb.	23,566
323	Davenport, Ia.	23,564
324	Pontiac, Ill.	23,545
325	Morris, Ill.	23,542
326	Wilmington, Ohio	23,541
327	Boulder, Colo.	23,531
328	Las Vegas, Nev.	23,531
329	Quincy, Ill.	23,528
330	Oklahoma City, Okla.	23,512
331	Columbus, Ind.	23,492
332	Peabody, Mass.	23,480
333	Danville, Ky.	23,474
334	Santa Paula, Cal.	23,464
335	Danbury, Conn.	23,456
336	Jacksonville, Ark.	23,454
337	Colorado Springs, Colo	23.454
338	Red Bank, N.J.	23,450
339	Tifton, Ga.	23,446
340	Stillwater, Minn.	23,446
341	Madison, Ind.	23,390
342	Kewanee, Ill.	23,379
343	Aurora, Ill.	23,372
344	Camden, S.C	23,365
345	Dixon, Ill.	23,363
346	Waterloo, Ia.	23,358
347	Chillicothe, Ohio	23,347
348	Norfolk, Neb.	23,338
349	Port Hueneme, Cal.	23,335
350	Centralia, Ill.	23,332
351	Hollywood, Fla.	23,329
352	Greenville, Ohio	23,294
353	Dublin, Ga.	23,282
354	Hatboro, Pa.	23,264
355	Lafayette, La.	23,240
356	Alameda, Cal.	23,238
357	Orange, Tex.	23,238
358	Cedar Rapids, Ia.	23,236
359	Middletown, N.J.	23,235
360	Belleville, Ill.	23,228
361	Kansas City, Kans.	23,227
362	Muscle Shoals, Ala.	23,203
363	Hurst, Tex.	23,201
364	Rawlins, Wyo.	23,201
365	Macomb, Ill.	23,176
366	Sidney, Ohio	23,176
367	Minot, N.D.	23,173
368	Bakersfield, Cal.	23,170
369	Waltham, Mass.	23,159
370	La Crosse, Wisc.	23,156
371	Vernon, Conn.	23,141
372	Oak Harbor, Ohio	23,138
373	Atchison, Kans.	23,079
374	Belvidere, Ill.	23,071
375	Lancaster, Cal.	23,054
376	Gainesville, Fla.	23,048
377	1Huntington, W.Va.	23,035
378	Winfield, Kans.	23,003
379	Medford, Mass.	23,001
380	Rocky Mount, N.C.	22,999
381	Scottsboro, Ala.	22,998
382	Beverly, Mass.	22,996
383	Clinton, Ia.	22,993
384	Nashua, N.H.	22,954
385	Aberdeen, S.D	22,948
386	Enfield, Conn.	22,947
387	Turlock, Cal	22,942
388	Ruston, La.	22,942
389	Nacogdoches, Tex.	22,933
390	Gastonia, N.C.	22,917
391	Danville, Ill.	22,913
392	York, Neb.	22,904
393	Huntsville, Ala.	22,897
394	Lancaster, Ohio	22,891
395	Bristol, Conn.	22,884
396	Golden, Colo.	22,883
397	Ridgecrest, Cal.	22,882
398	Columbus, Ohio	22,874
399	New Brunswick, N.J.	22,863
400	Midwest City, Okla.	22,847
401	Morganton, N.C.	22,843
402	Victorville, Cal.	22,807
403	Greensboro, N.C.	22,788
404	Valparaiso, Ind.	22,764
405	Benton, Ark.	22,763
406	Clearfield, Pa.	22,756
407	Du Bois, Pa.	22,752
408	Hudson, Mass.	22,751
409	Columbus, Neb.	22,743
410	Corvallis, Ore.	22,739
411	Dothan, Ala.	22,721
412	Marshall, Mich.	22,715
413	Elyria, Ohio	22,713
414	Galesburg, Ill.	22,712
415	Palmdale, Cal.	22,701
416	Moundsville, W.Va.	22,680
417	Florence, Ala.	22,646
418	Rockingham, N.C.	22,643
419	Gainesville, Ga.	22,638
420	Cincinnati, Ohio	22,634
421	Lincoln, Ill.	22,610
422	Ashland, Ohio	22,606

INCOME PER HOUSEHOLD

Leading cities

423	Carbondale, Ill.	22,605
424	Wallingford, Conn.	22,603
425	Richmond, Ky.	22,590
426	Kerrville, Tex.	22,575
427	Robinson, Ill.	22,568
428	Renton, Wash.	22,550
429	Newton, Ia.	22,536
430	Concord, N.H.	22,517
431	Mount Clemens, Mich.	22,506
432	Tiffin, Ohio	22,502
433	Merced, Cal.	22,498
434	Lansdale, Pa.	22,498
435	4Sikeston, Mo.	22,468
436	Durango, Colo.	22,466
437	Wheatland, Pa.	22,461
438	St. Paul, Minn.	22,450
439	Pasco, Wash.	22,448
440	Alexandria, La.	22,444
441	Woodstock, Ill.	22,440
442	San Luis Obispo, Cal.	22,438
443	Tempe, Ariz.	22,434
444	Des Moines, Ia.	22,428
445	Wood River, Ill.	22,423
446	Marshall, Minn.	22,420
447	Charlotte, N.C.	22,411
448	Tupelo, Miss.	22,404
449	Columbia, S.C.	22,389
450	Watsonville, Cal.	22,378
451	Independence, Mo.	22,375
452	Doylestown, Pa.	22,374
453	Gallipolis, Ohio	22,371
454	Celina, Ohio	22,368
455	Duluth, Minn.	22,366
456	Wichita, Kans.	22,350
457	Grand Island, Neb.	22,338
458	Michigan City, Ind.	22,324
459	Macon, Ga.	22,323
460	Yuba City, Cal.	22,320
461	Sioux Falls, S.D.	22,282
462	Iowa City, Ia.	22,261
463	Butte, Mont.	22,254
464	Harrisburg, Pa.	22,243
465	Willows, Cal.	22,237
466	Stockton, Cal.	22,218
467	Sterling, Ill.	22,215
468	Billings, Mont.	22,214
469	Opelika, Ala.	22,204
470	Hoopeston, Ill.	22,202
471	Hickory, N.C.	22,194
472	Delaware, Ohio	22,169
473	Crookston, Minn.	22,162
474	League City, Tex.	22,159
475	Richmond, Cal.	22,155
476	Mount Pleasant, Mich.	22,150
477	Quincy, Mass.	22,143
478	Fort Wayne, Ind.	22,137
479	Muscatine, Ia.	22,136
480	Escanaba, Mich.	22,136
481	Mattoon, Ill.	22,120
482	Middletown, Conn.	22,085
483	Fergus Falls, Minn.	22,075
484	Nevada, Ia.	22,061
485	Wabash, Ind.	22,047
486	Bowling Green, Ky.	22,003
487	Superior, Wisc.	21,991
488	Denton, Tex.	21,982
489	Sandusky, Ohio	21,966
490	Fontana, Cal.	21,964
491	Paxton, Ill.	21,963
492	Bellaire, Ohio	21,957
493	Spokane, Wash.	21,948
494	Racine, Wisc.	21,943
495	Wisconsin Rapids, Wisc.	21,932
496	Baraboo, Wisc.	21,923
497	Denison, Tex.	21,922
498	Riverton, Wyo.	21,922
499	Neenah, Wisc.	21,916
500	Peekskill, N.Y.	21,913
501	Fostoria, Ohio	21,911
502	Wilson, N.C.	21,905
503	Burlington, Vt.	21,905
504	Bay City, Tex.	21,903
505	Irwin, Pa.	21,899
506	Ontario, Cal.	21,885
507	Westerly, R.I.	21,882
508	Orangeburg, S.C.	21,865
509	Key West, Fla.	21,864
510	Geneva, Ohio	21,843
511	1Bethlehem, Pa.	21,841
512	Clarkston, Wash.	21,841
513	Alma, Mich.	21,838
514	Seattle, Wash.	21,813
515	Fort Myers, Fla.	21,812
516	1St. Cloud, Minn.	21,809
517	Alice, Tex.	21,807
518	Goshen, Ind.	21,802
519	Marlborough, Mass.	21,795
520	Covina, Cal.	21,791
521	Port Clinton, Ohio	21,780
522	Charleston, Ill.	21,777
523	Longmont, Colo.	21,766
524	Mount Vernon, N.Y.	21,751
525	Junction City, Kans.	21,740
526	South Connelsville, Pa.	21,738
527	Medina, Ohio	21,727
528	Port Chester, N.Y.	21,724
529	Olney, Ill.	21,720
530	La Porte, Ind.	21,718
531	Kingman, Ariz.	21,714
532	Kankakee, Ill.	21,702
533	Emporia, Kans.	21,699
534	North Platte, Neb.	21,696
535	Port Huron, Mich.	21,694
536	Milan, N.M.	21,690
537	Kenosha, Wisc.	21,679
538	Sulphur Springs, Tex.	21,676
539	Murfreesboro, Tenn.	21,675
540	Mineral Wells, Tex.	21,670
541	Streator, Ill.	21,655
542	Brawley, Cal.	21,650
543	Kearney, Neb.	21,638
544	Lansing, Mich.	21,636
545	Mexico, Mo.	21,634
546	Galion, Ohio	21,612
547	Kent, Wash.	21,610
548	Albany, Ga.	21,602
549	Bartlesville, Okla.	21,599
550	Carson City, Nev.	21,590
551	Marshfield, Wisc.	21,574
552	Hibbing, Minn.	21,560
553	Chesterton, Ind.	21,556
554	Jasper, Ind.	21,552
555	Conyers, Ga.	21,547
556	Guymon, Okla.	21,526
557	Sierra Vista, Ariz.	21,523
558	Keene, N.H.	21,518
559	Florence, S.C.	21,510
560	Memphis, Tenn.	21,501
561	Dover, Del.	21,479
562	Sharpsville, Pa.	21,473
563	Elizabethtown, Ky.	21,465
564	Edmond, Okla.	21,460
565	Seymour, Ind.	21,453
566	Phoenix, Ariz.	21,444
567	Marshalltown, Ia.	21,440
568	Indio, Cal.	21,434
569	Sterling, Colo.	21,431
570	South Beloit, Ill.	21,427
571	Athens, Ga.	21,417
572	Fort Madison, Ia.	21,416
573	Fremont, Neb.	21,416
574	Hammond Ind.	21,415
575	St. Marys, Ohio	21,405
576	Curwensville, Pa.	21,398
577	Naugatuck, Conn.	21,395
578	Ogelsby, Ill.	21,389
579	Newton, Kans.	21,377
580	Wheeling, W.Va.	21,374
581	Circleville, Ohio	21,372
582	Cleveland, Miss.	21,366
583	St. Joseph, Mich.	21,358
584	Tuscaloosa, Ala.	21,356
585	Wapakoneta, Ohio	21,350
586	Burbank, Cal.	21,348
587	San Diego, Cal.	21,348
588	Marshall, Mo.	21,348
589	Pine Bluff, Ark.	21,342
590	Shreveport, La.	21,329
591	Corpus Christi, Tex.	21,328
592	Milwaukee, Wisc.	21,328
593	1Columbus, Ga.	21,327
594	Selma, Ala.	21,317
595	Denver, Colo.	21,316
596	New London, Conn.	21,312
597	Kelso, Wash.	21,304
598	Stillwater, Okla.	21,295
599	Covington, Ky.	21,288
600	Edinburg, Ind.	21,287
601	McPherson, Kans.	21,286
602	Brunswick, Me.	21,274
603	Fort Dodge, Ia.	21,272
604	Idaho Falls, Ida.	21,267
605	Kinston, N.C.	21,255
606	Franklin, Ind.	21,247
607	Havre, Mont.	21,238
608	Hammond, La.	21,223
609	Dover, N.H.	21,206
610	Green Bay, Wisc.	21,204
611	Nyack, N.Y.	21,196
612	Greenfield, Ind.	21,194
613	Appleton, Wisc.	21,188
614	Salem, N.J.	21,177
615	Harlingen, Tex.	21,170
616	El Cajon, Cal.	21,169
617	Pascagoula, Miss.	21,166
618	Bellingham, Wash.	21,163
619	Virginia, Minn.	21,161
620	Monticello, Ind.	21,154
621	Norman, Okla.	21,151
622	Kalamazoo, Mich.	21,147
623	Lorain, Ohio	21,137
624	Evansville, Ind.	21,130
625	Freeport, Ill.	21,127
626	Jefferson City, Mo.	21,126
627	Clinton, Ill.	21,124
628	Winsted, Conn.	21,123
629	Waukesha, Wisc.	21,117
630	Fort Smith, Ark.	21,112
631	Hollister, Cal.	21,111
632	Burlington, Ia.	21,108
633	Arkansas City, Kans.	21,104
634	Napoleon, Ohio	21,104
635	Wahpeton, N.D.	21,094
636	Spring Valley, Ill.	21,087
637	Dover, N.J.	21,084
638	Henderson, Ky.	21,082
639	Bluffton, Ind.	21,061
640	Alamosa, Colo.	21,058
641	Urbana, Ohio	21,056
642	Washington, Ind.	21,054
643	Pensacola, Fla.	21,040
644	Alton, Ill.	21,035
645	Mount Carmel, Ill.	21,030
646	Mount Vernon, Ill.	21,022
647	Flint, Mich.	21,020
648	Mitchell, S.D.	21,011
649	Pasadena, Cal.	21,005
650	Rhinelander, Wisc.	21,005
651	Jamestown, N.D.	20,998
652	Sioux City, Ia.	20,991
653	Cape Coral, Fla.	20,989
654	Hereford, Tex.	20,988
655	Taylorville, Ill.	20,983
656	West Chester, Pa.	20,980
657	Pampa, Tex.	20,959
658	Latrobe, Pa.	20,954
659	Kent, Ohio	20,941
660	Palestine, Tex.	20,937
661	Fremont, Ohio	20,923
662	Dalton, Ga.	20,921
663	Albion, Mich.	20,921
664	Kenton, Ohio	20,921
665	Arlington, Tex.	20,920
666	Greensburg, Pa.	20,919
667	Marysville, Cal.	20,915
668	Taft, Cal.	20,911
669	Rensselaer, Ind.	20,910
670	Glendale, Cal.	20,903
671	Chehalis, Wash.	20,903
672	Norwalk, Ohio	20,902
673	Cheyenne, Wyo.	20,900
674	London, Ohio	20,887
675	Auburn, Wash.	20,885
676	Houghton, Mich.	20,882
677	Springfield, Ill.	20,840
678	Kingsford, Mich.	20,819
679	Norwich, Conn.	20,816
680	Scottsbluff, Neb.	20,815
681	New Britain, Conn.	20,813
682	Devils Lake, N.D.	20,812
683	Adrian, Mich.	20,810
684	La Salle, Ill.	20,809
685	Rock Falls, Ill.	20,796
686	Salina, Kans.	20,796
687	Ocala, Fla.	20,794
688	Fairborn, Ohio	20,789
689	East Dubuque, Ill.	20,774
690	Laconia, N.H.	20,773
691	Litchfield, Ill.	20,721
692	Orange Park, Fla.	20,717
693	Northport, Ala.	20,715
694	Lexington, N.C.	20,711
695	Sturgis, Mich.	20,707
696	Council Grove, Kans.	20,705
697	Chicago, Ill.	20,701
698	Tulsa, Okla.	20,695
699	Moscow, Ida.	20,681
700	San Gabriel Valley, Cal.	20,680
701	Bellevue, Ohio	20,674
702	New York City, N.Y.	20,667
703	Rolla, Mo.	20,655
704	Roanoke Rapids, N.C.	20,643
705	San Bernardino, Cal.	20,633
706	Ludington, Mich.	20,622
707	Minneapolis, Minn.	20,622
708	Mason City, Ia.	20,619
709	Sarasota, Fla.	20,601
710	Huntington, Ind.	20,576
711	Pineville, La.	20,576
712	Madison, Wisc.	20,560
713	Point Pleasant, N.J.	20,554
714	**South Bay, Cal.**	**20,553**
715	Centralia, Wash.	20,547
716	Niles, Mich.	20,541
717	Chillicothe, Mo.	20,540
718	Dover, Ohio	20,534
719	Keyser, W.Va.	20,528
720	Bucyrus, Ohio	20,523
721	Henderson, Tex.	20,522
722	Brockton, Mass.	20,516
723	Rochester, Ind.	20,495
724	Farmington, Mo.	20,481
725	Omaha, Neb.	20,461
726	Albuquerque, N.M.	20,460
727	Vancouver, Wash.	20,458
728	Monroe, Wisc.	20,457
729	Winter Haven, Fla.	20,454
730	Watertown, Wisc.	20,449
731	Great Falls, Mont.	20,437
732	Mount Pleasant, Tex.	20,434
733	New Orleans, La.	20,425
734	Griffin, Ga.	20,418
735	Sharon, Pa.	20,395
736	San Francisco, Cal.	20,393
737	Marysville, Ohio	20,383
738	Terrell, Tex.	20,371
739	Redondo Beach, Cal.	20,328
740	Burlington, N.J.	20,328
741	Augusta, Me.	20,323
742	St. George, Utah	20,321
743	Portland, Ore.	20,320
744	Borger, Tex.	20,313
745	Washington, Ohio	20,302
746	Thomasville, N.C.	20,298
747	Marietta, Ga.	20,274
748	Guthrie, Okla.	20,263
749	Waxahachie, Tex.	20,262
750	Wausau, Wisc.	20,248
751	Berkeley, Cal.	20,243
752	Vincennes, Ind.	20,239
753	Lincoln, Neb.	20,238
754	Dickinson, N.D.	20,230
755	Mesa, Ariz.	20,229
756	Pittsburgh, Pa.	20,226
757	Lumberton, N.C.	20,225
758	Port Arthur, Tex.	20,218
759	Meriden, Conn.	20,217
760	Winston-Salem, N.C.	20,207
761	Statesboro, Ga.	20,203
762	Ashtabula, Ohio	20,203
763	San Fernando Valley, Cal.	20,202
764	Eugene, Ore.	20,192
765	Punta Gorda, Fla.	20,187
766	Sheffield, Ala.	20,180
767	Mount Vernon, Ohio	20,179
768	High Point, N.C.	20,175
769	South Haven, Mich.	20,173
770	Kirksville, Mo.	20,167
771	Menasha, Wisc.	20,166
772	Clifton, N.J.	20,161
773	Malden, Mass.	20,154
774	Fayetteville, Ark.	20,149
775	Oakland, Cal.	20,146
776	Iron Mountain, Mich.	20,144
777	Lewistown, Pa.	20,144
778	Somerset, Ky.	20,142
779	Faribault, Minn.	20,138
780	Newark, Ohio	20,137
781	Terre Haute, Ind.	20,134
782	Winchester, Ky.	20,131
783	Spencer, Ia.	20,123
784	Wenatchee, Wash.	20,121
785	West Memphis, Ark.	20,120
786	Worland, Wyo.	20,111
787	1Lexington, Ky.	20,101
788	Kokomo, Ind.	20,092
789	Marion, Ohio	20,092
790	Lakeland, Fla.	20,081
791	Chardon, Ohio	20,079
792	McKinney, Tex.	20,072
793	Bridgeport, Conn.	20,069
794	Crawfordsville, Ind.	20,058
795	Grand Junction, Colo.	20,057
796	Allentown, Pa.	20,043
797	Mankato, Minn.	20,040
798	Glasgow, Ky.	20,034
799	Longview, Tex.	20,034
800	Nevada, Mo.	20,030
801	Warren, Pa.	20,030
802	Quakertown, Pa.	20,029
803	Marion, Ill.	20,028
804	Salem, Ohio	20,028
805	Montrose, Colo.	20,026
806	Starkville, Miss.	20,021
807	Orland, Cal.	20,017
808	Coos Bay, Ore.	20,017
809	Lewiston, Ida.	20,014
810	Lufkin, Tex.	20,013

UNITED STATES POPULATION
INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1979)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
U.S. TOTALS	203,237,058	225,089,922	692,263,842	1,813,556,831	82,526,887	21,975	2,260,126	62,819,720	68,638,965
ALABAMA	3,444,297	3,835,696	8,877,982	25,310,355	1,350,442	18,742	60,756	770,576	1,282,464
ALASKA	302,358	431,213	1,180,536	4,364,792	137,697	31,699	333	8,159	4,199
ARIZONA	1,772,658	2,632,018	5,589,704	19,844,387	946,172	20,973	6,602	911,902	853,878
ARKANSAS	1,923,339	2,269,632	4,912,614	14,528,885	856,920	16,955	53,497	1,599,901	1,562,095
CALIFORNIA	19,963,503	23,255,422	77,331,240	215,487,939	9,010,141	23,916	73,549	8,404,724	4,185,239
COLORADO	2,207,199	2,849,889	7,317,951	23,638,662	1,044,434	22,633	26,896	716,616	2,463,815
CONNECTICUT	3,032,217	3,187,052	12,745,946	29,000,121	1,151,493	25,185	3,799	96,023	157,501
DELAWARE	548,104	596,361	2,038,148	4,887,381	211,580	23,099	3,574	121,174	236,718
DIST. OF COLUMBIA	756,510	651,718	3,252,897	6,564,964	269,538	24,356	N.A.	N.A.	N.A.
FLORIDA	6,790,360	9,340,239	22,098,559	73,274,568	3,720,266	19,696	34,937	2,897,529	995,376
GEORGIA	4,589,981	5,257,175	13,274,923	36,503,361	1,840,597	19,832	58,413	1,340,158	1,622,028
HAWAII	769,913	916,980	2,912,389	7,719,867	286,251	26,969	3,298	340,626	78,227
IDAHO	712,837	939,634	2,077,163	6,656,859	340,508	19,550	24,810	956,143	904,056
ILLINOIS	11,113,894	11,344,409	42,479,188	102,722,214	4,191,041	24,510	15,059	4,591,584	2,368,394
INDIANA	5,195,332	5,503,942	16,820,089	43,985,540	1,999,202	22,002	92,349	2,372,132	1,596,650
IOWA	2,825,379	2,954,185	9,223,587	23,583,172	1,103,712	21,367	129,404	3,874,101	5,590,757
KANSAS	2,249,071	2,408,444	7,513,825	20,497,326	921,046	22,254	81,909	2,354,749	3,530,938
KENTUCKY	3,219,345	3,589,561	8,676,202	24,957,996	1,294,304	19,283	109,725	1,140,977	914,159
LOUISIANA	3,643,180	4,105,227	9,970,392	29,500,177	1,393,449	21,171	35,466	1,110,702	527,193
MAINE	993,722	1,128,157	2,908,986	7,574,753	406,926	18,615	7,020	139,184	302,843
MARYLAND	3,924,804	4,197,124	14,031,940	34,618,811	1,470,095	23,549	16,285	313,336	566,379
MASSACHUSETTS	5,689,170	5,906,955	20,918,940	47,058,309	2,162,027	21,766	4,970	137,838	117,881
MICHIGAN	8,879,862	9,402,472	31,585,585	79,268,764	3,288,794	24,103	68,638	1,338,443	1,147,363
MINNESOTA	3,804,811	4,164,908	12,561,186	33,377,541	1,470,642	22,696	102,112	2,607,251	2,946,996
MISSISSIPPI	2,216,994	2,440,161	5,130,201	14,695,037	825,231	17,807	57,375	1,191,844	891,662
MISSOURI	4,678,029	4,935,211	15,258,499	37,542,767	1,887,265	19,893	121,272	1,787,642	2,557,774
MONTANA	694,345	828,289	2,119,435	5,481,859	306,792	17,868	24,285	571,071	800,312
NEBRASKA	1,485,321	1,607,812	4,888,224	12,330,001	604,173	20,408	68,973	2,120,481	3,895,642
NEVADA	488,738	761,695	1,884,747	6,807,928	293,237	23,216	2,218	51,270	155,947
NEW HAMPSHIRE	737,681	917,215	2,385,867	7,071,249	332,042	21,296	2,821	26,001	67,153
NEW JERSEY	7,172,164	7,444,714	29,239,365	67,311,339	2,703,283	24,900	8,055	287,803	115,221
NEW MEXICO	1,014,979	1,341,001	2,711,267	8,780,745	448,039	19,598	12,387	240,325	881,050
NEW YORK	18,217,668	17,702,903	71,887,193	145,311,421	6,681,543	21,748	46,288	637,056	1,554,920
NORTH CAROLINA	5,084,430	5,735,757	14,373,179	39,601,294	2,011,230	19,690	99,939	1,973,525	1,423,843
NORTH DAKOTA	617,792	661,678	1,683,249	5,011,444	231,623	21,636	43,366	1,641,206	689,272
OHIO	10,657,296	10,886,117	36,889,873	88,427,531	3,932,469	22,487	97,697	2,083,376	1,392,746
OKLAHOMA	2,559,463	3,003,273	7,582,388	23,119,521	1,181,126	19,574	73,649	1,127,234	2,102,797
OREGON	2,091,533	2,644,326	6,622,799	21,263,632	1,021,367	20,819	29,990	926,263	635,801
PENNSYLVANIA	11,793,909	11,853,496	40,370,634	94,134,464	4,363,910	21,571	56,470	792,988	1,783,057
RHODE ISLAND	949,723	940,996	3,266,498	7,148,431	342,491	20,872	710	19,163	13,150
SOUTH CAROLINA	2,590,835	3,044,360	6,788,997	19,748,481	1,020,526	19,351	31,948	685,254	374,284
SOUTH DAKOTA	666,257	702,144	1,874,062	5,017,475	251,594	19,943	43,653	594,188	1,692,976
TENNESSEE	3,924,927	4,562,775	10,715,528	31,097,575	1,652,853	18,814	102,474	824,056	955,440
TEXAS	11,197,043	13,757,217	35,349,728	113,016,929	4,959,306	22,789	95,572	3,878,942	6,092,101
UTAH	1,059,273	1,418,084	2,950,976	9,503,403	469,055	20,261	13,130	115,393	346,394
VERMONT	444,732	506,906	1,306,032	3,394,016	178,186	19,048	6,270	23,129	319,381
VIRGINIA	4,636,975	5,311,600	14,654,927	42,139,113	1,853,022	22,741	55,581	556,342	791,248
WASHINGTON	3,410,519	3,961,240	12,056,069	35,759,591	1,516,740	23,577	32,514	1,622,475	778,518
WEST VIRGINIA	1,744,237	1,973,660	4,635,201	13,726,184	724,810	18,938	19,123	62,844	168,369
WISCONSIN	4,417,933	4,822,974	14,265,503	37,123,113	1,698,831	21,852	92,636	739,587	3,527,511
WYOMING	332,416	455,905	1,073,429	4,065,544	168,866	24,076	8,329	96,434	677,247

FOR TOTAL SELLING, IT TAKES TWO . . .

Editor & Publisher MARKET GUIDE

Editor & Publisher YEAR BOOK

New data every year about American markets and newspapers—the No. 1 ad medium.

NATIONWIDE SUMMARY OF RETAIL SALES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	722,912,539	940,207,417	997,954,179	90,357	54,530,268	48,911	130,939,121	251,971	221,560,827	139,006	170,990,443	176,465	101,479,975	140,126	50,407,625	138,579	44,661,687	368,066	85,016,111	49,570	31,988,217
ALABAMA	10,704,902	13,517,873	14,439,485	1,578	945,437	1,316	1,797,941	5,887	3,380,590	3,196	2,912,801	3,562	1,432,942	2,511	803,446	2,403	619,467	4,102	917,268	1,034	443,084
ALASKA	1,830,668	2,124,702	2,383,674	194	195,750	180	295,709	387	560,690	255	255,160	211	172,500	238	91,956	220	74,324	799	319,380	58	102,659
ARIZONA	8,169,933	12,003,905	13,267,647	900	775,711	520	1,731,194	2,257	3,137,366	1,487	2,278,313	1,656	1,378,157	1,332	483,681	1,638	662,887	4,134	1,229,964	455	446,004
ARKANSAS	6,383,258	8,263,538	8,867,650	1,126	609,160	748	1,060,498	3,595	2,068,626	2,255	1,763,929	2,407	900,474	1,731	471,756	1,571	363,470	3,088	524,317	634	269,823
CALIFORNIA	81,057,855	114,977,120	117,020,798	8,115	6,308,275	3,251	15,421,535	21,115	25,424,816	12,757	19,248,991	14,388	10,772,536	15,346	5,629,866	15,469	6,105,155	40,050	11,352,811	4,311	4,384,294
COLORADO	9,824,594	13,764,900	15,029,126	1,302	1,043,612	495	1,865,770	2,177	3,135,789	1,869	2,616,738	2,485	1,410,961	1,812	694,036	2,185	715,482	5,004	1,444,858	536	379,422
CONNECTICUT	10,428,005	12,863,396	13,427,198	1,193	615,572	571	1,638,588	3,207	3,123,576	1,538	1,877,214	2,215	1,343,851	1,940	741,331	2,056	563,927	5,169	1,114,005	755	396,977
DELAWARE	2,138,502	2,745,537	2,884,325	233	160,775	139	443,055	656	645,406	343	397,361	435	280,639	368	139,754	338	135,574	863	214,150	132	98,639
DIST. OF COLUMBIA	2,084,664	2,274,411	2,252,733	70	40,681	68	217,698	533	381,638	103	175,091	250	189,958	435	183,112	266	117,672	1,158	390,560	148	102,538
FLORIDA	31,413,088	45,362,897	49,465,047	4,595	2,472,848	1,922	6,564,009	11,379	11,280,338	6,069	8,603,599	7,287	4,896,809	6,830	2,295,044	6,669	2,387,733	13,673	4,502,888	1,964	1,761,889
GEORGIA	15,915,816	20,308,[illegible]5	21,510,941	2,035	1,169,719	1,507	2,912,229	7,495	4,755,691	3,895	3,858,486	5,066	2,373,005	3,267	1,033,408	3,353	887,596	6,345	1,648,223	1,428	687,297
HAWAII	3,294,118	4,4[illegible]2,697	4,850,359	194	109,955	259	934,892	876	971,591	291	549,551	415	335,228	733	308,999	444	145,610	1,657	691,527	115	254,510
IDAHO	3,016,361	4,096,461	4,510,745	556	434,695	256	425,817	968	1,011,052	832	865,353	830	436,804	509	189,280	792	219,821	1,793	381,713	213	159,489
ILLINOIS	39,215,003	48,517,999	51,045,038	4,117	2,527,832	2,319	6,736,978	8,897	10,020,924	5,379	8,620,967	7,815	5,136,790	7,065	2,952,571	6,354	2,298,787	20,704	4,645,464	2,645	1,768,646
INDIANA	18,266,271	23,757,510	25,412,752	2,535	1,394,089	1,183	3,364,740	4,254	5,194,318	3,784	4,757,201	4,867	3,077,900	2,948	1,060,684	3,554	1,065,008	8,523	2,061,942	1,255	888,100
IOWA	9,832,778	12,607,960	13,566,592	2,184	1,112,953	921	1,622,339	2,529	2,766,922	2,159	2,523,820	3,424	1,710,515	2,009	581,337	2,311	604,062	6,193	1,084,802	708	378,518
KANSAS	7,696,381	9,932,503	10,634,222	1,487	723,685	623	1,390,370	2,082	2,151,270	2,027	2,093,198	2,466	1,193,190	1,681	529,904	1,929	493,004	4,268	807,286	592	265,226
KENTUCKY	10,491,662	13,796,165	14,951,793	1,454	940,569	1,080	1,712,682	5,603	3,605,636	2,736	2,672,478	3,452	1,885,826	2,045	643,973	2,068	631,007	4,413	1,069,558	910	501,474
LOUISIANA	12,417,144	16,801,428	1[illegible],320,619	1,508	993,154	1,045	2,505,908	5,801	4,657,879	2,429	3,297,734	2,989	1,656,839	2,476	1,035,892	2,169	799,523	6,382	1,443,704	1,008	600,103
MAINE	3,615,742	4,478,577	4,766,249	662	328,839	522	521,507	1,822	1,165,976	953	779,796	933	416,379	579	178,931	673	148,151	1,814	334,344	288	13[illegible]
MARYLAND	14,377,108	17,183,707	17,990,192	1,128	666,234	648	2,563,580	4,055	4,056,414	1,836	2,885,385	2,465	1,958,312	2,160	884,121	2,094	760,297	5,726	1,526,032	771	640,933
MASSACHUSETTS	18,474,302	22,083,144	22,794,857	1,851	952,754	1,295	2,906,679	5,745	5,224,329	2,834	2,884,840	3,882	2,0[illegible]2,327	3,340	1,336,176	3,254	863,603	9,948	2,171,888	1,697	703,469
MICHIGAN	31,677,356	39,736,384	41,987,585	3,712	2,245,957	1,372	5,860,069	9,033	8,906,676	4,970	8,067,963	6,572	4,456,639	4,649	2,246,569	5,042	1,919,688	13,836	3,479,592	1,899	1,386,566
MINNESOTA	13,566,601	17,456,585	18,698,772	2,523	1,555,289	812	2,565,505	3,709	3,425,507	2,339	3,023,014	3,280	2,125,427	2,398	846,057	2,802	769,902	6,315	1,542,768	825	509,487
MISSISSIPPI	6,184,395	7,811,104	8,285,159	953	467,037	930	1,007,291	4,650	2,137,135	2,049	1,688,034	1,962	798,113	1,640	441,804	1,491	328,012	2,859	488,782	702	259,987
MISSOURI	15,920,087	19,848,468	20,993,141	2,298	1,198,682	1,543	2,965,290	4,910	4,421,003	4,130	3,829,969	5,008	2,562,865	2,990	941,478	3,028	843,307	8,046	1,697,555	1,106	585,349
MONTANA	2,847,520	3,709,470	4,036,091	617	370,281	217	350,247	890	862,730	655	699,925	968	500,045	552	199,722	603	167,811	2,083	378,652	215	140,247
NEBRASKA	5,145,305	6,732,318	7,221,195	1,142	502,463	447	968,808	1,422	1,383,715	1,258	1,254,283	1,732	962,607	988	340,285	1,191	355,482	3,189	646,265	421	193,495
NEVADA	3,069,165	4,672,839	5,295,015	287	345,418	131	628,970	578	1,036,715	476	897,276	641	657,717	515	246,551	468	211,407	1,356	485,387	128	255,287
NEW HAMPSHIRE	3,387,452	4,666,851	5,075,714	512	360,539	321	531,386	1,182	1,251,814	661	791,865	704	459,047	538	208,413	660	177,060	1,542	366,743	209	115,649
NEW JERSEY	24,286,554	29,257,136	30,416,893	2,235	1,148,593	1,048	3,773,784	9,026	7,378,844	3,151	4,299,685	5,350	2,909,020	5,623	1,847,553	4,031	1,353,845	12,985	2,599,604	1,551	754,568
NEW MEXICO	4,021,781	5,549,318	6,087,489	517	381,868	399	690,212	1,254	1,295,172	890	1,160,788	1,389	721,693	817	293,327	799	267,886	2,061	509,801	252	165,670
NEW YORK	50,697,785	58,850,712	60,161,244	5,449	2,074,641	2,975	7,888,838	22 873	15,086,507	6,808	7,236,792	9,245	4,555,389	13,261	4,058,541	9,255	2,589,749	32,997	5,673,580	4,027	1,909,383
NORTH CAROLINA	16,842,308	21,662,868	23,107,727	2,352	1,513,311	1,889	2,769,666	9,206	5,367,728	4,891	4,252,686	5,775	2,431,846	3,873	1,144,816	3,903	1,104,546	7,123	1,578,828	1,348	766,199
NORTH DAKOTA	2,249,761	2,900,770	3,150,624	634	346,971	178	309,128	693	530,737	462	645,579	687	369,052	484	189,222	500	133,064	1,493	260,664	169	96,957
OHIO	35,563,455	44,549,178	47,163,500	4,082	2,266,215	1,917	7,312,735	10,834	10,595,346	5,819	8,396,801	8,820	5,376,746	5,187	1,870,191	6,201	1,996,787	17,982	4,018,905	2,086	1,381,556
OKLAHOMA	9,228,116	12,834,411	13,988,764	1,369	837,914	782	1,732,300	3,503	3,272,142	2,843	2,871,213	3,063	1,305,344	2,195	832,032	2,134	630,457	5,101	1,068,532	747	323,129
OREGON	9,347,998	12,575,693	13,806,996	1,439	942,280	481	1,887,636	2,729	2,758,069	1,747	2,539,872	2,185	1,265,110	1,382	600,334	1,915	695,561	4,578	1,274,691	492	455,247
PENNSYLVANIA	37,244,196	45,154,079	47,179,616	4,615	2,188,174	2,357	6,500,187	14,515	10,670,944	7,087	7,643,757	8,994	4,685,354	7,640	2,390,414	6,810	1,983,628	21,361	3,681,119	2,705	1,374,137
RHODE ISLAND	2,802,147	3,166,087	3,239,074	323	158,364	184	388,913	1,107	743,269	538	442,144	697	321,338	567	170,294	513	117,321	1,829	284,434	232	109,369
SOUTH CAROLINA	8,350,289	10,906,481	11,698,535	1,180	756,326	1,020	1,397,707	5,008	2,881,741	2,545	2,025,923	3,001	1,312,354	1,999	600,010	1,929	500,645	3,796	800,500	740	368,545
SOUTH DAKOTA	2,184,132	2,831,331	3,047,981	599	283,072	201	270,530	776	573,459	531	543,703	861	434,055	519	151,573	525	126,834	1,580	257,109	206	114,006
TENNESSEE	13,709,641	18,0[illegible]3,506	19,367,568	1,793	1,168,644	1,325	2,534,104	6,849	4,352,574	3,702	3,873,592	4,090	2,125,943	2,927	897,686	2,801	828,765	5,884	1,372,197	1,125	584,123
TEXAS	45,816,345	65,700,990	72,707,362	5,176	3,704,484	2,992	9,522,416	17,011	15,879,618	11,388	14,785,291	12,747	7,168,051	8,968	4,047,218	8,850	3,183,882	22,246	5,743,395	3,102	2,093,626
UTAH	4,146,168	5,691,978	6,241,296	509	440,841	267	840,140	1,011	1,261,820	800	1,178,376	1,149	720,452	733	263,757	948	338,854	1,964	462,725	249	195,777
VERMONT	1,667,623	1,891,303	1,962,274	332	152,107	222	171,574	815	463,475	414	295,581	540	208,676	324	76,015	360	63,693	920	143,229	140	43,778
VIRGINIA	16,544,567	21,545,360	23,152,327	1,592	1,145,175	1,463	3,129,000	6,163	5,283,524	3,090	4,057,740	3,992	2,690,196	2,544	1,053,792	2,854	1,006,256	6,356	1,688,876	974	823,584
WASHINGTON	13,503,242	17,733,745	19,387,454	1,776	1,303,346	586	2,333,406	3,586	4,245,424	2,640	3,256,169	3,005	1,772,113	1,815	908,892	2,917	937,546	6,296	1,903,304	819	769,933
WEST VIRGINIA	5,676,173	7,498,012	8,140,348	710	561,645	708	1,126,976	2,662	2,011,771	1,189	1,491,135	1,818	921,762	913	354,343	1,062	364,062	2,727	493,357	397	251,424
WISCONSIN	14,930,207	18,809,693	20,045,755	2,307	1,329,815	1,125	2,611,304	4,310	4,207,564	2,549	3,332,658	4,043	2,176,714	2,396	775,723	2,846	888,466	12,889	1,990,617	938	510,017
WYOMING	1,654,015	2,545,482	2,916,638	307	258,517	151	237,281	331	554,967	357	490,623	647	484,365	334	141,755	331	115,011	866	248,216	109	83,395

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

ALABAMA STANDARD METROPOLITAN STATISTICAL AREAS

Anniston, Ala.—Calhoun County.

Birmingham, Ala.—Jefferson, St. Clair, Shelby, and Walker Counties.

Columbus, Ga.-Ala.—Columbus City, Ga. (formerly Muscogee County, Ga.), and Chattahoochee County, Ga.; Russell County, Ala.

Florence, Ala.—Lauderdale and Colbert Counties.

Gadsden, Ala.—Etowan County.

Huntsville, Ala.—Limestone, Madison and Marshall Counties.

Mobile, Ala.—Baldwin and Mobile Counties.

Montgomery, Ala.—Autauga, Elmore and Montgomery Counties.

Tuscaloosa, Ala.—Tuscaloosa County.

ALABAMA POPULATION ESTIMATES

(Thousands)

Age Group	1978	1981	1985
Under 5 Years	301	290	325
5–14 Years	720	613	588
15–24 Years	617	706	636
25–44 Years	791	1,049	1198
45–64 Years	691	739	742
65 and Over	324	435	469
TOTAL	3,444	3,835	3,958

Based on U.S. Census

ALABAMA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	423	689	945
General Mdse.	882	1,308	1,798
Food	1,470	2,440	3,381
Automobiles	1,535	2,611	2,913
Gasoline Stations	476	810	1,433
Apparel	378	571	803
Furniture	322	468	619
Eat-Drink Places	348	691	917
Drugs	207	326	443
Total Sales	6,583	10,772	14,439

Source: U. S. Business Census 1972, 1977 and Releases by the Depart of Commerce.

ALEXANDER CITY, ALA.

1—LOCATION: Tallapoosa County, E&P Map C-3. Manufacturing, agriculture and tourism. East central portion of the state. 90 miles SE of Birmingham on U.S. Hwy. 280.

2—TRANSPORTATION: Railroad: Central of Georgia.
Motor Freight Carrier: 1
Intercity Bus line: Trailways

3—POPULATION:
Corp. City 70 Cen. 14,500; Loc. Est. 13,392
County 70 Cen. 35,200; Loc. Est. 36,047

4—HOUSEHOLDS:
City 70 Cen. 5,000; Loc. Est. 4,726
County 70 Cen. 11,500; Loc. Est. 12,855

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$57,000,000
Commercial Banks	2	$76,669,674

6—PASSENGER AUTOS: County 18,774

7—ELECTRIC METERS: Residence 4,075

8—GAS METERS: Residence 3,645

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 6,000 ($150).
Principal Industrial Pay Days: Wed., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10. Last killing frost, Mar. 20.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Alex City	-	Winn-Dixie, Rose's, Belk's, Super Foods
Edco	-	Edcon Discount Center
Mill Square	-	Winn-Dixie, Big K

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Rose's, Big K, Edco, Belk's, Revco, Harco, Piggly Wiggly, A&P, Super Foods, Winn-Dixie.

13—RETAIL OUTLETS: Department Stores: Belk's; Cohen's: Froshin's Fair Store Fashions.
Discount Stores (CZ): Big K; Rose's; Edco; Fred's; Bargaintown.
Chain Drug Stores (CZ): Harco.; Revco.
Chain Food Stores in City Zone: A&P; Big Bear; Piggly Wiggly; Winn-Dixie 2, Super Foods.
Other Chain Stores: Goodyear; Firestone; Western Auto.

14—NEWSPAPERS: OUTLOOK (e-Tues. to Fri.) 4,797, (S) 4,897; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John W. McGhee, Adv. Dir., OUTLOOK.
National Representatives: Landon Associates, Inc.

ANNISTON, ALA.

1—LOCATION: Calhoun County (SMSA). E&P Map C-2, County Seat. Manufacturing, agricultural, commercial and military center (Fort McClellan). NE portion of State; 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2—TRANSPORTATION: Railroads: Southern; Louisville and Nashville; Southern Piggyback.
Motor Freight Carriers: 28.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Republic (4 flights per day).

3—POPULATION:
Corp. City 70 Cen. 31,533; Loc. Est. 34,500
CZ ABC: (70) 55,203; (80) 64,300
RTZ-ABC: (70) 87,529; (80) 94,700
County 70 Cen. 103,092; Loc. Est. 116,200
City & RTZ-ABC: (70) 142,732; (80) 159,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 10,258; Loc. Est. 23,100
70 Cen. County 30,657; Loc. Est. 36,805
CZ ABC: (70) 17,344; (80) 23,100
RTZ-ABC: (70) 25,130; (80) 31,300
City & RTZ-ABC: (70) 42,474; (80) 53,200

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$5,966 100
Commercial Banks	5	$288,157,000

6—PASSENGER AUTOS: County 62,724

7—ELECTRIC METERS: Residence 35,039

8—GAS METERS: Residence 24,556

9—PRINCIPAL INDUSTRIES (CZ): Industry; Number of Wage Earners—Lbr. & Wood-330; Metals-4,000; Other durables-1,530; Nondurables-4,800; Food- 400; Textile-2,280; Apparel-1,430; Others-690; Total Non-Mfg.-29,260; Mfg.-10,450; Gov.-12,800; Stone,Clay and Glass-120.

10-CLIMATE: Min. & Max. Temp.—Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Nov. 5 Last killing frost, Feb. 3.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lenlock	5	IGA
Anniston Plaza		Winn-Dixie,Eckerd, Otasco, Wal-Mart
Quintard Mall		J.C.Penney, Budd's, Singer, Super Rx Drug.-Martins
Pelham Plaza		Winn-Dixie,TG&Y
Blue Pond		Sky City, Winn-Dixie,Eagle
Golden Springs		Windsor 3 Super Valu, Golden Springs Pharmacy

Principal Shopping Days: Thu., Fri., Sat. & Mon.
Stores Open Evenings: Mon., Thu., Fri.
Discount 6 nights

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Hudson's; Wakefields; Sears; New Berman's, Kitchin's
Discount Stores (CZ): Wal-Mart, Sky City; K-Mart; T.G.&Y.; Fred's; Martin's; Bill's Dollar Store (Jacksonville); TG&Y (Jacksonville).
Chain Drug Stores (CZ): SuperRx 2, Eckerd's, Big "B" 3.
Chain Food Supermarkets (CZ): Winn-Dixie (Kwik-Chek) 4; Super-Valu 4; Big Apple 2; IGA 3 Warehouse Gro. 1; Food Mart 2; Majik Market 4; Quick Shop 2; Food World 2.
Other Chain Stores: Clark Credit Clothing; Forbes Piano; Firestone; Friedman's Jewelers: Goodrich; Goodyear; Haverty Furniture; Lorch Diamond; Maxwell Furniture; Rhode Furniture; Singer Center; S&H Green Stamps.

14—NEWSPAPERS: STAR (e) 31,044 (Sat.m) 31,591, (S) 32,252; ABC Mar 31, 1980.
Local Contact for Advertising and Merchandising Data: John O'Mara, Marketing Dir. STAR.
National Representatives: Branham/Newspaper Sales.

ATHENS, ALA.

1—LOCATION: Limestone County (in Huntsville SMSA). E&P Map C-1, County Seat. Agricultural and college center. 13 Miles N. of Decatur; on U.S. Hwys. 31, I-85; State Hwys. 2,29 & 99.

2—TRANSPORTATION: Railroads: Louisville & Nashville.
Intercity Bus Lines: Trailways; Greyhound.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 14,360; Loc. Est. 15,883
County 70 Cen. 41,699; Loc. Est. 44,958
SMSA 70 Cen. 282,450; Loc. Est. 295,507

4—HOUSEHOLDS:
City 70 Cen. 4,398; Loc. Est. 5,608
County 70 Cen. 17,391; Loc. Est. 44,958
SMSA 70 Cen. 66,901; Loc. Est. 99,807

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4 Branches	N.A

6—PASSENGER AUTOS: County 24,901

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Agriculture (cotton, corn hay); Poultry Processing 800; Clothing 532; Heavy machinery 836; Electronics 600; Dairying; Cotton processing; Athens College; Calhoun Community College.

10-CLIMATE: Min. & Max. Temp.—Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3. Last killing Frost Mar. 16.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores (Car Parking)	Principal Stores and/or Supermarket
Athens Plaza	15/600	Rose's, Winn-Dixie, Pic'N Pay Shoes, Ashley's Clothing Outlet.
Athens	8/557	Kroger, Sears, Big K, Otasco, Big B Drug, Bruno's Food
Crutcher	4/160	A&P, Kent's
L&S		L&S Foods

13—RETAIL OUTLETS: Department Stores: Jaffe's; Rose's; Bennett's.
Discount Stores: Big K; Roses.
Chain Drug Stores: Revco; Big B.
Chain Food Stores: L&S; Kroger; Food World; A&P; Winn-Dixie.
Other Chain Stores: Ashley's; Plain Value, Win-Way; Sington's; Goodyear.

14—NEWSPAPERS: NEWS COURIER (m-Tues thru Fri, S.S) 7,390; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Mfrg., NEWS COURIER.
National Representatives None.

AUBURN, ALA.
See OPELIKA, ALA.

BIRMINGHAM, ALA.

1—LOCATION: Jefferson County (SMSA) E&P Map C-3, County Seat. Medical and Industrial Center. 150 Miles West of Atlanta, 250 miles S.E. of Memphis and 300 miles N.E. of New Orleans.

2—TRANSPORTATION: Railroads: Frisco, Birmingham Southern R.R.; St. Louis San Franscisco RR; Illinois Central Gulf, Louisville & Nashville, Southern Railway, Seaboard Coastline System, Amtrak.
Motor Freight Carriers: 90
Intercity Bus Lines: Trailways, Greyhound; Vestavia Transit Birmingham Jefferson Authority
Airlines: Eastern; Delta; United; U.S. Air; Republic.
Water Transportation: The Warrior-Tombigbee Waterway (9 ft. channel) from Birmingham to Mobile and the Gulf carries estimated 8,500,000 tons. Port Birmingham located 21 miles from Birmingham serviced by 7 barge lines, 9 motor freight carriers and 4 railroads.

3—POPULATION:
Corp. City 70 Cen. 300,910; Loc. Est. 266,382
CZ ABC: (70) 569,066; (80) 569,900
RTZ-ABC: (70) 694,999; (80) 810,300
County 70 Cen. 644,991; Loc. Est. 666,396
SMSA 70 Cen. 767,230; Loc. Est. 834,666
City & RTZ-ABC (70) 1,264,065; (80) 1,380,200
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 99,956; Loc. Est. 102,868
County 70 Cen. 203,629; Loc. Est. 242,709
SMSA: 70 Cen. 240,763; Loc. Est. 301,838
CZ ABC: (70) 181,071; (80) 207,600
RTZ-ABC: (70) 208,600; (80) 278,800
City & RTZ-ABC (70) 389,671; (80) 486,400

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	12	$2,062,667,335
Commercial Banks	32	$4,742,531,281

6—PASSENGER AUTOS: 377,635.

7—ELECTRIC METERS: 271,486

8—GAS METERS: 168,560

9—PRINCIPAL INDUSTRIES (SMSA): Primary Metal 24,000($371); Fabricated Metal Products 9,100($258); Food & Kindred Products 6,300($185); Health Services 22,300 (N.A.); Transportation 28,600(N.A.); Finance, Insurance & Real Estate 22,700 (N.A.); Wholesale Trade 28,700 (N.A.); State & Local Govt. 45,900 (N.A.); Federal Govt. 8,600 (N.A.); Construction 21,900 (N.A.); Other Services 41,900 (N.A.).
Principal Pay Days: Paid Weekly (38%); Every two weeks (19.7%); Twice Monthly (1.1%); Monthly (25.9%); 1st & 15th (13.7%); Other (1.0%).

10—CLIMATE: Spring (80-58); Summer (89-69); Fall (76-51); Winter (49-31); Nov. 8, First killing frost; Mar. 23, Last killing frost.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 100 blocks Morris Ave., 8th Ave. N., 14th ST. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.
Neighborhood Shopping Centers: (Number of Stores)—Bessemer Plaza 8; Westlake Mall 23; Westtown Plaza 13; Center Point 15; Century Plaza 95; Crestwood 5; Eastlake 3; Easttown Plaza 17; Eastwood Mall 51; Eastwood Shopping Center 16; Five Points West 72; Forestdale 30; Forest Village 3; Green Springs K-Mart Center 5; Green Valley 14; Hillcrest 15; Hoover Mall 24; Irondale Plaza 20; Parkway East 12; Roebuck K-Mart 2; Roebuck Shopping City 15; Shades Mountain 13; Vestavia Hills 39; Village East 30; Eastgate (Center Point) 10; Belleview Plaza 11; Western Hills 50; Gardendale Shopping Center 8; Village Green 25; Brookwood Village Mall 90; Greensprings (Homewood) 15; Shades Creek 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 31; Pleasant Grove 11; Vestavia (Todd's Mall) 16.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Atlantic Thrift Shopping Center	7.9	Bruno's; Big "B" Drugs, Handy Dan, Goodyear
Belleview Plaza West	8	Woolco, Big "B" Drug Food World
Bessemer Plaza	13	Zayre, Food Giant, Big "B" Drug
Brookwood Village	5	Rich's, Pizitz, Blach's, Gus Mayer, Winn-Dixie, Casual Corner, Jones-Lawless, L. Lillie Rubin, Rosenbergers, Jobe-Rose Jewelry
Centerpoint	6.4	TG&Y, Consumer Warehouse
Century Plaza	6	Bromberg's, Casual Corner, Rich's, Pizitz, J.C. Penney, Sears
Crestwood Shopping Center	4½	Winn-Dixie,
Eastgate		Sears
Eastlake Plaza	6	Goodyear, Winn-Dixie, Western Firestone
Easttown Plaza	11	Woolco, Food World
Eastwood Mall	6	Parisian, Blach's, Service Merchandise, Friend Sisters Western Auto, Aland's, Newberry's, Goodyear,
Eastwood Shopping Plaza	6	A&P, World Bazaar, Eckerd's & K-Mart Consumer Warehouse, World Bazaar
Five Points South	2	Woolworth, Emily Shop, Piggly-Wiggly
Five Points West	5	Yeilding's Parisian, J.C. Penney, Bruno's, Pizitz, Western, Western Auto, Zayre, Woolworth's, Big "B" Drugs Eckerds, Adorable, New Williams, Jones-Lawless
Forestdale	6	Big "B" Drug, Bruno's, Sears, Goodyear TG&Y
Forest Village	6	Winn-Dixie, Eckerd Drugs
Gardendale Shopping Center	14.9	Big "B" Drugs K-Mart, Food World Goodyear
Green Springs Shopping Center	5	Big "B" Drug, Handy Dan, Standard Distributors K-Mart, Zayre, Liberty, Eckerd Drugs, World. Bazaar

BIRMINGHAM—continued

Green Valley Village	8	Golbro
Hoover	8	Zayre, Winn-Dixie, Eckerd's TG&Y
Hoover Mall	8	Aland's Eckerd's, Zayre, Bromberg's, Winn-Dixie, Goodyear
Irondale		Food World, Big B
Leeds Shopping Center		Winn-Dixie, TG&Y
Loehmanns Village	10	Loehmanns, Service Merchandise
Midfield Park	6 3	K-Mart, Winn-Dixie,
Mountain Brook Shopping Center	4	Western, Winn Dixie, Blach's Bromberg's, Western, Jobe Rose, Rosenbergers, Burger Philips
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zavre, She-Shop, K-Mart Handy Dan
Red Mountain Plaza	6	Woolco, Winn-Dixie, Big "B" Drug
Roebuck Plaza	8	Consumer Plaza, K-Mart
Roebuck Shopping	8	Liberty, New Williams J.C. Penney, Pizitz, Friend Sisters, Western Auto
Shades Mountain Plaza		Western
Vestavia Hills	7	Sears, Woolworth, Kessler's, Yeilding's, Winn-Dixie, Western, Parisian, Bruno's A&A, Ash Jewelers, Alley's Drugs, Goodyear
Village Green	14 9	Winn-Dixie, Eckerd Drug, Firestone, Yeildings, Western Auto
Village East	6	Zayre, Winn-Dixie
Westgate	N/A	Food World, Big B Bargain Town Drugs
West Lake	13 8	Sears, Consumer Warehouse
Westtown Plaza	14	Woolco, Winn-Dixie, Eckerd's.
Western Hills Mall	8	Pizitz, Alands, J.C. Penney, Woolworth

Principal Shopping Days: General Mon., Thu., Fri., Sat.
Stores Close: No closings except holidays.
Stores Open Evenings: Shopping Centers every evening to 9:00.

13—RETAIL OUTLETS: Department Stores: Pizitz 5; Sears 6; J. Blach 4; Parisian 4; Newberry's 2; New Williams 3; J. C. Penney 4; Yeilding's 4; Tillman-Levenson 2; Rich's 2.
Variety Stores: TG&Y 5; Woolworth 5; Elmore 7; Kress 2.
Discount Stores(CZ): Bargain Town USA 10; Family Dollar 4; Golbro 3; K-Mart 6; Loehmanns 1; Service Merchandise 2; Standard Distributors 2; Top Dollar 4; Woolco 4; Zayre 6.
Chain Drug Stores(CZ): Alley 4; Big "B" Drugs 21; Eckerd's Drugs 15; P&S Apochecary 2.
Chain Supermarkers(CZ): Bruno's 11; Consumer Warehouse 9; Dixie 16; Food Center 11; Food Town 4; Food World 10; Liberty 3; Piggly Wiggly 3; Western 16; Winn-Dixie 24.
Other Chain Stores Shoes: Bakers 3; Bell 2; Buster Brown 4, Dollar Shoe Box 3; Famous Shoe Bar 3; Florsheim 5; Shoe City 8; Stride Rite 2; Kinneys 6; Butler 3; Chandler 1; Calhoun 2; Pic'n Pay 6; Shoe Corral 3; Sikes 2; Thom McAn 2; Village Bottery 2; Wagner's Air Step 2. Ladies Apparel; Diana Shop 1; Eleanor Shops, Mangels 1. Furniture: Calder 2; Ethan Allen 1; Haverty 1; Jefferson Home 5; J. F. Lawhon 1; Lorch Furniture 3; Marks-Fitzgerald 3; Pennsylvania House 2; Sokols 2; Standard 4. Rubber Goods: Firestone 11; Goodyear 18. Auto Supplies: Bumper-to-Bumper 16; Genuine Parts 15; Western Auto 7. Jewelry: A&A Ash 2; Brombergs 4; Buschs 4; Gordon 4; Jobe-Rose 3; Lorchs 6; Zales 2.

14—NEWSPAPERS: POST-HERALD (m-Mon. to Fri.) 68,349; NEWS (e-Mon. to Fri.) 178,074; Comb. (m&e)246,423; (Sat. m&Hol.) 61,523; (Sat. e&Hol. 160,665; NEWS(S) 217,352; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Esslinger Nat. Adv. Mgr., NEWS AND POST-HERALD.
National Representatives: Newhouse Newspapers;

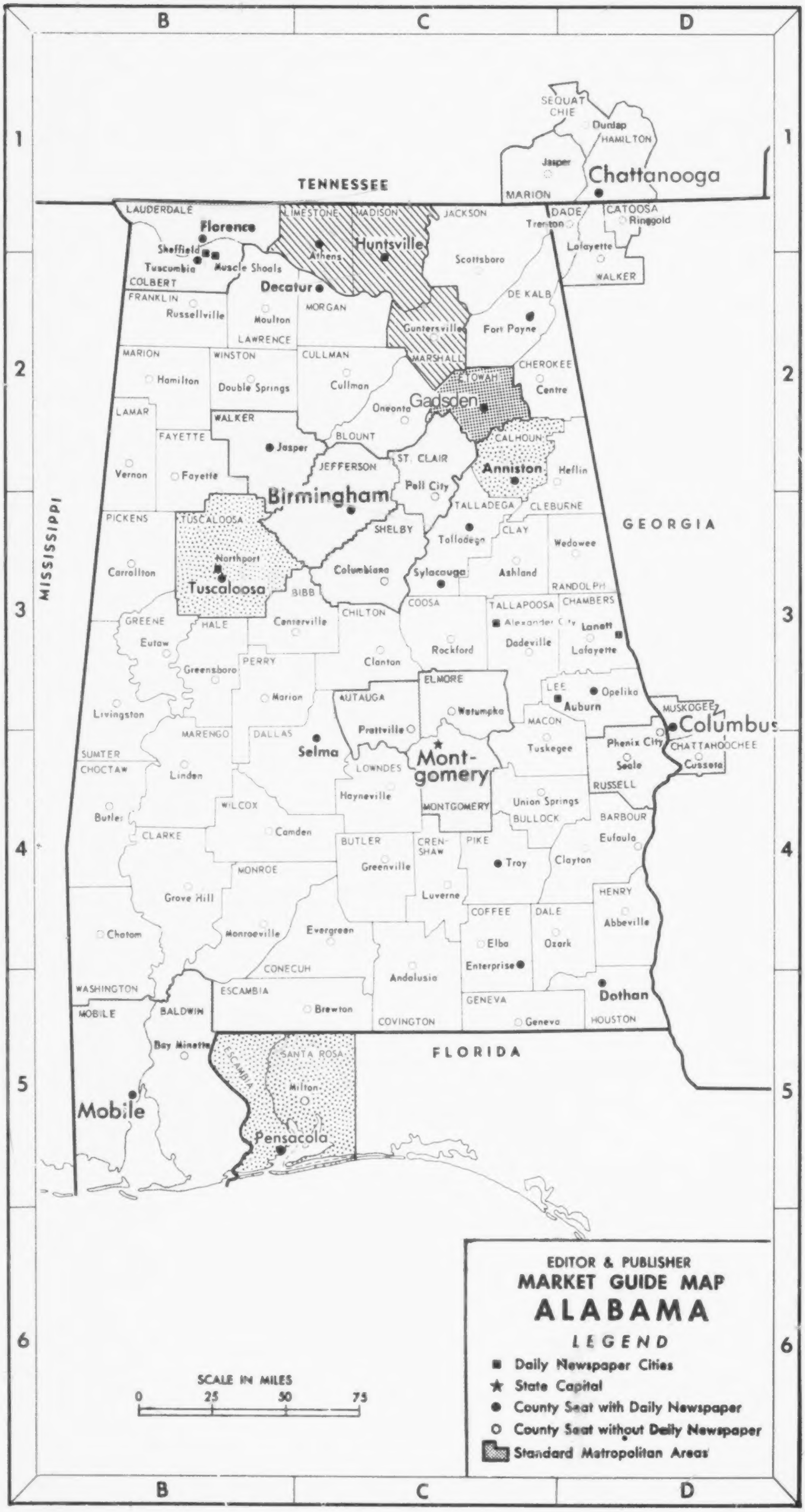
CHICKASAW, ALA.

See MOBILE, ALA.

CULLMAN, ALA.

1—LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry center. North Central part of State. 50 mi. N of Birmingham.

2—TRANSPORTATION: Railroads: Louisville & Nashville.
Motor Freight Carriers: 15.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TENNESSEE
MISSISSIPPI
GEORGIA
FLORIDA
Chattanooga
Columbus
Florence
Sheffield
Tuscumbia
Muscle Shoals
Decatur
Athens
Huntsville
Scottsboro
Fort Payne
Guntersville
Gadsden
Anniston
Birmingham
Jasper
Tuscaloosa
Northport
Montgomery
Selma
Opelika
Auburn
Phenix City
Dothan
Enterprise
Troy
Mobile
Pensacola
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75

Intercity Bus Lines: Greyhound.
Airlines: Charter Service; Folsom Field.

3—POPULATION:
Corp. City 70 Cen. 12,601; Loc. Est. 16,777
CZ ABC: (70) 12,601; (80) 16,600
RTZ-ABC: (70) 44,429; (80) 52,100
City & RTZ-ABC: (70) 57,030; (80) 68,700
County 70 Cen. 52,445; Loc. Est. 61,125

4—HOUSEHOLDS:
City 70 Cen. 4,238; Loc. Est. 6,433
County 70 Cen. 16,220; Loc. Est. 22,775
CZ ABC: (70) 4,210; (80) 6,300
RTZ-ABC: (70) 13,344; (80) 18,000
City & RTZ-ABC: (70) 17,554; (80) 24,300

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	6	$131,700,000
Sav. & Loan Assoc.	2	$75,000,000

6—PASSENGER AUTOS: County 31,346

7—ELECTRIC METERS: Residential 31,382

8—GAS METERS: Residential 1,913

9— PRINCIPAL INDUSTRIES (CZ): Total Work Force in County, 25,940. Electrical Appliances; Metal Products, Poultry Processing, Lumber, Textiles.

10-CLIMATE: Max. 100. Min. 15. First killing frost, Oct. 26. Last killing frost, Apr. 8.

11—TAP WATER: Fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cullman	30	Giant Food, Sears, Penney, Foodworld, Belk-Hudson, SuperRx
South Cullman	10	TG&Y, Harco Drug, Bull Pen, Laneys Western Wear
Town Square	6	Big K, Winn-Dixie, Eckerd
Northpark	7	7-11
East Point	10	Otasco, 7-11, 1st Alabama Bank
West Town	7	Rexall, Shell, Top Value Redemption Center, Stereo Center

Principal Shopping Days: Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: Ratliff's, Stiefelmeyers; Belk Hudson; Carl's 2; J. C. Penney.
Discount Stores (CZ): Bargaintown USA, Big K, Top Dollar; K-Mart; TG&Y; Family Dollar.
Variety Stoes: Elmores.
Chain Drug Stores: SuperRx 1; Eckerd; Medicine Shoppe; Big B; Harco Drugs; Rexall.
Chain Supermarkets: Piggly Wiggly 1; Giant 2; Minit; 7-Eleven 5; Winn-Dixie; Foodworld; Warehouse Groc.
Other Chain Stores: B. F. Goodrich, Goodyear; Western Auto; Singer Center; Otasco; Radio Shack.

14—NEWSPAPERS: CULLMAN TIMES (m-Tues. to Fri.) 7,848; (S) 9,720; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James M. Clem, Adv. Dir., TIMES.
National Representatives: None.

DECATUR, ALA.

1—LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67,20, 24.

2—TRANSPORTATION: Railroads: L & N, Southern.
Motor Freight Carriers: 18.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: United; Republic.

3—POPULATION:
Corp. City 70 Cen. 38,044; Loc. Est. 40,324
CZ ABC: (70)44,967; (80)49,500
RTZ-ABC: (70)140,126; (80)158,700
County 70 Cen. 77,306; Loc. Est. 89,858
City & RTZ-ABC: (70)185,093; (80)208,200

4—HOUSEHOLDS:
City 70 Cen. 11,955; Loc. Est. 16,907
County 70 Cen. 23,520; Loc. Est. 37,086
CZ ABC: (70)13,949; (80)17,600
RTZ-ABC: (70)41,527; (80)53,800
City & RTZ-ABC: (70)55,476; (80)71,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	4	$107,800,000
Commercial Banks	3	$499,978,000

6—PASSENGER AUTOS: County 50,261

7—ELECTRIC METERS: Residence 15,975

8—GAS METERS: Residence 3,904

9— PRINCIPAL INDUSTRIES (CZ): Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fabr.; Cotton Seed Oil, Insecticides; Fertilizers; Concrete Prod.; Pckg. House Prod.; Dairy Prod., Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Processing; Shipbuilding & Ironwork; Fluro-Chemicals; Mobile Homes; Automotive Parts; Aluminum Extrusions; Steering Gear Assembly; Refrig. & Freezer Prod.
Principal Pay Days: Tues., Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27. Last killing frost, April 8.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on 2nd Ave.; 4 on Bank St.; 3 on E Moulton.
Neighborhood Shopping Centers: 5th Ave. W., Morningside, 19th Ave. & 12th St. S.E., Danville, Rd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
K-Mart	3½	K-Mart
5th Ave. W	1/2	Namie's Groc.
6th Ave. S.E.	1	Kent's
Southland Plaza	2¾	Big K
Morningside	2	Red & White Groc.
Decatur	2¾	Foodworld, Maison-Morgan
Westgate	2	Otasco
Gateway	2¾	Sears, Winn-Dixie, Parisian
Morgan Plaza	9	Maison Morgan
Austin Plaza	2¾	H&N Market
Beltine Mall	5	J.C. Penney, Roger Castner, Knott

Principal Shopping Days: Department Stores—Mon., Thurs. Sat.; Food— Fri., Sat.
Stores Open Evenings: Most stores in major shopping centers are open Thur. and Fri. evening and Beltline Mall is open nightly.

13—RETAIL OUTLETS: Department Stores: Parisian-Decatur; J.C. Penney; Sears, Castner Knott; Maison Morgan, Rogers.
Discount Stores: Big K; Kent's, K-Mart, Otasco, Bargaintown USA.
Variety Stores: Woolworth, G. C. Murphy.
Chain Drug Stores: Eckerd; Loyd's 3; Big B, SuperRx.
Chain Food Supermarkets: Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem 7; Wholesale Grocery; Family Mart; Winn-Dixie;
Other Chain Stores: David Lee's, Diana Shop, Mangel's; Village Shop, Shoe City; Singer Co., Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint, Sherwin-Williams; Firestone Tires; General Tires; Goodyear; UniRoyal Tires; Pic 'N Pay Shoes; Western Auto; Southern Sash, The Brown Bag.

14—NEWSPAPERS: DAILY (e-Mon. to Fri.) 23,213, (Sat. m) 22,612, (S) 25,300, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ms. Ashley Davenport Nat'l. Adv. Mgr. DAILY.
National Representatives: Landon Associates, Inc.

DOTHAN, ALA.

1—LOCATION: Houston County, E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2—TRANSPORTATION: Railroads: ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers: 15.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 36,733; Loc. Est. 50,330
CZ ABC: (70) 36,733; (80) 50,400
RTZ-ABC: (70) 199,436; (80) 208,600
County 70 Cen. 56,574; Loc. Est. 73,159
City & RTZ-ABC: (70) 236,169; (80) 259,000
Demographic Information available form Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 11,527; Loc. Est. 18,197
County 70 Cen. 17,600; Loc. Est. 26,315
CZ ABC: (70) 11,520; (80) 18,100
RTZ-ABC: (70) 59,239; (80) 71,800
City & RTZ-ABC: (70) 70,759; (80) 89,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$210,600,800
Sav. & Loan	3	$33,600,870

6—PASSENGER AUTOS: County 42,854

7—ELECTRIC METERS: Residence 18,500

8—GAS METERS: Residence 8,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Air Craft 775, Food 1,330; Lumber 290; Metal Works 390; Govt. 3,450; Transp. 1,400, Tobacco 175; Chemicals 250; Furniture 300; Wholesale & Retail 7,130; Services 2,960; Textiles & Apparel 1,710; Construction 4,420; Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 46-98; Summer 57-103; Fall 53-98; Winter 7-102; First killing frost, Nov. 20. Last killing frost, Mar. 10.

11—TAP WATER: Alkaline, medium hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4½ blocks on Main St.; 4 on Foster St., 3 on Oates St., Ross Clark Circle.
Neighborhood Shopping Centers: 2 blocks on Main & Edgewood Dr., 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall 422,000 sq. ft. (358,000 sq. ft. leasable); Porter Square & Circle West Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
West Main (-)	1	Northcutt's Dixie Dandy
Southside (-)	1	Piggly-Wiggly
Plaza 2(30)	2	Gibsons
Woodland (-)	1½	IGA Foodliner
Central Village (-)	3/4	Medical Arts Phcy.
Northside Mall (70)	3	Woolco, Mont. Ward Winn-Dixie
Wise (-)	1½	Furniture Fair
Porter Sq. (30)	1/4	Penney, A&P, Walgreen, TG&Y
Circle West (14)	2½	Wilbro, Piggly-Wiggly, Eckerd's

Principal Shopping Days: Department Stores—Mon., Fri., and Sat.; Food—Thu., Fri., and Sat.
Stores Open Evenings: Fri.—Northside Mall; Porter Square; Gaylord's; Gibson's & K-Mart every night.

13—RETAIL OUTLETS: Department Stores: Sears, J. C. Penney, B. C. Moore; Montgomery Ward; West Bros.; Lowe's.
Variety Stores: Woolworth; TG&Y; V. J. Elmore, Walgreen.
Chain Drug Stores: Eckerd, Revco.
Discount Stores: Gaylord's; West Bros.; Woolco, K-Mart.
Chain Food Supermarkets (CZ): Piggly Wiggly 2; Dixie Dandy 6, Colonial 2, A&P 2, IGA 4, Winn-Dixie, Murphy's 2; Sav-A-Minitz 7, Junior Food 6, Super Foods; E-Z Way Foods 5, Majic Mkt. 2.
Other Chain Stores: Women's Apparel; Butler Shoe, Eleanor Shop; Gunter Dunn Furn.; Singer Store; Lowe's Inc.; Warnaco; Danley Furniture; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe.; Lorch Jewelry, Badcock Frun.; Ace Hdwe., Young & Vann Supply.

14—NEWSPAPERS: EAGLE (e-Mon. to Fri.) 22,466; (S) 25,905, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tommy Vann, Adv. Mgr., EAGLE.
National Representatives: Thomson Newspapers, Inc.

ENTERPRISE, ALA.

1—LOCATION: Coffee County, E&P Map C-4. County Seat. Army Aviation Center. Manufacturing and agricultural center. 27 miles N.W. of Dothan. On U.S. Hwy. 84, State Hwys. 27, 134, 167, 248.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 5.
Airlines: Trans Air Express.

3—POPULATION:
Corp. City 70 Cen. 15,591; Loc. Est. 16,708
County 70 Cen. 34,872; Loc. Est. 35,934
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,863; Loc. Est. 6,039
County 70 Cen. 10,667; Loc. Est. 12,680

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$102,000,000

6—PASSENGER AUTOS: County 21,687

7—ELECTRIC METERS: Res. 7,593

8—GAS METERS: Res. 2,400

9— PRINCIPAL INDUSTRIES (CZ): Cotton and Cottonseed Products; Peanut Butter, Peanut Oil; Clothing (shirts/childrens); Meat Packing; Corn; Cattle, Hogs; Aluminum; Lumber Pdts., Poultry; Poultry Processing; Garbage Compactors; Weather Radars.

10-CLIMATE: Min. & Max. Temp.—Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20. Last killing frost, Mar. 10.

12--RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores (Parking Spaces)	Principal Stores and/or Supermarket
College Plaza	10/500	Alatex Outlet
Morgan Square	8/600	S.H. Kress, Winn-Dixie, SuperRx Drug
West Gate	36/1400	West Bros., IGA, A&P, Sears, Super 5 & 10, Center Drug
Enterprise	9/600	Big K, Rosenburg's, Super Ford, Radio Shack
Discount Plaza	10/100	Enterprise Wholesale, Guntasdunn Furn.

14—NEWSPAPERS: LEDGER (e-Mon. to Fri.) 7,836; (S) 8,338, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Roy Shoffner, publisher.
National Representatives: General Advertising Service.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS, ALA.

1—LOCATION: E&P Map B1 & B2 (In Florence SMSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat). Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham, 120 mi. S of Nashville, 160 mi. E of Memphis. On U.S. Hwys. 43, 72. State Hwys. 2, 13, 17, 20, 157.

2—TRANSPORTATION: Railroads: L&N, Southern.
Water: Tennessee River Barge Service.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound, Continental Trailways.
Airlines: Republic (includes jet service).

3—POPULATION:
Corp. Cities 70 Cen. 62,881; Loc. Est. 64,649
Florence (70) 34,031; Loc. Est. 35,344
Sheffield (70) 13,115; Loc. Est. 10,710
Tuscumbia (70) 8,828; Loc. Est. 8,653
Muscle Shoals (70) 6,907; Loc. Est. 9,942
CZ ABC: (70) 62,881; (80) 65,000
RTZ-ABC: (70) 94,621; (80) 110,500
Lauderdale Co. 70 Cen. 68,111; Loc. Est. 78,755
Colbert Co. 70 Cen. 49,632; Loc. Est. 51,640
SMSA: 70 Cen. 117,743; Loc. Est. 130,395
City RTZ-ABC: (70) 157,502; (80) 175,500
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. Cities Loc. Est. 23,406
Florence 12,946; Sheffield 4,082,
Tuscumbia 3,198; Muscle Shoals 3,180
SMSA: 70 Cen. 35,828; Loc. Est. 45,835
CZ ABC: (70) 19,741; (80) 23,200
RTZ-ABC: (70) 28,435; (80) 38,200
City & RTZ-ABC: (70) 48,176; (80) 61,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	3	$350,000,000
Commercial Banks	12	$450,000,000

6—PASSENGER AUTOS: Counties:
Lauderdale 45,330; Colbert 30,724

7—ELECTRIC METERS: Res. CZ only 20,158

8—GAS METERS: Res. CZ only 13,785

9— PRINCIPAL INDUSTRIES (CZ): (Metro Area) Industry, Number of Wage Earners—Electric power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chems. & allied Pdts. 2,263; Rubber Prod. 1,260; Fabricated Metals 580; Food 490; Textile Prod. 550; Stone Clay & Glass Pdts., 500; Machinery 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10-CLIMATE: Min. & Max. Temp.—Spring 60-85, Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29. Last killing frost, Apr. 5.

11—TAP WATER: Florence—Alkaline, soft. Sheffield and Tuscumbia—Alkaline, hard.

12—RETAILING: Florence: Principal Shopping Area: 8 blocks on Court St., 7 on Tennessee St., 3 on Seminary St., 2 on Mobile St.; 2 on Tombigbee St.; 4 miles along Florence Blvd.
Sheffield: Principal Shopping Area: 6 blocks on Montgomery Ave., 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave., 2 on 4th St.
Tuscumbia: Principal Shopping Area: 2 blocks on Main St., 3 on 6th St., 2 on 5th St.
Muscle Shoals: 2 miles on Woodward Ave.
Neighborhood Shopping Area: 2 blocks on Wood Ave.; in N. Florence, 2 on Huntsville Rd. at Weeden Hghts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Seven Points (17)	2	TG&Y, Kroger
Four-Lane (18)	1	A&P
Boulevard (-)	3	K-Mart, Kwik-Chek
Towne Plaza (12)	1/2	Big K, SuperRx Kroger, Kent's
Southgate Mall (30)		Woolco, Big B Drugs, Rogers, Winn-Dixie, Goodyear
Florence Plaza (13)		Woolco, SuperRx, Kroger
English Village (15)		London Shop, Fabric Center, Village Shop
Regency Square Mall (19)		Castner-Knott, Pizitz, Parisian, Sears, Penneys

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Some—Mon. & Fri. (Shopping Ctrs. Nights).

13—RETAIL OUTLETS: Department Stores: Sears 1, Penney's, Rogers 2, TG&Y 2, Davis'.
Discount Stores (CZ): K-Mart 2; Big K; Woolco 2; Kent's 2; Factory Discount, Fred's Dollar Store; Dollar General Store; TG&Y.
Store Open Evenings: Some Mon. & Fri.
Variety Stores (CZ): TG&Y 2.
Chain Drug Stores (CZ): Walgreen; SuperRx 3; Rexall 4; Scottie's; Whorton's 3; Big B 2, Rushing 2, Colbert's 2, Eckerds.
Chain Food Supermarkets (CZ): Kroger 3, A&P 2; Winn-Dixie 3, Big Star 5; Wilson's 3, Fuller 1; Shop Rite 8; Bruno's; Warehouse Grocery, Buy Here First.
Other Chain Stores (CZ): Busch's Jewelry; Firestone; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Smith-Alsop Paint; Southern Sash; Sterchi Bros., Thom McAn; United Paint; Western Auto 2; Zale Jewelry; Village Shops 5; Best Jewelry 2, Otasco, Royal Furniture, Tommie Lou's 2, Colony Men's Shop 3; Hancock Fabrics 2; Lerner's, Fashion Conspiracy; Radio Shack 3, Circus World.

14—NEWSPAPERS: TIMES-TRI-CITIES DAILY (e) 28,014; (S) 29,453; ABC Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dona Queen Nat. Adv. Mgr. or Royce Isom, Adv. Dir., TIMES-TRI-CITIES DAILY.
National Representative: Landon Associates, Inc.

FORT PAYNE, ALA.

1—LOCATION: De Kalb County, E&P Map C-2. County Seat. Manufacturing & agricultural city in the NE portion of State. 90 mi. N of Birmingham, 32 mi. N. of Gadsden. On Interstate 59, U.S. Hwy. 11.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,704,902	13,517,873	14,439,485	1,578	945,437	1,316	1,797,941	5,887	3,380,590	3,196	2,912,801	3,562	1,432,942	2,511	803,446	2,403	619,467	4,102	917,268	1,034	443,084
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anniston, Ala.	335,020	401,757	424,505	53	25,006	41	55,227	153	103,663	98	81,690	129	39,062	48	24,359	75	18,893	128	29,880	36	13,796
Birmingham, Ala	2,802,334	3,738,387	4,037,107	300	218,511	203	530,536	945	884,093	573	849,270	721	373,424	508	271,929	546	181,770	986	280,195	230	124,574
Columbus, Ga.-Ala.	695,446	851,535	895,037	76	37,595	47	137,833	277	172,566	147	178,288	209	94,584	134	47,743	157	43,581	321	67,986	51	24,494
Florence, Ala.	381,442	509,278	550,026	52	41,619	50	80,768	235	127,651	129	111,569	104	49,839	114	32,475	82	23,479	140	30,972	42	14,390
Gadsden, Ala.	307,723	403,116	433,407	42	29,526	33	60,639	136	95,281	98	86,690	102	33,454	82	31,550	88	20,350	118	28,062	33	13,000
Huntsville, Ala.	952,445	1,141,783	1,206,534	121	87,090	87	165,728	409	257,674	332	268,074	233	86,856	242	65,636	201	49,882	332	87,294	69	30,140
Mobile, Ala.	1,309,603	1,639,434	1,747,050	193	111,414	122	264,568	518	386,128	333	322,485	376	197,724	244	76,125	253	73,851	523	126,359	114	57,367
Montgomery, Ala.	849,619	1,059,856	1,128,734	105	62,498	58	184,534	337	214,778	174	224,119	229	132,548	181	62,819	158	44,874	316	83,793	60	27,577
Tuscaloosa, Ala.	400,031	479,771	507,042	37	45,817	25	71,881	178	111,062	107	87,551	117	50,958	78	28,666	97	22,777	150	37,071	31	14,381
COUNTIES, Cities																					
AUTAUGA	61,721	78,420	83,814	13	5,477	9	8,342	39	22,251	24	17,348	25	12,016	18	4,146	15	1,534	27	5,491	7	3,193
BALDWIN	206,631	268,809	288,634	55	22,957	37	17,655	120	71,068	70	46,450	99	57,843	41	7,950	53	10,788	108	19,747	25	9,074
BARBOUR	54,705	63,143	66,235	15	2,737	18	6,421	60	18,730	18	12,150	25	5,714	14	2,542	15	2,741	36	3,090	9	2,832
BIBB	23,013	27,417	28,934	3	484	11	1,472	27	9,131	12	9,381	16	3,366	5	844	10	709	7	1,404	5	987
BLOUNT	51,609	59,293	62,129	11	4,709	7	2,555	44	16,130	28	14,727	28	5,841	27	3,664	18	2,013	21	4,104	6	2,084
BULLOCK	20,150	25,138	26,777	7	1,836	9	2,361	37	9,491	7	3,215	11	3,417	4	1,095	5	533	8	575	3	748
BUTLER	51,090	63,638	67,758	11	5,496	9	4,080	69	22,705	27	7,468	32	10,525	17	3,328	12	3,075	21	3,214	7	2,553
CALHOUN	335,020	401,757	424,505	53	25,006	41	55,227	153	103,663	98	81,690	129	39,062	48	24,359	75	18,893	128	29,880	36	13,796
Anniston	230,799	275,233	290,446	26	12,140	21	34,240	68	67,387	60	72,680	65	22,584	25	17,192	47	12,706	72	17,170	19	8,665
CHAMBERS	74,504	107,669	118,031	11	4,109	16	8,305	77	38,315	30	18,663	41	22,673	15	2,519	14	3,721	32	6,167	13	5,374
Lanett	32,382	46,654	51,411	5	2,074	5	3,871	15	18,225	14	8,1[illegible]	15	8,111	6	1,745	5	191	8	1,305	5	2,568
CHEROKEE	37,488	46,112	48,975	8	3,071	11	2,579	32	13,916	16	11,734	23	6,902	17	1,915	5	563	18	1,780	5	1,715
CHILTON	57,828	75,439	81,059	19	5,419	9	2,821	57	27,225	23	14,519	42	9,294	14	5,115	20	4,360	27	3,277	7	2,313
CHOCTAW	27,258	38,995	42,659	8	1,947	15	2,259	33	11,442	17	6,878	18	4,999	14	1,657	4	812	18	5,320	7	1,196
CLARKE	77,449	90,397	95,029	18	9,464	22	7,307	57	26,204	30	17,870	31	8,520	27	5,566	19	5,464	30	4,277	12	3,869
CLAY	23,290	27,119	28,501	9	3,573	11	1,646	37	8,683	14	4,897	13	3,477	11	1,304	6	641	8	1,246	5	1,190
CLEBURNE	17,339	20,203	21,225	5	1,381	8	1,533	20	4,902	11	6,617	14	3,030	4	325	2	308	11	1,283	4	916
COFFEE	102,504	143,980	156,892	20	12,192	19	9,522	78	33,215	50	47,416	40	9,080	35	7,376	31	9,659	36	6,083	11	4,927
Enterprise	83,098	117,271	127,896	12	10,412	8	7,716	36	24,376	40	42,492	23	6,499	28	5,890	24	8,285	27	5,317	6	3,591
COLBERT	171,724	246,125	269,481	27	31,245	21	34,515	108	60,263	44	54,902	45	28,516	43	13,887	29	8,493	64	15,223	18	6,230
Muscle Shoals	65,543	98,287	109,201	9	11,401	6	25,644	16	21,681	15	16,823	12	5,980	22	10,270	14	3,652	29	9,407	4	1,278
Sheffield	63,067	81,698	87,648	8	9,387	6	5,325	22	25,231	16	20,039	11	4,426	10	1,944	8	2,858	24	4,507	6	2,577
Tuscumbia	34,058	51,200	56,914	6	9,057	6	3,313	42	7,965	10	17,583	16	11,905	9	1,673	6	1,386	7	1,045	6	1,462
CONECUH	24,115	26,371	27,379	6	1,787	7	1,469	41	9,437	12	4,799	28	5,037	14	817	1	199	6	328	2	593
COOSA	6,659	8,361	8,922	3	703	4	358	20	3,061	7	464	15	2,417	4	194	2	70	4	154	3	381
COVINGTON	99,966	120,352	127,276	17	6,123	19	9,143	97	36,122	47	26,327	48	11,778	34	6,884	35	6,043	54	5,279	15	4,980
CRENSHAW	22,030	27,436	29,210	7	894	11	1,166	58	10,117	10	5,732	20	4,662	6	1,047	9	598	12	649	4	1,161
CULLMAN	157,900	225,581	246,661	28	28,223	18	13,677	104	60,555	81	53,954	52	28,402	44	15,397	45	9,624	40	9,991	15	7,426
Cullman	127,273	183,477	200,948	20	17,097	14	12,936	59	48,451	58	51,787	34	15,922	39	14,989	31	8,282	33	9,181	13	5,362
DALE	72,650	92,159	98,476	20	7,709	13	5,370	76	28,071	31	15,644	45	15,219	18	5,917	17	1,585	40	7,363	8	2,414
DALLAS	147,925	182,588	194,047	18	9,356	26	21,823	106	50,613	39	34,272	55	22,963	37	12,418	40	9,716	64	9,675	9	6,029
Selma	137,403	169,426	180,011	16	9,123	21	21,291	79	46,235	37	33,878	37	18,608	36	12,343	38	9,607	53	8,924	9	6,029
DE KALB	112,408	139,870	148,854	30	16,458	26	5,985	83	35,684	75	44,922	47	12,045	55	5,488	38	8,313	36	4,396	16	5,366
Fort Payne	70,028	92,692	100,246	10	10,400	10	4,123	36	19,643	27	37,898	21	6,926	22	5,029	15	4,376	20	3,156	6	2,249
ELMORE	63,630	79,248	84,373	23	5,187	13	3,715	89	30,860	28	12,012	38	11,109	21	3,862	17	4,056	25	2,664	15	3,235
ESCAMBIA	100,403	120,702	127,646	30	8,573	20	12,548	71	33,642	42	20,478	50	16,523	29	6,492	30	6,952	44	6,004	12	5,027
ETOWAH	307,723	403,116	433,407	42	29,526	33	60,639	136	95,281	98	86,690	102	33,454	82	31,550	88	20,350	118	28,062	33	13,000
Gadsden	245,255	317,047	339,936	26	23,145	23	52,087	88	65,460	70	80,737	59	18,918	61	25,354	64	17,377	82	20,059	23	10,096
FAYETTE	41,190	53,993	58,057	12	4,185	5	2,738	42	18,758	16	11,626	14	4,456	15	3,683	10	2,152	12	1,396	4	1,955
FRANKLIN	71,904	83,559	87,755	12	10,910	9	4,752	63	22,473	32	20,353	32	9,667	25	3,982	23	3,615	34	3,200	8	2,964
GENEVA	41,117	50,587	53,734	11	3,959	16	5,268	51	20,612	27	9,555	18	5,444	13	1,235	16	1,815	17	881	7	2,121
GREENE	17,339	23,748	25,763	1	387	5	2,610	25	7,671	6	5,928	12	5,048	3	205	2	249	15	1,184	2	654
HALE	18,696	23,412	24,954	5	1,093	11	1,585	48	10,811	7	4,878	16	1,714	6	584	4	213	7	447	4	817
HENRY	29,861	37,050	39,423	9	7,215	13	2,295	42	12,138	19	4,099	11	2,054	12	1,346	11	1,187	15	1,335	6	1,084
HOUSTON	304,805	362,132	382,038	29	30,890	27	68,025	136	70,650	69	86,173	65	28,708	75	19,127	90	20,818	107	22,412	20	7,985
Dothan	277,547	333,677	352,701	26	30,647	16	58,550	104	60,466	58	84,648	51	25,197	70	18,876	82	20,466	93	21,709	15	7,119
JACKSON	113,741	137,199	145,135	17	10,005	26	13,596	102	39,656	44	35,236	53	14,788	36	4,738	23	6,666	56	5,908	13	4,729
Scottsboro	83,879	101,160	106,920	7	8,424	13	11,806	34	26,504	27	26,956	22	8,230	24	4,177	17	5,700	32	4,097	10	3,516
JEFFERSON	2,428,057	3,246,202	3,507,085	212	163,050	141	506,699	694	737,413	428	723,730	551	317,769	420	248,808	439	162,717	848	255,075	192	106,764
Birmingham	1,292,635	1,594,622	1,693,750	83	77,943	59	228,102	314	269,040	197	413,225	245	133,580	188	136,656	231	98,260	474	139,158	86	40,429
LAMAR	26,950	37,178	40,374	9	1,973	12	2,544	43	13,396	19	7,065	10	2,341	10	3,559	8	1,572	14	910	8	1,706
LAUDERDALE	209,718	263,153	280,545	25	10,374	29	46,253	127	67,388	85	56,667	59	21,323	71	18,588	53	14,986	76	15,749	24	8,160
Florence	184,556	271,521	249,494	21	7,196	25	45,981	83	56,304	64	50,198	45	17,366	59	17,842	46	13,932	64	14,679	19	6,571
LAWRENCE	34,483	44,174	47,298	5	2,229	10	1,983	50	17,858	15	6,099	28	7,923	19	2,820	12	2,269	18	1,181	7	1,749
LEE	208,441	264,938	283,133	32	18,889	23	40,213	99	59,580	41	59,636	51	25,076	51	11,643	35	11,434	75	19,931	19	7,330
Auburn	112,683	143,021	152,786	12	9,053	6	26,644	30	27,999	15	33,988	23	14,610	27	6,129	12	2,697	42	11,887	6	3,287
Opelika	90,842	116,262	124,418	20	9,836	14	12,976	55	28,798	23	25,444	26	10,281	24	5,514	23	8,737	29	7,916	12	3,966
LIMESTONE	95,457	123,712	132,734	19	10,947	12	10,094	68	37,359	41	24,340	40	14,568	35	7,545	25	5,718	35	6,044	7	4,725
Athens	85,999	112,259	120,598	17	10,685	11	9,770	51	33,431	39	24,070	31	9,857	30	7,132	23	5,614	28	5,470	7	4,725
LOWNDES	16,974	22,209	23,880	1		4	1,609	31	6,867	8	3,947	11	4,610	1	124	2	123	7	716	2	860
MACON	34,216	40,011	42,076	8	2,589	6	1,205	45	14,776	15	5,884	22	5,757	13	1,422	8	1,341	17	2,695	6	2,293
MADISON	632,407	747,782	788,014	58	47,394	38	132,837	207	147,889	125	149,737	140	60,365	139	47,214	121	33,921	234	69,735	42	18,942
Huntsville	596,968	706,263	744,324	50	46,373	31	131,727	127	133,640	110	146,017	115	54,309	125	45,602	108	31,973	214	65,715	38	18,227
MARENGO	57,791	67,954	71,549	13	5,254	16	5,143	54	24,790	14	10,963	25	7,691	15	3,162	16	2,963	12	2,370	6	1,806
MARION	52,224	56,814	58,908	15	5,600	13	2,855	55	18,209	31	11,739	30	4,788	24	3,008	15	2,403	25	3,082	8	3,857
MARSHALL	224,581	270,289	285,786	44	28,749	37	22,797	134	72,426	166	93,997	53	11,923	68	10,877	55	10,243	63	11,515	20	6,473
MOBILE	1,102,972	1,370,625	1,458,416	138	88,457	85	246,913	398	315,060	263	276,035	277	139,881	203	68,175	200	63,063	4[illegible]5	106,612	89	48,293
Chickasaw	36,907	46,122	49,194	5	3,020	6	11,021	11	19,162	15	2,048	10	2,739	6	2,418	7	669	12	4,014	2	2,907
Mobile	853,157	1,096,205	1,129,267	71	54,756	52	224,341	219	192,209	144	251,488	162	95,506	163	57,219	137	52,193	304	87,154	61	34,433
Prichard	63,199	73,640	77,417	16	7,780	10	3,529	39	18,689	35	5,758	33	14,820	15	5,038	20	5,114	33	3,583	8	1,700
MONROE	47,349	62,157	66,862	13	8,365	17	6,640	46	19,620	14	11,289	19	5,813	14	2,670	10	2,998	18	2,061	6	2,222
MONTGOMERY	724,268	902,188	960,547	69	51,834	36	172,477	209	161,667	122	194,759	166	109,423	142	54,811	126	39,284	264	75,638	38	21,149
Montgomery	690,894	864,436	921,089	56	48,345	28	172,008	165	153,034	110	193,335	140	99,147	138	52,382	115	32,295	243	73,677	38	21,149
MORGAN	260,045	287,591	299,139	41	22,983	23	27,659	123	63,124	92	65,376	104	30,245	62	21,898	86	16,034	92	18,968	29	10,023
Decatur	200,980	222,707	231,707	30	19,142	12	24,979	64	42,004	61	56,467	57	16,064	49	19,120	63	12,474	62	15,268	21	6,748
PERRY	20,206	25,663	27,423	7	923	9	1,541	34	8,699	10	4,941	9	2,403	11	2,275	2	555	12	968	3	1,223
PICKENS	38,417	47,200	50,119	11	2,978	14	3,175	52	20,589	20	8,487	21	5,863	13	1,349	10	1,949	14	1,038	5	1,371
PIKE	67,537	82,284	87,221	11	3,939	17	6,442	83	24,758	21	20,157	20	6,322	27	4,638	10	2,099	40	6,279	6	3,004
Troy	54,617	67,322	71,517	6	3,089	10	5,795	42	18,324	16	17,634	16	5,710	22	4,119	8	1,813	29	5,817	4	2,579
RANDOLPH	37,818	42,846	44,777	10	2,669	17	3,324	33	13,292	15	10,105	33	5,346	15	1,605	13	1,761	15	1,350	6	1,879
RUSSELL	86,039	102,103	107,739	23	6,830	11	12,058	77	33,893	40	12,809	47	14,896	19	2,857	24	2,141	43	7,497	10	4,035
ST. CLAIR	64,994	100,938	112,191	20	6,286	16	5,263	64	32,976	23	28,944	32	13,809	12	3,654	12	2,615	38	5,831	7	3,737
SHELBY	114,594	150,084	161,390	38	21,784	19	4,786	82	50,178	39	30,467	52	19,217	26	5,554	28	5,799	44	8,253	12	5,433
SUMTER	29,224	35,500	37,626	5	2,150	18	3,283	38	9,819	11	3,671	19	10,417	11	848	5	1,664	16	1,646	4	1,192
TALLADEGA	161,315	200,237	213,104	21	11,684	25	21,835	116	67,832	66	37,740	82	18,395	53	9,623	41	8,282	71	11,736	26	9,011
Sylacauga	70,475	85,521	90,594	8	6,434	11	9,748	33	29,582	37	14,787	26	6,982	21	5,172	20	3,401	23	4,348	12	4,468

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Talladega	71,076	92,081	98,796	9	4,742	6	10,721	48	27,689	22	21,742	37	8,594	19	3,291	17	4,718	27	4,530	10	3,391
TALLAPOOSA	94,536	107,849	112,864	16	5,729	15	8,741	90	35,886	35	21,476	41	8,408	23	6,073	26	6,171	31	4,496	14	4,639
Alexander City	63,939	72,445	75,717	9	1,785	9	7,435	45	22,253	22	11,509	24	6,138	13	5,307	23	5,668	19	3,410	8	3,447
TUSCALOOSA	400,031	479,771	507,042	37	45,817	25	71,881	178	111,062	107	87,551	117	50,958	78	28,666	97	22,777	150	37,071	31	14,381
Northport	37,554	47,413	50,699	7	2,985	4	2,893	23	21,698	13	4,577	9	5,791	6	1,293	14	2,360	22	4,023	5	2,077
Tuscaloosa	301,313	355,018	373,840	22	30,037	16	48,237	95	66,593	76	71,677	89	37,550	69	26,715	73	19,417	112	30,107	25	10,777
WALKER	194,689	241,163	256,441	30	27,391	27	13,788	105	63,526	83	66,129	86	22,629	50	13,913	47	10,639	56	11,036	19	8,660
Jasper	140,955	175,125	186,308	19	23,719	10	10,738	38	38,964	53	56,407	39	11,339	33	12,314	30	8,451	28	7,424	8	3,973
WASHINGTON	18,120	25,560	27,890	8	2,781	6	1,265	28	8,308	9	4,441	19	6,218	4	146	3	471	12	1,036	4	1,032
WILCOX	20,216	25,379	27,063	8	2,814	9	2,283	46	9,351	8	3,606	12	1,745	4	794	3	340	13	850	3	608
WINSTON	53,848	63,201	66,501	18	8,689	11	4,993	40	19,453	21	11,947	33	7,057	15	2,569	17	2,607	28	2,410	5	1,639

FT. PAYNE—continued

3—POPULATION:
Corp. City 70 Cen. 8,435; Loc. Est. 8,586
County 70 Cen. 41,981; Loc. Est. 53,096

4—HOUSEHOLDS:
City 70 Cen. 2,899; Loc. Est. 3,424
County 70 Cen. 13,501; Loc. Est. 19,699

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	1	N.A.
Commercial Banks	2	N.A.

6—PASSENGER AUTOS: County 29,248

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fabricated Steel 500.
Principal Industry Pay Days: Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10. Last killing frost, Mar. 26.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: De Kalb Plaza, 15 blocks on Gault Ave. South.
Neighborhood Shopping Center: Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. North.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
De Kalb (2)	-	Big K, Winn-Dixie

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Center, Food, Drug.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Lays; Fred's; David Lee; Worth Ratliff.
Discount Stores: Bargain Town; Family Dollar; Pic 'N' Pay; Big K.
Chain Drug Stores: Harco; Kilgore.
Chain Food Stores: Winn-Dixie; A&P; Piggly Wiggly.

14—NEWSPAPERS: TIMES JOURNAL (e) 6,151; (S) 6,151; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Steve Smith, Gen. Mgr., TIMES JOURNAL.
National Representatives: None.

GADSDEN, ALA.

1—LOCATION: Etowah County (SMSA). E&P Map C-2, County Seat. Industrial center. Northeastern part of state, 65 Mi. from Birmingham, in Sand Mountain District. Major roads and highways, I-59; U.S. Highways 431, 278, 411, 11; Alabama highways 25, 77, 227.

2—TRANSPORTATION: Railroads: L&N; Southern; Tenn. Ala. & Ga.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 53,928; Loc. Est. 60,000
CZ ABC: (70) 64,339; (80) 57,200
RTZ-ABC: (70) 146,691; (80) 182,300
County/SMSA(70) Cen. 94,144; Loc. Est. 98,136
City RTZ-ABC: (70) 211,020; (80) 239,500

4—HOUSEHOLDS:
City: 70 Cen. 17,850; Loc. Est. 18,015
County/SMSA: 70 Cen. 30,241; Loc. Est. 36,242
CZ ABC: (70) 21,060; (80) 57,200
RTZ-ABC: (70) 46,101; (80) 65,800
City & RTZ-ABC: (70) 67,161; (80) 87,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	11	$300,000,000
Savings & Loan Assns.	2	$114,928,094

6—PASSENGER AUTOS: County 58,328

7—ELECTRIC METERS: 30,204

8—GAS METERS: 24,379

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel 5,500 ($210); Rubber 4,000 ($210); Trucking ($200); Concrete Pipe ($150); Dairy Prod. ($150); Light Machinery ($120).
Principal Pay Days: Steel; Fri., Rubber: Tues., Trucking: Fri., Concrete Pipe: Fri.; Dairy Products: Fri.; Light Machinery: Fri..

10-CLIMATE: Min. & Max. Temp.—Spring 34.3-76; Summer 49.7-102; Fall 47.5-90; Winter 12-56.4. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St.; 5 on 4th, 5th, and 6th Streets; Alabama City.
Neighborhood Shopping Centers: W. Gadsden—12th and Forrest Ave. E. Gadsden- E. Broad and Hoke St. Alabama City: Wall St., Rainbow City, N. 12th St. Attalla; N. 3rd St. and Meighan Blvd.; Noccalula.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket.
Rainbow Plaza	2	Woolco, Bruno's, Eckerd
Agricola	1	Bruno's, Eckerd, G. F. Wilson, G. C. Murphy
Gadsden Mall	1/2	Sears, Pizitz, Belk's, Piggly Wiggly.
K-Mart	—	Big Apple, K-Mart

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Food; Sears; Belk-Hudson; Penney's, Pizitz; all Mall and Shopping Centers.

13—RETAIL OUTLETS: Department Stores: Pizitz; Martin's; J. C. Penney; Sears Roebuck; G. C. Murphy; Belk-Hudson; Ike Saks; Rutenberg's, Hagedorn.
Discount Stores (CZ): Top Dollar; K-Mart, Woolco; G. F. Wilson.
Variety Stores: McLellans.
Chain Drug Stores (CZ): Eckerd 2; Buy Wise 5; Big B.
Chain Supermarkets(CZ): Piggly Wiggly 4; Bruno's 3; Jitney Jungle; IGA 2; Warehouse Groc. 2; Winn- Dixie; Sav-U Warehouse; Consumer Warehouse; Big Apple 2.
Other Chain Stores: Rhodes Furn., Otasco; Goodyear; Firestone; Radio Shack 2; Diana Shop; Anderson-Little; Budds; Jarman; Hardy; Vicki-V (Vogue); Lowes; Marvins.

14—NEWSPAPERS: TIMES (e) 28,435; (S) 29,818; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Miller, Adv. Dir. TIMES.
National Representatives: Landon Associates.

HUNTSVILLE, ALA.

1—LOCATION: Madison County (In Limestone, Madison & Marshall Counties SMSA). E&P Map C-2, County Seat. Corporate area 105.7 sq mi. In extreme northern part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), miscellaneous manufacturing and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2—TRANSPORTATION: Railroads: Southern; L&N.
Motor Freight Carriers: 15.
Intercity Bus Lines: Continental Trailways.
Airlines: United; Republic.

3—POPULATION:
Corp. City 70 Cen. 137,802; Loc. Est. 144,557
CZ ABC: (70)137,802; (80)144,200
RTZ-ABC: (70)217,483; (80)235,300
SMSA: 70 Cen. 282,450; Loc. Est. 295,507
County 70 Cen. 186,540; Loc. Est. 186,048
City & RTZ-ABC: (70)355,285; (80)379,500

4—HOUSEHOLDS:
City: 70 Cen. 40,753; Loc. Est. 49,098
County: 70 Cen. 41,999; Loc. Est. 61,290
SMSA: 70 Cen. 67,301; Loc. Est. 99,807
CZ ABC: (70)40,747; (80)48,700
RTZ-ABC: (70)64,238; (80)80,000
City & RTZ-ABC: (70)104,985; (80)128,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loans Assns.	4	$285,370,482
Commercial Banks	6	$600,772,000

6—PASSENGER AUTOS: County 153,900

7—ELECTRIC METERS: Residence 73,539

8—GAS METERS: Residence 26,064

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Ave. Wkly. Wage)—Redstone Arensal 24,000 ($350); Textile & Leather 1,817 ($200); Fabricated Metals 310 ($250); Electronics, Fine Metals 351 ($300); Farm Implements 226 ($180); Construction 4,000 ($275); Chemicals 260; Machinery 1,500; Engineering Res. & Dvlpmt. 11,000 ($450). Also Oakwood College (632 students, 72 Teachers); Univ. of Alabama Huntsville campus (2,600 students, 190 teachers); Alabama A&M College (3,700 students, 175 teachers); Cosmetics 500 ($150).

10-CLIMATE: Min. & Max. Temp.— Spring 49.4-71.9; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31. Last killing frost, Mar. 30.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks around Square; Washington, Jefferson, Clinton.
Neighborhood Shopping Centers: 5 Points, 37 Units (Pratt, E. Holmes & 5th); Whitesburg Dr., W. Huntsvile; Parkway City 65 stores; Pearsall 12 stores; Heart of Huntsville 27 units; Holiday Plaza 11 units, Mall 62 units; Dunnavant's Mall, 19 units; Hamilton Square-8 units; Willowbrook 25 units; Haysland Square 15; North Plaza 10; Mastinlake Plaza 5.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Whitesburg (11)	1	Luckgs
Five Points (19)	3/4	Star Market
Kennamer (-)	2	Baptist Book Shop, Bi-Low
P'kway City (69)	3½	Montgomery Ward, Parisian-Pizitz
Pearsall (12)	2	Otasco
Heart of Huntsville (27)	3/4	Sears Zale, Woolworth, Eckerd
Holiday Plaza (11)	2	Holiday Foods
Dunnavant's (22)	3/4	Dunnavant's
Northside Plaza (12)	2½	Kwik-Chek
Governors Drive (-)	2	Kwik-Chek
Oakwood (14)	2½	
Haysland (18)	4	Kwik-Chek, Kroger
Hamilton Square (15)		Big K
S. Memorial Plaza (16)	1	
N. Memorial Pl (18)	1	
The Mall (63)	3	Loveman's, Penney, Kinney, Lerner, Walgreen, Woolworth
Willowbrook (13)	-	Piggly Wiggly
Oak Park (15)	3/4	Kroger, SuperRx
Huntsville West (12)	3	Kent, Kwik-Chek
Woolco (-)	4	Woolco, Kwik-Chek
Univ. Plaza (9)	5	

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Principal Shopping Center-Thurs. & Fri. Suburban-Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Dunnavant's; Montgomery Ward; J C Penney, Belk-Hudson; Becker's; Plain Value; Pizitz; Parisian.
Variety Stores: Woolworth's 2; Murphy Mart 2; Super 5& 10 2.
Discount Stores (CZ): K-Mart; Eckerd's Drug; Furniture Sales; Derrick's Furn. Ctr.; Woolco; Handy Dan; Service Merchandise; G. F. Wilson Co.; Big K; Warehouse Foods; Foodworld; Bargain Town USA; Golbro; Pic-n-Pay Shoes; Family Dollar.
Chain Drug Stores (CZ): H & H Walgreen 1; Humphrey's Twickenham Rexall; David's Rexall SuperRx 2; Eckerd's; Scottie, Propst 3; Medicine Shoppe; Big B 2.
Chain Food Supermarkets (CZ): Plus Value 3; Kroger's 3; Kwik Chek 9; Mulkey & Jackson 3; Piggly Wiggly 2; Big Star 1; Big Bros. 1.
Other Chain Stores: Shoes: Butler's, Ford 2, Thom McAn, Bell Bros., Jarman, Baker's, Kinney 2, Women's Ready-to-Wear: Eleanor's, Lerner's,

HUNTSVILLE
ALABAMA'S THIRD LARGEST...

RANK	METRO AREA	POPULATION	EBI	TOTAL RETAIL SALES
1	BIRMINGHAM	829,100	$5,727,469,000	$3,441,452,000
2	MOBILE	446,100	2,544,572,000	1,655,976,000
3	HUNTSVILLE	297,000	1,937,417,000	1,134,911,000
4	MONTGOMERY	262,300	1,702,353,000	1,057,446,000

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Survey of Buying Power

HUNTSVILLE TIMES & NEWS
Represented by Newhouse Newspapers

HUNTSVILLE—continued

Sak's, Mary's Shoppe, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Marks Fitzgerald, Edward's Warehouse Sale; Rubber Goods: Goodyear, Goodrich, General Tire, U.S. Tire; Men's Wear: National Shirts, Men's Clothing: Schwobilt, Jewelers: Bromberg's Lorch's, Zales, Rose, Mason's, Cross, Kay Jewelers.

14—NEWSPAPERS: TIMES (e-mon. to fri.) 52,773; (e-Sat.) 47,267; (S)56,749; NEWS (m-mon. to fri.) 13,964; (m-Sat) 12,261; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: TIMES Mrs. Virginia V. Bowers, Natl. Adv. Mgr.; NEWS Merlin R. Adkins, Gen. Adv. Mgr.
National Representatives: TIMES: Newhouse Newspapers-Metro-Suburbia; NEWS: Newhouse Newspapers.

JASPER, ALA.

1—LOCATION: Walker County in Birmingham (SMSA). E&P Map B-2. 42 miles N.W. of Birmingham. County Seat. Mining, manufacturing, and agriculture (includes cattle, poultry, & timber).

2—TRANSPORTATION: Railroads: Frisco and Illinois Central; Southern.
Motor Freight Carriers: Hiller; Ross Neely; plus connections with all Carriers serving Birmingham.
Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 10,798; Loc. Est. 12,520
Birmingham SMSA
(70 Cen.) 767,230; Loc. Est. 834,666
County 70 Cen. 56,246; Loc. Est. 70,236

4—HOUSEHOLDS:
City. 70 Cen. 3,600; Loc. Est. 4,802
County. 70 Cen. 17,697; Loc. Est. 25,482
SMSA 70 Cen.240,763; Loc. Est. 301,838

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	6	$156,000,000
Savings & Loan	2	$84,000,000

6—PASSENGER AUTOS: County 34,301

7—ELECTRIC METERS: Residence 12,592

8—GAS METERS: Residence 3,151

9— PRINCIPAL INDUSTRIES (CZ): (County): Approximately 20,000 principally mining, manufacturing, and agriculture.

10-CLIMATE: Min.&Max.Temp.—Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77.

11—TAP WATER: Fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Jasper Square	12	Big K Dept., Bruno's Mkt.
Parklands	40	G.C.Murphy, Sears Winn-Dixie

13—RETAIL OUTLETS: Department Stores: J.C.Penney; Weinstein's; Engle's, G. May & Sons 2;
Discount Stores: Top Dollar; G. C. Murphy; Bargaintown; Payless; David Lee's; Fred's Big K; Wal-Mart.
Variety Stores: Woolworths; Elmore's.
Chain Supermarkets: Bruno's 2; Winn-Dixie 2; Food World; Handy Dandy Minit Mkts. 4; Son's 5.
Other Chain Stores: Goodyear; Firestone; Singer; Lorch's; Big B.

14—NEWSPAPERS: MOUNTAIN EAGLE (e Mon. to Fri.) 12,379; sworn Mar 31,1980.
Local Contact for Advertising and Merchandising Data: Douglas Pearson, Publisher; John Walker, Advertising Director, MOUNTAIN EAGLE.
National Representative: Landon Associates, Inc.

LANETT, ALA.-
WEST POINT, GA.

1—LOCATION: Chambers County (Ala.) and Troup County (Ga.). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18,103 (in Ga.); in Ala. 50; Interstate 85.

2—TRANSPORTATION: Railroads: Atlanta & West Point; Western Railway of Alabama, Chattahoochee Valley.
Intercity Bus Lines: Greyhound; East Alabama Coach.

3—POPULATION:
Corp. Cities, 70 Census 11,140; Loc. Est. 10,591
Lanett, Ala. 70 Cen. 6,908; Loc. Est. 6,660
West Point, Ga. 70 Cen. 4,232; Loc. Est. 3,931
Chambers Co., 70 Cen. 36,356; Loc. Est. 37,386
Troup Co., 70 Cen. 44,466; Loc. Est. 46,677

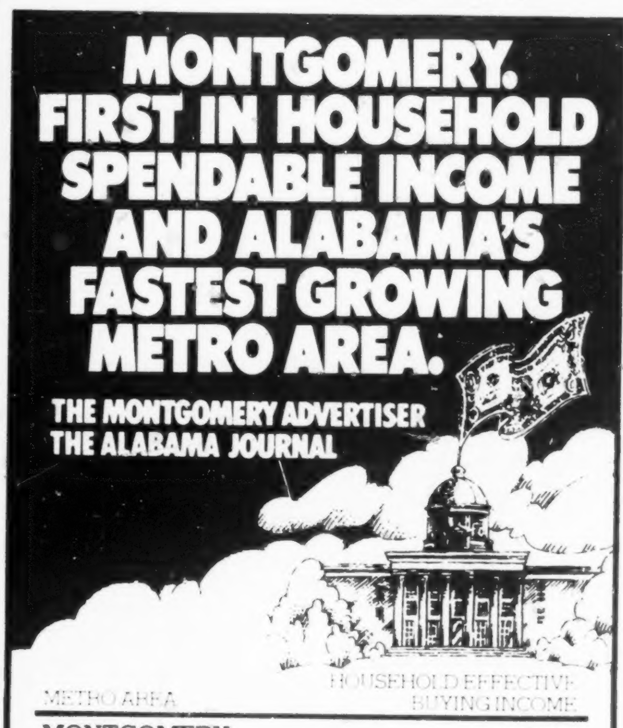
4—HOUSEHOLDS:
Lanett 70 Cen. 2,335; Loc. Est. 2,552
West Point 70 Cen. 1,381; Loc. Est. 1,511
Troup Co. 70 Cen. 14,012; Loc. Est. 17,037
Chambers Co. 70 Cen. 11,208; Loc. Est. 13,279

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	1	$21,000,000
Commercial Banks	3	$60,000,000

6—PASSENGER AUTOS: (Counties): Troup, Ga. 24,085; Chambers, Ala. 19,719

7—ELECTRIC METERS: Residence 7,549

8—GAS METERS: Residence 8,021



MONTGOMERY.
FIRST IN HOUSEHOLD SPENDABLE INCOME AND ALABAMA'S FASTEST GROWING METRO AREA.
THE MONTGOMERY ADVERTISER
THE ALABAMA JOURNAL

METRO AREA	HOUSEHOLD EFFECTIVE BUYING INCOME
MONTGOMERY	$19,567
BIRMINGHAM	$19,409
MOBILE	$17,488

Rep: Branham

Source: 1980 Sales and Marketing Management

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners—Textile 8,454; Latex 400; Fdy. & Mach. 150; Textile Machy. 210.

11—TAP WATER: Alkaline, very soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Valley Plaza (15)	3/4	Winn-Dixie, Ben Franklin, Green Drug
Cherry Valley (23)		SuperRx, Pittsburgh Paint

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Belk-Gallant; J.C. Penney; H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's.
Variety Stores: Laird's; Ben Franklin.
Chain Drug Stores: Lee's; SuperRx.
Chain Food Supermarkets: Big Star; Big Apple, A&P; Kwik Chek; Wright's P&T; Hayes; Big Bear; Givorn's.
Other Chain Stores: Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's; Jewel Box.

14—NEWSPAPERS: VALLEY TIMES NEWS (e-Mon. to Fri.) 10,569; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Mark T. Walls, Pub., VALLEY TIMES-NEWS.
National Representatives: Landon Assoc., Inc.

MOBILE, ALA.

1—LOCATION: Mobile County (SMSA). E&P Map B-5. 157 mi. NE of New Orleans, La. in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; 31 mi. from Gulf of Mexico.

2—TRANSPORTATION: Railroads: Alabama, Louisville & Nashville, Southern Ry System, Illinois Central Gulf, St. Louis-San Francisco; (Frisco) & Alabama State Docks Terminal (freight). Important river canal system.
Motor Freight Carriers: 60.
Intercity Bus Lines: Continental Southern, Greyhound, Trailways, Gulf Transport.
Steamship Lines: 61 Pass., 39 Freight.
Airlines: Pan American, Eastern, Republic, Texas Int'l.

3—POPULATION:
Corp.City 70 Cen.190,026; Loc.Est. 210,265
CZ ABC: (70) 240,051; (80) 258,200
RTZ-ABC: (70) 393,256; (80) 494,400
SMSA 70 Cen. 376,690; Loc. Est. 442,827
County 70 Cen. 317,308; Loc. Est. 365,618
City & RTZ-ABC: (70) 633,307; (80) 752,600

4—HOUSEHOLDS:
City 70 Cen. 56,938; Loc. Est. 73,311
County 70 Cen. 91,769; Loc. Est. 122,570
SMSA 70 Cen. 109,490; Loc. Est. 149,249
CZ ABC: (70) 71,382; (80) 87,800
RTZ-ABC: (70) 110,629; 159,600
City & RTZ-ABC: (70) 182,011; (80) 247,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	5	$411,700,000
Commercial Banks	6	$1,074,875,227

6—PASSENGER AUTOS: County 184,613

7—ELECTRIC METERS: Residence 123,723

8—GAS METERS: Residence 84,807

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper & Allied 8,900($352) Shipbldg. & Repair 3,100($249); Chemical & Allied 4,200($326); Lumber & Wood Prods. 2,800($168) Food & Allied 2,400($139); Whls & Ret 36,100; Govt. 24,200; Const. 11,800; Mfg. 30,700; Services 26,600; Transp. 10,700; Finance 6,900. Also 3 4 yr. colleges and 2-yr. colleges 13,000 Students.

10-CLIMATE: Min. & Max. Temp.—Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 62 blocks bounded by St. Louis St., Washington Ave., Government and Water Sts., Springdale, Bel Air.
Neighborhood Shopping Centers: Crichton, Springhill, Government St., Loop, Brookley; Oakdale; Prichard, Chickasaw, Mertz Station, Azalea Road, New U.S. Hwy. 90., Navco, Whistler,Toulminville, Plateau, Tillman's Corner.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Downtown	-	Gayfer's, Burt's, Woolworth, Kress, Eckerd's Scottie, Phillips Shoes, Stein's
Bel Air Mall	-	Sears, Penney's Holmes (138 tenants; list available)
Springdale Plaza & Mall	-	Gayfer's, Montgy. Ward, K&B Drugs (83 tenants; list available)
Prichard	-	Penney's, TGY, Greer's Foods, Delchamps, Eckerd's, Rhodes Furn.
Crichton	-	Greers, Gibsons, Family Dollar, Shoe City,
Overlook	-	Delchamps, Gibson's, TGY, Kinney Shoes
Springhill	-	A&P, Firestone, TG&Y, Big B Drugs, West's, Eckerd's,
Springhill Plaza	-	Delchamps, Woolco, K&B
Kingswood-University		Gaylords, A&P, Eckerd's Otasco
Regency	-	Winn Dixie, Food World, Big B Drugs, K-Mart, TGY, Radio Shack, Revco,
Midtown Mart	-	A&P, Eckerd's, Otasco, Lowe's TGY, Delchamps
Skyline Plaza	-	Woolco, Delchamps K&B, Greers
Westgate	-	Winn Dixie, Otasco, Radio Shack, Revco, Rose's
Tillman's Corner	-	Food World, Goodyear, A&P, Winn-Dixie, TG&Y K&B, Hancock Fabrics
Gulf Dale	-	Delchamps, Greers
Airport Blvd	-	Hancock Fabrics Rhodes Furn., Cloth World, Radio Shack, Gulf Coast Jewelers, Scott's Furn., Haverty Furn

Principal Shopping Days: Food—Fri. and Sat. Others—Fri., Sat., Mon.
Stores Open Evenings: Sears, Gayfer's, Holmes, Wards, Penneys, West's, Woolco, Gibson, Gaylord, K-Mart.

13—RETAIL OUTLETS: Department Stores: Gayfer Sears, Zoghby's, Penney's, Montgomery Ward Woolco, Rose's, Holmes.
Discount Stores (CZ): Gaylord's; Dollar General, Roses; Plain Value, Scotties; Gibson's.
Variety Stores: Kress, TG&P, Super 5 & 10; Woolworth, Dollar General, Family Dollar.
Chain Drug Stores (CZ): Eckerd's 12; K&B 5; Revco 6, Big B 4.
Chain Supermarkets (CZ): Delchamps 19; National 4; A&P 6; Greer's (Save More) 15; Winn-Dixie 13; Food World (Bruno's) 4; 1GA 8.
Other Chain Stores: Singer Stores, West's; Goodrich, Goodyear, Otasco; Firestone; Rhodes Furniture; Phillips Shoes, Lerner Shops; Gulf Furniture; Lee Optical; Lorch Jewelers; Royal Optical, Pearl Vision Center; Baker's; Burt's; Thom McAn.

14—NEWSPAPERS. MOBILE REGISTER (m-Mon. to Fri.) 50,174; MOBILE PRESS (e-Mon. to Fri.) 53,616; Comb. (m&e) 102,790; (Sat.m) 89,023 (S) PRESS REGISTER 97,945; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS REGISTER.
National Representatives: Newhouse Newspapers.

MONTGOMERY, ALA.

1—LOCATION: Montgomery County (SMSA). E&P Map C-4, State Capital. County Seat. Center of rich farm territory; military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta, Ga. Located on Ala. River. Agricultural and livestock shipping center.

2—TRANSPORTATION: Railroads: L&N, CofGa; WofAla; Seabord Coast Line, Gulf Mobile & Ohio; Southern.
Motor Freight Carriers: 42.
Airlines: Delta; Republic, Ocean.

3—POPULATION:
Corp. City 70 Cen. 133,386; Loc. Est. 180,000
CZ ABC: (70) 137,646; (80) 167,700
RTZ-ABC: (70) 401,129; (80) 441,700
County 70 Cen. 167,790; Loc. Est. 194,000
SMSA 70 Cen. 225,911; Loc. Est. 265,000
City & RTZ-ABC: (70) 538,775; (80) 609,400

4—HOUSEHOLDS:
City 70 Cen. 41,561; Loc. Est. 52,851
County 70 Cen. 50,773; Loc. Est. 57,689
SMSA 70 Cen. 67,128; Loc. Est. 90,338
CZ ABC: (70) 42,795; (80) 59,600
RTZ-ABC: (70) 115,448; (80) 145,100
City & RTZ-ABC: (70) 158,243; (80) 204,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	7	$940,684,000
Sav. & Loan Assn.	4	$168,300,000

6—PASSENGER AUTOS: County 104,411

7—ELECTRIC METERS: 69,485

8—GAS METERS: 60,628

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lumber 1,000; Food 2,100; Textile 2,600; Chemical 200; Stone & Clay 1,900; Furniture 600; Axles 900; Wholesale & Retail 24,100; Mfg. & Svc. 17,200; Mining 120; Construction 6,000; Transportation 4,600; Finance 5,600; Military 6,626; State 7,500.

10-CLIMATE: Min. & Max. Temp.—Spring 53-89; Summer 68-90; Fall 45-76; Winter 37-61. Date first killing frost, Nov. 30. Date last killing frost, Mar. 17.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: 2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St., 2 on Commerce St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Capitol Pkwy	15	Sewing Basket
Capitol Plaza	15	Winn-Dixie
Cloverland	44	Big Bear Mkt., Red & White Mkt.
Coliseum	7	—
Country Club	6	Kwik-Chek
Dalraida	7	Winn-Dixie
Eastdale Mall	83	Gayfers, Montgomery Ward Winn-Dixie, Parisians
East Mont Plaza	10	Big Bear, Super Foods
Eastbrook	33	Super Foods, Avery's

Fair Court	20	N.A.
Fairview Plaza	6	Winn-Dixie, Otasco, Revco
Forest Hills	12	Big Bear, Super Foods
Gay Meadows	8	Big Bear
Governor's Sq	17	Wooco
Montgomery East	12	TG&Y, Super Foods
Montgomery Mall	45	Penney's, Food World Mkt., Gayger's
Normandale	45	Loveman's
Park Plaza	6	Winn-Dixie
Perry Hill	7	Big Bear, Ben Franklin
Southside	15	Big Bear, Super Foods

Principal Shopping Days: Mon., Thu., Fri., Sat.
Hours: Mall open every night til 9:00; rest open Mon., Thu., Fri. til 9; all closed Sunday.
Stores Open Evenings: Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Gayfer's 2; Loveman's; Belk-Hudson; J. C. Penney; Sears; Montgomery Ward; Parisians, Pizitz; Belk-Avery.
Discount Stores: Gaylord's 2, Service Merchandise; Woolco; TG&Y; K-Mart 2.
Variety Stores: Kress, H.L. Green.
Chain Drug Stores (CZ): Dixie Rexall 1; Revco 2; Eckerd's 3; SuperRx; Southside 2; Yancy 3; Scotties 3; Price 4; Professional Center 2; Medicine Shoppe; Big B Drugs
Chain Food Supermarkets (CZ): A&P 5; Delchamps 7; Winn-Dixie 10; Big Bear 10; Pak-A-Sak 22; Jiffy 4; Food World 2; Hudson-Thompson 25; Bruno's; K-Mart; Hardin 7-11 Grocery 2; Big Apple 2; Zippy Mart 11.
Other Chain Stores: Firestone; Goodyear; Singer Co.; Western Auto; Goodrich; Uniroyal; Stein's; Schwobilt's; S&H Green Stamps; Otasco; Lowe's.

14—NEWSPAPERS: ADVERTISER (m-Mon. to Fri.) 47,4[illegible]; JOURNAL (e-Mon. to Fri.) 24,299; Comb. (m[illegible]) 7[illegible]790; ADVERTISER JOURNAL (Sat. & Ho[illegible]) 36,[illegible]53; (S) 73,632; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Te[illegible] D. Conner, Nat'l. Adv. Mgr., ADVERTISER and JOURNAL.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

MUSCLE SHOALS, ALA.
See FLORENCE, ALA.

NORTHPORT, ALA.
See TUSCALOOSA, ALA.

OPELIKA-AUBURN, ALA.

1—LOCATION: Lee County, E&P Map D-3, County Seat. Farming, Dairying, Textile and industrial Center. In SE Ala. 25 mi. from Ga. line.

2—TRANSPORTATION: Railroads: Western Rwy. of Al, Central of Ga.
Motor Freight Carriers: 15.
Intercity Bus Lines: Crescent Trailways; Greyhound; Tiger, Ingram.

3—POPULATION:
Corp. Cities 70 Cen. 41,794; Loc. Est. 55,000
Opelika 70 Cen. 19,027, Loc. Est. 25,500
Auburn 70 Cen. 22,767; Loc. Est. 29,500
CZ-ABC: (70) 41,794, (80) 48,800
RTZ-ABC: (70) 70,743; (80) 79,000
County 70 Cen. 61,268; Loc. Est. 80,000
City & RTZ-ABC: (70) 112,537, (80) 127,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 11,929; Loc. Est. 17,074
Opelika 70 Cen. 5,786, Loc. Est. 8,376
Auburn 70 Cen. 6,143; Loc. Est. 8,698
CZ-ABC: (70) 11,931, (80) 15,900
RTZ-ABC: (70) 21,091 (80) 26,800
County 70 Cen. 17,391; Loc. Est. 23,421
City & RTZ-ABC: (70) 33,022, (80) 42,700

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Saving & Loan	2	$30,000,000
Commercial	6	$120,000,000

6—PASSENGER AUTOS: County 35,469

7—ELECTRIC METERS: Residence 22,000

8—GAS METERS: Residence 12,172

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Textile 3,023 ($95); Creamery 160 ($90); Foundry 100 ($80); Recording Tape 1,200 ($95); Foundry 100 ($80); Auto Tires 1,300 ($135).
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 28-85; Summer 70-100, Fall 50-88; Winter 18-72. First killing frost, Nov. 10. Last killing frost, Mar. 25.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Midway Plaza	30	Kroger's Superx Drings
Village Mall	35	Revco, Zales

Principal Shopping Days: Thu., Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: Gayfer's, K-Mart; Belk's, Howard Bros.; Sears Roebuck; J. C. Penney;
Variety Stores: Woolworth, Murpht's, Opelika.
Discount Stores: Lee Discount; Howard Bros., Family Dollar.
Chain Food Supermarkets (CZ): A&P 2; Big Apple; Winn-Dixie 2; Kroger; Super Foods 2; Piggly-Wiggly.

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,444,297	3,835,696	8,877,982	25,310,355	1,350,442	18,742	60,756	394,763	678,717
STANDARD METROPOLITAN STATISTICAL AREAS									
Anniston, Ala.	103,092	119,858	273,861	716,080	42,103	17,008	805	1,963	12,936
Birmingham, Ala.	767,230	843,394	2,497,959	6,131,504	308,179	19,896	2,654	5,285	50,143
Columbus, Ga.-Ala.	238,584	221,075	660,152	1,684,663	76,465	22,032	459	3,061	1,945
Florence, Ala.	117,743	131,325	299,261	938,937	46,641	20,131	2,494	15,361	13,000
Gadsden, Ala.	94,144	100,888	307,585	527,955	37,667	14,016	1,198	2,671	11,048
Huntsville, Ala.	282,450	297,952	692,231	2,002,496	101,822	19,667	5,314	45,013	50,788
Mobile, Ala.	376,690	448,177	1,117,725	2,564,108	152,610	16,802	2,210	47,827	15,353
Montgomery, Ala.	225,911	264,370	615,950	1,675,220	92,105	18,188	2,241	20,873	22,016
Tuscaloosa, Ala.	116,029	127,793	282,698	857,405	43,352	19,778	707	3,643	4,163
COUNTIES, Cities									
AUTAUGA	24,460	31,520	45,460	215,997	10,228	21,118	453	7,556	4,375
BALDWIN	59,382	79,388	149,459	437,632	27,741	15,776	1,285	32,761	8,066
BARBOUR	22,543	25,397	45,999	138,099	8,945	15,439	734	7,636	4,123
BIBB	13,812	15,083	22,258	89,990	5,149	17,477	306	838	1,835
BLOUNT	26,853	36,465	46,494	280,582	13,293	21,108	1,483	4,136	36,247
BULLOCK	11,824	11,267	20,294	55,355	3,779	14,648	463	3,451	3,048
BUTLER	22,007	21,701	42,074	122,418	7,579	16,152	780	3,094	7,136
CALHOUN	103,092	119,858	273,861	716,080	42,103	17,008	805	1,963	12,936
Anniston	31,533	31,686	87,395	203,099	12,180	16,675	*	*	*
CHAMBERS	36,356	37,372	87,972	250,297	13,479	18,569	486	624	4,867
Lanett	6,908	6,890	16,889	46,625	2,679	17,404	*	*	*
CHEROKEE	15,606	19,080	27,473	95,672	6,965	13,736	837	7,102	8,768
CHILTON	25,180	30,920	39,065	202,956	11,459	17,711	939	3,028	1,951
CHOCTAW	16,589	17,547	31,951	89,607	5,784	15,492	582	759	1,426
CLARKE	26,724	27,583	49,706	157,547	9,177	17,168	586	714	1,055
CLAY	12,636	14,513	25,128	83,936	5,301	15,834	573	224	8,650
CLEBURNE	10,996	12,680	23,009	76,248	4,468	17,065	468	343	9,706
COFFEE	34,872	36,398	71,407	266,871	12,908	20,675	1,140	10,588	16,231
Enterprise	15,591	16,927	36,562	145,961	6,148	23,741	*	*	*
COLBERT	49,632	50,999	149,676	353,246	18,030	19,592	778	7,147	6,409
Muscle Shoals	6,907	10,224	22,542	76,638	3,303	23,203	*	*	*
Sheffield	13,115	10,636	41,994	82,615	4,094	20,180	*	*	*
Tuscumbia	8,828	8,637	26,908	60,465	3,225	18,749	*	*	*
CONECUH	15,645	16,056	27,524	76,299	5,550	13,748	744	3,220	2,763
COOSA	10,662	11,377	16,159	68,769	3,919	17,548	360	200	2,668
COVINGTON	34,079	36,203	79,433	238,682	13,866	17,213	1,250	8,512	9,041
CRENSHAW	13,188	14,844	21,594	78,306	5,519	14,188	711	6,181	13,457
CULLMAN	52,445	64,414	100,162	499,660	23,290	21,454	2,998	8,119	73,705
Cullman	12,601	17,059	30,201	167,416	6,606	25,343	*	*	*
DALE	52,938	43,479	136,498	328,832	14,911	22,053	722	7,236	6,139
DALLAS	55,296	51,336	133,126	329,139	16,846	19,538	806	10,499	6,663
Selma	27,379	25,850	76,609	196,696	9,227	21,317	*	*	*
DE KALB	41,981	54,252	72,652	385,108	20,340	18,934	2,902	12,134	47,114
Fort Payne	8,435	7,644	16,085	59,790	3,086	19,375	*	*	*
ELMORE	33,661	43,557	60,417	234,121	14,977	15,632	878	5,978	5,752
ESCAMBIA	34,912	36,036	66,597	222,809	12,269	18,160	650	10,895	4,725
ETOWAH	94,144	100,888	307,585	527,955	37,667	14,016	1,198	2,671	11,048
Gadsden	53,928	47,266	184,620	264,157	18,318	14,421	*	*	*
FAYETTE	16,252	17,888	33,396	115,856	6,625	17,488	638	1,776	2,575
FRANKLIN	23,933	28,538	47,872	195,671	10,686	18,311	1,183	2,476	16,393
GENEVA	21,924	24,979	40,089	162,148	9,425	17,204	1,124	13,444	12,868
GREENE	10,650	10,495	15,212	46,438	3,378	13,747	494	2,329	3,222
HALE	15,888	15,813	26,519	72,763	5,023	14,486	598	4,268	5,663
HENRY	13,254	15,874	24,833	91,640	5,762	15,904	633	13,880	5,262
HOUSTON	56,574	74,373	121,524	571,899	27,047	21,145	1,253	19,007	8,257
Dothan	36,733	51,034	86,657	423,855	18,655	22,721	*	*	*
JACKSON	39,202	53,185	79,417	412,437	19,001	21,706	1,654	12,206	11,064
Scottsboro	9,324	24,402	20,649	206,868	8,995	22,998	*	*	*
JEFFERSON	644,991	669,996	2,255,759	5,092,656	246,594	20,652	627	863	14,799
Birmingham	300,910	269,675	972,702	1,893,953	105,229	17,998	*	*	*
LAMAR	14,335	16,527	25,780	97,702	6,231	15,680	629	1,886	2,027
LAUDERDALE	68,111	80,326	149,585	585,691	28,611	20,471	1,716	8,214	6,591
Florence	34,031	37,368	82,638	312,849	13,815	22,646	*	*	*
LAWRENCE	27,281	30,931	47,480	194,288	10,351	18,770	1,559	9,838	24,416
LEE	61,268	71,284	141,921	524,852	23,951	21,914	482	2,609	3,492
Auburn	22,767	27,507	54,373	207,249	8,694	23,838	*	*	*
Opelika	19,027	23,574	47,553	189,619	8,540	22,204	*	*	*
LIMESTONE	41,699	44,897	86,732	225,028	15,258	14,748	1,571	17,128	6,499
Athens	14,360	15,854	36,528	97,873	5,675	17,246	*	*	*
LOWNDES	12,897	13,703	18,812	55,008	3,818	14,408	485	4,508	13,805
MACON	24,841	26,457	49,802	149,494	8,378	17,844	542	4,837	3,582
MADISON	186,540	187,341	488,838	1,346,358	62,377	21,584	1,563	21,776	9,537
Huntsville	137,802	146,597	398,472	1,151,544	50,292	22,897	*	*	*
MARENGO	23,819	22,844	44,353	131,279	7,560	17,365	859	4,274	4,548
MARION	23,788	28,779	54,243	197,659	10,909	18,119	1,013	2,126	4,839
MARSHALL	54,211	65,714	116,661	431,110	24,187	17,824	2,180	6,109	34,752
MOBILE	317,308	368,789	968,266	2,126,476	124,869	17,030	925	15,066	7,287
Chickasaw	8,447	7,038	27,634	43,508	2,679	16,240	*	*	*
Mobile	190,026	214,700	624,361	1,319,656	75,528	17,472	*	*	*
Prichard	41,578	39,214	102,073	175,027	12,952	13,514	*	*	*
MONROE	20,883	23,204	40,178	126,322	7,613	16,593	786	6,209	3,120
MONTGOMERY	167,790	189,293	510,073	1,225,102	66,900	18,312	910	7,339	11,889
Montgomery	133,386	166,544	425,054	1,099,181	59,915	18,346	*	*	*
MORGAN	77,306	88,876	184,296	778,222	31,462	24,735	1,718	4,266	18,853
Decatur	38,044	41,606	98,335	409,391	15,080	27,148	*	*	*
PERRY	15,388	13,470	25,499	70,419	4,362	16,144	521	4,968	6,922
PICKENS	20,326	22,077	38,199	127,123	7,571	16,791	683	4,940	13,630
PIKE	25,038	26,257	47,595	161,656	9,136	17,694	856	8,287	8,771
Troy	11,482	12,106	23,482	79,509	4,189	13,980	*	*	*
RANDOLPH	18,331	19,488	34,732	116,147	7,136	16,276	871	440	14,560
RUSSELL	45,394	46,276	83,824	357,866	15,422	23,205	380	3,022	1,733
ST. CLAIR	27,956	39,994	50,314	261,238	13,901	18,793	687	1,852	9,554
SHELBY	38,037	63,246	77,838	383,310	21,915	17,491	583	2,131	9,912

Continued on page 8

ALABAMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SUMTER	16,974	16,254	27,463	82,753	5,311	15,581	672	2,230	3,768
TALLADEGA	65,280	70,667	155,334	384,446	23,952	16,051	691	3,029	6,281
Sylacauga	12,255	12,130	33,280	79,423	4,620	17,191	*	*	*
Talladega	17,462	18,431	42,448	103,095	6,198	16,634	*	*	*
TALLAPOOSA	33,840	36,374	79,790	233,173	13,173	17,701	409	1,639	3,005
Alexander City	12,358	13,252	33,544	94,944	4,748	19,997	*	*	*
TUSCALOOSA	116,029	127,793	282,698	857,405	43,352	19,778	707	3,643	4,163
Northport	9,435	24,068	24,680	173,365	8,369	20,715	*	*	*
Tuscaloosa	65,773	70,988	169,756	503,815	23,591	21,356	*	*	*
WALKER	56,246	70,158	114,048	394,300	25,769	15,301	757	439	15,878
Jasper	10,798	12,970	26,414	91,955	5,033	18,270	*	*	*
WASHINGTON	16,241	17,738	39,358	85,374	5,502	15,517	563	1,089	4,959
WILCOX	16,303	14,046	32,609	62,034	4,255	14,579	586	2,698	2,446
WINSTON	16,654	21,539	44,007	154,799	8,127	19,047	731	316	17,888

FARM PRODUCTS: From 1974 U S Census of Agriculture U S D of A., Economic Research Service Bulletin indicates State of Alabama 1979 Cash Receipts as follows: From Crops $751,862,000; from Livestock & Livestock Products $1,375,498,000; Total $2,127,360,000.
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd**.

OPELIKA-AUBURN—continued

Chain Drug Stores Lee's 1, SuperRx 1
Other Chain Stores Rhodes Furniture, Skinner Furniture, Sherwin-Williams, Eleanor Shop, Diana Shop, Kenwin Shop, Lorch's

14—NEWSPAPERS: NEWS (e-Mon to Fri) 14,933, (S) 16,024, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Bill Overholtzer, Ad Man., NEWS
National Representatives Thomson Newspapers

PRICHARD, ALA.

See MOBILE, ALA.

SCOTTSBORO, ALA.

1—LOCATION: Jackson County, E&P Map C-2, County Seat 45 mi E of Huntville

2—TRANSPORTATION: Railroads Southern
Motor Freight Carriers 6
Intercity Bus Lines Trailways
Barge on Tennessee River

3—POPULATION:
Corp City 70 Cen 9,324; Loc Est 15,100
County 70 Cen 39,202, Loc Est 52,379

4—HOUSEHOLDS:
City 70 Cen 3,047, Loc Est 5,868
County 70 Cen 12,014; Loc. Est 18,480

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	6	$660,000,000
Sav & Loan Assn	3	$260,000,000

6—PASSENGER AUTOS: County 28,040

9— PRINCIPAL INDUSTRIES (CZ): Mfg of clothing, bedspreads, men's underwear, bath mats, agriculture, lumber and timber area, cotton; corn; copper & brass products, rubber goods, printing, aluminum, air conditioning components, business furniture, cardboard, power production
Principal Pay Days Thu & Fri

10-CLIMATE: Min & Max Temp —Spring 37-85, Summer 63-92, Fall 35-90, Winter 32-58 First killing frost, Oct 31 Last killing frost, Mar 30

11—TAP WATER: Soft

12—RETAILING: Principal Shopping Center Downtown area and Courthouse Square
Neighborhood Shopping Centers Scottsboro Shopping Center, Holiday Center, Scottsboro Plaza, Jackson Square, K-Mart Center, 420 Outlet (county)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Section	5	Super Valu
Grant	8	IGA Foods, Foodland
Woodville	12	Shop-E-Zy Foods,
Stevenson	14	Allison's Foods, Piggly Wiggly, Shoprite
Pisgah	10	Super Valu
Rainsville	18	M&J Super Mkt

Principal Shopping Days Thu , Fri & Sat
Stores Open Evenings Most till 8 Nightly and 9 on Fri & Sat., Warehouse Groceries, M & J, Piggly Wiggly (24 hrs ex Sun)

13—RETAIL OUTLETS: Department Stores Belk's, Derrick's; Parks; Kennamer's Hammer's, Ratlif's, Cato's, Sears
Discount Stores (CZ) Big K, Fred's, Bargain Town U S A., Kent Dollar Store, Woolworth's Discount Dept Store, Top Dollar, Family Dollar, K-mart
Variety Stores Lay's
Chain Drug Stores (CZ) Eckerd's, Big C; Hodges; Harco
Chain Food Stores (CZ) Winn-Dixie, Piggly Wiggly, A&P, M&J; Jitney Jr ; Shopworth, Warehouse Groceries, Super Valu, Shoprite
Other Chain Stores Goodyear, Goodrich, Western Auto; Lorch Jewelry, Singer Co , Pacific Finance; Pic-N-Pay Shoes; Radio Shack

14—NEWSPAPERS: SENTINEL (e-Tues to Fri) 5,379; (S) 5,695, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Loyd Chumley, Adv Dir
National Representatives General Advertising Service, Inc

SELMA, ALA.

1—LOCATION: Dallas County, E&P Map C-4, County Seat On Alabama River, Center of state Agricultural and cattle section

2—TRANSPORTATION: Railroads Southern, Western of Alabama, Louisville & Nashville
Waterways Navigable River to Port of Mobile
Motor Freight Carriers 7
Intercity Bus Lines Greyhound, Trailways

3—POPULATION:
Corp City 70 Cen 27,379, Loc Est 31,102
County 70 Cen 55,296, Loc Est 55,800

4—HOUSEHOLDS:
City 70 Cen 8,374, Loc Est 11,080
County 70 Cen 15,611, Loc Est 19,250

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan Assn	2	$27,054,000
Commercial Banks	5	$191,761,444

6—PASSENGER AUTOS: County 28,376

7—ELECTRIC METERS: Residence 17,288

8—GAS METERS: Residence 19,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Lumber 1,275 Cigar Mfg 250; Cotton Seed Prod 55, Lock Mfg 500, Lawn Mowers 200, Table 500, Magnesium 120, Sewing Plant 772, Packing Plant 254; Bricks 140, Farm Mach 150; Battery Mfg 100, Bush Hog & Tractor Mfg 475, Paper Co 364, Laura Industries 450, Mediprod Laboratories 60, Aluminum Products 500, Windshields 200, Assurance Glass 136, American Candy 350, Disco Aluminum Prod 285, Beach Air-Craft Corp 130, Production-Low $124, High $479, Selma Apparel Corp 499
Principal Industrial Pay Days Fri , Sat

10-CLIMATE: Min & Max Temp —Spring 58-79, Summer 70-104, Fall 58-89, Winter 20-60 First killing frost, Nov 30 Last killing frost, Mar 3

11—TAP WATER: Neutral, soft, not fluoridated

12—RETAILING: Principal Shopping Center 8 blocks on Broad St (3 blocks East & West)
Neighborhood Shopping Centers North Broad St 12, Selmont, East Selma, West Selma, Boutwell's; Gibson's, Selma Mall 40, Valley Creek 15, Satterfiel Plaza 4
Principal Shopping Days Fri , Sat

13—RETAIL OUTLETS: Department Stores Sears, Cohen's, Thompsons' Avery's, Kayser's, J C Penney; Leon's; Lillerthal's
Discount Stores Gibson's, Big K
Variety Stores S H Kress, Fred's Discount; Family Dollar; Top Dollar, Boston Bargin
Chain Drug Stores (CZ) Carter's, Walgreen; Pilcher-McByrde Rexall; Post Office Drug, Eckerd's; Revco; Gibson's Medical Arts, Brown Drugs Swift, interlink, Willourne's
Chain Food Supermarkets: (CZ) Winn-Dixie, IGA, Piggly Wiggly, Foodland, Big Bear/Super Foods, Kwik Way; Washington St Supermarket, Stowart, King & McKenzie
Other Chain Stores Western Auto; Firestone; Goodrich, Goodyear, Butler's, Zale Jewelry; Lorch's Jewelry, Plain Value, White Auto; Hancock Fabric, Moore Handley Homecrafters; Ace Hardware

14—NEWSPAPERS: TIMES-JOURNAL (e-Mon to Fri) 10,320, (Sat m) 9,826, (S) 10,697 sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Suzanne Williams, TIMES-JOURNAL
National Representatives Landon Associates, Inc

SHEFFIELD, ALA.

See FLORENCE, ALA.

SYLACAUGA, ALA.

1—LOCATION: Talladega County, E&P Map C-3, County Seat Manufactures cottonseed oil, cotton Cloth, Bricks, lumber, fertilizer soft drinks, Caskets, mattresses Approx 40 mi SE of Birmingham on US Hwy 280

2—TRANSPORTATION: Railroads Southern
Intercity Bus Lines Trailways, Greyhound

3—POPULATION:
Corp City 70 Cen 12,255, Loc Est 11,700
County 70 Cen 65,280; Loc Est 70,137

4—HOUSEHOLDS:
City 70 Cen 3,975, Loc Est 4,415
County 70 Cen 18,861, Loc Est 23,532

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$58,705,000

6—PASSENGER AUTOS: County 33,663

7—ELECTRIC METERS: N A

8—GAS METERS: Residence N A

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry —Cotton Gins, Marble Quarries & Finishing Plants, Pine Timber, Agriculture

10-CLIMATE: Min & Max Temp —Spring 15-95; Summer 50-105; Fall 15-100, Winter 10-80 First killing frost, Oct Last killing frost, Mar

11—TAP WATER: Alkaline, medium hard; not flouridated

12—RETAILING: Principal Shopping Centers Talladega Hwy , Fort Williams Rd (17 stores), North Broadway

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Marble City Plz	-	Family Dollar, Foote Bros
Ogletree Plz	-	Kuhns Big K, Bargain Town
Sylacauga Ctr	-	Sear's, Elmore's, Harco

Principal Shopping Days Fri , Sat., Mon

13—RETAIL OUTLETS: Department Stores Sears Roebuck
Discount Stores Bargain Town USA, K-Mart
Variety Stores Elmores
Chain Drug Stores Harco, Hobson's Plaza Pharmacy
Chain Food Supermarkets Brunos, Consumer Warehouse

14—NEWSPAPERS: ADVANCE (m-tues to Fri., S) 2,200 sworn Oct 1, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data Chris Kramer, Jr , Adv Dir , ADVANCE
National Representatives None

TALLADEGA, ALA.

1—LOCATION: Talladega County, E&P Map C-3, County Seat 54 mi E of Birmingham On U.S Hwy 280 & 231, State Hwy 21, 77

2—TRANSPORTATION: Railroads Southern; L&N, ACL
Intercity Bus Lines Continental Trailways

3—POPULATION:
Corp City 70 Cen 29,717, Loc Est 29,654
Talladega 70 Cen 17,462, Loc Est 17,954
Sylacauga 70 Cen 12,255, Loc Est 11,700
County 70 Cen 65,280, Loc Est 70,137

4—HOUSEHOLDS:
Talladega 70 Cen 5,119, Loc Est 5,982
Sylacauga 70 Cen 3,975, Loc Est 4,415
County 70 Cen 18,861, Loc Est 23,532

Lincoln
PellCity
Eastaboga
Oxford
Cropwell
TALLADEGA
Munford
Vincent
TALLADEGA
Delta
Winterboro
Chandler Sprs
Lineville
Harpersville
Ashland
Childersburg
Sycamore
Millerville
Talladega Sprs
SYLACAUGA
Hollins
CLAY
Stewartville
Goodwater
Weogufka
ALABAMA
COOSA
Rockford

Talladega Daily Home (m) 11,483 sworn 3/31/80.

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan Assn	2	$64,594,722
Commercial Banks	6	$171,390,970

6—PASSENGER AUTOS: County 43,318

7—ELECTRIC METERS: Residence 21,007

8—GAS METERS: Residence 10,406

9— PRINCIPAL INDUSTRIES (CZ): Industry, No of Wage Earners—Textiles & Bags 3,700, Machine & Foundry 600, Sawmill Machinery 120, Foundation Garments 100, Lumber & Box Mfg 110, Men's Pants 415, Brooms & Mops 161, Miscellaneous 130 Weekly Wage $125

10-CLIMATE: Min & Max Temp —Spring 10-98, Summer 45-109, Fall 14-109, Winter 5-85 First killing frost, Oct 21 Last killing frost, Mar 21

11—TAP WATER: Alkaline, medium hard, not fluoridated

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Gateway	1	Big K
Gibson	4	Gibson's, Super Valu
K-Mart	2	K-Mart
Marble City	11	Man's World, Foote Bros., Dixie Foods
Ogletree	14	Big K, Bargaintown, Consumer Foods, Yellow Mushroom
Sylacauga	5	Sear's, Harco, Volume Shoes Family Dollar
Syla Shopping Sq	4	Winn-Dixie, Eckerd Drugs, K-Mart
Talladega Plaza	4	Super Value Disco, Sears, Volume Shoes
Talladega	19	Winn-Dixie, Woolworth, Belk-Hudson, Harco Drug, Goodyear

Principal Shopping Days Mon , Fri , Sat

13—RETAIL OUTLETS: Department Stores Woolworth's, Belk-Hudson, Goldberg & Lewis, Kenwin, Big K (2), Maudee's Helen's, Sears, Diana Shops, K-Mart 2
Discount Stores (CZ) Top Dollar, Bargaintown USA, Win Way (2), Lee's Gibson's
Variety Stores Elmore's, Emery's
Chain Drug Stores Harco 2, Buy Wise, Eckerd's Drugs, Pharmbest Drugs
Chain Food Supermarkets Winn-Dixie 4, A&P 2, Super Valu 2, Food Town; Minit-Chek 2, Bruno's, Super Foods
Other Chain Stores Western Auto 2, Goodyear 2, Kenwin 2, Sherwin-Williams 2, Sears (catalog), Diana Shops, Southern Shoe; Cato's, Braswell Furniture, Big K (2), Gibson's Elmore's; Marvin's, Warehouse World

14—NEWSPAPERS: HOME (m) 11,483, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Jay Thornton, Gen Mgr., HOME
National Representatives None

TROY, ALA.

1—LOCATION: Pike County, E&P Map C-4, County Seat Agricultural, cattle, hog, broiler, mining and industrial area Timber & pulpwood, misc mfg., wholesale grocery, drug, insecticide distributing center Dist Hqtrs (14 counties) State Hwy Dept Central S.E part of state, 44 miles from Montgomery

2—TRANSPORTATION: Railroads Seaboard-Coastline, Southern
Motor Freight Carriers 4
Intercity Bus Lines Greyhound, Trailways

3—POPULATION:
Corp City 70 Cen 11,482, Loc Est 10,894
County 70 Cen 25,038; Loc Est 25,859

4—HOUSEHOLDS:
City 70 Cen 3,409; Loc Est 3,712
County 70 Cen 7,445, Loc Est 8,862

5—BANKS: 3 Commercial, Dep $56,395,000

6—PASSENGER AUTOS: County 13,481

7—ELECTRIC METERS: Residence 3,963

8—GAS METERS: Residence 2,080

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Woodworking 497 ($64); Textiles 511 ($64); Fertilizer-Insecticides 116 ($64); Food Processing and Nut

ALASKA MAP—page 10

Shelling 56 ($64); College Plant 615 ($131); Truck Body 115 ($66); Feed Mills 22 ($75); Troy State University (5,732 students, 180 faculty)
Principal Pay Day Fri

10-CLIMATE: Average Temp. Min. & Max.—Spring 56-81; Summer 69-91; Fall 56-76, Winter 38-58

11—TAP WATER: Alkaline, slightly hard, fluoride treated

12—RETAILING: Principal Shopping Center 10 blocks on 4 streets, Troy Plaza, Park Lane

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Parklane	6	Piggly-Wiggly, Sears, Fred's Dollar Store, Bargin Town U.S.A.
The Troy Plaza	8	Big K, Winn-Dixie
Southland Village	-	Piggly-Wiggly, TG&Y

Principal Shopping Days Monday thru Sat. 1 pm Sunday

13—RETAIL OUTLETS: Department Stores Rosenberg's, Leon's, Stanton's, Save-Way, Big K, Town Square
Variety Stores Fred's
Discount Stores Bargaintown USA, Top Dollar
Chain Drug SuperRx Harco Drugs
Chain Food Supermarkets (CZ) Big Bear, Piggly Wiggly, IGA, Winn-Dixie, Qwik Mart, Junior Foods
Other Chain Stores Diana Shops, Western Auto, Goodyear, Sears, Kenwin, Eleanor Shops, Baxter Shoes, Firestone, Kitchen Withit Shoes

14—NEWSPAPERS: MESSENGER (e-Tues. to Fri.) 4,550, (S) 4,850, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Phylis Bryan, Adv. Dir. MESSENGER
National Representatives General Advertising Service, Inc.

TUSCALOOSA-NORTHPORT, ALA.

1—LOCATION: Tuscaloosa County (SMSA). E&P Map B-3, County Seat. 56 mi. SW B'ham, largest city between Birmingham & Mobile. U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural cattle raising, university and institutional town.

2—TRANSPORTATION: Railroads Southern (freight), L&N (freight); Illinois Central & Gulf
Barge Lines To Port of Mobile, New Orleans, Chicago, Houston & points on Mississippi & Ohio Rivers.
Motor Freight Carriers 14
Intercity Bus Lines Greyhound, Trailways
Airlines Republic

3—POPULATION:
Corp. City 70 Cen. 75,208, Loc. Est. 88,000
Tuscaloosa (70) 65,773, Loc. Est. 73,000
Northport (70) 9,435, Loc. Est. 15,000
CZ ABC: (70) 88,923; (80) 99,400
RTZ-ABC: (70) 126,744; (80)120,800
County/SMSA
70 Cen. 116,029; Loc. Est. 126,001
City & RTZ-ABC: (70) 215,667; (80) 228,200

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 20,925, Loc. Est. 32,014
Tuscaloosa 70 Cen. 18,188, Loc. Est. 23,932
Northport 70 Cen. 2,737, Loc. Est. 8,082
County/SMSA 70 Cen. 32,916, Loc. Est. 42,603
CZ ABC: (70) 25,022; (80) 32,000
RTZ-ABC: (70) 36,507; (80) 42,600
City & RTZ-ABC: (70) 61,529; (80)74,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	3	$296,492,583
Commercial Banks	5	$367,542,000

6—PASSENGER AUTOS: 79,267

7—ELECTRIC METERS: 50,348

8—GAS METERS: 29,365

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Soil Pipe Foundry 1,850 ($260); Rubber Plant 2,200 ($340); Lumber 1,800 ($200); Chemicals (N.A.).
Principal Industrial Pay Days Tues., Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 59-83, Summer 70-92, Fall 51-76, Winter 34-56.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center 4 blocks on University Blvd., 4 on Greensboro Ave., 3 on 6th St.
Neighborhood Shopping Centers 15th St. & 5th Ave., 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Meadowbrook (Hargrove Rd.) Leland; Alberta City; Parkview; 10th Ave. & 15th St., West Park, McCrory Village; 82 By Pass; Northgate (Northport); Also 6 Blks. in Northport; McFarland Mall #11 By Pass; Woodsquare; McFarland Blvd.; K-Mart, #11 Bypass, Meadowbrook Mall.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Rex	1	
Parkview	2	A&P,
City Center	2	City Furn.
Westgate	3	Winn-Dixie
Leland	4	Winn-Dixie (Kwik-Chek)
Northgate	2	Food Center
McFarland Mall	6	Gayfer's, Woolco, Winn-Dixie.
Woodsquare	2	Big K
K-Mart		K-Mart
Meadowbrook Mall	3	Murphy Mart, Kroger
University Mall	5	Sears, Pizitz, Penneys

Principal Shopping Days Dept. Stores—Mon., Thurs., Fri. Food Sat., Thurs., Fri., Mon.
Stores Open Evenings Food-Fri. (some 6 nights, two open 24 hours)
Shopping Centers 6 nights until 9.

13—RETAIL OUTLETS: Department Stores Adrians, J.C. Penney, Pizitz, Sears, Raymon's, G. C. Murphy, Gayfers, Murphy Mart
Variety Stores Woolworth; TG&Y; McCrory Village; Murphy's
Discount Stores (CZ) Top Dollar, Bill's; Woolco, K-Mart
Chain Food Supermarkets A&P 2, Piggly Wiggly 5, Kwik-Chek 3, IGA 1, Cannon 4, Jr. Food Mart 8; Food World 2; Kroger; Warehouse Grocery, Consumer Warehouse; Albertsons
Other Chain Stores: **Women's Apparel** Eleanor Shop, Smart & Thrifty, **Women's Shoes** Butler's Shoes, Singer Co., Haverty; **Paint** Glidden, Sherwin-Williams, Pittsburgh Plate Glass, **Shoes** Bel Bros., Southern Shoes, Webster, **Hdwe.** Westcash; J.O. Bowers; Moorelandly Lowes; Western Auto, **Jewelry**, Lorch's; Busch's, Wilson's, **Auto parts** Goodrich, Goodyear, Firestone, **General** Radio Shack; Orange Julius; Baskin-Robbins; Top Value Stamps; S&H Green Stamps, Lowe's; Moore & Handley; Hancock Fabric, Otasco

14—NEWSPAPERS: NEWS (e) 29,394, (S) 33,610, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William M. Bonner, Adv. Dir., NEWS
National Representatives Landon Associates, Inc.

TUSCUMBIA, ALA.

See FLORENCE, ALA.

ALASKA SURVEYS

ALASKA STANDARD METROPOLITAN STATISTICAL AREAS

Anchorage, Alaska—-Anchorage Census Division.

ALASKA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	32	40	48
5–14 Years	71	80	80
15–24 Years	64	106	103
25–44 Years	88	126	139
45–64 Years	41	64	72
65 and Over	7	11	15
TOTAL	303	431	456

Based on U.S. Census

ALASKA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	—	150	196
General Mdse.	116	227	296
Food	174	427	561
Automobiles	—	241	255
Gasoline Stations	53	103	173
Apparel	29	69	92
Furniture	23	59	74
Eat-Drink Places	86	254	319
Drugs	32	80	102-
Total Sales	772	1,831	2,384

Source: U. S. Business Census 1972, 1977 and Releases by the Depart of Commerce.

ANCHORAGE, ALASKA

1—LOCATION: E&P Map B-3 (SMSA). Largest city in Alaska. Wholesale and retail distribution center for vast area extending 800 miles west. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting Western Alaska and the United States via Canada, 550 mi. W. of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2—TRANSPORTATION: Railroads Alaska
Motor Freight Carriers 30.
Freight Steamship Lines 7.
Intercity Bus Lines Alaska-Yukon Motorcoaches; Tri-City Bus Lines; Mt. McKinley Bus Lines; Anchorage Transit (People Mover).
Airlines 15. Intermediate stop of international flights: Air France; British Airways, Japan Airlines; KLM; Luthansa, Northwest Orient, Sabena, Scandinavian Airways; Interior; Alaska Aeronautical, Inc., Air Taxi 35 (50 aircraft). Helicopters 5 (30 aircraft). Freight Carriers 6.

3—POPULATION:
City 70 Cen. 126,333, Loc. Est. 191,565
SMSA/Census Div. Municipality:
70 Cen. 126,333; Loc. Est. 191,565
News:
Primary Mkt. Area ABC
(70)126,333; (80)189,000
Times:
Primary Mkt. Area ABC (70)163,792, (80) 253,200

4—HOUSEHOLDS:
City 70 Cen. 15,002, Loc. Est. 54,635

ALASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	302,358	431,213	1,180,536	4,364,792	137,697	31,699	333	2,811	3,834
STANDARD METROPOLITAN STATISTICAL AREAS									
COUNTIES, Cities									
ALEUTIAN ISLANDS	8,057	7,157	44,650	30,127	1,425	21,142	28	7	216
ANCHORAGE	126,333	191,168	527,992	2,210,337	63,667	34,717	165	1,620	2,849
Anchorage	126,333	191,168	527,992	2,298,395	63,667	36,102	*	*	*
ANGOON	503	983	676	2,457	336	7,313	N.A.	N.A.	N.A.
BARROW	2,663	4,198	27,706	21,251	860	24,710	N.A.	N.A.	N.A.
BETHEL	7,767	9,863	11,647	52,669	2,233	23,587	N.A.	N.A.	N.A.
BRISTOL BAY BORO	1,147	1,343	3,017	12,576	317	39,672	N.A.	N.A.	N.A.
BRISTOL BAY	3,485	4,592	9,752	29,294	1,176	24,910	N.A.	N.A.	N.A.
CORDOVA-MCCARTHY	1,857	2,354	9,683	28,357	944	30,039	N.A.	N.A.	N.A.
FAIRBANKS	45,864	54,172	177,863	619,539	17,056	36,324	78	960	669
Fairbanks	14,771	31,798	64,466	483,464	11,613	41,631	*	*	*
HAINES	1,504	1,865	4,867	21,129	637	33,170	N.A.	N.A.	N.A.
JUNEAU	13,556	20,498	75,250	243,512	7,397	32,920	N.A.	N.A.	N.A.
Juneau	13,556	20,498	70,577	243,512	7,397	32,920	*	*	*
KENAI-COOK INLET	14,250	25,518	46,379	178,567	8,271	21,590	53	210	84
Kenai	3,533	5,776	11,526	48,270	1,790	26,966	*	*	*
KETCHIKAN	10,041	11,101	39,289	125,846	3,964	31,747	N.A.	N.A.	N.A.
Ketchikan	6,994	8,947	27,388	85,633	3,309	25,879	*	*	*
KOBUK	4,434	5,130	8,188	25,660	1,156	22,197	N.A.	N.A.	N.A.
KODIAK	9,409	9,655	35,462	114,968	2,884	39,864	N.A.	N.A.	N.A.
Kodiak	3,798	6,714	15,465	59,927	2,148	27,899	*	*	*
KUSKOKWIM	2,306	3,186	5,884	12,964	737	17,590	N.A.	N.A.	N.A.
MATANUSKA-SUSITNA	6,509	20,182	21,757	139,798	6,777	20,628	N.A.	N.A.	N.A.
NOME	5,749	6,581	13,458	35,378	1,658	21,338	N.A.	N.A.	N.A.
OUTER KETCHIKAN	1,676	1,396	4,141	10,259	409	25,083	N.A.	N.A.	N.A.
PRINCE OF WALES	2,106	3,567	9,145	27,690	1,182	23,426	N.A.	N.A.	N.A.
SEWARD	2,336	3,114	6,937	20,255	1,132	17,893	N.A.	N.A.	N.A.
SITKA	6,106	8,161	23,549	80,892	2,786	29,035	N.A.	N.A.	N.A.
Sitka	6,106	8,161	23,591	80,892	2,786	29,035	*	*	*
SKAGWAY-YAKUTAT	2,157	3,410	7,157	31,759	1,091	29,110	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	4,179	5,171	12,431	45,932	1,589	28,906	N.A.	N.A.	N.A.
UPPER YUKON	1,684	1,497	5,701	9,190	409	22,469	N.A.	N.A.	N.A.
VALDEZ-CHITINA-WHITTIER	3,098	8,428	10,832	108,677	3,059	35,527	N.A.	N.A.	N.A.
WADE HAMPTON	3,917	4,979	5,459	15,780	956	16,506	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	4,913	5,872	17,896	56,263	2,005	33,049	N.A.	N.A.	N.A.
YUKON-KOYUKUK	4,752	5,772	11,768	43,666	1,584	27,567	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1979 Cash Receipts as follows: From Crops $7,986,000, from Livestock & Livestock Products $4,146,000; Total $12,132,000
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

ANCHORAGE—continued

SMSA/Cen Div
70 Cen 34,988, Loc Est 54,635
News
Primary Mkt Area ABC
(70)34,988, (80)60,800
Times
Primary Mkt Area ABC (70)45,336, (80)81,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan Assn	4	$165,607,000
Commercial Banks	11	$1,684,334,000

6—PASSENGER AUTOS: 86,794

7—ELECTRIC METERS: Res 50,953

8—GAS METERS: Res 26,960

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Gov't., 20,700, Wholesale & Retail Trade 15,200, Irons 8,000, Ins & Real Est 4,550, Const 7,600, Mfg 1,750, Petroleum, Services 16,000

10-CLIMATE: Av Temp Jan —13; July—57 Annual precip 14 74 in., Avg annual snowfall 69 7

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center 33 blocks on 4th, 5th and 6th Aves and 20 blocks on Northern Lights Blvd

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Aurora Village	3	Carr's, Payless, Pay'n Pak
Boniface	6	Pay'n Save, Safeway
Country Village Mall	4	Discount Fabrics
Dimond	6	Safeway, Pay'n Save
Carrs Dimond	6	Carr's, Payless
Eastgate	4	Carr's, Payless
Mountain View	2	Montgomery Ward, Safeway, Pay'n Save
Northern Lights	2	Safeway, Pay'n Save, Ward's
Northway Mall	-	Safeway, Pay-n-Save, Lamonts
Post Office Mall downtown		Book Cache
Plaza Mall	4	
Southcenter	5	D & A Super
Sunshine Mall downtown		
Sand Lake	8	Rexall
Spenard University	4	Lamont's, Pay'n Save,
University Center		Ward's, Safeway, Book Cache
Sears Mall	3	Sears, Carr's, Payless
West Side City Mall	8	Proctor's
Eagle River	15	Carr's, Payless, Proctor's

Principal Shopping Days Thur, Fri, Sat, Sun
Stores Open Evenings Mon thru Fri

13—RETAIL OUTLETS: Department Stores Nordstrom, Montgomery Ward, J C Penney, Sears, Lamont's
Discount Stores Fred Meyer
Variety Stores Woolworth, B & J
Chain Drug Stores Pay'n Save 6, Payless 5, Rexall 2, Long's Drugs
Chain Food Supermarkets Carr's 6, Safeway 6, Proctors 4, Prairie Mkt 2, D & A Super 3
Other Chain Stores Kosiosky's (men's)3, Klopfensteins (men's), Zale's 3, Kinney Shoes 3, Pay 'n Pak, Anita 2, Jay Jacobs 2, McMahan's Furn., Pacific Fabrics; Singer 2, Discount Fabrics, Leed's Shoes, Singer, Baskin-Robbins 2

14—NEWSPAPERS: NEWS (m) 26,546, Mar 31, 1980 ABC TIMES (e) 42,415; (S) 53,467, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Vic Hussey, Marketing Dir., TIMES, Mark Hamilton Marketing, Director NEWS
National Representatives TIMES—Branham/Newspaper Sales, NEWS—Cresmer, Woodward, O'Mara & Ormsbee Inc

FAIRBANKS, ALASKA

1—LOCATION: E&P Map B-2, Judicial Seat Only city and main business center for 227,000 sq mi of interior Alaska Construction headquarters center for Alaska Pipelines construction (commenced operations June 1977) In heart of Tanana Valley 470 mi by rail from coastal town of Seward; Northern terminus Alaska Hwy from the states through Canada, northern terminus of Richardson Hwy., 365 mi from Valdez, connected with Anchorage and Seward by Richardson, Glennallen and Seward Hwys., center of interior road network International and two other airports, airline distribution and supply center for interior and northern Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel University of Alaska campus adjoins city, 3,534 on-campus residents University's expanding research facilities include 1,400 to 1,500 technical and scientific personnel.

2—TRANSPORTATION: Railroads Northern terminus government-owned Alaska Railroad
Motor Freight Carriers 20
Bus Lines Alaska Hwy Tours and Alaska Motor Coaches connecting with Canadian lines to U.S. on Alaska Highway Alaska Overland serves Fairbanks area and Clear (70 mi SW)

Barge & River Lines 1
Airlines Alaska Airlines, Northwest Orient, Air Alaska, Alaska Intl Airlines, Alaska Central Air, Polar Airlines Charter 20, Charter Helicopter Service 4

3—POPULATION:
City 70 Cen 14,771, Loc Est 38,735
CZ ABC (70) 31,364, (80) 43,400
RTZ-ABC (70) 37,961, (80) 38,600
City & RTZ-ABC (70) 69,325, (80) 82,000
Division 70 Cen 45,864, Loc Est 55,439

4—HOUSEHOLDS:
City 70 Cen 4,874, Loc Est 12,274
Division 70 Cen 13,484, Loc Est 17,264
CZ ABC (70) 8,202, (80) 13,700
RTZ-ABC (70) 8,254, (80) 6,400
City & RTZ-ABC (70) 16,456, (80) 22,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav & Loan Assn	2	$66,600,000
Commercial Banks	5	$268,500,000

6—PASSENGER AUTOS: Fairbanks 21,285

7—ELECTRIC METERS: Residence 20,722

8—GAS METERS: Bus & Res 139

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Construction 1,738 ($750), Govt incl Military 12,300 ($370), Services 3,776 ($380), Mining 37 ($415), Retail & Wholesale 4,115 ($260), Trans Comm Utilities 2,650 ($360); Finance, Insurance, Real Estate 864 ($320), Other Mfg 506 ($410)
Principal Pay Days 1st & 15th

10-CLIMATE: Min & Max Temp—Spring 19-40; Summer 48-80, Fall 20-32; Winter -17-3 First killing frost, Sept 2 Last killing frost, May 21

11—TAP WATER: City System, after treatment 120 ppm hardness, 8.6 Alkaline Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet Ground ranges from silt, sand & gravel in valleys; schist bedrock in hills, sporadic permafrost in valleys.

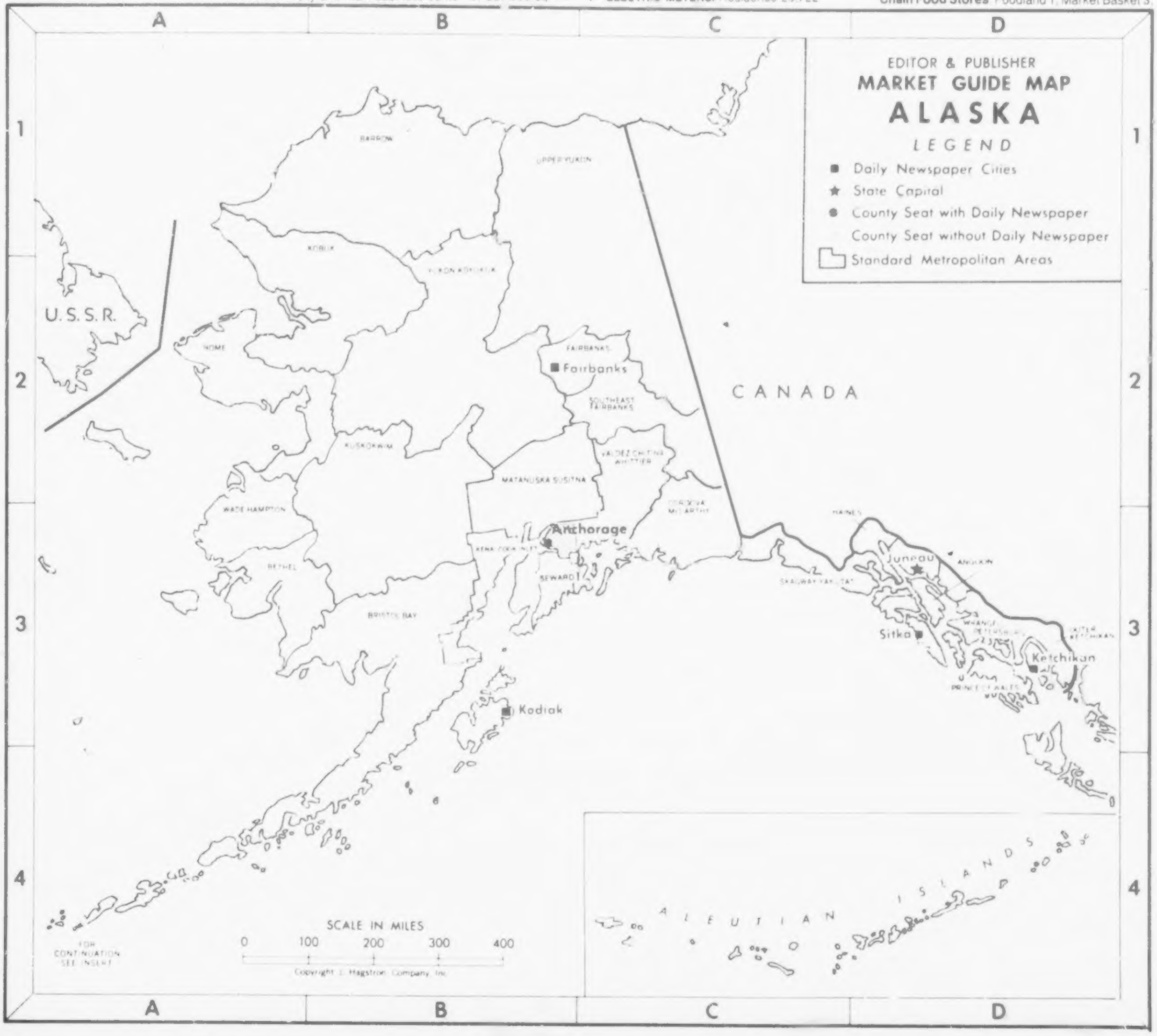
12—RETAILING: Principal Shopping Center 5 blocks on 1st, 2nd, 3rd and 4th Ave., 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts., 6 blocks on Gaffney & Airport Rd
Neighborhood Shopping Centers S Cushman; Badger Rd., North Pole, Garden Island, Graehl; Weeks Field; College; Lemeta; Fairlanes

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Gavora Mall	1	Pay'n Save, Mkt Bskt
Bentley Mall	2	Pay'n Save, Safeway
Shoppers Forum	2	Lamont's, Mkt Bskt
University Center	4	Pay'n Save, Safeway

Principal Shopping Days Dept Stores—Thu., Fri., Sat.; many open Sun Banks—Closed Sat., open Fri evening
Stores Open Evenings Mon and Fri

13—RETAIL OUTLETS: Department Stores Nordstrom's, J.C. Penney, Sears-Roebuck, Montgomery Ward, Lamont's
Variety Stores Woolworth, Carrs Variety, Pay'n Save, Fred Meyers.
Discount Stores B & W Disco
Chain Drug Stores (CZ) Co-Op, Pay'n Save 2
Chain Food Stores Foodland 1, Market Basket 3;


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
U.S.S.R.
CANADA
BARROW
UPPER YUKON
KOBUK
YUKON KOYUKUK
NOME
FAIRBANKS
Fairbanks
SOUTHEAST FAIRBANKS
KUSKOKWIM
MATANUSKA SUSITNA
VALDEZ CHITINA WHITTIER
CORDOVA McCARTHY
WADE HAMPTON
BETHEL
Anchorage
KENAI COOK INLET
SEWARD
BRISTOL BAY
Kodiak
HAINES
Juneau
ANGOON
SKAGWAY YAKUTAT
Sitka
WRANGELL PETERSBURG
OUTER KETCHIKAN
Ketchikan
PRINCE OF WALES
ALEUTIAN ISLANDS
FOR CONTINUATION SEE INSERT
SCALE IN MILES
0 100 200 300 400
Copyright Hagstrom Company Inc

Safeway 2
Other Chain Stores Pay & Pak, Jay Jacobs, Pay & Save Home Center, Singer

14—NEWSPAPERS: NEWS-MINER (e) 15,774; Mar 31,1980 ABC
Local Contact for Advertising and Merchandising Data Dwight O Foster, Adv Dir, NEWS-MINER
National Representatives Cresmer, Woodward, O'Mara and Ormsbee, Inc

JUNEAU, ALASKA

1—LOCATION: Southeast Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi from Seattle Wash. Served by air and water transport; linked by car and cargo ferry with Haines, Alaska, connecting with Alaska Hwy and to Prince Rupert, B C

2—TRANSPORTATION: Railroads Alaska Line Co, Northland Marine Lines, Canadian Pacific, Canadian National, Chilkoct Motor Lines
Airlines Alaska Airlines, Wien Air Alaska, Alaska State Ferry

3—POPULATION:
City 70 Cen 6,050; Loc Est 16,355
Division 70 Cen 13,556; Loc Est 20,509

4—HOUSEHOLDS:
City 70 Cen 2,167; Loc Est 5,931
Division 70 Cen 4,223; Loc Est 7,330

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan Assn	1	$11,409,134
Commercial Banks	3	$38,400,000

6—PASSENGER AUTOS: City 7,875

7—ELECTRIC METERS: City 2,800

9— PRINCIPAL INDUSTRIES (CZ): Government activities, fishing and forestry. Tourism, mining, transportation and trade add to the economy. State Capital (2,500 emp.)

10-CLIMATE: Mild, moist, annual mean temp 42; annual rain 55.9 in.; snow 92.1 in

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Districts 7 blocks on Franklin St., 3 on Seward, 2 on Main, 2 on Front; 9 on Willoughby
Shopping Center Glacier Village (Rexall Drugs, IGA); Foodland Center (Rexall, Liquor Mart, Victoria's Clothing); Mendenhall Mall (IGA, Nugget Department Stores).

13—RETAIL OUTLETS: Department Stores Behrend's; Stevens Women's Wear, Casual Shop, Glacier Apparel
Variety Stores Ben Franklin
Chain Drug Stores (CZ) Super Rexall
Other Stores Ace Hardware, Skinner's, Horton's, Lyle's

14—NEWSPAPERS: SOUTHEAST ALASKA EMPIRE (e-Mon to Fri.) 6,096; Sworn Mar 31, 1980

Local Contact for Advertising and Merchandising Data Jeff A Wilson, Gen Mgr, SOUTHEAST ALASKA EMPIRE
National Representatives Branham/Newspaper Sales

KENAI, ALASKA

1—LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div (SC). On Sterling Highway 75 mi SW of Anchotage

2—TRANSPORTATION:
Motor Freight Carriers Sealand, Tote, Alaska Marine
Airlines Wien, AAI, Andy's

3—POPULATION:
Corp City 70 Cen 3,533; Loc Est 5,000
City Zone Loc Est 10,000-15,000
Division 70 Cen 14,250; Loc Est 25,000

4—HOUSEHOLDS:
City 70 Cen 972; Loc Est 1,790
Division 70 Cen 3,889; Loc Est 7,737

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan Assn	2	N A
Commercial Banks	3	N A

6—PASSENGER AUTOS: Borough 3,309

8—GAS METERS: Residence 1,258

9— PRINCIPAL INDUSTRIES (ĊZ): Fishing, Oil

10-CLIMATE: Min & Max Temp — Summer 46-61; Winter 3.7-21.6.

12—RETAILING: Principal Shopping Center N Main & Spur Rd

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Kenai Mall	20	Carrs Payless, Kinney Shoes, Zale's, Nordstrom's

13—RETAIL OUTLETS: Department Stores Nordstrom's
Chain Food Stores Carrs Payless

14—NEWSPAPERS: PENINSULA CLARION (m) 2,381; Publisher's Statement May 23, 1980
Local Contact for Advertising and Merchandising Data Max Swearingen, Pub, or Sue Dunworth, PENINSULA CLARION
National Representatives None

KETCHIKAN, ALASKA

1—LOCATION: E&P Map D-3. North & South Hwy Connections

2—TRANSPORTATION: 4 pass, 1 freight ship
Motor Freight Carriers 7
Alaska State Ferry System (daily service)
Airlines Alaska Airlines, Wien Air Alaska

3—POPULATION:
Corp City, 70 Cen 6,994; Loc Est 9,012
Ketchikan Div 70 Cen 10,041; Loc Est

Demographic Information is available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen 2,108; Loc Est 2,500
Ketchikan Div 70 Cen 3,006; Loc Est 4,000

5—BANKS: 3 Comm, Est Deposits $100,000,000

6—PASSENGER AUTOS: Ketchikan 4,500

7—ELECTRIC METERS: Residence 4,500

9— PRINCIPAL INDUSTRIES (CZ): Industy, Number Wage Earners (Av Wkly Wage)—Pulp Mill 827($400), Lumber 120($400), Fishing 850, Canning 800, Total Employment 5,000

11—TAP WATER: Neutral, very soft, not fluoridated

12—RETAILING:
Shopping Center Port West (Sea Mart Super), Log Cabin, Tatsuda's
Principal Shopping Days: Thu., Fri.
Stores Open Evenings and Sundays

13—RETAIL OUTLETS: Department Stores Tongass Trading, Bon Marche, Sears (catalog), Montgomery Ward (catalog)
Variety Stores Ben Frankin
Chain Drug Stores Race Downtown 2, Stenford's Rexall 2
Chain Food Stores(CZ) Log-Cabin Grocery 1, Sea Mart Super 1, Tatsuda's

14—NEWSPAPERS: NEWS (e) 4,139; sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data John Manly, Adv Dir NEWS
National Representatives Branham/Newspaper Sales

KODIAK, ALASKA

1—LOCATION: Third Judicial Div, Kodiak County, E&P Map B-3. On N.E. part of Kodiak island on Gulf of Alaska 250 miles SW of Anchorge. U.S. Coast Guard Base. Fishing and canning center, stock farming and timber area

2—TRANSPORTATION: Boat and air only

3—POPULATION:
Corp City 70 Cen 3,798; Loc Est 4,642
Kodiak Div 70 Cen 9,409; Loc Est 9,537

4—HOUSEHOLDS:
City 70 Cen 1,139; Loc Est 1,578
Kodiak Div 70 Cen 2,384; Loc Est 2,879

5—BANKS:	**NUMBER**	**DEPOSITS**
Commerical Banks	2	N A

6—PASSENGER AUTOS: 2,481

9— PRINCIPAL INDUSTRIES (CZ): Salmon Herring canning, fishing, timber working, stock farming, King Crab, Snow Crab, Shrimp, U.S. Coast Guard Base

12—RETAILING: Principal Shopping Center Kodiak Mall, City Center, O'Kraft (Center St.), Waldo's Shopping Center

14—NEWSPAPERS: MIRROR (e-Mon to Fri.) 2,000; Sworn Sept 30,1979
Local Contact for Advertising and Merchandising Data Jack C Clark, Pub, MIRROR
National Representatives None

SITKA, ALASKA

1—LOCATION: E&P Map D-3. On Baranof Island 90 airline miles from Juneau and 900 miles by steamship from Seattle. Outfitting point for 1,500 fishing boats, fish processing, lumbering center, pulp mill

2—TRANSPORTATION:
Airlines Alaska Coastal, Ellis
Steamships Alaska Steamship, State Ferry

3—POPULATION:
City 70 Cen 3,370; Loc Est 6,135
Division 70 Cen Loc Est 7,462

4—HOUSEHOLDS:
City 70 Cen 908; Loc Est 2,047
Division 70 Cen 1,767; Loc Est 2,547

ALASKA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	1,830,668	2,124,702	2,383,674	194	195,750	180	295,709	387	560,690	255	255,160	211	172,500	238	91,956	220	74,324	799	319,380	58	102,659
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anchorage, Alaska	962,140	1,062,631	1,175,962	66	103,454	21	182,036	132	240,953	94	161,204	77	82,490	103	51,114	114	45,660	293	136,496	23	44,402
COUNTIES, Cities																					
ALEUTIAN ISLANDS	7,333	10,733	12,479			7	6,523	5	263					1				11	4,343		
ANCHORAGE	962,140	1,062,631	1,175,962	66	103,454	21	182,036	132	240,953	94	161,204	77	82,490	103	51,114	114	45,660	293	136,496	23	44,402
Anchorage	962,140	1,062,631	1,175,962	66	103,454	21	182,036	132	240,953	94	161,204	77	82,490	103	51,114		45,660		136,496		44,402
ANGOON	1,050	1,687	1,994			2	28	3	217									2	1,665		
BARROW	28,938	27,500	29,662			8	13,088	2	1,078					1		1		15	14,817		
BETHEL	14,803	26,427	31,810			23	10,874	12	12,567	1	964	2						5	1,978		
BRISTOL BAY BORO	2,599	4,352	5,181	1				4	1,447			1						6	3,122		
BRISTOL BAY	6,991	13,723	16,789	3	421	10	3,618	9	8,115	4	395	2	247					5	1,692		
CORDOVA-MCCARTHY	9,640	13,957	16,198	3	1,472	1		3	2,917	3	1,132	1	2,007	3	1,529	1	167	10	3,364	1	2,070
FAIRBANKS	320,011	286,241	305,495	34	38,965	12	22,271	30	59,432	47	37,619	35	25,868	40	9,353	31	12,188	108	43,611	9	18,846
Fairbanks	297,638	287,392	283,976	31	36,298	10	19,387	26	53,280	39	36,400	31	21,969	39	9,173		11,884		41,108		18,846
HAINES	5,739	9,671	11,525	4	1,026	4	497	3	3,761	2	217	3	1,146	2	1,042			7	1,564		
JUNEAU	82,523	139,096	165,719	13	19,013	3	3,642	16	43,704	13	16,001	6	7,052	18	10,483	12	4,662	44	21,174	4	8,768
Juneau	82,523	144,920	165,719	13	19,013	3	3,642	16	43,704	13	16,001	6	7,052	18	10,483		4,662		21,174		8,768
KENAI-COOK INLET	92,263	92,037	100,095	23	7,737	12	4,755	33	28,732	25	11,565	22	9,501	13	1,601	12	1,180	60	9,254	4	6,978
Kenai	46,123	49,275	50,325	8	5,138	2	1,839	13	14,967	4	4,299	4	2,425	6	1,338	5	553	24	4,463	1	1,980
KETCHIKAN	57,930	74,335	84,455	8	4,428	4	2,244	12	21,457	13	5,695	3	4,651	14	5,862	12	3,987	44	13,917	5	6,952
Ketchikan	57,795	77,645	84,262	8	4,428	4	2,244	11	21,349	12	5,669	3	4,651	14	5,862	11	3,967	42	13,878	5	6,952
KOBUK	10,494	15,074	17,469	1		15	9,550	11	2,042	3	113							6	3,235		
KODIAK	41,282	65,887	77,771	4	1,519	3	2,524	7	32,476	6	8,122	2	2,061	5	909	8	2,220	19	11,888	3	2,150
Kodiak	40,524	67,399	76,357	4	1,519	2	2,219	7	32,476	5	7,631	2	2,061	5	909	8	2,220	17	11,432	3	2,150
KUSKOKWIM	3,529	5,288	6,174			3	2,854	5	1,016	4				1				3	869		
MATANUSKA-SUSITNA	34,020	63,090	76,444	12	5,592	5	5,852	10	21,008	9	6,375	15	13,837	4	1,031	8	763	33	8,675	3	3,566
NOME	20,773	34,859	41,510	2	355	7	7,269	16	12,970	5	646	2	436	3	1,128	2	438	10	4,771	1	3,101
OUTER KETCHIKAN	2,160	3,214	3,747	1	23	3	768	1	597			1	28					1	2,301		
PRINCE OF WALES	2,114	2,151	2,348			2	8	6	666							1		9	1,050		
SEWARD	12,901	21,311	25,309	2	1,605	4	506	6	5,907	4	546	4	1,808	3	1,157			18	4,602	1	1,638
SITKA	26,980	44,612	52,989	3	4,699	2	682	7	13,385	5	3,641	2	4,618	11	4,469	9	2,813	16	6,410	1	3,291
Sitka	26,980	46,487	52,989	3	4,699	2	682	7	13,385	5	3,641	2	4,618	11	4,469		2,813		6,410		3,291
SKAGWAY-YAKUTAT	7,705	15,218	18,639	2	228	2	574	9	6,768	1		2	1,671	2	56	1	147	12	4,329		
SOUTHEAST FAIRBANKS	8,957	11,587	13,193	1	371	2	156	4	4,323	5	281	9	5,052			3	55	11	1,397		
UPPER YUKON	2,530	2,310	2,476			6	28	4	1,633			1	20					1	795		
VALDEZ-CHITINA-WHITTIER	26,642	20,221	21,003	5	1,336	3	2,116	14	6,799	4	74	12	3,516	5	321	4	44	22	3,620	1	
WADE HAMPTON	6,956	13,408	16,352			7	8,089	3	6,765	1		1						1	1,418		
WRANGELL-PETERSBURG	19,518	29,516	34,522	4	2,484	3	379	8	15,908	1	365	6	2,829	8	1,901			16	4,276	2	897
YUKON-KOYUKUK	12,147	14,566	16,364	2	1,022	6	3,778	12	3,754	5	205	2	3,662	1		1		11	2,747		

SITKA—continued

5—BANKS: 2 Comm., deposits N.A.

6—PASSENGER AUTOS: City 1,880

7—ELECTRIC METERS: Residence 1,440

9— PRINCIPAL INDUSTRIES (CZ): City Zone Gov't. School & Hosp. 500 emp.; Fishing (seasonal) 2,000 emp.; Pulp Mill 450.
Principal Pay Days: Every other Thu., 5 & 20.

10-CLIMATE: Min. & Max. Temp.—Spring 30-61; Summer 45-85; Fall 32-60; Winter 0-50. First killing frost, Sept. 15. Last killing frost, Mar. 15. Max. 87; Min. -5.

11—TAP WATER: Acid, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on 3 streets.
Stores Open Evenings: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores: Ben Franklin.

14—NEWSPAPERS: SENTINEL (e-Mon. to Fri.) 2,555; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Thad & Sandy Poulson, Co-Pubs., SENTINEL.
National Representatives: Branham/Newspaper Sales.

ARIZONA SURVEYS

ARIZONA STANDARD METROPOLITAN STATISTICAL AREAS

Phoenix, Ariz.—Maricopa County.
Tucson, Ariz.—Pima County.

ARIZONA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	159	213	257
5-14 Years	380	437	448
15-24 Years	319	494	482
25-44 Years	413	697	837
45-64 Years	342	502	546
65 and Over	161	296	356
TOTAL	1,774	2,641	2,926

Based on U.S. Census

ARIZONA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	330	473	776
General Mdse.	712	1,053	1,731
Food	1,028	1,893	3,137
Automobiles	967	1,707	2,278
Gasoline Stations	357	652	1,378
Apparel	182	288	483
Furniture	234	419	663
Eat-Drink Places	394	775	1,230
Drugs	172	275	446
Total Sales	4,763	8,170	13,268

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

BISBEE, ARIZ.

1—LOCATION: Cochise County, E&P Map D-4. Military Center, southwest corner of state. Approx. 92 mi. southeast of Tucson on Highway 90.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 3 Interstate; 2 Intrastate; UPS.
Intercity Bus Lines: Greyhound; Nogales-Bisbee Stage.
Airlines: Cochise Airlines feeder flights to Tuscon & Phoenix.

3—POPULATION:
Corp. City 70 Cen. 8,328; Loc. Est. 6,896
County 70 Cen. 61,918; Loc. Est. 79,682

4—HOUSEHOLDS:
City 70 Cen. 2,676; Loc. Est. 2,652
County 70 Cen. 17,878; Loc. Est. 27,169

5—BANKS:
Savings Banks 1; Sav. & Loan Assn. 1; Commercial Banks 2; Credit Union 1. Total Deposits $61,000,000.

6—PASSENGER AUTUS: County 38,334

7—ELECTRIC METERS: N.A.

8—GAS METERS: N.A.

9— PRINCIPAL INDUSTRIES (CZ): Bisbee was formerly a mining town. Now it is primarily a tourist town and housing area for Fort Huachuca and Sierra Vista workers. There are many small arts and crafts shops.

10-CLIMATE: Min. & Max. Temp.—Spring 46-74.3; Summer 63.9-89.3; Fall 50.8-77.6; Winter 33.9-58.5.

11—TAP WATER: Wells from underground river.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Chain Food Supermarket: Safeway.

14—NEWSPAPERS: REVIEW (e-Mon. to Fri.) 2,221; Sworn Sept. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Russell E. Wells, Gen. Mgr., REVIEW.
National Representatives: None.

CASA GRANDE, ARIZ.

1—LOCATION: Pinal County, E&P Map C-3. South Central part of State. 50 mi. SSE of Phoenix, 65 mi. NW of Tucson. On Interstate Hwys. 8 and 10, State Hwys. 84,93 and 287.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound, Continental Trailways.
Airports: 1 Municipal, 2 private.

3—POPULATION:
Corp. City '78 Spec. Cen. 16,446; Loc. Est. 16,020
County '78 Spec. Cen. 87,500; Loc. Est. 91,050
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City '75 Spec. Cen. 4,200; Loc. Est. 5,312
County 70 Cen. 18,096; Loc. Est. 28,546

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	1	$20,000,000
Commercial Banks	5	$80,000,000

6—PASSENGER AUTOS: County 38,448

7—ELECTRIC METERS: Residence 4,450

8—GAS METERS: Residence 5,971

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mining 600; Construction 800; Mfg. 911; Trans., Comm. & Pub. Util. 500; Whlse. & Retail 850; Finance, Insur. & Real Estate 225; Services 1,000; Gov't. 1,250; Agriculture 3,650; Other 425.

10-CLIMATE: Min. & Max. Temp.—Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity—less than 30% average.

11—TAP WATER: Not fluoridated.

12—RETAILING: Principal Shopping Center: 40 blocks on Main; Florence Blvd., 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers: Basha's Plaza (150 parking spaces) Basha's and Cornet Store); Jack-in-the-Box; Casa Grande Mall (325 parking spaces—K-Mart; Safeway; Superx Drug; Fashion Conspiracy; Sears; Smart; Simon's Menswear; SupeRx; Casual Country; Dixie's Unique Fashions; Lee Optical; Straw Hat Pizza; Alec; Bessie's Tots to Teens; Sambo's; Mall Cinema; Tastee Freeze; C. C.'s Card & Gift Shop; House of Fabrics; Kinney Shoes; Household Finance.
Principal Shopping Days: Sat., Sun., Mon.
Stores Open Evenings: Most major stores Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sears; Henry's, Cornet, T.G.&Y. (Announced).
Discount Stores: Yellow Front; Checker Auto; Gambles; K-Mart.
Variety Stores: Rasco's; Sprouse-Reitz.
Chain Drug Stores: SuperRx; Revco; M-D Pharmacy.
Chain Supermarkets: Basha's 2; Safeway.
Other Chain Stores: Western Auto; Firestone; O. S. Stapley; Foxworth Galbraith; Home Improvement Center; Montgomery Ward (catalog); House of Fabrics; Kinney Shoes; Fashion Conspiracy; Gambles.

14—NEWSPAPERS: DISPATCH (e-Mon. to Fri.) 5,968; (m-Sat.) 5,968; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Donovan M. Kramer, Publisher.
National Representatives: None.

CHANDLER, ARIZ.

1—LOCATION: Maricopa County, (in Phoenix SMSA) E&P Map C-3. 25 mi. S.E. of Phoenix. Manufactures fertilizer, electronics, Cotton gins. Winter resort agriculture & Citrus fruits. 7 mi. east of I-10 & is served directly by Arizona Route 87 & 93.

2—TRANSPORTATION: Railroads: Southern Pacific Railroad Co.
Motor Freight Carriers: 5 interstate; 3 intrastate; United Parcel Service.
Intercity Bus Lines: Greyhound, Continental Trailways.
Airlines: Phoenix Sky Harbor International Airport is 15 mi. N.W. American; Continental; Delta; Frontier; Hughes Airwest; TWA; USAir; Western.

3—POPULATION:
Corp. City 70 Cen. 13,763; Loc. Est. 44,000
City Zone Local Est. 77,600
Co./SMSA 70 Cen. 968,487; Loc. Est. 1,550,000

4—HOUSEHOLDS:
City 70 Cen. 4,065; Loc. Est. 12,608
Co./SMSA 70 Cen. 302,633; Loc. Est. 444,126

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	1	$15,000,000
Commercial Banks	5	$107,866,000

6—PASSENGER AUTOS: County 1,246,445

7—ELECTRIC METERS: Residence 9,650

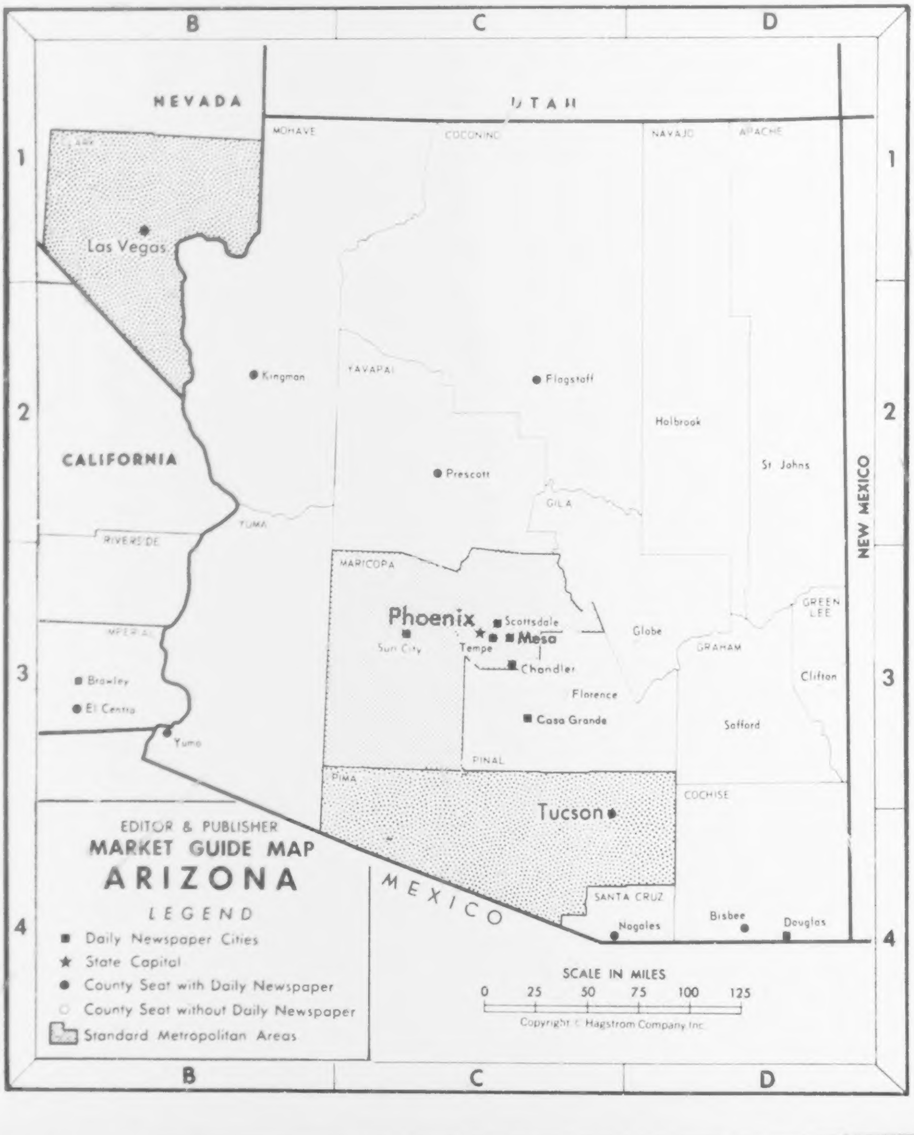
8—GAS METERS: Residence 6,634

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Agricultural & Agri. Processing 825 ($225); Electronic Mfg. 4,125 ($291).
Principal Industrial Pay Days: 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Arizona Ave. (34 stores); North Park Plaza (15 stores); Chandler Center (8 stores).
Neighborhood Shopping Centers (No. of Stores: Basha's Plaza (7); Granada Plaza (6)



Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fiesta Mall	7	Sears, Diamonds, Broadway & Goldwaters

Principal Shopping Days: Wed., Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; C.R. Anthony, Saba's
Discount Stores: Yellow Front; Cornet.
Variety Stores: Sprouse-Reitz
Chain Drug Stores: Revco, Thrifty; Arrow's United Drug.
Chain Food Supermarkets: Basha's; Bayless; Safeway.
Other Chain Stores: Big O Tires Checker Auto, Firestone; Goodyear; Payless Shoes; Paul Sale Furniture; Serrano's; Tune-up Masters; Maverick Westernwear.

14—NEWSPAPERS: ARIZONAN (e) 6,429. Sworn Oct. 1, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv. Dir., ARIZONAN
National Representatives: None.

DOUGLAS, ARIZ.

1—LOCATION: Cochise County, E&P Map D-4. Situated near the Mexican border, 117 mi. SE of Tucson. On U.S. Hwys. 80,666

2—TRANSPORTATION: Railroads: Southern Pacific; Nacozari (S into Mexico)
Intercity Bus Lines: Greyhound Pacific
Motor Freight Carriers: 4.
Airlines: Chandler Flyers; American Aviation.

3—POPULATION:
Corp. City, 70 Cen. 12,462; Loc. Est. 14,720
NOTE: Douglas adjoins Aqua Prieta, Mexico, estimated population 43,000.
County 70 Cen. 61,918; Loc. Est. 79,682
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,581; Loc. Est. 5,093
County: 70 Cen. 17,878; Loc. Est. 27,169

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	1	$23,000,000
Commercial Banks	4	$43,500,000

6—PASSENGER AUTOS: County 38,334

7—ELECTRIC METERS: Residence 4,701

8—GAS METERS: Residence 4,620

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Smelter 370 ($280); Lime & Brick 52 ($125); Dresses & Sport Shirts 400 ($106); Electronics 152 ($175); Surgical Gowns 80 ($125); Vegetable Canning 380 (Seasonal) ($106); General Offices of Phelps Dodge 210 emp. over $10,000 ann., Cochise College 100 ($150); Hospital 210
Principal Industrial Pay Days: Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,100 workers.)

10-CLIMATE: Min. & Max. Temp.—Spring 43-78, Summer 63-93; Fall 43-59, Winter 31-62. First killing frost, Oct. 28. Last killing frost, Mar. 30

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Area: 8th to 15th Sts. bet. F and Pan American Aves., 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.—20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.—10 units)

Principal Shopping Days: Wed., Thu., Fri. & Sat.
Stores Open Sundays: Food, Clothing, Drug, & Variety Stores.

13—RETAIL OUTLETS: Department Stores: Sears; J. C. Penney; Phelps Dodge Mercantile; Aaronson Bros.; Vernon's; Parisian, Capin's Mercantile, Yellow Front.
Variety Stores: S.H. Kress, J.J. Newberry
Chain Drug Stores (CZ): Rexall, Walgreen, Revco.
Chain Food Supermarkets: Safeway, Bayless; Phelps-Dodge Mercantile Co. 9
Other Chain Stores: Western Auto Supply; Charm, Sweetbriar (Women's Wear); The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Phil's Shoes

14—NEWSPAPERS: DISPATCH (e) 3,423, Sworn Sept. 30, 1979 (Latest Statement available)
Local Contact for Advertising and Merchandising Data: Aaron E. Loney, Pub., DISPATCH
National Representatives: Thomson Newspapers, Inc.

FLAGSTAFF, ARIZ.

1—LOCATION: Coconino County, E&P Map C-2, County Seat. 152 mi. N. of Phoenix; 323 mi. W. of Albuquerque; 525 mi. E. of Los Angeles.

2—TRANSPORTATION: Railroads: Amtrak
Motor Freight Carriers: 10.
Intercity Bus Lines: Trailways; Greyhound; Nava-Hopi Tours.
Airlines: Desert Air, Skyway; Cochise.

3—POPULATION:
Corp. City 70 Cen. 26,117; Loc. Est. 37,494
Prim. Mkt. Area-ABC: (70)30,990, (80)42,800
County 70 Cen. 48,326; Loc. Est. 60,000
RTZ-ABC: (70)17,336; (80)72,400
Total Prim. Mkt. Area & RTZ-ABC
(70)48,326, (80)115,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 6,748; Loc. Est. 13,000
Prim. Mkt. Area-ABC: (70)8,395; (80)13,400
County 70 Cen. 12,474; Est. 21,000
RTZ-ABC: (70)4,079; (80)21,400
Total Prim. Mkt. Area & RTZ-ABC:
(70)12,474; (80)34,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	3	$15,000,000
Commercial Banks	10	$110,000,000

6—PASSENGER AUTOS: County 28,000

7—ELECTRIC METERS: Residence 12,500

8—GAS METERS: Residence 10,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Saw-Mills 1,415; ($250); Ord. Plants 110 ($180), Steel Fabric 168 ($150), Cement Bricks 64 ($150); Ready-Mix Plants 35 ($150), University 985 ($200); Also Northern Arizona Univ. (12,000 Students, 800 Teachers).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6. Last killing frost, Apr. 8

11—TAP WATER: Soft, alkaline.

12—RETAILING: Principal Shopping Center: 34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers: Mt. Elden, East Flagstaff; K-Mart-4 stores, Flag Mall 20 Stores, Park Santa Fe 15 Stores, University Plaza, 15 stores

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Greenlaw	35	Montgomery Ward
Cedar Pines	10	A. J. Bayless
South Beaver	8	N.A.
Govway	-	N.A.
Pinegrove	9	UPD
Flagstaff Pl.	13	TG&Y, Sears
University Pl.	15	Safeway, TG&Y
Flag Mall	20	Sears, J.C. Penney
Park Santa Fe	15	El Rancho, Yellow Front

Principal Shopping Days: Wed., Fri., Sat., Many stores open evenings and Sundays.

13—RETAIL OUTLETS: Department Stores: Sears, Babbitt's, J.C. Penney; Malcolm's. Gambles
Chain Drug Stores: Revco; SuperRx, Thrifty. TG&Y
Discount Stores (CZ): Yellow Front 2; K-Mart
Chain Drug Stores: Revco, SupeRx, Thrifty
Chain Food Supermarkets: J&D; Food Town; Safeway 2, Bayless 2, El Rancho 2.
Other Chain Stores: Karl's (shoes); Sweet Briar; Daniels; Rosenzweings; Radio Shack, Hi Health; Fashion Conspiracy; Fashion Fabrics

14—NEWSPAPERS: ARIZONA DAILY SUN (e) 9,561; (Sun.) 10,177; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Theresa Smith Adv. Director, ARIZONA DAILY SUN
National Representatives: Newspaper Advertising Service Co

KINGMAN, ARIZ.

1—LOCATION: Mohave County, E&P Map B-2, County seat, Mining, manufacturing, ranching, tourism. Northwest corner of the state. One hundred miles south of Las Vegas on US 93; junction of US 93 & Interstate 40

2—TRANSPORTATION: Railroads: Santa Fe, Amtrak
Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound; Trailways; Las Vegas-Tonopah-Reno Stageline
Airlines: Cochise Las Vegas Air Lines

3—POPULATION:
Corp. City 70 Cen. 7,312; Loc. Est. 9,914
City Zone 70 14,300; Loc. Est. 22,704
County 70 Cen. 25,857; Loc. Est. 58,012
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,297; Loc. Est. 3,715
County 70 Cen. 8,626; Loc. Est. 20,212

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	1	$84,000,000
Commercial Banks	4	$141,686,000

6—PASSENGER AUTOS: County 33,120

7—ELECTRIC METERS: Residence 2,714

8—GAS METERS: Residence 17,210

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Mining 450 ($285); Mfg. 400 ($240)
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-90, Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10. Last killing frost, Mar. 20

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Beale St. & Kingman Shopping Center on Stockton Hill Road.
Nearby Shopping Centers: Kingman; Safeway; K-Mart Plaza; Northern Avenue.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers every evening to 8

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sears, Babbitt's, Montgomery Ward
Discount Stores (CZ): Yellow Front 2, TG&Y; K-Mart
Variety Stores (CZ): Sprouse-Reitz 1.
Chain Drug Stores (CZ): Revco
Chain Food Stores: Safeway 2, Circle K 3; Bashas; EL Rancho
Other Chain Stores: Firestone, Sweetbriar, Western Auto, Mode O'Day

14—NEWSPAPERS: MINER (e-Mon. to Fri.) 6,364, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Herb Gollis, Pub., MINER
National Representatives: Branham/Newspaper Sales

MESA, ARIZ.

1—LOCATION: Maricopa County, (in Phoenix SMSA) E&P Map C-3. South central part of state. 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89, State Hwys. 87, 93

2—TRANSPORTATION: Railroads: Southern Pacific
Intercity Bus Lines: Greyhound; Continental Trailways, Sun Valley; Tonto Basin Stage.
Motor Freight Carriers: 6
Airlines: At Sky Harbor Airport, 16 mi. west: TWA; Air West; American, Frontier; Western, Apache; Hughes Air West; Continental

3—POPULATION:
Corp. City 70 Cen. 62,853, Loc. Est. 127,435
City of Publication ABC (70) 62,853, (80) 131,000
County/SMSA
70 Cen. 968,487; Loc. Est. 1,357,089

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	8,169,933	12,003,905	13,267,647	900	775,711	520	1,731,194	2,257	3,137,366	1,487	2,278,313	1,656	1,378,157	1,332	483,681	1,638	662,887	4,134	1,229,964	455	446,004
STANDARD METROPOLITAN STATISTICAL AREAS																					
Phoenix, Ariz.	4,835,775	7,094,117	7,835,932	453	451,979	195	1,038,793	1,111	1,788,063	778	1,434,367	760	662,593	744	288,928	951	450,886	2,133	749,980	249	275,697
Tucson, Ariz.	1,657,817	2,533,560	2,820,856	128	142,221	73	414,409	469	657,657	302	511,408	248	296,724	252	98,239	313	137,025	768	241,143	89	94,377
COUNTIES, Cities																					
APACHE	55,093	88,815	99,953	7	1,824	30	33,479	39	19,697	8	3,685	29	23,386	7	1,002	6	449	34	5,920	2	2,138
COCHISE	188,941	229,758	244,722	37	11,756	25	28,807	90	62,810	44	42,884	72	33,814	52	8,424	58	9,681	147	18,293	15	9,428
Bisbee	14,121	17,421	18,521	3	812	5	949	14	4,727	3	2,454	8	2,494	3	485	7	872	22	1,729	1	1,369
Douglas	49,961	60,574	64,483	10	2,209	12	13,383	18	19,878	11	5,242	13	7,035	21	4,224	13	2,860	26	3,247	5	2,964
Sierra Vista	82,833	99,841	105,510	9	5,548	5	14,330	24	24,563	17	30,877	10	6,270	14	2,462	23	4,505	31	7,014	2	3,171
COCONINO	241,854	335,280	366,488	27	19,634	34	46,156	63	77,374	40	35,854	105	72,876	35	7,567	30	9,497	142	49,524	13	7,638
Flagstaff	152,590	211,092	230,639	16	16,875	14	30,451	32	50,142	29	23,185	59	42,390	29	5,426	23	8,079	81	28,132	9	4,368
GILA	95,554	144,009	159,909	19	8,247	13	11,750	53	53,309	32	24,436	33	19,344	28	6,132	20	3,353	102	16,193	8	4,166
GRAHAM	55,924	72,053	77,597	11	7,939	11	8,331	25	21,738	20	16,134	16	7,186	15	4,390	13	2,502	39	4,772	5	1,058
GREENLEE	23,111	35,288	39,298	4	352	8	3,012	11	17,628	2	4,609	13	5,262	3	502	5	2,122	18	1,664	3	1,333
MARICOPA	4,835,775	7,094,117	7,835,932	453	451,979	195	1,038,793	1,111	1,788,063	778	1,434,367	760	662,593	744	288,928	951	450,886	2,133	749,980	249	275,697
Chandler, Ariz.	55,535	77,484	84,800	15	10,347	5	5,893	21	26,237	14	5,511	18	14,419	14	3,344	14	1,181	41	7,963	5	3,462
Mesa	579,794	903,901	1,009,451	68	86,358	19	156,577	92	190,112	86	238,095	46	51,875	60	24,552	99	57,555	141	50,828	23	36,467
Phoenix	2,559,011	3,589,917	3,930,501	216	157,338	110	572,906	600	875,229	414	629,406	436	366,815	377	157,765	504	258,756	1,261	433,537	135	140,607
Scottsdale	526,252	805,431	896,608	33	40,903	18	144,312	79	152,068	47	190,245	55	53,799	129	57,548	100	41,827	194	93,282	22	25,808
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	328,880	497,330	552,449	27	25,519	10	52,818	79	147,678	44	105,210	49	50,206	34	4,888	66	30,105	144	67,904	15	15,832
MOHAVE	159,068	233,745	256,415	47	26,000	16	9,438	51	71,437	54	29,763	73	58,658	31	5,963	52	5,906	121	21,826	10	6,937
Kingman	68,522	99,788	110,210	11	5,042	7	4,016	18	24,930	19	18,981	40	29,708	13	3,348	20	2,313	43	10,308	4	2,698
NAVAJO	165,346	268,081	302,043	28	27,561	41	29,380	60	81,221	31	31,289	78	64,459	26	5,234	27	5,946	108	22,777	8	4,423
PIMA	1,657,817	2,533,560	2,820,856	128	142,221	73	414,409	469	657,657	302	511,608	248	296,724	252	98,239	313	137,025	768	241,143	89	94,377
Tucson	1,392,110	2,093,383	2,322,633	94	96,322	58	397,757	353	509,392	256	490,709	197	162,047	220	91,139	263	125,447	601	186,370	76	78,677
PINAL	168,380	211,511	226,786	37	17,091	22	12,492	101	77,514	58	32,371	67	34,080	39	8,674	30	4,024	146	18,474	17	5,917
Casa Grande	66,247	81,387	86,843	16	8,027	5	8,050	25	27,526	16	16,246	21	7,202	16	3,765	8	699	30	5,743	6	3,631
SANTA CRUZ	87,184	132,802	147,753	8	7,914	12	25,603	25	34,897	13	10,197	18	12,683	24	27,848	15	8,334	43	9,814	6	5,096
Nogales	69,424	103,518	114,666	4	3,661	8	16,040	19	25,144	13	10,197	12	8,906	21	27,287	14	7,498	28	7,348	5	4,053
YAVAPAI	173,852	278,029	312,312	49	26,814	18	18,952	75	87,130	45	38,494	75	34,248	36	9,319	62	10,288	168	34,039	14	12,459
Prescott	102,557	163,359	183,303	20	12,763	6	10,737	34	50,738	26	29,523	25	12,637	21	8,076	38	6,867	69	18,712	8	6,718
YUMA	262,034	346,857	375,583	45	26,379	22	50,592	84	86,891	60	62,622	69	52,844	40	11,459	56	12,874	165	35,545	16	15,337
Yuma	207,185	272,841	295,064	24	19,299	14	48,847	51	63,130	43	56,331	37	28,646	31	9,748	42	11,283	105	27,693	11	12,925

ARIZONA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,772,658	2,632,018	5,589,704	19,844,387	946,172	20,973	6,602	508,977	581,664
STANDARD METROPOLITAN STATISTICAL AREAS									
Phoenix, Ariz.	968,487	1,459,600	3,167,665	11,559,961	537,265	21,516	2,157	207,660	219,159
Tucson, Ariz.	351,667	516,205	1,151,321	3,983,867	191,612	20,791	411	17,923	22,336
COUNTIES, Cities									
APACHE	32,304	47,648	68,672	191,973	11,775	16,303	248	687	8,675
COCHISE	61,918	81,546	202,686	518,436	28,017	18,504	785	23,992	10,115
Bisbee	8,328	11,058	28,684	73,972	4,202	17,604	*	*	*
Douglas	12,462	14,918	36,897	84,552	5,100	16,579	*	*	*
Sierra Vista	6,689	25,139	25,848	188,672	8,766	21,323	*	*	*
COCONINO	48,326	77,912	130,351	579,891	24,207	23,956	171	244	7,373
Flagstaff	26,117	38,871	78,608	319,717	11,872	26,930	*	*	*
GILA	29,255	35,442	87,143	262,964	12,415	21,181	139	48	2,409
GRAHAM	16,578	22,181	44,308	107,712	6,900	15,610	315	11,064	17,113
GREENLEE	10,330	11,627	34,297	85,214	4,004	21,282	140	811	1,238
MARICOPA	968,487	1,459,600	3,167,665	11,559,961	537,265	21,516	2,157	207,660	219,159
Chandler, Ariz.	13,763	25,377	93,565	151,123	8,939	16,906	*	*	*
Mesa	62,853	135,338	192,039	993,073	49,092	20,229	*	*	*
Phoenix	581,562	757,195	1,933,454	6,160,871	287,305	21,444	*	*	*
Scottsdale	67,823	94,790	258,674	907,226	33,379	27,180	*	*	*
Sun City	13,670	18,715	44,948	149,007	11,953	12,466	*	*	*
Tempe	63,550	120,010	198,892	895,112	39,900	22,434	*	*	*
MOHAVE	25,857	52,266	64,876	494,308	20,256	24,403	179	888	4,519
Kingman	7,312	10,587	15,286	83,426	3,842	21,714	*	*	*
NAVAJO	47,559	72,684	105,580	388,393	20,058	19,363	306	782	8,621
PIMA	351,667	516,205	1,151,321	3,983,867	191,612	20,791	411	17,923	22,336
Tucson	262,933	330,381	835,802	2,433,066	125,606	19,371	*	*	*
PINAL	68,579	90,692	192,738	509,353	28,710	17,741	544	101,304	186,986
Casa Grande	10,536	15,795	31,859	93,656	5,289	17,708	*	*	*
SANTA CRUZ	13,966	20,962	42,215	120,163	6,655	18,056	131	125	6,139
Nogales	8,946	14,555	23,862	71,728	4,719	15,200	*	*	*
YAVAPAI	37,005	63,681	103,163	533,964	26,671	20,020	378	1,170	6,575
Prescott	13,283	21,047	37,955	177,011	9,048	19,564	*	*	*
YUMA	60,827	79,572	194,689	508,188	27,627	18,395	698	142,278	80,405
Yuma	29,007	34,783	103,100	256,713	12,901	19,899	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1979 Cash Receipts as follows: From Crops $905,174,000; from Livestock & Livestock Products $827,015,000; Total $1,732,189,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

MESA— continued

4—HOUSEHOLDS:
City 70 Cen. 19,18[illegible] Loc. Est. 45,139
County/SMSA:
70 Cen. 302,633; Loc. Est. 489,735
City of Publication ABC: (70) 19,183; (80) 45,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	24	$290,433,796
Sav. & Loan Assn	5	Not Available

6—PASSENGER AUTOS: County 722,573

7—ELECTRIC METERS: Residence 35,329

8—GAS METERS: Residence 17,701

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mining 100; Construction 700; Mfg., Trans., Comm. & Pub. Utilities 500; Whse. & Retail 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Government 1,200; Agriculture 8,700.

10-CLIMATE: Min. & Max. Temp.—Spring 41-98; Summer 62-106; Fall 39-101;Winter 34-84. Little humidity year-round except in July and Aug. Average rainfall, 7.24.

11—TAP WATER: Not fluoridated.

12—RETAILING: Principal Shopping Area: 19 blocks on E. and W. Main St.; 2 on N. & S. MacDonald St.; 2 on First Ave.; 2 on S. Country Club.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Basha's	4	Basha's Mkt., SuperRx
Fiesta Mall	140	—
Lucky	10	Lucky Mkt.
Main/Lazona	14	El Rancho Mkt., Skagg's
Mesa	21	Woolco, Fry's Mkt.
Safeway		Safeway, Thrifty Drug
Smitty's		
Tri-City Mall	43	Basha's Mkt.
Velda Rose	11	Wright's Mkt., Revco
Westwood Pl.	21	Bayless Mkt., TG&Y
Wright's	8	Ben Franklin, Wright's Mkt.
Sherwood Pl.	18	TG&Y, Grant's, Bayless Mkt.

Principal Shopping Days: Mon.-Sun.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sears; Hanny's; Switzer Diamonds.
Variety Stores: J. J. Newberry; TG&Y.
Chain Drug Stores (CZ) Walgreen 2; Thrifty 2; SuperRx; Revco 2; Skagg's 3; Rexall 2; Longs 1.
Discount Stores: Globe Shopping City 2; Woolco 3; Fed Mart 3; Gemco; Smitty's; K-Mart 2; Totem 8; Thrifty 2; Yellow Front.
Chain Food Supermarkets: Safeway 2; Basha's 4; Wright's 2; Bayless 3; Low Cost; Lucky Smitty's; Big Town; Frye's; Alpha Beta; Neb's.
Other Chain Stores: Western Auto; Firestone; O. S. Stapley; Daniel's Jewelers; Motor Supply; Reeves; Karl's; Singer Co.; Bauer's Parts & Equip., Bennetts; Barrow's; Lehart Hdwe.; Foxworth Lbr.; O'Malley Lumber; Lee Optical; Mesa Optical.

14—NEWSPAPERS: TRIBUNE (m-Mon. to Fri.) 40,651; (S) 41,256; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Mary D. Gohlke, Adv. Mgr., TRIBUNE.
National Representatives: Branham/Newspaper Sales.

NOGALES, ARIZ.

1—LOCATION: Santa Cruz County, E&P Map C-4. County Seat. Port of entry on Mexican border.

2—TRANSPORTATION: Railroads: Southern Pacific, Pacifico de Mexico.

3—POPULATION:
City 70 Cen. 8,946; Loc. Est. 12,084
City Zone, Loc. Est. 150,000 (includes Nogales, Mex., pop. 135,000)
Retail Trading Zone, Loc. Est. 150,000
County 70 Cen. 13,966; Loc. Est. 19,792

4—HOUSEHOLDS:
City 70 Cen. 2,281; Loc. Est. 3,902
County 70 Cen. 3,817; Loc. Est. 6,221

5—BANKS: 5, Deposits Not Available

6—PASSENGER AUTOS: County 16,448

7—ELECTRIC METERS: Residence 3,050

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Shipping point for winter vegetable crop grown on W. coast of Mexico, marketed in U.S., Silver, copper, lead mined in vicinity.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Shopping Center: K-Mart.
Principal Shopping Days: Fri., Sat., Thu.

13—RETAIL OUTLETS: Department Stores: La-Ville de Paris; Bracker's, El Paso, J. C. Penney, Capin Mercantile Corp.; Marcus.
Variety Stores: Kress, Woolworth.
Chain Drug Stores: M & M 5.
Chain Food Supermarkets (CZ): Safeway; Puchi's Downtown Progressive 4.

14—NEWSPAPERS: HERALD (e) 3,577, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub. Adv. Mgr., HERALD.
National Representatives: None.
INTERNATIONAL (e) 3,178; Publishers Statement Oct. 30, 1979.
Local Contact for Advertising and Merchandising Data: Darla Frederick Retail Disp. Coord., INTERNATIONAL.
National Representatives: Arizona News Association.

PHOENIX, ARIZ.

1—LOCATION: Maricopa County (SMSA). E&P Map C-3. Capital. County Seat. Packing, processing, shipping, transp., marketing, mfg. and whsl. ctr. South central part of state, about 398 mi. E of Los Angeles, 400 mi. W of El Paso, Texas.

2—TRANSPORTATION: Railroads: SP, SF.
Motor Freight Carriers: 34.
Intercity Bus Lines: Continental Trailways; Greyhound.
Airlines: American, Braniff, Cochise, Continental, Delta, Eastern, Frontier, Hughes AirWest, Northwest Orient, Pacific Southwest (PSA), TWA, United, USAir, Western.

3—POPULATION:
Corp. City 70 Cen. 581,562, Loc. Est. 762,000
CZ ABC: (70) 865,637; (80) 1,198,800
RTZ-ABC: (70) 260,804; (80) 409,800
SMSA/County (70) Cen. 968,487,
Loc. Est. 1,329,100
City & RTZ-ABC: (70) 1,126,441; (80) 1,608,600
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 186,082, Loc. Est. 282,000
County/SMSA: 70 Cen. 302,632,
Loc. Est. 469,700
CZ ABC: (70) 272,699; (80) 430,800
RTZ-ABC: (70) 76,135; (80) 140,000
City RTZ-ABC: (70) 348,834; (80) 570,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	7(112)	$4,773,791,472
Comm. Banks	16(264)	$11,990,514,000

6—PASSENGER AUTOS: County 722,573

7—ELECTRIC METERS: Residence 536,045

8—GAS METERS: Residence 282,455

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 110,400($291), Construction 52,500($383), Retail & Wholesale 166,800 ($174 Ret./$262 Whl.)

10-CLIMATE: Min. & Max. Temp.—Spring 41-95; Summer 69-106, Fall 50-99, Winter 40-68.

11—TAP WATER: Alkaline, 12 grains of hardness per gallon, not fluoridated.

12—RETAILING: Principal Downtown Shopping Center: 56 sq. blocks bounded by Washington St., Van Buren; 7th St., and 7th Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Biltmore Fashion Pk	24	Broadway, I. Magnin, Saks
Camelback Village Square	16	Fed Mart, Luckys
Chris-Town	150	Broadway, Bullocks, Penneys Wards
Colonnade	60	Sears, Joskes, Mervyns
Hayden Plz Midtwn	5	Woolco
Hayden Plz North	30	Frys, Woolco
Hayden Plz West	30	Frys, Woolco
Maryvale Malle	50	Wards, Mervyns, Capins
Metrocenter	249	Broadway, Diamonds, Goldwaters Joskes, Sears
Olive Square	29	Bayless
Park Centeral	75	Diamonds, Goldwaters, Penneys
Smitty's SuperValue	2	Smittys
Thomas Mall	83	Frys, Diamonds, Penneys, Ward
Tower Plaza	59	Penneys, Capins, Low Cost
Town & Country	65	Smittys, Tangs Imports
Valley West	75	Wards, Penneys, Boston Store
Wagoner Plaza	41	Smittys

Principal Shopping Days: Wed., Thurs., Fir., Sat. Groceries, Wed., Fri., Sat.
Stores Open Evenings: Mon., Wed., Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Broadway, Bullocks, Diamonds, Goldwater's, Penney's, Montgomery Ward, Sears, Joske's, Mervyn's, Woolco.

Discount Stores: Yares, Yellow Front; Fed-Mart, Smitty's, K-Mart; Gemco, La Belle's, Lochmanns.

Leading Variety Stores: Newberry, Woolworth; T.G. & Y., Sprouse-Reitz, Goodyear, Goodrich, Western Auto, Pep Boys, Checker Auto, Shoes: Bakers' GallenKamp, Leed's, Lewis Salon, Thom McAn, David's, Good, Chandler's, Ansonia, Kinney's, Joyce, Famous Brands; Payless, Shoe Rax. Other, Zale's, Daniel's Jewelers, Kay Jewelers, Frederick's of Hollywood, Capin's, Serrano's, Starrett's, Lady Marden, I. Magnin, Saks 5th Ave., Sakowitz Hanny's Jennifer's, Switzers, Lerner's, Angel's: Handyman, O' Malley's BMC, Appliance TV City, Home Appliance, Levitz, Lou Regester, Mehagian, Mayo's, M. D. Pruitt, Barrows, Breuner's, Breuner's, Radio Shack, Pierl Imports, Tangs Imports, S & H Green Stamps, Gold Bond Stamps.

14—NEWSPAPERS: REPUBLIC (m) 260,090; (e) 112,781; (com m&e) 372,871; (S) 399,819, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard Ruby, Gen. Adv. Mgr., REPUBLIC & GAZETTE.
National Representatives: Story & Kelly-Smith, Inc.

PRESCOTT, ARIZ.

1—LOCATION: Yavapai County, E&P Map C-2, County Seat. Shipping center for livestock and agricultural products. North central part of state. 394 mi. from Los Angeles; 989 mi. from Denver; 96 mi. from Phoenix; 817 mi. from San Francisco. Alt. 5,389 ft.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Continental.
Airlines: Cochise.

3—POPULATION:
City 70 Cen. 13,283; Loc. Est. 19,849
CZ ABC: (70) 13,030; (80) 18,900
RTZ-ABC: (70) 13,217; (80) 28,500
County 70 Cen. 37,005; Loc. Est. 62,521
City & RTZ-ABC: (70) 26,247; (80) 47,400

4—HOUSEHOLDS:
City 70 Cen. 4,748; Loc. Est. 8,429
County 70 Cen. 12,999; Loc. Est. 25,852
CZ ABC: (70) 4,748; (80) 7,900
RTZ-ABC: (70) 4,365; (80) 11,000
City & RTZ-ABC: (70) 9,113; (80) 18,900

5—BANKS: 5 Comm.; Dep. Not Available
Savings Banks 2, Dep. Not Available

6—PASSENGER AUTOS: County 36,482

7—ELECTRIC METERS: Residence 10,000

8—GAS METERS: Residence 7,570

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metal Fabrication 25; Aircraft Instruments 50; VH Hosp. 451; Utilities 302; Electric Goods 440; Clothing 260.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez. Willow Creek Village (K-Mart & 12 stores); Miller Road (2 blocks); Marina St. (1 block); Ponderosa Plaza.

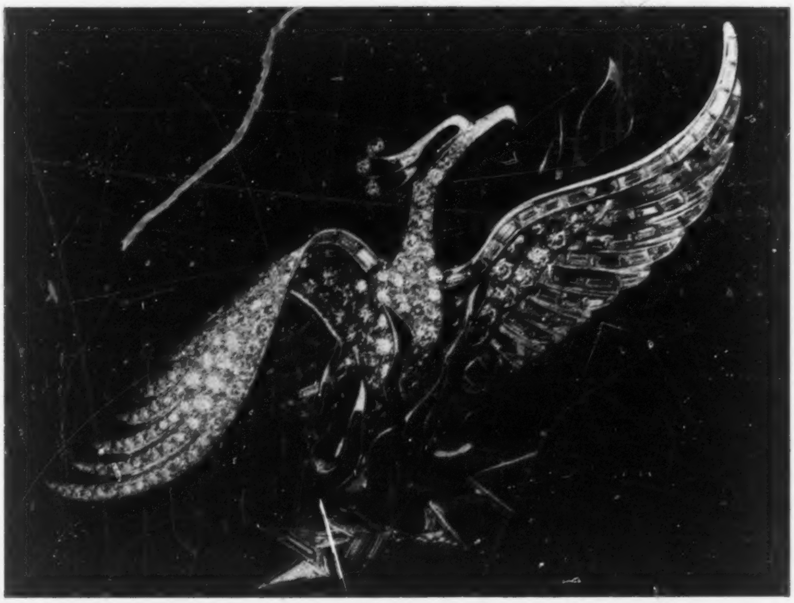
Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Culver TV	9	Singer Sewing Center
Park Plaza	10	SuperRx Drug, Safeway
Ponderosa Plaza	25	Bayless, SuperRx Drugs Sears, TG&Y, Zales,
Prescott	17	Rexall, Fry's Food Store
Prescott Vally Plaza	-	Safeway, Revco Drugs
Iron Springs Plaza	9	N.A.

Principal Shopping Days: Sat., Thu.
Stores Open Evenings and Sundays: Grocery, Drug & Variety.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Western Auto; Sam Hills, Solt-Lauritsen, Pennington, Comet, Sears; K-Mart.
Discount Stores (CZ): Yellow Front, Checker.
Variety Stores: Comet, Rasco, Sprouse-Rietz, TG&Y.
Chain Drug Stores: Rohrer-Bloom (Walgreen), (Rexall); SuperRx; Key Rexall.

THIS RARE BIRD IS WORTH 8 BILLION DOLLARS.



AND WE CAN PUT IT IN YOUR HANDS.

Compared to other U.S. markets, Phoenix is a rare bird indeed. It's a market on the move:

In growth — we're 2nd nationally in population and personal income growth. In wealth — retail sales will top $8 billion this year. In youth — two-thirds of our 1.5 million residents are under 45. And, we have more 18-34 year olds than two-thirds of America's other metro markets.

The Arizona Republic/The Phoenix Gazette can help you catch this rare bird: 64% of all metro adults read an average issue. 80% read a Sunday and one weekday combination. 86% read The Republic/The Gazette over a 5-day period. We reach 90% of all the college educated. 90% of those in professional, managerial, or administrative positions. And 94% of all households earning $35,000 or more.

If you want to sell anything under the sun — the Sunbelt's hottest prospects are in Phoenix

THE ARIZONA REPUBLIC / *The Phoenix Gazette*

PRESCOTT—continued

Chain Food Supermarkets: Safeway 2, Fryes; Food Basket 2, Bayless.
Other Chain Stores: Firestone; K-Mart; Shop; Mode O'Day; Western Auto; Fashion Conspiracy.

14—NEWSPAPERS: COURIER (e-Mon. to Fri.) 9,280; (S) 9,546; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Mansky, Display Adv. Mgr., COURIER.
National Representatives: Branham/Newspaper Sales.

SCOTTSDALE, ARIZ.

1—LOCATION: Maricopa Co. (in Phoenix SMSA). E&P Map C-3.

2—TRANSPORTATION: Airlines: TWA; American; Frontier; Air West; Western; Continental; Delta; Aero Mexico; Pacific Southwest; USair.
Railroads: Southern Pacific, Santa Fe, Amtrak.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Continental; Tanner.

3—POPULATION:
Corp. City 70 Cen. 67,823; Loc. Est. 96,500 Total Primary Mkt. ABC:
(70) 107,784, (80) 163,000
County/SMSA
70 Cen. 968,487; Loc. Est. 1,552,000
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 32,300; Loc Est 38,600
County 70 Cen./SMSA 500,000; Loc. Est. 533,000
Total Primary Mkt. ABC: (70) 31,984, (80) 56,300

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan	9	$864,000,000
Commercial	11	$682,000,000

6—PASSENGER AUTOS: County 864,344

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees (Aver. Wkly. Wage)—Elec. 11,800($320); Tourists 10,000($195).

10-CLIMATE: Min. & Max. Temp.—Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Scottsdale Rd., and one block east and west from 2nd St. to Shea Blvd. corner of McDowell, Van Buren & Scotsdale Roads.
All Centers less than 2½ miles from center of town.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Camelback Mall	20	Safeway, Thrifty Drug
Camelback's Miller Plaza	28	Skagg's, Angel's
Camel View Plaza	16	Sakowitz, Bullock's
Frontier Town	16	SuperRx; Tang's
Lincoln Plaza	15	Bayless Super Mkt., SuperRx Drugs
Los Arcos Mall	81	Sears, Broadway Dept.
Lucky	12	Lucky Super Mkt., Thrifty Drug
Orange Tree	7	Safeway, SuperRx Drugs
Papago Plaza	33	Windmill Farms, Revco, Home TV & Appliances
Paradise Village	105	Penney's Diamonds, Mervyns, Goldwasers
Park Scottsdale	15	Bashas Mkt.
Scottsdale Fashion Sq.	60	Diamond's Revco Goldwater's, Bayless
Scottsdale Village	15	Walgreen, Safeway
Shoppers Fair	15	Earl's Food & TG&Y
Smithys Bigtown	4	Smithys, Western Sarings
Pasco Village	10	Alpha Beta, Town & Country
Indian School & Miller Plaza	14	Fry's, SuperRx
Valley Plaza	8	Bashas Food Mkt., Skagg's Drug
Gold Dust Plaza	10	Bayless, Revco

Principal Shopping Days: Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: Diamond's, Goldwater's, Hanny's; Smitty's, Sakowitz; Saba's; Woolco; Sears; Broadway; Bullock's, Mervyns.
Discount Stores: K-Mart; Smitty's; Yellow Front; TG&Y; LaBelle's Distributing; Appliance TV City.
Chain Food Supermarkets: Bashas 3; A.J. Bayless 6; Alpha Beta 5; Circle K 14; Fry's 1; Lucky Store Inc., Safeway 2; Smitty's Town 3; U Totem Mkt 4; 7-Eleven 4.
Chain Drug Stores (CZ): Revco 3; Skaggs 3; SuperRx 4; Walgreens 1.
Other Chain Stores: Breuner's, Goodyear, Firestone; General Tire; R-B Furniture; Checker Auto; Zale's Jewelry; Pittsburgh Plate Glass; UniRoyal; Angel's; Colortile; Pier 1; Lawson Jewelry.

14—NEWSPAPERS: PROGRESS(e) 20,562, Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Hal Metcalf, Adv. Dir. PROGRESS.
National Representatives: Branham/Newspaper Sales.

SIERRA VISTA, ARIZ.

1—LOCATION: Cochise County, E&P Map D-4; Military Center, construction industry, retirement community. Southeast corner of state, 70 mi. Southeast of Tucson, on Highway 90 & 92, Interstate, 10 is 30 mi. north.

2—TRANSPORTATION:
Motor Freight Carriers: 3 Interstate, 2 Intrastate; UPS.
Intercity Bus Lines: Greyhound; Nogales-Bisbee Stage.
Airlines: Cochise Airlines.

3—POPULATION:
Corp. City 70 Cen. 6,689; Loc. Est. 9,639
County 70 Cen. 61,918; Loc. Est. 79,682

4—HOUSEHOLDS:
City 70 Cen. (N/A); Loc. Est. 3,401
County 70 Cen. 17,878; Loc. Est. 27,169

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$42,000,000
Commercial	1	$6,000,000

6—PASSENGER AUTOS: 38,334

7—ELECTRIC METERS: City (Res.) 5,551

8—GAS METERS: City (Res.) 4,956

9— PRINCIPAL INDUSTRIES (CZ): Sierra Vista's economy and activity is closely related to the U.S. Army's Fort Huachuca. Current post population is 16,642 including 5,704 military and 4,231 civilian workers. Also included are vendors, their employees, auxiliary personnel and dependents. Major organizations at Ft. Huachuca include the U.S. Army Communications Command, the U.S. Army Intelligence Center and School, the U.S. Army Electronic Proving Ground, U.S. Army Communications Electronic Installation Agency, and the U.S. Army Security Agency Test and Evaluation Center. Fort Huachuca had a total import (wages, contracts, procurement) in Arizona of $147,058,022 in fiscal year 1977.

10-CLIMATE: Min. & Max. Temp.—Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Area: 3 mile strip along Fry Blvd. Chamber of Commerce lists 1,134 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 10 major shopping center grouping along Fry.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: All shopping ctrs. every eve. until 9.

13—RETAIL OUTLETS: Department Stores: Sears; Montgomery Ward (catalog).
Discount Stores: K-Mart, Surplus City.
Variety Stores: McCrory's, Yellow Front.
Chain Drug Stores: Thrifty; Revco, Modern Pharmacy (Rexall).
Chain Food Stores: Food Giant, Safeway, El Rancho, Bayless; Circle K; 7-Eleven.

14—NEWSPAPERS: HERALD-DISPATCH (e-Mon. to Fri.) 6,275; sworn Sept. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Michele Wells Adv. Director, HERALD-DISPATCH.
National Representatives: None.

SUN CITY, ARIZ.

1—LOCATION: Maricopa County, (In Phoenix SMSA) 15 mi. NW of Phoenix, 12 mi. W of I-17 & I-10; on U.S. Hwys. 60, 89, 93.

2—TRANSPORTATION: Railroads: Santa Fe.
Intercity Bus Lines: Trailways, Greyhound, Grayline.

3—POPULATION:
Corp. City 70 Cen. 13,670; Loc. Est. 62,000
Total Primary Mkt. ABC: (70) 15,556, (80) 21,100
County/SMSA 70 Cen. 968,487; Loc. Est. 1,453,500

4—HOUSEHOLDS:
Corp. City 70 Cen. 7,385, Loc. Est. 38,000
County/SMSA 70 Cen. 302,632; Loc. Est. 550,000
Total Primary Mkt. ABC: (70) 8,456; (80) 13,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6/20	
Sav. & Loan Assn.	9/29	$1,250,000,000

6—PASSENGER AUTOS: County 800,000

7—ELECTRIC METERS: Residence 29,007

8—GAS METERS: Residence 11,167

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry,(Av. Wkly Wage) Majority Retail Services, Real Estate & Professionals ($175).

10-CLIMATE: Min. & Max. Temp.—Spring 65-90, Summer 80-106; Fall 57-85; Winter 40-68. Avg. Ann. 58-85.

11—TAP WATER: Aklaline.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Grand Center	24	Safeway
La Ronde	36	Revco
Sun Bowl Plaza	34	Safeway
Thunderbird Plz.	17	Bayless
Greenway Terrace	29	Luckys
Bell Camino	21	Safeway
Arrowhaad Mall	41	Lucky's
Caminodel Sol	9	Safeway
Plaza	12	King's Table

13—RETAIL OUTLETS: Variety Stores: TG&Y, Sprouse-Reitz, Yellow Front.
Chain Drug Stores (CZ): Walgreen, Revco; Value Drug, Long Drugs.

14—NEWSPAPERS: NEWS-SUN (e) 14,982, Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Hassing, Display Adv. Mgr., NEWS-SUN.
National Representatives: Branham/Newspaper Sales.

TEMPE, ARIZ.

1—LOCATION: Maricopa County (In Phoenix SMSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; Interstate 10; 8 mi. E of Phoenix.

2—TRANSPORTATION: Railroads: S. Pacific.
Intercity Bus Lines: Greyhound, American, Continental.
Airlines: American; TWA; Frontier; PSA; Braniff, U.S.Air, Cochise, Air West, Western; Continental; Delta; Aeronaves de Mexico.

3—POPULATION:
Corp. City 70 Cen. 63,550, Loc. Est. 120,371
County SMSA 70 Cen. 968,487;
Loc. Est. 1,378,274

4—HOUSEHOLDS:
City 70 Cen. 17,557; Loc. Est. 39,491
County/SMSA 70 Cen. 302,633;
Loc. Est. 501,755

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	5	$101,000,000
Commercial Banks	8	$248,400,000

6—PASSENGER AUTOS: County 722,573

7—ELECTRIC METERS: Residence 39,087

8—GAS METERS: Residence 19,862

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Steel Casting 475; Rolling Mill 375; SRP Hqts. 910; Garments 400, Electronics 700; Insurance 450; Food Dist. 650; Misc. 1000. Also Arizona State University (37,122 Students, 4,750 Faculty and Staff).

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
McLintock Dr.	2	Basha's Mkt., Walgreen
Baseline-McClintock	9	Safeway, SuperRx
Bayless	10	Bayless Mkt.
Broadway Plaza	16	—
Broadway Rural	13	SuperRx, Lucky Mkt.
Danelle Plaza	37	Western Auto, Hayden's
Tempe Center	32	Low Cost
Hayden Plaza East	30	Woolco, Fry's, SuperRx
Lake Country	40	Safeway, Skagg's
Rarol Broadway	—	—
Valley Plaza	13	TG&Y, Revco, Bayless

Principal Shopping Days: Wed., Thur., Fri.

13—RETAIL OUTLETS: Department Stores: Woolco; Fed. Mart; TG&Y Family Center 2, Smitty's, Mervyn's; Gemco; K-Mart.
Variety Stores: TG&Y.
Discount Stores: Fed-Mart, Woolco.
Chain Drug Stores (CZ): Skaggs, SuperRx 3; Fed. Mart; Smitty's; Revco 2; Thrifty; Walgreen.
Chain Food Supermarkets: Safeway 2; A. J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14—NEWSPAPERS: NEWS (e) 16,321, sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: D. B. Meininger Adv. Dir. NEWS.
National Representatives: Branham/Newspaper Sales.

TUCSON, ARIZ.

1—LOCATION: Pima County (SMSA). E&P Map C-4, County Seat. Shipping center, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, & misc. mfg., wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El paso; 68 mi. N of U. S.-Mexican Border at Nogales, Sonora.

2—TRANSPORTATION: Railroads: Southern Pacific, Amtrak.
Motor Freight Carriers: 32.
Intercity Bus Lines: Continental; Greyhound, Citizens Auto Stage.
Airlines: Aeromexico; Hughes Airwest; American; Cochise; Frontier; TWA; Continental; Braniff International; U.S. Air, Eastern; imperial; Baja Cortez.

3—POPULATION:
Corp. City 70 Cen. 262,933; Loc. Est. 335,000
CZ ABC: (70)329,054; (80)446,900
RTZ-ABC: (70)186,164; (80)268,400
County/SMSA
70 Cen. 351,667; Loc. Est. 542,100
City & RTZ-ABC: (70)515,218 (80)715,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 89,256, Loc. Est. 130,000
County/SMSA
70 Cen. 110,785; Loc. Est. 205,425
CZ ABC: (70)104,688; (80)163,100
RTZ-ABC: (70)50,891; (80)84,300
City & RTZ-ABC: (70)155,579; (80)247,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	10(66)	$1,333,529,000
Commercial Banks	7(97)	$1,560,789,000

6—PASSENGER AUTOS: County 267,987

7—ELECTRIC METERS: City 179,973

8—GAS METERS: City 141,223

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 19,000 ($274); Mining 7,200 ($435); Contract Const. 15,700 ($361); Ret. Trade 37,400 Trans./Utilities 8,900 ($370); Govt. 44,900
Principal Pay Days: Fri., 1st, 15th, 5th & 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 44-90, Summer 66-98; Fall 45-93; Winter 38-67. First killing frost, Nov. 26. Last killing frost, Feb. 25.

11—TAP WATER: South Side Reservoir No. 1, Alkaline, very hard. North Side Reservoir No. 3, Alkaline, soft, not fluoridated.

12—RETAILING: Downtown Shopping Area: 30 City blocks housing city and county government offices plus 155 retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.
Regional Shopping Centers (No. of stores):
Neighborhood Shopping Centers (No. of Stores): Campbell El Con (102); Park Mall (102). Plaza (17); Wilmot Plaza (17); Broadway & Kolb (11); 22nd & Alvernon (17); Woolco Plaza North (20); plus 75 other suburban shopping centers.
Principal Shopping Days: Tuesday thru Saturday.
Stores Open Evenings: Monday thru Friday.

13—RETAIL OUTLETS: Department Stores: Broadway, Diamond's, Sears, Goldwater's, Levy's, J.C. Penney, Steinfeld's, Montgomery Ward, Korby's.
Discount Stores (CZ) (No. of outlets): Davis Monthan AF B PX, Fed Mart (3); Woolco (3); Yellow Front (6); Super City (9); K-Mart (3); TG&Y (2); Jewelcor (2); La Belle's (2); Zody's (2).
Leading Variety Stores (No. of outlets): Sprouse-Reitz (5); McLellan's (4); Ben Franklin (2).
Chain Drug Stores (CZ) (No. of outlets): Walgreen (10); Revco (16); Skagg's (4); Thrifty (6); Defender (5); United (3).
Chain Supermarkets (No. of outlets): Bayless (11); Circle K (90); El Grande (4); Food Giant (18); Gemco (1); Lucky (10); Low Cost (2); Safeway (11); Frys (6); Del Monte (2); Quik Mart (18); 7-Eleven (25); U-Totem (23); Lavicios (7); E-Z Save (1); Bag & Save (1).
Other Major Retailers (No. of outlets): Ace Hardware (5); Ann Mercer (2); Baker's Shoes (3); Barrow's Furniture; Baum & Adamson; Browse Around (3); Carpet Giant (2); Cele Peterson (4); Checker Auto Parts (8); Cloth World (2); College Shop; Complete Auto Supply (1); Custom Hi-Fi Discount; Daniel's Jewelers (4); David's Shoes; Discount Nursery (4); Fashion Conspiracy (3); Firestone (4); Fitzgerald TV; Florsheim Shoes (2); Flash's TV (4); Franklin's Men's Store (2); Giberts (2); Gallenkamp's Shoes (3); Goldwyn's (2); Handy Andy (4); Handyman; Hirsh's Shoes (3); Kinney Shoes (4); Lady Marden's; Lee Optical (5); Sam Levitz Warehouse; Lerner's (3); Lewis Salon Shoes; May's (5); Mode O'Day (4); National Shirt Shop (1); Payless Cashway Lumber (2); Plant World (5); Radio Shack (15); Regal Shoes (2); Lou Regester; Shoe Corral (1); Singer Co. (2); Size 5-7-9(2); Thom McAn shoes (2); Standard Brands (2); Vicki Wayne (3); Western Auto (2); Wood Bros. (2); Zale's Corp.

14—NEWSPAPERS: STAR (m) 74,284; CITIZEN (e) 67,337; comb. (m&e) 141,621; STAR (S) 138,266, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Quentin J. Robb, Gen. Adv. Dir. STAR AND CITIZEN.
National Representative: Gannett Newspaper Advertising Sales.

YUMA, ARIZ.

1—LOCATION: Yuma County, E&P Map B-3. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego, and 289 mi. SE of Los Angeles. On Interstate 8 & U.S. Hwy 35.

2—TRANSPORTATION: Railroads: S. Pac.
Intercity Bus Lines: Greyhound; Continental.
Motor Freight Carriers: 9 Interstate.
Airlines: Airwest, Cochise.

3—POPULATION:
Corp. City 70 Cen. 29,607; Loc. Est. 40,000
Primary Mkt. ABC (70) 56,142, (80) 71,800
County 70 Cen. 60,827, Loc. Est. 78,627
Demographic Information available from newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Census 8,954, Loc. Est. 15,100
County 70 Cen. 17,586, Loc. Est. 27,021
Primary Mkt. Area ABC (70) 16,099, (80) 71,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Bank	12	$210,668,000
Savings	3	N.A.

6—PASSENGER AUTOS: County 41,482

7—ELECTRIC METERS: Residence 24,773

8—GAS METERS: Residence 12,958

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners (Av. Wkly. Wage)—RR 1,050 ($175); Agriculture 9,225 ($160); Aerospace 350 ($350); Clothing 1,000 ($120); Other Mfg. 500 ($190).

10-CLIMATE: Min. & Max. Temp.—Spring 58-87; Summer 78-105; Fall 68-95; Winter 46-71.

11—TAP WATER: neutral, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: Southgate Mall—4th Ave & 32nd St.:—Yuma-Mesa at 16 St. and 4th Ave. (19 stores); 3 blocks on Main St. bet. 1st St. and 4th St. & 1 off Main on 1st, 2nd, 3rd; Palm Plaza (21 stores); 24th St. & Ave. A; Westbluff Center (8 stores); 24th St.; and Ave. A; Western Village (11 stores); 14th St. & 4th Ave.; Alpha Beta Center 4th Ave. & Catalina.
Neighborhood Shopping Centers: 3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
16th at 4th Ave.	2½	El Rancho, TG&Y, Anthony's
A.J. Bayless #2	3½	Bayless, Family Dept.
Westgate Mall	4	Walgreen, Safeway
Southgate Mall	4	Albertson's, Thrifty, J.C. Penney, McDonalds Dept., Sears
Territorial Mall		Western Auto, Thrifty Drug
Alpha Beta		Alph Beta, Longs Drugs

Principal Shopping Days: Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays: All.

13—RETAIL OUTLETS: Department Stores: J. M. McDonald; J.C. Penney; Family; C. R. Anthony; Ken Lewis Men's Wear; Sears; Harfield's; Mr. C's.
Variety Stores: Rasco; TG&Y.
Chain Drug Stores (CZ): Thrifty 2; Walgreen; Revco; United Drug 3; (Yuma Mesa Drug, Sants, Medical Arts), Longs Drugs.
Chain Food Supermarkets: Safeway 2; Bayless 1; Central Market 1; Olsens 3; Low Cost; Alpha Beta; Albertson's.
Discount Stores (CZ): Fed-Mart; Yellow Front; K-Mart; Pic & Save; Popular Surplus. LaBelles.
Other Chain Stores: Sweetbriar (women's clothing); Karl's (shoes); Western Auto; Singer Co.; Firestone; Sears; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney's Shoe; Fashion Conspiracy, BF Goodrich, Daniel's Jewelers, De Winkie Toys, House of Fabrics, Sherwin- Williams Paints, Radio Shack, The Kloth Knight, O'Malley Lumber Co.

14—NEWSPAPERS: SUN (e-Mon. to Fri.) 21,971; (S)22,062, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Craig Adv. Dir. SUN.
National Representatives: Branham/Newspaper Sales.

ARKANSAS SURVEYS

ARKANSAS STANDARD METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale, Ark.—Washington and Benton Counties.

Fort Smith, Ark.-Okla.—Crawford and Sebastian Counties, Ark.; LeFlore and Sequoyah Counties, Okla.

Little Rock-North Little Rock, Ark.—Pulaski and Saline Counties.

Memphis, Tenn.-Ark.-Miss.—Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.

Pine Bluff, Ark.—Jefferson County.

Texarkana, Tex.-Ark.—Bowie County, Tex., Little River and Miller Counties, Ark.

ARKANSAS POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	158	166	186
5-14 Years	383	355	345
15-24 Years	326	394	361
25-44 Years	411	599	680
45-64 Years	407	455	453
65 and Over	238	308	328
TOTAL	1,923	2,269	2,353

Based on U.S. Census

ARKANSAS RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	269	432	609
General Mdse.	434	751	1,060
Food	880	1,453	2,069
Automobiles	939	1,539	1,764
Gasoline Stations	335	496	900
Apparel	215	326	472
Furniture	177	267	363
Eat-Drink Places	198	385	524
Drugs	122	193	270
Total Sales	3,912	6,599	8,868

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ARKADELPHIA, ARK.

1—LOCATION: Clark County, E&P Map B-3, County Seat. On the Ouachita River. 65 mi. SW of Little Rock. On U.S. Hwys. 67, I-30.

2—TRANSPORTATION: Railroads: Mo. Pac. R.R., Continental Trailway Bus; 5 Motor Freight Carriers.

3—POPULATION:
City 70 Cen. 9,841; Loc. Est. 11,013
County 70 Cen. 21,537; Loc. Est. 21,206

4—HOUSEHOLDS:
City 70 Cen. 2,773; Loc. Est. 3,775
County 70 Cen. 6,608; Loc. Est. 7,786

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$70,188,000
Sav. & Loan Assn.	1	$28,000,000

6—PASSENGER AUTOS: County 9,775

7—ELECTRIC METERS: Residence 3,025

8—GAS METERS: Residence 2,488

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Work Pants 350; Brassiere Plant 340; Aluminum 600; Sawmill 150; Marine 245; Gypsum Pdts. 130.
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7. Last killing frost, Mar. 25.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 10 blocks on 4 streets.
Shopping Centers: Pine Plaza (Safeway, West Dept., Magic Mart); Neel's.
Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Dew-Orr, J. C. Penney; West's.
Variety Stores: Ben Franklin; Sterling; United Dollar.
Discount Stores: Howard-Gibco.
Chain Drug Stores (CZ): Walgreen (Fuller's) 2; Rexall (Phillips) 1.
Chain Food Supermarkets: Safeway, Piggly Wiggly, Kroger.
Other Chain Stores: Otasco, Goodyear, Western Auto.

14—NEWSPAPERS: SIFTINGS HERALD (e-Mon. to Fri.) 3,882; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John Ragsdale, Gen. Mgr., SIFTINGS HERALD.
National Representatives: None.

BATESVILLE, ARK.

1—LOCATION: Independence County, E&P Map C-2, County Seat. On White River. 100 Mi. N of Little Rock, Ark.; 125 mi. W of Memphis, Tenn.; 300 mi S of St. Louis, Mo. State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2—TRANSPORTATION: Railroads: Mo. Pac.
Motor Freight Carriers: 5.
Intercity Bus Lines: Wells.

3—POPULATION:
Corp. City 70 Cen. 7,209; Loc. Est. 7,188
County 70 Cen. 22,723; Loc. Est. 29,005

4—HOUSEHOLDS:
City 70 Cen. 2,669; Loc. Est. 3,130
County 70 Cen. 3,473; Loc. Est. 11,417

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$70,000,000
Commercial Banks	2	$100,000,000

6—PASSENGER AUTOS: County 11,857

7—ELECTRIC METERS: Residence 4,500

8—GAS METERS: Residence 3,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chick Hatchery 13 ($160); Feed Mills 20 ($75); Dairy Pdts. 22 ($160); Soft Drinks 48 ($75); Rubber Pdts. 206 ($75); Poultry Processing 202 ($160); Thermostats. Gas Burners 500 ($74); TV systems 30 ($80); Lime Mfg. 327 ($75); Ladies Coats & Dresses 31 ($74); Lumber 39 ($75); Baking 60 ($80); Shoes 500 ($74); Cheese 14 ($80); Egg Processing ($160); Banquet Frozen Foods ($160); Others ($120); Arkansas Eastman ($200); Independence Steam Generating Plant ($200).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost Nov. 1. Last killing frost, Mar. 15.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Days: Mon., Thurs., Fri., Sat.
Retail Outlets: Catos; Barnett Bros. Dept. Store; Fitzhush's; Harris Style Shop; Miller's (Dept.); Jr. Junction; The Specialty Shop; Marshal McClouds; Miller's Fabric Ctr.; Van Atkins; Wells Style Shop; Batesville (Furniture); Bowling (Furniture); Russ (Furniture); Snapp (Furniture); McSpadden (Furniture); Fred's Dollar Store; Marshall Economy; Sterling Store; Firestone; Montgomery Ward; Sears; Woodson's; Wal-Mart; Magic Mart.
Variety Stores: Sterling; TG&Y.
Chain Food Supermarkets: Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores: Okla. Tire-Supply; Wal-Mart; Sears (catalog); Western Auto; Goodyear; Van Atkins; TG&Y; Magic Mart; Kroger; Town & Country; Montgomery Ward.

14—NEWSPAPERS: GUARD (e-Mon. to Fri.) 8,750; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr. GUARD.
National Representatives: Landon Associates, Inc.

BENTON, ARK.

1—LOCATION: Saline County, (In Little Rock-N. Little Rock SMSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock, U.S. Hwys. I-30, 67 & 70; State 35.

2—TRANSPORTATION: Railroads: Mo. Pac.
Inter-city Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 16,499; Loc. Est. 17,852
County 70 Cen. 36,107; Loc. Est. 50,209
SMSA 70 Cen. 323,296; Loc. Est. 382,234
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,405; Loc. Est. 7,036
County 70 Cen. 10,869; Loc. Est. 17,853
SMSA 70 Cen. 102,822; Loc. Est. 141,126

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$102,000,000
Savings & Loan Assn.	3	$50,000,000

6—PASSENGER AUTOS: County 20,000

7—ELECTRIC METERS: Residence 6,835

8—GAS METERS: Residence 6,832

9— PRINCIPAL INDUSTRIES (CZ): Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furniture Mfg., Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Packaging; Chemicals; Truckbeds; Boat Trailers.

10-CLIMATE: Min. & Max. Temp.—Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

12—RETAILING: Principal Shopping Center: Military Road.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Military Plaza	14	Wal-Mart
Niloak Square	12	Kroger
Plaza Center		Gibson's, Cinema

13—RETAIL OUTLETS: Department Stores: Gingle's; West's; Rephan's, Otasco.
Discount Stores: Gibson's, Wal-Mart; Magic Mart.
Chain Drug Stores: Petty's 1; Rexall; Medic.

14—NEWSPAPERS: COURIER (e-Mon. to Fri.) 10,189, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub., COURIER.
National Representatives: None.

BENTONVILLE, ARK.

1—LOCATION: Benton County, E&P Map 1-A, County Seat. NW portion of state. Livestock market. Hwy 71.

2—TRANSPORTATION:
Intercity Bus Lines: Jefferson Lines.

3—POPULATION:
Corp. City 70 Cen. 5,508, Loc. Est. 8,400
County 70 Cen. 50,476; Loc. Est. 64,500

4—HOUSEHOLDS:
City 70 Cen. 1,964, Loc. Est. 3,600
County 70 Cen. 16,916; Loc. Est. 32,250

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$92,000,000
Savings & Loan	4	$182,503,000

6—PASSENGER AUTOS: County 36,878

7—ELECTRIC METERS: Residence 4,000

8—GAS METERS: Residence 3,560

9— PRINCIPAL INDUSTRIES (CZ): Wal-Mart Stores, Inc.; Kraft Foods; CTS; Gold Kist; Wendt Sonis; Bentonville Casting; Tysons. Number of Wage Earners, 5,394. Average Wkly. Wage, $171.

10-CLIMATE: Min. & Max. Temp.—Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40 to 45 in. peryear. First killing frost, Oct. 10. Last killing frost, April 10-15.

11—TAP WATER: Medium

12—RETAILING: Principal Shopping Center: Downtown.
Neighborhood Shopping Center: Wal-Mart-Old Town Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Northwest Arkansas Mall	23	Sears; J.C. Penney
Dixieland Mall	8	Dillards, K-Mart

Principal Shopping Days: Wed., Fri.
Stores Open Evenings: Shopping Center every evening to 9.
Discount Stores (CZ): Wal-mart, 2.

14—NEWSPAPERS: DEMOCRAT (e) 4,121, sworn Mar. 31,1980.
Local Contact for Advertising and Merchandising Data: Bob Rendon, Adv. Mgr. DEMOCRAT.
National Representatives: Landon Associates, Inc.

BLYTHEVILLE, ARK.

1—LOCATION: Mississippi County, E&P Map D-1, County Seat. Cotton and soy bean shipping, wholesale center NE corner of State; 70 mi. N of Memphis, Tenn.; 230 mi. S of St. Louis; 9 mi. W of Miss. River, U.S. Hwys. 61, I-55; State Hwy. 18.

2—TRANSPORTATION: Railroads: Frisco; Cotton Belt (freight only).
Motor Freight Carriers: 7.
Intercity Bus Lines: Dixie Greyhound.

3—POPULATION:
Corp. City, 70 Cen. 24,752; Loc. Est. 24,443
County 70 Cen. 62,060; Loc. Est. 65,040

4—HOUSEHOLDS:
City: 70 Cen. 7,396; Loc. Est. 8,427
County: 70 Cen. 18,292; Loc. Est. 22,171

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	2	$83,000,000
Sav. & Loan Assn.	2	$28,700,000

6—PASSENGER AUTOS: County 24,667(1978)

7—ELECTRIC METERS: Residence 8,975

8—GAS METERS: Residence 6,091

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery & Metal 1,100 ($140); Carbon Paper & Ribbons 370 ($135); Food 340 ($125), Chemicals 325 ($130); Clothing 250, Baking 350, Air Force Installation, 3,500 military & civilian personnel.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 48-72; Summer 65-93; Fall 50-71, Winter 45-52.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on 3 Sts., 3 blocks on 2 Sts.

Neighborhood Shopping Centers: Division at Main; 21st at Main, 6th and Chickasawba; Moultrie & North 6th.
Shopping Center: West End, 20 blocks distant, 6 on Blytheville Plaza, No. 6th. 3, Day Shpg. Ctr. No. 6th, 7 Blocks. 1-55 at Highway 18, N. Sixth at Moultrie.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
U.S. Hwy 61		Safeway, Mont. Ward
Blytheville Plaza		TG&Y, Walgreen, IGA
Town North		Kroger, Magic Mart, J. C. Penney
Day		Mont. Ward, Safeway

Principal Shopping Days: Sat. and Fri.
Stores Open Evenings: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Hay's; Montgomery Ward; J. C. Penney; Jiedel's; Sears (catalog), Oklahoma Tire; West's.
Discount Stores (CZ): Gibson; Fred's; Wal-Mart; K-Mart; Magic-Mart.
Variety Stores: Sterling 2; TG&Y.
Chain Drug Stores: Barney's 2; Pill Box; Plaza 2.
Chain Food Supermarkets: Kroger; Safeway; Hays 4, IGA 2, Piggly-Wiggly.
Other Chain Stores: Goodyear; Goodrich; Firestone, Radio Shack, Oklahoma Tire, Hays; Dollar General; Sterling.

14—NEWSPAPERS: COURIER-NEWS (e) 11,401; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles Berry, Bus. Mgr., COURIER-NEWS.
National Representatives: Landon Associates, Inc.

CAMDEN, ARK.

1—LOCATION: Ouachita County, E&P Map B-4, County Seat. Residential Center. South central Arkansas. 102 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79, 167, State Hwys. 4, 7 and 24.

2—TRANSPORTATION: Railroads: Cotton Belt; Mo. Pac.; Rock Island.
Airlines: Jamaire
Motor Freight Carriers: 3
Intercity Bus Lines: Greyhound; Mo. Pacific Trans. Co.; Arkansas Motor Coaches.

3—POPULATION:
City 70 Cen. 15,147; Loc. Est. 15,949
County 70 Cen. 30,896; Loc. Est. 29,436

4—HOUSEHOLDS:
City 70 Cen. 5,136; Loc. Est. 6,180
County 70 Cen. 9,979; Loc. Est. 10,935

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$90,233,000
Savings Banks	2	$77,340,000,00
Sav. & Loan Assns.	3	$60,464,507,10

6—PASSENGER AUTOS: County 14,278

7—ELECTRIC METERS: Residence 7,521

8—GAS METERS: Residence 9,700

9— PRINCIPAL INDUSTRIES (CZ): Ammunition, Paper Prod.; Furn.; Roofing; Air Condit. Mfg.; Pub. and Pottery; Electronics, Machy; Printing Ink; Truck Trailers; Mobile Homes; Garment Mfg.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Wed., Fri., Sat.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Cardinal (12)	1	Piggly Wiggly
Garden Oaks (15)	4	Piggly Wiggly, Howards
Wal-Mart (-)		Wal-Mart
West Gate (8)		Handi Pack Grocery

13—RETAIL OUTLETS: Department Stores: Watt's; J.C. Penney; Belk-Jones; Beall's Credit Shop; Freers; A&H Ready-to-Wear.

CAMDEN—continued

Discount Stores: Gibson's; Howards; Wal-Mart.
Variety Stores—Discount Center (CZ): Gibson's, Murphy's, Varieties, P. N. Hirsch, DeKar General; Freds.
Chain Food Supermarkets: Kroger; Safeway; Piggly Wiggly.
Other Chain Stores: Goodyear, Firestone, Oklahoma Tire; Western Auto, Franklin's, Singer Co., Sears, Montgomery Ward.

14—NEWSPAPERS: NEWS (e) 6,078, sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Oille Bennett, Adv. Dir., NEWS.
National Representatives: Arkansas Dailies, Inc.

CONWAY, ARK.

1—LOCATION: Faulkner County, E&P Map B-2, County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, 40.

2—TRANSPORTATION: Railroads: Mo. Pac.
Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 15,510; Loc. Est. 19,921
County 70 Cen. 31,595; Loc. Est. 43,840

4—HOUSEHOLDS:
City 70 Cen. 4,331; Loc. Est. 6,836
County 70 Cen. 10,500; Loc. Est. 16,433

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$123,663,000
Sav. & Loan Assn.	3	$88,055,935

6—PASSENGER AUTOS: County 17,821

7—ELECTRIC METERS: Residence 6,208

8—GAS METERS: Residence 6,208

9— PRINCIPAL INDUSTRIES (CZ): Shoes; Food and Dairy Prod.; Bus Bodies; Fishing Tackle; Oars; Farm Machinery; Sings; School Furniture; Paper Boxes; Pianos; Furniture; Concrete Prod.; Refrigerated Cabinets; Mobile Homes; Licenses Tags; Vending Machines; Kotex Products; Wheel Alignment Products; Water Pumps; Horse Trailers.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Con-Ark	10	Rexall Drugs
Mid-Town	2	-
FaulKner Plaza	15	Krogers, SuperRx, Wal-Mart
North Plaza	12	Piggly Wiggly, Sentry Drug
Oak St.	2	-

Principal Shopping Days: Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Penney, West's, Bumper's & Smith; Frank Rivers.
Discount Stores: Fred's; Wal-Mart; Gibson's; Ashleys; Magic Mart.
Chain Drug Stores: Super Rx; Village Rexall; Sentry Drug; Village Mart.
Chain Food Supermarkets: Kroger; Safeway; The Mad Butcher; Piggly Wiggly.

14—NEWSPAPERS: LOG CABIN DEMOCRAT (e) 9,315, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Estel Jeffery, Jr., Adv. Mgr., LOG CABIN DEMOCRAT.
National Representatives: None.

DE QUEEN, ARK.

1—LOCATION: Sevier County, E&P Map A-3, County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2—TRANSPORTATION: Railroads: Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Easten.
Motor Freight Carries: 3
Intercity Bus Lines: Jordan; Jefferson Continental Trailways; Oklahoma Transportation.

3—POPULATION:
Corp. City (70) Cen. 3,863; Loc. Est. 4,160
County 70 Cen. 11,272; Loc. Est. 12,542
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 1,479; Loc. Est. 1,724
County 70 Cen. 3,793; Loc. Est. 4,908

5—BANKS: 2; Deposits $45,230,000

6—PASSENGER AUTOS: County 6,427

7—ELECTRIC METERS: Residence 1,626

8—GAS METERS: Residence 1,815

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage earners (Av. Wkly. Wage)—Timber Products 1,634($310); Poultry Processing 665($140); Shoe Mfg. 320 ($305); Electronic Organs 195 ($305).

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Day: Sat.

13—RETAIL OUTLETS: Department Stores: Rephan's, Knight's, Urrey's, Gibson's; Mullin's; Wal-Mart.
Variety Stores: Ben Franklin, Fred's Discount Store.
Chain Food Supermarkets: Piggly Wiggly; Lewis Food Center.

14—NEWSPAPERS: CITIZEN (e) 2,725, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dave Walters, Gen. Mgr. CITIZEN.
National Representatives: None.

EL DORADO, ARK.

1—LOCATION: Union County, E&P Map B-4, 119 mi. S of Little Rock; 90 mi. NE Shreveport, La.; 96 mi. E Texarkana; 85 mi. SW Pine Bluff. Federal Hwy., U.S. 82 & 167; on State Hwy. 15 & 7.

2—TRANSPORTATION: Railroads: El Dorado & Wesson, Missouri Pacific; Rock Island.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways.
Airlines: Jamairc.

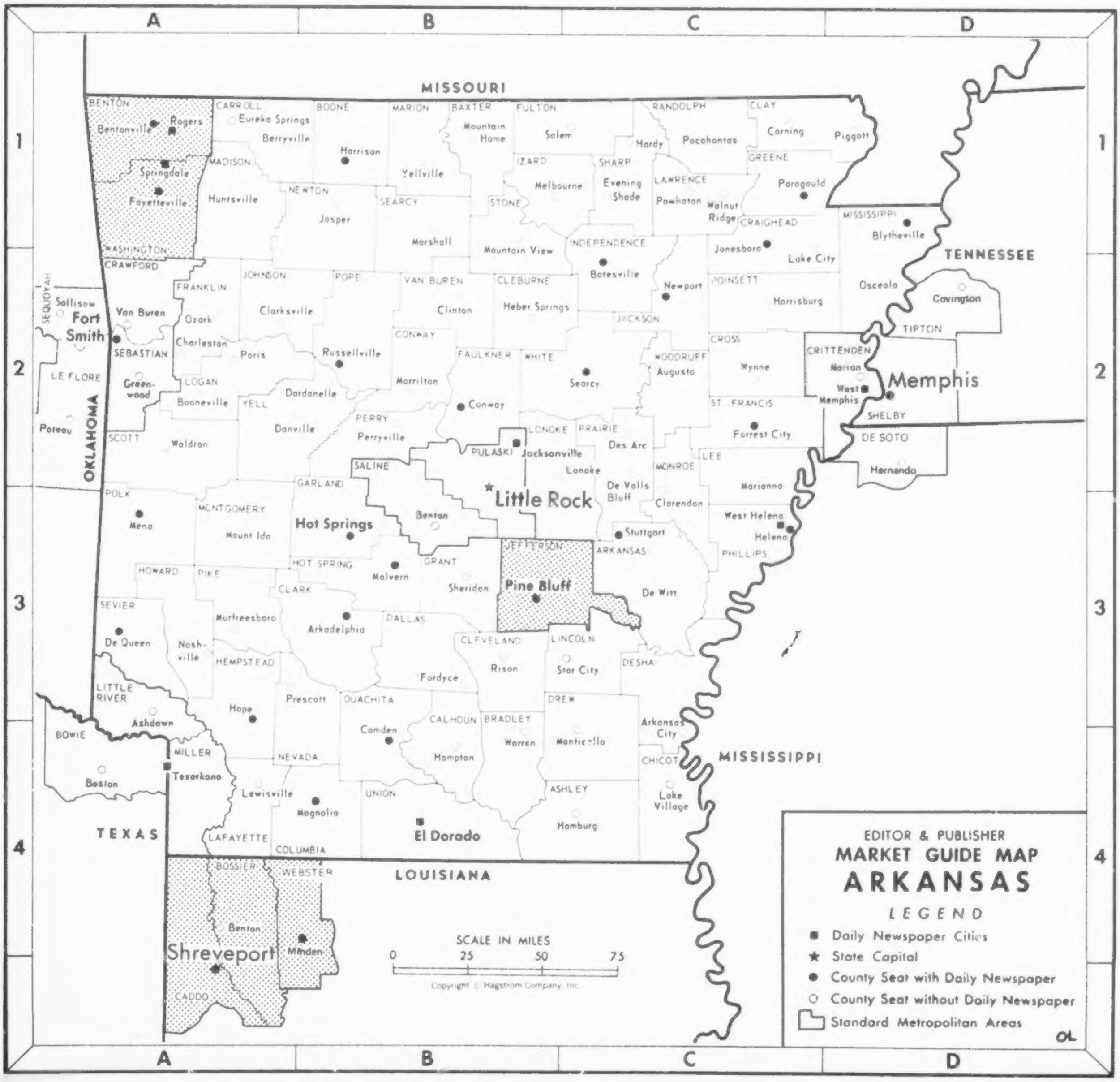
3—POPULATION:
City 70 Cen. 25,283; Loc. Est. 24,084
County 70 Cen. 45,428; Loc. Est. 46,346

4—HOUSEHOLDS:
City 70 Cen. 8,754; Loc. Est. 9,544
County 70 Cen. 15,145; Loc. Est. 17,774

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	3	$49,000,000
Commercial Banks	3	$104,000,000

6—PASSENGER AUTOS: County 22,077 (1978)

7—ELECTRIC METERS: Residence 14,329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MISSOURI
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Memphis
Little Rock
Fort Smith
Hot Springs
Pine Bluff
Shreveport
El Dorado
Texarkana
Conway
Jonesboro
Blytheville
Fayetteville
Springdale
Rogers
Bentonville
Camden
De Queen
Helena
Stuttgart
Jacksonville
SCALE IN MILES
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25
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EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

8—GAS METERS: Residence 9,834

9— PRINCIPAL INDUSTRIES (CZ): Oil & Gas 1,144 ($134); Lumber 1,182 ($88); Chemical 149 ($100); Pet. Ref. 1,134 ($163); Const. 680 ($93); All Mfg. 12,147 ($99).
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov. Last killing frost, Mar. 19.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: Melor Park Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
El Dorado	6	TG&Y, Brookshire's, Mont. Ward.
El Do	8	Goodrich
Gibson Center	4	Gibson's.
Mellor Park		Woolco, Kroger, SuperRx
Northwest Vlg.		West's, Safeway, Walgreen

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Downtown Fri. to 8: 30; Food Nightly to 9; Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: M.M. Cohn; Sterling; El Dorado House; B.W. Reeves; J.A. West.
Discount Stores(CZ): Howard Bros.; United; Dollar; Gibson's 2; Woolco.
Variety Stores: Sterling; TG&Y; P.N. Hirsch.
Chain Drug Stores(CZ): Rexall; Walgreen; SuperRx.
Chain Food Supermarkets: Safeway; Kroger; A&P; Sav-U; Brookshire's; Smitty's.
Other Chain Stores: Payless Shoes; Famous Brands Shoes; Firestone; Western Auto; Babcock Auto; Goodyear; Goodrich; Oklahoma Tire; Union Tire; Clothing—Regent. Misc.: Singer Co.; SherwinWilliams; Zale's Jewelry; Colonial Bakery; Sears; Montgomery Ward; Trading Stamps: S&H Green; Top Value; Gold Bond.

14—NEWSPAPERS: NEWS-TIMES (m) 12,242; (S) 13,015, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Eddie Telford, Gen. Mgr., or Ollie Bennett, Adv. Dir., NEWS-TIMES.
National Representatives: Arkansas Dailies, inc.

FAYETTEVILLE, ARK.

1—LOCATION: Washington County (In Fayetteville-Springdale SMSA). E&P Map A-1, County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys 62, 71; State Hwys. 16, 45, 112, 180, 265.

2—TRANSPORTATION: Railroads: St. Louis & San Francisco.
Motor Freight Carriers: 5.
Airlines: Frontier; Skyways; Royal American.
Bus Lines: Continental; Jefferson; KG Lines.

3—POPULATION:
Corp. City (76) Sp. Cen. 34,036; Loc. Est. 36,099
CZ-ABC: (70)30,729; (80)36,200
RTZ-ABC: (70)61,342; (80)78,200
County 70 Cen. 77,370; Loc. Est. 98,180
SMSA: 70 Cen. 127,846; Loc. Est. 169,109
City & RTZ-ABC: (70)92,071; (80)114,400

4—HOUSEHOLDS:
City 70 Cen. 9,793; Loc. Est. 13,548
County 70 Cen. 24,791; Loc. Est. 36,936
SMSA: 70 Cen. 41,707; Loc. Est. 64,595
City Zone-ABC: (70)9,779 (80)13,200
RTZ-ABC: (70)19,751 (80)28,600
City & RTZ-ABC: (70)29,530 (80)41,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	4	$147,753,752
Commercial Banks	3	$200,208,251

6—PASSENGER AUTOS: County 46,135

7—ELECTRIC METERS: County 40,043

8—GAS METERS: Residence 10,965

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Poultry Proc. 2,660; Clothing 500; Elec. 327; Woodworkers 200; Pt. 275; Electronics 500; Light Metal 400; Golf Clubs & Fishing Reels 276; Civilian Labor Force (Fayetteville-Springdale SMSA) 67,800.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54; First killing frost, Oct. 25. Last killing frost, Apr. 6.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: N.W. Arkansas Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Eastgate	5	Watson, Collier Drug
Evelyn Hills	29	Mont. Ward, IGA, Anthony's
N.W. Ark Mall	82	Sears, Woolworth, Mode O'Day, Dillard, Kinney Shoe, Osco Drug, J. C. Penney's
Oak Plaza	16	Dillon's, Ben Franklin
Southgate Park	4	Wal-Mart
Westgate	11	IGA, Wal-Mart, K-Mart, Tryangle Bldgs., Ashleys
Downtown	45	Campbell Bell, Lewis Bros, Dunaway, Fayetteville Drugs, Collier Drugs, John Cole Men's Wear

Principal Shopping Days: Wed., Thurs., Sat.; Food Stores open Sunday.

13—RETAIL OUTLETS: Department Stores: Campbell Bell; Montgomery Ward; J. C. Penney; Boston Store; C. R. Anthony; Sears; Dillard's.
Variety Stores: Woolworth's, Ben Franklin, Sterling.
Discount Stores (CZ): Wal-Mart; K-Mart; Woolworth; Otasco; Ashleys.
Chain Drug Stores (CZ): Palace (Walgreen); Collier (Rexall) 3; Consumer's; Osco.
Chain Food Supermarkets: Consumers IGA 4; Safeway; Dillon's Thriftmart 3; Consumer's Discount Foods; Speedimart 2; 7-Eleven 2; Wilson Mini-Marts 5; Food 4 Less; Sav-Mor.

14—NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e) 11,177; (S) 11,497; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alden H. Spencer, Publisher, NORTHWEST ARKANSAS TIMES.
National Representatives: Arkansas Dailies, inc.; Thomson Newspapers, Inc.

FORREST CITY, ARK.

1—LOCATION: St. Francis County, E&P Map C-2, County Seat. 45 mi. SW of Memphis.

2—TRANSPORTATION: Railroads: CRI & P, Mo. Pac.
Motor Freight Carriers: 6.
Intercity Bus Lines: Trailways; Greyhound.

3—POPULATION:
City 70 Cen. 12,521; Loc. Est. 13,355
County 70 Cen. 30,799; Loc. Est. 31,155

4—HOUSEHOLDS:
City 70 Cen. 3,793; Loc. Est. 4,658
County 70 Cen. 8,543; Loc. Est. 9,953

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	2	$85,044,000
Sav. & Loan Assn.	1	$12,000,000

6—PASSENGER AUTOS: County 11,701

7—ELECTRIC METERS: Residence 4,450

8—GAS METERS: Residence 3,366

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Television Mfg. 1,800; Materials Handling Equip. 690; Elect. Motors 465; Textiles 280; Ind. Htg. & Air Cond. Equip. 150; Farm Machy. 150; Cottonseed Oil Mills 40; Timber Planning Mills 155.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 10 Blocks in downtown area.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Forrest & City Mall	-	N.A.
Southgate	7	N.A.
Valli-Vista	25	Gibson, Kroger, SuperRx

Principal Shopping Days: Gen. Mdse—Mon., Fri., Sat.; Food—Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Cohen's Sears, Graber's; Fussell-Graham-Alderson Co.; Colony Shop; Phillips Ladies Apparel.
Variety Stores: Ben Franklin; Sterling.
Discount Stores: Gibson's.
Chain Food Supermarkets: Vandiver's 2; Lindsey Food Center; Kroger; Liberty; Big Star.
Other Chain Stores: Goodyear; Firestone; Western Auto.

14—NEWSPAPERS: TIMES-HERALD (e-Mon. to Fri.) 4,050, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Trent Bonner McCollum, Pub., TIMES-HERALD.
National Representatives: Landon Associates, Inc.

FORT SMITH, ARK.

1—LOCATION: Sebastian County, (In Fort Smith Ark.-Okla. SMSA) E&P Map A-2. 134 mi. from Tulsa, Okla.; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 71, 271,64; State Hwys. 9, 10, 22, 45, 59, 270.

2—TRANSPORTATION: Railroads: KCS, Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers: 26.
Intercity Bus Lines: Continental Trailways; Crown Coach; KCS; Okla. Trans.; Inter City Transit.
Airlines: Braniff International; Frontier.

3—POPULATION:
City 70 Cen. 62,802; Loc. Est. 71,277
CZ ABC: (70) 75,834; (80) 85,800
RTZ-ABC: (70) 156,343; (80) 195,800
County 70 Cen. 79,327; Loc. Est. 93,837
SMSA 70 Cen. 160,421; Loc. Est. 200,902
City & RTZ-ABC: (70) 232,177; (80) 281,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 21,327; Loc. Est. 27,893
County 70 Cen. 26,590; Loc. Est. 36,292
SMSA 70 Cen. 52,589; Loc. Est. 75,810
CZ ABC: (70) 25,564; (80) 33,000
RTZ-ABC: (70) 51,202; (80) 73,500
City & RTZ-ABC: (70) 76,766; (80) 106,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$175,000,000
Commercial Banks	3	$401,775,000

6—PASSENGER AUTOS: County Est. 47,902

7—ELECTRIC METERS: 21,457

8—GAS METERS: 19,161

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Products 2,600 ($94); Apparel 500 (NA); Lumber and Wood Products 400 ($82); Furniture and Fixtures 4,950 (88); Printing Publishing 550 (NA); Stone, Clay and Glass Products 900 ($136); Metal Industries 5,200 ($102); Fabricated Metal Products 450 ($95); All Other Manufacturing 1,650 ($108); Nonmanufacturing 28,750 (NA); Mining 450 (NA); Contract Construction 2,400 (NA); Wholesale Trade 2,150 (NA); Retail Trade 7,100 (NA); Financial, Insurance and Real Estate 1,450 (NA); Service Industries 6,950 (NA); Government 6,150 (NA); All other Non-agricultural employment 6,850 (NA); Agriculture 2,200 (NA); Totals; Durables 11,650 ($97); Non-Durables 6,250 ($102); Total Employment (SMSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Downtown Shopping Center: 10 blocks on Garrison Ave. & same blocks on Rogers Ave.; Arcade Men's & Poise N Ivy; Dollar Saver; Dollar Saver Annex; Hunt's Warehouse Store; Day Discount; Elkins Antiques & Used Furniture; Tilles; Louann's; The Sample Seller; First National Bank; First Federal Savings & Loan; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Malco Theater; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; Geno's Cafeteria; D & D Pharmacy; Fort Smith Gospel Book Store; Gene's; Buffet; Trophies Unlimited; Merchants National Bank; Newton's Jewelers; Cowan Jewelry; Paul's Pawn & Loans; Carpet World; Firestone Store; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S & Q Clothiers; Discount Sew & Sound; Fort Smith Office Supply; Sigler Music; Newton's Jewelers.
Neighborhood Shopping Centers: Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Village, Greenwood & Rogers Aves.; Park Plaza 3400 Rogers Ave.; Phoenix Village, Towson & Phoenix; K-Mart; Jenny Lind & South Zero; Central Mall (Rogers and Waldron Road); Waldron Square, 5300 Rogers Ave.; Towson Plaza 3600 Towson.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Grand Plaza (8)	2	Ben Franklin
Midland & Division (5)	3	Midland Drugs
Central Mall (67)	-	J.C. Penney, Sears, Boston Store
Green wood Village (4)	1	IGA
Park Plaza (8)	2	TG&Y
Phoenix Village (52)	5	TGP, Woolco, Otasco
K-Mart (30)	6	IGA, K-Mart

Principal Shopping Days: Mon., Wed., Thurs.
Stores Open Evenings: Dept.-Thu., Food-Nightly; Central Mall Shpg. Ctr. and Phoenix Village Nightly.

13—RETAIL OUTLETS: Department Stores: Boston Store 2; Sears; Tilles 2; Hunt's 6; J.C. Penney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Center.
Discount Stores (CZ): K-Mart; Kroger; Woolco; Wal-Mart.
Variety Stores: TG&Y; Ben Franklin.
Chain Drug Stores: Law's 2; Osco 2.
Chain Supermarkets: Milgram's 6; Kroger 3; IGA Affiliates—Winton's IGA 3; IGA Thriftway; K-Mart; Safeway 3.

14—NEWSPAPERS: SOUTHWEST TIMES RECORD (All Day-Mon. to Fri.) 39,460; (Sat. m) 38,426; (S) 44,980, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Nunley, Gen. Mgr., or Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD.
National Representatives: Arkansas Dailies, Inc.

HARRISON, ARK.

1—LOCATION: Boone County, E&P Map B-1, County Seat. Industrial, agricultural and recreational center. 92 mi. S of Springfield, Mo., 140 mi. No. of Little Rock, Ark. U.S. Hwys. 65, 62.

2—TRANSPORTATION:
Motor Freight Carriers: Garrison.
Intercity Bus Lines: Continental, Sunnyland.
Airline: Frontier.

3—POPULATION:
Corp. City, 70 Cen. 7,239; Loc. Est. 10,263
County 70 Cen. 19,073; Loc. Est. 25,543

4—HOUSEHOLDS:
70 Cen. City 2,765; Loc. Est. 4,344
County 70 Cen. 6,654; Loc. Est. 10,316

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$142,000,000
Sav. & Loan Assn.	2	$98,000,000

6—PASSENGER AUTOS: County 12,190

7—ELECTRIC METERS: (Res. City): 4,216

8—GAS METERS: (Res. City): 3,784

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Woodworking, 444; Tool and Die Casting, 216; Garment, 570; Block, 25; Paper, 32; Bottling, 30; Meat Packaging Equipment, 23; Chalk & Bulletin Boards, 200; Handle Factory, 100.

10-CLIMATE: Min. & Max. Temp.—Spring 50-90; Summer 60-100; Fall 42-65; Winter O-50.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Shopping Centers: (No. of Stores): Northvale (4); Ozark Mall (10); Younes (4); Town & County (4).
Principal Shopping Days: Tues. & Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; West's; Walters; Sears; J. C. Penney.
Discount Stores: Wal-Mart; Bee Discount; Magic-Mart.
Variety Stores: Sterling; United; Crest Variety; Cost Plus.
Chain Food Supermarkets: Consumer's.
Other Chain Stores: Otasco; Coast-to-Coast; Mode O'Day; Goodyear.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 10,391; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: J. E. Dunlap, Jr., Bus. Mgr., TIMES.
National Representatives: Arkansas Dailies Inc.

HELENA-WEST HELENA, ARK.

1—LOCATION: Phillips County, E&P Map C-3, County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2—TRANSPORTATION: Railroads: Mo. Pac.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental, Arrow.

3—POPULATION:
Corp. City 70 Cen. 21,422; Loc. Est. 19,249
Helena 70 Cen. 10,415; Loc. Est. 8,373
West Helena 70 Cen. 11,007; Loc. Est. 10,876
County 70 Cen. 40,046; Loc. Est. 37,285

4—HOUSEHOLDS:
Corp. Cities 70 Census 6,674; Loc. Est. 7,008
Helena 70 Cen. 3,377; Loc. Est. 3,189
West Helena 70 Cen. 3,297; Loc. Est. 3,819
County 70 Cen. 11,497; Loc. Est. 12,322

5—BANKS: 4 Commercial, Est. Deposits $137,000,000

6—PASSENGER AUTOS: County 26,402

7—ELECTRIC METERS: Res., County 14,000

8—GAS METERS: Residence, County 12,000

9— PRINCIPAL INDUSTRIES (CZ): Boxes; Crates; Cotton Seed Products; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furniture; Shortening; Chemicals; Soy Bean Oil & Meal; Clothing.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Shopping Center: Twin City (12 Stores-Gibson's, Safeway, McCrory).
Tri County Plaza (6 stores).

13—RETAIL OUTLETS: Department Stores: J. C. Penney; C. E. Mayer; Boston; Stephens; Wall's; Cato; Kenwin; Smith's; Cost Plus.
Variety Stores: Sterling; Freds; Bill's Dollar Store; Dollar General; Agee's; McCrory.
Discount Stores: Gibson's; Big K.
Chain Drug Stores: M-C 2; Economy 2.
Chain Food Supermarkets: Safeway 2; Best; Kroger; Big Star; Kelley's Thriftway 4; Food Giant.
Other Chain Stores: Goodyear; Firestone; Western Avto 2; Dixie; Sears.

14—NEWSPAPERS: WORLD (e-Mon. to Fri.) 8,397; (S) 8,397; sworn Sept.30,1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Porter C. Young, Pub. & Gen. Mgr., WORLD.
National Representatives: Arkansas Dailies, Inc.

SOUTHWEST TIMES RECORD
Fort Smith, Arkansas

"The largest daily newspaper in western Arkansas and eastern Oklahoma"

DONREY
MEDIA
GROUP

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,383,258	8,263,538	8,867,650	1,126	609,160	748	1,060,498	3,595	2,068,626	2,255	1,763,929	2,407	900,474	1,731	471,756	1,571	363,470	3,088	524,317	634	269,823
STANDARD METROPOLITAN STATISTICAL AREAS																					
Fayetteville-Springdale, Ark.	502,622	674,563	729,098	104	64,113	41	114,630	181	164,581	171	130,721	157	50,030	119	35,850	130	34,116	265	49,703	44	18,707
Fort Smith, Ark.-Okla.	595,140	789,685	851,343	94	60,391	54	117,958	273	196,624	206	164,203	204	88,137	152	42,262	143	37,650	326	58,620	54	21,198
Little Rock-North Little Rock, Ark.	1,431,019	1,908,941	2,059,397	151	123,659	74	324,507	380	395,087	325	422,357	313	189,622	308	124,320	294	95,715	465	137,214	92	67,285
Memphis, Tenn.-Ark.-Miss.	2,949,115	3,920,474	4,217,767	243	164,079	193	624,808	1,062	939,495	506	810,069	639	468,204	519	226,665	491	193,491	1,119	302,390	167	127,205
Pine Bluff, Ark.	273,075	324,229	341,844	28	18,554	24	50,583	126	74,816	74	64,505	82	39,963	52	15,112	73	17,124	128	19,834	21	11,122
Texarkana, Tex.-Ark.	387,708	626, 39	706,886	46	30,016	31	95,158	198	166,416	125	146,515	145	72,077	99	41,033	85	25,873	161	47,390	29	17,096
COUNTIES, Cities																					
ARKANSAS	75,577	86,430	90,509	22	4,164	11	8,222	48	23,976	32	14,715	31	11,795	28	4,540	18	3,725	37	4,134	7	3,606
Stuttgart	55,566	62,993	66,415	12	1,580	8	7,403	24	15,898	14	10,841	18	8,417	13	3,484	13	3,046	27	3,042	5	2,834
ASHLEY	58,749	74,694	79,810	12	4,471	12	8,977	43	22,773	23	19,364	32	8,057	12	2,903	10	2,981	24	3,029	8	2,582
BAXTER	71,408	90,017	96,024	25	10,001	8	10,346	51	25,152	25	14,073	34	7,951	24	3,797	23	5,177	57	6,774	7	2,184
BENTON	180,450	246,330	266,875	50	31,909	17	30,291	77	70,708	76	48,689	70	19,176	55	13,780	56	12,020	104	18,606	17	5,265
Bentonville	15,013	33,261	39,344	3	3,270	2	9,239	8	7,406	10	8,450	9	3,046	4	1,349	1	1,775	6	2,570	3	444
Rogers	72,434	99,908	108,426	19	7,882	3	11,775	13	24,203	35	25,623	23	7,143	23	7,610	21	5,189	37	9,734	7	2,870
BOONE	97,927	119,574	126,733	20	16,100	10	12,284	32	25,527	40	30,233	39	8,766	25	8,948	26	7,063	42	6,192	7	2,714
Harrison	90,044	109,507	115,970	18	14,242	9	10,867	25	24,698	36	26,747	34	7,421	25	8,948	25	6,704	33	5,325	7	2,714
BRADLEY	30,848	36,821	38,876	7	3,238	5	2,666	27	12,053	13	6,821	14	4,334	13	1,774	8	1,070	8	814	4	1,410
CALHOUN	6,579	9,220	10,045	1	462	2	457	10	4,764	5	684	6	823	2	43	2	75	7	591	1	284
CARROLL	34,375	45,158	48,572	12	6,448	7	4,268	25	13,114	14	3,989	18	4,747	9	1,519	12	1,493	38	3,623	9	1,288
CHICOT	34,457	37,974	39,466	10	2,531	10	2,320	50	10,749	19	7,258	18	6,002	9	1,458	6	518	24	1,281	8	2,371
CLARK	75,043	106,409	116,163	11	7,181	10	9,391	39	23,756	22	32,766	34	19,203	25	5,726	18	2,658	25	6,633	9	2,948
Arkadelphia	64,799	91,261	100,082	9	6,280	6	8,581	22	18,547	16	29,596	22	15,340	19	5,096	15	2,352	19	6,204	6	2,292
CLAY	33,822	42,443	45,252	12	3,603	11	2,192	36	14,248	49	8,195	26	7,058	23	1,471	13	1,288	23	1,897	4	1,614
CLEBURNE	37,980	45,984	48,672	12	5,624	11	4,106	32	12,829	17	9,410	19	5,171	15	1,328	12	2,116	29	2,296	6	1,406
CLEVELAND	4,215	5,443	5,839	2	304	3	374	16	2,249	3	481	7	1,452	2	24	1	138	1	64	1	183
COLUMBIA	64,016	85,425	92,207	8	5,627	9	10,420	68	25,150	28	15,614	33	6,647	25	10,227	14	3,701	30	4,448	6	2,623
Magnolia	57,870	78,847	85,406	8	5,627	4	9,567	40	22,190	25	15,276	21	5,444	23	10,047	12	3,536	25	4,128	6	2,623
CONWAY	53,009	62,355	65,608	13	2,737	4	6,442	37	14,503	28	15,512	20	4,954	12	3,087	14	2,012	35	3,123	7	1,527
CRAIGHEAD	227,399	286,256	305,352	41	22,561	15	43,486	102	60,200	76	65,760	80	20,995	73	23,798	70	15,495	92	17,940	19	9,038
Jonesboro	210,281	268,962	287,670	31	19,422	12	43,251	67	53,512	59	64,270	58	17,976	66	23,611	61	15,149	77	17,198	15	8,671
CRAWFORD	76,137	98,950	106,251	12	6,567	13	10,167	44	28,959	22	16,040	32	25,141	15	2,271	18	3,798	36	7,522	11	2,320
CRITTENDEN	160,667	209,531	225,138	17	10,853	19	14,980	82	48,231	48	53,867	60	56,486	30	5,160	20	4,939	50	9,587	11	7,000
West Memphis	126,443	167,082	179,928	13	10,025	11	14,494	41	36,506	35	48,292	33	33,644	22	4,648	16	4,895	39	8,720	7	6,479
CROSS	48,038	62,523	67,124	8	4,423	12	6,991	32	20,007	21	13,069	19	6,354	16	2,810	8	1,561	34	2,934	8	2,317
DALLAS	29,878	33,050	34,369	10	1,859	8	3,361	29	9,502	12	7,467	21	3,588	11	1,472	8	1,381	11	1,043	5	1,280
DESHA	52,307	64,291	70,803	10	5,768	12	7,814	38	20,279	24	11,726	21	3,914	14	3,178	8	1,549	30	2,351	7	2,225
DREW	43,579	51,906	54,761	7	3,259	8	5,902	33	14,250	20	12,832	18	3,970	12	1,997	14	1,201	19	3,528	3	1,151
FAULKNER	108,529	144,227	155,523	20	18,612	11	14,485	58	35,274	39	20,570	43	23,255	36	9,414	29	8,281	49	10,323	10	4,126
Conway	101,293	136,541	147,586	18	18,435	7	14,076	36	31,242	32	20,248	35	21,652	32	9,359	26	8,139	40	9,902	8	4,080
FRANKLIN	24,871	34,263	37,190	6	4,219	5	725	14	8,501	9	9,456	14	3,389	6	756	5	876	18	3,280	5	1,734
FULTON	12,557	14,573	15,303	7	1,353	5	753	12	3,972	11	1,786	16	2,953	10	517	4	521	13	680	5	1,385
GARLAND	229,427	294,185	314,865	38	16,913	13	34,031	90	73,481	59	55,750	65	23,366	63	16,301	62	12,448	156	30,996	20	10,398
Hot Springs	222,529	286,309	306,683	35	16,809	12	33,896	70	70,230	56	54,914	59	21,937	59	16,172	58	12,427	145	30,134	20	10,398
GRANT	23,667	27,072	28,339	4	1,509	7	834	19	7,597	15	7,629	19	4,600	4	377	10	662	13	1,359	2	998
GREENE	81,656	97,270	103,452	19	11,678	7	12,198	57	22,831	63	18,897	25	8,480	34	6,664	25	3,695	43	5,311	9	2,544
Paragould	78,146	92,842	97,903	16	11,416	6	11,471	42	20,917	58	18,605	20	7,287	33	6,583	24	3,634	39	5,126	8	2,470
HEMPSTEAD	47,615	59,260	63,065	7	3,050	5	5,045	38	18,630	19	9,458	23	7,557	20	5,170	12	3,249	18	2,653	9	2,240
Hope	45,945	57,113	60,836	7	3,050	4	4,533	28	17,735	19	9,458	21	7,225	20	5,170	12	3,249	14	2,354	9	2,240
HOT SPRING	59,413	70,881	74,819	14	2,966	5	8,805	51	18,942	28	16,120	30	10,136	14	4,265	21	3,131	29	2,536	7	2,166
Malvern	57,088	68,087	71,753	11	2,714	5	8,805	37	17,953	27	15,922	26	8,967	13	4,158	19	3,028	26	2,445	7	2,166
HOWARD	37,066	53,394	58,474	8	4,115	5	5,851	41	17,750	13	11,474	17	5,450	11	2,762	3	2,040	14	2,545	6	2,342
INDEPENDENCE	84,840	113,724	122,771	19	10,628	10	14,075	57	26,985	37	29,860	29	8,974	30	5,390	27	4,587	30	6,281	10	3,653
Batesville	77,104	102,733	111,276	13	9,073	8	13,691	25	21,877	29	28,626	18	7,455	24	5,264	20	4,267	25	5,768	8	3,553
IZARD	17,119	23,479	25,470	8	1,919	7	3,973	20	4,266	8	5,568	20	4,440	4	602	7	394	9	729	3	1,174
JACKSON	58,163	76,738	82,596	10	3,405	9	7,718	46	20,886	24	13,914	25	6,025	20	5,751	16	2,528	43	5,560	7	3,616
Newport	51,408	67,411	72,745	8	2,726	6	7,498	30	17,994	18	13,275	12	4,242	20	5,723	13	2,463	26	4,758	5	2,592
JEFFERSON	273,075	324,229	341,844	28	18,554	24	50,583	126	74,816	74	64,505	82	39,963	52	15,112	73	17,124	128	19,834	21	11,122
Pine Bluff	258,419	307,325	324,100	26	17,903	23	49,275	101	67,690	70	64,300	73	33,687	52	15,112	70	17,094	117	18,946	20	10,816
JOHNSON	39,688	46,563	48,975	10	1,691	7	4,946	29	11,305	15	14,454	24	6,347	11	1,563	10	1,325	13	2,669	5	1,576
LAFAYETTE	12,663	13,875	14,405	6	771	5	611	26	4,208	8	3,170	14	2,214	9	450	4	268	10	563	4	721
LAWRENCE	41,890	54,578	58,598	7	2,138	7	5,821	27	17,136	29	12,413	28	7,058	15	1,900	9	2,454	29	2,452	4	1,377
LEE	24,138	29,235	30,950	6	1,069	6	1,647	39	11,520	10	5,342	11	2,877	7	990	3	640	15	1,380	4	1,166
LINCOLN	14,098	15,257	15,805	3	830	10	1,060	26	5,403	11	3,590	11	2,368	1	63	5	137	11	881	2	384
LITTLE RIVER	25,776	32,123	34,199	3	305	4	1,656	30	10,863	13	9,714	17	4,391	10	1,103	3	189	9	759	5	279

Arkansas Dailies

. . . a national advertising SALES organization!

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LOGAN	46,060	58,605	62,103	7	2,438	11	4,314	28	18,747	14	15,711	15	4,976	14	2,030	17	3,662	27	3,585	7	1,715
LONOKE	70,424	84,917	89,808	18	7,964	14	3,639	51	23,634	38	22,857	38	11,892	22	2,621	17	2,406	21	2,667	8	3,361
MADISON	17,459	26,131	28,824	4	3,295	7	1,613	17	7,720	6	6,394	12	2,419	3	188	3	2,315	13	1,153	5	1,561
MARION	13,989	15,626	16,287	6	2,573	2	539	13	6,050	14	2,205	12	2,361	3	58	2	155	20	865	3	468
MILLER	107,910	157,207	172,593	8	5,654	10	12,758	52	57,174	20	4,828	41	19,354	29	18,726	17	3,220	68	13,294	7	4,773
Texarkana, Ark.-Texarkana, Tex	332,681	496,990	562,240	23	22,133	27	89,439	128	123,103	73	121,979	125	47,495	72	37,323	51	22,480	122	38,980	25	12,329
MISSISSIPPI	162,927	194,196	204,938	32	11,693	19	26,317	108	46,748	49	49,145	68	22,348	40	9,095	41	6,777	89	10,030	12	5,625
Blytheville	105,805	129,210	136,982	20	7,382	9	17,240	44	26,900	25	36,829	36	15,773	23	6,723	26	3,808	46	7,298	6	3,304
MONROE	39,330	45,266	47,455	11	4,825	6	4,045	46	13,395	16	4,895	17	6,211	15	3,515	11	1,468	30	2,833	6	1,548
MONTGOMERY	8,719	10,514	11,124	4	1,189	4	1,238	18	4,581	3	556	9	1,057	4	145	3		7	471	2	236
NEVADA	22,085	28,300	30,299	11	3,665	4	408	27	7,462	7	4,881	12	7,757	9	1,318	7	1,729	6	746	5	1,081
NEWTON	3,907	4,728	5,006	2		2	455	16	3,045			2	605	2				5	326	2	
OUACHITA	80,532	112,789	122,852	14	8,459	16	12,385	59	33,081	33	25,050	35	7,744	18	7,479	23	5,413	41	5,636	8	2,138
Camden	55,710	80,420	88,097	9	5,626	8	10,531	38	22,237	19	16,048	26	6,792	13	5,421	17	4,519	33	4,939	4	1,286
PERRY	4,370	6,316	6,925	2	540			14	2,569	4	727	6	1,212	2				7	391	1	311
PHILLIPS	88,149	97,384	101,294	12	5,175	14	8,701	75	32,181	34	17,375	28	6,594	36	7,199	24	4,268	51	4,599	10	3,225
Helena	45,471	49,484	51,272	4	2,392	6	2,189	25	15,322	14	14,208	11	2,057	20	5,535	10	1,948	21	1,549	5	1,788
West Helena	28,753	34,322	36,239	4	1,491	4	5,776	18	10,353	15	2,407	8	3,271	9	1,200	9	1,481	21	2,788	3	902
PIKE	27,674	38,055	41,285	7	2,585	9	2,042	30	11,932	15	15,029	16	3,708	7	624	4	543	17	1,486	4	1,532
POINSETT	59,087	70,474	74,361	14	5,034	17	4,299	71	23,267	42	15,620	37	6,320	21	1,686	20	2,199	55	4,121	12	2,756
POLK	38,604	48,050	51,139	17	5,712	6	4,871	33	14,146	20	10,289	27	5,592	11	2,187	8	2,086	16	2,105	4	1,284
Mena	33,625	41,670	44,352	10	4,169	4	4,354	19	11,484	17	9,778	19	4,706	11	2,187	7	2,003	10	1,690	4	1,284
POPE	123,112	172,877	188,340	20	11,512	14	20,332	49	40,925	45	43,263	45	17,168	32	14,654	26	7,976	45	11,792	15	5,304
Russellville	112,469	158,823	173,199	17	11,435	8	19,677	24	33,815	36	42,184	29	13,637	29	14,203	21	7,719	37	11,053	10	4,733
PRAIRIE	24,022	28,172	29,642	8	1,641	6	671	22	5,822	9	9,178	17	6,614	6	812	4	606	11	727	3	756
PULASKI	1,325,501	1,772,460	1,913,096	131	109,355	61	310,079	338	358,959	282	387,236	275	175,171	285	118,352	267	89,193	429	129,162	84	63,519
Jacksonville	92,905	126,260	139,716	15	11,060	4	17,473	21	27,687	32	48,116	22	10,519	17	3,640	19	2,077	22	8,970	4	2,289
Little Rock	780,306	1,219,355	1,086,986	51	41,383	32	176,530	173	185,717	114	245,790	132	73,142	176	77,361	160	62,573	243	78,752	44	46,677
North Little Rock	335,559	447,297	482,471	39	37,188	19	101,555	85	96,263	81	54,212	67	65,272	78	33,025	51	12,062	108	31,659	27	11,497
RANDOLPH	31,832	39,672	42,233	5	2,283	8	5,457	32	12,771	14	7,110	23	4,464	7	1,646	15	1,506	19	1,736	4	1,358
ST. FRANCIS	86,023	112,514	121,474	12	4,880	9	7,986	79	30,110	27	18,076	32	27,405	25	4,894	17	5,119	50	6,298	10	2,464
Forrest City	61,266	79,442	85,221	10	4,622	5	6,852	36	22,414	17	13,298	19	8,752	21	4,496	15	4,927	38	4,475	8	2,410
SALINE	105,518	136,481	146,301	20	14,304	13	14,428	42	36,128	43	35,121	38	14,451	23	5,968	27	6,522	36	8,052	8	3,766
Benton	97,325	125,945	135,014	17	12,877	11	12,953	31	33,202	41	34,475	33	12,617	19	5,278	27	6,522	29	6,842	6	3,139
SCOTT	13,855	18,935	20,519	5	1,288	1	1,102	16	5,172	7	5,877	12	2,025	8	892	4	545	9	1,089	2	1,033
SEARCY	15,242	18,682	19,824	4	1,811	6	1,135	26	5,817	7	3,259	19	3,615	4	377	5	377	8	458	4	1,035
SEBASTIAN	396,062	530,340	572,480	53	44,779	19	92,352	118	107,937	117	115,428	102	43,256	100	34,263	94	29,116	196	40,002	26	14,171
Fort Smith	377,548	500,929	539,638	42	39,541	16	91,889	92	91,858	107	111,955	86	39,549	93	33,689	86	28,420	182	39,207	22	13,549
SEVIER	36,259	49,569	53,342	11	4,441	4	4,381	31	15,545	16	10,697	24	7,827	12	1,633	8	1,158	18	3,123	5	1,625
De Queen	31,607	41,352	44,600	10	4,162	3	3,618	14	12,244	14	9,769	11	5,528	12	1,633	7	1,057	13	2,849	4	1,398
SHARP	27,473	36,415	39,244	11	1,266	7	2,400	29	14,475	9	5,048	31	6,344	13	823	13	1,749	23	2,397	3	2,221
STONE	17,746	23,075	24,768	5	2,793	6	1,793	21	7,134	8	4,518	11	3,740	6	604	4	800	13	890	1	405
UNION	147,299	193,111	207,642	23	10,667	19	19,506	83	51,181	53	49,448	42	9,921	47	15,749	46	9,458	82	11,081	15	8,290
El Dorado	129,498	172,731	186,306	20	9,955	16	19,414	56	45,410	43	42,399	32	8,288	40	15,046	42	9,040	39	9,548	11	7,670
VAN BUREN	20,495	27,246	29,372	7	1,397	8	1,454	27	8,393	13	7,394	18	2,813	7	690	7	914	14	1,229	5	1,226
WASHINGTON	322,172	428,233	462,223	54	32,204	24	84,339	104	93,873	95	82,032	87	30,854	64	22,070	74	22,096	161	31,097	27	13,442
Fayetteville	189,763	274,418	300,669	19	9,305	13	68,509	42	53,389	34	54,946	42	18,781	43	18,180	43	16,350	85	20,934	13	8,894
Springdale	112,457	130,417	137,658	20	15,076	8	15,484	33	37,413	48	24,244	27	9,061	16	2,822	28	5,609	51	8,155	11	3,950
WHITE	134,581	192,387	210,466	27	21,574	20	23,634	93	50,330	66	53,423	60	17,163	31	9,196	36	7,815	56	9,333	12	4,199
Searcy	96,783	144,758	159,634	17	18,141	8	21,108	31	32,382	34	44,993	24	8,724	19	7,890	21	6,943	29	5,575	7	2,654
WOODRUFF	20,735	23,383	24,416	6	1,409	5	452	30	9,424	10	3,236	15	2,940	9	916	11	1,009	18	744	4	953
YELL	29,394	33,368	34,883	10	5,340	8	1,099	40	11,553	17	5,788	16	4,129	9	885	9	762	21	1,598	7	2,105

HOPE, ARK.

1—LOCATION: Hempstead County, E&P Map A-3, County Seat 120 mi. from Little Rock; 225 mi. NE of Dallas Hwy. On U.S. Hwys. 67, I-30; State Hwys. 4, 29.

2—TRANSPORTATION: Railroads Missouri Pacific; Louisiana & Arkansas; Frisco.
Motor Freight Carriers Continental Trailway; Terminal Midway Motor Freight; Terminal Rodeway Express,Inc; Terminal Strickland Truck Lines; Mistletor Express Service; United Parcel Service; Hope Transfer & Storage Co.

3—POPULATION:
City 70 Cen. 8,810, Loc. Est. 9,256
CZ-ABC: (70) 8,810; (80) 9,300
RTZ-ABC: (70) 18,047; (80) 19,300
County 70 Cen. 19,308; Loc. Est. 21,391
City & RTZ-ABC: (70) 26,857; (80) 28,600

4—HOUSEHOLDS:
City 70 Cen. 3,098; Loc. Est. 3,749
County 70 Cen. 6,493; Loc. Est. 8,267
CZ ABC: (70) 3,099; (80) 3,700
RTZ-ABC: (70) 5,972; (80) 7,300
City & RTZ-ABC: (70) 9,071; (80) 11,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	2	$32,069,188
Commercial Banks	2	$104,026,551

6—PASSENGER AUTOS: County 13,013

7—ELECTRIC METERS: Residence 5,866

8—GAS METERS: Residence 5,201

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners— Wood Working 360; Brick & Tile 75; Textile 200; Poultry & Egg Processing 975; Others 1,798. Av. Wkly. Wage—$160-$165.
Principal Industrial Pay Days Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-76; Summer 65-103; Fall 18-90; Winter 8-72 First killing frost, Nov. 7. Last killing frost, Mar. 21.

11—TAP WATER: Alkaline, soft; fluoridated (natural).

12—RETAILING: Principal Shopping Center 18 blocks on five streets.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Hope North	1	Howard's
Hope Village	13	Thriftway, Rexall, West's Dept., Sears
North Hervey St.	2	TG&Y, Kroger

Stores Open Evenings Sat.
Stores Open Sunday One Drug, all grocery

13—RETAIL OUTLETS: Department Stores J.C. Penney; J.A. West; Rephan's; Lewis-McLarty.
Variety Stores TG&Y; Fred's; Main Dollar Store.
Discount Stores Howards.
Chain Supermarkets Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores Okahoma Tire & Supply; Western Auto; Montgomery Ward (catalog); Sears (catalog); Fred's Dollar Store, Main Dollar Store, Cato's.

14—NEWSPAPERS: STAR (e) 4,795, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Sibyl Parsons, Adv. Dir., STAR.
National Representatives Arkansas Dailies, Inc.

HOT SPRINGS, ARK.

1—LOCATION: Garland Co., E&P Map B-3.

2—TRANSPORTATION: Intercity Bus Lines Trailways.
Motor Freight Carriers 6.
Airlines Rio.

3—POPULATION:
Corp. City, 70 Cen. 35,631; Loc. Est. 41,736
County 70 Cen. 54,131; Loc. Est. 67,934

4—HOUSEHOLDS:
City 70 Cen. 13,987; Loc. Est. 19,151
County 70 Cen. 20,096; Loc. Est. 29,186

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	3	$152,377,450
Commercial Banks	3	$387,004,620

6—PASSENGER AUTOS: County 34,256(1978)

7—ELECTRIC METERS: Residence 31,202

8—GAS METERS: Residence 17,635

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Aluminum Pigs, Ingots & Billets 1,000 ($180); Ladies' & Girls Shoes 750 ($120); Coin Handling Eqpt. 500 ($150); Wood Proc. 675 ($150); Aluminum Extrusions & Doors 500 ($125); Vanadum 135; Fishing Lures 60; Alum. Wire & Cable 178; Plastic Binding 60; Uniforms 80; Animal Behavior Research & Training 35.

10-CLIMATE: Average: Winter 46.8; Summer 72.2. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center 10 blocks Central Ave., 7 Quachita; 8 Malvern, 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn, 6 blocks South Central Ave., 1 Park Ave.; 2 Indiandale; Malvern Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Albert Pike	8	Rexall, Warehouse Grocery, Western Auto
Central City	18	Zale's, Robbins, K-Mart
Freeman		
Hot Springs Mall		2 Dept. Stores, Variety
Rector Hts	2	Piggly Wiggly
Mowery-Wyatt	10	Magic Mart, Walgreens, Otasco, Safeway

Principal Shopping Days Mon., Tue., Thurs., Fri., Sat..

13—RETAIL OUTLETS: Department Stores J.C. Penney; Rephans 2; Gartenberg's; Dillard's; Kress.
Variety Stores General Dollar Stores, TG&Y.
Discount Centers K-Mart 2; Magic Mart 2; Wal-Mart 1.
Chain Drug Stores (CZ) Walgreen 2; Crawford 4; Medical Arts 2; Topmost; Revco 1.
Chain Food Supermarkets Safeway 3; Kroger 2; Piggly Wiggly 3 Cooley's, Warehouse Grocery 1; Razorback 3.
Other Chain Stores Mangels; Oklahoma Tire 3; Goodyear; Firestone; Fleet Tire; Singer Co.; Western Auto; S&H Green Stamps; Mode O'Day; Scotties.

14—NEWSPAPERS: SENTINEL-RECORD(m) 20,568; (S) 21,710; sworn Mar. 31,1980.
Local Contact for Advertising and Merchandising Data, Floyd Emerson, Adv. Mgr., SENTINEL-RECORD.
National Representatives Arkansas Dailies, Inc.

JACKSONVILLE, ARK.

1—LOCATION: Pulaski County (In Little Rock-North Little Rock SMSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. H'way 67.

2—TRANSPORTATION: Railroads Mo. Pac.

3—POPULATION:
Corp. City 70 Cen. 19,832; Loc. Est. 27,901
SMSA: 70 Cen. 323,296; Loc. Est. 382,234
County 70 Cen. 287,189; Loc. Est. 332,025

4—HOUSEHOLDS:
City 70 Cen. 5,126; Loc. Est. 8,304
County 70 Cen. 92,013; Loc. Est. 123,273
SMSA: 70 Cen. 102,882; Loc. Est. 141,126

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$57,589,000

6—PASSENGER AUTOS: County 188,314

9— PRINCIPAL INDUSTRIES (CZ): Apparel Mfg.; Sheet Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15. Last killing frost, Mar. 6.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Heritage	7	7-Eleven
Jacksonville	13	Weingarten's, Sears, Sterling Store
Jackson Square	10	Magic Mart, TG&Y, Wal-Mart

13—RETAIL OUTLETS:
Discount Store Wal-Mart; Magic Mart; TG&Y.
Chain Drug Stores Dotson 2.
Food Super Mkts Weingarden, Safeway, Thriftway, Piggly Wiggly.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 8,323; (S) 13,390; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James T. Canfield, Pub., NEWS.
National Representatives Landon Associates, Inc.

JONESBORO, ARK.

1—LOCATION: Craighead County, E&P Map C-1, County Seat. 66 miles N.W. of Memphis, 135 miles N.E. of Little Rock; 253 miles S. of St. Louis.

2—TRANSPORTATION: Railroads St. Louis-Southwestern, St. Louis-San Francisco; Missouri-Pacific.
Motor Freight Carriers 10.
Air Travel Jonesboro Municipal Airport.

JONESBORO—continued

Buses: Union Bus Station

3—POPULATION:
City 70 Cen. 27,050; Loc. Est. 32,026
County 70 Cen. 52,068; Loc. Est. 63,659

4—HOUSEHOLDS:
City 70 Cen. 8,700; Loc. Est. 12,056
County 70 Cen. 16,572; Loc. Est. 23,872

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	4	
Commercial Banks	4	$267,778,000

6—PASSENGER AUTOS: County 27,725

7—ELECTRIC METERS: Residence 13,050

8—GAS METERS: Residence 13,554

9— PRINCIPAL INDUSTRIES (CZ): Industry and No of Wage Earners—Electric Mts. Comm. 1893, Ind. 88; Materials Handling Eqpt. 378, Rice 400, Shoes 1,424, Plumbing Fixtures 450
Principal Industrial Pay Days: Fri.

10-CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 17

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: Indian Mall

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Birchwood Sq.	6	Falk Footwear
Caraway Plaza	16	Broadway's- Tot-To-Teen, Skagg's, P.N. Hirsh, Grisham's
Eastwood	6	Colony Shop, Frolic Shoe Fair
Fountain Sq.	4	Green Leaf, Gold & Stone
Indian Mall	49	Dillard's Dept., Sears, TG&Y, J.C. Penney, Stimsons
Jonesboro Plaza	2	Walmart Discount Kroger
Southgate Plaza	5	Jonesboro Appliance
Southwest Village	4	M.H. Kenward
University Ctr.	10	Gibson's, Mont. Ward, Lucky Mkt.
West Mart Ctr.	15	Big Star Mkt.
Highland	-	K-Mart

Principal Shopping Days: Weekends

13—RETAIL OUTLETS: Department Stores: Wall's; P.N. Hirsch; Broadway's; J.C. Penney; Dillard's; Sears; Grisham's
Variety Stores: Sterling; TG&Y.
Discount Stores: Gibson's; Wall's Bargain Center; Walmart; Fred's Dollar Store
Chain Drug Stores: Crall's 2; Service 2; Skaggs 1
Chain Food Supermarkets: Safeway 2; Kroger; Stimson's 2; Big Star; IGA; Lucky 3; Jr. Food Stores 5; Piggly Wiggly 1; Food Giant 1

14—NEWSPAPERS: SUN (e) 18,110; (S) 21,239; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: John W. Troutt, Ed. & Pub., SUN.
National Representatives: Arkansas Dailies, Inc.

LITTLE ROCK, ARK.

1—LOCATION: Pulaski County (In Little Rock-North Little Rock SMSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and the capital of State. Wholesale distribution center. 137 mi. to Memphis, 300 mi. to Tulsa; 425 mi. to Oklahoma City, 350 mi. to St. Louis

2—TRANSPORTATION: Railroads: Missouri Pacific, Cotton Belt (freight)
Motor Freight Carriers: 30
Intercity Bus Lines: Arrow Coach; Continental Trailways; Greyhound, Inter City, Great Southern, Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines: American; British Caledonian; Delta, Frontier; Texas International; Skyways.
Barge Lines: 14

3—POPULATION:
Corp. City 70 Cen. 132,483; Loc. Est. 161,300
CZ ABC: (70) 271,724, (80) 319,800
RTZ-ABC: (70) 577,490, (80) 667,600
SMSA 70 Cen. 323,296; Loc. Est. 396,000
County 70 Cen. 287,189; Loc. Est. 346,800
City & RTZ-ABC: (70) 849,214; (80) 984,400
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 45,294; Loc. Est. 57,700
County: 70 Cen. 92,013; Loc. Est. 123,100
SMSA: 70 Cen. 102,882; Loc. Est. 139,700
CZ ABC: (70) 87,273; (80) 116,400
RTZ-ABC: (70) 183,100; (80) 243,000
City & RTZ-ABC: (70) 270,373; (80) 359,400

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	12	$1,583,480,882
Sav. & Loan Assn.	6	$902,167,285

6—PASSENGER AUTOS: County 189,039

7—ELECTRIC METERS: Residence 113,912

8—GAS METERS: Res. 96,526

9— PRINCIPAL INDUSTRIES (CZ): Food 3,000($212), Lumber 1,100($187); Furn. & Fix. 900($145); Printing 2,500($270), Stone & Clay 1,000($274); Metals14,500($243), Durables 17,900($234); Non-Durables 13,600($279); Other Non-Durables 6,900.
Principal Industrial Pay Days: Weekly, 1 & 15, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 60-81, Summer 68-90, Fall 40-63, winter 35-56. First killing forst, Nov. 15. Last killing frost, Mar. 6.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Downtown Shopping Center: 8 blocks on Main St. and 2 blocks on West Capitol Ave., 4 blocks on Main St. in North Little Rock.
Neighborhood Shopping Areas: Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area; Geyer Springs & Baseline; West 7th St.(600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Metrocentre	60	M.M. Cohn Dillards, Penney's
Heights Center	50	Safeway, Kroger
Tanglewood	12	Safeway, Otasco
Park Plaza	28	Dillard's, Kempner's, Otasco, Bealls
Colony West	10	Kroger, Osco Drug
Sturbridge	7	Custom Audio
Williamsburg Row	8	The Fifth Season
The Market Place	20	
Trellis Square	12	Radio Shack
University Mall	30	J.C. Penney's, M. M. Cohn, Mont. Ward
Broadmoor	8	
Breckenridge	30	
Town & Country	5	Otasco
K-Mart Plaza	8	K-Mart
Southwest City Mall	15	Woolco, Osco, Bealls Bealls Otasco
Colony South	10	Kroger
Village Center	14	West's Western Auto
University Pl.	10	Weingarten's, Service Merchandise
Rose City	12	Safeway, P.N. Hirsch & Co, Otasco
Lakehill Center	10	
McCain Mall	70	M.M. Cohn, Dillards J.C. Penney, Sears
The Other Ctr.	10	Woolco, Safeway
Levy Center	8	
North Park Mall		Otasco
Indian Hills	16	Kroger, Wal-Mart, Radio Shack
Pike Plaza	20	Weingarten's, West's Magic Mart
Cantrell Heights	15	
Geyer Springs	8	Weingarten's, Wal-Mart Western Auto
Galleria Park	18	Irma Dumas
Cloverdale Pl.	10	
Baseline-Chicot	10	West's
Vali-Hi Center	15	Lou Hoffman's

Principal Shopping Days: Department Stores: Fri., Sat., Mon.
Food—Wed., Thu., Fri., Sat.
Stores Open Evenings: Food Chains, All Shpg. Ctrs.—Mon. & Fri., University Mall, McCain Mall, Park Plaza, & Breckenridge—9:30 p.m. daily

13—RETAIL OUTLETS: Department Stores: Dillard's 3; M.M. Cohn 3; Sterling 3; J.C. Penney 3; Sears 2; West's 3; Kempners 3; Montgomery Ward 1
Discount Stores (CZ): K-Mart 3; Magic Mart 6; WalMart 4; Woolco 3; Skaggs 2
Variety Stores: Woolworth 1; Sterlings 3; TG&Y 3
Chain Drug Stores(CZ): Economy 1; Skaggs 2; Oscos 5; Petty's 5; Consumers 6; Medic 4; Drug Mutual 33; Magic Mart
Chain Food Supermarkets: Safeway 17; Kroger 12; IGA 4; Weingartens 8; Affiliated Foods 30 (4 Model Mkts. 8 Thriftway, 18 AG); 7-Eleven Food Stores 27; Majik Mkts. 23; Skaggs 2.
Other Chain Stores: Clothing: National Shirt Shops, Dundee, Kinney Shoes 2, Baker's Shoes 3; Auto Supply: Otasco 10; Stinger Sam 5; Voss Hutton 3; Handy Dan's; Lowe's; Western Auto 7; Genuine Auto Parts 7; Goodyear 4; Firestone 3; B. F. Goodrich 1; Kelly-Springfield 2; Miscellaneous: Gordon's Jewelers 4; Jaccard's Zales 3; Haverty Furniture 2; Singer Co. 3; Pittsburgh Paints 2; Sherwin Williams 3; Cook Paints; Devoe & Reynolds; Mary Carter Paints 2; P. N. Hirsch 4; United Jewelers; Service Merchandise 3.

14—NEWSPAPERS: ARKANSAS DEMOCRAT (m) 66,275; (sat. m) 66,088; (S) 119,052; Mar. 31, 1980 ABC. Sid Nichols; Natl. Adv. Mgr.
National Representatives: Branham/Newspaper Sales. ARKANSAS GAZETTE (m) 129,274; (sat. m) 122,817; (S) 154,569; Mar. 31,1980 ABC; William T. Moffitt, Natl. Adv. Mgr.
National Representatives: Sawyer-Ferguson-Walker Co.

MAGNOLIA, ARK.

1—LOCATION: Columbia County. E&P MAp B-4, County Seat. 60mi. E of tesarkana. State Hwys 19, 132; U. S. Hwys. 79, 82

2—TRANSPORTATION: Railroads: L&NW and St.

America's
Fastest Growing Newspaper

There are 265 newspapers in the United States which averaged 50,000 or more paid circulation in the six month periods ending March 31, 1980 and March 31, 1979.

Only four of these newspapers had increases in paid circulation of 10% or more during the past year.

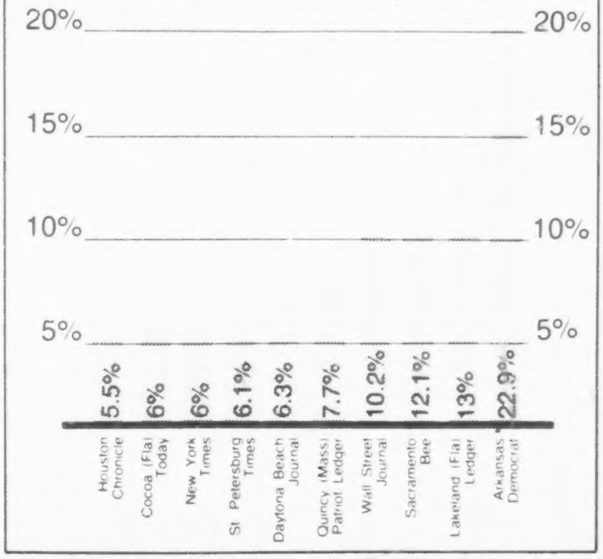
Only one, the Arkansas Democrat, had an increase of more than 20%.

SOURCE: Audit Bureau of Circulations
March 1980 Fas Fax Report.
Subject to audit.

Arkansas Democrat
"Arkansas' Largest Newspaper"

Represented by Branham Newspaper Sales, Inc.
(501) 378-3447.

Nation's Ten Leading Newspapers
Based on Percentage Circulation Growth
For six month period ending 3 31 80



Louis Southwestern (Cotton Belt).
Motor Freight Carriers 6
Intercity Bus Lines Greyhound; Continental; Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,303; Loc. Est. 11,668
County 70 Cen. 25,952; Loc. Est. 26,438

4—HOUSEHOLDS:
City 70 Cen. 3,569; Loc. Est. 4,365
County 70 Cen. 9,000; Loc. Est. 9,846

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	1	$36,600,000
Commercial Banks	4	$97,172,000

6—PASSENGER AUTOS: County 11,065 (1978)

7—ELECTRIC METERS: Residence 4,518

8—GAS METERS: Residence 4,386

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Lumber 850 ($160); Textile 495 ($160); Oil Prod. 2300 ($240); Aluminum 500 ($200); Rubber Life Boats 730 ($200); Chemical 450 ($300).

10-CLIMATE: Min. & Max. Temp.—Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11—TAP WATER: Neutral. Soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Columbia		Huckaby's Thriftway.
North Park Plaza		Wal-Mart
Peace		Shock's, Dollar General
University		K-Mart, Bealls, Revco, Kroger

Principal Shopping Days Tues. Thur. & Sat.

13—RETAIL OUTLETS: Department Stores Talbot's, Anthony's, West's, Bealls
Discount Stores (CZ) Gibson's Wal-Mart, Fred's, Dollar General; K-Mart
Variety Stores Sterlings
Chain Drug Stores (CZ) Gibson's Pharm., Drug Mart, Medic-Aid, Revco
Chain Food Supermarkets Smitty's, Huckaby's Thrift- way, Kroger, Piggly-Wiggly, E-Z Mart 2.
Other Chain Stores Okla. Tire & Supply Co.; Western Arto, Sears, Montgomery Ward, S&H Green Stamps, Goodyear, Firestone

14—NEWSPAPERS: BANNER-NEWS (e) 4,387; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv., Mgr. BANNER-NEWS
National Representatives None.

MALVERN, ARK.

1—LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U. S. Hwy. 67,270, State Hwy. 9; Interstate 30.

2—TRANSPORTATION: Railroads M.P., Chicago, Rock Island & Pacific
Motor Freight Carriers 4
Intercity Bus Lines Continental Trailways.

3—POPULATION:
City 70 Cen. 8,739; Loc. Est. 10,000
City Zone, Loc. Est. 16,000
Retail Trading Zone, Loc. Est. 39,000
County 70 Cen. 21,963; Loc. Est. 25,800
City & Retail Trading Area, Loc. Est. 55,000

4—HOUSEHOLDS.
City 70 Cen. 3,486; Loc. Est. 3,900
County 70 Cen. 7,193; Loc. Est. 9,750

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$73,157,998
Sav. & Loan	3	$52,674,252

6—PASSENGER AUTOS: County 16,150

7-—ELECTRIC METERS: Residence 8,600

8—GAS METERS: Residence 5,584

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Aluminum 1,450 ($250); Brick & Tile 400 ($175); Mining 330 ($150); Lumber & Wood Products 490 ($150); Plastics 125 ($150)

10-CLIMATE: Min. & Max. Temp.—Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Principal Shopping Days Sat., Mon., Wed., Fri.

13—RETAIL OUTLETS: Department Stores J.C. Penney; West Bros.; Wal-Mart; Gibson's; Leader; Samon's; Pearce; Lindvall's.

Discount Stores Gibson's Wal-Mart; Fred's
Chain Drug Stores (CZ) Rexall 2; Walgreen; Super Rx
Chain Supermarkets Smitty's; Safeway; Food Center; Huckaby Thriftway; Piggly-Wiggly

Other Chain Stores Oklahoma Tire; Western Auto; Goodyear; Montgomery Ward

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 5,457; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Ken Richardson, Adv. Dir., RECORD
National Representatives None.

MENA, ARK.

1—LOCATION: Polk County, E&P Map A-3. County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 87 mi. W of Hot Springs. On U.S. Hwy. 59, 71, 270; State Hwy. 8, 88.

2—TRANSPORTATION: Railroads Kansas City Southern
Intercity Bus Lines Jefferson Lines & Continental Bus
Motor Freight Carriers 2

3—POPULATION:
Corp. City 70 Cen. 4,530; Loc. Est. 4,683
County 70 Cen. 13,297; Loc. Est. 16,450

4—HOUSEHOLDS:
City 1,781; Loc. Est. 2,176
County 70 Cen. 4,673; Loc. Est. 6,634

5—BANKS: 2 Comm., Est. Dept. $73,000,000

6—PASSENGER AUTOS: County 6,799

7—ELECTRIC METERS: Residence 2,146

8—GAS METERS: Residence 1,970

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Woodworking 275 ($100); Textile 550 ($95); Leather Goods 50 ($75); Electric Motors 500 ($115).

10-CLIMATE: Min. & Max. Temp.—Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

12—RETAILING: Northside Shopping Center—5 blocks from center of town—Piggly Wiggly; Wal-Mart, Principal Stores.
Principal Shopping Days Mon. and Sat.

13—RETAIL OUTLETS: Department Stores McMillan & Craig; Rephan's; Adam & Eve; Mickey's Fashions
Discount Stores Fred's; Ben Franklin; Cowden Factory Outlet; Hugh Lena's.

Chain Drug Stores (CZ) Rexall; Walgreen; Consumer's
Chain Food Supermarket Piggly Wiggly 2

Other Chain Stores Otasco; Firestone; Goodyear; Mode O'Day; Fred's United Dollar; Wal-Mart; Ben Franklin; Raphan's

14—NEWSPAPERS: STAR (e-Mon. to Fri.) 1,399; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Derwood Brett, Publisher, STAR
National Representatives None.

NEWPORT, ARK.

1—LOCATION: Jackson County, E&P Map C-2. County Seat. 87 mi. NW of Little Rock, 85 mi. W of Memphis. On State Hwys. 14; 17; U.S. Hwys. 67.

2—TRANSPORTATION: Railroads Amtrak; Mo. Pac.; Rock Island

Intercity Bus Lines Continental Trailways; Greyhound.

3—POPULATION:
Corp. City 70 C 7,725; Loc. Est. 8,136
CZ ABC: (70) 7,725; (80) 7,700
RTZ-ABC: (70) 18,045; (80) 19,800
County (70) Cen. 20,452; Loc. Est. 21,567
City & RTZ-ABC: (70) 25,770; (80) 27,500

Demographic Information available—Community Development Director, City of Newport, City Hall, Newport, Ark. 72112 and The White River Planning and Development District, Batesville, Ark. 72501

4—HOUSEHOLDS:
70 Cen. City 3,284; Loc. Est. 3,167
County 70 Cen. 7,800; Loc. Est. 8,051
CZ ABC: (70) 2,613; (80) 3,000
RTZ-ABC: (70) 5,759; (80) 7,300
City & RTZ-ABC: (70) 8,372; (80) 10,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	2	$33,000,000
Commercial Banks	4	$81,775,000

6—PASSENGER AUTOS: County 8,162

The Community
Information
Center In

Malvern,
Arkansas.

Malvern
Daily Record

A Harte-Hanks
NEWSPAPER

The Gazette Delivers.

The Gazette delivers Little Rock and Arkansas to advertisers like nobody else because nobody else even comes close to the Gazette in paid circulation.

With 129,274 subscribers daily* and 154,569 Sunday*, the Gazette reaches nearly twice as many readers as any other Arkansas newspaper. In fact, Arkansans buy the Gazette over 400,000 more times every week than our closest competitor.

If you want to reach Arkansas, reach for the Gazette. We give you the numbers.

Nearly twice the readers.

Arkansas Gazette.

Newspaper Publisher's Statement March 31, 1980

NEWPORT—continued

7—ELECTRIC METERS: Residence 10,824

8—GAS METERS: Residence 4,500

9— PRINCIPAL INDUSTRIES (CZ): Steel Mill; Timber; Metal Prod.; House Trailer Mfg.; Meat Packing; Concrete Prod.; Alum.; Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furniture

10-CLIMATE: Ann. Average 65

11—TAP WATER: Alkaline, hard.

12—RETAILING: Shopping Centers—Village Mall.
Principal Shopping Days: Mon., Thurs. & Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Cost-Plus; Gullic's; P.K. Holmes; Van-Atkins; Star.
Variety Stores: Ben Franklin; Sterling; Fred's Dollar; Otasco.
Discount Stores (CZ): Wal-Mart.
Chain Drug Stores: Headlee's 1; Revco Drug.
Chain Food Supermarkets: Kroger; Thriftway; Safeway; IGA.

14—NEWSPAPERS: INDEPENDENT (e. Mon. to Thurs.) 3,372; (S) 3,362; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edith Cook, Adv. Mgr., INDEPENDENT.
National Representatives: Landon Associates, Inc.

PARAGOULD, ARK.

1—LOCATION: Greene County, E&P Map C-1, County Seat. In the NE corner of the State; 215 mi. from St. Louis; 82 mi. from Memphis.

2—TRANSPORTATION: Railroads: St. Louis So. W., Mo. Pac., Paragould & So. E.
Intercity Bus Lines: Great Southern Coaches.
Motor Freight Carriers: 18.

3—POPULATION:
Corp. City 70 Cen. 10,639; Loc. Est. 15,505
County 70 Cen. 24,765; Loc. Est. 32,329

4—HOUSEHOLDS:
City: 70 Cen. 3,877; Loc. Est. 6,492
County: 70 Cen. 8,841; Loc. Est. 12,574

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$119,997,000
Sav. & Loan Assn.	1	$25,000,000

6—PASSENGER AUTOS: County 12,301

7—ELECTRIC METERS: Residence 6,650

8—GAS METERS: Residence 5,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electric Motors 1,750; Shirts 400; Milk Processing 125; Store Fixtures 700; Automobile Shock Absorbers 1,200; Sprockets & Gears 100; Material Handling 75; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270.

10-CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Shopping Centers: Paragould Plaza; Paragould Park Plaza; Centre One.
Stores Open Evenings: Fri. to 7 p.m.

13—RETAIL OUTLETS: Department Stores: Belk's.
Discount Stores: Gibson's; Wal-Mart; Magic Mart; Fred's.
Chain Food Supermarkets: Kroger; Kelley's; Big Star (3).
Other Chain Stores: Homestead; Otasco; Radio Shack; Super D Drugs; Goodyear.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 8,070, sworn Sept. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Pub. or Maurice "Buddy" King, Gen. Mgr., PRESS.
National Representatives: Landon Associates, Inc.

PINE BLUFF, ARK.

1—LOCATION: Jefferson County (SMSA). E&P Map B-3, County Seat. 45 mi. from Little Rock; 155 mi. from Memphis, Tenn.

2—TRANSPORTATION: Railroads: St. Louis So. W.; Mo. Pac.
Motor Freight Carriers: 15.
Intercity Bus Lines: Southeast Ark.; City Bus System; Greyhound; Midwest Trailways; Continental.
Airlines: Air Illinois.

3—POPULATION:
Corp. City 70 Cen. 57,389; Loc. Est. 55,690
CZ ABC: (70)57,389; (80)53,600
RTZ-ABC: (70)106,195; (80)109,600
County/SMSA 70 Cen. 85,329; Loc. Est. 84,141
City & RTZ-ABC: (70) 163,584; (80) 163,200

4—HOUSEHOLDS:
70 Cen. City 17,919; Loc. Est. 20,244
County/SMSA 70 Cen. 30,592; Loc. Est. 29,512
CZ ABC: (70) 17,919; (80) 19,200
RTZ-ABC: (70) 31,932; (80) 37,600
City & RTZ-ABC (70)49,851; (80)56,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$364,759,517
Sav. & Loan Assn.	3	$142,213,782

6—PASSENGER AUTOS: County 39,243

7—ELECTRIC METERS: Residence 29,971

8—GAS METERS: Residence 21,347

ARKANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate Income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	1,923,339	2,269,632	4,912,614	14,528,885	856,920	16,955	53,497	1,016,258	814,909
STANDARD METROPOLITAN STATISTICAL AREAS									
Fayetteville-Springdale, Ark.	127,846	171,890	315,297	1,165,319	66,316	17,572	4,760	4,406	197,360
Fort Smith, Ark.-Okla.	160,421	204,220	437,962	1,269,218	77,893	16,294	3,846	13,815	32,854
Little Rock-North Little Rock, Ark.	323,296	378,300	1,037,980	3,358,581	140,749	23,862	929	10,663	4,556
Memphis, Tenn.-Ark.-Miss.	834,103	893,653	2,458,457	6,469,601	305,314	21,190	3,612	88,620	12,199
Pine Bluff, Ark.	85,329	84,697	232,961	606,145	30,043	20,176	619	38,244	3,999
Texarkana, Tex.-Ark.	112,392	123,181	373,278	648,468	46,840	13,844	2,050	13,183	25,043
COUNTIES, Cities									
ARKANSAS	23,347	24,426	63,731	156,018	9,162	17,029	789	84,163	819
Stuttgart	10,477	10,145	30,912	71,979	3,730	19,297	*	*	*
ASHLEY	24,976	26,551	69,528	144,294	9,306	15,505	389	21,557	1,027
BAXTER	15,319	27,670	33,114	168,692	12,208	13,818	453	193	3,812
BENTON	50,476	72,415	122,712	480,544	28,592	16,807	2,306	2,365	81,317
Bentonville	5,508	10,330	13,756	70,421	4,366	16,129	*	*	*
Rogers	11,050	17,979	30,419	135,329	7,333	18,455	*	*	*
BOONE	19,073	27,372	45,073	168,499	11,086	15,199	1,149	318	7,640
Harrison	7,239	10,446	18,876	71,006	4,441	15,989	*	*	*
BRADLEY	12,778	12,916	27,485	61,674	4,922	12,530	421	1,676	7,461
CALHOUN	5,573	5,719	11,607	25,088	2,158	11,626	214	84	1,413
CARROLL	12,301	16,279	27,339	98,772	7,071	13,969	1,014	319	23,481
CHICOT	18,164	16,726	39,441	68,989	5,812	11,870	502	35,626	2,213
CLARK	21,537	21,531	52,106	127,194	8,000	15,899	522	3,562	2,702
Arkadelphia	9,841	11,122	22,954	63,344	3,857	16,423	*	*	*
CLAY	18,771	21,031	43,913	113,948	8,532	13,355	1,110	30,791	3,193
CLEBURNE	10,349	17,274	23,468	87,543	7,077	12,370	735	499	16,696
CLEVELAND	6,605	7,462	11,632	33,418	2,892	11,555	327	347	4,622
COLUMBIA	25,952	26,548	61,431	169,145	10,055	16,822	575	754	8,514
Magnolia	11,303	11,902	31,724	87,712	4,518	19,414	*	*	*
CONWAY	16,805	19,613	38,724	110,060	7,324	15,027	790	4,704	12,435
CRAIGHEAD	52,068	64,903	135,790	443,786	24,507	18,109	1,369	46,045	2,301
Jonesboro	27,050	33,015	77,597	249,225	12,514	19,916	*	*	*
CRAWFORD	25,677	37,101	53,384	216,233	13,770	15,703	883	5,648	12,401
CRITTENDEN	48,106	49,984	92,866	273,747	16,069	17,036	412	44,267	624
West Memphis	25,892	28,034	58,182	184,867	9,188	20,120	*	*	*
CROSS	19,783	20,620	47,446	115,983	6,902	16,804	641	50,796	922
DALLAS	10,022	10,515	23,288	51,711	3,898	13,266	189	418	1,166
DESHA	18,761	19,146	45,863	98,553	6,776	14,544	584	37,168	1,073
DREW	15,157	17,538	35,494	89,363	6,333	14,111	529	10,234	1,756
FAULKNER	31,595	46,061	67,222	289,806	16,832	17,218	1,118	2,330	8,973
Conway	15,510	20,801	34,919	136,045	7,208	18,874	*	*	*
FRANKLIN	11,301	14,516	21,123	76,187	5,483	13,895	726	1,654	15,262
FULTON	7,699	10,239	14,411	43,931	4,237	10,368	760	175	4,464
GARLAND	54,131	69,595	135,497	434,090	30,246	14,352	393	238	6,891
Hot Springs	35,631	43,427	90,972	278,780	20,124	13,853	*	*	*
GRANT	9,711	15,150	20,057	86,698	5,671	15,288	305	239	2,120
GREENE	24,765	32,956	58,909	205,519	12,998	15,812	1,118	21,190	1,889
Paragould	10,639	16,256	29,385	113,184	6,888	16,432	*	*	*
HEMPSTEAD	19,308	21,823	44,744	136,374	8,589	15,878	886	2,451	45,612
Hope	8,810	9,720	20,533	61,087	4,005	15,253	*	*	*
HOT SPRING	21,963	26,122	53,172	157,520	9,994	15,761	465	515	6,756
Malvern	8,739	13,480	21,559	82,831	5,513	15,025	*	*	*
HOWARD	11,412	14,114	28,534	91,880	5,552	16,549	579	669	23,800
INDEPENDENCE	22,723	29,623	54,933	173,460	11,734	14,783	1,034	8,839	21,263
Batesville	7,209	9,120	18,106	55,480	3,963	13,999	*	*	*
IZARD	7,381	10,891	17,105	51,895	4,462	11,630	707	232	5,887
JACKSON	20,452	21,552	49,536	125,681	8,149	15,423	717	40,565	3,522
Newport	7,725	8,128	19,554	49,536	3,204	15,461	*	*	*
JEFFERSON	85,329	84,697	232,961	606,145	30,043	20,176	619	38,244	3,999
Pine Bluff	57,389	54,768	169,645	430,431	20,168	21,342	*	*	*
JOHNSON	13,630	18,373	25,790	99,659	7,611	13,094	625	1,604	9,093
LAFAYETTE	10,018	9,466	23,470	49,585	3,469	14,294	353	4,937	5,604
LAWRENCE	16,320	19,972	34,814	117,255	7,995	14,666	898	20,470	2,618
LEE	18,884	16,138	38,442	62,917	5,172	12,165	669	32,530	1,034
LINCOLN	12,913	13,127	24,652	59,410	4,208	14,118	523	22,194	5,212
LITTLE RIVER	11,194	13,027	28,406	84,015	4,728	17,770	431	3,512	3,876
LOGAN	16,789	20,654	34,895	105,137	8,168	12,872	1,015	1,726	17,816
LONOKE	26,249	39,083	57,459	225,592	14,015	16,096	1,080	56,968	12,271
MADISON	9,453	11,980	17,620	55,653	4,614	12,062	1,064	365	29,434
MARION	7,000	13,067	14,347	64,759	5,612	11,539	508	231	2,593
MILLER	33,385	34,413	124,594	246,555	13,088	18,838	475	6,034	7,828
Texarkana, Ark.-Texarkana, Tex.	52,179	56,821	191,826	290,081	22,754	12,749	*	*	*
MISSISSIPPI	62,060	64,172	149,065	336,317	22,113	15,209	956	61,590	1,048
Blytheville	24,752	24,329	65,528	143,783	8,478	16,960	*	*	*
MONROE	15,657	14,516	32,570	69,135	5,091	13,580	518	26,437	462
MONTGOMERY	5,821	6,952	10,700	36,457	2,827	12,896	431	215	7,829
NEVADA	10,111	11,157	21,612	62,183	4,427	14,046	553	930	11,628
NEWTON	5,844	7,663	10,445	29,529	2,930	10,078	484	66	2,043
OUACHITA	30,896	29,337	79,840	157,504	11,037	14,271	274	494	8,273
Camden	15,147	16,431	41,701	90,145	6,436	14,006	*	*	*
PERRY	5,634	7,995	10,042	35,864	3,084	11,629	376	1,942	4,945
PHILLIPS	40,046	36,659	91,593	168,321	12,211	13,784	702	40,618	1,618
Helena	10,415	8,179	27,316	45,298	3,135	14,449	*	*	*
West Helena	11,007	11,119	30,083	62,611	3,929	15,936	*	*	*
PIKE	8,711	10,338	17,105	55,880	4,193	13,327	417	465	15,478
POINSETT	26,843	28,422	64,021	158,680	10,322	15,373	813	62,572	753
POLK	13,297	16,428	28,377	87,347	6,730	12,979	807	194	28,623
Mena	4,530	4,697	9,659	24,951	2,216	11,259	*	*	*
POPE	28,607	39,317	67,718	232,675	14,780	15,743	885	2,068	32,460
Russellville	11,750	16,028	30,439	104,728	6,035	17,353	*	*	*
PRAIRIE	10,249	10,445	23,384	53,345	3,909	13,647	641	50,671	2,551

ARKANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PULASKI	287,189	325,988	953,778	2,943,497	121,927	24,141	597	10,332	3,000
Jacksonville	19,832	27,868	53,618	195,116	8,319	23,454	*	*	*
Little Rock	132,483	162,391	475,169	1,608,878	64,679	24,875	*	*	*
North Little Rock	60,040	63,487	197,803	573,188	24,256	23,631	*	*	*
RANDOLPH	12,645	19,356	27,228	106,072	7,633	13,897	782	8,047	5,026
ST. FRANCIS	30,799	30,821	74,997	144,997	9,942	14,584	628	36,400	769
Forrest City	12,521	13,219	37,792	76,439	4,654	16,424	*	*	*
SALINE	36,107	52,312	84,202	415,084	18,822	22,053	332	331	1,556
Benton	16,499	19,031	41,671	172,519	7,579	22,763	*	*	*
SCOTT	8,207	9,177	16,776	43,216	3,551	12,170	587	182	8,929
SEARCY	7,731	8,994	15,895	38,965	3,519	11,073	615	171	3,090
SEBASTIAN	79,237	94,697	262,321	734,196	37,001	19,843	758	1,083	6,340
Fort Smith	62,802	72,079	222,068	601,573	28,495	21,112	*	*	*
SEVIER	11,272	12,861	24,316	74,746	5,018	14,896	580	499	16,164
De Queen	3,863	4,187	8,800	25,697	1,731	14,845	*	*	*
SHARP	8,233	14,139	17,034	71,764	5,836	12,297	562	268	2,311
STONE	6,838	9,948	14,038	39,692	3,821	10,388	622	191	11,498
UNION	45,428	46,098	135,102	287,055	17,859	16,073	345	205	7,880
El Dorado	25,283	24,344	83,572	173,614	9,740	17,825	*	*	*
VAN BUREN	8,275	13,056	17,570	62,612	5,242	11,944	572	239	7,861
WASHINGTON	77,370	99,475	192,585	684,775	37,724	18,152	2,454	2,041	116,043
Fayetteville	30,729	36,840	83,566	230,835	13,938	20,149	*	*	*
Springdale	16,783	23,552	44,645	176,627	8,984	19,660	*	*	*
WHITE	39,253	50,944	84,180	296,409	19,408	15,273	1,821	17,227	24,552
Searcy	9,040	12,005	23,425	82,996	4,381	18,945	*	*	*
WOODRUFF	11,566	11,286	27,473	53,397	4,194	12,732	427	38,474	1,111
YELL	14,208	17,100	30,519	96,194	6,647	14,472	987	2,861	35,546

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arkansas 1979 Cash Receipts as follows: From Crops $1,538,939,000; from Livestock & Livestock Products $1,632,756,000; Total $3,171,695,000
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners: Lumber & Wood Pdts. 2,625; Other Durable Goods 650; Food Prod. 2,975; Other Nondurable Goods 500; Construction 18,625; Transp. & Utilities 925; Wholesale 4,650; Retail 675; Finance, Ins. & Real Estate 3,975; Services 900; Gov't. 3,150; Other Non Mfg. 5,750; Agriculture 4,700; Average Weekly Earnings: Durable Goods $103; Lumber & Wood Prod. $94; Nondurable $173.
Principal Pay Days: RR-1st & 15th, Utilities-5th and 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main & Pine Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Broadmoor	11	Magic Mart Disc., Safeway
Jefferson Square	39	TG&Y, Kroger, Mangel's, Shainberg's, Kent Dollar Store
Magic Mart	-	Magic Mart
West End	-	N.A.
Dew Drop	-	N.A.
Oak Park	15	Magic Mart, Safeway

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: All stores Fri.

13—RETAIL OUTLETS: Department Stores: Cohen's; Shainberg's; J. C. Penney; Stacy's; Sears; Baim's; Dillard's.
Discount Stores (CZ): Magic Mart 2, Howard Bros., K-Mart.
Variety Stores: Kress, Woolworth, TG&Y; Sterling's; Kent's.
Chain Drug Stores: Conery's 2, Oak Park 2, Walgreen 1.
Chain Food Supermarkets: IGA 5, Safeway 6, Kroger's 2, Weingarten 1, In & Out Convenience 17; Mad Butcher 10.
Other Chain Stores: Kinney Shoes, Mangel's, Majik Market, National Credit Clothiers; Haverty Furn., Gordon's Jewelers, S&H Green Stamps.

14—NEWSPAPERS: COMMERCIAL (e) 23,314; (S) 24,341; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL.
National Representatives: Arkansas Dailies, Inc.

Rogers Daily News
"We've got you covered"
Northwest Arkansas
Morning News
"The best news under the sun"
DONREY MEDIA GROUP

ROGERS, ARK.

1—LOCATION: Benton County (In Fayetteville-Springdale SMSA). E&P Map A-1. Farm marketing and manufacturing. On U. S. Hwys. 71,62; State Hwys. 12,94.

2—TRANSPORTATION: Railroad: Frisco.
Motor Freight Carriers: 8
Intercity Bus Lines: Jefferson Lines, Arkoma.

3—POPULATION:
Corp. City 70 Cen. 11,050; Loc. Est. 17,254
CZ ABC: (70) 11,050; (80) 18,200
RTZ-ABC: (70) 63,717; (80) 81,600
County 70 Cen. 50,476; Loc. Est. 70,929
SMSA: 70 Cen. 127,846; Loc. Est. 161,176
City & RTZ-ABC: (70) 74,767; (80) 99,800
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 3,861; Loc. Est. 6,986
County: 70 Cen. 16,916; Loc. 27,659
SMSA: 70 Cen. 41,707; Loc. Est. 64,595
CZ ABC: (70) 3,858; (80) 7,300
RTZ-ABC: (70) 21,179; (80) 30,900
City & RTZ-ABC: (70) 25,037; (80) 38,200

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$113,832,171
Sav. & Loan Assns.	5	$273,596,256

6—PASSENGER AUTOS: County 35,214 (1978)

7—ELECTRIC METERS: 6,630

8—GAS METERS: 7,141

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 7,486 ($103); Food Prod. 2,467 ($93); Machinery (except electrical) 949 ($121); *Other manufacturing 3,950 ($103)

*Includes toy guns, nylon hosiery, electric motors, carbide-tipped industrial tools, coated telephone wire; plastic pipe; vehicle wheels, corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves, nonwoven fabrics, electronic components, school room furnishings.
Principal Industrial Pay Days: 1st & 15th

10-CLIMATE: Min. & Max. Temp.—Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11—TAP WATER: Neutral, medium hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Walnut Sts., Cash Shpg. Ctr., Southgate Shpg. Ctr., Walnut Plaza, Dixieland Mall.
Neighborhood Shopping Centers: Hwy. 71 S; Hwy. 71 W; Hwy. 12 E; Hwy. 62 N.
Principal Shopping Days: Fr. & Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: Food Markets.

13—RETAIL OUTLETS: Department Stores: Stroud Mercantile, Hunt's; Campbell, Bell-Lewis Btos.; Walshes, B anam's.
Discount Stores (CZ): Wal-Mart.
Drug Stores (CZ): Corner Rexall; Lewis, Rogers & Rose, Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Food Supermarkets: Food Town 2; IGA 2; Phillips Food Ctr., Safeway; Stor-Mor.
Chain Stores (Corp. City)—Oklahoma Tire & Supply, Western Auto Supply, Mode O'Day; Sherwin- Williams; Linkway; Dyke Lumber.

14—NEWSPAPERS: NEWS (m-Mon. to Fri.) 6,468; (e-Mon. to Fri.) 8,341 (Comb. m&e) 14,809; (S) 15,595; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Oscar Boyd, Gen. Mgr., NEWS.
National Representatives: Arkansas Dailies, Inc.

RUSSELLVILLE, ARK.

1—LOCATION: Pope County, E&P Map B-2. County Seat. 78 mi. NW of Little Rock, 87 mi. E of Fort Smith. On U. S. Hwy. 65; State Hwy. 7; Interstate 40.

2—TRANSPORTATION: Railroads: Missouri-Pacific; Dardanelle Russellville; Arkansas River Port.
Intercity Bus Lines: Trailways, Interstate.

3—POPULATION:
City 70 Cen. 11,750; Loc. Est. 15,866
County 70 Cen. 28,607; Loc. Est. 38,519

4—HOUSEHOLDS:
City 70 Cen. 3,688; Loc. Est. 5,926
County 70 Cen. 9,014; Loc. Est. 14,365

5—BANKS: 2 Commercial Est. Dep. $100,000,000

6—PASSENGER AUTOS: County 15,950 (1978)

7—ELECTRIC METERS: (Res.) County 9,100 Russellville, London, Dover & Pottsville 7,435; Atkins 1,665; Dardanelle 2,207

8—GAS METERS: Russellville 3,961

9— PRINCIPAL INDUSTRIES (CZ): Shoes; Lumber Prod.; Coal; Poultry Processing; Ice Cream Mix; Butter; Walk-In Refrigerators; Furniture Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Leather Mfg.; Metalworking; Aluminum Extrusion; Chemical Processing; Lumber; Corrugated Boxes.

10-CLIMATE: Min. & Max. Temp.—Jan. Average 45, July Average 82.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
City Mall	14	J.C. Penney Safeway
Plaza East	7	Wal Mart, Piggly Wiggly
Main Plaza	4	TG&Y

13—RETAIL OUTLETS: Department Stores: F. C. Peters, Van Atkins, J. C. Penney's Beall's.
Variety: Magic Mart; TG&Y.
Discount: Howard Bros., Wal Mart, Fred's West Gibson's, Magic Mart, TG&Y Dollar General.
Chain Food Supermarkets: Kroger's, Safeway; IGA 3, Valley 5; Piggly Wiggly, Migram's.
Other Chain Stores: S&H Green Stamps, Payless Shoes, Irma Dumas, Van Atkins, Colony Shop, Sears, Montgomery Ward, Otasco, Western Auto.

14—NEWSPAPERS: COURIER-DEMOCRAT (e-Mon. to Fri.) 10,514; (S) 10,909, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Patrick C. Huggler, Gen. Mgr., COURIER DEMOCRAT.
National Representatives: Harte-Hanks Newspapers, Inc.

The Community Information Center In
Russellville, Arkansas.
Daily Courier-Democrat
A Harte-Hanks NEWSPAPER

SEARCY, ARK.

1—LOCATION: White County, E&P Map C-2, County Seat. On U.S. 67, 64; State 16, 36; 1 mi. E of Little Red River; 54 mi. N of Little Rock, State Capital.

2—TRANSPORTATION: Railroads: Mo. Pac.
Motor Freight Carriers: 5
Intercity Bus Lines: Mon. Pac. Trailways; Continental Midwest.

3—POPULATION:
Corp. City 70 Cen. 9,040; Loc. Est. 11,939
County 70 Cen. 39,253; Loc. Est. 49,814

4—HOUSEHOLDS:
City 70 Cen. 2,897; Loc. Est. 4,312
County 70 Cen. 12,665; Loc. Est. 18,775

5—BANKS:	NUMBER	DEPOSITS
Savings Bank	2	$46,131,659
Sav. & Loan Assns.	2	$52,546,330
Commercial Banks	2	$106,378,000

6—PASSENGER AUTOS: County 20,255

7—ELECTRIC METERS: Residence 3,897

8—GAS METERS: Residence 3,528

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shoes 454 ($75); Lumber 876 ($65); Food 350 ($55); Hydraulic Valves 350 ($90); Rubber Rollers 50 ($85); Bronze Memorials 50 ($85); Washers and Dryers ($100); Refrigeration and Aircraft Components.

10-CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11—TAP WATER: Soft, not fluoridated.

The Community Information Center In
Searcy, Arkansas.
Searcy Daily Citizen
A Harte-Hanks NEWSPAPER

Springdale News

"The NEWSpaper in northwest Arkansas"

DONREY MEDIA GROUP

SEARCY—continued

12—RETAILING: Principal Shopping Days Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores Smith- Vaughan.
Variety Stores Sterling.
Discount Stores (CZ) Fred's, Magic Mart, Howard's, Wal-Mart.
Chain Drug Stores Rexall, Headlee 2, Topmost.
Chain Food Supermarkets Kroger, Safeway, Associated Grocers, Piggly Wiggly (2).
Other Chain Stores Penney, Van-Atkins, Anthony's, Sears, Montgomery Ward, Goodyear, Cato's, Mode O'Day, Western Auto, Otasco, Hancock Fabrics.

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 5,108; (S) 5,308; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Perrin Jones, Editor, CITIZEN.
National Representatives Landon Associates, Inc.

SPRINGDALE, ARK.

1—LOCATION: Washington County (In Fayetteville-Springdale SMSA). E&P Map A-1. NW Corner State. Agricultural market center. Manufacturing and canning industries. Birthplace of Poulty industry in Ark. 72 mi. N Ft. Smith; 100 mi. E of Tulsa, Okla.

2—TRANSPORTATION: Railroads Frisco.
Motor Freight Carriers 4.
Bus Lines Crown Coach Co., Santa Fe Trailways, Arkoma, Continental Trailways, Jefferson.

3—POPULATION:
City 70 Cen. 16,783; Loc. Est. 23,192
CZ ABC: (70) 16,783; (80) 22,100
RTZ-ABC: (70) 83,426 (80) 107,100
County 70 Cen. 77,370, Loc. Est. 98,180
SMSA 70 Cen. 127,846; Loc. Est. 169,109
City & RTZ-ABC: (70) 100,209 (80) 129,200

Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,460; Loc. Est. 8,777
County 70 Cen. 24,791; Loc. Est. 36,936
SMSA 70 Cen. 52,589; Loc. Est. 64,595
CZ ABC: (70) 5,443 (80) 8,200
RTZ-ABC: (70) 27,153 (80) 39,800
City & RTZ-ABC: (70) 32,596 (80) 48,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Banks	2	$166,000,000
Sav. & Loan Assn.	2	$171,153,000

6—PASSENGER AUTOS: County 46,135.

7—ELECTRIC METERS: Residence 6,486.

8—GAS METERS: Residence 8,096.

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners: Canning 750, Feed Mfg. 580, Hatcheries 370, Trucking 900, Poultry Processing 2,000, Electrical 350, Tool Making 562.
Principal Industrial Pay Days Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-85; Summer 60-95, Fall 45-80, Winter 0-65.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center—7 blocks on Emma Ave., 2 on Main, 1 on Mill; 1 on Holcomb & Block on 68 West, Hwy. 71.
Neighborhood Shopping Centers 8 blocks on N Thompson; 8 on S Thompson; 1 on Caudle Ave., on W. Huntsville, 10 blocks on Hwy 68 West. Northwest Ark. Plaza (76 stores) 2 miles south on 71 (Dillard's, Sears, Osco Drug, Boston Store, Penneys and 71 others.)
Principal Shopping Days Fri. and Mon.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Elmdale	6	
Plaza	6	Wal-Mart, Disc., IGA
N.W.Ark. Plaza	52	Sears
Sunset Mall	3	Harp's IGA

Stores Open Evenings Fri.

13—RETAIL OUTLETS: Department Stores Camps; Clarkson; Dwights; Cameron's; Anthony's, Sears, Penneys, Mont. Wards, Campbell Bell.
Discount Stores (CZ) Wal-Mart, K-Mart.
Chain Drug Stores Joyce's, McKinney's Rexall, Sav-On, Osco, Consumer's, Wal-Mart.
Chain Supermarkets Harp's, Safeway, Phillips Foods, Dwights.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 11,864; (S) 12,564, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wes King, Adv. Mgr., NEWS.
National Representatives Arkansas Dailies, Inc.

The Community Information Center In

Stuttgart, Arkansas.

The Daily Leader

A Harte-Hanks NEWSPAPER

STUTTGART, ARK.

1—LOCATION: Arkansas County. E&P Map C-3. County Seat. 50 mi. SE of Little Rock.

2—TRANSPORTATION: Railroads St. L.S.W.
Motor Freight 3.
Intercity Bus Lines Greyhound.

3—POPULATION:
Corp. City 70 Cen. 10,477; Loc. Est. 13,000
City Zone, Local Estimate 13,800
County 70 Cen. 23,347; Loc. Est. 23,195

4—HOUSEHOLDS:
City 70 Cen. 3,423; Loc. Est. 4,276
County 70 Cen. 7,506; Loc. Est. 9,340

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	2	$48,615,206
Commercial Banks	2	$119,150,000

6—PASSENGER AUTOS: County 16,000.

7—ELECTRIC METERS: Residence 4,276.

8—GAS METERS: Residence 4,500.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Rice Mills 1,200; Seed Processors 120; Metal Fabricators 110; Shoes 400; Lumber 75; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 150.

10-CLIMATE: Ann. Aver. 60; Rainfall 50 inches.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southgate	10	Kroger, Wal-Mart
Stuttgart Sq.	8	Piggly Wiggly, Gibson's, West's

Principal Shopping Days Mon., Wed., Sat.
Stores Open Evenings Shopping Centers to 8 p.m. and 9 p.m., ex. Sun.

13—RETAIL OUTLETS: Department Stores Belk-Jones, West's, Sears, Montgomery Ward (Catalog).
Variety Stores Dollar General, Fred's.
Discount Stores Wal-Mart; Gibson's.
Chain Food Supermarkets Piggly-Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores Western Auto, Okla. Tire, Singer Co.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 4,711; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Royce Haggard, Adv. Mgr. LEADER.
National Representatives None.

TEXARKANA, ARK.

See TEXARKANA, TEXAS

WEST HELENA, ARK.

See HELENA, ARK.

WEST MEMPHIS, ARK.

1—LOCATION: Crittenden Co. (In Memphis SMSA). E&P Map D-2. Agricultural ctr. NE portion of state. 6 mi. W of Memphis, Tenn., 125 mi. E of Little Rock, Ark.

2—TRANSPORTATION: Railroads Chicago, Rock Island & Pacific; Frisco, Missouri Pacific.
Motor Freight Carriers 4.
Intercity Bus Lines Trailways, Greyhound, West Memphis Transportation.

3—POPULATION:
Corp. City 73 Cen. 25,892; Loc. Est. 27,950
CZ-ABC: (70) 25,892; (80) 27,300
Bal. of Prim. Mkt. Area-ABC
(70) 22,214; (80) 23,100
County 70 Cen. 48,106; Loc. Est. 50,328
SMSA 70 Cen. 834,103; Loc. Est. 889,196
Total Prim. Mkt. Area-ABC
(70) 48,106; (80) 50,400

4—HOUSEHOLDS:
City 70 Cen. 7,346; Loc. Est. 9,048
County 70 Cen. 13,255; Loc. Est. 15,979
Bal. of Prim. Mkt. Area-ABC
(70) 5,909; (80) 7,000
Total Prim. Mkt. Area-ABC
(70) 13,255; (80) 15,900
SMSA 70 Cen. 244,063; Loc. Est. 300,556

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$41,383,343
Commercial	3	$94,105,050

6—PASSENGER AUTOS: County 25,552 (1978).

7—ELECTRIC METERS: Residence 9,133.

8—GAS METERS: Residence 8,549.

9— PRINCIPAL INDUSTRIES (CZ): Steel & foundries, Corrugated box, Refinery, Valves, Fork lift, Wooden boxes; Trailer-mobile home; Soft drink cases; Concrete Slabs; Cotton compresses; Household bleach, Tank, Notebook metal parts, Bumper refinishing plant; Wood glue; Cotton seed oil processing; Pipe fabricators; Oil packaging; Farm implements; Wood paneling; Paper bags; Styrofoam; Armored Trucks & Lift Bodes; Number wage earners; 9,815, city; 23,525, county. Average Wage: Unskilled $2.30-$3.25; semi-skilled $3.25-4.50; skilled $4.75-$10.00.

10-CLIMATE: Average 30 Min. to 95 Max.

11—TAP WATER: Soft. Provided by 6 deep wells pumping capacity of 4,824,000 gallons per 24 hours.

12—RETAILING: Principal Shopping Center 6 blocks on Broadway.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Meadowbrook Sq.	20	Wal-Mart, Pic-Pac, Shainberg's, Super Drug
Broadway Plaza	10	E-Z Foods, Lucky Goods
Holiday Plaza	26	Walgreen, Kroger, Zale's
Missouri Plaza	8	E-Z Foods

Principal Shopping Days Fri., Sat., Sun.
Stores Open Evenings Holiday Plaza Mall, Wal-Mart, K-Mart.

13—RETAIL OUTLETS: Department Stores Hallum's; Salg's; Sears; Western Auto; Goodyear, Goodrich; Toggery; Jane Smith, Shainberg, Wal-Mart, Country Squire, Fred's; Zale's; Radio Shack, K-Mart, Lowes Lumber, Kelly Springfield, Fred P. Gattas.
Chain Drug Stores Walgreen, Rexall, Super D Drug.
Chain Food Stores Kroger, Big Star; Safeway, Warehouse; Pic-Pac; Marion Big Star; Nite-'N-Day.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 8,331; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gary Lawrence, Adv. Dir., TIMES.
National Representatives Arkansas Dailies.

CALIFORNIA SURVEYS

CALIFORNIA STANDARD METROPOLITAN STATISTICAL AREAS

Anaheim Santa Ana-Garden Grove, Calif.—Orange County

Bakersfield, Calif.—Kern County

Fresno, Calif.—Fresno County

Los Angeles-Long Beach, Calif.—Los Angeles County

Modesto, Calif.—Stanislaus County

Oxnard-Simi Valley-Ventura*, Calif.—Ventura County (*Official City name is San Buenaventura)

Riverside-San Benardino-Ontario, Calif.—Riverside and San Bernardino Counties

Sacramento, Calif.—Placer, Sacramento and Yolo Counties

Salinas-Seaside-Monterey, Calif.—Monterey County

San Diego, Calif.—San Diego County

San Francisco-Oakland, Calif.—Alameda, Contra Costa, Marin, San Francisco and San Mateo Counties.

San Jose, Calif.—Santa Clara County

Santa Barbara-Santa Maria-Lompuc, Calif.—Santa Barbara County

Santa Cruz, Calif.—Santa Cruz County

Santa Rosa, Calif.—Sonoma County

Stockton, Calif.—San Joaquin County

Vallejo-Fairfield-Napa, Calif.—Solano and Napa Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Los Angeles-Long Beach-Anaheim, Calif.—Includes Los Angeles–Long Beach, Calif. SMSA, Anaheim-Santa Ana-Garden Grove, Calif. SMSA, Oxnard-Simi Valley-Ventura, Calif. SMSA, Riverside-San Bernardino-Ontario, Calif. SMSA.

San Francisco-Oakland-San Jose, Calif.—Includes San Francisco-Oakland, Calif. SMSA, San Jose, Calif. SMSA, Vallejo-Fairfield-Napa, Calif. SMSA.

CALIFORNIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	2,171	4,328	6,309
General Mdse.	6,905	10,554	15,421
Food	10,652	17,267	25,424
Automobiles	9,569	16,232	19,249
Gasoline Stations	3,444	5,733	10,773
Apparel	2,590	3,766	5,630
Furniture	2,439	4,341	6,105
Eat-Drink Places	4,588	8,052	11,352
Drugs	1,928	3,040	4,384
Total Sales	48,893	81,058	117,021

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

CALIFORNIA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	1,643	1,637	1,883
5-14 Years	[illegible],886	3,408	3,234
15-24 Years	3,565	4,363	3,953
25-44 Years	5,014	6,745	7,433
45-64 Years	4,03[illegible]	4,646	4,594
65 and Over	1,792	2,450	2,671
TOTAL	19,966	23,252	23,768

Based on U.S. Census

ALAMEDA, CALIF.

1—LOCATION: Alameda County. E&P Map B-5 (In San Francisco-Oakland SMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2—TRANSPORTATION:
Railroads SP, AT&SF, Almeda Belt Line; W.P.
Motor Freight Carriers 15.
Passenger and Freight Steamship Lines 46.
Intercity Bus Lines A/C Transit District.
Airlines Airlines using Oakland Airport.

3—POPULATION:
Corp. City 70 Cen. 70,968; Loc. Est. 72,482
County 70 Cen. 1,073,184; Loc. Est. 1,097,742
SMSA 70 Cen. 3,108,022; Loc. Est. 3,192,427

4—HOUSEHOLDS:
City 70 Cen. 27,227; Loc. Est. 29,101
County 70 Cen. 398,500; Loc. Est. 436,267
SMSA 70 Cen. 1,152,000; Loc. Est. 1,28[illegible]557

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav. Banks	10	$[illegible]55,000,000
Sav. & Loan Assn.	5	$[illegible],000,000

6—PASSENGER AUTOS: County 553,2[illegible]

7—ELECTRIC METERS: Residence 24,026.

8—GAS METERS: Residence 23,248.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage $296)—Aircraft Repair 8,000; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days Fri. 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center 4 blocks on Park St. (East End); and 4 blocks on Webster St. (West End); 65 acres on So. Shore-Retail Ctr. at ft. of Park St. with 53 stores; Fernside Shopping, Broadway & Blanding, 12 Retail Outlets.
Neighborhood Shopping Centers 2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay-St.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
South Shore	61	Penney, Woolworth

		Safeway, Mervyns Gallen Kamp's Mervyn's
Fernside	16	Payless Drug, Alpha Beta Mkt

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney 1; Mervyn's
Variety Stores: Woolworth 1; Sprouse-Reitz; Super 88.
Chain Drug Stores (CZ): Long's; Walgreen's; Nelson's 2; Pay Less.
Chain Food Supermarkets: Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central 1; New Island 1; William Bros 1; Alpha Beta

Other Chain Stores: Goodyear; GallenKamp's Shoes; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldmans; Grodins; Alburt's Mens Shop; Dorothy's Apparel; Radio Shack; Merribee Needlecraft.

14—NEWSPAPERS: TIMES-STAR (m) 8,549, sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR.
National Representatives: Branham/Newspaper Sales, U.S. Suburban Press, Inc.

ANAHEIM, CALIF.

See ORANGE COUNTY, CALIF.

ANTIOCH, CALIF.

1—LOCATION: Contra Costa County (in San Francisco-Oakland SMSA), E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 and 24; U.S. Hwy. 40.

2—TRANSPORTATION: Railroads: SP; Sante Fe; River Lines (Boat, freight).
Intercity Bus Lines: Greyhound, MTA.

3—POPULATION:
City 70 Cen. 28,060; Loc. Est. 37,938
CZ ABC: (70) 28,060; (80) 40,400
RTZ-ABC: (70) 19,261; (80) 14,000
County 70 Cen. 555,805; Loc. Est. 640,995
SMSA 70 Cen. 3,108,022; Loc. Est. 3,192,427
City & RTZ-ABC: (70) 47,321; (80) 54,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 8,593; Loc. Est. 13,383
County 70 Cen. 172,951; Loc. Est. 228,575
SMSA 70 Cen. 1,085,852; Loc. Est. 1,286,557
CZ ABC: (70) 8,593; (80) 14,200
RTZ-ABC: (70) 5,890; (80) 4,800
City & RTZ-ABC: (70) 14,483; (80) 19,000

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	6	$75,000,000
Sav. & Loan Assn.	6	$75,000,000

6—PASSENGER AUTOS: County 355,479

7—ELECTRIC METERS: Residence 18,020

8—GAS METERS: Residence 13,592

9— PRINCIPAL INDUSTRIES (CZ): Industry and Number of Employees—Paper Prods. 1,000 (1 plant); Heavy Prods. 1,100 (2 plants); Chemicals 385 (2 plants); Gypsum Prods. 150 (1 plants); Gas Electric Power 100 (1 plant); Fruit-vegetable Canneries 600 to 1,600 seasonal (2 plants); Glass Containers 300 (1 plant); Ship Repairs 15 (1 plant); Pine covering 20. (Av. Wkly. Wage—$240).

11—TAP WATER: Alkaline, soft, from San Joaquin River. Flouridated.

12—RETAILING: Neighborhood Shopping Centers (Number of Stores): Downtown area 45 in 4 block trading area.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Antioh S/C	23	Lucky Stores, Ben Franklin, Jensen's
Antioch Square	20	Safeway, Hilson's
County East	50	Sears, Safeway, Penneys, Mervyn's, Wards
Lone Tree	8	Savings Center, Rexall
K-Mart	8	K-Mart, Albertson's
Raleys	12	Raleys, Metro Hdwe., Walker Bros.

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Wed. & Fri.

13—RETAIL OUTLETS: Department Stores: Famous Fashions; Sears; Hilson's; Wards; Mervyn's; Hartifield's; Pennys.
Variety Stores: Ben Franklin.
Discount Stores: Value Giant; K-Mart; Handyman.
Chain Food Supermarkets: Safeway 2; Lucky Stores 2; Savings Center; Mt. View 2; Keller Foods; Dutch Pride; Albertson's; Raley's.

Chain Drug Stores: McKell Rexall 3; Longs; Raley's.
Other Chain Stores: Firestone; Grand Auto; Goodyear; Karl's Shop; Payless Paint; Kinney Shoes.

14—NEWSPAPERS: LEDGER (e-Mon. to Fri.) 13,934, (S) 13,953, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Nick Whitlatch, Gen. Mgr., LEDGER.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.; Western Dailies; USSPI.

AUBURN, CALIF.

1—LOCATION: Placer County. E&P Map C-4 (in Sacramento, Calif. SMSA) County Seat. Mountain Resort. Gold mines. Fruits. Poultry Prods. Shipped. 35 mi. NE of Sacramento on Interstate Hwy. 80.

2—TRANSPORTATION: Railroads: Southern Pacific.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Served by all major airlines Through Sacramento Airport.

3—POPULATION:
Corp. City 70 Cen. 6,570; Loc. Est. 7,450
County 70 Cen. 77,632; Loc. Est. 115,708
SMSA 70 Cen. 803,610; Loc. Est. 989,278

4—HOUSEHOLDS:
City 70 Cen. 2,452
County 70 Cen. 24,557; Loc. Est. 43,347
SMSA 70 Cen. 255,826; Loc. Est. 367,090

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	

6—PASSENGER AUTOS: County 61,976

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry—Mining; Agriculture; Forestry; Farming.

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11—TAP WATER: Neutral soft.

12—RETAILING: Principal Shopping Centers: Hwy. 80, Interchange Rd. Harrison & Elm St., Hwy. 49 & Atwood, Palm Ave., Hwy. 49 & Fulweiler, Grass Valley Hwy. & Palm Ave., Auburn-Folsom Rd. & Douglas.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Auburn Ravine Ctr.	18	Raley's Drug & Mkt.
Cardinal Square	-	Lucky's Mkt.
N. Auburn Plaza	35	J.C. Penney
Palm Center	-	
Sierra Elm Ctr.	9	Mode O'Day
Topohil Ctr.	19	
Granite Bay Vlg.	18	Fleming Foods, Thrifty Drugs

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Daughterys.
Discount Stores: Value Giant, Pay Less.
Variety Stores: Coronet.
Chain Drug Stores: Sierra Drug, Raleys.
Chain Food Supermarkets: Lucky's, Raley's.
Other Chain Stores: Maurins, Shoes N'Things, Baskin Robbins, Benos.

14—NEWSPAPERS: JOURNAL (e) (m-mon. to fri.) 13,900 Sworn Sept. 30, 1979 (Latest Statement Available).
Local Contact for Advertising and Merchandising Data: A.E. Furlong, Adv. Mgr., JOURNAL.
National Representatives: American Newspaper Representatives.

BAKERSFIELD, CALIF.

1—LOCATION: Kern County, (In Bakersfield SMSA) E&P Map D-6. County Seat. 90 mi. north of Los Angeles, 280 mi. S of San Francisco, on Hwy. 99.

2—TRANSPORTATION: Railroads: Southern Pacific; Santa Fe; Amtrak. Junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers: 37.
Intercity Bus Lines: Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System.
Airlines: Hughes Air West; Swift Aire; Golden West; Cal central; Apollo.

3—POPULATION:
Corp. City 70 Cen. 69,515; Loc. Est. 83,379
CZ ABC: (70) 186,556; (80) 219,100
RTZ-ABC: (70) 142,606; (80) 157,000
County/SMSA
70 Cen. 329,271; Loc. Est. 385,622
City & RTZ-ABC: (70) 329,162; (80) 376,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 23,073; Loc. Est. 31,978
County/SMSA 70 Cen. 109,727; Loc. Est. 137,783
CZ ABC: (70) 59,956; (80) 80,600
RTZ-ABC: (70) 41,694; (80) 52,500
City & RTZ-ABC: (70) 101,650; (80) 133,100

5—BANKS:	NUMBER	DEPOSITS
Savings & Loan	20	$415,249,000
Comm. Banks	39	$875,327,000

6—PASSENGER AUTOS: County 175,199

7—ELECTRIC METERS: Residence 138,900

8—GAS METERS: Residence 61,517

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Limber & Wood Prod 275 ($162; Printing & Publishing 503 ($184); Chemicals 335 ($223); Primary Metal 378 ($184); Metal Products 703 ($187); Cement Products 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10-CLIMATE: Min. & Max. Temp.—Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11—TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12—RETAILING: Principal Shopping Centers 20 blocks on Chester Ave., 8 on Nineteenth St., 5 on Baker St., 5 on F St., 8 on Ming Ave. 4 on Stockage Hwy & California Avenue.
Neighborhood Shopping Centers: 5 blocks on North Chester; 4 on East Niles; 2 on South H; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks Southwest on California; 2 blocks on West Stockdale Hwy.; 2 on New Stine Rd; 2 on Wilson & Wible.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket.
Downtown	40	J.C Penney Brock's, Korb's
Benton Pk.	14	Thrifty Drug, Mayfair
Brundage	14	Thrifty Drug, Alpha Beta
College Center	12	J.C Penney, Dunlaps
Hillcrest	10	Thrifty Drug, Western Auto
Stockdale Village	22	Von's, Sav-On, Hallmark
Stockdale West	22	Martin's Pharmacy
Valley Plaza	75	Sears, Brock's, Broadway, Payless
Westchester	14	Montgomery Ward, Thrifty Drug
Ming Plaza	15	Ardan's, Picadilly's
Mervyn's Plaza	10	Mervyn's Builders Emporium

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept.—Mon. through Fri.

13—RETAIL OUTLETS: Department Stores: Brocks 2; Sears; Montgomery Ward; J. C. Penney 2; Dunlap of Calif.; Broadway; Akron; Casper's Men's Stores 3; Mervyn's.
Discount Stores in CZ: K-Mart 2; Zody's; Builder's Emporium; Pay Less; Sackett & Peters; Pic'n Save; Ardan; Dannken.
Variety Stores: Cornet 2; Newberry 2; Sprouse Reitz 4; TG&Y 2; Akron's; Ted's.

Chain Drug Stores (CZ): Thrifty 5; Drug King; Sav-On 2; El Tejon 4; Rufener's 4; Pay Less 1; Skagg's 2.
Chain Food Supermarkets: Safeway 3; Mayfair 7; Thrift-mart 3; Sears Mkts. 2; Vincent's 1; Simmon's 3; Young's 2; Speede Seven-Eleven 19; Alpha Beta 3; Farmer's Mkt. 2; Denney's 2; Food Town 3; Martin's 2; Stop & Shop 2; Green Frog; Vons 3; Albertson's 2; Disco; 11-C 4; Vern's; Lucky; Circle K 8.
Other Chain Stores: Pep Boys; Western Auto; Lucky Auto; Barker Bros; Leed's (shoes); McMahans; Mode O'Day; Firestone; Gensler Lee; Fuller Paints; Standard Brands Paints; Harris & Frank; Anita Shops; Carpet Town; Gallen-Kamps; Gordon's Jewelry; House of Fabrics; Kinney Shoes; Pickwick Bookshop; National Shirt Shops; Thom McAn; Wise Shop; Wickes Lbr & Bldg. Supplies; Hub Furniture; Coast to Coast 3; Big Five Sporting Goods; Furrow's bldg. Materials; Radio Shack; Cal Auto Stores; Designer Fabrics; Petrie's; Sun Stereo; Carpeteria; Korb's; R. B. Furniture; Diamond Lumber; Koby's Shoes.

14—NEWSPAPERS: CALIFORNIAN (m) 70,121, (S) 78,418, Mar. 31, 1980 ABC.
Data: Keith Cowan, Adv. Dir. CALIFORNIAN.
National Representatives: Sawyer-Ferguson-Walker, Inc.

BANNING-BEAUMONT, CALIF.

1—LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7, in San Gorgonio Pass.

3—POPULATION:
70 Cen. 17,518; Loc. Est. 19,499
Banning 70 Cen. 12,034; Loc. Est. 12,729
Beaumont 70 Cen. 5,484; Loc. Est. 6,770
County 70 Cen. 459,074; Loc. Est. 640,111
SMSA: 70 Cen. 1,140,609; Loc. Est. 1,453,123
Demographic Information for county available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Banning: 70 Cen. 4,226; Loc. Est. 5,157
Beaumont: 70 Cen. 2,027; Loc. Est. 2,849
County: 70 Cen. 150,504; Loc. Est. 245,141
SMSA: 70 Cen. 362,525; Loc. Est. 540,325

5—BANKS: Deposits not available
5 Commercial; 4 Sav. & Loan Assns.

6—PASSENGER AUTOS: 313,376

7—ELECTRIC METERS: (3 Cities) 6,145

8—GAS METERS: (3 Cities) 8,468

9— PRINCIPAL INDUSTRIES (CZ): Milling; Electronics; Shirt Making; Poultry Processing; Ceramics; Motor Homes; Copper Foil Mfg.

11—TAP WATER: Natural fluorides.

12—RETAILING: Shopping Centers: Plaza; Stagecoach Plaza; Beaomont Plaza Center.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS:
Variety Stores: Coronet; TG&Y; K-Mart.
Chain Drug Stores: Thrifty; O'Briens.
Other Chain Stores: J. C. Penney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahans; Beno's; Stater Bros.

14—NEWSPAPERS: RECORD-GAZETTE (e-Mon. to Fri.) 2,885; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Neil C. Harrand, Gen. Mgr., RECORD-GAZETTE.
National Representatives: None.

BARSTOW, CALIF.

1—LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino-Ontario, Calif. SMSA). In heart of high desert, Mojave Desert region hub of U.S. Hwys. 66, 91, I-15, I-40, State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2—TRANSPORTATION: Railroads: Atchison, Topeka & Santa Fe; Union Pacific.
Motor Freight Carriers: Overnight delivery to Los Angeles; 6 Trucking Companies.
Intercity Bus Lines: Greyhound; Orange Belt; Continental Trailways.
Airlines: Charter service available.

3—POPULATION:
City 70 Cen. 17,442; Loc. Est. 17,145
SMSA 70 Cen. 1,140,609; Loc. Est. 1,453,123
County 70 Cen. 681,535; Loc. Est. 813,012

4—HOUSEHOLDS:
City 70 Cen. 5,121; Loc. Est. 5,886
County 70 Cen. 212,021; Loc. Est. 295,184
SMSA 70 Cen. 362,525; Loc. Est. 540,325

5—BANKS: 4 Commercial, Dep. N.A.

6—PASSENGER AUTOS: County 406,292

7—ELECTRIC METERS: Residence 11,500

8—GAS METERS: Residence 8,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Annual Payroll): Railroad Diesel Repair Shopes 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas stations 250 ($90,000); Goldstone Tracking Facility, payroll about $11 million annually; Yellow Freight 400 employees; Barstow Unified School Dist. 817.
Principal Industrial Pay Days: Thur., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25 (year).

11—TAP WATER: Hardness: 175 p.p.m.; no fluoridated.

12—RETAILING: Principal Shopping Center: Between 1st St. & Barstow Rd.; 4 blocks from Main on East Williams; Barstow Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Barstow Mall	34	Sears, K-Mart, Rude's Dept.
Yucca/Main	24	Von's Super Mkt., Thrifty Drug, Safeway
Desert Plaza	12	Alpha Beta, TG&Y
East Main	8	Sears
Williams St.	-	N.A.

Principal Shopping Days: Thurs., Fri., Mon.
Stores Open Evenings: Fri. to 9.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Rude's; Sears; David's; Montgomery Ward (catalog); K-Mart.
Leading Variety Stores: Sprouse-Rietz; TG&Y.
Discount Stores: H&E Home Builders City; K-Mart.
Chain Drug Stores: Safeway; Thrifty.
Chain Food Stores: Safeway; Von's; Alpha Beta.
Other Chain Stores: Karl's (shoes); Burgermeister Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Top Deck; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby Roast Beef; Bob's Big Boy; McDonald's; Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Millers Outpost; Kinneys; Zales; Panthandler; Barrys Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode'O Day; Winston Tire.

14—NEWSPAPERS: DESERT DISPATCH (e-Mon. to Sat.) 6,876, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Abe R. Sanchez, G. M., or Bob Ring, Adv. Mgr., DESERT DISPATCH.
National Representatives: Thomson Newspapers, Inc.

BELL, CALIF.

See HUNTINGTON PARK, CALIF.

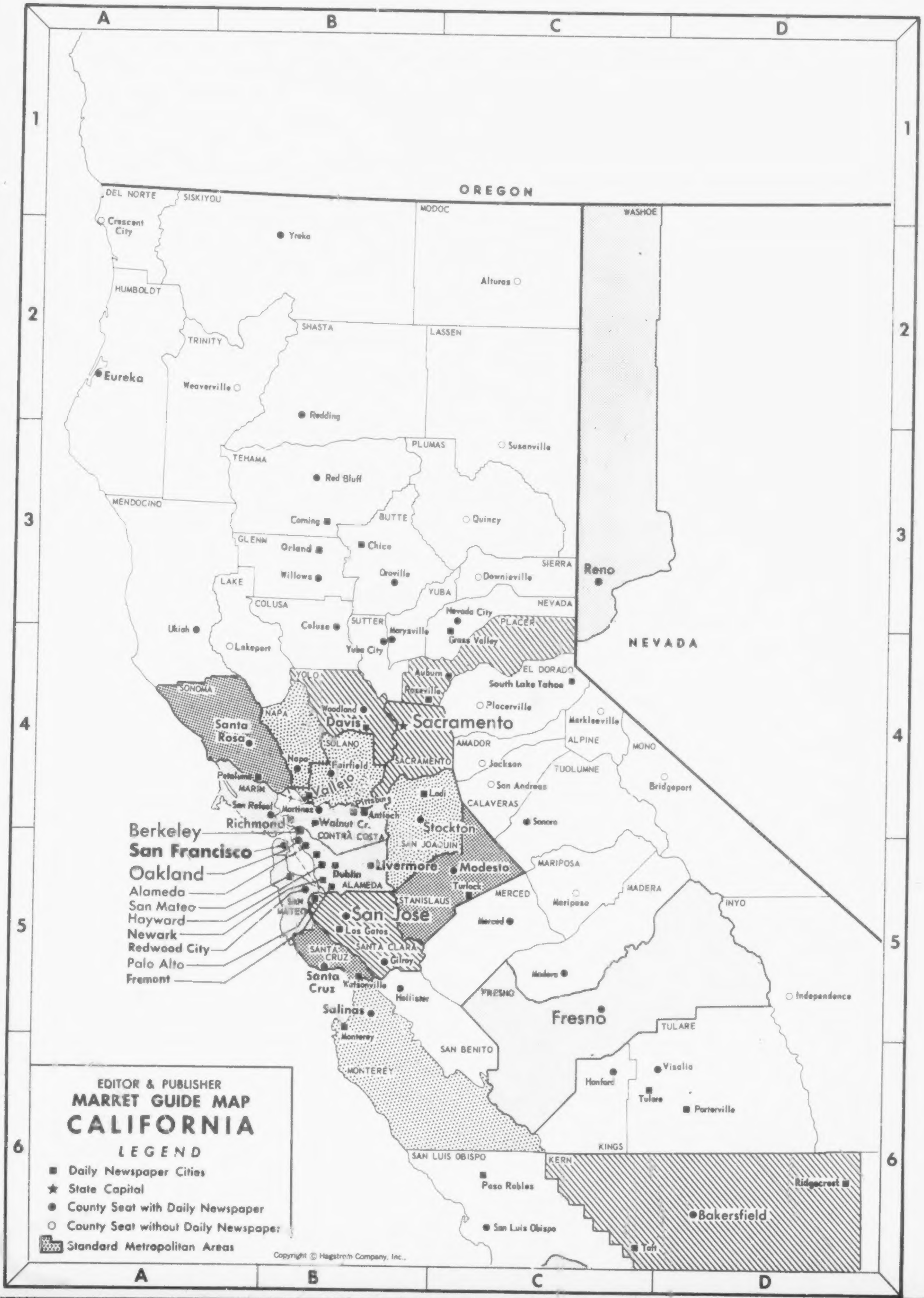
BERKELEY, CALIF.

See RICHMOND, CALIF.

BRAWLEY, CALIF.

1—LOCATION: Imperial County, E&P Map F-8. Junction of State Hwys. 111 and 86. 22 mi. N of Mexican border, 14 mi. N of El Centro; geographic and road net center, Imperial Valley; 200 mi. SE of Los Angeles, 120 mi. E. of San Diego.

2—TRANSPORTATION: Railroads: SP.
Motor Freight Carriers: 16.
Intercity Bus Lines: Greyhound.
Airlines: Imperial Airlines; Cochise; Swift Air; Air Bahia (Commuters).


EDITOR & PUBLISHER
MARRET GUIDE MAP
CALIFORNIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
Copyright © Hagstrom Company, Inc.
A
B
C
D
1
2
3
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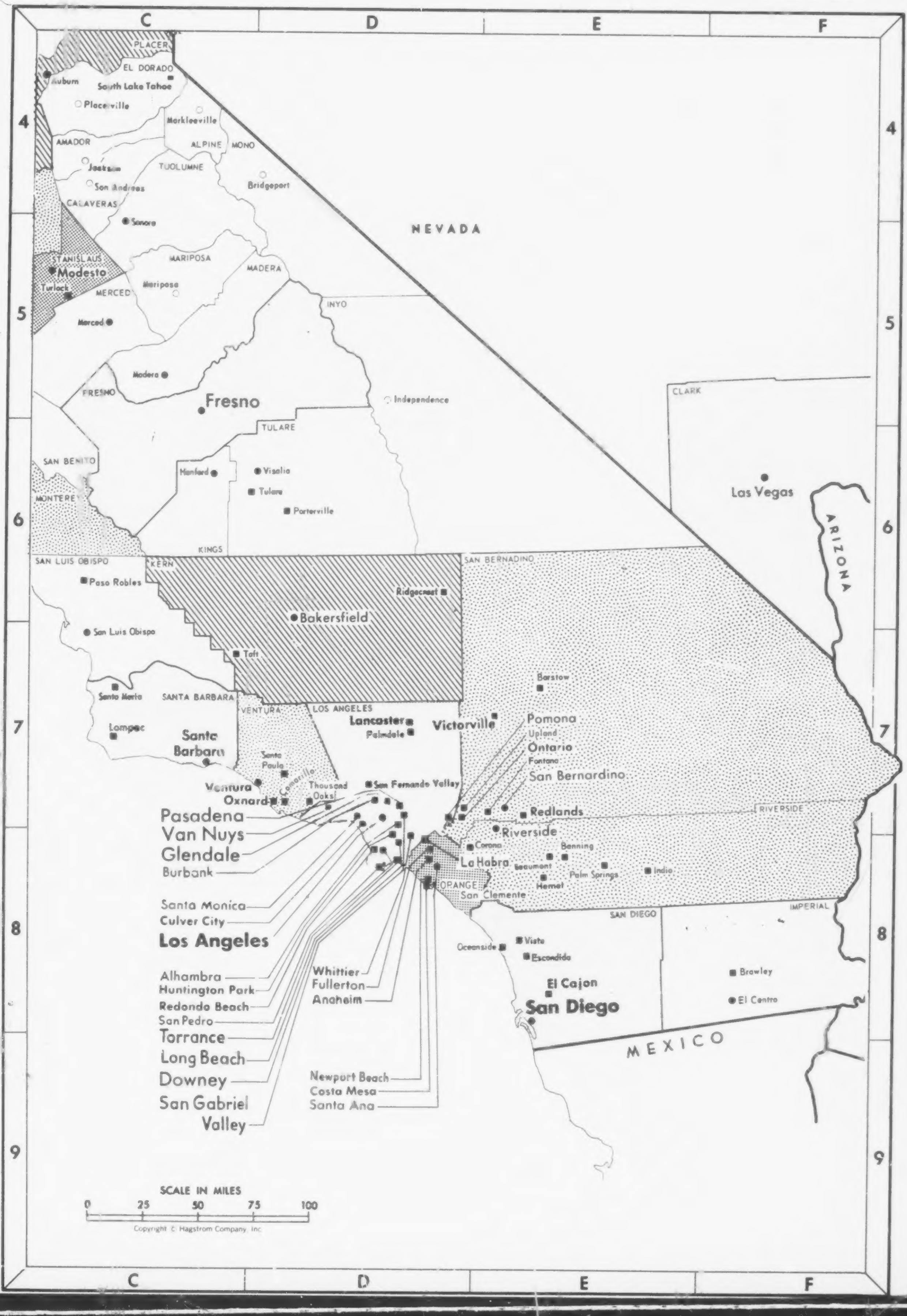
6
OREGON
NEVADA
WASHOE
Reno
DEL NORTE
Crescent City
SISKIYOU
Yreka
MODOC
Alturas
HUMBOLDT
Eureka
TRINITY
Weaverville
SHASTA
Redding
LASSEN
Susanville
PLUMAS
Quincy
TEHAMA
Red Bluff
Corning
MENDOCINO
Ukiah
GLENN
Orland
Willows
BUTTE
Chico
Oroville
SIERRA
Downieville
LAKE
Lakeport
COLUSA
Colusa
SUTTER
Yuba City
YUBA
Marysville
NEVADA
Nevada City
Grass Valley
PLACER
Auburn
Roseville
EL DORADO
South Lake Tahoe
Placerville
SONOMA
Santa Rosa
Petaluma
NAPA
Napa
YOLO
Woodland
Davis
Sacramento
SOLANO
Fairfield
Vallejo
SACRAMENTO
AMADOR
Jackson
ALPINE
Markleeville
MONO
Bridgeport
TUOLUMNE
Sonora
CALAVERAS
San Andreas
MARIN
San Rafael
Richmond
Martinez
Walnut Cr.
Pittsburg
Antioch
CONTRA COSTA
Lodi
Stockton
SAN JOAQUIN
Berkeley
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
Dublin
Livermore
ALAMEDA
Modesto
Turlock
STANISLAUS
SAN MATEO
San Jose
Los Gatos
SANTA CLARA
Gilroy
SANTA CRUZ
Santa Cruz
Watsonville
Hollister
MERCED
Merced
MARIPOSA
Mariposa
MADERA
Madera
INYO
Independence
Salinas
Monterey
MONTEREY
SAN BENITO
FRESNO
Fresno
TULARE
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
Paso Robles
San Luis Obispo
KERN
Bakersfield
Ridgecrest
Taft


C
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
ALPINE
MONO
AMADOR
Jackson
TUOLUMNE
San Andreas
CALAVERAS
Bridgeport
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
MERCED
Mariposa
Merced
INYO
Madera
FRESNO
Fresno
Independence
CLARK
TULARE
SAN BENITO
Hanford
Visalia
Tulare
Porterville
MONTEREY
Las Vegas
ARIZONA
KINGS
SAN LUIS OBISPO
KERN
SAN BERNADINO
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
Santa Maria
SANTA BARBARA
VENTURA
LOS ANGELES
Lompoc
Lancaster
Palmdale
Victorville
Pomona
Upland
Ontario
Fontana
San Bernardino
Santa Barbara
Santa Paula
Camarillo
Ventura
Oxnard
Thousand Oaks
San Fernando Valley
Redlands
RIVERSIDE
Riverside
Corona
Banning
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
IMPERIAL
SAN DIEGO
Pasadena
Van Nuys
Glendale
Burbank
Santa Monica
Culver City
Los Angeles
Alhambra
Huntington Park
Redondo Beach
San Pedro
Torrance
Long Beach
Downey
San Gabriel Valley
Whittier
Fullerton
Anaheim
Newport Beach
Costa Mesa
Santa Ana
Oceanside
Vista
Escondido
El Cajon
San Diego
Brawley
El Centro
MEXICO
SCALE IN MILES
0
25
50
75
100

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BRAWLEY—continued

3—POPULATION:
Corp. City 70 Cen. 13,746; Loc. Est. 14,918
Prim. Mkt. Area-ABC: (70) 20,715; (80) 24,100
County 70 Cen. 74,492; Loc. Est. 90,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 3,877, Loc. Est. 4,300
County 70 Cen. 21,000, Loc. Est. 24,100
Primary Mkt. Area-ABC: (70) 5,662; (80) 7,500

5—BANKS: 4 Commercial, 2 Savings & Loan, 1 Thrift

6—PASSENGER AUTOS: County 71,267

7—ELECTRIC METERS: County 30,710

8—GAS METERS: County 15,700

9—PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Av. Wkly. Wage)—Agriculture is principal industry with 365-day growing season. County Ranks 4th in dollar volume nationally. Field Packing 650; Comm. Harvesting 600; Imperial Irrigation. District 960 ($275); Sugar 600 ($350 to $400). Geothermal resources are presently being developed in Brawley trade area by Magma Power for San Diego Gas & Electric Co. (Southern Pacific Land Co. Southern California Edison Co., McCulloch Oil Co., State Dept. of Energy and others also working in the area.) County geothermal potential Est. 4,000 M W.

10—CLIMATE: Min. & Max. Temp.—Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15. Last killing frost, Feb. 2.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main; E St., B St. and City Plaza; Rio Vista Center W. Main & Rio Vista Ave.; Main Street has been designated as a Community Development Project, including down town area.

Shopping Centers: Rio Vista Plaza (8 Stores—Arden- Mayfair Mkt., Thrifty Drug); Westgate; Downtown Area.
Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J. M. McDonald; National Stores, McMahans, Imperial Howr., Furn. & Appli.
Variety Stores: J. J. Newberry's, Rasco.
Drug Stores: Brawley Drug, Henry's Pharmacy; Adams Drug; Thrifty Drug; White Cross Pharmacy.
Chain Food Supermarkets: Safeway, Cook's 1; Mayfair; Rancho; Westmoreland 2.
Other Chain Stores: Firestone, Kennedy's Firestone; Karl's Shoes, Western Auto; Goodyear, Valley Auto Supply.

14—NEWSPAPERS: NEWS (e) 4,809, Mar. 31, 1980.
ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Marketing Consultant, P.R. Director, NEWS.
Natl. Representatives: Branham/Newspaper Sales.

BREA, CALIF.
See ORANGE COUNTY, CALIF.

BURBANK, CALIF.

1—LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). Residential and Industrial Center, 11 mi. from Los Angeles on U.S. Hwys. 6, 101; State Hwy. 134, Interstate 5.

2—TRANSPORTATION: Railroads: Southern Pacific.
Intercity Bus Lines: Santa Fe Trailways.
Airlines: Pacific Southwest; Air West; Cable Commuter, Holiday, Golden West, Air California; Northeast, Continental.

3—POPULATION:
City 70 Cen. 88,871, Loc. Est. 81,986
CZ-ABC: (70) 88,871, (80) 82,700
RTZ-ABC: No Retail Trading Zone Established
County/SMSA
70 Cen. 7,036,887, Loc. Est. 7,244,676
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 34,371, Loc. Est. 37,487
County/SMSA
70 Cen. 2,431,981, Loc. Est. 2,910,412
CZ-ABC: (70) 34,731; (80) 37,000

5—BANKS:
Commercial & Savings Banks 8; Sav. & Loan Assn. 5, Estimated Total Deposits $150,000,000

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Residence 34,911

8—GAS METERS: Residence 36,109

10-CLIMATE: First killing frost, Dec. 30. Last killing frost, Jan. 3.

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks, Verdugo to Burbank Blvd.
Neighborhood Shopping Centers: Hollywood Way and Magnolia; Verdugo and Sparks.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Burbank Mall	28	Penney, Burcal's Montgomery Ward, Buffums, Robinson
Rancho Plaza	10	Thom McAn, Thrifty Drug

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept. Mon., Sat.; Food daily.

13—RETAIL OUTLETS: Department Stores: Penney, Burcal's; Zodys, Green's.
Discount Stores (CZ): Zody's, K-Mart.
Variety Stores: Gilberts, J.J. Newberry.
Chain Drug Stores (CZ): SuperRx, Thrifty 3; Sav-on.
Discount Stores: Rasco, Zondy's; Akron, K-Mart.
Chain Food Supermarkets: Safeway, Ralph's, Von's 2, Thriftmart 2; Market Basket; Fazio's; Continental; Lucky 2, Marvin's 5.
Other Chain Stores: Pep Boys, Mark C. Bloome.

14—NEWSPAPERS: REVIEW (e) 9,585, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hunter, Adv. Dir.; Ed Deffenbaugh Natl. Adv. Mgr., REVIEW.
National Representatives: Landon Associates.

CAMARILLO, CALIF.

1—LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SmSA). E&P Map D-7. On U.S. Hwy. 101, 45 mi. S of Santa Bardara; 45 N of Los Angeles; 9 mi. from Pacific Ocean. Principal City of Pleasant, Santa Rosa and Las Posas Valleys.

2—TRANSPORTATION: Railroads: So. Pac., Amtrak.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 13.
Airlines: Hughes AirWest; Golden West.

3—POPULATION:
Corp. City 70 Cen. 19,219; Loc. Est. 39,879
Primary Mkt. Area ABC: (70) 32,664; (80) 45,600
County/SMSA 70 Cen. 378,497; Loc. Est. 510,563
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 5,287, Loc. Est. 13,300
County/SMSA: 70Cen. 144,108; Loc. Est. 169,128
Primary Mkt. Area ABC: (70) 8,164, (80) 13,000

5—BANKS:	NUMBER	DEPOSITS
Commercial	8	N.A.
Sav. & Loan Assn.	6	N.A.

6—PASSENGER AUTOS: County 260,188

7—ELECTRIC METERS: (Res.) 7,151

8—GAS METERS: (Res.) 5,934

9— PRINCIPAL INDUSTRIES (CZ): Electronics; Citrus Prod., Rock Prod.; Vegetables; Cattle.

10-CLIMATE: Min. & Max. Temp.—Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11—TAP WATER: Alkaline, neutral, hard, 16 grains per gal.; not fluoridated.

12—RETAILING: Dept. Stores: Sears, Montgomery Ward; Broadway-Hale; Akron; J. C. Pennmey; K-Mart, May Co., Newberry's, Mervyn's, Broadway; Robinsons.
Neighborhood Shopping Center: Ventura Blvd (5 blocks); North and South sides (40 units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ponderosa	0	Von's, Sears, Thrifty
Camarillo Vil.	0	Alpha Beta
Los Posas Pl.	0	Safeway
Carmen Plaza	0	Sav—On Drug, Lucky's, Builders Emporium, Miller's Outpost
Central Plaza	0	K-Mart, Market Basket, Longs Drug
Conejo Village	7	Von's Mkt.
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade	7	Sears, May Co.
The Oaks	7	Robinsons, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq.	12	Food Giant
Buenaventura	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days: Fri., Sat.; Open Fri. nights.

13—RETAIL OUTLETS:
Discount Stores: K-Mart.
Variety Stores: TG&Y; Sprouse-Reitz.
Chain Drug: Thrifty, Sav-On, Long's Drug.
Chain Food (CZ): Von's, Safeway; Lucky; Market Basket, Alpha Beta, B&D Hughes; Food Giant; Food Fair, Mayfair Perla.

14—NEWSPAPERS: NEWS (m—Mon. to Fri.) 9,054, (s) 9,105; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS.
National Representatives: None.

CHICO, CALIF.

1—LOCATION: Butte County, E&P Map B-3, Northern California on U.S. Hwy. 99, approx. 90 miles North of Sacramento.

2—TRANSPORTATION: Railroads: Southern Pacific, Sacramento Northern.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound.
Airlines: Air Pacific, West Air.

3—POPULATION:
City 70 Cen. 19,580; Loc. Est. 26,730
Primary Mkt.-ABC: (70) 121,185, (80) 165,900
County 70 Cen. 101,969; Loc. Est. 137,300

4—HOUSEHOLDS:
City 70 Cen. 6,279; Loc. Est. 9,917
County 70 Cen. 34,910; Loc. Est. 54,518
Primary Mkt.-ABC: (70): 41,362; (80) 64,700

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	6	$220,000,000
Commercial Banks	12	$208,000,000

6—PASSENGER AUTOS: County 72,189

7—ELECTRIC METERS: Residence 8,927

8—GAS METERS: Residence 18,669

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Nut Processing 860, Wood Products 635; Conveyor Systems 175; Calif. State Univ. Chico 1,250; Hospitals 800; Butte College 675; Unified School District 810.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Mean average annual temperature, 63 degrees. Summer high, 105 degrees; Winter low, 20 degrees; max. humidity 54%, rainy season, Dec. to Apr., 24 inches annually.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Broadway, 8 on Main St., 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave., North Valley Plaza Shpg. Ctr., Mangrove Plaza, Park Plaza; Almond Orchard, Skyway Pk.
Neighborhood Shopping Centers: Esplanade & 3rd Ave.; 15th & Park Ave., Longfellow at 1st Ave., Hwy. 99—East North near East Ave.; East Ave. & Cohassett, Esplanade and Cohassett Ave.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Almond Orchard	29	International Imports, Radio Shack
Park Plaza	13	Safeway, Thrifty Drug, Payless, Consumer's, Radio Shack
Mangrove Plaza	7	Shop'N Save
North Valley Pla	56	Mont. Ward, Penney, K-Mart, Lucky Mkt., Mervyn's, Shop'N Save, Longs Drug

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Mon. thru Fri.
Stores Open Sundays: Supermarkets, all major chain stores.

13—RETAIL OUTLETS: Department Stores: M. Oser; J.C. Penney; Montgomery Ward; Sears; K-Mart, Roos/Atkins, Ben Franklin, Mervyn's Payless.
Chain Drug Stores (CZ): Lee (Rexall); Longs 1; Payless, Thrifty.
Chain Food Supermarkets: Safeway 3, Holiday 3, Lucky Mkt. 1, Shop'N Save 3.
Other Chain stores: Firestone, McMahan's (furniture), Sherwin-Williams Paints, Gallenkamp's Shoes, The Fashion, Grand Auto, Goodyear, Hickory Farms, Weisfield's Jewelers, Mode O'Day; Johnson Shoes, FISCO Farm Store, Kauffman's, Handyman, Anita Shops, Jayvee Shops, Grossman's, Bistrin's; McCurry Camera Stores, Ardan, Consumers.

14—NEWSPAPERS: ENTERPRISE-RECORD (e) 25,765, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD.
National Representatives: Branham/Newspaper Sales.

COLUSA, CALIF.

1—LOCATION: Colusa County, E&P Map B-3, County Seat. On Sacramento River 80 mi. NW of Sacramento; 29 mi. W of Marysville.

2—TRANSPORTATION: Railroads: Southern Pacific, Delta Freight Line.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 3,842; Loc. Est. 4,134
Retail Trading Zone, Local Est. 16,000
County 70 Cen. 12,430; Loc. Est. 15,000
City & Retail Trading Area, Local Est. 20,000

4—HOUSEHOLDS:
City 70 Cen. 1,247. Loc. Est. 1,600
County 70 Cen. 4,136; Loc. Est. 5,555

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	5	$15,000,000
Commercial Banks	2	N.A.

6—PASSENGER AUTOS: County 6,900

7—ELECTRIC METERS: County 6,850

8—GAS METERS: County 3,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Food (Seasonal) 150-2,000 ($60-140), Cable Eqpt. 300 ($60-160).
Principal Pay Days: Ist and 15th, Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 45-86, Summer 55-108, Fall 41-84, Winter 40-78.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Market, 3 on Fifth, 2 on Sixth.
Neighborhood Shopping Centers: Two blocks on Fremont St. Country Plaza ½ mile, 4 Units.
Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Worsley's.
Variety Stores: Rasco's.
Chain Food Supermarkets: Ranch Market, Shop 'N Save, Chung Sun Grocery; Frank's Market.
Other Chain Stores: Western Auto; Diamond National; Montgomery Ward (catalog); Sears (catalog).

14—NEWSPAPERS: SUN-HERALD (e) 3,345, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David L. Johnson, SUN-HERALD.
National Representatives: Branham/Newspaper Sales.

CORNING, CALIF.

1—LOCATION: Tehama County, E&P Map B-3. Residential Center, 120 mi. NNW of Sacramento, 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2—TRANSPORTATION: So. Pac. R.R.; Greyhound Bus, Air West.

3—POPULATION:
Corp. City 70 Cen. 3,573; Loc. Est. 5,109
Retail Trading Zone 20,000
County 70 Cen. 29,517, Loc. Est. 48,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,261, Loc. Est. 1,745
County 70 Cen. 9,567, Loc. Est. 14,308

5—BANKS:	NUMBER	DEPOSITS
Commercial Branch	3	N.A.
Sav. & Loan Assn.	1	N.A.

6—PASSENGER AUTOS: County 17,187

7—ELECTRIC METERS: Residence 1,563

8—GAS METERS: Residence 1,515

9— PRINCIPAL INDUSTRIES (CZ): Olive Packing; Lumbering, Wood Working.

11—TAP WATER: Alkaline, medium.

12—RETAILING: Shpg. Cntr. on Solano St., New area 10-blocks.
Stores Open Sundays: Grocery durg, restaurants.

13—RETAIL OUTLETS: Department Stores: Millon's; Marl's Letza's; The Shoe Tree, Dol Hang-ups, Clothes Encounters, R BarC.
Variety Stores: Sprouse-Reitz, Babb's Variety; Coronet (under Construction).
Chain Food Supermarkets: Safeway, Holiday; Nu-way.

14—NEWSPAPERS: OBSERVER (e-Mon. to Fri.) 1,880, sworn Sept. 30, 1979 (latest statement available).
Local Contact foe Advertising and Marchandising Data: Mari Petty Barnil, Pub., OBSERVER.
National Representatives: None.

CORONA, CALIF.

1—LOCATION: Riverside County, E&P Map D-7 (In Riverside-San Bernardino-Ontario SMSA). Citrus center with allied industries. Mining, agricultural, dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego. 15 mi. SW of Riverside. Intersection of Freeways 18,91 and 71; Interstate 15.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 75.
Intercity Bus Lines: Greyhound, RTD, Dial-A-Ride.

3—POPULATION:
Corp. City 70 Cen. 28,825; Loc. Est. 38,921
County 70 Cen. 459,074; Loc. Est. 640,111
SMSA: (70) Cen. 1,140,610; Loc. Est. 1,453,123

4—HOUSEHOLDS:
City: 70 Census 10,939; Loc. Est. 13,325
County: 70 Cen. 185,700; Loc. Est. 245,141
SMSA: 70 Cen. 423,660; Loc. Est. 540,325

5—BANKS: 6, Deposits $92,000,000

6—PASSENGER AUTOS: County 313,376

7—ELECTRIC METERS: Res.
Corona City 12,836, Norco 5,301

8—GAS METERS: Res.
Corona City 11,101; Norco 4,939

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Citrus 2,300 ($79); Ceramics 425 ($98); Raw Mined Materials 225 ($89), Tool Mfg. 75 ($105), Manufacturing 1,500 ($103).

10-CLIMATE: Min. & Max. Temp.—Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St. and 5 on 6th St., 5 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores (Parking Spaces)	Principal Stores and/or Supermarket
Tyler Mall	83/5000	Broadway, J.C. Penney's, May Co.
Butterfield Stage	35/1,000	Alpha Beta Mkt., Mervyn's
Corona Plaza	13/500	Von's Mkt. Gaines Dept., Thrifty Drug Western Auto
Corona Mall		Emerson, Pauly, Vasels Stockwell Binney, Cortez Jewelers
North Mall	-	Albertson's, Sav-On Drugs
Town & Country	9/	Alpha Beta Mkt., Drug King

Principal Shopping Days: Thurs., Fri. and Sat.
Stores Open Evenings: Fri.; Food nightly.

CALIFORNIA MAPS—pages 28, 29

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	81,057,855	114,977,120	117,020,798	8,115	6,308,273	3,251	15,421,535	21,115	25,424,816	12,757	19,248,991	14,388	10,772,536	15,346	5,629,866	15,469	6,105,155	40,050	11,352,811	4,311	4,384,294
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana-Garden Grove, Cal.	7,377,949	10,672,304	10,919,749	702	644,609	209	1,577,377	1,388	2,167,883	1,139	1,869,758	1,093	972,254	1,284	458,084	1,409	598,985	2,930	1,104,410	324	313,079
Bakersfield, Cal.	1,295,066	1,844,605	1,877,767	140	118,199	74	202,025	399	432,933	262	307,099	330	240,101	207	72,018	227	92,187	686	166,297	70	74,003
Fresno, Cal.	1,788,817	2,550,956	2,597,727	195	164,022	94	336,021	539	580,433	329	468,958	374	242,316	305	111,408	332	136,805	850	208,609	105	125,678
Los Angeles-Long Beach, Cal.	25,889,383	36,220,221	36,740,358	2,000	1,369,782	889	4,923,965	6,263	7,895,908	3,564	6,043,392	4,370	3,244,834	5,637	2,044,866	4,858	1,973,570	12,900	3,667,489	1,430	1,301,030
Modesto, Cal.	871,937	1,245,301	1,268,727	112	111,948	45	168,973	262	281,451	198	195,177	175	113,850	157	49,545	185	81,577	379	91,200	48	66,850
Oxnard-Simi Valley-Ventura, Cal.	1,511,465	2,304,865	2,385,219	158	126,026	63	306,631	328	578,863	292	448,478	266	215,869	274	88,987	331	110,503	662	195,052	85	92,011
Riverside-San Bernardino-Ontario, Cal.	4,581,469	6,835,886	7,037,352	628	566,019	218	974,549	1,211	1,546,560	909	1,169,786	1,003	753,902	765	270,649	927	291,808	2,292	631,383	229	233,922
Sacramento, Cal.	3,601,643	5,144,651	5,241,878	348	333,892	129	727,437	860	1,170,040	576	922,304	646	496,512	508	215,622	604	281,509	1,688	482,138	190	204,317
Salinas-Seaside-Monterey, Cal.	951,602	1,316,677	1,332,060	100	68,338	38	125,501	273	275,684	172	221,112	201	134,286	237	83,220	196	69,977	533	140,925	51	59,205
San Diego, Cal.	5,895,121	8,458,125	8,627,531	606	555,899	217	1,368,169	1,379	1,695,207	960	1,428,166	902	778,367	997	368,776	1,167	498,852	2,741	828,314	235	268,261
San Francisco-Oakland, Cal.	12,136,357	16,748,992	16,940,872	970	628,795	466	2,307,690	3,577	3,723,713	1,510	2,566,547	1,749	1,351,270	2,193	910,002	2,220	912,348	6,433	1,836,643	661	720,508
San Jose, Cal.	4,920,896	6,912,682	7,020,641	404	383,429	162	1,054,123	983	1,424,826	651	1,258,651	699	592,064	759	339,293	787	414,014	1,813	591,871	210	243,629
Santa Barbara-Santa Maria-Lompoc, Cal.	1,112,619	1,536,225	1,553,310	125	85,707	57	154,399	276	314,324	177	212,354	226	150,431	257	76,234	271	90,128	622	189,805	66	60,187
Santa Cruz, Cal.	653,672	866,626	868,362	91	83,607	40	73,313	188	203,774	121	133,988	111	79,966	156	34,402	146	35,841	387	85,504	33	52,920
Santa Rosa, Cal.	1,009,728	1,450,137	1,479,082	177	155,506	49	151,483	313	360,330	183	218,732	238	145,555	165	50,917	213	65,271	534	124,796	53	60,684
Stockton, Cal.	1,115,368	1,584,368	1,612,443	134	100,456	46	202,439	357	356,785	242	289,057	228	158,278	178	70,986	215	89,850	606	138,884	82	74,446
Vallejo-Fairfield-Napa, Cal.	939,582	1,299,177	1,315,173	112	86,114	42	139,916	273	307,006	192	233,681	195	145,777	151	40,974	201	59,361	475	138,384	46	62,018
COUNTIES, Cities																					
ALAMEDA	3,792,232	5,262,505	5,330,071	313	215,759	131	691,063	1,016	1,170,837	570	936,875	623	473,067	547	209,388	704	267,347	1,843	499,766	204	251,884
Alameda	186,650	258,692	261,671	13	3,366	6	22,263	46	69,685	46	60,014	28	19,731	30	7,548	31	7,387	105	27,054	11	18,770
Berkeley	387,188	536,800	543,082	35	22,555	15	26,330	131	117,325	45	86,983	48	35,160	93	26,557	87	39,094	226	62,695	24	7,966
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	430,128	615,625	627,242	36	30,747	15	104,668	79	126,682	61	142,034	60	55,857	40	16,655	75	27,600	122	43,866	14	29,772
Hayward	551,751	724,852	724,682	34	24,769	14	136,137	104	118,881	84	181,203	69	46,248	70	37,244	74	34,832	173	46,364	21	35,088
Livermore	141,459	183,299	182,671	16	10,272	5	4,122	36	54,662	22	35,643	28	18,715	24	8,927	32	5,661	54	13,933	8	14,122
Newark	63,529	106,389	112,234	7	2,271	3	19,810	21	41,544	8	8,228	12	14,213	5	631	14	3,453	31	10,116	5	7,102
Oakland	1,118,257	1,459,536	1,457,445	70	46,729	40	165,483	374	315,276	145	241,020	198	127,568	196	71,837	208	74,440	676	155,997	65	64,129
ALPINE	1,304	2,210	2,337			3	595	1	421			2	270					5	870		
AMADOR	61,744	113,131	121,670	20	14,003	4	1,527	30	36,152	17	23,992	18	10,050	16	4,628	25	2,003	57	11,465	6	4,221
BUTTE	465,227	658,003	669,495	105	69,057	21	57,727	163	168,301	107	101,551	98	43,841	86	28,579	116	37,827	245	56,983	27	37,618
Chico	194,809	264,278	266,136	42	32,016	4	9,618	56	58,636	46	44,354	28	13,008	47	16,569	44	19,966	97	27,788	9	11,546
Oroville	84,475	142,842	150,957	20	10,318	5	10,212	28	40,825	21	24,700	30	13,292	14	5,358	26	6,149	51	11,285	8	13,967
CALAVERAS	35,908	64,755	69,429	14	5,559	5	1,977	31	26,230	11	4,674	21	8,492	18	1,840	15	2,983	54	8,632	7	2,148
COLUSA	32,216	48,225	49,635	11	3,176	3	1,147	21	15,120	15	4,874	17	10,268	9	1,423	7	1,594	39	6,173	3	2,602
Colusa	16,880	23,943	26,297	7	2,215			8	8,944	6	3,579	7	3,533	5	922	5	1,236	15	1,787	2	1,917
CONTRA COSTA	2,248,911	3,111,962	3,149,140	213	155,380	85	558,556	535	724,695	323	464,965	349	272,386	350	141,325	398	162,459	826	239,069	103	145,646
Antioch	159,112	220,117	222,642	17	12,038	6	36,340	45	65,665	25	37,256	23	16,812	22	6,925	30	8,666	68	16,341	7	8,542
Martinez	36,559	54,575	56,136	4	1,148	1	4,882	11	17,656	5	3,932	10	7,287	7	1,453	8	2,304	41	9,219	6	4,448
Pittsburg	62,621	89,475	91,123	15	11,047	2	6,868	33	25,606	11	17,004	14	11,270	5	1,052	12	3,182	34	5,254	5	5,251
Richmond	231,983	325,461	330,217	13	19,736	9	84,233	66	48,811	36	60,486	38	24,068	51	18,972	43	23,957	90	16,971	13	5,631
San Ramon																					
Walnut Creek	366,957	516,101	523,939	19	15,591	14	93,389	38	88,510	40	112,606	32	43,324	64	33,176	58	24,026	84	36,391	12	23,408
DEL NORTE	57,845	73,086	72,440	11	9,908	3	1,557	30	21,898	13	7,222	15	5,501	13	3,339	14	2,326	46	8,910	3	2,393
EL DORADO	261,083	423,864	444,087	48	45,207	19	11,312	74	112,112	46	45,569	64	58,650	52	18,718	66	14,854	193	51,505	15	32,315
South Lake Tahoe	133,799	202,036	224,782	11	22,125	5	5,819	23	54,043	15	18,715	27	27,543	24	11,523	36	7,949	84	28,179	6	18,312
FRESNO	1,788,817	2,550,956	2,597,727	195	164,022	94	336,021	539	580,433	329	468,958	374	242,316	305	111,408	332	136,805	850	208,609	105	125,678
Fresno	1,043,334	1,458,265	1,478,361	77	90,106	42	286,347	209	272,984	149	192,904	174	116,427	172	79,164	190	97,779	466	136,152	57	74,932
GLENN	55,135	79,771	81,592	17	7,483	4	3,413	29	24,134	15	12,344	26	13,698	9	1,404	12	1,913	45	7,937	4	1,877
Orland	25,852	34,671	37,611	6	3,685	3	2,418	14	10,394	10	7,769	10	5,611	5	671	7	1,180	22	2,268	1	443
Willows	25,833	34,776	37,757	8	1,802	1	995	7	11,942	5	4,575	12	6,368	4	733	3	696	18	5,047	3	1,434
HUMBOLDT	377,911	520,196	525,561	73	41,957	37	40,629	151	138,052	79	72,887	89	55,124	64	24,497	69	16,088	255	48,919	23	33,066
Eureka	207,779	282,617	284,784	23	19,319	18	35,297	52	48,297	41	45,100	34	26,448	40	21,075	43	13,385	111	27,958	7	23,633
IMPERIAL	298,941	430,249	439,854	37	26,307	21	60,811	122	123,153	56	58,418	74	43,470	77	36,165	37	12,013	166	29,659	22	20,818
Brawley	52,343	70,733	71,160	12	5,290	4	4,247	22	21,614	12	15,168	10	5,247	13	1,777	8	801	37	5,615	6	4,560
El Centro	127,771	166,964	166,750	14	11,075	5	27,979	36	33,408	28	26,449	27	16,108	24	7,988	15	7,825	54	12,827	8	11,060
INYO	76,300	127,268	134,114	16	7,903	7	5,766	19	28,873	16	21,648	41	26,041	13	2,578	13	2,848	51	16,177	4	2,660

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Western Dailies

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CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS: Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KERN	1,295,066	1,844,605	1,877,767	140	118,199	74	202,025	399	432,933	262	307,099	330	240,101	207	72,018	227	92,187	686	166,297	70	74,003
Bakersfield	718,845	993,568	1,004,515	43	61,895	26	177,073	105	154,850	89	206,354	114	83,461	109	50,046	110	66,189	246	82,983	29	46,866
Ridgecrest	73,950	102,071	111,444	11	5,192	3	9,086	15	25,072	20	22,331	9	11,494	16	3,123	12	4,925	28	10,078	6	5,263
Taft	36,277	51,103	56,045	5	2,119	1	808	11	21,813	9	8,195	9	5,053	11	3,096	6	1,821	26	4,564	2	2,122
KINGS	191,389	277,061	282,987	24	11,436	13	24,794	79	70,209	54	59,533	53	31,701	44	11,581	33	12,250	101	22,101	17	13,183
Hanford	127,610	188,122	192,887	11	7,432	9	23,541	35	43,282	32	46,683	26	11,902	27	8,406	22	10,356	50	13,046	11	9,986
LAKE	82,743	143,834	152,934	36	16,620	6	2,682	45	53,642	42	22,121	38	15,621	17	1,630	32	5,928	93	12,873	9	3,480
LASSEN	61,059	96,113	99,989	22	8,695	7	3,601	36	29,356	16	16,867	26	10,317	11	3,113	10	1,879	53	9,520	6	3,281
LOS ANGELES	25,889,383	36,220,221	36,740,358	2,000	1,369,782	889	4,923,965	6,263	7,895,908	3,564	6,043,392	4,370	3,244,834	5,637	2,044,866	4,858	1,973,570	12,900	3,667,489	1,430	1,301,030
Arcadia	265,762	381,329	388,911	18	12,965	10	84,182	40	72,060	14	22,380	32	35,135	61	34,536	46	13,511	98	45,963	16	30,746
Bell	82,894	110,352	110,631	4	2,508	3	6,074	28	41,420	19	23,141	11	2,907	20	4,039	15	1,788	47	10,904	5	8,890
Burbank	329,290	490,352	504,022	32	31,949	17	26,260	81	131,824	60	83,121	56	44,835	59	13,511	75	28,366	203	63,387	28	26,454
Covina	257,653	347,696	349,670	20	19,711	5	61,482	60	66,300	36	95,092	36	26,776	21	2,868	38	16,280	90	20,617	9	8,049
Downey	497,679	646,719	644,889	25	28,322	11	85,379	96	105,155	57	232,623	47	34,101	57	21,877	66	26,829	72	51,367	15	16,410
Glendale	620,182	847,830	855,271	33	19,120	16	112,799	134	184,219	91	185,613	103	63,556	162	64,030	124	57,776	217	64,665	29	16,773
Hermosa Beach	68,165	115,216	121,780	7	7,344	2	13,494	21	26,396	15	17,034	9	8,239	19	5,446	11	3,738	56	18,519	3	1,058
Huntington Park	127,537	201,272	209,611	5	448	10	40,336	57	53,448	13	8,855	26	15,626	88	26,941	30	15,362	84	16,645	12	12,373
Lancaster	210,232	287,257	312,932	28	15,097	11	81,308	43	55,059	56	65,495	29	19,832	37	13,711	36	13,254	75	19,150	9	9,177
Long Beach	1,201,849	1,800,072	1,632,213	82	43,074	44	160,682	265	335,574	203	353,561	198	133,023	184	45,540	225	108,645	729	187,618	80	54,927
Los Angeles	10,287,622	14,105,776	14,241,529	772	486,192	377	1,746,404	2,658	3,036,201	1,171	1,905,002	1,776	1,312,308	2,538	847,786	2,074	859,670	5,532	1,576,874	567	532,614
Manhattan Beach	129,001	170,488	170,610	7	2,138	2	9,876	24	38,554	20	45,324	18	10,125	34	5,811	21	5,769	79	21,210	5	3,585
Maywood	30,543	45,272	46,432	3	1,701	2	8,048	17	14,995	7	2,680	12	6,479	5	405	5	1,123	39	4,315	3	1,918
Palmdale	55,732	79,992	88,079	9	7,895	4	3,520	17	30,022	20	5,674	18	14,387	12	2,702	15	3,765	42	9,315	4	4,089
Pasadena	628,097	895,927	912,254	42	27,759	19	204,624	90	165,794	66	179,939	73	62,479	80	36,200	114	49,107	213	79,280	32	17,850
Pomona	352,789	460,534	459,730	27	18,097	10	58,156	61	88,316	62	128,027	52	35,450	27	10,019	58	19,677	169	38,683	15	13,413
Redondo Beach	240,964	305,103	302,597	14	4,009	7	45,371	72	81,083	28	32,916	40	25,362	50	9,447	40	19,839	132	47,370	16	11,683
San Fernando	102,021	137,710	138,448	4	1,665	4	11,256	33	32,593	23	45,006	15	8,758	27	7,336	16	6,350	47	9,875	4	2,280
San Fernando Valley	5,912,836	8,053,928	8,132,664		195,659		1,721,442		1,651,274		943,835		524,260		665,775		473,477		773,040		207,571
San Gabriel Valley	1,030,175	1,448,809	1,509,294	78	63,875	38	263,135	254	336,243	173	302,810	159	123,659	166	60,582	185	65,334	439	118,120	48	44,572
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	508,884	743,348	760,622	25	21,310	16	67,333	89	111,719	70	182,397	45	40,266	115	48,156	90	53,322	244	90,447	39	34,926
South Bay	2,459,940	3,332,260	3,359,563	166	134,783	69	571,484	481	717,782	311	627,130	385	260,263	516	172,031	368	173,308	1,030	280,056	117	114,087
South Gate	167,396	206,772	203,868	21	10,381	6	15,645	55	57,102	47	51,572	36	21,421	27	3,774	35	7,763	115	15,720	7	9,538
Torrance	877,141	1,119,444	1,112,193	46	38,070	23	263,142	115	194,076	79	209,403	97	59,159	173	78,148	112	67,071	252	77,135	33	34,306
West Covina	346,932	515,294	529,370	13	11,470	15	122,122	58	88,217	39	107,613	39	29,935	86	39,271	55	29,984	109	40,456	13	15,531
Whittier	387,045	495,695	492,712	19	16,232	5	67,351	64	101,442	55	130,578	47	31,322	61	23,671	80	33,130	112	28,627	20	12,146
MADERA	143,157	218,182	225,446	36	23,734	15	6,838	75	61,657	41	40,523	45	24,927	29	10,679	27	8,602	96	20,814	16	9,084
Madera	92,371	135,432	138,692	12	11,493	7	5,724	41	40,096	21	28,581	22	10,259	21	8,396	16	5,279	50	11,614	9	6,765
MARIN	888,798	1,268,136	1,292,572	98	62,795	37	122,394	230	319,753	146	226,480	123	97,634	234	62,914	204	64,731	403	130,896	48	59,442
San Rafael	346,973	489,132	496,771	27	29,446	8	86,986	55	66,765	64	105,546	33	29,706	73	30,753	82	36,873	107	33,402	15	22,179
MARIPOSA	22,498	40,085	42,863	8	2,825	5	1,326	26	13,965	4	2,360	15	10,203	4	1,385	3	499	26	3,516	1	926
MENDOCINO	226,784	338,041	347,875	68	34,355	23	20,144	104	90,066	51	47,748	64	40,094	54	15,506	52	11,048	167	34,426	16	20,608
Ukiah	94,656	155,464	163,281	17	11,106	7	6,342	34	40,215	21	24,167	20	17,041	24	11,791	24	6,645	43	14,907	9	15,429
MERCED	352,823	496,793	504,550	52	27,855	24	49,479	142	118,299	88	83,969	110	74,357	72	19,508	70	23,108	211	44,765	26	30,361
Merced	208,084	282,114	284,020	22	16,283	12	44,501	51	50,485	49	56,414	41	27,860	34	14,732	40	13,896	88	21,742	12	22,688
MODOC	22,939	32,803	33,413	6	2,239	8	463	13	6,101	8	8,632	12	6,866	6	533	6	834	16	2,547	3	1,255
MONO	29,629	59,185	64,887	5	1,644	3	2,175	17	18,002	2	109	27	16,996	4	1,526	6	1,016	42	13,262	2	762
MONTEREY	951,602	1,316,677	1,332,060	100	68,338	38	125,501	273	275,684	172	221,112	201	134,286	237	83,220	196	69,977	533	140,925	51	59,205
Monterey	189,625	250,066	250,256	14	12,411	6	29,912	38	36,778	35	40,733	25	15,466	48	17,414	36	14,529	121	41,832	7	8,838
Salinas	386,718	538,449	545,296	37	33,745	11	61,757	94	125,509	73	87,422	78	52,220	78	32,142	75	35,614	161	36,796	19	31,747
NAPA	303,470	399,483	399,965	52	36,090	15	32,375	118	105,470	65	68,585	59	37,875	72	16,024	72	15,321	163	38,078	18	14,167
Napa	253,983	322,428	319,973	40	26,534	12	31,120	80	81,533	49	61,086	49	30,907	54	13,452	59	14,438	103	24,665	13	13,837
NEVADA	146,254	239,824	251,802	33	42,507	10	8,776	66	67,850	31	27,225	35	28,115	34	8,759	28	8,636	115	24,266	11	7,63[illegible]
Grass Valley	88,141	135,688	151,537	19	28,417	6	6,034	31	40,991	20	18,065	14	11,930	20	5,954	17	6,426	46	10,716	6	4,936
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	7,377,949	10,672,304	10,919,749	702	544,609	209	1,577,377	1,388	2,167,883	1,139	1,869,758	1,093	972,254	1,284	458,084	1,409	598,985	2,930	1,104,410	324	313,079
Anaheim	793,338	1,262,351	1,316,535	66	82,614	22	138,708	165	248,009	115	198,163	140	116,231	102	40,376	172	112,408	405	175,256	33	36,346
Brea	88,236	198,673	223,416	13	15,249	4	38,194	23	47,818	14	31,773	17	22,511	31	11,183	10	2,509	44	20,118	5	7,166
Costa Mesa	718,001	958,770	962,024	49	32,979	15	222,417	75	110,159	87	218,231	64	64,164	113	68,569	100	51,705	177	64,837	13	21,915
Fullerton	459,353	579,347	573,979	26	27,346	12	116,681	74	100,768	61	125,302	62	54,419	60	13,660	63	21,572	156	52,941	23	19,407
Huntington Beach	557,487	805,505	822,499	49	66,582	14	127,803	90	189,639	76	134,117	72	58,330	79	19,817	96	51,629	184	68,376	31	27,038
La Habra	202,792	286,853	291,492	27	20,384	6	37,823	46	53,512	36	81,092	33	21,516	39	10,925	45	14,454	85	23,641	9	7,738
Newport Beach	410,552	620,471	639,836	28	10,643	11	88,169	65	100,634	100	125,734	32	34,963	129	50,413	67	18,273	174	124,757	18	21,544
San Clemente	85,521	106,799	105,589	19	4,791	7	9,013	25	32,837	23	9,354	25	14,268	23	2,942	24	5,085	58	12,449	10	3,038
Santa Ana	883,042	1,163,740	1,164,488	69	93,186	19	134,497	170	188,369	140	243,196	135	113,397	95	27,573	152	77,746	354	99,831	35	31,672
PLACER	390,190	601,600	623,845	69	47,380	19	8,955	131	160,238	82	141,761	108	77,898	54	20,200	85	16,918	233	72,681	24	32,866
Auburn, Cal.	85,706	109,551	117,343	16	12,982	5	2,000	24	25,732	19	25,654	23	12,045	17	5,702	21	3,140	41	6,654	7	10,089
Roseville	156,167	227,828	232,999	12	10,966	5	5,284	44	43,816	31	90,952	22	18,103	14	10,498	28	8,571	62	20,972	7	13,547
PLUMAS	57,156	94,518	99,440	21	8,470	13	17,193	33	23,391	18	14,163	30	10,066	9	2,058	12	796	64	9,234	8	3,747
RIVERSIDE	2,098,656	3,115,082	3,202,052	314	286,575	91	396,624	498	709,900	387	569,786	423	323,668	396	136,279	435	126,818	994	293,595	105	109,195
Banning	47,261	60,070	59,603	6	2,183	2	1,520	12	15,237	17	12,849	14	10,020	12	2,086	8	1,109	30	7,391	4	3,470
Beaumont	20,370	31,208	34,820	8	2,248	1	576	10	11,102	6	2,317	12	8,942	2	417	2	145	15	4,573	4	887
Corona	174,924	273,409	283,968	22	33,905	9	23,876	36	65,511	40	70,149	28	22,301	15	5,383	37	8,133	68	24,200	12	11,441
Hemet	151,067	184,951	182,058	28	29,408	5	12,809	25	42,278	25	37,414	20	13,128	26	7,864	25	7,454	60	12,372	7	5,641
Indio	158,051	244,428	253,439	12	21,053	8	73,618	26	29,364	24	44,678	25	24,803	22	10,084	30	10,925	51	18,861	6	5,904
Palm Springs	254,398	374,411	383,827	28	23,730	7	28,522	39	59,542	26	61,552	29	31,832	89	44,616	49	18,983	112	45,107	10	34,197
Riverside	702,807	1,010,761	1,031,210	57	70,211	23	223,714	104	163,378	109	229,264	101	72,386	87	35,720	119	42,352	226	82,074	28	32,894
SACRAMENTO	2,881,986	4,065,959	4,130,682	236	240,737	104	708,769	643	876,575	440	689,881	467	356,814	400	176,143	466	249,669	1,267	360,834	146	152,326
Sacramento	1,082,772	1,482,647	1,495,976	99	92,143	40	213,778	280	335,185	151	215,436	189	133,607	154	56,446	163	89,253	618	161,077	65	43,903
SAN BENITO	62,232	86,823	87,976	11	6,319	4	1,405	27	24,695	16	13,177	21	14,603	12	5,343	12	2,385	36	4,780	7	4,765
Hollister	55,848	73,362	79,200	10	5,959	4	1,405	22	23,017	15	12,661	17	11,107	11	5,064	12	2,385	19	3,090	6	4,338
SAN BERNARDINO	2,482,813	3,720,804	3,835,300	314	279,444	127	577,925	713	836,660	522	600,000	580	430,234	369	134,370	492	164,990	1,298	337,988	124	124,727
Barstow	106,923	156,418	160,205	9	11,362	7	16,539	19	31,871	22	16,806	41	40,944	15	3,835	24	5,974	65	20,511	5	3,537
Fontana	106,823	159,419	163,904	12	9,227	5	9,845	34	44,785	39	33,735	24	12,678	12	2,873	21	5,625	50	14,202	6	15,137
Ontario	247,519	484,823	399,104	18	16,123	6	24,409	59	94,532	52	98,525	57	51,605	22	13,832	43	15,927	113	31,383	13	13,695
Redlands	147,495	209,380	212,969	13	5,170	9	41,904	24	31,978	34	57,549	23	18,585	23	6,541	29	8,398	54	19,681	9	4,572
San Bernardino	705,194	925,443	925,210	40	56,822	20	271,844	122	106,290	110	167,932	92	50,123	109	44,807	101	56,746	271	73,787	23	21,759
Upland	124,269	213,067	225,915	17	26,172	4	6,754	30	51,155	17	36,838	32	32,542	20	11,529	28	6,319	46	23,549	8	11,433
Victorville	114,256	167,061	184,662	10	5,747	6	25,617	20	31,351	28	48,143	27	25,544	17	8,659	28	8,647	38	15,325	5	4,850
SAN DIEGO	5,895,121	8,458,125	8,627,531	606	555,899	217	1,368,169	1,379	1,695,207	960	1,428,166	902	778,367	997	368,776	1,167	498,852	2,741	828,314	235	268,261
El Cajon	241,744	735,616	748,688	33	58,309	13	153,864	65	100,491	61	168,460	76	73,106	38	43,667	37	31,998	105	46,588	12	13,073
Escondido	400,551	545,180	549,365	39	58,325	12	113,546	51	84,996	57	114,551	51	38,829	57	19,485	89	27,575	115	34,412	9	16,910
Oceanside	208,907	287,322	290,250	19	15,673	8	51,698	55	51,997	56	56,411	44	31,046	21	7,739	42	12,471	115	28,820	9	10,355
San Diego	2,804,052	4,048,591	4,134,205	187	139,865	98	655,073	645	779,490	380	646,052	395	353,034	512	212,753	537	294,214	1,430	468,105	109	122,295
Vista	76,900	102,981	103,454	13	7,451	6	14,744	45	45,297	16	2,156	17	12,307	6	783	12	837	48	9,286	4	4,692
SAN FRANCISCO	2,849,566	3,854,208	3,879,356	160	77,869	126	465,599	1,250	781,551	175	365,888	320	242,694	715	336,548	538	226,096	2,431	642,478	186	119,147
San Francisco	1,994,702	3,854,208	3,879,356	149	77,869	155	465,599	1,270	781,551	185	365,888	437	242,694	673	336,548	484	226,096	2,286	642,478	215	119,147
SAN JOAQUIN	1,115,368	1,584,368	1,612,443	134	100,456	46	202,439	357	356,785	242	289,057	228	158,278	178	70,986	215	89,850	606	138,884	82	74,446
Lodi	176,159	227,760	226,872	25	16,219	8	4,263	40	47,436	37	52,050	38	29,663	27	15,166	39	9,791	85	18,192	13	19,965
Stockton	571,350	803,658	815,956	41	34,652	19	168,189	139	136,517	98	155,405	84	62,385	76	37,060	76	49,408	280	70,584	42	30,108

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
SAN LUIS OBISPO	469,966	636,186	640,417	92	51,877	32	35,882	151	154,135	96	90,533	144	83,246	120	23,787	133	28,726	291	76,287	35	26,797
Paso Robles	56,670	74,049	79,842	11	4,832	3	2,014	13	22,217	13	14,914	14	13,032	11	2,760	13	1,832	26	6,778	5	1,899
San Luis Obispo	208,358	271,711	271,167	18	12,825	11	25,406	37	50,851	41	57,916	44	26,590	51	14,884	53	17,070	84	25,468	12	9,505
SAN MATEO	2,356,850	3,252,181	3,289,733	186	116,992	87	470,078	546	726,877	296	572,339	334	265,489	347	159,827	376	191,715	930	324,434	120	144,389
Redwood City	293,592	418,247	425,675	17	16,465	10	47,796	49	89,547	52	121,156	57	38,202	24	11,654	41	14,347	113	30,781	12	23,594
San Mateo	428,368	548,857	545,873	28	17,185	21	115,997	83	99,321	36	62,517	53	46,226	75	38,342	68	22,637	164	51,394	21	27,143
SANTA BARBARA	1,112,619	1,536,225	1,553,310	125	85,707	57	154,399	276	314,324	177	212,354	226	150,431	257	76,234	271	90,128	622	189,805	66	60,187
Lompoc	84,808	110,110	109,812	11	5,350	6	14,565	23	26,936	25	19,325	22	11,183	19	4,646	31	6,432	37	8,493	4	3,828
Santa Barbara	464,527	644,821	652,725	39	29,273	16	59,191	117	134,326	63	97,431	72	45,767	121	43,211	114	43,321	245	90,971	32	28,870
Santa Maria	270,482	369,100	372,181	24	17,686	11	46,453	40	48,254	48	77,128	45	29,407	56	15,973	58	22,620	84	24,297	11	13,001
SANTA CLARA	4,920,896	6,912,682	7,020,641	404	383,429	162	1,054,123	983	1,424,826	651	1,258,651	699	592,064	759	339,293	787	414,014	1,813	591,871	210	243,629
Palo Alto	342,741	486,897	495,387	20	12,045	10	78,567	62	75,062	36	76,810	30	27,821	74	60,176	67	19,868	148	55,974	11	9,325
San Jose	1,985,594	2,736,635	2,765,613	150	148,979	59	385,564	416	586,647	276	490,423	291	248,228	303	123,111	297	163,211	744	221,375	93	93,913
Saratoga	39,496	66,541	70,303	17	7,551	2	7,515	20	17,309	5	3,474	10	12,808	13	2,183	11	1,716	23	5,576	2	1,949
SANTA CRUZ	653,672	866,626	868,362	91	83,607	40	73,313	188	203,774	121	133,988	111	79,966	156	34,402	146	35,841	387	85,504	33	52,920
Santa Cruz	284,096	370,169	369,410	28	32,083	13	35,648	64	68,922	62	81,886	36	26,619	59	10,941	56	19,755	152	41,219	12	15,006
Watsonville	137,533	180,206	180,069	18	16,338	12	18,683	42	35,602	28	41,809	25	14,618	23	5,846	30	7,782	80	11,495	10	14,222
SHASTA	435,968	654,029	673,741	100	89,218	18	57,376	150	154,910	96	108,092	107	88,529	80	28,153	95	25,114	230	47,235	23	19,044
Redding	317,426	460,738	471,022	47	64,986	6	53,363	62	67,322	52	83,349	55	54,205	55	24,368	66	21,832	119	31,913	14	18,266
SIERRA	4,295	6,215	6,348	4	932	4	192	9	1,589	2	815	2	698					14	1,051	2	629
SISKIYOU	114,424	166,734	170,598	37	13,493	16	5,892	71	52,608	31	18,119	58	29,637	23	6,320	20	4,123	110	17,881	13	5,138
Yreka City	49,532	67,753	73,826	12	5,527	2	2,479	12	21,249	9	9,826	16	11,082	7	3,555	9	1,956	31	6,433	6	3,686
SOLANO	636,112	899,694	915,208	60	50,024	27	107,541	155	201,536	127	165,096	136	107,902	79	24,950	129	44,040	312	100,306	28	47,851
Fairfield	171,817	258,116	265,890	10	15,515	4	46,117	32	43,016	30	51,885	31	33,069	31	9,703	33	13,371	68	25,211	7	17,573
Sui Sun	9,981	15,653	17,543	4	1,354	1	805	8	2,993	7	1,029	4	1,071	2	136	7	1,219	13	3,015		
Vallejo	276,297	356,771	355,291	22	13,987	13	51,746	62	75,563	59	79,793	48	34,808	22	6,746	51	20,926	128	26,687	11	18,547
SONOMA	1,009,728	1,450,137	1,479,082	177	155,506	49	151,483	313	360,330	183	218,732	238	145,555	165	50,917	213	65,271	534	124,796	53	60,684
Petaluma	105,285	146,751	148,704	16	16,448	6	15,020	36	42,199	16	12,274	23	13,645	18	6,996	30	4,839	59	11,747	5	9,307
Santa Rosa	454,401	626,989	633,779	38	39,540	18	116,788	99	121,790	60	78,103	94	53,622	78	32,658	102	38,682	162	48,405	21	35,716
STANISLAUS	871,937	1,245,301	1,268,727	112	111,948	45	168,973	262	281,451	198	195,177	175	113,850	157	49,545	185	81,577	379	91,200	48	66,850
Modesto	548,811	763,908	773,702	46	71,710	19	137,683	116	138,799	97	123,273	61	48,232	96	33,708	114	52,728	186	55,751	22	50,595
Turlock	104,745	166,517	173,636	10	5,843	8	8,793	26	45,709	21	30,543	24	17,847	25	9,650	24	15,039	47	15,647	9	9,518
SUTTER	164,518	243,549	250,131	25	29,194	9	35,195	57	69,280	35	33,449	36	15,696	22	10,159	30	9,296	67	17,822	8	15,801
Yuba City	137,115	271,049	213,123	17	24,227	4	24,586	39	60,833	27	29,413	24	13,267	21	9,919	21	7,813	46	14,854	7	15,254
TEHAMA	113,679	165,191	168,881	23	10,308	9	6,259	49	38,599	32	34,758	36	39,710	18	5,239	16	3,184	66	12,382	8	4,950
Corning	33,940	46,203	50,291	7	3,335	2	770	10	8,579	5	8,502	12	23,136	4	821	2	141	13	1,721	2	848
Red Bluff	70,323	101,700	103,851	12	6,389	6	5,370	21	25,714	23	24,370	17	12,461	13	4,345	12	3,008	36	8,390	4	3,884
TRINITY	17,081	25,771	26,575	8	1,214	7	2,521	29	10,265	4	528	11	3,964	3	257	3	412	30	3,278	2	982
TULARE	731,206	1,088,747	1,119,506	105	82,051	38	136,722	293	267,864	173	234,034	178	101,262	136	48,351	151	47,502	338	72,267	47	43,999
Porterville	126,243	175,306	177,434	22	9,532	7	23,596	47	52,084	34	37,394	24	11,763	26	9,045	36	5,748	54	10,104	8	5,858
Tulare	99,970	134,396	135,053	13	14,356	2	7,003	41	36,099	18	25,724	27	14,011	22	6,696	27	7,627	51	8,012	6	4,512
Visalia	329,689	507,865	525,990	32	44,501	11	98,313	61	82,039	56	118,909	43	35,941	58	23,263	53	24,099	89	34,846	14	28,829
TUOLUMNE	102,042	152,543	156,920	28	16,916	5	7,331	45	45,215	30	17,930	40	18,043	29	6,062	30	5,007	92	15,973	10	6,949
Sonora	73,148	102,529	112,323	15	8,422	2	6,685	14	32,073	24	17,146	19	12,518	20	5,043	18	3,909	38	7,776	8	5,140
VENTURA	1,511,465	2,304,865	2,385,219	158	126,026	63	306,631	328	578,863	292	448,478	266	215,869	274	88,987	331	110,503	662	195,052	85	92,011
Camarillo	92,362	132,719	146,171	15	17,640	6	10,153	16	31,279	12	8,231	18	16,604	14	3,407	16	4,184	45	12,582	4	8,884
Oxnard	389,281	542,741	549,860	21	31,912	16	86,022	70	113,583	77	105,873	63	51,395	85	26,510	65	23,177	163	44,197	19	17,554
Port Hueneme	20,766	27,753	27,861	3	1,115	1	2,118	14	11,251	9	665	2	786	3	490	4	392	26	5,904	4	1,682
San Buenaventura	362,578	510,500	518,172	22	13,691	12	91,938	48	92,904	71	135,844	47	38,459	46	16,181	77	33,445	133	38,694	14	13,576
Santa Paula	56,437	77,819	78,622	7	1,153	4	3,586	22	24,838	23	15,870	13	9,168	18	2,859	21	3,468	44	7,623	4	3,450
Simi Valley	164,711	274,288	289,054	18	14,131	8	62,225	39	92,610	34	24,041	35	24,333	23	7,193	43	11,840	65	22,912	9	9,882
Thousand Oaks	280,569	513,943	552,721	33	31,453	8	18,793	39	135,257	32	132,442	36	42,139	57	26,010	64	23,038	77	49,731	15	28,307
YOLO	329,467	477,092	487,351	43	45,775	6	9,713	86	133,227	54	90,662	71	61,800	54	19,279	53	14,922	188	48,623	20	19,125
Davis	114,068	169,453	174,042	5	6,493	1	1,368	19	45,039	16	47,963	17	16,770	18	6,939	20	7,214	46	17,720	6	5,127
Woodland	123,264	173,522	176,124	19	18,928	3	5,890	28	49,582	25	32,999	19	13,641	27	10,955	23	6,348	50	12,493	8	10,016
YUBA	129,725	182,337	185,054	17	13,465	16	14,817	58	42,952	35	33,887	29	16,848	32	10,763	37	7,775	105	17,397	9	8,432
Marysville	93,771	130,212	131,784	8	5,243	8	14,812	22	26,254	23	30,932	18	12,906	23	6,967	28	6,594	60	13,382	5	5,997

CORONA—continued

13—RETAIL OUTLETS: Department Stores K-Mart; Vasels, Gaines, Mervyn's; Winemans
Variety Stores Sprouse-Reitz.
Discount Stores Builder's Emporium, TG&Y
Chain Food Supermarkets (CZ): Safeway, Alpha Beta 3, Von's, Stater Bros 3, Ranchland, Phil's Courtesy 2, Augies Ranch Mkt., Albertson's
Other Chain Stores Karls Shoes, McMahan's (furn.), Thrifty Drug, Goodyear, Western Auto, Firestone, Security Tire, Goslin Tire, Chief Auto Supply

14—NEWSPAPERS: INDEPENDENT (e-Mon to Fri.) 6,459, sworn Mar 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert S. Magee, Pub., INDEPENDENT
National Representatives None

COSTA MESA, CALIF.
See ORANGE COUNTY, CALIF.

COVINA, CALIF.
See SAN GABRIEL VALLEY, CALIF.

DAVIS, CALIF.

1—LOCATION: Yolo County (In Sacramento SMSA) E&P Map B-4, 14 mi. west of Sacramento On Interstate 80, California 113, near Interstate 15

2—TRANSPORTATION: Railroads So Pac (Amtrak); Transcontinental
Intercity Bus Lines Greyhound, UCD London Bus System
Airlines: All major airlines at Sacramento Metro Airport (20 mi.)

3—POPULATION:
Corp City 70 Cen. 23,488, Loc. Est. 41,071
County 70 Cen. 91,788, Loc. Est. 110,878
SMSA 70 Cen. 803,610, Loc. Est. 968,187

4—HOUSEHOLDS:
City 70 Cen. 7,258, Loc. Est. 14,914
County 70 Cen. 28,316, Loc. Est. 40,042
SMSA 70 Cen. 255,826, Loc. Est. 367,090

5—BANKS: Savings Loans 2, Commercial 5

6—PASSENGER AUTOS: County 51,407

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Anderson's	-	Lucky
Davis Manor	-	Albertson's
Davis	9	Radio Shack
Stanley Davis	-	N.A.
University Mall	22	Safeway
Oak Tree Plaza	-	Longs Drug Fry's Supermarket

13—RETAIL OUTLETS: Department Stores Winger's, Lawrence's, Sears, Montgomery Ward (catalog)
Chain Drug Stores Pay 'N Save, Longs Drug
Chain Food Supermarkets Safeway 2, Albertson 1, Lucky 1, State Mkt. 2, 7-Eleven 1 Fry's Supermarket

14—NEWSPAPERS: ENTERPRISE (e-Mon. to Fri) 7,251, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Chuck Higgs, Adv. Mgr., ENTERPRISE
National Representatives None

DOWNEY, CALIF.

1—LOCATION: Los Angeles County, E&P Map D-8 (In Los Angeles SMSA). Served by Santa Ana Freeway (U.S. Hwy. 101), Long Beach Fwy., San Gabriel Fwy.

2—TRANSPORTATION: Railroads Southern Pacific and Santa Fe.
Air Long Beach (9 mi.); LA International (15 mi.); Orange County (20 mi)
Bus 6 lines; inter-city connections.
Water Long Beach and Los Angeles Harbors

3—POPULATION:
City 70 Cen. 88,445, Loc. Est. 83,639
CZ ABC (70) 88,445, (80) 84,100
RTZ-ABC (70) 143,281, (80) 132,000
City & RTZ-ABC (70) 231,726, (80) 216,100
County/SMSA
70 Cen. 7,036,887, Loc. Est. 7,244,676

4—HOUSEHOLDS:
City 70 Cen. 30,844, Loc. Est. 34,188
CZ ABC (70) 30,844, (80) 33,500
RTZ-ABC (70) 42,539, (80) 45,200
City & RTZ-ABC (70) 73,383, (80) 78,700
County/SMSA
70 Cen. 2,431,981, Loc. Est. 2,910,412

5—BANKS: 24 Comm., 10 Sav. & Loan, Dep. $650,000,000

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: (City) 33,599

8—GAS METERS: (City) 29,300

9— PRINCIPAL INDUSTRIES (CZ): Aerospace; Electronics; Steel Fabricating; Food Processing; Graphic Arts; Oil Tool Mfg.; Industrial Firms: Norwalk 67, Pico Rivera 150, Santa Fe Springs 900, Downey 380

10-CLIMATE: Min. & Max. Temp.—Spring 52-69; Summer 62-79; Fall 56-75; Winter 45-65 annual rainfall 14'' Elevation 120'

11—TAP WATER: Metropolitan Water District.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Downey Sq		Sizzler Steak House
Stonewood	84	Broadway Dept., Penney, Albertson's, Jewelcor
Villa Square	20	Sunderland's
Del Rio	17	Safeway
Norwalk Sq	-	J.C. Penney
Paddison Sq.	-	Montgomery Ward

Principal Shopping Days Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Broadway; J. C. Penney; Montgomery Ward Winemans, Mervyns
Discount Stores Gemco, K-Mart, Fed Mart; Zody's; All American Home Center
Variety Stores S. H. Kress, Newberry's, Woolworth.
Chain Drug Stores Sav-on, Thrifty, Best Buy.
Chain Supermarkets Albertson, Alpha Beta; Food Fair; Food Giant, Lucky, McCoy, Safeway; Von's Raephs
Other Chains Firestone, Goodyear, Goodrich; Harris & Frank, Lerner Shops, Mode O'Day, Miller's Outpost; Standard Brands

14—NEWSPAPERS: SOUTHEAST NEWS & DOWNEY CHAMPION (e-Mon. to Fri) 5,783, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data Pete Leonard, Adv. Mgr., SOUTHEAST NEWS & DOWNEY CHAMPION
National Representatives Branham/Newspaper Sales

EL CAJON, CALIF.

1—LOCATION: San Diego County (In San Diego, SMSA) E&P Map E-8, southwest corner of state

2—TRANSPORTATION: Railroads So. Pac
Motor Freight Lines 14
Intercity Bus Lines San Diego Transit System, Trailways, Greyhound.
Airlines American, Continental, Delta, Golden West, Hughes AirWest, National, PSA, Sun-Aire, United, Western

3—POPULATION:
Corp City, 70 Cen. 52,273, Loc. Est. 72,100
CZ ABC (70) 67,133, (80) 95,200
RTZ-ABC (70) 131,422, (80) 176,000
County/SMSA
70 Cen. 1,357,854, Loc. Est. 1,801,056
City & RTZ-ABC (70) 198,555, (80) 271,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 17,189, Loc. Est. 32,500
County/SMSA 70 Cen. 423,512,
Loc. Est. 670,827
CZ ABC (70) 21,375, (80) 34,700
RTZ-ABC (70) 40,120, (80) 61,500
City & RTZ-ABC (70) 61,495, (80) 96,200

5—BANKS:	NUMBER	DEPOSITS
Commercial	8	N.A.
Sav. & Loan Assn	12	N.A.

6—PASSENGER AUTOS: County 909,306

7—ELECTRIC METERS: (City & RTZ) 125,983

8—GAS METERS: (City & RTZ) 86,968

9— PRINCIPAL INDUSTRIES (CZ): Light to medium manufacturing, industrial.
20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding, etc.); balance work in

EL CAJON—continued

county area; Av. Wkly. Wage $259.

10-CLIMATE: Average Yearly Temp. 62.4. Mild climate year round.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Days—Thurs., Fri., Sat. Stores open—Mon., Thurs., Fri. nights.
Principal Shopping Center (No. Stores): El Cajon (NA);2 blocks on Main St. 13; El Cajon Plaza on East Main 8; Parkway Plaza 115; Town & Country 12. Fletcher Hills 24, Grossmont Center 107.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bostonia	9	N.A.
El Cajon	18	Von's, Walker-Scott, Fed-Mart
El Cajon II	-	Safeway, Thrifty Drug, Fed-Mart
Fletcher Hills	42	Discount Fabrics, Checker Auto
Madison Plaza	10	Alpha Beta, TG&Y
Parkway Plaza	115	Sears, Woolworth, May Co.
Town & Country	15	Von's
Valley Chase	-	TG&Y
1st & Main	-	Food Basket, Sav-On
Grossmont	107	Broadway, Mont. Ward, Food Basket
College Grove	-	Walker-Scott, Long's Safeway, Penney
E. Main Plaza	-	Food Basket, Rexall

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Broadway; Sears, Walker Scott; May Co., Akron, Fed-Mart; Richman Bros.; Bill Gamble's; Coopers; Anita's C&R Clothiers; Jeans West; The Gap; Lane Bryant; Marsi's Rebel Shop.
Discount Stores (CZ): Ardan-Royal; Gemco; K-Mart; Fed-Mart.
Variety Stores: Kress, TG&Y; Woolworth.
Chain Drug Stores: Thrifty, Long's, Sav-On, Fed-Mart 1.
Chain Food Stores: Alpha-Beta, Safeway, Food Basket, Big Bear, Von's.
Other Chain Stores: Auto Accessories: Firestone, Western Auto Goodyear, Checker Auto Stores. Jewelry: Koven's; Lawson; Shoes: Kinney, Thom McAn, Karl's, Gallenkamps; Furniture: McMahan's, United, R.B. Furniture, Wickes Home Improvement: Handyman, Dixieline, Builder's Emporium, Westy's, Hazard.

14—NEWSPAPERS: CALIFORNIAN (e) 19,207, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William P. Wineska, Mktg. Mgr., CALIFORNIAN.
National Representatives: U.S.Suburban Press, Inc., Western Dailies.

EL CENTRO, CALIF.

1—LOCATION: Imperial County, E&P Map F-8, 115 mi. E. of San Diego, 220 mi. SE of Los Angeles. U.S. Hwys. 86, State Hwys. 78 and I-8; 79 and 111; 60 miles West of Yuma, Ariz., 10 mi. North of Mexicali, Baja Cal., Mexico Population 600,000.

2—TRANSPORTATION: Railroads: SP, San Diego & Arizona Eastern (freight only).
Motor Freight Carriers: 16.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Imperial Airlines, Swift Air, Cochise (commuter).

3—POPULATION:
Corp. City 70 Cen. 19,272; Loc. Est. 25,600
Prim. Mkt. Area (70) 47,597; (80) 62,600
County 70 Cen. 74,492; Loc. Est. 90,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,783; Loc. Est. 9,072
County 70 Cen. 21,000; Loc. Est. 31,199
Prim. Mkt. Area (70) 13,165; (80) 19,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	N.A.
Commercial Branches	6	$208,629,354

6—PASSENGER AUTOS: County 71,267.

7—ELECTRIC METERS: Co. 30,710.

8—GAS METERS: Co. 15,700.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Agriculture is Principal Industry with 365 Day Growing Season. County ranks 4th in Dollar Volume Nationally. Irrigation District 960 ($290); County Employees 840 ($285); Fruit & Veg. Packers 3,000 ($450 to $600); Sugar 450 ($350); Gypsum 275 ($325); U.S. Naval Air Facility. Geothermal Energy: An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses. Exploration nearby is being Conducted by San Diego Gas & Elec., So. Cal. Edison, State Dept. of Resources and a number of Major Oil Compainies. The City is experimenting with non-electrical geothermal allpications.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 47-86, Summer 70-115; Fall 57-89; Winter 23-86.

11—TAP WATER: Alkaline; very hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on Main St. plus 5 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
El Centro		Sears
Town & Country Center		Checker Auto
Valley Plaza		Mont. Ward (catalog), J. M. McDonald, Woolworth, Penney

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.M. McDonald, Penney, Sears, Montgomery Ward(catalog), Yellow Mart, K-Mart, Mervyn's (opening Oct. 1980).
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Thrifty, Rexall; El Centro 2; Clements 2, Long's Drug.
Chain Food Supermarkets: Safeway; Cook's 2; Mayfair.
Other Chain Stores: Ready-to-Wear: Town Shop. Shoes: Kinney's, Koby Shoe. Furniture: McMahan, Valley Furniture Warehouse. Imperial Stores 2. Miscellaneous: Dorman's, Winston's, Goodyear, Checker Auto, Valley Auto Supply, Singer Sewing, Fashion Fabrics, Paints; Jewelry; Brooks, Henry's, George's Smith's; S&H Green Stamps., Radio Shack (2).

14—NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,932, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alex Gay, Market Consultant/P.R. Director, IMPERIAL VALLEY PRESS.
National Representatives: Branham/Newspaper Sales.

ESCONDIDO, CALIF.

1—LOCATION: San Diego County (In San Diego SMSA). E&P Map E-8. Light industrial, agricultural and dairy center. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2—TRANSPORTATION: Railroads: AT & Santa Fe.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound, Palomar-Oceanside, San Diego-Escondido and North County Transit.

3—POPULATION:
Corp. City 70 Cen. 36,792; Loc. Est. 59,980
CZ ABC: (70)54,193, (80)106,500
RTZ-ABC: (70)69,459, (80)101,700
County/SMSA
70 Cen. 1,357,854; Loc. Est. 1,801,056
City & RTZ-ABC: (70)123,652, (80)208,200
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,777; Loc. Est. 24,696
County/SMSA 70 Cen. 425,513; Loc. Est. 670,827
CZ ABC: (70)17,916, (80)40,500
RTZ-ABC: (70)22,714, (80) 38,500
City & RTZ-ABC: (70)40,630, (80)79,000

5—BANKS:	NUMBER	DEPOSITS
Banks	53	N.A.
Sav. & Loan Assn.	55	N.A.

6—PASSENGER AUTOS: County 909,300.

7—ELECTRIC METERS: Res. City 24,100.

8—GAS METERS: Residence, City 17,062.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Aircraft tools 139;, Building materials mfg. 107; Cabinets 25, Cable & wrie 52; Chemicals & ink 72, Clothing mfg. 360; Electronics 3951; Fabricating 133; Food processing 242; Golf equipment 115; Machine products 185; Medical & dental supplies 717; Milling & Feed 47; Plastics 26, Plating 206; Radio/TV Mfg. 1,005; Marine Prod. Res. 115; Misc. 282. Total 107 Industrial Plants.
Principal Industrial Pay Days: Fri., 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 47-71, Summer 52-88; Fall 46-76, Winter 38-68.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 12 blocks on Grand Ave., 6 on Second Ave., 14 on E. Valley Parkway So., 15 on Escondido Blvd., 4 on Broadway, plus 2 blocks on laterals leading into above streets. 16 blocks on Valley Parkway.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Escondido	12	Thrifty Drug, Alpha Beta
Escondido Sq.		Thrifty Drug
Escondido Mall	72	Sears, Walker-Scott
Felicita Plaza	17	
Felicita Village	40	Safeway
Town & Country	15	Safeway, Long's Drugs
Midtown Plaza	16	Montgomery Ward
Valley Plaza	48	Big Bear
The Vineyard	65	Gift, Variety, Furniture,
Washington Sq.	14	

Principal Shopping Days: Sun. Fri., Sat.
Stores Open Evenings: Largest every week night.

13—RETAIL OUTLETS: Department Stores: Sears; J.C. Penney; Walker Scott; K-Mart, Montgomery Ward; Gemco.
Variety Stores: Royal Distributors; TG&Y; F. S. Rasco.
Discount Stores (CZ): Fed-Mart; Pic 'n' Save.
Chain Drug Stores (CZ): Fiesta (Rexall); Thrifty Drug; Sav-on Drugs; Long's Drugs.
Chain Food Supermarkets (CZ): Safeway 2; 7-Eleven 5; Food Basket 1, Big Bear 2, Von's 2, Alpha Beta 1; Lavicio's 2.
Other Chain Stores: Western Auto Supply, Frazee's Paint, McMahan's Furn., San Diego Glass & Paint, Fashion Conspiracy; United Furn., S&H Green Stamps, Kinney Shoes, Singer; Handyman; House of Fabrics, Golden State Fabrics; Hickory Farms of Ohio, Builders Emporium Embassy Fabrics, Goodrich Surplus, Le Roy's Jewelers, Jessop's Jeweler; Motherhood Maternity; Sally's (apparel); Steicher's Shoes; Pine Tree Lumber, Drue's, Mr. Dependable; Dixidline Lumber, Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Royal Highlander; General Nutrition; Checker Auto Stores; Harris & Frank Men's Clothing; Moskatels; Nahas-Rathbuns; Sprous-Reitz; Wickes Lumber; Standard Brands Paint, Sinclair Paint; Kennedy Tire; Firestone; L&M Goodyear; Winston Tire; Trainer Tire; Dorman's, Thom McAn; Zale's Jewelers, Larson Jeweler, The Bedroom, Orange Julius.

14—NEWSPAPERS: TIMES-ADVOCATE (e-Mon. to Fri.) 31,495; (S) 33,519, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Fogerty Gen. Adv. Mgr. TIMES-ADVOCATE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

EUREKA, CALIF.

1—LOCATION: Humboldt County, E&P Map A-2, County Seat. On east side of Humboldt Bay 284 mi. N of San Francisco. Redwood Hwy. U.S. 101, Fortuna-Redbluff Hwy, Trinity Hwy. 299. Lumber, Tourism; Commercial Fishing, Dairy, Agriculture, Humboldt State University; Local Junior College.

2—TRANSPORTATION:
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound, Eureka Transit.
Airlines: Airwest.

3—POPULATION:
Corp. City 70 Cen. 24,337; Loc. Est. 23,940
CZ ABC: (70) 36,463 (80) 38,300
RTZ-ABC: (70) 77,809, (80) 88,700
County 70 Cen. 99,692; Loc. Est. 102,500
City & RTZ-ABC: (70) 114,272, (80) 127,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,976; Loc. Est. 10,600
County 70 Cen. 32,383; Loc. Est. 44,142
CZ ABC: (70) 12,802, (80) 15,400
RTZ-ABC: (70) 24,288, (80) 31,800
CZ RTZ-ABC: (70) 37,090 (80) 47,200

5—BANKS:	NUMBER	EST. DEPOSITS
Comm. & Sav. Banks	22	$275,000,000
Sav. & Loan Assn.	4	$85,000,000

6—PASSENGER AUTOS: County 50,302.

7—ELECTRIC METERS: Residence 37,480.

8—GAS METERS: Residence 25,421.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber 5,550 ($145); Comm. Fishing 1,775 ($137), Construction 1,150 ($215), Mfg. 3,525 ($126).
Principal Pay Days: Fri., Lumber—10 & 25. Dairy—15, Mfg. 10 & 25; Construction—Mon; Commercial Fishing—Wed., County 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 44-56. Summer 51-61; Fall 48-60, Winter 42-54.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on 5th; 5 blocks on 4th, 4 blocks on F, 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Centers: 6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Henderson	2	Schafer's Hdw., Food Mart
Myrtle Towne	2	Coast-to-Coast Myrtletown Pharmacy
Broadway	8	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Longs Drug
McKinleyville	15	Food Mart, Safeway, Sprouse-Reitz, Discount-Dept./Grocery
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse Reitz, Thrifty Drugs, Beno's, Sentry Mkt.

Principal Shopping Days: Thur., Fri., Sat.
Stores Open Evenings: Dept.-Fri., Food-Nightly.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, J.C. Penney, White House; Bistrin's, Sears; Daly's.
Variety Stores: S. H. Kress, Woolworth, Jones, Sprouse-Reitz; Shafer's: Ace Hardware.
Discount Stores (CZ): Pay'n Pak, Pay Less Drug, Long Drug.
Chain Drug Stores (CZ): Rexall; Long's 1; Red Cross 2; Ritchie Wood Rx 3; Pay Less.
Chain Food Supermarkets: Safeway 6, Food Mart 3; Kacys 2; Eureka Mkt. 1, Sentry Mkt.
Other Chain Stores: Firestone, W.P. Fuller (paint); Sherwin-Williams, Jenkel & Davidson (optical); Singer Co.; Mode O'Day (women's), Weisfield's (jewelry and home appl.), Kinney Shoes, McMahan's Furniture, S&H Green Stamps; (Elec & Plumb.); Coast-to-Coast; Karl's Shoes, Leeds Shoes, Blue Chip Stamps.

14—NEWSPAPERS: TIMES-STANDARD (e) 21,688; (S) 23,149, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Condy, Adv. Sales Mgr., TIMES-STANDARD.
National Representatives: Landon Associates, Inc.; Thomson Newspapers, Inc.

FAIRFIELD-SUISUN, CALIF.

1—LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa SMSA); County Seat. Agriculture, Industry & Travis AFB. 47 mi. NE of San Francisco, 50 mi. SW of Sacramento. U.S. Hwy. 80, State Hwy. 12.

2—TRANSPORTATION: Railroads: Southern Pacific; Sacramento Northern.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound; Trailways; Vaca Valley; Dart.

3—POPULATION:
Corp. Cities 70 Cen. 47,063; Loc. Est. 59,264
Fairfield 70 Cen. 44,146; Loc. Est. 55,392
Suisun 70 Cen. 2,917; Loc. Est. 10,110
City Zone, Local Estimate 68,885
Retail Trading Zone, Loc. Est. 130,000
County 70 Cen. 171,815; Loc. Est. 213,900
SMSA 70 Cen. 250,955; Loc. Est. 310,061
City & Retail Trading Zone 120,000

4—HOUSEHOLDS:
Fairfield 70 Cen. 11,281; Loc. Est. 17,953
Suisun 70 Cen. 918; Loc. Est. 3,347
County 70 Cen. 51,120; Loc. Est. 76,246
SMSA 70 Cen. 76,218; Loc. Est. 112,749

5—BANKS: 7 Commercial Branches, Dep. NA; 6 Sav. & Loan Assn., Dep. $53,000,000.

6—PASSENGER AUTOS: County 131,600.

7—ELECTRIC METERS: Residence 18,610.

8—GAS METERS: Residence 18,940.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—County 515 ($195); Travis AFB 3,328 Civilians ($215); Explosives 135 Agriculture 500; Airline Catering 70 Misc. Industry 300; Beer 500; Metal Cans 200; Plastic, Bottle, and Cans 500; Industrial Pumps 260; Electronic Equip. 100.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Max. (Aug.) 86, Min. (Jan.) 36.

11—TAP WATER: Moderately hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on W. Texas and 12 blocks on N. Texas, K-Mart Shopping Center; Solano Mall; Raley Shopping Center on Holiday Lane and Travis Blvd., Mission Village, N. Texas; Solano Mall opening 1981.
Principal Shopping Days: Thu., Fri., Sat., Sun., Mon.
Stores Open Evenings: Nightly ex. Sun.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Hydes, Mervyns; Ross.
Discount Stores (CZ): Warehouse, WOW; K-Mart; Thrifty Drug; Long's Drug, Raley Discount Drug, Food and Hardware; Ardans, Consumers.
Chain Drug Stores: Longs, Thrifty; Raley.
Chain Food Supermarkets: Safeway; Lucky 2; Campos Food Fair 2, Fairfield Grocery; Travis; Farmer's Mkt. 2, Wow Mkt., Raley, Albertsons.
Other Chain Stores: Sears, Montgomery Ward; Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Consumers Distributors, Grand Auto, Ole's; Firestone; MCO Discount Stores; Ardans; Warehouse Records; Kragan Auto.

14—NEWSPAPERS: REPUBLIC (e-Mon. to Fri.) 15,884, (S) 16,209, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Don R. Hancock, Pub., REPUBLIC.
National Representatives: Branham/Newspaper Sales.

FONTANA, CALIF.

1—LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7. Steel production center. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99, 70, and State Hwy. 26.

2—TRANSPORTATION: Railroads: AT&SF, Pac. Elec.; SP; Union Pacific.
Motor Freight Carriers: 15.
Intercity Bus Lines: Greyhound, Southern California Rapid Transit District (Both Intercity) Lines.

3—POPULATION:
Corp. City 70 Cen. 20,673; Loc. Est. 32,500
County 70 Cen. 681,535; Loc. Est. 813,012
SMSA 70 Cen. 1,140,610; Loc. Est. 1,453,123
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,502; Loc. Est. 11,161
County 70 Cen. 212,021; Loc. Est. 295,184
SMSA 70 Cen. 362,525; Loc. Est. 540,325

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$27,737,264
Commercial Banks	5	$67,620,000

6—PASSENGER AUTOS: County 406,292.

7—ELECTRIC METERS: (Res.) 9,100.

8—GAS METERS: (Res.) 9,911.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mfg. 14,000; Agriculture 250, Construction 1,200; Transp. Commun., & Utilities 1,000; Whol. & Retail 2,500; Finance Insur. & Real Estate 500; Services & Hospitals 1,040; Misc. 400.

10-CLIMATE: Mean Temp.—Spring 60; Summer 75; Fall 67; Winter 52; First killing frost, Nov. 23. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline; med. hardness.

12—RETAILING: Principal Shopping Districts: Sierra, 6 blocks north from Merrill; Arrow, 4 blocks W. from Sierra; Foothill, 8 blocks E. and W. from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fontana Square	1/4	Penney, Woolworth, Thrifty Drug
Inland Center	9	Sears, May Co., Broadway
Central City Mall	9	Montgomery Ward, Penney, Harris Co.
Tyler Mall	15	Penney, Sears, May Co.
South Sierra	1	Rasco, Saater Bros., Thrifty Drug

Stores Open Evenings: Mon. and Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Sears-Roebuck, TG&Y.
Discount Stores (CZ): Pic 'N Save; Lee's.
Variety Stores: Rasco, Woolworth, Rexall, Finley 2.
Chain Drug Stores (Corp. City): Thrifty 2, Rexall; Finley 2.
Chain Food Supermarkets (Corp. City): Safeway, Stater Bros. 2, Alpha Beta.
Other Chain Stores: Western Auto, Goodyear; Kinney Shoe; Firestone; McMahan's Furniture, Harfield's; Ole's Hdwr., Chief Auto Products, Radio Shack, Thom McAn; Goodman Jewelers.

14—NEWSPAPERS: HERALD-NEWS (e) 4,275, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: George E. Riggs, Pub., Stephen D. Good, Adv. Dir., HERALD-NEWS.
National Representatives: None.

FREMONT-NEWARK, CALIF.

1—LOCATION: Alameda County (In San Francisco- Oakland SMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay Area 25 mi. South of Oakland, 15 mi. North of San Jose.

2—TRANSPORTATION: Railroads: S. Pacific, Western Pacific.
Motor Freight Carriers: 50 Common Carriers; Over 250 radial Carriers.
Intercity Bus Lines: Greyhound, Peerless. Bay Area Rapid Transit Terminal.
Nearby Airports: Metropolitan Oakland Intl. (22 mi.); Sah Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward 12; Private Airports: Fremont, Sky Sailing.

3—POPULATION:
Corp. Cities 70 Cen. 128,022; Loc. Est. 153,300
Fremont (70) 100,869; Loc. Est. 122,700
Newark (70); 27,153; Loc. Est. 30,600
County 70 Cen. 1,073,184; Loc. Est. 1,101,900
SMSA: 3,108,022; Loc. Est. 3,217,900
Cities of Publication-ABC:
(70) 128,022; (80) 162,700
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 33,297, Loc. Est. 54,564
Fremont 70 Cen. 26,644, Loc. Est. 45,234
Newark 70 Cen. 6,653; Loc. Est. 9,330
County 70 Cen. 365,093; Loc. Est. 440,300
SMSA 70 Cen. 1,085,852; Loc. Est. 1,291,200
Cities of Publication-ABC:
(70) 33,297; (80) 48,400

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assoc.	14(16)	N.A.
Commercial Banks	13(26)	N.A.

6—PASSENGER AUTOS: County 556,364

7—ELECTRIC METERS: (Fremont-Newark) 58,213

8—GAS METERS: (Fremont-Newark) 51,325

9— PRINCIPAL INDUSTRIES (CZ): Fremont: Auto Assembly plant, 3,700; Food distribution, 1,260; Salt manufacturing, 435; Misc. manufacturing including electronic equipment, gas and electric meters, etc., 1,025, Paper manufacturing, 500.

10-CLIMATE: Min. & Max. Temp.—Spring 46-67; Summer 54-75, Fall 49-73, Winter 38-58.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brookvale Ctr.	24	Safeway Radio Shack
Cabrillo Pk.	13	
Center Sq.	-	
El Peralta Ctr.	10	
Franciscan Pk.	12	
Fremont Ctr.	21	Azevedo Country Mkt
Fremont Fash. Ctr.	34	Safeway, Radio Shack
Fremont Hob	96	Mont. Ward, Mervyn's Dept., Woolworths.
Glenmoor Ctr.	47	
Irving Ton Sq.	9	
Meadow Sq.	13	
Mission Ranch Ctr.	11	
Mission Valley	6	Lucky Mkt
Monument Shopping Ctr.	9	
Century Plaza	-	
Mowry East	-	
Peralta Ctr.	-	
Rickmark Ctr.	10	
Sundale Ctr.	13	
Town Fair Ctr. (Newark)	-	
Lewis Shopping Ctr.	21	
Lido Faire	30	Thrifty Drugs, Kinney's
Newark Sq.	12	Taco Bell
K-Mart Ctr.	-	K-Mart, Radio Shack
Fry's Ctr.	13	
New Park Mall	130	Sears, Macys

Stores Open Evenings: Shopping Centers, Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Capwell's; Sears; Montgomery Ward; Mervyn's.; Macys.
Variety Stores: Woolworth; Ben Franklin;
Discount Stores: K-Mart; Gemco; The Treasury.
Chain Drug Stores: Long's 2; Pay Less 2; Thrify 2.
Chain Food Supermarkets: Alpha Beta 2; Fremont Market Lucky 5; Flair Market; Safeway 6; Fry's 4; Rebello's 3; Charlie's Markets 2.
Other Chain Stores—Men's & Women's Clothing: Smith's; Grodin's; Grutman's; Goldman's; Jay- Vee; Hartfield's; Frederick's; Marlene's; Foxmoor; Topps 'N Trowsers; Picadilly.
Jewelry: Crescent; Milen's; Davidson & Licht.
Tire & Auto: Goodyear; Firestone; Gerard; Grand Auto; Kragen Auto; Winston Tires; Wholesale Distributors.
Shoes: Kinney; Kushin's; Allen's; Karl's; Hardy.
Name Furnishings: R B Furniture; Connolly's; Abbey Carpet; Carpeteria; Conklin Bros.
Other: Wickes Lumber Orchard Supply; Four Star Bldg. Materials; Brennan's Magnavox; Big "5" Sporting Goods; House of Fabrics; Fabric Lane; Singer Sewing Center.

14—NEWSPAPERS: THE ARGUS (m) 18,359 (s) 18,725, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gene H. Grant, Adv. Mgr., THE ARGUS.
National Representatives: California News paper Mkts., Western Dailies; Member of Golden Gate Group.

FRESNO, CALIF.

1—LOCATION: Fresno County (SMSA). E&P Map C-5. County Seat. Agricultural, industrial, wholesale center. 189 mi. from San Francisco and 221 mi. from Los Angeles. On U.S. Hwy. 99.

2—TRANSPORTATION: Railroads: Southern Pacific, Atchison, Topeka & Sante Fe.
Metor Freight Carriers: 30.
Intercity Bus Lines: Pac Greyhound, Continental Trailways.
Airlines: United, Hughes Air West, Pacific Southwest, Swift Aire, Sierra Pacific, Air California.

3—POPULATION:
Corp. City 70 Cen. 165,972; Loc. Est. 207,300
CZ ABC: (70) 286,945; (80) 361,700
RTZ-ABC: (70) 420,559; (80) 507,900
County/SMSA: 70 Cen. 413,323 Loc. Est. 490,800
City & RTZ-ABC: (70) 707,504; (80) 869,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 55,274; Loc. Est. 80,200
County/SMSA:
70 Cen. 126,752; Loc. Est. 174,500
CZ ABC: (70) 91,461; (80) 131,600
RTZ-ABC: (70) 122,830; (80) 169,500
City & RTZ-ABC: (70) 214,291; (80) 301,100

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Ass.	13	$1,383,400,000
Commercial Banks	16	$1,793,506,000

6—PASSENGER AUTOS: County 236,489

7—ELECTRIC METERS: Co. 178,765

8—GAS METERS: Co. 135,766

9— PRINCIPAL INDUSTRIES (CZ): (Met. Area): Industry, Number of Wage Earners All Mfg. 22,500; Nondurable Goods 11,500; Durables 11,000; Foods 7,400; Transp. & Public Utilities 10,500; [illegible] Insur. & Real Estate 11,100; Government 40,40[illegible] Retail Trade 35,200; Wholesale Trade 12,000 Services 35,900; Agriculture, Forestry & Fisheries 39,000; Construction 12,600.
Principal Pay Days: Thurs., Fri., 1 & 15.

10-CLIMATE: Min. & Max. Avg. Temp.—Jan. 36-55, Apr. 46-74; July 63-98; Oct. 49-80. First & Last frost Oct. 29 and Mar. 27.

11—TAP WATER: Med. hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 24 block core area—Van Ness, H St., Inyo and Tuolumne (Includes Fulton Mall); Manchester Ctr.; Fig Garden Village; West Fresno; Ashlan Park; Eastgate; Northgate; Fashion Fair; Chestnut; Clovis & Shaw; West & Bullard; Shaw & West.
Neighborhood Shopping Centers: N. First & McKinley; Wishon & Olive; N. Cedar & Shields; N. First & Ashian; N. Fruit & W. McKinley; Blackstone & Clinton; E. Tulare & N. Cedar; W. Shields & West; Blackstone & Shaw; Kings Canyon Rd. & Clovis Ave.; West & Ashlan; First & Shaw; First & Barstow; First & Bullard; Cedar & Herndon; Blackstone & Herndon; Willow & Shaw; Peach & Shaw; Paln & Bullard; Minnewawa & Shaw; Marks & Bullard; Marks & Shaw; First & Shields.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fashion Fair	5	Weinstock's, Penney, Gottschalk's
Fig Garden	7	McDonald's, Food World
North Gate Strip	7½	K-Mart, Safeway, Ward's Thrifty Mart
Payless	7	Payless
Manchester	4	Sears, Liberty House, Gottschalks', Long's Drugs
Eastgate	5	K-Mart, Thrifty Drugs, Mayfair Mkt.
Sunnyside Plaza	6	Payless, Safeway

Principal Shopping Days: Thu., Fri., Sat. & Sun.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Gottschalk's 3, J. C. Penney 2, Montgomery Ward, Sears Roebuck; Ollenberger's 4; Liberty House; McDonalds, Weinstock's.
Discount Stores (CZ): K-Mart 2, Payless 2; Angels; Handyman; Zody's; Mervyn's; Gemco; Ardan's; Best.
Variety Stores: Woolworth 2; J. J. Newberry; Sprouse-Reitz 4; Lil General.
Chain Drug Stores (CZ): Long's 6; Thrifty 6; Payless 2; Drug Fair 2; Family Phcy 2.
Chain Food Supermarkets (CZ): Mayfair 4, Safeway 10, Continental, Country Boy 2; Save Mart 6, Thriftmart 2, Foodland 8; Star 1; Alpha Beta 4, Young's 2.
Other Chain Stores: Apparel: Ward's, Sears, Roos-Atkins 1, House of Nine, Lerner Shops 2, Rodder's-Goldring 2; Berkeley's, Flagg Bros. 2, Topps & Trousers, Florsheim Shoes, Coffees 2, Walter Smith 2, Hodge & Son 2, Trend O'Fashion, Tall Fashions, Miller's Outpost; Shoe Stores: Asher Bros. 2, GallenKamp's 4, Kinney Shoes 3, Karl's, Burt's, Leeds, Koby's Shoes 3, Murray Red Cross, S&K Allen's, C. H. Baker, Jarman's, Kushin, Mandel's; Automotive, Firestone, Goodrich, Lucky, Pep Boys, Penneys, Weinstock's, Gottschalk's, Goodyear, Kragen's 4, Grand Auto; R. B. Furniture; McMahan's, Levitz, Breuner's, Yardage; House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag, Agriculture: Food Machy. & Chem., Quinn Co., Homelite, Grange.

14—NEWSPAPERS: BEE (m) 130,279, (S) 151,766, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dick Cruse, Nat. Adv. Spv., BEE.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

FULLERTON, CALIF.

See ORANGE COUNTY, CALIF.

GLENDALE, CALIF.

1—LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). 8½ mi. NE of Los Angeles.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 15.
Intercity Bus Lines: Metro, Continental-Santa Fe Trailways; Greyhound, Tanner Grey Lines.
Airlines: Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Int'l Airport.

3—POPULATION:
Corp. City 70 Cen. 132,752; Loc. Est. 134,285
CZ ABC: (70) 132,752; (80) 132,200
RTZ-ABC: (70) 238,959: (80) 232,700
County/SMSA:
70 Cen. 7,036,887, Loc. Est. 7,244,676
City & RTZ-ABC: (70) 371,771; (80) 364,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 54,454; Loc. Est. 64,595
County/SMSA:
70 Cen. 2,431,981; Loc. Est. 2,910,412
CZ ABC: (70) 54,454; (80) 62,000
RTZ-ABC: (70) 85,740; (80) 95,500
City & RTZ-ABC: (70) 140,194 (80) 157,500

5—BANKS:	NUMBER	DEPOSITS
Comm. & Sav. Banks	18	$567,676,000
Sav. & Loan Assn.	17	$2,033,335,000

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Residence 57,067

8—GAS METERS: 55,756

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Agriculture, Forestry, and Fisheries 200; Construct 5,200; Food Pdts. 2,100; Fabric Metals 3,300; Elec. Machy. 1,700, Transp. Equip, 1,350, Instruments 2,600; Other Manufacturing 14,900, Transp. Commun., and Util. 1,900, Whole. and Ret. Trade 17,200; Fin., Ins., and Real Estate 3,300; Service 14,200; Govt. 5,600.
Principal Pay Days: Fri., and 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 43-98, Summer 52-105, Fall 37-101; Winter 38-88. No killing frosts.

11—TAP WATER: Neutral medium hard. Dec. 60 analysis shows 11,542 grains per gal.--199 parts per million gal.

12—RETAILING: Principal Shopping Center: 8 blocks on Brand; 5 blocks on Broadway, 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway.
Neighborhood Shopping Centers: 8 blocks on Ave., Adams Sq. Area: 3 blocks on No. Pacific from Glenoaks North; Kenneth Rd. and Grandview; Chevy Chase and Verdugo; Cracker Barrel Shopping Center, 1200 S. Glendale Ave.; and Glendale Plaza; Glendale Fashion Ctr.; Eagle Rock Plaza; Glendale; Galleria.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Montrose	4	Hale's, Safeway
Atwater	3	Beech's
Chevy Chase	1/2	Alpha Beta
Eagle Rock	2	May Co., Montgomery Ward
Galleria		Broadway, J. C. Penney, Ohrbach's, Buffum's
Glendale Fashion	-	J. W. Robinson's, Webbs
Glendale Plaza	-	Thrifty Drug
Verdugo Mall	4	

Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Dept. 6 nights, Food: Every eve., Others: Mon. and Fri.

13—RETAIL OUTLETS: Department Stores: Webbs 2, Sears; J. C. Penney, Reinie's, Robinson's, May Co., Montgomery Ward, Broadway, Orbach's; Buffum's 4.
Discount Stores (CZ): Lucky Stores; Value Center, K-Mart.
Variety Stores: Woolworth; Kress.
Chain Drug Stores (CZ): Thrift 2; Savon; Mordisco 2; Horton & Converse 1; Safeway 1.
Chain Food Supermarkets: Thriftmart 4; Safeway 6, Albertsons 3; Ralph's 2; Jim & Gil's, Von's 2; Alpha Beta; Lucky Markets 2, Market Basket 3.
Other Chain Stores: Auto Supply: Firestone, Goodyear, General, Pep Boys, Paint: Dunn-Edwards, Fuller Paints, Generai Paints, Pittsburgh Paints, Sherwin-Williams, Candy: Curries, See's; Men's and Women's Clothing: Bond's, Desmond's, House of Nine, Harris & Frank, Hartfields, Judd's, Mode O'Day, Modern Women, Moss, Zeeman's, Furniture: Barker Bros., RB, Maple Shops, McMahan Furn.; Jewlers: Brand Jewelers, Zale's, Slavick's, Misc.: Singer Co. Shoes: C. H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney's, Robinson's, Desmond's, Draper's, Hickory Farms, Wetherby Kayser, Waltah Clark, J. Magnin.

14—NEWSPAPERS: NEWS-PRESS (e) 18,360, Mar. 31, 1980 ABC.
Local Contactfor Advertising and Merchandising Data: Robert Hunter, Adv. Dir., NEWS PRESS.
National Representatives: Clan Sales Service.

GRASS VALLEY- NEVADA CITY, CALIF.

1—LOCATION: Nevada County, E&P Map C-4. Lumber Mfg. Ranching. Recreation and Historic Gold area. East Central California; Sierra Nevada foothills, 60 mi. N of Sacramento, 37 mi. E of Marysville. At junction of State Hwys. 20 and 49; about 12 mi. north of I-80.

2—TRANSPORTATION: Nevada County Airpark.
Motor Freight Carriers: 6.
Intercities Bus Lines: Gold County Stage, Greyhound.

3—POPULATION:
Corp. Cities 70 Cen. 7,463; Loc. Est. 8,778
Grass Valley 70 Cen. 5,149; Loc. Est. 6,505
Nevada City 70 Cen. 2,314; Loc. Est. 2,273
Primary Mkt. ABC: (70) 23,818; (80) 41,600
County 70 Cen. 26,346; Loc. Est. 48,304

4—HOUSEHOLDS:
Cities 70 Cen. 2,116; Loc. Est. 4,201
County 70 Cen. 9,601, Loc. Est. 20,505
Primary Mkt. ABC (70) 8,767, (79) 17,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	8	not available
Sav. and Loan Assoc.	5	not available
Commercial Banks	8	not available

6—PASSENGER AUTOS: County 24,295

7—ELECTRIC METERS: Residence 14,841

8—GAS METERS: Residence 3,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wager Earners—Lumbering 1,200, Agriculture 1,200, Manufacturing 1,000, Mining 100; Utilities 400, Construction 1,000, Electronic Mfg. 600.
Principal Pay Days: Monday, 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 43-75, Summer 55-88; Fall 39-67; Winter 33-60. First killing frost, Oct. 16. Last killing frost Apr. 15.

11—TAP WATER: Not fluoridated, chlorinated.

12—RETAILING: Principal Shopping Center: Main and Mill Sts., Neal St., Spring Hill, Colfax Ave.; Grass Valley, Broad St., Zion St., Nevada City, Glenbrook, Gold Country Mall.
Neighborhood Shopping Centers: Oaks Subdivision; Cedar Ridge, Alta Hill, Town Talk, Sunset; Penn Valley, Rough and Ready, Combie.
Principal Shopping Days: Wed., Thu., Fri., Sat.
Stores Open Sundays: Some.

13—RETAIL OUTLETS: Department Stores: Penney; Montgomery Ward; Sears; Rasco's; Ben Franklin.
Variety Stores: Sprouse-Re[illegible]; Rasco's, Smith's; Henderson Hardware; Alpha 2; Cornet.
Chain Food Supermarkets: Safeway 2; Shop N' Save, Farmers Mkt.; SPD Mkt.; Oak Mkt.; Busy Bee; Lucky.
Chain Drug Stores: DeMartini Rexall 2; Thrifty Drug.
Other Chain Stores: Anita's Apparel; Mode O'Day; Western Auto 2; Pacific Dollar; Firestone 2.

CALIFORNIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	19,963,503	23,255,422	77,331,240	215,487,939	9,010,141	23,916	73,549	4,693,087	2,665,948
STANDARD METROPOLITAN STATISTICAL AREAS									
Anaheim-Santa Ana-Garden Grove, Cal.	1,420,248	1,934,661	5,284,638	22,934,030	692,561	33,115	868	85,996	17,357
Bakersfield, Cal.	329,271	391,012	1,118,141	3,151,912	141,221	22,319	1,795	442,019	116,231
Fresno, Cal.	413,329	494,243	1,367,912	4,430,267	178,196	24,862	6,948	603,297	168,807
Los Angeles-Long Beach, Cal.	7,036,887	7,252,008	29,155,628	59,880,654	2,982,509	20,077	2,613	73,574	72,015
Modesto, Cal.	194,506	262,516	634,724	2,379,307	98,072	24,261	4,538	150,297	162,715
Oxnard-Simi Valley-Ventura, Cal.	378,497	521,450	1,099,996	5,147,485	174,481	29,502	1,750	194,134	58,724
Riverside-San Bernardino-Ontario, Cal.	1,140,609	1,513,788	3,592,620	12,362,597	568,672	21,739	4,787	162,121	464,313
Sacramento, Cal.	803,610	1,026,858	2,821,719	11,231,285	385,182	29,156	3,658	250,641	62,703
Salinas-Seaside-Monterey, Cal.	247,450	286,714	926,625	2,654,102	102,782	25,823	1,228	325,290	85,324
San Diego, Cal.	1,357,854	1,851,575	5,013,865	15,074,213	695,628	21,670	4,260	121,965	85,469
San Francisco-Oakland, Cal.	3,108,022	3,209,318	14,112,871	32,441,644	1,304,249	24,874	2,247	100,549	52,839
San Jose, Cal.	1,066,421	1,273,694	4,140,953	14,735,665	454,254	32,439	1,773	70,403	27,920
Santa Barbara-Santa Maria-Lompoc, Cal.	264,324	288,453	972,775	3,025,860	109,120	27,730	1,267	78,707	68,651
Santa Cruz, Cal.	123,790	186,223	428,279	1,742,237	78,841	22,098	690	50,424	4,960
Santa Rosa, Cal.	204,885	295,723	644,189	2,986,560	115,369	25,887	2,652	27,862	84,952
Stockton, Cal.	289,564	332,375	1,037,571	2,901,485	124,868	23,236	4,240	262,338	104,133
Vallejo-Fairfield-Napa, Cal.	250,955	319,894	863,165	3,852,323	117,453	32,799	1,704	90,980	22,014
COUNTIES, Cities									
ALAMEDA	1,073,184	1,107,562	4,521,829	10,411,117	444,933	23,399	766	35,636	7,624
Alameda	70,968	73,055	299,657	689,397	29,667	23,238	*	*	*
Berkeley	116,716	105,290	493,209	1,017,087	50,245	20,243	*	*	*
Dublin	13,641	29,669	63,695	309,065	8,986	34,394	*	*	*
Fremont	100,869	134,891	402,072	1,191,566	43,209	27,577	*	*	*
Hayward	93,058	100,098	365,690	875,265	36,814	23,775	*	*	*
Livermore	37,703	56,499	158,203	529,722	19,928	26,582	*	*	*
Newark	27,153	34,199	95,446	262,515	10,250	25,611	*	*	*
Oakland	361,561	314,077	1,496,459	2,954,498	146,657	20,146	*	*	*
ALPINE	484	1,173	1,465	11,077	546	20,288	N A	N A	N A
AMADOR	11,821	19,712	36,232	150,587	8,165	18,443	202	1,122	1,571
BUTTE	101,969	142,664	290,306	1,163,232	57,314	20,296	1,579	91,144	8,197
Chico	19,580	27,558	52,344	204,465	10,326	19,801	*	*	*
Oroville	7,536	7,854	21,643	63,381	3,378	18,763	*	*	*
CALAVERAS	13,585	22,004	37,973	167,819	9,058	18,527	318	471	3,285
COLUSA	12,430	13,000	53,265	118,388	5,057	23,411	578	101,275	3,129
Colusa	3,842	4,699	16,645	43,263	1,727	25,051	*	*	*
CONTRA COSTA	555,805	656,764	1,997,037	6,545,483	236,725	27,650	865	29,800	23,115
Antioch	28,060	39,918	87,417	335,371	14,228	23,571	*	*	*
Martinez	16,506	22,645	56,204	207,253	8,596	24,110	*	*	*
Pittsburg	20,651	29,749	54,514	203,725	10,729	18,988	*	*	*
Richmond	79,043	67,086	243,590	574,249	25,920	22,155	*	*	*
San Ramon Walnut Creek	39,844	55,458	173,039	684,486	22,905	29,884	*	*	*
DEL NORTE	14,580	18,233	45,288	126,945	6,963	18,231	122	4,153	2,048
EL DORADO	43,833	89,437	117,355	699,879	35,852	19,521	462	2,293	4,689
South Lake Tahoe	12,921	28,103	34,486	219,235	12,150	18,044	*	*	*
FRESNO	413,329	494,243	1,367,912	4,430,267	178,196	24,862	6,948	603,297	168,807
Fresno	165,972	199,870	567,512	1,879,013	78,068	24,069	*	*	*
GLENN	17,521	22,078	61,043	187,252	8,479	22,084	1,121	73,463	16,147
Orland	2,884	4,454	10,334	38,853	1,941	20,017	*	*	*
Willows	4,085	5,603	14,638	48,876	2,198	22,237	*	*	*
HUMBOLDT	99,692	109,461	316,314	796,864	41,693	19,113	800	2,653	14,899
Eureka	24,337	24,533	84,346	194,355	10,650	18,249	*	*	*
IMPERIAL	74,492	95,583	258,613	682,686	31,478	21,688	830	265,583	321,845
Brawley	13,746	15,016	48,449	107,906	4,984	21,650	*	*	*
El Centro	19,272	25,090	79,333	218,849	8,945	24,466	*	*	*
INYO	15,571	19,846	47,681	158,833	8,195	19,382	93	492	2,689
KERN	329,271	391,012	1,118,141	3,151,912	141,221	22,319	1,795	442,019	116,231
Bakersfield	69,515	89,261	259,906	800,628	34,554	23,170	*	*	*
Ridgecrest	7,629	16,593	28,135	145,258	6,348	22,682	*	*	*
Taft	4,285	5,281	15,311	44,792	2,142	20,911	*	*	*
KINGS	66,717	72,709	203,234	643,200	25,064	25,662	1,208	159,599	71,518
Hanford	15,179	19,904	53,434	209,736	7,808	26,862	*	*	*
LAKE	19,548	36,980	53,688	260,572	17,087	15,250	670	12,404	1,346
LASSEN	16,796	21,780	50,051	171,091	9,029	18,949	306	2,802	5,682
LOS ANGELES	7,036,887	7,252,008	29,155,628	59,880,654	2,982,509	20,077	2,613	73,574	72,015
Arcadia	42,868	47,892	287,163	591,783	20,177	29,330	*	*	*
Bell	21,836	21,913	93,147	171,448	10,424	16,447	*	*	*
Burbank	88,871	81,522	458,367	814,369	38,148	21,348	*	*	*
Covina	30,380	34,381	145,354	283,088	12,991	21,791	*	*	*
Downey	88,445	83,134	473,961	831,267	34,778	23,902	*	*	*
Glendale	132,752	134,015	142,697	1,379,054	65,975	20,903	*	*	*
Hermosa Beach	17,412	19,326	95,810	192,580	9,838	19,575	*	*	*
Huntington Park	33,744	40,078	145,186	314,142	21,202	14,817	*	*	*
Lancaster	32,570	51,653	138,387	437,381	18,972	23,054	*	*	*
Long Beach	358,633	323,541	1,707,967	2,800,142	154,057	18,176	*	*	*
Los Angeles	2,809,596	2,741,983	12,291,769	23,982,556	1,199,265	19,998	*	*	*
Manhattan Beach	35,352	30,333	203,638	330,992	13,131	25,207	*	*	*
Maywood	16,996	17,724	66,902	122,879	8,077	15,213	*	*	*
Palmdale	8,511	18,511	15,425	153,551	6,764	22,701	*	*	*
Pasadena	112,981	101,601	577,413	1,009,499	48,060	21,005	*	*	*
Pomona	87,384	85,721	346,981	582,764	32,376	18,000	*	*	*
Redondo Beach	57,425	64,626	264,973	525,909	25,871	20,328	*	*	*
San Fernando	16,571	14,360	61,720	95,438	5,547	17,205	*	*	*
San Fernando Valley	1,223,843	1,196,159	5,000,695	9,815,093	485,856	20,202	*	*	*
San Gabriel Valley	256,539	266,599	1,089,837	1,947,408	94,170	20,680	*	*	*
San Pedro	62,108	70,161	255,068	497,320	25,785	19,287	*	*	*
Santa Monica	88,289	90,605	493,313	932,028	49,744	18,736	*	*	*

GRASS VALLEY—continued

14—NEWSPAPERS: UNION (e) 11,972, ABC Mar 31, 1980
Local Contact for Advertising and Merchandising Data: Jack Moorhead, Pub. or Pete Pederson, Adv. Dir., UNION
National Representatives: None

HANFORD, CALIF.

1—LOCATION: Kings County, E&P Map C-6, County Seat. Midway bet. Los Angeles & San Francisco.

2—TRANSPORTATION: Railroads: Santa Fe, Southern Pacific
Airlines: United (Visalia Airport)
Motor Freight Carriers: 5
Intercity Bus Lines: Greyhound, Orange Belt.

3—POPULATION:
City 70 Cen. 15,179; Loc. Est. 19,628
CZ ABC: (70) 22,188, (80) 27,900
RTZ-ABC: (70) 48,325, (80) 53,500
County 70 Cen. 66,717; Loc. Est. 73,685
City & RTZ-ABC: (70) 70,513, (80) 81,400
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,916, Loc. Est. 7,667
County 70 Cen. 18,293, Loc. Est. 25,260
CZ ABC: (70) 13,027, (80) 10,000
RTZ-ABC: (70) 13,027, (80) 16,400
City & RTZ-ABC: (70) 20,002, (80) 26,400

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	7	$217,503,000
Sav. & Loan Assn.	10	$45,000,000

6—PASSENGER AUTOS: County 28,855

7—ELECTRIC METERS: Residence 10,817

8—GAS METERS: Residence 6,812

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Refinery 215 ($205); Creamery 82 ($225); Tire Mfg. 750 ($250); Cannery
Principal Industrial Pay Days: 1st and 16th

10-CLIMATE: Min. & Max. Temp.—Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1. Last killing frost, Feb. 1

11—TAP WATER: Alkaline, very soft; not fluoridated

12—RETAILING: Principal Shopping Center: Six blks, Kings Mall (25 stores)
Neighborhood Shopping Center: Grangeville Blvd. & 11th Ave., Irwin & Ivy Streets, 11th Ave. & 5th St.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri., Food, nightly

13—RETAIL OUTLETS: Department Stores: Sears, J.C. Penney, Case's, Nahas, Montgomery Ward
Variety Stores: Woolworth; Cornet
Chain Drug Stores (CZ): Thrifty, Tomer's 3, Long's
Chain Food Supermarkets: Safeway; State, Superway, Prarie Mkts.
Other Chain Stores (CZ): Firestone, Cal Auto upply, Automotive Supply Co.; Anita Dress Shop; The Vogue; Kirby's; Remar's Dress Shop; Mode O'Day, M. Mahon's; Kinney Shoes, Singer; House of Fabrics; Bonanza 88¢ Store, Pep Boys, Sprouse Reitz; Grand Auto

14—NEWSPAPERS: SENTINEL (e) 11,524, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Derral Hawkins, Adv. Mgr., SENTINEL
National Representatives: National Advertising Service Co

HAYWARD, CALIF.

1—LOCATION: Alameda County (In San Francisco-Oakland SMSA). E&P Map B-5. Industry, government, agriculture center. 14 mi. S of Oakland San Francisco Bay Region. 26 mi. N. of San Jose 25 airline miles SE of San Francisco, 385 mi. N of Los Angeles.

2—TRANSPORTATION: Railroads: Southern Pacific (2 lines); Western Pacific
Intercity Bus Lines: Greyhound; Peerless Stages; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines: Hayward Air Terminal, 10 miles to Oakland International Airport; 23 miles to San Francisco International Airport; 28 miles to San Jose Municipal Airport.
Motor Freight Carriers: Over 100 Truck lines and Carriers.

3—POPULATION:
Corp. City 70 Cen. 93,058; Loc. Est. 94,300
CZ ABC: (70)203,307, (80)235,300
RTZ-ABC: (70)213,706, (80)216,000
County 70 Cen. 1,073,184; Loc. Est. 1,101,900
SMSA 70 Cen. 3,108,022; Loc. Est. 3,217,900
City & RTZ-ABC: (70)417,013, (80)451,300
Demographic Information available from the Newspaper.See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 28,088; Loc. Est. 38,350
County 70 Cen. 365,093; Loc. Est. 440,300
SMSA 70 Cen. 1,085,852; Loc. Est. 1,291,200
CZ ABC: (70)61,743, (80)80,700
RTZ-ABC: (70)72,600, (80)73,900
City & RTZ-ABC: (70)124,942, (80)154,600

5—BANKS: Savings Institutions: (Hayward area) No

Institutions/(No branches) Commercial Banks 14 (41), Savings & Loan Assn's. 21 (31)

6—PASSENGER AUTOS: County 556,364

7—ELECTRIC METERS: (Hayward area) 78,979

8—GAS METERS: (Hayward area) 69,639

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Total Employment 54,900; Agriculture, Forestry and Fishing, 500; Construction, 3,800; Manufacturing, 9,200; Transportation, Communication, Utilities, 3,000; Retail, Wholesale 12,800; Finance, Real Est., Ins., 1,600; Services, 14,400; Gov. 9,500; Other, 100.

10-CLIMATE: Min. & Max. Temp.—Spring 47-65 Summer 55-71; Fall 49-71; Winter 39-56.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Areas (CZ)
Downtown Hayward 4 blocks each on A, B, Foothill and Mission Blvd., 3 each on C and Main St., 2 each on Watkins and D St.
Downtown San Leandro E 14th St. and Bancroft Ave. from 105th Ave. to 150th Ave.
Shopping Centers (RTZ): San Leandro Foothill Square, Estudilo, Washington Juana, Pelton, Palma Plaza, Eden, Bayfair, Manor.
San Lorenzo San Lorenzo Village, San Lorenzo Manor, Castro Valley.
Hayward Creekside Southland, Haymont, Shater Park, Huntwood Manor, Oliver Corner, Tennyson East, Bedford Square, Fairway Park.
Union City Town and Country Center, Union Square, El Mercado.
Newark Lewis Center, Lido Faire, Newark Square, K-Mart Center, Treasury Stores, New Park, Regional Center.
Fremont Brookvale Center, Cabrillo Park, Center Square, Franciscan Park, Fremont Center, Fremont Hub, Fremont Fashion Center, Fremont Plaza, Glenmoor Center, Irvington Square, Meadow Square, Mission Ranch, Mission Valley, Monument Center, Peralta Plaza, Sundale Center.
Principal Shopping Days Thurs., Fri., and weekends. Most centers open evenings until 9 p.m. daily ex. Sat. & Sun.
Stores Open Evenings Shopping Centers Mon. Thu Fri.

13—RETAIL OUTLETS: Department Stores—(RTZ) Capwell's 2, Macy's 2, J. C. Penney Co., Montgomery Ward 2, Sears 2, 4. Mervyn's 3; Daughtrey's, Roos/ Liberty House, Ross.
Variety Stores (RTZ) Woolworth 3, Toys "R" Us 2, Toy World 2.
Discount Stores (RTZ) Treasury Stores 2, Gemco 2, K-Mart 3.
Chain Food Supermarkets (RTZ), Alpha Beta 6; Co-op, Russell's 7, Flair 2, Fry's 5, Lucky's 15, Safeway 16, Thriftway 2, Romley's 2, Tony's 2.
Chain Drug Store (RTZ) 4, Walgreen 3, Thrifty 7, Pay Less 5, Long's 6; Bill's Drug.
Other Chain Stores (RTZ) Automotive Coast-to-Coast; Grand Auto; Kragen Auto; Firestone; B. F. Goodrich, Goodyear; Big "O" Tire; Gerard Tire, Four Wheel Brake; **Apparel** Anita Shops, Grutman's, Marlene's; Gold Hanger; Male Box; Nobby; Lane Bryant, Grodin's, Fredericks of Hollywood, Casual Corners, Foxmoor, Goldman's, J. Magnin, Roos Atkins, Smiths **Candies** Mac-Falane's, See's, **Furniture and Houshold** Abbey Carpet, Conklin Bros., Sleepaire, Levitz, Colonial Village, Crossroads, Carpeteria, R-B Furniture, **Fabrics and Sewing Centers** House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; **Jewelers** Baron's, Crescent, Granat Bros., Milen's, Zale's. **Stationers** Big "5" **Shoes** Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins, **Home Improvement & Building Supplies** Grossman's Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Orchard Supply **Miscellaneous** Sherwin-Williams, Color Tile, Standard Brands, Handy Andy, Alco Electronics, Pacific Stereo.

14—NEWSPAPERS: REVIEW (e) 42,922; (S) 43,834, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gene Grant, Advertising Director, REVIEW.
National Representatives California Newspaper Market & Western Dailies; Member of Golden Gate Group.

HEMET, CALIF.

1—LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-8. On Hwys. 74, 79.

2—TRANSPORTATION: Railroads Santa Fe.

3—POPULATION:
Corp. City 70 Cen. 12,252; Loc. Est. 21,771
SMSA 70 Cen. 1,140,609; Loc. Est. 1,453,123
County 70 Cen. 459,074; Loc. Est. 640,845

4—HOUSEHOLDS:
City 70 Cen. 5,793; Loc. Est. 12,230
County 70 Cen. 150,504; Loc. Est. 245,141
SMSA 70 Cen. 363,525; Loc. Est. 540,325

5—Banks: 22 Commercial; deposits N. A.

6—PASSENGER AUTOS: County 313,376

9— PRINCIPAL INDUSTRIES (CZ): Mobile homes & trailers, aircraft parts, agriculture and canning center.

10-CLIMATE: Min. & Max. Temp.—Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Sears Plaza	15	K Mart, Sears
Hemet Plaza	40	Alpha Bata

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
South Bay	244,773	287,079	988,842	2,130,793	103,675	20,553	*	*	*
South Gate	56,909	60,514	257,493	514,105	29,019	17,716	*	*	*
Torrance	134,584	129,568	753,296	1,246,254	50,547	24,655	*	*	*
West Covina	68,034	76,067	334,391	639,266	25,105	25,464	*	*	*
Whittier	72,863	72,546	421,016	718,316	30,220	23,770	*	*	*
MADERA	41,519	60,409	120,956	560,357	21,788	25,719	1,431	90,271	58,506
Madera	16,044	20,329	48,427	192,715	7,456	25,847	*	*	*
MARIN	206,758	221,578	869,437	2,636,833	86,714	30,408	250	1,140	19,813
San Rafael	38,977	49,128	167,131	607,764	20,674	29,398	*	*	*
MARIPOSA	6,015	11,393	19,897	77,532	4,970	15,600	195	157	5,841
MENDOCINO	51,101	68,928	160,235	492,237	26,580	18,519	878	13,855	4,706
Ukiah	10,095	12,993	33,951	99,942	5,231	19,106	*	*	*
MERCED	104,629	129,350	315,106	995,074	44,301	22,462	2,928	148,133	198,819
Merced	22,670	37,288	74,664	313,156	13,919	22,498	*	*	*
MODOC	7,469	8,974	23,622	63,752	3,511	18,158	435	16,261	10,022
MONO	4,016	9,261	11,523	74,987	3,750	19,997	46	673	1,020
MONTEREY	247,450	286,714	926,625	2,654,102	102,782	25,823	1,228	325,290	85,324
Monterey	26,302	28,469	110,971	305,860	12,005	25,478	*	*	*
Salinas	58,896	84,329	243,021	855,549	32,481	26,340	*	*	*
NAPA	79,140	97,977	254,813	1,258,099	37,325	33,707	890	16,461	8,564
Napa	35,978	55,407	122,485	740,247	22,208	33,332	*	*	*
NEVADA	26,346	52,913	74,358	395,168	22,699	17,409	234	241	1,345
Grass Valley	5,149	7,815	13,862	55,674	3,822	14,567	*	*	*
Nevada City	2,314	2,269	6,531	16,945	1,054	16,077	*	*	*
ORANGE	1,420,248	1,934,661	5,284,638	22,934,030	692,561	33,115	868	85,996	17,357
Anaheim	166,408	222,075	66[illegible],521	2,558,345	82,932	30,849	*	*	*
Brea	18,447	2[illegible],549	75,555	323,569	9,089	35,600	*	*	*
Costa Mesa	72,660	83,072	20[illegible],281	933,345	31,884	29,273	*	*	*
Fullerton	85,987	10[illegible],959	382,025	1,340,660	38,089	35,198	*	*	*
Huntington Beach	115,960	19[illegible],257	484,538	2,261,238	65,575	34,483	*	*	*
La Habra	41,350	46,1[illegible]0	168,523	545,721	16,475	33,124	*	*	*
Newport Beach	49,422	7[illegible],860	314,140	1,290,712	33,703	38,297	*	*	*
San Clemente	17,063	29,279	70,317	335,277	12,805	26,183	*	*	*
Santa Ana	156,876	198,120	543,679	1,857,919	70,375	26,400	*	*	*
PLACER	77,632	123,583	228,213	1,298,515	46,833	27,726	977	8,260	8,684
Auburn, Cal.	6,570	7,691	29,348	98,369	3,158	31,149	*	*	*
Roseville	18,221	24,462	52,228	251,247	9,647	26,044	*	*	*
PLUMAS	11,707	18,013	39,684	149,106	7,422	20,090	104	387	993
RIVERSIDE	459,074	665,613	1,460,386	5,439,482	257,497	21,124	2,666	136,933	238,716
Banning	12,034	13,078	33,753	92,531	5,341	17,325	*	*	*
Beaumont	5,484	6,889	16,298	52,593	2,923	17,993	*	*	*
Corona	27,519	41,476	90,699	342,569	14,313	23,934	*	*	*
Hemet	12,252	23,518	38,899	187,117	12,963	14,435	*	*	*
Indio	14,459	21,739	40,080	157,970	7,370	21,434	*	*	*
Palm Springs	20,936	36,800	100,740	472,635	18,861	25,059	*	*	*
Riverside	140,089	167,338	486,407	1,522,036	61,637	24,694	*	*	*
SACRAMENTO	634,190	791,913	2,279,589	8,829,912	297,864	29,644	1,705	74,189	43,551
Sacramento	257,105	271,078	924,183	3,040,492	115,751	26,268	*	*	*
SAN BENITO	18,226	22,922	61,406	182,175	8,037	22,667	624	32,549	17,779
Hollister	7,663	12,119	25,696	95,864	4,541	21,111	*	*	*
SAN BERNARDINO	681,535	848,175	2,132,234	6,923,115	311,175	22,248	2,121	25,188	225,597
Barstow	17,442	17,151	55,761	149,907	5,957	25,165	*	*	*
Fontana	20,673	27,334	63,900	222,228	10,118	21,964	*	*	*
Ontario	64,118	72,050	197,558	591,488	27,027	21,885	*	*	*
Redlands	36,355	36,289	132,762	353,642	13,528	26,141	*	*	*
San Bernardino	104,783	101,922	321,233	828,773	40,167	20,633	*	*	*
Upland	32,551	48,036	125,307	490,640	17,966	27,309	*	*	*
Victorville	10,845	23,588	34,445	195,460	8,570	22,807	*	*	*
SAN DIEGO	1,357,854	1,851,575	5,013,865	15,074,213	695,628	21,670	4,260	121,965	85,469
El Cajon	52,273	74,841	196,480	630,914	29,804	21,169	*	*	*
Escondido	36,792	66,327	130,521	514,263	27,783	18,510	*	*	*
Oceanside	40,494	76,896	136,982	571,970	31,380	18,227	*	*	*
San Diego	697,027	870,172	2,598,197	7,297,173	341,812	21,348	*	*	*
Vista	24,688	35,549	90,988	286,948	14,363	19,978	*	*	*
SAN FRANCISCO	715,674	631,743	3,994,562	6,221,288	305,075	20,393	N.A.	N.A.	N.A.
San Francisco	715,674	631,743	3,994,562	6,221,288	305,075	20,393	*	*	*
SAN JOAQUIN	289,564	332,375	1,037,571	2,901,485	124,868	23,236	4,240	262,338	104,133
Lodi	28,691	35,210	113,698	350,556	14,485	24,201	*	*	*
Stockton	107,644	132,664	389,330	1,162,674	52,330	22,218	*	*	*
SAN LUIS OBISPO	105,690	152,801	313,583	1,273,966	59,599	21,376	1,383	49,780	33,346
Paso Robles	7,168	9,185	21,268	76,579	3,885	19,711	*	*	*
San Luis Obispo	28,036	37,634	91,963	352,338	15,703	22,438	*	*	*
SAN MATEO	556,601	591,671	2,730,006	6,626,923	230,802	28,713	366	33,973	2,287
Redwood City	55,686	54,861	260,300	594,404	23,859	24,913	*	*	*
San Mateo	78,991	79,696	408,460	947,529	33,994	27,873	*	*	*
SANTA BARBARA	264,324	288,453	972,775	3,025,860	109,120	27,730	1,267	78,707	68,651
Lompoc	25,284	24,583	81,445	233,208	8,817	26,450	*	*	*
Santa Barbara	70,215	72,848	280,423	856,680	34,832	24,595	*	*	*
Santa Maria	32,749	35,582	114,959	355,078	13,343	26,612	*	*	*
SANTA CLARA	1,066,421	1,273,694	4,140,953	14,735,665	454,254	32,439	1,773	70,403	27,920
Palo Alto	56,181	52,503	278,939	837,991	22,701	36,914	*	*	*
San Jose	445,779	655,135	1,600,768	6,858,930	226,900	30,229	*	*	*
Saratoga	27,110	32,039	145,807	496,633	9,898	50,175	*	*	*
SANTA CRUZ	123,790	186,223	428,279	1,742,237	78,841	22,798	690	50,424	4,960
Santa Cruz	32,076	42,831	108,213	384,402	19,569	19,643	*	*	*
Watsonville	14,569	22,922	48,925	207,462	9,271	22,3[illegible]8	*	*	*
SHASTA	77,640	120,021	242,528	862,265	45,709	18,861	774	4,104	7,079
Redding	16,659	51,416	57,326	390,950	21,745	17,979	*	*	*
SIERRA	2,365	3,416	7,308	26,080	1,484	17,574	33	141	1,274
SISKIYOU	33,225	41,219	108,422	303,210	16,406	18,182	640	[illegible]865	10,384
Yreka City	5,394	5,684	18,294	43,455	2,354	18,460	*	*	*
SOLANO	171,815	221,917	608,352	2,594,224	80,128	32,376	814	[illegible]4,519	13,450
Fairfield	44,146	60,360	138,386	627,866	18,866	33,280	*	*	*
Sui Sun	2,917	25,119	8,988	255,528	9,384	27,230	*	*	*
Vallejo	71,710	71,577	276,199	962,041	29,092	33,756	*	*	*
SONOMA	204,885	295,723	644,189	2,986,560	115,369	25,887	[illegible],652	27,862	84,952
Petaluma	24,870	36,716	80,106	383,089	13,529	28,3[illegible]	*	*	*
Santa Rosa	50,006	82,658	180,650	953,608	34,838	27,373	*	*	*
STANISLAUS	194,506	262,516	634,724	2,379,307	98,072	24,26[illegible]	[illegible]38	150,297	162,715
Modesto	61,712	107,010	228,126	1,087,534	41,236	26,373	*	*	*
Turlock	13,992	23,402	48,726	211,475	9,218	22,942	*	*	*

continued page 38

CALIFORNIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SUTTER	41,935	51,975	129,860	463,691	19,088	24,292	1,267	124,832	3,251
Yuba City	13,986	16,775	44,968	157,448	7,054	22,320	*	*	*
TEHAMA	29,517	39,122	93,002	325,767	14,840	21,952	1,214	17,879	22,444
Corning	3,573	4,239	11,120	34,867	1,786	19,522	*	*	*
Red Bluff	7,676	9,151	24,274	80,488	3,372	23,870	*	*	*
TRINITY	7,615	12,691	19,968	91,931	5,031	18,273	104	18	348
TULARE	188,322	241,319	569,794	2,260,332	85,235	26,519	5,213	329,277	164,060
Porterville	12,602	18,023	36,798	152,450	6,145	24,809	*	*	*
Tulare	16,235	21,616	50,026	202,867	8,201	24,737	*	*	*
Visalia	27,268	45,866	102,571	540,739	17,833	30,322	*	*	*
TUOLUMNE	22,169	37,139	63,056	286,922	15,215	18,858	211	87	2,041
Sonora	3,100	4,895	8,716	37,382	2,494	14,989	*	*	*
VENTURA	378,497	521,450	1,099,996	5,147,485	174,481	29,502	1,750	194,134	58,724
Camarillo	19,219	41,801	59,625	440,491	15,520	28,382	*	*	*
Oxnard	71,225	104,697	208,853	1,025,417	39,820	25,751	*	*	*
Port Hueneme	14,295	19,363	38,396	169,993	7,285	23,335	*	*	*
San Buenaventura	55,797	73,192	73,343	301,503	9,672	31,173	*	*	*
Santa Paula	18,001	19,807	51,853	193,413	8,243	23,464	*	*	*
Simi Valley	59,832	82,088	171,599	813,999	24,934	32,646	*	*	*
Thousand Oaks	35,873	76,398	135,753	1,010,529	27,636	36,566	*	*	*
YOLO	91,788	111,362	313,917	1,102,858	40,485	27,241	976	168,192	10,468
Davis	23,488	39,892	87,043	429,292	14,495	29,617	*	*	*
Woodland	20,677	29,984	76,554	305,084	11,191	27,262	*	*	*
YUBA	44,736	48,384	168,753	333,336	17,038	19,564	513	37,748	6,136
Marysville	9,353	10,159	43,131	87,237	4,171	20,915	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of California 1979 Cash Receipts as follows: From Crops $7,818,790,000; from Livestock & Livestock Products $3,954,595,000; Total $11,773,385,000.
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

HEMET—continued

14—NEWSPAPERS: NEWS (e) 12,206, sworn Sept. 25, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: James W. Gill, Jr., Pub., NEWS.
National Representatives None.

HERMOSA BEACH, CALIF.
See SOUTH BAY, CALIF.

HOLLISTER, CALIF.

1—LOCATION: San Benito County, E&P Map B-5, County Seat. Shipping Center. On coast center of state. So. Pac. 90 mi. south of San Francisco.

2—TRANSPORTATION: Railroads So. Pac.
Motor Freight Carriers 4.
Intercity Bus Lines Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,663; Loc. Est. 10,200
City Zone, Loc. Est. 14,000
Retail Trading Zone, Loc. Est. 18,000
County 70 Cen. 18,226; Loc. Est. 23,290
City & Ret. Trading Area, Loc. Est. 23,500

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,258; Loc. Est. 5,545
County 70 Cen. 7,023; Loc. Est. 8,129

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$91,100,000
Sav. & Loan Assn	2	$35,250,000

6—PASSENGER AUTOS: County 11,280

7—ELECTRIC METERS: Residence 4,604 (Rural 2,625)

8—GAS METERS: Residence 5,504

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Processing 1,400 ($220), Explosive Ordance 550 ($145), Recreation Vehicles 300 ($140); Agriculture 2,500 ($150).
Principal Industrial Pay Days 10th and 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 43-78, Summer 49-80, Fall 40-75, Winter 36-65.

11—TAP WATER: Neutral, very hard.

12—RETAILING: Principal Shopping Center 8 blocks on San Benito St., 2 blocks on Fifth St., 2 blocks on Fourth St., 3 outlying shopping ctrs.
Principal Shopping Days Thurs. & Fri.

13—RETAIL OUTLETS: Department Stores Ford's, J.C. Penney.
Variety Stores Cornet's.

Chain Food Supermarkets Alpha Beta, Nob Hill, K&S (Independent), Gonzalez (Ind.)

14—NEWSPAPERS: FREE LANCE (e-Mon. to Fri.) 4,700, sworn March 31, 1980.
Local Contact for Advertising and Merchandising Data: Millard F. Hoyle, Jr., Pub., or Harry Hunter Adv. Mgr., Pub., FREE LANCE.
National Representatives Branham/Newspaper Sales.

HUNTINGTON PARK-SOUTH GATE-BELL-MAYWOOD, CALIF.

1—LOCATION: Los Angeles Co. (In Los Angeles-Long Beach SMSA) E&P Map D-7.

2—TRANSPORTATION: Railroads Atchison, Topeka & Santa Fe; Southern Pacific; Union Pacific.
Motor Freight Carriers 22.
Intercity Bus Lines Pacific Greyhound; So. Calif. Rapid Transit; Continental.
Airlines All lines at Los Angeles Int'l Airport.

3—POPULATION:
Corp. Cities 70 Cen. 129,485; Loc. Est. 137,254
Huntington Park 33,744; South Gate 56,132
Bell 20,404; Maywood 16,529
CZ ABC: (70) 184,716; (80) 199,600
RTZ-ABC: (70) 205,867; (80) 197,900
County/SMSA
70 Cen. 7,036,887; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 390,583; (80) 397,500

4—HOUSEHOLDS:
Corp. Cities, 70 Cen. 52,800; Loc. Est. 65,763
Huntington Park 18,655; South Gate 26,106
Bell 9,423; Maywood 7,314
County/SMSA
70 Cen. 2,431,981; Loc. Est. 2,910,412
CZ ABC: (70) 70,556; (80) 87,500
RTZ-ABC: (70) 66,828; (80) 73,100
City & RTZ-ABC: (70) 137,384 (80) 160,600

5—BANKS: 17 Comm., 7 Sav. & Loan

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Huntington Pk. 34,355

8—GAS METERS: Huntington Pk. 14,095

9— PRINCIPAL INDUSTRIES (CZ): Steel Mfg. and Fabrication, Aircraft Parts, Rubber Mfg., Oil Well Supplies, Glass Mfg., Plastics, Electro-Plating.
Principal Pay Days Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 49-72, Summer 57-82, Fall 51-81, Winter 46-67.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center 8 blocks on Pacific Blvd.
Neighborhood Shopping Centers Approx. 5 block shopping centers in neighboring towns of Bell, Maywood, South Gate, Lynwood, Bell Gardens and Downey, Stonewood (in Downey), Cudahy Plaza.
Stores Open Evenings Mon. and Fri.

13—RETAIL OUTLETS: (RTZ) Department Stores J. C. Penney, Wineman's, Broadway.
Variety Stores Kress, Woolworth, Newberry, Sprouse-Reitz.
Discount Stores Fed Mart, Zody's, K-Mart.
Chain Drug Stores (CZ) Thrifty 5, Sav-On 3, Drug King 1, MDX 1, House of Vitamins 1, White Cross 1.
Chain Food Supermarkets (City & RTZ) Alpha Beta 3, Boys 3, Super-A 1, Food King 4, Lucky 4, Ralph's 2, Market Basket 2, Safeway 4, Albertson's 2, Von's 3, McCoy's 3.
Other Chain Stores (CZ) Shoes: Karl's, Thom McAn, Flagg Bros., Leed's, Canada, C.H. Baker, Holiday, Stride Rite, Geo. Allen; Clothes: Chandler's, Foreman & Clark, Harris & Frank; Women's Wear: Lerner's Stores, House of Nine, Hartfield's, Mode O'Day, Lynns, Sally's, Modern Woman; Furniture: McMahan's, Kay-Phillips, Santa Fe, Sims, D.F.C.; Auto Supplies: Pep Boys, Cal Auto, Western Auto.

14—NEWSPAPERS: SIGNAL (e-Mon. to Fri.) 10,801, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Peter T. Leonard, Adv. Dir., SIGNAL.
National Representatives Branham/Newspaper Sales.

IMPERIAL VALLEY, CALIF.
See EL CENTRO, CALIF.

INDIO, CALIF.

1—LOCATION: Riverside Co. (In Riverside-San Bernardino-SMSA). E&P Map E-7.

2—TRANSPORTATION: So. Pac. RR, Greyhound & Trailways Bus.
Motor Freight Carriers 6.

3—POPULATION:
Corp. City 70 Cen. 14,459; Loc. Est. 22,249
CZ ABC: (70) 28,739; (80) 36,100
RTZ-ABC: (70) 29,548; (80) 40,600
County 70 Cen. 459,074; Loc. Est. 640,111
SMSA 70 Cen. 1,140,609; Loc. Est. 1,453,123
City & RTZ-ABC: (70) 58,287; (80) 76,700
Demographic Information Available from Newspaper. see paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,160; Loc. Est. 7,483
County 70 Cen. 150,504; Loc. Est. 245,141
SMSA 70 Cen. 362,525; Loc. Est. 540,325
CZ ABC: (70) 7,789; (80) 11,300
RTZ-ABC: (70) 10,135; (80) 15,900
City & RTZ-ABC: (70) 17,942; (80) 27,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	N.A.
Sav. & Loan Assn	4	N.A.

6—PASSENGER AUTOS: County 313,376

7—ELECTRIC METERS: N.A.

8—GAS METERS: 11,750

9— PRINCIPAL INDUSTRIES (CZ): Agriculture-$130 million gross sales.
Principal Pay Days 1st & 15th.

11—TAP WATER: Naturally fluoridated.

12—RETAILING:
Principal Shopping Days Wed., Thurs., Fri., Sat.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Indio Heights	3	Retail-Independents
Tijseling Ctr	3	Jack Kelly Electronic
Indio Fashion Mall		Sears, Harris'
Town & Country	2½	Alpha Beta
Market Basket	10	Market Basket
Fed Mart	3	Fed Mart
Indio Plaza	2	Vons, Pick'n Save
Palm Desert Country	10	Weltv's Mkt. Stater Bros.
Valley Mall	2	Rite T.V.
Alpha Beta-Coachella	2	Thrifty
Golden Triangle		Traingle Pharmacy
Coachella Ctr	2	Safeway

Stores Open Evenings Discount Stores and Mkts.
Open Evgs. & Sun.

13—RETAIL OUTLETS: Department Stores J.C. Penney; McMahan's; Olsan's; Imperial Hdwr.; Sprouse-Reitz, Rascoe's, Sears, Fed Mart, Harris, Yellow Mart, Wise Shop, Clothesline, Zody's, Sunshine Lumber.
Chain Drug Stores Thrifty, Fed Mart, Gemco.
Chain Food Safeway, Alpha Beta, Market Basket, Circle K, Von's, Gemco, Stater Bros.
Discount Stores (CZ) Fed Mart; Wise Shops, Pic N' Save.
Other Chain Stores Western Auto, Firestone, Stockwell & Binney; Gemco, Goodyear, Chief Auto Parts, Imperial Furniture; Winston Tire; High Performance.

14—NEWSPAPERS: NEWS (e) 8,132; ABC Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: None.
National Representatives Branham/Newspaper Sales.

LA HABRA, CALIF.
See ORANGE COUNTY, CALIF.

LANCASTER, CALIF.

1—LOCATION: Los Angeles Co. (In Los Angeles-Long Beach SMSA). E&P Map D-7.

2—TRANSPORTATION: Railroads Southern Pacific.
Airlines Air West.
Intercity Bus Lines Greyhound.

3—POPULATION:
Corp. City 70 Cen. 32,570; Loc. Est. 53,604
CZ-ABC: (70) 45,958; (80) 46,400
RTZ-ABC: (70) 25,635; (80) 26,100
County/SMSA
70 Cen. 7,036,887; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 71,593; (80) 72,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 13,595; Loc. Est. 19,238
County/SMSA
70 Cen. 2,431,981; Loc. Est. 2,910,412
CZ-ABC: (70) 13,602; (80) 15,700
RTZ-ABC: (70) 8,101; (80) 9,600
City & RTZ-ABC: (70) 21,703; (80) 25,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	12	$85,000,000
Sav. & Loan Assns	3	$50,000,000

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Residence 16,613

8—GAS METERS: Residence 16,480

9— PRINCIPAL INDUSTRIES (CZ): USAF Production Test Facility (Plant 42) 2,000 emp., produces and tests military aircraft. Lockheed Assembly Plant Commercial Airliners (2,500 emp.); Edwards Air Base 9,600 emp., tests military aircraft and rockets (NASA and USAF). Total payroll $79,000,000. Agriculture & Livestock $26,500,000; Cattle, sheep feeding, alfalfa, sugar beets, turkeys, almonds, peaches, pears, honey.

10-CLIMATE: Arid. Rainfall 7.52". Av. Temp. Summer 94-110, Winter 60-75. Winds prevailing from west.

11—TAP WATER: Wells, soft; not fluoridated.

12—RETAILING:
Principal Shopping Center Six blocks on Lancaster Blvd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ave. K & 10th St	62	
Ave. K & 20th St		Mervyns
Ave. S & 10th St		Lucky Foods
Antelope Valley(30)	4	Mervyns, Long Drugs
Desert Fair(15)	10	Food Farm Mkt.
Lancaster Sq(13)	12	Alpha Beta
Lancaster(-)	12	Fazio's

13—RETAIL OUTLETS: Department Stores Sears; J. C. Penney; Nonda's; Builder's Emporium.
Discount Stores Fed Mart, Gemco; K-Mart.
Variety Stores Lan & Palm; Woolworth 2; Coronet 2; Sprouse-Reitz 2.
Chain Drug Stores Savon; White Cross; Thrity; Skagg's, Longs.
Chain Food Stores Lan-Palm; Safeway 2; Albertson 2; Alpha Beta 3; Market Basket 2; Vons; Lucky; Gemco, Fed Mart.
Other Chain Stores Barry's Jewelers, Kinney Shoes, Nahas, Mervyn's; L & G Sports; Lawsons Jewelers, McMahan's, Goodyear; Western Auto; Wards, Mode O'Day; Sprouse-Reitz; Wicks Lumber Co.

14—NEWSPAPERS: ANTELOPE VALLEY DAILEY LEDGER-GAZETTE (e-Mon. to Fri.) 8,684, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Barrett, Adv. Mgr. ANTELOPE VALLEY LEDGER-GAZETTE.
National Representatives Branham/Newspaper Sales, Thomson Newspapers, Inc.

LIVERMORE, CALIF.

1—LOCATION: Alameda County (In San Francisco-Oakland SMSA). Research and development, manufacturing, agriculture. 35 mi. S. E. of Oakland; 360 mi. N. of Los Angeles.

2—TRANSPORTATION: Railroads: Southern Pacific, Western Pacific.
Motor Freight Carriers: 27.
Intercity Bus Lines: Greyhound, Continental Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 71,072; Loc. Est. 97,300
Livermore 70 Cen. 37,703; Loc. Est. 48,400
Pleasanton 70 Cen. 18,328; Loc. Est. 34,400
Dublin 70 Cen. 15,041; Loc. Est. 14,500
Total Primary Mkt. ABC:
(70) 74,036, (80) 112,000
County 70 Cen. 1,073,184; Loc. Est. 1,101,900
SMSA: 70 Cen. 3,108,022; Loc. Est. 3,217,900
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen. 10,867; Loc. Est. 35,800
Livermore 70 Cen. 11,431; Loc. Est. 17,547
Pleasanton 70 Cen. 5,208; Loc. Est. 12,000
Dublin 70 Cen. 3,505; Loc. Est. 4,253
County 70 Cen. 365,093; Loc. Est. 440,300
SMSA: 70 Cen. 1,085,852; Loc. Est. 1,291,200
Total Primary Mkt. ABC (70) 20,397; (80) 35,500

5—BANKS: Commercial 12 (15) Sav. & Loan.

6—PASSENGER AUTOS: County 556,364

7—ELECTRIC METERS: (pri.mkt) 38,445

8—GAS METERS: (pri. mkt) 36,375

9— PRINCIPAL INDUSTRIES (CZ): (Annual Payroll): Research and development, 9,000; Chemical Co. Headquarter, 400; Electronic products, 450; Miscellaneous small manufacturing, 450; Retail store distribution centers, 250.
Principal Pay Days: Every other Friday.

10-CLIMATE: Min. & Max. Temp.—Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Area: Downtown Livermore-Seven blocks on First and Second Sts., abutting side streets between Livermore Ave. and P Streets.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Livermore Ctr.	21	Px mkts.
Vineyard	17	Locky Stores
Granada	16	Lucky Stores
Livermore Arcade	18	Safeway, Long's Drug, Osh Hdwe.
Alpha Beta Ctr.	18	Alpha Beta, TG&Y
The Plaza	15	Ralph's Mkt.
East Ave. Ctr.	-	
Pleasanton-Valvista	-	
Pleasanton Valley	-	
Amador Ctr.	21	Safeway
Pleasanton Plaza	-	
Valley Plaza	-	
Stoneridge	170	Capwells; J.C. Penney, Macys
San Ramon Valley Plz	16	Lucky Super Mkt.
Village Sq.	7	
Shamrock Ctr.	22	
Dublin Plaza	16	Mervyns, Pay Less
Dublin Sq.	-	Radio Shack
Golden Hills Ctr.	-	
K-Mart Ctr.	-	K-Mart, Alpha Beta Mkt.

Stores Open: Many on Mon. and Thurs. nights.

13—RETAIL OUTLETS: J.C. Penney Co., Liberty House, Meryyn's Macys, Capwells.
Discount Variety Stores: T.G.&Y; Sprouse-Reitz 2; Value Giant; K-Mart, Gemco.
Drug Stores: Price-Rite; Carl's; Thrifty 2; Long's Drug Pay Less.; Value Giant.
Chain Food Stores: Albertson's, Alpha Beat 3; Flair Market 2, Lucky 4, Sateway 2;
Other Chain Stores: Firestone, Grossman's; Handyman; Kinney's, Grand Auto; Sears (catalog); Montgomery Ward P.A.T. Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Gold Hanger; Oshman's Sporting Goods; Carlins Shoes;

14—NEWSPAPERS: TRI-VALLEY HERALD (m) 14,506; (S) 14,461; Mar. 31, 1980 ABC.
Local Contact for Advertising and Marketing Data: Larry Taylor, Adv. Dir., TRI-VALLEY HERALD.
National Representatives: CALIFORNIA NEWSPAPER MARKETS & WESTERN DAILIES; Member of Golden Gate Group.

LODI, CALIF.

1—LOCATION: San Joaquin County (In Stockton SMSA). E&P Map B-4. Residential Center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco, on U.S. Hwys. 99 and 50; State Hwy 12.

2—TRANSPORTATION: Railroads: SP, Santa Fe, Western Pacific, California Traction Co.
Motor Freight Carriers: 12.
Intercity Bus Lines: Greyhound; Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 28,691; Loc. Est. 34,722
Co./SMSA 70 Cen. 289,564; Loc. Est. 332,461

4—HOUSEHOLDS:
City 70 Cen. City 9,959; Loc. Est. 14,195
County 70 Cen. 92,372; Loc. Est. 123,654

5—BANKS:	NUMBER	DEPOSITS
Commercial	7	$224,500,000
Sav. & Loan	5	$118,000,000

6—PASSENGER AUTOS: County 161,271

7—ELECTRIC METERS: Residence 12,835

8—GAS METERS: Residence 12,465

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Packaged and Canned Goods 830 ($219); Fab. Metal Products 661 ($221); Aggregates 105 ($205); Sportswear 120 ($165); Iron Castings 125 ($235); Cast Concrete Rod 65 ($211); Wineries 330 ($198); Rubber Prod. 310 ($218); Meat Packing 230 ($221).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 42-71; Summer 52-96; Fall 41-78; Winter 42-58; mean average temp. 60.1 —annual rainfall 18.28 inches.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Main Shopping District: 4 blocks on School & Sacramento Sts., 2 blks. on Pine, Oak, Elm, 3 blks. on Hwy. 99.
Neighborhood Shopping Centers: Albertson's 8, Lakewood 24, Westgate 2; Long's 2, Value Giant 8, Top Value 4.

Nearby Shopping Centers

Name of Shopping Center	Blocks from Shopping District	Principal Stores and/or Supermarket
Top Value (-)	10	Top Value Store
Lakewood (36)	13	Sellrite
Albertson's (6)	22	Albertson's
Westgate (6)	23	Lodi Super Market
Lucky-Value Giant (-)	6	Lucky Stores

Principal Shopping Days: Mon., Thu. & Fri.
Stores Open: Thurs. nights; Mkts. & Discount Stores every evg.

13—RETAIL OUTLETS: Department Stores: Newfield's, J. C. Penney, National Dollar Store, Westgate, Value Giant.
Variety Stores: Woolworth's.
Discount Stores: Long's Drugs, Value Giant, Payless Drug, Westgate.
Chain Drug Stores: Long's, Payless.
Chain Food Supermarkets: Safeway, Top Value, Sellrite, Albertson's, Lucky Stores; Save-Mart; Payless Market, Lodi Supermarkets 2.
Other Chain Stores: Western Auto Supply; Turner Hdwe.; Gensler Lee Diamonds; Karl's Shoes; McMahan Furniture; Firestone; Burton's; Singer; Goodyear; Diamond National; Grand Auto; Grossman's; Mervyn's.

14—NEWSPAPERS: NEWS-SENTINEL (m) 13,226; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL.
National Representatives: Western Dailies.

LOMPOC, CALIF.

1—LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA). E&P Map C-7. Vandenberg Air Force Base.

2—TRANSPORTATION: Railroads: So. Pac.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City Cen. 25,284; Loc. Est. 23,963
Primary Mkt. Area ABC (70) 45,852; (80) 49,800
County/SMSA
70 Cen. 264,234; Loc. Est. 291,868
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 7,564; Loc. Est. 8,854
County/SMSA: 70 Cen. 83,929; Loc. Est. 109,350
Prim. Mkt. ABC: (70) 12,144; (80) 15,000

5—BANKS: 4 Comm. Branches, 2 independent, 2 Savings & Loan Assns. —Deposits N.A.

6—PASSENGER AUTOS: County 154,500

7—ELECTRIC METERS: City 9,127

8—GAS METERS: City 11,300

9— PRINCIPAL INDUSTRIES (CZ): Aerospace 9,862; Diatomaceous Earth Mining 672; Agriculture.
Principal Industrial Pay Days: Fri, 5th, 15th, 20th, last day of Month.

10-CLIMATE: Min. & Max. temp. 48.2-63.2, 13.20 inches of rain per yr.

11—TAP WATER: Hard, non-fluoridated.

12—RETAILING: Principal Shopping Center: Four Blocks center of town (22 stores); three blocks ½ mi. north of center of town on North H St. (26 stores).
Neighborhood shopping Centers: Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K-Mart (5 units).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
South Broadway	-	Montgomery Ward
Santa Maria Town Center	87	Sears, Gottschalk's
Lompoc Shop Center	23	J. C. Penney

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Rasco every night, J. C. Penney—Mon., Thu., Fri. —Lockys —til 9 p. m.; K-Mart til 9 p.m.; All stores Fri. Eve.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Moore's, Sears Roebuck Catalog; Ward's Catalog.
Variety Stores: Woolworth, Rasco, K-Mart.
Chain Drug Stores (CZ): Thrifty.
Discount Stores: K-Mart.
Chain Food Stores in City Zone: Safeway 1; Williams Bros. 2; Luckys 2.
Other Chain Stores: Remar's, Sears Roebuck, **Montgomery Ward**, Kinney Shoes; McMahan's; Korbs.

14—NEWSPAPERS: RECORD (e-Mon. to Fri, S) 9,406; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Adv. Mgr., RECORD.
National Representatives: Western Dailies.

LONG BEACH, CALIF.

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach SMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles on U. S. Hwy. 101.

2—TRANSPORTATION: Railroads: Union Pacific, Southern Pacific; Santa Fe.
Motor Freight Carriers: There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U. S.
Freight Steamship Lines: 46.
Airlines: Pacific Southwest; Catalina, Scenic Lines; Nevada Airlines; Los Angeles Helicopter Airlines; Sun Aire Lines.
Intercity Bus Lines: Greyhound; Continental; American Trailways.

3—POPULATION:
Corp. City 70 Cen. 358,633; Loc. Est. 324,937
CZ ABC: (70) 639,717; (80) 614,400 RTZ-ABC: (70) 308,080; (80) 376,800
County/SMSA
70 Cen. 7,044,980; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 947,797; (80) 991,200
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 142,489; Loc. Est. 151,176
County/SMSA
70 Cen. 2,481,989; Loc. Est. 2,910,412
CZ ABC: (70) 233,731; (80) 255,900
RTZ-ABC: (70) 84,687; (80) 124,600
City & RTZ-ABC: (70) 318,418; (80) 380,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	125	n. a.
Sav. & Loan Assn.	80	$2,748,611,000

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Residence (LB) 144,040

8—GAS METERS: Residence (LB) 146,000

9— PRINCIPAL INDUSTRIES (CZ): LONG BEACH: Industry Number of Wage Earners (Av. Wkly. Wage)— Mining 1,500 ($334); Construction 4,300 ($399), Manufacturing 32,500 ($225); Transp. & Utilities 4,100; Food 2,000 ($248); Wholesale/Retail Trade 38,100 ($260/$186); Service 30,700.

10-CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76. Winter 47-72.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Pine Ave., 6 on Locust Ave., 20 on Long Beach Blve.
Regional Shopping Centers: Belmont Shore, Lakewood; North Long Beach; Los Altos; Bixby Knolls, Los Cerritos Center; Carson Mall, Westminster Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lakewood	7	May Co., Mont. Ward, J. C. Penney, Bullock's, Buffums, Boy's Market, Lucky's
Los Cerritos	9	Robinson's,Broadway, Ohrbach, Sears, Payless
Carson	8	Broadway, Penney, Sears
Los Altos	6	Broadway, Penney, Thriftimart, Sav-On, Thrifty
Bestminster	12	Buffums, May Co., Robinson's, Sears
Rossmoor	10	Boston Stores, Smith's Food King
Bixby Knolls	4	Von's, Safeway, Sav-On, Thrifty
Belmont Shore	3	TG&Y, Market Basket
Marina Pacifica Marketplace	4	Lucky Store, Buffums Food & Drug
Norwalk Square	16	J. C. Penney, Market Basket, Sav-On
Stonewood	14	Broadway, J. C. Penney, Thrifty Drug
Huntington	14	Broadway, J. C. Penney, Thrifty Drug, Montgomery Ward

Principal Shopping Days: Mon., Thu., Fri., Sat. & Sun.
Stores Open Evenings: All dept. stores & most stores in regional centers.

13—RETAIL OUTLETS: Department Stores: May Co., Sears, Buffums, Broadway, J. C. Penney, Bullocks; Robinson's; Ohrbach's; Montgomery Ward.
Variety Stores: Woolworth; Newberry; TG&Y.
Discount Stores: Fed Mart; Fed. Co., Zody's Gemco; The Treasury; K-Mart; Dooley's.
Chain Drug Stores: Thrifty 21; Sav-On 8; Payless 2; Skaggs 2.
Chain Food Supermarkets: Albertson's 5; Alpha Beta 13; Better Foods 2, Boys 7; Food & Drug Store 1; Food Co Market 2; Food Fair 3; Lucky 18; Market Basket 9; McCoy's 9; Pantry 1; Ralph's 4; Safeway 7; Smith's Food King 2; Stater Bros. 2; Super-A Foods 2; Thriftimart 3; Von's 5.
Other Chain Stores: Firestone, Florsheim, Foreman & Clark; Grayson's Goodrich; Leed's W. P. Fuller (Paints); Harris & Frank Clothing; Standard Brands Paint, Kay Jewelers, See's (Candy); Singer Co.; Bond's Clothes, Lerner's, S&H Green Stamps; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Hickory Farms; Lane Bryant; C&R Clothier; Eds For Style; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Millers Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Good Year; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zales; Chandel's.

14—NEWSPAPERS: INDEPENDENT (m-Mon. to Fri.) 64,709; PRESS-TELEGRAM (e-Mon. to Fri.) 70,704; comb. (m&e) 135,413; (Sat) 124,434; (S) 135,811; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harvey Hopkins, Gen. Adv. Mgr., INDEPENDENT/PRESS-TELEGRAM.
National Representatives: Knight-Ridder Newspaper Sales.

LOS ANGELES, CALIF.

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach, SMSA). E&P Map D-7, County Seat. Pacific coast harbor, industrial, agricultural & tourist center. City 463.7 sq. mi.

2—TRANSPORTATION: Railroads: SF, SP, UP, Amtrak.
Motor Freight Carriers: 5,786 primary market.
Passenger & Freight Steamship Lines: (Los Angeles & Long Beach harbors) 72.
Intercity Bus Lines: Continental Trailways; Greyhound.
Airlines: Aerolineas Argentinas; Aeromexico; Aero Peru; Air Canada; Air France; Air New Zealand; Air Panama; American; Avianca; Braniff International; British Airways; Canadian Pacific Air; China; Continental; Delta; Eastern; Equatoriana; Hughes Airwest; Japan; Korean; Lufthansa German; National; Northwest Orient; Pacific Southwest; Pan American; Scandinavian; Texas International; Trans World; United; U.T.A. French; Varig; Western; AerLingus; Air Calif., Air India; Air Jamaica; Air Manila; Air Niugini; Alaska Airlines; Alia, Alitalia; All Nippon; Baja Cortez; Bonanza; British Caledonian; British West Indian; Costa Rica; EL AL Israel; Ethiopean; Finnair; Golden West; Iberia; Icelandic; Iran Air; KLM; Kuwait Laker; Lan-Chile; Lancia; Mexico Air; Phillippine Air; Quantas; Sabena; Saudi Arabian; Seaboard; South African; Swissair; Taca Int'l; World; JAT.

3—POPULATION:
Corp City
70 Cen. 2,809,596; Loc. Est. 2,936,900
TIMES: County/SMSA
70 Cen. 7,036,887; Loc. Est. 7,147,671
Primary Mkt. Area-ABC:
(70) 7,032,075; (80) 7,096,400
Orange County-ABC:
(70) 1,420,386; (80) 2,031,700
Total Primary Mkt. Area:
(70) 8,452,461; (80) 9,128,100
HERALD-EXAMINER:
CZ ABC: (70) 3,201,758; (80) 3,103,100
RTZ-ABC: (70) 5,483,634; (80) 6,296,000
City & RTZ-ABC: (70) 8,685,392; (80) 9,399,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,074,173; Loc. Est. 1,125,073
County/SMSA
70 Cen. 2,541,603; Loc. Est. 2,817,200
TIMES:
Primary Mkt. Area-ABC:
(70) 2,431,981; (80) 2,813,300
Orange County-ABC: (70) 436,120; (80) 713,200
Total Primary Mkt. Area:
(70) 2,868,101; (80) 3,526,500
HERALD-EXAMINER:
CZ ABC: (70) 1,197,232; (80) 1,329,500
RTZ-ABC: (70) 1,729,661; (80) 2,272,800
City & RTZ-ABC: (70) 2,926,893; (80) 3,602,300

5—BANKS:	NUMBER	EST. DEPOSITS
Comm.	138 (1,510)	$42,782,815,000
Sav. & Loan	72 (963)	$41,571,555,000

6—PASSENGER AUTOS: (Prim. Mkt.) 4,796,501

7—ELECTRIC METERS: (Res. Prim. Mkt.) 3,018,607

8—GAS METERS: (Res. Prim. Mkt.) 3,054,975

LOMPOC RECORD
70% Coverage of the Lompoc Valley
Mesa Missilier
The official Vandenberg Air Force Base weekly newspaper.
DONREY MEDIA GROUP

LOS ANGELES—continued

9— PRINCIPAL INDUSTRIES (CZ): (L.A. County) Industry, Number of workers (Av. Wkly. Sal.)—Food and Kindred Products 51,600 ($319), Textile Mill Products 9,800 ($214), Apparel and Other Textile Products 83,600 ($173), Paper and Allied Products 17,500 ($318), Printing and Publishing 55,100 ($311), Chemicals and Allied Products 28,000 ($309), Petroleum Refining and Related Industries 9,600 ($366), Rubber and Plastics Products 33,200 ($234), Leather and Leather Products 10,100 ($167), Lumber and Wood Products 12,800 ($219), Furniture and Fixtures 39,800 ($224), Stone, Clay and Glass Products 24,600 ($320), Primary Metal Industries 28,600 ($317), Fabricated Metal Products 64,900 ($279), Machinery Except Electrical 94,400 ($314), Equipment and Supplies 135,000 ($278), Transportation Equipment; Instruments and Related Products 31,900 ($261), Miscellaneous Manufacturing Industries 23,400 ($219).
Source: Calif. Labor Market Bulletin; Statistical Supplement, Health & Welfare Agency, Emp. Development Dept., Mar. 1980.

10-CLIMATE: Los Angeles Civic Center. Min. & Max. Temp. —Spring 52-70; Summer 60-80; Fall 56-77; Winter 48-66.

11—TAP WATER: There are several sources of water supply for the Los Angeles County Area. Los Angeles City receives water from underground wells and the Los Angeles River as well as 77% from two Department of Water and Power Aqueducts. Moderately soft 4.1 grains per gallon. Slightly alkaline, 6.2 grains per gallon. Aqueduct water varies somewhat from area to area but between 80%-90% is moderately soft, 87 mg/1 and slightly alkaline, 117 mg/1.

12—RETAILING: Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends eight blocks north and south from 1st St. to 9th St. and 7 blocks east and west from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers: In the Los Angeles Marketing Area there are 107 incorporated cities with their central shopping districts and community shopping centers. In addition there are 54 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days: Dept.—Mon., Thu., Fri. and Sat. Food—Thu., Fri., Sat & Sun.
Stores Open Evenings: Dept. staggered by shopping center, many open every night. Food—every night and Sun.

13—RETAIL OUTLETS:
Leading Dept. Stores (L.A. and Orange Counties): Broadway 29; Bullock's 12; May Co. 19; Montgomery Ward 16; J.C. Penney 49; Robinsons 12; Sears 27.
Leading Variety Stores (L.A. and Orange Counties): The Akron 13; Cornet Variety Store 17; Freeway Stores 8; National Dollar Stores 14; Newberry 42; Pick N' Save 28; Rasco Stores 17; S.H. Kress 7; Sprouse-Reitz 24; Sunset House/Gadget Tree 15; Surprise Stores 4; Woolworth 31.
Leading Discount Stores (L.A. and Orange Counties): Cal Fed 1; Fedco 5; FedMart 18; Gemco 25; K-Mart 37; Leonards 1; The Treasury 7; Value Fair 1; Woolco 3; Zodys 26.
Food Chain Stores (L.A. and Orange Counties): ABC 6; Albertsons 70; Alpha Beta 138; Big D Ranch Markets 5; Boys Markets 37; Dale's 12; Fedco 5; FedMart 15; Foods Co. 10; Gelson's 7; Gemco 25; Hughes 26; Hughes El Rancho 8; Jonsons 4; Jurgensen's 8; Lucky 79; Market Basket 61; Mayfair 10; McCoy's 21; The Pantry 12; Phil's 4; Ralphs 79; Safeway 104; Smith's Food King 26; Stater Bros. 34; Super A Foods 8; Thriftimart 26; Von's 92; Westward Ho 4.
Drugstore/Pharmacy Chains (L.A. and Orange Counties): Clark 14; Disco 12; Drug King 9; Garfield 4; Hy-Lo 8; Horton & Converse 12; Longs 10; Sav-On 87; Thrifty 189. Also Grocery, Discount and Mass Volume Stores with Pharmacies: Fedco 5; Fed Mart 17; Gemco 25; Lucky 23; Safeway 7; The Treasury 7; Exclusive Prescription 4; Best Buy 4; Circle 4; Danbur 4; Shapero 7; HPI 10; Hill 5; Jay-Scott 4; Leader 4; Mascarin Professional 5; Whitefront 4; Albertsons 8.

14—NEWSPAPERS: Circulation, Local Contact for Advertising and National Advertising Representatives: HERALD-EXAMINER (e-Mon. to Fri.) 283,710, (Sat. m) 233,114, (S) 302,525, Mar. 31, 1980 ABC. O. O. Di Maria, Nat'l. Adv. Mgr.
National Representatives: Hearst Advertising Service, Inc.
TIMES (m-Mon. to Fri.) 1,024,322, (Sat. m) 948,347; (S) 1,276,195, Mar. 31, 1980 ABC. W. Sinking, Nat'l. Adv. Mgr.
National Representatives: Los Angeles Times offices in New York, Chicago, Detroit & San Francisco. Representation in: Miami, Florida—The Leonard Company; Hawaii and the Orient—Lenha Hawaii, Honolulu, Hawaii; Mexico City, Mexico—Latin America, representing The Leonard Company; Europe—American Newspaper Advertising, Amsterdam, The Netherlands.

MADERA, CALIF.

1—LOCATION: Madera County, E&P Map C-5. 22 mi. north of Fresno, 250 mi. north of Los Angeles, 160 mi. south of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2—TRANSPORTATION: Railroads: SP, SF.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, Continental.
Airlines: United, Pacific Air (thru Fresno).

3—POPULATION:
Corp. City 70 Cen. 16,044; Loc. Est. 19,799
CZ-ABC: (70) 16,044, (80) 19,600
RTZ-ABC: (70) 25,475, (80) 36,600
County 70 Cen. 41,419; Loc. Est. 56,628
City & RTZ-ABC: (70) 41,519, (80) 56,200

4—HOUSEHOLDS:
City 70 Cen. 4,959; Loc. Est. 7,196
County 70 Cen. 12,756; Loc. Est. 20,246
CZ-ABC: (70) 4,959, (80) 6,900
RTZ-ABC: (70) 7,797, (80) 12,800
City & RTZ-ABC: (70) 12,756, (80) 19,700

5—BANKS: 5 Comm. Dep. $139,284,000.

6—PASSENGER AUTOS: County 26,340.

7—ELECTRIC METERS: Residence 6,349.

8—GAS METERS: Residence 6,327.

9— PRINCIPAL INDUSTRIES (CZ): Cotton Ginning, Cotton Seed Oil, Wineries, Olives and Olive Oil, Lumber, Meat Packing, Concrete Pipe, Farm Mach., Chip Plant, Air Conditioning Mfg., Rubber Products, Glass Mfg., Carton Mfg., Plastic, Wrought Iron, Campers, Armco Steel, Corn Prods., Almond Processing, Raisin Packing, Fibre Glass, Trainmobile-Pullman.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: First killing frost, Dec. 1. Last killing frost, Apr. 1.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 20 blocks on 4 Sts.
Neighborhood Shopping Centers: Bridge's Store.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Valley West Plz	10	K-Mart, Sav-Mart
Bethard Sq	14	Thrifty Drug, Mayfair
Sure Save	5	Sure Save

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: Grocery stores and most stores in shopping centers, J.C. Penney's.

13—RETAIL OUTLETS: Department Stores: James, Cerioni's, J.C. Penney, Money Back Sam Vizcarra's.
Variety Stores: Rasco's, Coronet.
Chain Food Supermarkets: Safeway, Sierra Foodland 2, Sure-Save, Madera Mkt., Mayfair, Save Mart, Prairie Mkt., Parkwood Food Center.
Other Chain Stores: McMahan's, Sears, Penney's, Rasco, Cornet, Montgomery Ward (catalog); Thrifty Drug, Radio Shack, Coast to Coast Hardware, K-Mart.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 7,261, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE.
National Representatives: None.

MANHATTAN BEACH, CALIF.
See SOUTH BAY, CALIF.

MARIN COUNTY, CALIF.

1—LOCATION: (In San Francisco-Oakland SMSA), E&P Map B-4. County Seat is San Rafael. Light manufacturing & residential community. North of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin County at San Rafael to Contra Costa County and the East Bay. U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2—TRANSPORTATION: Railroads: Northwestern Pacific. Ferries to San Francisco.
Intercity Bus Lines: Golden Gate Transit, Marin County Transit and commuter buses, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 38,977; Loc. Est. 44,300
CZ ABC: (70) 158,241, (80) 176,300
RTZ-ABC: (70) 47,797, (80) 57,700
City & RTZ-ABC: (70) 206,038, (80) 234,000
SMSA 70 Cen. 3,108,022; Loc. Est. 3,222,700
County 70 Cen. 206,758; Loc. Est. 226,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 13,662; Loc. Est. 16,844
County 70 Cen. 67,606; Loc. Est. 87,600
SMSA-70 Cen. 1,085,852; Loc. Est. 1,311,100
CZ ABC: (70) 54,197, (80) 67,900
RTZ-ABC: (70) 13,409, (80) 19,900
City & RTZ-ABC: (70) 67,606, (80) 87,800

5—BANKS:	NUMBER	DEPOSITS
Comm. & Sav. Banks	56	$906,085,000
Sav. & Loan Assn.	38	$837,898,000

6—PASSENGER AUTOS: County 128,943.

7—ELECTRIC METERS: County 94,766.

8—GAS METERS: Residence, County 77,757.

9— PRINCIPAL INDUSTRIES (CZ): Industry & Number Employed: Agriculture 1,100; Contract Construction 3,700; Manufacturing 3,000; Transportation, Communications and Utilities 2,400; Wholesale and Retail Trade 16,900; Finance, Insurance and Real Estate 4,800; Services 14,900; Government 15,700. (Total All Industries 62,500).

10-CLIMATE: Min. & Max. Temp.—Spring 46.0-68.9; Summer 52.1-79.9; Fall 50.2-74.3; Winter 38.4-55.6. First killing frost, Nov. 20. Last killing frost, Jan. 2.

11—TAP WATER: Alkaline, med. hard, fluoridated.

12—RETAILING: Principal Shopping Center: Fourth, Third and Second Sts. About 18 blocks. Northgate Regional Shopping Center, Corte Madera Center.
Neighborhood Shopping Centers: San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Town & Country (11)	8	Safeway
Northgate (60)	4	Emporium, Sears
Pacheco Plaza (26)	5	Safeway
Corte Madera (40)	5	Montgomery Ward, J.C. Penney
Larkspur Landing (-)	2	Fry's Food & Drugs
Marin Central Plaza (-)	3	Cost Plus
Montecito (41)		Thrifty, Standard Brands
San Anselmo (-)	1	Kaufman's, Guasco Super
Bon Air (23)	2	Petrini's Super
The Boardwalk (-)	8	Boardwalk Foods
Kentfield (-)	5	Jim Corbet's Hdwe.
The Square (-)	10	Pay 'N Save
Nave' Center (19)	10	Alpha Beta, Thrifty
Novato Fair (15)	10	Carithers
Novato Center (4)	10	Lucky, Long's Drugs Ross Stores
Red Hill (24)	2	Safeway, Long's Drugs

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept.—Mon., Wed., & Fri., Most Grocery & Drug—Every evening.
Stores Open Sundays: Grocers, Bldg. Materials, Drugs, Montgomery Ward, Young Bros. Furn.; Emporium, Penney's, Sears, Macy's.

13—RETAIL OUTLETS: Department Stores: Macy's, Emporium, J. C. Penney, Montgomery Ward, Kaufman's, Ross, Sears, Carithers.
Discount Stores (CZ): Consumers Co-Op Foods, Dahnken, Consumers Distributing 2, Cost Plus.
Variety Stores: Woolworth, Bennetts, TG&Y, Glen's 2.
Chain Drug Stores: Payless, Thrifty 4, Longs 3, Merrill's, Pay'N Save.
Chain Supermarkets: (CZ): Safeway 9, Cala/QFI 5, United 2, Lucky 3, Alpha Beta 4, Flair, Fry's Food & Drug.
Other Chain Stores: Singer, Cost Plus, Stero West, Florsheim Shoes, Granat Bros. Jewelry, Hastings, Leed's (Shoes), Roos-Atkins, Sommer & Kaufmann; See's Candies, Goodman's (Gen. Mdse. 3), Santa's Toys; Super Auto; Grand Auto, Young Bros. Furn., Goodyear 2; Gensler-Lee Jewelry; Abbey Carpets, Kinney Shoes 2; W&J Sloane, Standard Brands Paint, Firestone, General Tires; Goodyear 2, Handyman, Pacific Stereo 2, Kaufman's Fabric-Land, Big 5 Sports 2; Foxmor Casuals, Livingston's; R. B. Furniture; Abbey/Hallmark, Brentano's, American Express, General Nutrition; Walden Books, Parklane Hosiery, Consumers Distributing Corp. 2, Conklin Bros., Grossman's; Yaeger's Carriage House, Dahnken, Record Factory, N.Y. Fabric, Carpeteria, McCurry's Cameras; Grodin's 2; Wherehouse Records 2, Good Vis 2; Musicland; Wall-Papers-To-Go House of Fabrics, Gallenkamp 2.

14—NEWSPAPERS: INDEPENDENT-JOURNAL (e) 45,644, Mar. 31, 1980, ABC.
Local Contact for Advertising and Marketing Data: Jack Weese, Adv. Dir., INDEPENDENT-JOURNAL.
National Representatives: California Newspaper Markets, Inc.; Western Dailies.

MARTINEZ, CALIF.

1—LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-4. County Seat. Residential and industrial center. 30 mi. east of San Francisco; 25 mi. east of Oakland and Berkeley.

2—TRANSPORTATION: Railroads: Southern Pacific, Santa Fe.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City, 70 Cen. 16,506, Loc. Est. 21,659
County 70 Cen. 555,805, Loc. Est. 640,995
SMSA 70 Cen. 3,108,022; Loc. Est. 3,192,427

4—HOUSEHOLDS:
City 70 Cen. 5,309; Loc. Est. 8,137
County 70 Cen. 172,951, Loc. Est. 228,575
SMSA 70 Cen. 1,085,852; Loc. Est. 1,286,557

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$52,731,409
Sav. & Loan Assn.	2	$16,193,466

6—PASSENGER AUTOS: County 355,479.

7—ELECTRIC METERS: Res. CZ 9,190.

8—GAS METERS: Residence City Zone 9,047.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Refining 2,500 ($210), Chemical 600 ($171), Government 5,100 ($165); VA Hosp. 800 ($178).
Principal Pay Days: 1 & 15, 10 & 25.

10-CLIMATE: Min. & Max. Temp.—Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28. Last killing frost, Feb. 18.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St., 4 on Ferry St., 1 on Las Juntas St., 2 on Castro, 1 on Estudillo, 3 on Escobar, 4 on Ward, 4 on Alhambra.
Shopping Center: Gregson's, L & L U-Save, Virginia Hills.
Principal Shopping Days: Thurs., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Hilsons.
Chain Drug Stores (CZ): Rexall 3; Thrifty Drug.
Chain Food Supermarkets: Larid's, Gregson's, Safeway.
Other Chain Stores: Goodyear, Big O Tires, Montgomery-Ward Mail Order, Mode O'Day, Foster's Freeze, Grande's Shoes.

14—NEWSPAPERS: NEWS-GAZETTE (m) 4,371 sworn Sept. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Luther E. Gibson, Publisher, NEWS-GAZETTE.
National Representatives: Western Dailies; US-SPI.

MARYSVILLE-YUBA CITY, CALIF.

1—LOCATION: Yuba and Sutter Counties. E&P Map B-4. Both cities are County Seats. Agriculturalcenter. 125 mi. North East of San Francisco. On U.S. Hwy. 99E and state Hwy. 20, 65 and 70.

2—TRANSPORTATION: Railroads: Southern Pacific, Western Pacific, Sacramento Northern.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp Cities 70 Cen. 23,339; Loc. 25,677
Marysville 70 Cen. 9,353; Loc. Est. 9,462
Yuba City 70 Cen. 13,986; Loc. Est. 16,215
Primary Mkt. Area ABC
(70) 95,594; (80) 112,500
Counties
Yuba 70 Cen. 44,736; Loc. Est. 48,086
Sutter 70 Cen. 41,935; Loc. Est. 57,290

4—HOUSEHOLDS:
Counties 70 Cen. Yuba 14,202; Loc. Est. 16,728
70 Cen. Sutter 14,102; Loc. Est. 18,572
Primary Mkt. Area ABC
(70) 29,080; (80) 39,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	17	N.A.
Sav. & Loan Assn.	7	N.A.

6—PASSENGER AUTOS:
Yuba County 22,337, Sutter 24,823.

7—ELECTRIC METERS: Residence 46,200.

8—GAS METERS: Residence 28,596.

9— PRINCIPAL INDUSTRIES (CZ): Food, Lumber, Plasties, Mobile Homes, Trailers.
Principal Industrial Pay Days: 1,15.

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15. Last killing frost, Feb. 21.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on D Street, Marysville and 12 blocks Side St., 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers: 12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square, College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; The Mall, Linda.
Principal Shopping Days: The Mall Linda—Westbridge Shopping, Yuba City, Fri., Sat., Mon.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket.
Big R Ctr	1	Big R, Bargain Barn All-Right Mkt.
College Ctr	2	Sprouse-Reitz, Holiday
Colusa Ave	15	Sprouse-Reitz, Safesave Drug.
Hillcrest Plz	27	Outfitter, Jane's, Main St., Thompson's, The Monogram, J.J.&Co., Continental Galleries, Just Kid'n, Schroeder & Schroeder, Emalene Basket Case Hower Petal'er The Gathering, New Dimensions, Smokin'T's, Michael's for Men, Smith's Jewelry, Clocksmith's
K-Mark Center	-	K-Mark, Albertson's, Happy Steak, Van's Bicycle Shop, Eucalyptus, Garment Factory
Marysville Sq	5	Mont. Ward, Lucky, Longs
Linda	-	
The Mall	20	Penney, Pay'n Save, Radio Shack
Value Giant Ctr	1	Value Giant, House of Fabrics, Fireplace Outlet, Rico's Pizza, Sutter House
Village Ctr	7	
Westbridge	15	Bradley's, Lucky, Payless, Radio Shack, Sherwin-Williams, Coast-to-Coast, Filco, Tic, Floor Covering

Yuba Plaza	5	Sears, Thrifty Drug, Holiday Mkt., Handyman
Heritage Oak	8	Safeway,
Gridley	8	thrifty Drug

Stores Open Evenings: Wed. & Fri.
Stores Open Sundays: Food, Drug, Clothing, Appliances.

13—RETAIL OUTLETS: Department Stores: Penney; Montgomery Ward; Sears; Bradley, Jay's; National Dollar.
Discount Stores(CZ): Value Grant; K Mart; Big R.
Variety Stores: Woolworth; Sprouse-Reitz; Cornet.
Chain Drug Stores (CZ): Payless 2; Thrifty; Safe-Save 2; Walgreen; Pay'n Save; Long's.
Chain Food Supermarkets: Safeway 2; Rancy/Yuba Munger; Lucky 2; Cloverleaf; Holiday 3; Farmers 2; Albertson's; Prairie Market.
Other Chain Stores: Singer, Firestone, Goodrich. Shoe Stores: Shannon's, Kinney's 2, Dave's Kahn's 1.
Men's Stores, Kauffman's, Schneider's 2; Dusan's, Dunne's; Radio Shack; House of Fabric; Fabric West; McMahan's Furniture; Bresler's Ice Cream, College-Hi, Brass Ear, General Nutrition, Jay Vee, Mode-O-Day; Pied Piper; Bedazzled; Lafayette Stereo. Wherehouse, Craig's Discount Auto; Bargain Bar; Handyman; Prairie Market.

14—NEWSPAPERS: APPEAL-DEMOCRAT (e) 21,-648, March 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. May, Adv. Dir., APPEAL-DEMOCRAT
National Representatives: Branham/Newspaper Sales.

MAYWOOD, CALIF.
See HUNTINGTON PARK, CALIF.

MERCED, CALIF.

1—LOCATION: Merced County, E&P Map C-5, County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 27 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Nat'l. Park. On State Hwys 140, 99, and 59.

2—TRANSPORTATION: Railroads: Amtrak, AT&SF, Sov. Pac.
Intercity Bus Lines: Greyhound; Continental Trailway; Yosemite Transp.
Airlines: Golden Gate Airways.

3—POPULATION:
Corp. City 70 Cen. 22,670; Loc. Est. 34,300
CZ ABC: (70) 29,872; (80) 43,700
RTZ-ABC: (70) 78,633; (80) 96,300
County, 70 Cen. 104,629; Loc. Est. 129,730
City & RTZ-ABC: (70) 108,505; (80) 140,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 7,318; Loc. Est. 12,593
County 70 Cen. 30,464; Loc. Est. 43,609
CZ ABC: (70) 9,341; (80) 15,800
RTZ-ABC: (70) 22,549; (80) 31,400
City & RTZ-ABC: (70) 31,890; (80) 47,200

5—BANKS: Commercial 9, Sav. & Loan Assns. 6, Combined Deposits $383,137,000

6—PASSENGER AUTOS: County 56,624

7—ELECTRIC METERS: Res. (CZ) 12,833

8—GAS METERS: Residence (CZ) 11,481

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food, Processing & Packing 2,300, Insurance 500, Lumber 300; Recreational Vehicles 50, Film Packaging 70; Aluminum Products 150, Health Care Products 100, Printing & Publishing 180, Drapery Mfg. 150, Trucking 200, Air Force Base 7,000($82 million annual payroll); Metal Fabricators 80, Carton Mfg. 60; Electrical Contractors 140.

10-CLIMATE: Min. & Max. Temp.—Spring 35-100, Summer 43-106; Fall 32-88; Winter 28-80. Date of last killing frost, Mar. 20.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Centers: Downtown; 15 blocks on Main St., 5 on 18th St., 2 on Canal St., 2 on M St.; Merced Mall Regional Shopping Center 1000 West Olive Ave., 56 stores.
Neighborhood Shopping Centers: Westgate Center, W. Main St., Save Mart Center. G. St., & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts., Yosemite Parkway 21 st St., Bear Creek Shopping Center, Alexander Ave. & G Sts. Mission Plaza Merced, Olive & G Sts.
Principal Shopping Days: Thur., Fri., Sat.
Stores Open Evenings: Thu., Food, Drug & Shopping Centers every night.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, Montgomery Ward, Gottschalk's, Mervyn's; Newberry's, Stefani's, J. C. Penney, Tall's., K-Mart.
Chain Drug Stores: Thrifty 2, Long's, Pay'n Save., Payless.
Chain Food Supermarkets: Safeway 2, Save Mart 3, Prairie Markets, Alpha Beta, New Deal Markets.
Other Chain Stores: Toppers Jewelry, Anita's Mode O'Day, GallenKamp's, Karl's, Shoe Palace House of Fabrics, Elaine Powers, Musicland, Kinney Shoes, Singer, Goodyear, Goodrich, Firestone; Western Auto, Cal-Auto, Pep Boys Auto, McMahan Furniture; Slater's Furniture, Diamond National; Sherwin-Williams Paint, Kerr Rug, Baskin Robbins, General Nutrition, Topps & Trousers; Asher Bros. Shoes, Coronet, Beverly Fabrics, Grand Auto, Pic-A-Dilly; Kragen Auto, Grossman's, Handyman, Lerner Shops.

14—NEWSPAPERS: SUN-STAR (e) 22,009, Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Adv. Dir., SUN-STAR.
National Representatives: None.

MODESTO, CALIF.

1—LOCATION: Stanislaus County (SMSA). E&P Map C-5, County Seat. Livestock, fruits and agricultural center, 94 mi. SE of San Francisco, 348 Mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food Processing Center. On U.S. Hwy. 99 and State Hwys. 132 and 108.

2—TRANSPORTATION: Railroads: Southern Pacific, Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers: 122
Intercity Bus Lines: Pacific Greyhound, Modesto Transit, Continental Trailways.
Airlines: Golden Gate.

3—POPULATION:
Corp. City 70 Cen. 61,712; Loc. Est. 103,400
PMA-ABC: (70) 194,506; (80) 263,700
County/SMSA (70) 194,506; Loc. Est. 263,700
Demographic information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. City (70) 20,491; Loc. Est. 36,388
PMA-ABC: (70) 62,100, (80) 96,400
County/SMSA (70) 62,100; Loc. Est. 96,400

5—BANKS:	NUMBER	DEPOSITS
Commercial	16	$969,321,000
Sav. & Loan Assn.	16	$576,440,000

6—PASSENGER AUTOS: County 127,144

7—ELECTRIC METERS: City Res. 40,046

8—GAS METERS: (City) Res. 38,113

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—All Mfg. 17,800 Nondurable Goods 12,400; Durables 5,400; Food Processing 10,000; Retail Trade 18,000; Wholesale Trade 18,-000; Government 17,000; Construction 6,400; Transportation and Utilities 3,800; Services 16,600.

10-CLIMATE: Min. & Max. Ave. Temp.—Jan. 36-54; Apr. 45-73; July 58-94. Oct. 48-77. First & Last 32 (30 years)—Nov. 28 and Mar. 3.

11—TAP WATER: Alkaline—Wells vary soft to hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Five miles of McHenry Avenue (from Needham North) and Downtown; 8 blocks on 10th St., 4 on 11th St., 6 on I St., 8 on J St., No. Freeway 99 at Dale Rd.
Neighborhood Shopping Centers: McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 1½ mi. south on Crows Landing Road, Paradise Plaza. Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Square, McHenry & Briggsmore. McHenry Square, McHenry & Bowen; Scenic. Old Oakdale Rd. at Scenic Drive; Ceres Plaza; Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Square, McHenry near Leveland, Bowen; Coffee & Orangeburg Center, Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford, Northgate Village, McHenry at Rumble, Western Plaza, Coffee at Floyd.
Regional Shopping Center: Vintage Faire, No. Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Vintage Faire	4	Sears, Penneys, Gottschalks, Weinstocks
McHenry Vlg	1¾	Dunlap's, Lucky, Keller's
Yosemite	1¾	Farr's, New Deal
Caruso	1½	Landon's, Jumbo
Roosevelt	1½	Paul's, O'Brien's
Paradise Plaza	1	Sprouse-Reitz
Gregory Gardens	1¾	Save Mart
Ulrich	1½	Save Mart
Lloyds Square	2	Handyman
Mervyns	2½	Mervyns
Briggsmore Sq	2	Ward's, Thrifty
Briggsmore Plaza	2	Angelos, Angels, Payless
McHenry Sq're	2¼	Payless
Scenic	2	Angelo's, Keller's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, T. G. & Y.
Tully Manor	3	Raley's
Century Center	2½	Grays, Raley's
Frontier Town	3	Clockwise
Northgate Village	2½	Ken's Camera
Western Plaza	2½	Bebe's
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Tower Corp.

Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Department Stores—Mon., Thurs., Food—Every night except Sunday; Vintage Faire open Mon. thru Fri. until 9 p.m.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, Montgomery Ward, Dunlaps; K-Mart, Penney; Loebs, Farr's Colburns, Mervyn's, TG&Y; Gottschalks, Weinstocks Grays.
Variety Stores: Woolworth, Sprouse-Reitz 4
Chain Drug Stores (CZ): Payless 1; Long's 1; Paul's Rexall 3; Thrifty 6; Raley's 2.
Chain Food Supermarkets (CZ & RTZ): Safeway 5; Lucky- Gemco 3; Sam's Food City 1; Angelo's 2; Save Mart 8; Richland 2; New Deal 7; Jumbo Foods; Ray's 1; Sav Mor 5; Alpha Beta 2; Prairie Markets 2; Raley's 2.
Discount Stores: Beno's, K-Mart 2; Payless; Longs; TG&Y; Pay 'N Save; Gemco.
Other Chain Stores: Anita Shops; Angels; Arden's; Asher Bros.; Baker's; Beno's; Blue Chip Stamps: Brownie Muffler; Mary Carter Paint; Copeland Lumber; Diamond National; Dorothy's; Dutch Boy Paint; Dunlap's; Expectation Shop; Firestone; W. P. Fuller Paints; Handyman; Hartfield's; House of Carpets; House of Fabrics; Karl's; Landons; Leed's; Thom McAn; McMahan's; J. Magnin; Midas Muffler; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; Roos Atkins; See's Sherwin-Williams; Singer co.; Simpson's Topper's; Turner's; Western Auto; Wicke's Lumber; S&H Green Stamps; Sally's; Payless; Grand Auto; Mervyn's; Arden's Beadazzled; County Seat; Ernie's Liquors; Furrow Lumber; 84 Lumber; Gallenkamps; Hatfield Jewelers; Huston Shoes; Silverman's; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Grays; Grossmans; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Sopply Hard ware; Simco Corp; Rasco Toys.

14—NEWSPAPERS: BEE (m) 65,063; (S)70,960; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gerald E. Short, Adv. Mgr., BEE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

MONTEREY, CALIF.

1—LOCATION: Montery County (In Salinas- Seaside-Monterey SMSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army) 7 mi. distant; Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2—TRANSPORTATION:
Motor Freight Carriers: 1.
Intercity Bus Lines: Monterey Peninsula Transit; Greyhound.
Airlines: United Airlines; Golden Gate Airlines; Apollo Airways; Yosemite Airlines; Air California.

3—POPULATION:
Corp. City 70 Cen. 26,302; Loc. Est. 27,600
CZ ABC: (70) 94,306; (80) 98,900
Bal. Prim. Mkt. Area. (70) 39,675; (80) 62,200
County/SMSA
70 Cen. 247,450; Loc. Est. 281,200
Total Prim. Mkt. Area (70) 133,981; (80) 161,100

4—HOUSEHOLDS:
City 70 Cen. 8,861; Loc. Est. 11,705
County/SMSA: 70 Cen. 71,232, Loc. Est. 112,000
CZ ABC: (70) 30,436, (80) 37,400
Bal. Prim. Mkt. Area (70) 8,150, (80) 15,600
Total Prim. Mkt. Area (70) 38,586, (80) 53,000

5—BANKS: (Corp. City 9) N.A.

6—PASSENGER AUTOS: County 145,381

7—ELECTRIC METERS: Residence 42,121

8—GAS METERS: Residence 36,504

9— PRINCIPAL INDUSTRIES (CZ): Military $374,200,000 per year; Tourist $278,900,000 yearly; Manufacturing $5,375,000.

10-CLIMATE: Min. & Max. Temp.—Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4. Last killing frost, Feb. 2.

11—TAP WATER: Alkaline, medium hard, not fluoridated.

12—RETAILING: Principal Shopping Center: Del Monte Shopping Center in Monterey; 6 blocks on Alvarado and Monterey, 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Del Monte	90	Macy, Lucky, Thrifty Drugs, Saks
Highlands Plaza	20	N.A.
The Barnyard	60	Thunderbird Book Store
Carmel Rancho	-	Monte Mart
Carmel Center	13	Safeway, Long's
Olympia Plaza	22	
Carmel Plaza	-	J. Magnin
Country Club	-	Alpha Beta, Thrifty Drug

Neighborhood Shopping Centers: Fremont & Broadway, Seaside, Monte Vista Ctr., Monterey, Forest Hill Ctr., Fairway Ctr., Pacific Grove, Village Ctr., Carmel Valley, Country Club S/C, Pacific Grove.
Stores Open Evenings: Dept., Thu., Fri., Food, Daily.

13—RETAIL OUTLETS: Department Stores: Holman's; Macy's; J.C. Penney.
Discount Stores (CZ): Monte Mart, K-Mart.
Variety Stores: Woolworth; Sprouse-Reitz 3.
Chain Drug Stores (CZ): Long's 2, Thrifty 2.
Chain Food Supermarkets: Safeway 6, Nob Hill, Lucky 1, Alpha Beta 1.
Other Chain Stores: Western Auto 1, Firestone 2, Singer Co.; Hastings, Roos-Atkins; Leeds; Gallenkamp's, Petrie's, Peck & Peck; I. Magnin, Saks Fifth Avenue; Joseph Magnin.

14—NEWSPAPERS: PENINSULA HERALD (e) 31,-772, (S) 32,965, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Helen Ruble, Gen. Adv. Mgr., PENINSULA HERALD.
National Representatives: Branham/Newspaper Sales.

NAPA, CALIF.

1—LOCATION: Napa County, (In Vallejo-Fairfield-Napa SMSA). E&P Map B-4, County Seat. 50 mi. N of San Francisco, 35 mi. N of Oakland. Off U.S. Interstate 80 & State 12, 29, 121.

2—TRANSPORTATION: Railroads: So. Pacific.
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound.
Airlines: Bridgeford Flying Service.

3—POPULATION:
Corp. City 70 Cen. 35,978, Loc. Est. 55,048
CZ ABC: (70) 45,845; (80)55,200
RTZ-ABC: (70) 33,295; (80)44,100
County 70 Cen. 79,140; Loc. Est. 96,693
SMSA 70 Cen. 250,955. Loc. Est. 310,061
City & RTZ-ABC: (70) 79,140; (80)99,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 12,172; Loc. Est. 21,856
County 70 Cen. 25,098, Loc. Est. 36,503
SMSA 70 Cen. 76,218, Loc. Est. 112,749
City Zone ABC: (70) 14,719; (80)20,300
RTZ-ABC: (70) 25,098; (80) 36,100
City & RTZ-ABC: (70) 25,098, (80)36,100

5—BANKS:	NUMBER	DEPOSITS
Commercial	11	$206,612,000
Sav. & Loan Assn.	8	$231,000,000

6—PASSENGER AUTOS: County 52,016

7—ELECTRIC METERS: 22,712

8—GAS METERS: 22,712

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees: Leather Goods 425, Paper Box 30; Clothing 150; Tractor 90; Steel Pipe 800; Grape & Wine 1,021; Napa State Hospital 2,100; Calif. Veteran's Home 821; Building Materials 450; Airline School 20; Aircraft Maintenance 110; Dairy 65.

10-CLIMATE: Min. & Max. Temp.—Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23. Last killing frost, Mar. 26.

11—TAP WATER: Hard, not fluoridated.

12—RETAILING: Principal Shopping Centers: Napa Valley 18 stores; River Park 13 stores; K-Mart; Bel Aire Plaza 15 stores; Grape Yard 15 stores; Silverado Plaza 6 stores; Redwood Plaza 10 stores.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Sun Valley	24	Macys
Larwin Plaza	11	K-Mart, Sears
Hilltop	24	Capwells
Cottingtown	32	Emporium, K-Mart

Principal Shopping Days: Thurs., Fri. & Sat. Stores open Thursday evenings.

13—RETAIL OUTLETS: Montgomery Ward; J. C. Penney; Carithers; Mervyn's; K-Mart; Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Woolworth; Gallenkamps; Goodyear; Grand Auto; Grossman's; Wickes; Woolworth; Garden Center; Sherwin- Williams; Radio Shack; Handyman; Kragen Auto; Bistrin's; Payless.
Variety Stores (CZ): Woolworth; Darr's; Roberts.
Discount Stores: K-Mart; TG&Y.
Chain Drug Stores (CZ): Rexall 2; Payless; Merrill's, Thrifty 2.
Chain Food Supermarkets (CZ): Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Giovannon's; Fiesta Markets; Albertson's.

14—NEWSPAPERS: REGISTER (e) 20,180; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jess Hasty, Adv. Dir., REGISTER.
National Representatives: None.

NEVADA CITY, CALIF.
See GRASS VALLEY, CALIF.

NEWARK, CALIF.
See FREMONT, CALIF.

NEWPORT BEACH, CALIF.
See ORANGE COUNTY, CALIF.

OAKLAND, CALIF.

1—LOCATION: Alameda County (located in San Francisco, Oakland SMSA). E&P Map B-5, County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2—TRANSPORTATION: Railroads: SP; AT&SF; UP; WP.
Motor Freight Carriers: 1,651.
Passenger & Freight Steamship Lines: 70
Rapid Transit: Bay Area Rapid Transit (BART)
Intercity Bus Lines: Continental; Greyhound; Peerless. Alameda-Contra Costa Transit.
Airlines: Air California, Hughes Airwest, Apollo, PSA, United, Western, Supplemental—World Airways, Trans International Airlines, Laker Airlines.

3—POPULATION:
Corp. City 70 Cen. 361,561, Loc. Est. 312,181
Primary Mkt. Area ABC:
(70) 1,631,573. (80) 1,763,400

OAKLAND—continued

SMSA 70 Cen 3,108,022, Loc Est. 3,192,427
County 70 Cen 1,073,184, Loc Est 1,097,742
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 138,831, Loc. Est. 144,120
Primary Mkt. Area-ABC (70) 538,044, (80) 664,500
SMSA 70 Cen 1,085,852, Loc Est 1,286,557

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	40	$6,296,654,000
Sav. & Loan Assn	60	$4,782,949,000

6—PASSENGER AUTOS: 553,233

7—ELECTRIC METERS: Res 613,885

8—GAS METERS: Res 581,196

9— PRINCIPAL INDUSTRIES (CZ): (County) Industry, Number of Wage Earners (Av. Wkly. Wage) Food 29,100 ($313), Fabricated Metal Products 12,300 ($354), Machinery 11,000 ($358), Transportation Equipment 11,000 ($358), Primary Metals 6,100 ($350), Chemicals 11,000 ($342), Petroleum & Coal Products 5,000 ($417), Printing & Publishing 6,200 ($351), Paper Products 5,400 ($306), Stone, Clay & Glass Products 5,100 ($319).

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center. Downtown—15 blocks on Broadway, 4 on Telegraph Ave., Broadway & MacArthur Blvd.
Neighborhood Shopping Center 8 blocks on 7th St., 8 at Park Blvd. & 18th St., 8 at Fruitvale Ave., 5 at 23rd Ave. & E. 14th St., 65 along E. 14th St., 4 at Seminary Ave. & MacArthur Blvd., 4 at Foothill Bldg. & Seminary Ave., 6 at 73rd Ave. & MacArthur Blvd., 10 at Fruitvale Ave. & MacArthur Blvd., 10 at Grand Lake Ave & MacArthur Blvd., 10 at Moraga Ave. & LaSalle St., 6 at San Pablo Ave. & Powell St., 9 at College Ave. & Alcatraz Ave., 12 at Telegraph Ave. & 51st St., 4 at 53rd St. & Grove St., Foothill Sq., Foothill Blvd. & 108 Ave., MacArthur Blvd. & Bway., Rockridge Center, Eastmont Mall, 73rd and Foothill, Bayfair, San Leandro, El Cerrito Plaza, El Cerrito, Fremont Hub, Fremont, Fashion Center, Fremont; Sun Valley, Concord; Southland Hayward; Broadway Plaza, Walnut Creek; Hilltop, Richmond; New Park, Newark (9/80) Stoneridge, Pleasanton (9/80)

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Acorn Comm	28	—
Chabot Park	5	Safeway
College Square	9	—
Eastmont Mall	82	J. C. Penney, Mervyns, Safeway
Foot Hill Sq	30	Thrifty Drug Radio Shack
Highland Sq	9	—
Jack London Village	54	—
Lincoln Sq	17	Safeway
MacArthur Brdway	50	Woolworths
Oakland City Ctr	120	Bullocks, Liberty House, J. C. Penney

Stores Open Evenings Mon. and Thurs. Many food stores open every evening and Sun.

13—RETAIL OUTLETS: Department Stores H. C. Capwell 6, Macy's 3, Mervyn's 7, Montgomery Ward 6, J. C. Penney 9, Liberty House 4, Sears 5, Gabardine's 2, Sherwood Swan & Co. 1, McCaulou's 8, Bullock's 1
Discount Stores Gemco 3, K-Mart 7, Treasury 3
Variety Stores Newberry 3, Sprouse-Reitz 13, Woolworth 9
Chain Drug Stores Drug King 2, Guy's 13, Long's 16, Domar's 1, Kerstein's 2, Payless 12, Pay 'n Save 6, Thrifty 14, Walgreen 5, Day & Night 2, Leo's 3, Abreu's 1, Bills Drugs 4
Chain Super Markets Safeway 61, Food Farm 2, Albertson's 5, Fry's 10, Park & Shop 3, Lucky 51, Cooperative of Berkeley 9, Alpha Beta 11, 7-Eleven 69, Big T Supermarket 11, Farmer's Markets 4, Romley's Markets 4, Russells Markets 5, Piablo Foods 4, Flair Mkt. 9
Other Chain Stores Abbey Carpets 5, Abbey Rents 2, Arden's 5, Big 3 Tires 13, Bond's 3, Breuner's 1, C. B. S. Plywood 6, Crescent Jewelers 5, Davidson & Licht 5, Edison Bros. 12, Firestone 18, Florsheim 3, Foreman & Clark 2, Gallenkamp's 17, Goodyear 17, Goodrich 4, Grand Auto 17, W. T. Grand 4, Grodin's 5, Harfields 7, Hastings 4, Zale's Jewelers 5, Kinney Shoes 8, Kragen Auto 2, Lerner's 2, Levitz 1, I. Magnin 2, Joseph Magnin 4, Thom McAn 1, Milen's 6, Mode O-Day 10, Ortha Mattress 4, R. B. Furniture 2, Regal Shoes 4, Roos/Atkins 10, S&H Green Stamps 2, Dr. Scholl's 1, Singer 10, Sleep Aire 4, Smith's 11, Western Auto 2, Kress 3, Goldmans 8

14—NEWSPAPERS: EAST BAY TODAY (m) 46,758, TRIBUNE (m&e Mon. to Fri.) 190,189, (Sat. M) 152,786, (S) 180,628, Mar. 30, 1980 ABC
Local Contact for Advertising and Merchandising Data Fred O. Wetton, Adv. Dir., TRIBUNE
National Representatives Gannett Newspaper Advertising Sales

OCEANSIDE, CALIF.

1—LOCATION: San Diego County, (In San Diego SMSA) E&P Map E-8, 85 mi. South of Los Angeles on Interstate 5, Adjoins Camp Pendleton of the U.S. Marine Corps.

2—TRANSPORTATION: Railroads Santa Fe
Motor Freight Carriers 3
Intercity Bus Lines Greyhound, Santa Fe; Trailways, Oceanside Transit

3—POPULATION:
Corp. City 70 Cen. 40,494, Loc. Est. 69,250
CZ ABC (70) 55,438, (80) 112,200
RTZ-ABC (70) 106,888, (80) 109,500
County/SMSA
70 Cen. 1,357,854, Loc. Est. 1,801,056
City & RTZ-ABC (70) 162,326, (80) 221,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 13,526, Loc. Est. 28,046
County/SMSA
70 Cen. 423,513, Loc. Est. 670,827
CZ ABC (70) 18,362, (80) 42,500
RTZ-ABC (70) 28,057, (80) 30,100
City & RTZ-ABC (70) 46,419, (80) 72,600

5—BANKS: 19 Banks and S&L Assns. Deposits NA

6—PASSENGER AUTOS: County 909,300

7—ELECTRIC METERS: Res. Tri City 22,148

8—GAS METERS: Res. Tri City 16,508

9— PRINCIPAL INDUSTRIES (CZ): (Number of Employees) Electrical Connectors (500); D C Power Supplies/Transformers (380); Electronic Components/Systems (250); Agriculture (Bulb Growing, etc.) (200); Electronic Eqpmt. (126); Crystal & Electronic Mfg. (100); Panel Meters & Test Equip. (70); Glass and Filter Sand (65); Women's Clothing (52); Servo Units-Concrete Bldg., Blocks (30).
Principal Industrial Pay Days 1st & 15th

10-CLIMATE: Min. & Max. Temp.—Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61

11—TAP WATER: Neutral, very hard; not fluoridated

12—RETAILING: Principal Shopping Center 16 blocks on Hill St., 6 on Mission Ave., 3 on Freeman St.
Neighborhood Shopping Centers 1700 block Mission Ave., 3100 block on Carlsbad Blvd., 1600 block on South Hill; 2000 block on Mission; 300 Block on Vista Way

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Mission Sq. (23)	1	Von's, Thrifty
Long's (-)	2	Safeway, Long's
Plaza Camina Real (129)	3½	Penney, May Co., Woolworth Sears, Bullocks, Broadway
Poinsettia Ctr. (15)	4	Big Bear, TG&Y
Oceanside Plaza (21)	2	Alpha Beta, Value Fair
Tamarack East (-)	4½	Thrifty, Safeway
Fed-Mart (-)	-	Fed-Mart Discount/Service Sta
Mesa Marguinta (-)	-	Express Lane Foods
Mercado De Oceana (17)	-	Market Place, Price Drug
College Plaza (20)	-	Sprouse Reitz, Safeway, Thrifty
Cape Code Vlg (13)	-	Rest., Gift Shop
Medical Park (3)	-	Gordon Tait Phcy
Baskin Robbins (9)	-	Baskin Robbins
Oceanside 1-5	-	Safeway, Long's Drug

Principal Shopping Days Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Huckabay's, May Co.
Variety Stores Sprouse Reitz; Woolworth; Long's, Pay Less
Discount Stores Fed-Mart; Value-Fair; K-Mart
Chain Drug Stores Mission Park 2; Fed Mart; Long's
Chain Food Supermarkets Safeway 2, Von's 1, Shop Smart 1; Alpha-Beta 1, Red & White 2, Albertson's
Other Chain Stores Singer Co., Sears Roebuck; Elms; Southern California; Thrifty Drug; Kirby Shoes, Mode O'Day, Berner-Judd Fashions; Salms, Ortho; Dormans, Hickory Farms, Checker Auto

14—NEWSPAPERS: BLADE-TRIBUNE (e-Mon to Fri.) 27,962, (S) 29,807, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data David Oxley, Dir. Mktg. & Prom. or Scott Little, Adv. Dir., BLADE-TRIBUNE
National Representatives Cresmer, Woodward, O'Mara & Ormsbee, Inc., USSPI

ONTARIO-UPLAND, CALIF.

1—LOCATION: San Bernardino County (In Riverside-San Bernardino SMSA), E&P Map D-7 35 mi. E of Los Angeles, On U.S. Hwys 60,66, State Hwys 30, 83, Interstate 10

2—TRANSPORTATION: Railroads Southern Pacific, Santa Fe, Union Pacific, Pacific Electric
Intercity Bus Lines Greyhound, So. Cal. Rapid Transit, Continental Trailways
Airlines Air Calif, American, Continental, Eastern, Golden West (commuter), Hughes Air West, Pacific Southwest, United, Western, TWA

3—POPULATION:
Corp. Cities
75 Spec. Cen. 107,769, Loc. Est. 129,753
SMSA 70 Cen. 1,140,609, Loc. Est. 1,380,900
Prim. Mkt.-ABC (70) 178,349, (80) 199,400
County 70 Cen. 681,535, Loc. Est. 812,883
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. Cities:
75 Spec. Cen. 39,469; Loc. Est. 46,140
County: 70 Cen. 212,021; Loc. Est. 327,455
SMSA 70 Cen. 362,525; Loc. Est. 510,500
Primary Mkt.-ABC: (70) 52,119; (80) 66,600

5—BANKS: (CZ) Comm. 16, Sav. & Loan 10

6—PASSENGER AUTOS: County 406,292

7—ELECTRIC METERS: Residence 52,139

8—GAS METERS: Residence 42,217

9— PRINCIPAL INDUSTRIES (CZ): Industry and Number of Wage Earners—Aircraft 900; Electrical Appliances 1000 Citrus Processing 700 Mach. Works 600; Whlse. Nurseries 250; Truck Mfg. 800; Plastics 260

10-CLIMATE: Min. & Max. Temp.—Spring 44-72, Summer 55-89; Fall 50-80; Winter 39-66

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Centers 5 blocks on Euclid Ave., 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.
Neighborhood Shopping Centers 4 blocks at 9th St. & 2nd Ave.—Upland, 2 blocks at "C" St. & 3rd Ave.—Upland; 2 blocks at Foothill Blvd., & Euclid Ave.—Upland, Galvin Park—3 blocks at 4th St. & Grove Ave. Ontario, 3 at 4th St. & Mountain Ave.—(Ontario Plaza); Mountain View—2 blocks at Mountain Ave. & "D" St., Ontario, Montclair (Montclair Plaza) 76.6 Acres Central Ave. & San Bernardino Freeway; 2 blocks at Mountain and Foothill, Upland; 2 blocks at 7th & Mountain, Upland(Mountaingreen Center).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
K-Mart Plaza	3	Lou Millers, K-Mart
Indian Hill Village	6	Sears, Zody's, Newberrys, Longs Drugs
Montclair Plaza	5	Broadway, May Co., Penney, Mont. Ward Akron, Best Products
Ontario Plaza		McDonald's, Market Basket, Thrifty Drug
Mountaingreen Center		Mervyn's, Longs
Town Center Upland		Thrifty Drug, Vons, Sav-On Drug
Upland Center		Stater Bros., Pic 'n' Save
Upland Square		Alpha Beta, Gemmel's Drugs

Stores Open Evenings Dept. & discount-Fri., Supermarkets-nightly
Stores Open Sundays Discount, major mkts.

13—RETAIL OUTLETS: Department Stores Fallis; J.C. Penney, J.M. McDonald, Millers Outpost, Mervyn's
Discount Stores (CZ) K-Mart, Fed Mart; Pic 'N Save
Variety Stores Coronet; Rascos, Sprouse Reitz, TG&Y
Chain Drug Stores (CZ) Thrifty 4, Owl Lucky; Gemmel 2, Sav-on, Long's
Chain Food Stores (CZ) Vons 2; Alpha Beta 4; Market Basket 1; Stater Bros. 4; Ranch Market 1; Ralphs
Other Chain Stores Western Auto Supply, Firestone, Pep Boys, General Tire, Winston Tire, F&H Tire, Chief Auto, McMahan's Furniture, Armstrong Nurseries; Lerners; Gallenkamps, House of Fabrics, Cloth World; Oles Hardware; Builders Emporium, Radio Shack

14—NEWSPAPERS: DAILY REPORT (e) 33,132; (S) 33,919; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Toebe Bush, Adv. Mgr., DAILY REPORT
National Representatives Western Dailies.

ORANGE COUNTY, CALIF. (Anaheim)

1—LOCATION: Orange County, E&P Map D-7. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5, Calif. Hwys 29, 55, 57, 72, 90, 91, 250; 8 mi. NW of Santa Ana.

2—TRANSPORTATION: Railroads AT&SF, SP, UP
Motor Freight Carriers 6
Intercity Bus Lines Continental Trailways, Greyhound, Orange County Transit; Southern Calif. Rapid Transit

3—POPULATION:
Corp. City 70 Cen. 166,701
State Dept. of Fin. 211,698
Prim. Mkt. ABC (70) 239,321, (80)302,500
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 56,220
State Dept. of Fin. 79,809
Primary Mkt. ABC (70) 72,662, (80)105,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Banks	36	$1,829,030,500
Sav. & Loan Assoc.	18	$504,797,700

6—PASSENGER AUTOS: City 135,675

7—ELECTRIC METERS: Residence 73,590

8—GAS METERS: Residence 59,698

9— PRINCIPAL INDUSTRIES (CZ): (City) (Number of wage earners)—Electronic equipment 7,700, entertainment 7,600; electro-mechanical prods. 2,865; data processing equipment 2,100; electronic prods. for armed forces 1,600, lock sets 1,450; minicomputers 1,200; sound prods. and telephone equipment 900
Principal Pay Days 15th and 31st.

10-CLIMATE: Min. & Max. Temp.—Spring 42-89, Summer 55-92; Fall 49-94; Winter 35-83

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: City Regional Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Anaheim Plaza	62	Mervyn's, Robinson's
Brookhurst Ctr.	51	Anthony, Hill Drug
E. Anaheim Ctr.	50	Boston, Sav-on

City Principal Shopping Centers Plaza de Oro, 41 stores; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 28; Canyon Village 26.
City Neighborhood Shopping Centers Anaheim Hills Center 18; Euclid-Crescent Square 17; Granda Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.
Principal Shopping Days Fri., Sat. and Sunday.
Stores Open Evenings Most Stores throughout the week.
Stores Open Sundays Food; drug; discount; furniture; hardware; appliance; specialty stores.

13—RETAIL OUTLETS: Department Stores The Akron; Anthony's; Boston Stores; Broadway; Gemco, Robinson's; Mervyn's.
Discount Stores Lucky; Zody's; Fed Mart; K-Mart.
Variety Stores Sprouse-Reitz; TG&Y
Chain Drug Stores Payless, Rexall; Sav-On; Thrifty; Skaggs.
Chain Food Supermarkets Albertson's; Alpha Beta; Fed Mart, Gemco, Lucky; Market Basket; McCoy's, Ralphs; Satellite; Stater Bros.; Thriftimart; Vons.
Other Chain Stores Bond Clothes; C & R Clothiers; Color Tile Supermarkets, Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys, Hartfield's, Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn., Midas Muffler, Nurseryland; Radio Shack; Rayco Car Service; See's Candy Shops; Sherwin-Williams; Silverwoods; Singer Co.; The clothes Horse; Toy City; Toys R Us, Uniroyal Tires.

14—NEWSPAPERS: ANAHEIM BULLETIN (e) 13,768; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data; Karl Wray Pub., ANAHEIM BULLETIN (e)
National Representatives Story & Kelly-Smith, Inc.

ORANGE COUNTY, CALIF. (Fullerton)

1—LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA), E&P Map D-7. 35 miles from Los Angeles; 5 miles north of Disneyland; 100 miles north of San Diego.

2—TRANSPORTATION: Railroads SF, UP, Amtrak
Motor Freight Carriers 2
Intercity Bus Lines Metropolitan Rapid Transit, Orange Co. Transit; Greyhound

3—POPULATION:
Corp. City 70 Cen. 85,987; Loc. Est. 101,000
CZ-ABC (70) 107,774, (80) 148,100
RTZ-ABC (70) 139,470; (80) 194,000
City & RTZ-ABC (70) 247,244, (80) 342,100
Co./SMSA
70 Cen. 1,420,690. Loc. Est. 1,921,743
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 26,978, Loc. Est. 36,980
County 70 Cen. 577,700; Loc. Est. 680,931
CZ-ABC (70) 32,666, (80) 50,900
RTZ-ABC (70) 39,434; (80) 63,300
City & RTZ-ABC (70) 72,100, (80) 114,200

5—BANKS: 21 Commercial, 29 Sav. & Loan

6—PASSENGER AUTOS: County 1,048,479

7—ELECTRIC METERS: 37,400

8—GAS METERS: 29,813

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Agriculture 322; Mining 800; Construction 792; Manufacturing 21,058; Durable Goods 15,894; Aerospace 8,300; Nondurable Goods 5,164; Trans/Comm/Utilities 851; Trade 7,991; Fin./Ins./Real Estate 1,982; Services 7,600; Government 8,953.

10-CLIMATE: Min. & Max. Temp.—Spring 40-87, Summer 52-98; Fall 49-92; Winter 31-77. First killing frost, Dec. 3. Last killing frost Feb. 6.

11—TAP WATER: Alkaline, hard

12—RETAILING: Principal Downtown Center 16 blocks on 5 Sts.
Neighborhood Shopping Center N. Harbor 900-1400; S. Harbor 400-500; W. Commonwealth 400-500; 1600-1700; Raymond Ave. 100-400; Harbor & Orangethorpe (50 Stores); Chapman and Raymond (29 Stores); Orangethorpe & Brookhurst (30 Stores); Brea Blvd. (15 Stores); Yorba Linda Blvd. & Bradford (33 Stores).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brea Mall	185	May Co., Sears, Bdwy, Nordstrom's
Lucky Square	8	Lucky Stores, Rexall Drug
College Plaza	14	TG&Y, McCoy Mkt., Sav-On Drug
College Square	10	Thrifty Drug, Builder's Emporium

East Fullerton	18	Alpha Beta, Super Valu Drug
Crossroads Cntr	33	Ralph's Groc., Thrifty Drug, Mervyn's
Sunny Hills Plaza	34	Sunny Crest Mkt., Loehmann's
Orangefair Mall	42	Boston Store, Woolworth Penney, A&M Mkt., Long's Drugs
Sunrise Village	25	Savon Drug, Von's Mkt.
West Fullerton	23	Albertson's Mkts., Alpha Beta, Sprouse-Reitz, Owl Drug, Thrifty Drug
La Mancha Ctr	11	Ralphs, Thrifty Drug

Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Mon and Fri.; Most Food and Drug open every night.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Montgomery Ward, Boston Stores, Wineman's, Nervyn's; Sears; May Co., Robinson's; Nordstrom's.
Variety Stores TG&Y, Woolworth's, Sprouse-Reitz.
Discount Stores Ole's, Builders Emporium; Zody's 1, Gemco 2, K-Mart 2, Handyman; Pic 'n Save, Ward Harrington.
Chain Super Markets Safeway 1, Alpha Beta 11; A&M 1, Lucky Stores 5, Ralph's 2, Pantry Mkt 2, McCoy Mkts. 2, Von's 4, Albertson's 5.
Chain Drug Stores Thrifty Drug 4, Longs Drugs, SavOn Drug 2, Supervalu, Owl Rexall; Skaggs, Payless.
Other Chain Stores Goodyear; Firestone; Pep Boys Auto, Chief Auto Supply 2; Carpet Town; Thompson Furniture, Beals Furniture, Lawsons Jlry.; Gallenkamp Shoes; Berlands Shoes; Radio Shack 3; Big 5 Sporting Goods, Newberry Fabric; Boston Store.

14—NEWSPAPERS: NEWS TRIBUNE (e) 24,031; Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: NED COSTA, JR., NEWS TRIBUNE.
National Representatives Western Dailies

ORANGE COUNTY, CALIF. (La Habra, Brea)

1—LOCATION: Northern Orange County (In Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-8. 14 miles N. of Santa Ana; 28 miles E. of Los Angeles.

2—TRANSPORTATION: Railroads: La Habra: Southern Pacific and Union Pacific. Brea; 70,489 Southern Pacific.

3—POPULATION:
Corp. Cities 70 Cen. 59,797; Loc. Est. 70,489
La Habra-70 Cen. 41,350; Loc. Est 45,711
Bres-70 Cen. 18,447; Loc. Est. 24,778
Primary Mkt. Area ABC:
(70) 59,797; (80) 76,100
County/SMSA
70 Cen. 1,420,386; Loc. Est. 1,921,743
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Cen. La Habra 12,662, Loc. Est. 16,166
70 Cen. Brea 5,185; Loc. Est. 8,091
Primary Mkt. Area ABC
(70) 17,847; (80) 25,800
Co./SMSA: 70 Cen. 436,120; Loc. Est. 680,931

5—BANKS: (La Habra & Brea):
Commercial 16; Sav. & Loan Assns. 11

6—PASSENGER AUTOS: (County) 1,048,479

7—ELECTRIC METERS: 27,568

8—GAS METERS: 20,584

9— PRINCIPAL INDUSTRIES (CZ): (Number of employees). La Habra—Food 1,900; Oil Field research 950; Photochemicals and Camera Parts 375; Department Stores—650; Hospital—285.
Brea—Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings and Swivel Joints 300; Utility Products 300; Industrial and Agricultural Chemicals 175.

10-CLIMATE: Annual average 47 to 76. Annual mean temperature—62.

11—TAP WATER: La Habra: Alkaline, hard; not fluoridated. Brea—Alkaline, medium soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
La Habra:		
Fashion Square	50	Bullock's Buffums
La Habra Square	22	Ralph's Mkt., Builders Emporium
La Habra Circle	20	Jackson Bros.
La Habra Mall	20	Lowe's for MEn
Hacienda Plaza	16	Albertsons
Brea:		
Brea Mall	100	Sears, May Co.
Brea Plaza	30	Thrifty Drug, Albertsons
Brea Heights	18	Ray's Mkt.
Imperial Plaza	16	Alpha Beta Mkt.

Other Shopping Centers: (No. of Stores)—La Habra: Highland Center (15); La Habra Plaza (14); Imperial Beach Center (14); Beach Plaza (12); Town & Country (12); Harbor Square (12); Spadra Square (10); North Hills Plaza (10); Harbor Central Plaza (10); Central Plaza (10); Chantry Square (10); Beach Plaza (9).
Brea; Brea Center (14); Brea West (14); 770 Center (10); Olinda Village (10).

13—RETAIL OUTLETS: Department Stores: Builders Emporium, Buffum's, Bullocks, Sears Roebuck, May Co., Broadway.
Discount Store: Fed Mart.
Vatiety Stores: Gilbert; Pic 'n' Save, Sprouse-Ralphs;
Chain Drug Stores: Thrifty 4; Long.
Chain Food Stores: Albertson's; Alpha Beta; Ralphs; Market Basket; Safeway.
Other Chain Stores: Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Gude's- Barnett Shoes; Florsheim Shoes; Hickory Farms; Innes Shoes; Judy's Candy; Leed's Shoe Store; 7-Eleven Food Stores; Shoe Market; Silverwood's; Singer Co.; Sears Roebuck Service Center; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallen Kamp; Harris & Frandk; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zales Jewelers.

14—NEWSPAPERS: STAR-PROGRESS (e-Mon. to Fri.) 5,091; Mar. 31, 1980. ABC.
Local Contact for Advertising and Merchandising Data: John Graham; Publisher, DAILY STAR-PROGRESS.
National Rep.: Story and Kelly-Smith, Inc.

ORANGE COUNTY, CALIF. (Newport Beach, Costa Mesa)

1—LOCATION: Orange County (SMSA). E&P Map D-8, Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S.A.H. 101 and Interstate 405.

2—TRANSPORTATION: Railroads: So. Pac. (freight).
Motor Freight Carriers 22.
Bus Lines: Greyhound; Laguna Beach-Santa A., Huntington Beach; Continental Trailways; Santa Ana. Orange County Transit District.
Airlines Hughes Air West; Air California; Golden West Airlines. Trans Catalina Airlines.

3—POPULATION:
Corp. City 70 cen. 122,082; Loc. Est. 159,000
Newport Beach 70 Cen. 49,422; Loc. Est. 69,067
Costa Mesa 70 Cen. 72,660; Loc. Est. 87,546
CZ ABC: (70) 122,082(80) 159,000
RTZ-ABC: (70) 253,092 (80) 414,300
County/SMSA
70 Cen. 1,420,248; Loc. Est. 1,896,200
City & RTZ-ABC: (70) 375,175; (80) 573,300
Demographic Information available from Newspaper. See paragraph 14

Orange County
Fountain Valley
N
Huntington Beach
Irvine
Costa Mesa
University of California
Newport Beach
Pacific Ocean
Laguna Beach
Dana Point
San Juan Capistrano
San Clemente

Orange Coast Daily Pilot (e) 44, 066; (S) 44, 259 ABC 3/31/80

4—HOUSEHOLDS:
Cities 70 Cen. 43,184, Loc. Est. 64,738
Newport Beach, 70 Cen. 19,280; Loc. Est. 30,770
Costa Mesa, 70 Cen. 23,904. Loc. Est. 32,898
County/SMSA
70 Cen. 436,120; Loc. Est. 691,473
CZ ABC: (70) 43,184; (80) 65,200
RTZ ABC: (70) 79,956 (80) 151,300
City & RTZ-ABC: (70) 123,140, (80) 216,500

5—BANKS: 117; Est. Dep. 1,991,967,000

Sav. & Loan	80	$1,820,903
Comb. Banks, S&L	197	$3,812,870,000

6—PASSENGER AUTOS: County 1,048,479

7—ELECTRIC METERS: (CZ & RTZ) 277,020

8—GAS METERS: (CZ & RTZ) 244,335

9— PRINCIPAL INDUSTRIES (CZ): Electronic Components; Space Research and Development, Guidance Control Systems, Precision Tools; Sprinkler Controls; Valves; Thermal Insulation; Acoustical Pdts.; Structural Adhesives; Lamination Material; Fiberglass Pdts.; Boats and Boating Equip.; Univ. of Calif., Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agriculture.

10-CLIMATE: Costa Mesa Min. and Max. Temp 43-74. Newport Beach— 53-67.

11—TAP WATER: Colorado River softness, 125 parts per million, not fluoridated.

12—RETAILING: Principal Shopping Centers
Costa Mesa: South Coast Plaza, Harbor Center, Mesa Plaza, Mesa Center, Hillgren Square, Downtown Costa Mesa.
Newport Beach: Fashion Island, Westcliff Plaza, Bayside Center, Eastbluff Center, Downtown Newport, Lido, Balboa, Balboa Island, Corona del Mar, Mariners' Mile, Harbor View Center, Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers: Huntington Center eight miles distance from city zone retail center (Broadway; Monthomery Ward; J. C. Penney). Westminster Mall (Sears; Broadway; Buffums; May Co.; J. W. Robinson); Laguna Hills Mall (Sears; Buffums'; Penney; Boradway). Woodbridge Center; Irvine.
Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings: Supermarkets; May Co., Sears, J. C. Penney, The Broadway. All stores in South Coast Plaza— each day, Mon. through Fri. Other Center— Mon., Thu. and Fri.

13—RETAIL OUTLETS: Department Stores Costa Mesa, May Co., Sears, J. C. Penney, Montgomery Ward; Bullock's Nordstrom's, Saks 5th Ave., Mark Cross, I. Magnin; Woolworth; Reinert's.
Newport Beach: Boradway, J.W. Robinson, J.C. Penney; Buffum's, Bullock's-Wilshire, Neiman-Marcus, Silverwoods, Brooks Bros.
Discount Stores: Costa Mesa, Builder's Emporium, K-Mart; Treasury Stores, Fedco.
Variety Stores Woolworth, Gilbert's.
Chain Drug Stores Thrifty, Sav-On, Rexall, Owl, Gulid.
Chain Food Stores
Costa Mesa: Alpha Beta; Albertson's Bargain Basket, Stater Bros., Safeway; Lucky Stores; Market Basket, Von's, Pantry Markets, Tic Toc, 7-Eleven, Ralph's.
Newport Beach: Market Basket; Albertson's Safeway; El Rancho; Gelson's, Tic Toc, Hughes, Ralph's.
Other Chain Stores in City Zone: Harris & Frank, Brooks Bros.; Joseph Magnin, Silverwood's, Mandel's; Slavick; Singer Co., B. D. Howes, Brentano's, House of Nine; Lane Bryant; C. H. Baker, Cabot's Gudes Barnett; Leed's, Thom McAn, Pickwick, Wetherby-Kayser; Kinney's; Anita Shops, Baskin-Robbins; Speedee Marts, Firestone, B. Dalton Books, Big Five Stores, Kirk Jewelers, Vendome Liquors, Imperial Hardware; See's Candies, Home Silk Shop, Pep Boys, Gold Key Furniture, Weisfield Jewelers, Courreges; The Gap, J.K. Gill, Western's; Color Tile; The Grant Boys; F A O Schwarz.

14—NEWSPAPERS: ORANGE COAST PILOT (e) 44,066. (S) 44,259, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: ORANGE COAST PILOT, Carl Carstensen, Adv. Dir.
National Representatives Cresmer, Woodward, O'Mara & Ormsbee, inc.

ORANGE COUNTY, CALIF. (Santa Ana)

1—LOCATION: Orange County (In Anaheim-Santa Ana-Garden Grove SMSA). E&P Map D-7. County Seat. 35 mi. SE of Los Angeles, 95 mi. N of San Diego on Santa Ana Fwy (I-5); San Diego Fwy (I-405); Garden Grove Fwy (22) Riverside Artesia Fwy (91); Newport Fwy (55); Orange Fwy (57) R. M. Nixon Fwy (90); Laguna Fwy (133); State Hwys 18, 39, 72, 214, 250. U.S. Hwy. 101.

2—TRANSPORTATION: Railroads: Santa Fe; So. Pac. (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers 137.
Intercity Bus Lines: Greyhound; Continental Trailways, So. Calif. Rapid Transit, Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Tustin Nickel Bus; Town Tours; Grayline Tours; Orange Coast Sightseeing. Charter Lines—Aardvarck; Four Winds; Pacific Scenic; Taylor Gus; Thompson Transp.; Western Stages.
Airlines: Air California; Golden West Commuter Airlines; Hughes Airwest PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int'l (LAX) and Long Beach.

3—POPULATION:
Corp. City 70 Cen. 156,876; Loc. Est. 189,000
Primary Mkt. Area-ABC
(70) 1,420,386; (80) 2,031,700
County/SMSA
70 Cen. 1,420,386. Loc. Est. 1,896,200
Demographic Information available from Newspaper. See Paragraph 14

4—HOUSEHOLDS:
County/SMSA 70 Cen. 436,120; Loc. Est. 687,000
Primary Mkt. Area-ABC
(70) 436,120, (80) 713,200

5—BANKS:	NUMBER	DEPOSITS
Save & Loan Assns.	12(266 Br)	$6,742,512,000
Commercial	53(356 Br)	$6,456,791,000

6—PASSENGER AUTOS: 1,056,746

7—ELECTRIC METERS: County 659,932

8—GAS METERS: 579,194

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry (Number of Employees); Agriculture (7,000); Construction (50,300); Manufacturing (216,200); Transportation, Communic. & Utilities (25,900); Wholesale Trade (39,400); Finance, Insurance & Real Estate (52,300); Services (162,200); Government (101,100).
Principal Industrial Pay Days Fri., 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 43-80 Summer 57-90, Fall 43-85, Winter 35-82. First killing frost, Dec. 7. Last Killing frost, Feb. 7.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers, also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers (County)

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Anaheim Plaza	75	Broadway
Brea Mall	140	Sears, May Co.
Buena Park Mall	80	Sears, May Co.
Fashion Island	76	Robinson's, Broadway
Fash. Sq. (La Habra)	49	Bullocks
Fash. Sq. (Santa Ana)	38	Bullocks
Honer Plaza	31	Montgomery Ward
Huntington Ctr	56	J.C. Penney
Laguna Hills Mall	80	J.C. Penney, Broadway
Mall of Orange		
Orangefair Mall	44	J.C. Penney, Boston
South Coast Plaza	75	—
Westminster Mall	189	Sears, May Co.
Mission Viejo Mall	141	Robinsons

Principal Shopping Days Fri., Sat., Mon.
Stores Open Evenings Mon thru Fri.
Stores Open Sundays: Food, Drug, Discount, Furniture, Hardware, Appliance and all Dept. Stores.

13—RETAIL OUTLETS: Department Stores Boston; Broadway; Buffums; Bullock's; May Co.; Penney's; Robinson's; Sears; Montgomery Ward; Woolworth; I. Magnin; Joseph Magnin; Nahas; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores The Akron; Fedco; Fed Mart Gemco; K-Mart; The Treasury; Woolco; Zody's.
Variety Stores Cornet; Gilbert; Kresge's; Kress; Newberry's; Pic 'n Save; Sprouse Reitz; Sunset House; TG&Y; Woolworth.
Chain Drug Stores Danber 4; Fed Mart Pharm. 4; Gemco Pharm. 7; Hill Drugs 2; Rexall 10; Savon 19; Super Valu 4; Skaggs 11; Thrifty 35; Luckys Pharm. 8; Vista Drugs 2.
Chain Food Stores Albertson's 30; Alpha Beta 51; A & M Markets 3; El Rancho 5; Fed Mart Foods 5; Gemco Foods 6; Lucky 19; Market Basket 15; McCoy's 2; Pantry 5; Ralphs 19; Safeway 18; Smith's Food King 3; Stater Bros. 18; Thriftimart 8; Von's 20.
Other Chain Stores Men's Wear: Harris & Frank, Desmond's, Chasens, Foreman & Clark, House of Tailoring, Rebel Shops, Silverwood's, M/W Wear, Bond's, The Gap, Lou Millers, Wild West; Womens Apparel: Anita Shop, Hartfield's, Mode O'Day, Judy's, Lane Bryant, Show Off, Draper's, Sally-Shops, Wet Seal; Auto Supply: Pep Boys, Western Auto, Goodyear, Firestone, Security Tire, Mark C. Bloome, Chief Auto Supply; Footwear: Cover Girl Shoes, Leed's, Wetherby-Kayser, Kirby's, Thom McAn, Shoe Market, Standard Shoes, Kinney's, Gallenkamp, Enna Jettick, C.H. Baker; Jewelers: Rupert's, Hatfield Neiman, J. Herbert Hall, Zales Jewelry, Hudson's Jewelers; Furniture: Barker Bros., National Furniture, J.H. Biggar, Riveria, McMahan's, Gold Key, Levitz, R. B. Wickes, Simmons, Singer Co., Sleepeze Beds, Schaefer's; Fabrics: Fabrific Fabrics, Solomon Fabrics, Fabric City, Uniform Shop, Surefit Seat Cover; Beauty & Health Salons: Permatress Beauty Parlors, Crowning Glory Beauty Parlor, Magic Mirror, Gloria Marshall Salons, Holiday Health Spa, Jack LaLanne, Tiffany's Feminine Way; Paint: Dutch Boy Paints, Sherwin-Williams, Pittsburgh Paint, Standard Brands Paint, Sinclair Paint, S&H Green Stamps, Blue Chip Stamps; Hardware: Ole's, Builders Emporium, Angel's Home Improvement Centers, Handyman Store, Linbrook Hardware, Ward & Harrington, Wickes Lumber; Misc.: Thrif-d-lux Cleaners, Abby Rents, Jurgensen's Gourmet.

14—NEWSPAPERS: REGISTER
(All Day, Mon-Fri.) 230,533, (Sat.) 223,607, (S) 259,783, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Advertising; Nelson Roberts Jr., Gen. Adv. Mgr.; Dave Ross, Marketing Research, REGISTER.
National Representatives: Story & Kelly-Smith, inc.

ORLAND, CALIF.

1—LOCATION: Glenn County, E&P Map B-2. Fruit, olive and nut packing center, nurseries, fish hatcheries, farming (fruit, poultry and dairy)—almonds, oranges, milk products. On Interstate Hwy. 5, State Hwy. 32.

2—TRANSPORTATION: Railroads: Southern; Southern Pacific.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 2,884, Loc. Est. 4,203
County 70 Cen. 17,521. Loc. Est. 21,547

4—HOUSEHOLDS:
City 70 Cen. 1,058, Loc. Est. 1,809
County 70 Cen. 5,723, Loc. Est. 8,158

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2Br	N.A.

6—PASSENGER AUTOS: County 10,085

10-CLIMATE: Min. & Max. Temp. 27-110.

11—TAP WATER: Alkaline, hardness varies, not fluoridated.

14—NEWSPAPERS: UNIT-REGISTER (e) 1,267; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert L. Peterson, UNIT-REGISTER.
National Representatives None

OROVILLE, CALIF.

1—LOCATION: Butte County, E&P Map B-3, County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville, 22 mi SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2—TRANSPORTATION: Railroads: Western Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City, 70 Cen. 7,536; Loc. Est. 7,369
Primary Mkt., Area ABC:
(70) 30,471; (80) 40,900
County 70 Cen. 101,969; Loc. Est. 137,087
Demographic Information available from newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,967; Loc. Est. 3,137
Primary Mkt., Area ABC:
(70) 10,434; (80) 15,800
County 70 Cen. 34,910; Loc. Est. 54,518

5—BANKS:
Comm. Banks 4; Sav. & Loan 3

6—PASSENGER AUTOS: County 67,633

7—ELECTRIC METERS: Residence 13,512

8—GAS METERS: Residence 7,266

9— PRINCIPAL INDUSTRIES (CZ): (County): Industry, Number of Wage Earners (Av. Wkly. Wage—Woodworking 1,120 ($205); Food Processing 1,410 ($195); Mfg. 175 ($180); Comm. & Util. 1,535 ($160).

10-CLIMATE: Min. & Max. Temp.—Spring 39-90; Summer 51-108, Fall 32-92, Winter 28-65.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING:
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Friday.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; K-Mart, J.C. Penney; Western Auto, City of Paris; Firestone Stores.
Variety Stores: Rasco; Woolworth.
Chain Drug Stores (CZ): Thrifty; Raley's.
Chain Food Supermarkets: Raley's, Safeway; Wentz, Farmers.
Other Chain Stores: Kinney Shoes.

14—NEWSPAPERS: MERCURY-REGISTER (e) 10,771; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Girvin, Gen. Mgr., MERCURY-REGISTER.
National Representatives: Branham/Newspaper Sales.

OXNARD, CALIF.

1—LOCATION: Ventura County (In Oxnard-Simi Valley-Ventura SMSA). E&P Map D-7. On U.S. Hwy. 101A, midway between Santa Monica and Santa Barbara, 62 mi. from Los angeles; 2 mi. from U.S. Hwy. 101 (inland route); 3 mi. from Pacific Ocean.

2—TRANSPORTATION: Railroads: So. Pac.
Intercity Bus Lines: Greyhound.
Airlines: Golden West, Apollo.
Shipping: Oxnard Harbor District, Port Hueneme.

3—POPULATION:
Corp. City 70 Cen. 71,255; Loc. Est. 102,100
CZ ABC: (70) 89,294; (80) 130,800
RTZ-ABC: (70) 47,246; (80) 59,700
County/SMSA 70 Cen. 378,497; Loc. Est. 488,975
City & RTZ-ABC: (70) 136,540; (80) 190,500
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 25,600; Loc. Est. 34,423
County/SMSA:
70 Cen. 106,469; Loc. Est. 170,310
CZ ABC: (70) 25,370; (80) 42,500
RTZ-ABC: (70) 11,760; (80) 16,800
City & RTZ-ABC: (70) 37,130; (80) 59,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	15	$1,275,909,000
Sav. & Loan Assns.	30	$1,463,553,000

6—PASSENGER AUTOS: County 263,833

7—ELECTRIC METERS: Res. (City) 30,557

8—GAS METERS: Res. (City) 26,814

9— PRINCIPAL INDUSTRIES (CZ): Blood Bank Reagents, Boat Mfg. & Sales, Bldg. & Construction Materials, Chemical Mfg.; Electronics; Farm Implements, Flowers, Food Processing; Forging; Frozen Foods; Fruit & Vegetable Packing; Glass Products; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supplies; Oil Refining; Garment Mfg. Paper Products, Plastics; Precision Hydraulics; Precision Machining; Printing & Publishing; Steel Fabrication; Trailers.

11—TAP WATER: Very little alkaline; hardness good.

12—RETAILING: (CZ)
Shopping Centers: 24 Shopping Centers with 580 stores.
Stores Open Evenings: Mon.-Fri.

13—RETAIL OUTLETS: Department Stores: Akron, Broa[illegible], May Co., Mont. Ward, Penney; Sears, Me[illegible]'s.
Variety Stores: TG&Y 2; Sprouse-Reitz 2, Woolworth 2.
Discount Stores(CZ): K-Mart; Fedmart.
Chain Drug Stores (CZ): Key Rexall; Laubacher's 3, Sav-on, Thrifty 3.
Chain Food Supermarkets: K & G 3; Alpha Beta 2; Albertsons, Hughes; Lucky's; Mayfair 2; Safeway 4; Santa Cruz 2, Smith's Food King 3; Von's.
Other Chain Stores: Blue Chip Stamps; Hickory Farms, Petrie's, Dalton Books, S&H Green Stamps, 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite.

14—NEWSPAPERS: PRESS-COURIER (e) 20,596; (S) 21,214, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, PRESS-COURIER.
National Representatives: Thomson Newspapers, Inc.; Landon Associates, Inc.

PALM SPRINGS-PALM DESERT, CALIF.

1—LOCATION: Riverside County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-8. Desert resort, 105 mi. SE of Los Angeles. On State Hwy. 111, off Interstate 10; U.S. Hwys. 60 & 70.

2—TRANSPORTATION: Intercity Bus Lines: Greyhound Bus.
Motor Freight Carriers: 9.
Airlines: American, Western, Hughes Airwest, Air California, TWA, Air Bahia, Sun Aire.

3—POPULATION:
Corp. City 70 Cen. 20,936; Loc. Est. 32,072
CZ ABC: (70) 42,661; (80) 68,700
Primary Mkt.-ABC: (70) 48,588; (80) 66,400
Bal. in PMA-ABC: (70) 5,927 (80) 2,300
SMSA: 70 Cen. 1,140,609; Loc. Est. 1,453,123
County 70 Cen. 459,074; Loc. Est. 640,111
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,246; Loc. Est. 16,307
County 70 Cen. 150,504; Loc. Est. 245,141
SMSA 70 Cen. 362,525; Loc. Est. 540,325
CZ ABC: (70) 17,709; (80) 32,700
Bal. In PMA-ABC: (70) 2,926; (80) 400
Primary Mkt.-ABC: (70) 20,635; (80) 32,300

5—BANKS: Comm. 22; Sav. & Loan Assn. 12

6—PASSENGER AUTOS: County 313,376

7—ELECTRIC METERS: Inc. Desert, Hot Springs, Cathedral City, Palm Desert 51,000

8—GAS METERS: 32,450

9— PRINCIPAL INDUSTRIES (CZ): Tourism. There are 43 Golf Courses, 27 Clubs: 9 Major, 300 smaller Hotels; Spring Training home of California Angels; Bob Hope Golf Classic; Colgate Dinah Shore Golf Classic, James Franciscus Tennis Tournament; National Collegiate Tennis Classic; Volvo Tennis Classic; World's Largest Passenger-carrying aerial tramway.

10-CLIMATE: Unusually dry throughout the year. Rainfall, annual average 2.40 inches: spring: 47-94, Summer: 66-110, Fall: 48-93, Winter: 39-76, Maximum Sunshine, exceptionally free of clouds.

11—TAP WATER: Relatively soft, abundant supply, not fluoridated.

12—RETAILING: Principal shopping area is along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Brighton Village	9	Woolworth's
Cameron Ctr	3	Woolworth's
Desert Inn	-	I. Magnin, J. Magnin
Fashion Plaza		Silverwood's
Palm City (Under construction)	9	-
Market Basket Center	20	Sprouse-Reitz
Palm Springs Mall	41	Penney, Walker-Scott
Plaza	-	Desmond's
Palms To Pines III	20	Safeway McDonald's
Rancho LasPalmas	—	Longs, Vons
Smoke Tree Vlg	-	Rexall, Von's, Long's Drug
Sun Center	-	Sears Catalog
Sunrise Shopping Cnt 23-		Smith's Food King
The Vineyard	27	-

13—RETAIL OUTLETS: Department & Specialty Stores: Bullocks Wilshire, Saks Fifth Ave., Robinsons; Desmond's, W. J. Sloane; Leed's Shoes; J. C. Penney, Sally Shops; Mode O'Day; I. Magnin, Silverwoods, J. Magnin; Walker Scott; Leed's Jewelers, Berner Judd, Big Five.
Chain Variety Stores: Woolworth.
Chain Drug Stores: Thrifty 2; SuperRx, MDX; Long's (2).
Chain Food Supermarkets: Safeway; Market Basket; Alpha Beta, Von's 2, Smith's Food King 2.
Other Chain Stores: Sears (Catalog); Singer Co.; Hickory Farms, Kinney Shoes, Lumberman's.

14—NEWSPAPERS: DESERT SUN (e) 23,232; Mar. 31,1980 ABC.
Local Contact for Advertising Data: E. L. Davis, Dir. Sales Development, DESERT SUN.
National Representatives: Branham/Newspaper Sales.

PALMDALE, CALIF.

See LANCASTER, CALIF.

PALO ALTO, CALIF.

1—LOCATION: Palo Alto: Santa Clara County (In San Jose SMSA). E&P Map B-5. University center. Central San Francisco Poninsula location; 32 hwy. mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research, missile development & research; financial center; medical center.

2—TRANSPORTATION: Railroads: SP.
Motor Freight Carriers: 45.
Intercity Bus Lines: Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines: At San Francisco Air port (15 mi. N); TWA; British Airways; West Coast; Lufthansa; Pan American, United; American, Western; Flying Tigers; Slick; Japan; Quantas Empire, Pacific Southwest; Delta; National; Phillippines; Canadian Pacific; Air West; Air California, Continental. At San Jose Airport (15 mi. S): PSA; Sierra Pacific; Holiday; United; Western; Air West; Air California; Continental.

3—POPULATION:
Corp. City 70 Cen. 56,181; Loc. Est. 52,314
CZ ABC: (70)337,789; (80)357,800
RTZ-ABC: (70)121,313; (80)139,000
County/SMSA:
70 Cen. 1,066,421; Loc. Est. 1,253,089
City & RTZ-ABC: (70)459,102; (80)496,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 20,546. Loc. Est. 22,366
County SMSA 70 Cen. 322,870; Loc. Est. 442,230
CZ ABC: (70)116,904; (80)140,900
RTZ-ABC: (70)38,581; (80)51,200
City & RTZ-ABC: (70)155,485; (80)192,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	23	$246,440,000
Sav. & Loan Assns.	11	N.A.

6—PASSENGER AUTOS: County 704,435

7—ELECTRIC METERS: Residence 22,947.

8—GAS METERS: Residence, 20,318

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Electronics 30,000 ($195); Education 5,800 ($185); Print. & Pub. 950 ($165).
Principal Industrial Pay Days: Electronics Plants, Wed. or Fri.; Education, 1st and 16th.

10-CLIMATE: Min. & Max. Temp.—Spring 45-68, Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11—TAP WATER: Soft, fluoridated.

12—RETAILING: Downtown Shopping District: 8 blocks on University Ave. and 1,2 or 3 on 7 cross sts.
Neighborhood Shopping Centers: 7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd., and Colorado Ave.; 15 on El Camino Real S. of California Ave.; 8 on South Cruz Rd.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Town & Country	1/2	Town & Country Mkt.
Edgewood	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Coop, Midtown Mkt.
San Antonio	2	Liberty House, Sears, Mervyn's, Grodin's, Roos Atkins Thrifty, Gemco
Old Mill	2	—
Mayfield Mall	2	Penney, Cost Plus, Smiths
Stanford Villa	1	Lucky Mart
Menlo Park	2	Steven's, Dreagers, Safeway
Los Altos	7	Safeway
Charleston		Brentwood, Coast to Coast
Mountain View	4	Lucky
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	Bullocks, Sears, I. Magnin; J.C. Penney

Stanford Regional 3 blocks, Emporium, Macy's; Saks Fifth Avenue, I. Magnin; Joseph Magnin; Shreve Nivens; Bullock's. Total off-street parking facilities: 10,950.
Principal Shopping Days: Mon., Tues., Wed., Thu., Fri., Sat., Sun.
Stores Open Evgs: Mon., Tues., Wed., Thu., Fri.
Open Sundays: Food; Department; Drug, Discount; Lumber, Nursery.

13—RETAIL OUTLETS: Department Stores: The Emporium 2; Saks Fifth Ave.; Jos. Magnin I; Roos Atkins; I. Magnin 2; J. C. Penney 3; Sears 2; Bergmann's; Macy's 2, Liberty House; Bullock's 2; Mervyn's 3.
Discount Stores (CZ): Maximart; Gemco; K-Mart; Treasury; Gold Circle.
Variety Stores: Woolworth 3; Sprouse-Reitz 2; TG&Y; Coast-to-Coast.
Chain Drug Stores (CZ): Rexall 7; Walgreen's 2; Thrifty Drug 3; Payless 3; California Ave. Phcy. 5; Palo Alto Drug 2; Long's 3.
Chain Food Supermarkets: All American; Littleman's 1; Lucky Stores 4; Safeway 9; Brentwood 3; Albertson's; Continental 2; Consumer's Co-op 5; Alpha Beta; Fry's.
Other Chain Stores: Firestone; Western Auto; Emporium (dept.); Hastings (apparel); Blum's; See's; Edy's; Kinney, Sommer [illegible]an (shoes); Florsheim, Leeds (Shoes); [illegible]; S&H Green Stamps; Thom McAn (Shoes); [illegible]orth Garden Center; Montgomery Ward (Auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (Auto); The Akron; Scherba's Auto; Bullock's.

14—NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 61,035; Mar. 31,1980 ABC.
WALL STREET JOURNAL (m-Mon. to Fri.) 365,908; Mar. 31,1980 ABC (Western Edition).
Local Contact for Advertising and Merchandising Data: Al Foissotte, Natl. Adv. Mgr., PENINSULA TIMES TRIBUNE; Bob Jordan, Western Edition Regional Mgr., WALL STREET JOURNAL.
National Representatives: PENINSULA TIMES TRIBUNE Cresmer, Woodward, O'Mara & Ormsbee; Western Dailies; Orange Belt Newspapers (Los Angeles). WALL STREET JOURNAL: Own Offices in 25 cities.

PASADENA, CALIF.

1—LOCATION: Los Angeles County, E&P Map D-7 (In Los Angeles SMSA). In San Gabriel Valley; 10 mi. NE of Los Angeles business district.

2—TRANSPORTATION: Railroads: Santa Fe; Union Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc; Santa Fe.

3—POPULATION:
City 70 Cen. 112,981; Loc. Est. 107,396
CZ ABC: (70) 187,127; (80) 177,500
RTZ-ABC: (70) 181,028; (80) 182,800
County/SMSA:
70 Cen. 7,036,887; Loc. Est. 7,122,005
City & RTZ-ABC: (70) 368,155; (80) 360,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 44,653; Loc. Est. 48,028
County/SMSA:
70 Cen. 2,541,603; Loc. Est. 2,769,727
CZ ABC: (70) 68,345; (80) 74,100
RTZ-ABC: (70) 65,108; (80) 75,300
City & RTZ-ABC: (70) 133,453; (80) 149,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	18	N.A.
Commercial Banks	31	N.A.

6—PASSENGER AUTOS: County 3,690,777

7—ELECTRIC METERS: Residence 44,642

8—GAS METERS: Residence 43,113

9— PRINCIPAL INDUSTRIES (CZ): (Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Agriculture 200, Construction 4,200; Manufacturing 19,000; Trans/Comm/Utilities 6,000; Retail Trade 28,000; Wholesale Trade 4,000; Finance/Real Estate/ Insurance 8,000; Services 42,000; Government 16,000.

10-CLIMATE: Min. & Max. Temp.—Spring 47-80, Summer 57-90; Fall 50-85; Winter 39-90.

11—TAP WATER: Alkaline, medium hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Plaza Pasadena 12 blocks on Colorado Blvd. and 5 on South Lake. Foothill-Rosemead Shopping Center.
Neighborhood Shopping Centers: Lake & Washington, Santa Anita & Colorado, La Canada.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
W. Arcadia	-	May Co., Hinshaw's
Santa Anita	120	The Broadway
Fashion Pk	-	Buffum's, J.C. Penney, J.W. Robinson
F. Pasadena	-	Fedco, Akron
South Lake	44	Bullock, I. Magnin
Rosemead	-	Sears
Foothill	9	Market Basket
Colorado & Lake	50	J. C. Penney
Pasadena	13	
C.B.	4	
Fairgrove S/C	10	Thrifty Drug
Hastings Ranch	-	Woolworth's, Sears
Orange Grove	10	Pantry Mkt.
Washington-East	7	Alpha Beta
Eagle Rock Plaza	-	May Co., Ward's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept. Stores—Mon., Wed., Thurs., Fri., Some Sundays; Food—Daily & Sunday.

13—RETAIL OUTLETS: Department Stores: Bullock's. Broadway: Sears Roebuck; J. C. Penney, J. W. Robinson; Iver's; Magnin; Buffum's.
Discount Stores (CZ): Big 5; Fedco; Akron; Lucky; Ole's, K-Mart.
Variety Stores: Woolworth; Cornet.
Chain Drug Stores (CZ): Thrifty 4; Safeway; McCracken's Rexall 2; The Apothecary Shop 1; Berry & Sweeny Rx 2; Chandler's 2; Little Giant 3; Power Vitamin & Cosmetic Center 2, Vernon's 1; Exclusive Prescription 1; Sav-On 2.
Chain Food Stores (CZ): Market Basket 4; Albertson's 3; Alpha Beta 2; Safeway 4; Ralph's 3; Pantry 4; Von's 2, Boys 3; Jurgensen's 3; El Rancho 3; Lucky 2.
Other Chain Stores: Auto Supplies: Pep Boys, Western Auto, Allied Auto, Goodrich, Firestone, Midas Muffler, Rayco Seat Covers, National. Furniture: Barker Bros., Superior, Jamestown, McMahan's, Biggar's, Riviera Sofa; Women's Apparel: Desmond's, Siverwood's, Phelp's Meager, Harris

& Frank, Lane Bryant, I. Magnin, Women's Shoes, C. H. Baker, Chandler's, Leed's, Mandel's, Wetherby Kayser; Paint: Sherwin Williams; Mathews; Olson Electronic; Pacific Stereo; Standard Brands; General: W. P. Fuller; National; Dutchboy; Pittsburgh Plate Glass; Trading Stamps: S&H Green Stamps, Blue Chip Stamps; Electronics: Dow-Milo, Wesco, Empire.

14—NEWSPAPERS: STAR-NEWS All Day-Mon. to Fri. 48,689; (S) 45,300; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Doug Miller, Natl. Adv. Mgr. or Walt Stiles, Adv. Dir., STAR-NEWS.
National Representatives: STAR-NEWS—Knight-Ridder Newspaper Sales, Inc.

PASO ROBLES, CALIF.

1—LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle cntr., light mfg., recreation (Lake Nacimiento & The Mission).

2—TRANSPORTATION: Railroads: So. Pac.
Motor Freight Carriers: 6
Intercity Bus Lines: Greyhound; Orange Belt.
Airlines: Golden Carriage

3—POPULATION:
City 70 Cen. 7,168; Loc. Est. 9,380
County 70 Cen. 105,690; Loc. Est. 146,613
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,516; Loc. Est. 3,627
County 70 Cen. 33,926; Loc. Est. 56,592

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$9,400,000
Commercial Banks	4	$44,000,000

6—PASSENGER AUTOS: County 73,791

7—ELECTRIC METERS: Residence 2,997

8—GAS METERS: Residence 2,988

9— PRINCIPAL INDUSTRIES (CZ): There are several manufacturing, assembly and sales plants in the community. Leading group classes of products are electronic components, printed business forms, metal fabrication, boat fabrication, greeting card printing, feed products, fruit and nut processing; 4 Wheel Drive Adapters; Electronic Components; Wholesale Meat; Almond Processing; Correctional Institution; Tools, plastic; Feed Machinery; Farm Machinery; Printing Components; Portable Airline Hangers; Electronic Components; Feed and Grain; Fiberglass Pleasure Boats; Farm Machinery; Regulators; Machine Work & Welding.

10-CLIMATE: Average Temperatures, Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11—TAP WATER: Neutral, very hard.

12—RETAILING: Principal Shopping Center: 3 blocks on Park Ave.; 3 on 12th St.; 2 on Pine St.; 4 on Spring St., Safeway Shopping Center.
Principal Shopping Days: Department Stores: Wed., Thu., Fri., Sat.; Food Stores—Wed., Thurs., Fr., Sat. Stores open Friday nights.

13—RETAIL OUTLETS: Department Stores: Paso Robles Mercantile; R.C. Heaton.
Variety Stores: F.S. Rasco; Cornet Stores.
Chain Drug Stores: ADX; Rexall; Thrifty.
Chain Food Supermarkets: Safeway 1; Williams 1; Luckys 1.
Other Chain Stores: J.C. Penney; Western Auto; Firestone; Mode-A-Day; Montgomery Ward; Sears (catalog); TV & Appliance; Radio Shack; Coast to Coast (hdwr).

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 4,287 sworn Sep. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: R.D. Reddich, Prom. Dir., PRESS.
National Representatives: None

PETALUMA, CALIF.

1—LOCATION: Sonoma County (In Santa Rosa SMSA) E&P Map B-4. Situated 38 mi. N of San Francisco on U.S. Hwy. 101; 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2—TRANSPORTATION: Railroads: Northwestern Pac., Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines: Greyhound; Golden Gate Transit.
Motor Freight Carriers: 7

3—POPULATION:
Corp. City 70 Cen. 24,870; Loc. Est. 31,366
CZ ABC: (70) 24,870; (80) 34,700
RTZ-ABC: (70) 85,384; (80) 110,700
County/SMSA
70 Cen. 204,885; Loc. Est. 284,400
City & RTZ-ABC: (70) 110,254; (80) 145,400
Demographic Information available from Newspapers. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 7,795; Loc. Est. 11,728
Co./SMSA 70 Cen. 67,861; Loc. Est. 109,384
CZ ABC: (70) 7,795; (80) 12,400
RTZ-ABC: (70) 25,063; (80) 37,400
City & RTZ ABC: (70) 32,858; (80) 49,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	10	N.A.
Sav. & Loan Assn.	5	N.A.

6—PASSENGER AUTOS: County 161,047

7—ELECTRIC METERS: Residence 21,708

8—GAS METERS: Residence 17,393

9— PRINCIPAL INDUSTRIES (CZ): There are 52 manufacturing plants in the community area. Leading group classes of products are: Dairy, poultry, electronics and optics. The largest manufacturing firms in the community area are: Sola Optical, USA, employing 270; Poly-Vue Plastics, Plastic bottles, employing 150; Petaluma Poultry Processors, Fresh poultry, employing 150; O'Brien-Sportorno-Mitchell, Frozen Food Products, employing 150; California Cooperative Creamery, Butter, Milk and Related Products, employing 106; Santa Fe Pomeroy Inc., Steel reinforced concrete, employing 97; Stero Commercial Dishwashing Machines, commercial dishwashing machines, employing 90; Sunset Line and Twine, Twine, Rope, Lines, employing 75; Bar Ale, Dairy-Poultry feed, Pet Food and Supplies, employing 70; Hunt & Behrens, Mixed Feed, Grain and Hay, employing 60; KVAL Machinery Co., Wood working machinery, employing 45; Sonoma Woodworks, Wood product manufacturers, employing 30; McCoy Label Company, Foil decorative seals and industrial lables, employing 35. Facilities include 11 machine shops, 1 grey iron foundry, 1 non-ferrous metal foundry, and 3 public warehouses. Major raw material resources include: Native stone and Adobe.

10-CLIMATE: Average Daily, 44.4 to 70.1.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Petaluma Plaza	1	Albertson's, Thrifty Drug, J.C. Penney, Raido Shack, True Value Hardware
Plaza North	1	K-Mart, Longs Drug
Washington Square	1	Sateway, Mervyn's Pay'n Save
Golden Eagle	-	Alpha Beta

Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Mon., Thu., Fri.; nurseries open Sun.

13—RETAIL OUTLETS: Department Stores: Mervyn's, J. C. Penney; Carithers, Montgomery Ward (catalog); Sears (catalog).
Variety Stores: Albertson's; Alpha Beta; Lucky Stores; Safeway; Food City; Hagstrom's; Prairie Market; Carl's Mkt.
Other Chain Stores: Firestone, Triple S Tire, Mode O'Day, Kinney Shoe; Smith Shoe; Marlene's; Modern Eve, Meyers Jewelers; Dahnken; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furniture; Self Service Furniture; Ernie's Liquors; Baskin Robbins Ice Cream; Diamond International; Wickes Lumber; True Value Hardware; Shaw's Candies Surplus Store; Empire Paint; Radio Shack; Picadilly; Good Vi's Big R Stores; Wendy's; Sambo's; McDonald's; Taco Bell; Happy Steak; Kentucky Fried Chicken; Jack in the Box. Payless Drug, Longs Drug, K-Mart; TG&Y, Sports-a-foot, Oceans Apparel, International Imports, Payless Shoes, Beauty Store & More, Hardistys, Shutterbug, Winchells Donuts, Mosher's Shoes, Hungry Bear, Command Performance, Clothes Direct.

14—NEWSPAPERS: ARGUS-COURIER (e) 8,693; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Doug Robinson, Publisher; Dorothy Herdt, Advertising Director, ARGUS-COURIER.
National Representatives: Newspaper Advertising Service Co.

PITTSBURG, CALIF.

1—LOCATION: Contra Costa County (In San Francisco-Oakland SMSA) E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24; 32 mi. from Oakland.

2—TRANSPORTATION: Railroads: Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines: Greyhound; Bart Feeder; AC Transit.

3—POPULATION:
Corp. City 70 Cen. 20,651; Loc. Est. 27,714
SMSA 70 Cen. 3,108,022; Loc. Est. 3,192,427
County 70 Cen. 555,805; Loc. Est. 640,995
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 6,445; Loc. Est. 9,892
County 70 Cen. 172,951; Loc. Est. 228,575
SMSA 70 Cen. 1,085,852; Loc. Est. 1,286,557

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$45,000,000
Sav. & Loan Assn.	2	$15,900,000

6—PASSENGER AUTOS: County, 335,479

7—ELECTRIC METERS: Residence 9,480

8—GAS METERS: Residence 9,359

9— PRINCIPAL INDUSTRIES (CZ): Steel; Chemicals; Roofing; Ceramics; Rubber; Powerplant.

10-CLIMATE: Min. & Max. Temp.—Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

12—RETAILING: Shopping Centers: County East, Sun Valley, Heights, Lido Square, Shoreacres, Pittsburg Towne Center, Highland Square.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Mervyn's, Sears, K-Mart, Sprouse-Reitze, J. C. Penney, Montgomery Ward.
Chain Drug Stores(CZ): Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Food Supermarkets: Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores: Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14—NEWSPAPERS: POST-DISPATCH (e Mon. to Fri. S) 8,101 (controlled circulation). Sept. 30, 1979 VAC.
Local Contact for Advertising and Merchandising Data: Bob Francis, Bus. Mgr., POST-DISPATCH.
National Representatives: Western Dailies, Inc.; Cresmer, Woodward, O'Mara & Ormesbee, Inc.; U.S.S.P. Inc.

PLEASANTON-LIVERMORE, CALIF.

1—LOCATION: Alameda County, E&P Map B-3 (In San Francisco-Oakland, Calif. SMSA). 25 min. from San Francisco.

2—TRANSPORTATION: Greyhound Bus; A.C. Transit.

3—POPULATION:
Corp. Cities (70 Cen.) 81,512; Loc. Est. 87,861
County 70 Cen. 365,093; Loc. Est. 1,098,600
SMSA 70 Cen. 3,108,022; Loc. Est. 3,182,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen. 19,235; Loc. Est. 28,140
County 70 Cen. 365,093; Loc. Est. 417,787
SMSA 70 Cen. 1,085,852; Loc. Est. 1,111,802

5—BANKS: 11; 9 Savings & Loan Assn.

6—PASSENGER AUTOS: County 553,233

7—ELECTRIC METERS: Residence 18,809

8—GAS METERS: Residence 39,479

9— PRINCIPAL INDUSTRIES (CZ): General Electric; Eastman Kodak; Kaiser; Tenneco; Hexcel; Lawrence Livermore Lab; Sandia Labs.

10-CLIMATE: Average min. temp. 51.3; Av. max. temp. 72.9.

11—TAP WATER: Hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alcosta	-	Safeway, TG&Y
Dublin Plaza	6	Albertson's, Mervyn's
Dublin Square	10	N.A.
Shamrock Village	22	Safeway, Sprouse-Reitz
Village Sqaure	18	Alpha Beta Mkt.
Granada S.C.	15	Lucky Stores, Sprouse-Reitz
Stoneridge		Capwells, Macys, J.C. Penney
Alpha Beta Square	17	Alpha Beta
Dublin Plance		Wards, Gemco
Lincoln S.C.	-	Lincoln Stores

Principal Shopping Days: Weds., Fri., Sat., Sun.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Mervyn's, Liberty House, Penney's, Capwells, Macys, Wards.
Discount Stores: K-Mart; Thrifty Gemco.
Variety Stores: Handyman; Romley's; Safeways, Alpha Beta; Lucky's; Albertson's; Sprouse-Reitz, TG&Y.
Shopping Centers: Shamrock; Dublin Square; Alpha Beta Center; Alcosta Mall.

14—NEWSPAPERS: VALLEY TIMES (m-Tues. to Fri., S) Paid 5,932; controlled 26,450; total 32,382 Mar. 31, 1980 VAC.
Local Contact for Advertising and Merchandising Data: Karen Hanes, Adv. Mgr. Gen. Mgr., VALLEY TIMES/
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, U.S.S.P.I.

POMONA, CALIF.

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach SMSA), E&P Map D-7, 28 mi. E of Los Angeles. On U.S. Hwys 60, 66, State Hwys 57, 71, Interstate 10 and 210.

2—TRANSPORTATION: Railroads: Main lines of S.P., U.P. and Santa Fe.
Motor Freight Carriers: 5
Intercity Bus Lines: Los Angeles Rapid Transit District; Greyhound; Continental.
Airlines: Air California; Hughes Air West; Pacific Southwest; Western; American; Continental; Golden West; United; TWA.

3—POPULATION:
Corp. City 70 Cen. 87,384; Loc. Est. 86,946
Primary Market ABC: (70) 220,747; (80) 250,700
County/SMSA
70 Cen. 7,036,887; Loc. Est. 7,112,200
Demographic Information is available from Newspaper. See Paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 27,542; Loc. Est. 29,965
County/SMSA
70 Cen. 2,431,981; Loc. Est. 2,767,400
Primary Market ABC: (70) 63,196; (80) 81,000

5—BANKS: (CZ) Comm. 14; Sav. & Loan 4

6—PASSENGER AUTOS: County 3,710,936

7—ELECTRIC METERS: Res. 27,000

8—GAS METERS: 26,485

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Agriculture, Forestry & Fisheries 1,800; Construction 6,800; Manufac. 33,000; Trans. Commun. Util. 3,400; Whol. & Ret. 22,000; Fin. Ins., Real Estate 3,000; Services 22,100; Govt. 18,900.

10-CLIMATE: Min. & Max. Temp.—Spring 48-71; Summer 60-89; Fall 53-66; Winter 40-64. Date first killing frost Nov. 30. Date last killing frost April 1.

11—TAP WATER: Neutral, hard.

12—RETAILING: Major Shopping Center Indian Hill Village on East Holt Ave (15 stores); Montclair Plaza, Montclair (90 stores); Diamond Bar Blvd. Center, Diamond Bar (55 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores).
Neighborhood Shopping Areas: 6 neighborhood shopping areas at East Holt, North Garey, West Holt, West Mission Ave. and East, North Towne, Foothill and Garey.
Major Shopping Centers: Indian Hill Village on East Holt Ave., Montclair Plaza, Montclair, Mountain Green Center, North Mountain Ave., Upland.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Montclair	6	May, Broadway, J. C. Penney, Wards Akron, Best
Indian Hill	3	Sears, Newberry Zodys, Longs Drugs
Mountain Green	5	Longs Drugs, Mervyn's
Garey	3	McCoys, Radio Shack
K-Mart	4	Lou Millers, K-Mart
Fedmart	5	Fedmart
Downtown Mall		Buffums

Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Food & dept.-nightly.

13—RETAIL OUTLETS: Department Stores: Brands; Buffums; Roberts; Sears 2; Millers Outpost.
Discount Stores (CZ): Gemco; Value Fair 2; Zody's.
Variety Stores: Cornet 3; Newberry's; Owl Rexall 2; Sprouse Reitz; TG&Y 3.
Chain Drug Stores: Owl Rexall; Cave Prescription 4; Hamilton 3; Long's Sav-On 2; Thrifty 13; Clark's.
Chain Food Supermarkets: Albertson's; Alpha Beta 3; Boys; Budget Ranch 2; Gemco; Hughes; Market Basket 1; Stater Bros 2; McCoys.
Other Chain Stores: Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Lucky Auto; Chief Auto; Thom McAn; Red Wing Shoes; Moran Draperies; J.H. Biggar; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture.

14—NEWSPAPERS: PROGRESS-BULLETIN (e) 36,413; (S) 42,648; (m) 5,584; (m&e) comb. 41,997; (Sat m) 40,896. Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mike Ferguson, Adv. Mgr.; Don Russell, Adv. Dir., PROGRESS-BULLETIN.
National Representatives: Western Dailies.

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Progress Bulletin

The Daily Report

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PORTERVILLE, CALIF.

1—LOCATION: Tulare County, E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles; State Hwy. 65.

2—TRANSPORTATION: Railroads: Sou. Pacific; Santa Fe.
Intercity Bus Lines: Greyhound, Orange Belt.
Motor Freight Carriers: 8.

3—POPULATION:
Corp. City 70 Cen. 12,602; Loc. Est. 20,608
City Zone, Local Est. 37,100
Retail Trading Zone, Local Est. 40,300
County 70 Cen. 188,222; Loc. Est. 252,680
City & Retail Trading Area, Local Est. 57,990

4—HOUSEHOLDS:
70 Census: City 4,320; Loc. Est. 7,201
County 70 Cen. 56,490; Loc. Est. 87,970

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	5	$78,850,125
Commercial Banks	5	$155,220,000

6—PASSENGER AUTOS: County 115,600

7—ELECTRIC METERS: 8,540

8—GAS METERS: Res. Corp. City 7,094

9— PRINCIPAL INDUSTRIES (CZ): Yarn Mfg.; Machine Shops; Marine Steering systems; Electronics, 24 Packing Plants, Nuts; Poultry, Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Maintenance Service; Commercial Printing; Hospital 1,850 emp.; Textile Plant.

10-CLIMATE: Min. & Max. Temp.—Spring 43-62; Summer 62-99, Fall 48-81, Winter 36-47.

11—TAP WATER: Alkaline, med. hard, not fluoridated.

12—RETAILING:
Principal Shopping Days: Thurs., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Western Auto; J.C. Penney; K-Mart, Bullard's; Grossmans.
Variety Stores: Sprouse-Reitz, Rasco.
Chain Drug Stores (CZ): Thrifty 2; Town & Country; Long's Drug Store.
Chain Food Supermarkets: Safeway, Town & Country 3; Smith's; Food King; Alpha Beta Mkt.
Other Chain Stores: Sears (catalog); Reisig's Shoes; Kirby Shoe; Women's Wear; Remar's; The Vogue; Jay-Vee; Jewelry; Topper's; Bonanza 88 Store; Embassy Fabrics; Rasco; Coast-to-Coast; Beno's.

14—NEWSPAPERS: RECORDER (e) 12,177; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ken Betry, Adv. Mgr., RECORDER.
National Representatives: Branham/Newspaper Sales.

RED BLUFF, CALIF.

1—LOCATION: Tehama County, E&P Map B-3. County Seat. Situated at head of navigation on Sacramento river. On State Hwy. 36; U.S. 99; Interstate 5. City is 200 miles from San Francisco.

2—TRANSPORTATION: Railroads: S.P.
Intercity Bus Lines: Pacific Greyhound; Continental Trailways.
Motor Freight: 5.
Airlines: Hughes Airwest; Frontier.

3—POPULATION:
Corp. City Sp. 75 Cen. 8,306; Loc. Est. 9,650
Total Primary Mkt. Area ABC:
(70) 29,517; (80) 36,500
Co. Sp. 75 Cen. 31,850; Loc. Est. 36,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Sp. 75 Cen. City 3,230; Loc. Est. 3,670
County 70 Cen. 9,567; Loc. Est. 13,600
Total Primary Mkt. ABC:
(70) 9,567; (80) 13,500

5—Banks: Savings 4; Sav. & Loan 3. Est. Deposits $108,784,500.

DAILY NEWS
Red Bluff, California

"Serving all of
Tehama County"

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6—PASSENGER AUTOS: County 18,423

7—ELECTRIC METERS: (Res. City) 3,663

8—GAS METERS: (Res. City) 3,035

9— PRINCIPAL INDUSTRIES (CZ): Lumber and by-products, Molded Pulp; Gov't. Agencies, Cattle, Orchards, State Agencies.

10-CLIMATE: Min. & Max. Temp.—Spring 48-71; Summer 65-105; Autumn 51-77; Winter 37-53.

11—TAP WATER: Moderate, hardness 92, fluoridated.

12—RETAILING: Principal Shopping Area: 3 Blk. by 5 Blk. Downtown Area; 2 New Shopping Complexes Under Construction.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Riverside Plaza	1	Mont. Ward, Raley's Drug Mkt.,
K-mart Ctr.	1	K-mart, Resturant, Finance, Laundry
Antelope Ctr.	2	Holiday Mkt., Sprouse Reitz, Paint Mart, R & R Liquors, M'Lady Boutique
Old Cowtown	2½	Camper's Corral 2, Clothing 4, Restaurants, Bookstore, Travel Agency, Import Store
Big R Center	3	Big R Ranch & Home Supply, Prairie Mkt.

Principal Shopping Days: Thurs., Fri.
Stores Open Evenings: Genl. Mdse., Fri. Food, every night and Sun.
Stores Open Sundays: Food.

13—RETAIL OUTLETS: Department Stores: D.R. Mann's Montgomery Ward, J.C. Penney, Army-Navy; Big R Ranch & Home Supply.
Discount Stores: K-Mart, Dankens.
Variety Stores: Sprouse-Reitz, Ben Franklin.
Chain Drug Stores: Raley's Drug Center.
Chain Food Supermarkets: Safeway; Prairie Mkt; Holiday 2, Raley's, Antelope Mkt.
Other Chain Stores: Mode O'Day; Western Auto, Coast to Coast; Sears (Catalog); Diamond Nat'l; Triple's Tires Paint Marts.

14—NEWSPAPERS: Daily News(e) 8,123; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jean Hendricks, Adv. Mgr., NEWS.
National Representatives: Western Dailies.

REDDING, CALIF.

1—LOCATION: Shasta County, E&P Map B-2. Situated 222 mi. N. of San Francisco and 161 mi. N. of Sacramento. At extreme north end of Sacramento Valley on Sacramento River, County Seat; Jr. College Center.

2—TRANSPORTATION: Railroads: S.P.
Motor Freight Carriers: 17.
Intercity Bus Lines: Greyhound; Trailways; Inter Mountain Stage; Redwood Empire Lines.
Airlines: Hughes Air West; Frontier; West Air.

3—POPULATION:
Corp. City 70 Cen. 16,659; Loc. Est. 45,760
Primary Mkt. Area-ABC: (70) 89,884; (80) 129,300
County 70 Cen. 77,640; Loc. Est. 115,400

4—HOUSEHOLDS:
City 70 Cen. 6,329; Loc. Est. 16,296
Primary Mkt. Area-ABC: (70) 29,581; (80) 48,600
County 70 Cen. 25,290; Loc. Est. 41,660

5—BANKS: Comm 15; S&L 10; $520,000,000

6—PASSENGER AUTOS: County 54,860

7—ELECTRIC METERS: Residence 17,021

8—GAS METERS: Residence 12,040

9— PRINCIPAL INDUSTRIES (CZ): Cabinet Works; Foundry; Lumber Prods.; Dairy; Trucking, Cement Mfg.; Boat Mfg.; Electronic Equip. Mfg.; Recreation; Metal Fabrication; Cosmetic Mfg.; Camper Mfg; Plastic Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15. Last killing frost, Apr. 1.

11—TAP WATER: Acid, very soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers: Village Plaza; No. Market St., So. Market St., Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Cypress 5	2	Albertsons Food Store, Long's Drug, K-Mart Grand Auto, Carpeteria Consumer Distributing
Cypress Square	1	Baskin-Robbins, Bonanza, Prince James
Village Plaza	1	Montgomery Ward, Thrifty Drug, Farmers Mkt., Coast to Coast Hdwe., McMahan's Furniture, Ole's, Designer Fabrics
N. Market St.	1	Farmers Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday Mkt., Western Auto
Country Club	3	20 Stores
Redding Mall		105 Stores
Mount Shasta Mall	2	58 Stores
Town & Country	2	18 Stores
Mission Square	2	35 Stores
4-Corners	4	Safeway, Sprouse Reitz

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. & Fri.; Mt. Shasta Mall, Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; C. M. Dicker; Sears.
Discount Stores (C): K-Mart.
Variety Stores: Sprouse-Reitz, Bonanza.
Chain Drug Stores (CZ): Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs Drug.
Chain Food Supermarkets: Safeway 4; Farmers Mkt. 5, Holiday Markets 5; Albertson's 1; MRS 5; United Grocers 3.
Other Chain Stores: Apparel: Anita Shop Bistrin's, College-Hi, Hartfield's, Mode O'Day, Oser's, Piccadilly, The Fashion, Topps & Trowsers, Young Country; Sun West; Carriage House; Prince James; Kauffman's; Auto Supply; Western Auto; Goodyear; Goodrich; OK Rubber Welders; Grand Auto; Calif. Parts & Equip.; Diamond National; C. C. Meek Lbr. 2; Candy: MacFarlane's; Rafferty's, Van Duyn's; Furniture; McMahan's; Roy Brown, Mama Papa; Jewelry; Beadazzled, Gensler-Lee, Tiffan's, Weisfield's; Shoes; Brown's; Kinney's 2, Karl's Huston's, Johnson Shoes; Buster Brown; Guild House; Misc.; Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars; Coast to Coast Hdwr., Dalton Books House of Fabrics 2, Merle Norman, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Wherehouse; Jax Music; Ardans.

14—NEWSPAPERS: RECORD SEARCHLIGHT (e) 34,080; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: H. C. (Bob) Stovel, Adv. Dir., RECORD SEARCHLIGHT.
National Representatives: Branham/Newspaper Sales.

REDLANDS, CALIF.

1—LOCATION: San Bernadino County, E&P Map E-7 (In Riverside-San Bernardino-Ontario SMSA) 68 mi. E. of Los Angeles; 14 mi. NE. of Riverside. On Interstate 10 and U.S. Hwy. 70.

2—TRANSPORTATION: Railroads: SF, SP.
Motor Freight Carriers: 4.
Intercity Bus Lines: Santa Fe; Greyhound; Omnitrans.

3—POPULATION:
City 70 Cen. 36,355; Loc. Est. 36,656
County 70 Cen. 681,535; Loc. Est. 813,012
SMSA 70 Cen. 1,140,609; Loc. Est. 1,453,123
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,404; Loc. Est. 13,506
County 70 Cen. 212,021; Loc. Est. 295,184
SMSA 70 Cen. 362,525; Loc. Est. 540,325

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	Not Available
Sav. & Loan Assn.	4	Not Available

6—PASSENGER AUTOS: County 406,292

7—ELECTRIC METERS: Residence 13,094

8—GAS METERS: Residence 11,417

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Citrus Packing & Shipping 800; Paper Products 200; Electronics 244; Hosiery & Clothing 150; Air Force Base 11,568, Chair Mfg. 120; Raw Plastic Mfg. 35.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11—TAP WATER: Neutral, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers: Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Citrus Village (25)	1	Lucky-Webb's
Cypress Center (-)	1	Gerrard's
University Plaza (10)	2	Thrifty, Alpha Beta
South Redlands (-)	2 -	K-Mart, Gerrard's, Mkt. Basket
North Redlands (-)	-	Stater Bros.
Redlands Oasis (5)	-	7-Eleven
Redlands Mall (45)	-	Harris, Von's

Principal Shopping Days: Thurs., Fri.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Harris; J. C. Penney; Webb's.
Variety Stores: Rasco.
Discount Stores in City Zone: Fed Mart; K-Mart.
Chain Drug Stores (CZ): Prescription City, Thrifty; Keystone, Cunningham's 2.
Chain Food Supermarkets: (Corp. Limits)—Lucky 1; Stater Bros. 1; Market Basket 1; Alpha Beta 1; Von's.
Other Chain Stores (Corp. Limits)—Remars, Maggi's; McMahan's; Sally Shops; Western Auto; Sears (catalog); Penney; Firestone; Goodyear; Blue Chip Stamps; House of Fabrics; Mode O'Day; Radio Shack.

14—NEWSPAPERS: FACTS (e) 8,367; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James L. Mundy, Jr. Adv. Dir., FACTS.
National Representatives: None.

REDONDO BEACH, CALIF.
See SOUTH BAY, CALIF.

REDWOOD CITY, CALIF.
See PALO ALTO, CALIF.

RICHMOND-BERKELEY, CALIF.

1—LOCATION: Richmond: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-4. Residential and industrial NE across bay from San Francisco on the Bay. 15 mi. over bay bridge. On U.S. Hwy. 80; State Hwy. 17; Interstate 80.
Berkeley: Alameda County (In San Francisco-Oakland SMSA). E&P Map B-4. 10 mi. E of San Francisco, 4½ mi. N of Oakland University Center. Univ. of California (83,500 students)—Berkeley Campus (26,000 students). On Interstate 80 and State Hwy. 24.

2—TRANSPORTATION: Railroads: Santa Fe; Southern Pacific; Public Trans.; BART.
Motor Freight Carriers: Richmond 265; Berkeley 56.
Intercity Bus Lines: Greyhound, Alameda-Contra Costa Transit, Continental Trailways.
Freight Steamship Lines: 26.
Airlines: (At Oakland-15 mi.) United; Western; TWA; American; PSA; Air West; Eastern; (S. F. International 25 miles).

3—POPULATION:
Corp. Cities 70 Cen. 195,759; Loc. Est. 170,560
Richmond 70 Cen. 79,043; Loc. Est. 65,596
Berkeley 70 Cen. 116,716; Loc. Est. 104,964
CZ ABC: (70) 159,040; (80) 136,600
RTZ-ABC: (70) 26,297; (80) 63,500
Counties 70 Cen. 1,628,989; Loc. Est. 1,738,737
Contra Costa 70 Cen. 555,805;
Loc. Est. 640,995
Alameda 70 Cen. 1,073,184;
Loc. Est. 1,097,742
SMSA: 70 Cen. 3,108,022; Loc. Est. 3,192,427
City & RTZ-ABC: (70) 185,337; (80) 200,100

Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities: 70 Cen. 71,751; Loc. Est. 74,606
Richmond 70 Cen. 26,096; Loc. Est. 25,084
Berkeley 70 Cen. 45,655; Loc. Est. 49,522
Counties 70 Cen. 538,044; Loc. Est. 664,842
Contra Costa 70 Cen. 172,951;
Loc. Est. 228,575
Alameda 70 Cen. 365,093;
Loc. Est. 436,267
SMSA 70 Cen. 1,085,852; Loc. Est. 1,286,557
CZ ABC: (70) [illegible]321; (80) 50,300
RTZ-ABC: (70) 7,9[illegible]7; (80) 23,900
City & RTZ-ABC: (70) 60,288; (80) 74,200

5—BANKS:
Richmond: Comm. & Sav. 9; Sav. & Loan 11
Berkeley: Commercial 14; Sav. & Loan 8

6—PASSENGER AUTOS: Counties: Contra Costa 355,479; Alameda 553,233

7—ELECTRIC METERS:
West Contra Costa County 63,699
Berkeley (Residence) 51,298

8—GAS METERS:
West Contra Costa County 61,871
Berkeley (Residence) 47,211

9— PRINCIPAL INDUSTRIES (CZ): (66) Industry, Number of Wage Earners (Av. Wkly. Wage)—**Richmond**: Construction 4,300 ($281); Food 1,800 ($202); Whls. & Ret. Trade 10,300 ($187); Electronics 640 ($192); Chemicals 463 ($211); Petroleum 4,913 ($222); Metal Fabrication 755 ($231); Tile 836 ($222); Ship Repair 400 ($206); Railroad 500 ($231).
Principal Pay Days: Thu. and Fri.
Berkeley: Drugs 702 ($150), Soap, Toilet Articles 550 ($151); Baking 450 ($145); Inks & Colors 265 ($150); Embossing Tapes 200 ($153); Construction 2,500 ($215); Other Mfg. 8,600; Govt 31,800; Wholesale Trade & Retail 9,200 ($112,148); Finance Ins. & Real Estate 3,100; Total Est Employment 72,400.
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 48-63; Summer 54-70, Fall 51-69, Winter 42-55; Aver. Yearly Rain—23.6 in.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Centers—**Richmond**: Hilltop Regional Shpg. Ctr. (130 stores); 15 blocks on Macdonald Ave., El Cerrito Plaza (60 stores); El Portal Shopping Center (33 stores).
Neighborhood Shopping Centers: Pinole Valley 16 stores; Fairmeade 14 stores; Appian 80-11 stores; Tara Hills 10 stores, Valley View 8 stores.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open: Mon. and Fri. nights.
Berkeley: 10 blocks on Shattuck Ave. and 14 blocks on University Ave.
Neighborhood Shopping Center: 4 blocks on Telegraph Ave.; 2 on Bancroft Way; 4 on College Ave.; 1 on Ashby Ave.; 3 on Adeline St.; 2 on Alcatraz Ave.; 10 on San Pablo Ave.; 4 on University Ave.; 6 on Solano Ave.; 4 on Shattuck Ave., 1 on Vine St.; 3 on Gillman St.; 2 on Hopkins St.; 2 on Euclid Ave.; 1 on Hearst Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
The Abbey Mall	6	Pier 1 import
Bancroft	-	Joseph Magnin

Walnut Square	10	Bill's Drugs

Principal Shopping Days: Dept.—Thu., Fri. and Sat.; Food—Wed., Thu., Fri., Sat.
Stores Open Evenings: Dept.: Thu.; Food: every night.

13—RETAIL OUTLETS: Department Stores—Richmond: J. C. Penney; Blumenfeld's; Capwell's El Cerrito & Richmond; National Dollar; Montgomery Ward; Newberry; Mervyn's; Macy's; Smith's; Grodin's; Roos/Atkins.
Berkeley: J.F. Hink & Sons; J.C. Penney Co.
Discount Stores (CZ): Richmond: Discount Mart; Tenner Assn.; K-Mart; Consumers Distributor.
Variety Stores: Berkeley: Kress.
Chain Drug Stores (CZ): Richmond: Thrifty; Long's 2; Payless; Consumer Co-op of Berkeley 8; Pay 'N Save.
Berkeley: Owl-Rexall 2; Pay and Save; Consumer Co-op 4; Guy's 1; Bill's Drugs.
Chain Food Supermarkets: Richmond: Big T 1, Safeway 7; Lucky 6; Fry's 2; Ralph's; P & X; Albertson's; Alpha Beta 1; Consumer Co-op 8; Rancho 2.
Berkeley: Safeway 5; Park & Shop 4; Louis 2; Lucky 2; Key; Co-op 4; Penny Saver 1; Pic 'N Pac 3.
Other Chain Stores: Richmond: Woolworth; Firestone; Goodyear; Singer; Grand Auto; Marlene's; Breuner's; Baskin-Robbins; Conn Drug; Ben Franklin; Fuller Paint; Gallenkamp; Goldman's; Kinney's; Leed's; Burt's; Wolf's Jewelers; Milen's.
Berkeley: General Paint; Pittsburgh Paints; W. P. Fuller (paints); Dutch Boy (paints); Firestone; Moss (women's accessories); Austin Studios (photography); Edy's (candy, fountain) 2; See's (candy); MacFarlane's (candy); Roos-Atkins (men's, women's apparel); Gallenkamp's (shoes); Leed's (shoes); Singer Co.; Smith's (men's wear); Grand Auto; Grodin's (men's wear); Joseph Magnin (women's apparel); Hastings (men's wear); Radio Shack; Pacific Stereo; Cal-Hi Fi; Kelley Moore Paints.

14—NEWSPAPERS: INDEPENDENT & GAZETTE (e-Mon. to Fri.) 46,201; (S) 46,277; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Hank Hustedt, Adv. Mgr. INDEPENDENT & GAZETTE.
National Representative: Landon Associates, Inc.; U.S. Suburban Press, Inc.

RIDGECREST, CALIF.

1—LOCATION: Kern County, E&P Map D-6 (In Bakersfield SMSA). 125 mi. E of Bakersfield. Logging Lumber Mill. On U.S. Hwy. 395; State 178.

2—TRANSPORTATION: Railroads: Southern Pacific.
Airlines: Golden West.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 7,629; Loc. Est. 15,830
County/SMSA 70 Cen. 329,271;
Loc. Est. 385,622

4—HOUSEHOLDS:
City 70 Cen. 2,532; Loc. Est. 6,000
County/SMSA 70 Cen. 101,650;
Loc. Est. 137,783

5—BANKS:	NUMBER	DEPOSITS
Credit Unions	2	$26,767,641
Sav. & Loan Assn.	1	$9,200,000
Commercial Banks	3	N.A.

6—PASSENGER AUTOS: County 179,313

7—ELECTRIC METERS: Residence 5,960

8—GAS METERS: Residence 5,820

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Annual Payroll)—Chemical 600 ($20,000,000); Naval Research 6,000 ($100,000); Lumber 210 ($1,127,000).

10-CLIMATE: Min. & Max. Temp.—Spring 65-88, Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1. Last killing frost, Feb. 21.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Ridgecrest Plaza, China Lake Blvd. & Ridgecrest (12 stores); Sierra Vista Shopping Center (10 stores).
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Thrifty Drugs; Safeway; Fazio; Sprouse Reitz (Mon. to Fri.)

13—RETAIL OUTLETS: Chain Stores: Western Auto; K Mart; Sprouse-Reitz; Coast-to-Coast; Thrifty Drug, Goodrich, Safeway, Fazio's, Sears; Wards, Anita's; Mode O'Day.

14—NEWSPAPERS: INDEPENDENT (e-Mon. to Fri.). 7,680; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Cliff Urseth, Pub. INDEPENDENT.
National Representatives: American Newspaper Representatives, Inc.

RIVERSIDE, CALIF.

1—LOCATION: Riverside County (In Riverside, San Bernardino-Ontario SMSA). E&P Map E-7. Situated 53 mi. E of Los Angeles; 10½ mi. SW of San Bernardino; 50 mi. E. of Pasadena, 57 mi. E. of Long Beach; 54 mi. NW of Palm Springs, 16 mi. E. of Ontario International Airport.

2—TRANSPORTATION: Railroads: Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers: 68.
Intercity Bus Lines: Rapid Transit, Pacific Greyhound, Overland Continental; Hemet; Riverside Transit Agency.
Airlines: Air California; Hughes Air West; Golden West; American; Continental; Western; United; Eastern; PSA, TWA IMPERIAL.

3—POPULATION:
Corp. City 70 Cen. 140,089; Loc. Est. 170,000
Primary Mkt. Area-ABC:
(70) 325,778; (80) 431,100
County 70 Cen. 459,074; Loc. Est. 687,300
SMSA 70 Cen. 1,140,609; Loc. Est. 1,552,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 44,140; Loc. Est. 72,340
County 70 Cen. 150,504; Loc. Est. 292,468
SMSA 70 Cen. 362,525; Loc. Est. 660,500
Primary Mkt. Area-ABC:
(70) 104,252; (80) 158,500

5—BANKS:	NUMBER	DEPOSITS
Comm. Banks (City)	26	$5,208,700,000
S. & L. Assn (City)	21	$597,682,000

6—PASSENGER AUTOS: (County) 315,490

7—ELECTRIC METERS: Residence 62,314

8—GAS METERS: 56,550

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners (quarterly payroll)— Agriculture 14,768 $30,405,200 Mining 1,856 $11,097,096 Construction 13,890 $56,246,799 Manufacturing 25,744 $98,661,435 Transportation 7,423 $30,621,376 Wholesale Trade 6,040 $22,666,947 Retail Trade 39,880 $81,325,049 Finance 8,662 $28,002,465 Services 35,109 $91,244,703 Government 43,192 $133,308,195

10-CLIMATE: Min. & Max. Temp.—Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11—TAP WATER: Alkaline, medium soft; naturally fluoridated.

12—RETAILING: Major Shopping Centers:
Regional Centers: Riverside Plaza; Tyler Mall; Riverside Auto Center, Riverside; Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers: Downtown Riverside Mall; Hardman Center; Brockton Arcade; Town Square Center; Canyon Crest Towne Center; Kmart Shopping Center; Arlington Plaza; Arlington Square; Arlington; Madington Square; Adams Plaza; Gemco Center; La Sierra Plaza; Sunnymead Shopping Center-Riverside. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona. Lake Elsinore Plaza-Elsinore. Sun City Shopping Center-Sun City. Perris Plaza-Perris. Stage Coach Plaza-Banning. Beaumont Village Shopping Center-Beaumont. Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamon Valley Plaza-Hemet. Desert Inn Fashion Plaza; Plam Springs Downtown Plaza; Palm Springs Mall; Smoke Tree Shopping Center. Sunrise Plaza; Vineyard-Palm Springs. Palms to Pines Plaza; El Paseo Square-Palm Desert. Indio Fashion Mall; Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and 17 in other areas of Riverside County.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Riverside Plz.	2	Harris, Mont. Ward, Vons
K-Mart Ctr.	2	K-Mart, Albertson
Town Square	2	Mkt. Basket, Thrifty Drug
Canyon Crest Towne Center	2	Thrifty, Coast to Coast Total Hdwe, Alpha Beta
Pine Center	2	Alpha Beta
University Ctr.	3	Alpha Beta
Brockton Arcade	2	Uli's
Madington Sq.	3	Vons, Sav-On Drugs
Hardman	3	Sears
Arlington Sq.	3	Genco
Victoria Vlg.	4	Stater Bros.
California Sq.	5	Alpha Beta
Adams Plaza	5	Albertson's
Arlington Plz.	5	Thriftymart, Ole's
Tyler Mall	7	Penney's, Broadway, May Co.
La Sierra Ctr.	9	Stater Bros.

Principal Shopping Days: Thu., Fri., Sat. & Sun.
Stores Open Evenings: Food and Drug every evening. Many retail stores five nights wkly.

13—RETAIL OUTLETS: Department Stores: J. C. Penney 2; Mont. Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co.; Mervyn's; Gaines; Nahas; Winemans.
Discount Stores: Gemco 2; K-Mart 5; Zody's; Fedmart; Treasury.
Variety Stores: TG&Y 4; Sprouse-Reitz 6; Woolworth 2; Cornet 2; Kress.
Chain Drug Stores: Thrifty 13; Sav-On 4; Sail Drugs 1; Long's 1.
Chain Food Supermarkets: Alpha Beta 15; Stater Bros. 24; Vons 8; Market Basket 2; Safeway 6; Albertson's 3; Thriftimart 1; 2; Gemco 2.
Other Chain Stores (Corp. City): Adler Shoes; Aaron Bros.; Aamco; Angel's Anita; Airstep; Barker Bros.; Bernice White; Best Products; Builders Emporium; Boardwalk; Big 5; Carpeteria; Chess King; Chief Auto Supply; Cline Stationery; Cloth World; Color Tile; Clothes Time; Car Parts Inc.; C&R Clothiers; Cal Sterco Contempo Casuals; Cookie Company; Docktor's Pet Center; Dorothe's Maternity; Dutch Boy Paints; Dalton Books; Dormans Tires; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Ellanors Half size; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bors.; Footlocker; Gallenkamp's Shoes; General Nutrition; Gene's Smart Shop; Goodyear; Goldmine; Harris & Frank; House of Fabrics; It's-A-Dilly; Jr. Shoetown; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Leed's; Lerner Shops; Leroy Jewelers; Licorice Pizza; Little Folk Shop; Marling's Shoes; Mervyn's; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Lou Miller's; Mission Electronics; Marrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; National Shirt; Ole's; Ol-san's Furn.; Pacific Stereo; Pams; Pep Boys; Park Lane Hosiery; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Raven's Hallmark; Richman Bros.; Richlen S&W Plastics; Stag Shop; S&G Carpets; Sweetbrair Shops; See's Candy; Sherwin-Williams; Shoe Market; Show Off; Singer; Sleepshop; Standard Brands Paint; Stationer's Corp.; Stockwell & Binnery; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; Tops R Us; Tinderbox; Things to Renener; Toy World; University Stereo; Weisfields; Western Auto; Wherehouse; Zales; Winston Tires; Zales; Zip's Ice Cream.

14—NEWSPAPERS: ENTERPRISE (m-Mon. to Fri.) 67,514; PRESS (e-Mon. to Fri.) 33,603; Comb. (m&e) 101,117; PRESS-ENTERPRISE (Sat.) 100,279; (S) 107,322; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE.
National Representatives: Sawyer-Ferguson-Walker Co.; Orange Belt Newspapers (Classified).

ROSEVILLE. CALIF.

1—LOCATION: Placer County (In Sacramento, Ca. SMSA). E&P Map B-4. Sacramento, State Capital, 18 mi. Southwest; San Francisco, 108 mi. Southwest.

2—TRANSPORTATION: Railroads: So. Pac.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound; Continental; Regional Transit; Placer County Minibus.

3—POPULATION:
City 70 Cen. 18,221; Loc. Est. 22,987
Primary Mkt.-Area ABC:
(70) 35,534; (80) 50,900
County 70 Cen. 77,632; Loc. Est. 115,708
SMSA 70 Cen. 803,610; Loc. Est. 989,278

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,943; Loc. Est. 8,962
County 70 Cen. 24,557; Loc. Est. 43,347
SMSA 70 Cen. 255,826; Loc. Est. 367,090
Primary Mkt. Area ABC:
(70) 11,072; (80) 18,100

5—BANKS: 14 Commercial & Savings. Est. Deposits $162,000,000

6—PASSENGER AUTOS: County 61,976

7—ELECTRIC METERS: Residence 8,100

8—GAS METERS: Residence 8,040

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—R.R. Car Maint.; Marshalling & Icing 3,920 (NA); Cement Pdts. 60 ($137); Metal Pdts. 20 (NA); Formica 500 (NA); Underground Cable 140 ($160); Wood Products 100 ($127); Clay Products 125 ($140).

10-CLIMATE: Min. & Max. Temp.—Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Centers: Vernon St., Roseville Square, Grandoaks, Arlington Heights, S&S Center, Sylvan Corners; Auburn & I-80.
Neighborhood Shopping Centers: Citrus Hts., Sylvan Corner, Riverside Ave., Church & Main Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Citrus Heights (-)	3½	K-Mart, Halls
Foothill (8)	4	Lucky Card, Foothill C
Sylvan Corner (-)	5	Sylvan Mkt.
Rocklin (19)	3	Safeway
Loomis (-)	6	Savings Corner
Fair Oaks (-)	4	Red & White
Folsom Lake Ctr. (9)	10	Luckys Mkt.
Antelope (-)	2½	Antelope Store
Orangevale (-)	6	Jet Market
Boys Mkt. (6)		Boys Mkt.
Hillcrest (5)		Carnival Mkt.
Sunrise Mall (107)	8	Weinstocks
Sutter Hill (-)		Albertson's/Payless

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept.-Mon. & Fri.; Food-Nightly.

13—RETAIL OUTLETS: Department Stores: Penney; K-Mart; Payless, McDonalds.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Rexall 5, Raley's, Payless Thrifty 2, Huskinson's Rexall 2.
Chain Food Supermarkets: Carnival, Safeway 4, Raley's 2, Boy's Mkt., Farmer's Mkt. 2; Lucky Stores; Albertson's; Alpha Beta.
Other Chain Stores: Firestone, Grand Auto; Sears, Kragen Auto; Roddy's Auto.

14—NEWSPAPERS: PRESS-TRIBUNE (e-Mon. to Fri.) 11,115; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Clifford L. Lee Mktg. Dir. PRESS-TRIBUNE.
National Representatives: U.S. Suburban Press, Inc.

SACRAMENTO, CALIF.

1—LOCATION: Sacramento County (SMSA), E&P Map B-4, State Capital and County Seat. State Gov't, U.S. Aircraft Repair & Modification, farming, manufacturing, aerospace, food processing; lumber products; mobile home manufacturing, and wholesale center. Army depot and technical training center, Electronics, Calif. Expo. 89 mi. E. of San Francisco.

2—TRANSPORTATION: Railroads: Southern Pacific; Santa Fe; Western Pacific; Sacramento Northern, Central California Traction, Overnight Freight Service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay, and Pacific Ocean; River Container Barge System).
Motor Freight Carriers: 16 interstate common carriers with local terminals, 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: United; Hughes Air West; Western; P.S.A.; Air California, Frontier; Eureka Aero; Swift Aire; West Air, Century; Apollo; Braniff.

3—POPULATION:
Corp. City (70) 257,015; Loc. Est. 274,400
Primary Market Area-ABC-
(70)800,592; (80)994,300
County (70)634,190; Loc. Est. 770,200
SMSA 70 Cen. 803,610; Loc. Est. 996,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City (70) 91,697; Loc. Est. 113,300
Primary Market Area-ABC:
(70) 255,826; (80) 363,300
County (70) Cen. 202,953; Loc. Est. 298,000
SMSA 70 Cen. 255,826; Loc. Est. 380,700

5—BANKS:	NUMBER	DEPOSITS
Commercial	34	$3,724,201,000
Sav. & Loan Assns.	28	$2,390,206,000

6—PASSENGER AUTOS: County 420,615

7—ELECTRIC METERS: County 297,680

8—GAS METERS: County 238,625

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Retail Trade 78,200, Wholesale Trade 17,900, All Mfg. 26,200, Nondurable Goods 12,300, Durables 13,900; Food Products 6,100, Fed. Govt. 24,800; State & Local Govt. 112,800, Construction 22,500, Transportation & Public Utilities 21,500; Fin. Insurance & Real Estate 21,200, Services 73,400.

10-CLIMATE: Min. & Max. Temp.—Jan. 39-53, April 48-71; July 59-93; Oct. 52-77. First and last 32 (30 years) Dec. 8 & Feb. 2.

11—TAP WATER: Varies, soft to hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: Sunrise Mall (107 stores) 5900-6100 Sunrise Blvd., Florin Center (98 stores) 5901 Florin Road; Country Club Plaza (49 stores) 2300 Watt Avenue; Country Club Centre (64 stores) 3300 El Camino; Arden Fair Mall (82 stores) 1601 Arden Way; Downtown Plaza (66 stores) Downtown Plaza; Birdcage Walk (54 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arcade Square	23	Raley's Mkt.
Arden Fair	82	Woolworth's, Sears, Thrifty Drug, Weinstock's
Arden Plaza	10	Lucky Mkt.
Arden Town	20	Holiday Mkt.
Birdcage Walk	54	Long's, Wards, Corti Bros, Macy's
Camellia City	11	Lucky Mkt., TG&Y
College Greens	8	Raley's Mkt., Rasco-Tempo
Country Club Ctr.	64	Roos-Atkins, Liberty House, Wards
Country Club Plz.	49	Weinstock's Dept., Penneys
Cordova	33	Lucky Mkt., Thrifty
Crestview	28	Lucky Mkt., Thrifty, Lawrences
Crossroads	-	Corti Bros.
Downtown Plaza	66	Macy's, Weinstocks
Florin Plaza	14	Jumbo Mkt.
Florin Square	25	
Florin Center	98	Weinstock, Sears, Penney Mont. Ward, Gold Circle
Fort Sutter	15	Raleys
Fruitridge	26	Holiday Mkt., Manor Drug
Grand Oaks	23	Lucky Mkt.
Grant Plaza (Citrus Hgts.)	-	Thrifty, Alpha Beta
Grant Plaza (N. Highlands)	-	Thrifty, Albertson's
Hollywood Plaza	-	Raley's, Lawrence's
Lanai	38	N.A.
Madison Mall	-	Rasco-Tempo, Raley's
Midway	12	Jumbo Mkt.
Mills	45	Raley's Mkt., McDonalds
Northridge	16	Raley's Mkt., Calif. Fabrics
N. Sacramento	4	Safeway
Point West	5	Mervyn's, Best Products, Scofield's, Woolco, Consumers Distributing

SACRAMENTO—continued

River Park	12	
Roseville Sq	33	Thrifty, Safeway; McDonalds
Southgate	36	Lucky Mkt., Liberty House, Thrifty Drug
South Hills	38	Sprouse-Reitz, Jumbo Mkt.
Sunrise Mall	107	Liberty House, Weinstocks, Sears, Penney
Sunrise Oaks	-	Thrifty, Alpha Beta
Tallac Village	13	Raley's Mkt.
Taylor	21	Lucky Mkt.
Town & Country	53	William Glen
University Village	32	Safeway
Woolco	2	Raley's Mkt., Woolco, Cloth World

Principal Shopping Days: Department Stores: Thu., Fri., Sat. Grocery Stores—Wed., Thurs., Fri., Sat. & Sun.
Stores Open Evenings: Department Stores—Mon. Thur. Fri., Food—7 nights weekly.
Stores Open Sundays: Grocery; Super Drugs; Discount; Dep't., Automotive, etc.

13—RETAIL OUTLETS: Department Stores: Lawrence's 2; Weinstock's 5; Macy's 2; Sears 3; Montgomery Wards 3; J.C. Penney 4; Liberty House 3; Mervyn's 3; McDonald 2.
Discount Stores (CZ): K-Mart 6; Rasco-Tempo 4; Gemco 3; Gold Circle 3; Best Products 3; Consumer Dist. 2; Ardan 1.
Variety Stores: Woolworth 5; Kress 3; Ben Franklin 2; Sprouse-Reitz 8; TG&Y 1.
Chain Drug Store: (Metro Area); Payless 8; Manors, Rexall 5; Raley's 5; Thrifty 18; Pay N Save 3; Long's 4.
Chain Food Supermarkets: Compton's 5, Safeway 23; Pantry 3; Prairie 2; Speedee 7-Eleven 46; Stop 'N Go 18; Corti Bros. 4; Food City 1; Mini Marts 7; Quality 1; Bel Air 6; Handy Pantry 23; Holiday 2, Lucky 29; Farmer's 19; Raley's 18; Van's 9; Jumbo 9, Albertson's 6; Alpha Beta 10; Patterson 1; Maxi Mkt. 1.
Other Chain Stores: Firestone; Goodyear; Goodrich; See's; Zale's Jewelry, Fuller Paints; Mister G, Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Karl's; Kirby's; Chandler's; Florsheim; Leeds; Roos Atkins; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Dalton Books; J. Magnin; I. Magnin; Ransohoff's; Hastings; Smith's Men's Wear; Gloria Marshall; Singer Co; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furniture; McMahans; Oshman's; Walden Books; Merribee Needlearts and Crafts; United Sports; Big 5; United Sporting Goods, Furrow Bldg; 84 Lumber; Pay N Park; Athletic Shoe Factory; Koby's Shoes; Knapp Shoes; Fleet Feet; Cousins; The Gap; Wherehouse Records; Sun Stereo; Pacific Stereo; Lerners; Fashion Conspiracy; College-Hi; Lumberjack; Granat Bros.; Rogers Jewelers; Gran Tree; Jarmin Shoes; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Photomat; Photo Factory; Bedazzled; Groths Shoes, Huston Shoes, Hickory Farms; Marlenes, Devon Jewelers; Richman Bros.; Tinderbox; Foxy Lady; KinderFoto, Marshalls.

14—NEWSPAPERS: BEE (m) 203,779 (S) 233,034, Mar. 31, 1980 ABC. UNION (m) 103,859; (S) 105,303; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Natl. Adv. Mgr., BEE; Larry Murray, Natl. Adv. Mgr., UNION.
National Representatives: BEE—Cresmer, Woodward, O'Mara & Ormsbee, Inc.; UNION—Branham/ Newspaper Sales.

SALINAS, CALIF.

1—LOCATION: Monterey County (In Salinas- Seaside-Monterey SMSA), E&P Map B-5, County Seat. Agricultural, industrial, commercial, financial center, 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

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2—TRANSPORTATION: Railroads: Amtrak; Southern Pacific.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound.
Airlines: Air California; United; Yosemite; Apollo. Airlines, Golden Gate.

3—POPULATION:
Corp. City 70 Cen. 58,896, Loc. Est. 79,825
CZ ABC: (70) 60,173; (80) 84,600
RTZ-ABC: (70) 62,673 (80) 80,600
County/SMSA: (70) 247,450; Loc. Est. 281,285
City & RTZ-ABC: (70) 122,846; (80) 165,200

4—HOUSEHOLDS:
City 70 Cen. 18,322; Loc. Est. 27,186
County/SMSA 70 Cen. 71,232, Loc. Est. 99,867
CZ ABC: (70) 18,631; (80) 30,100
RTZ-ABC: (70) 15,969; (80) 18,300
City & RTZ-ABC: (70) 34,600; (80) 48,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	18	$371,579,000
Sav. & Loan Assn.	11	$323,057,000

6—PASSENGER AUTOS: County 145,381

7—ELECTRIC METERS: (City) 28,486

8—GAS METERS: (City) 29,967

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Agriculture, Forestry & Fisheries 3,600; Construction 1,800; Manufacturing 7,800; Transportation, Communication & Utilities 2,200; Wholesale & Retail Trade 11,900; Finance Insurance & Real Estate 1,400; Services 6,800; Gov't 8,800.
Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers
Northridge: 3 miles North on Highway 101—3 blocks on downtown Main St.; 4 blocks on So. Main St. area (Valley Center); 3 blocks on N. Main (Sherwood Gardens); Star Center (2 blocks So. Main St.); 2 blocks E. Alisal St. (Monte Mart); 2 blocks E. Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S. Main St.; Hartnell Plaza, 1 block on W. Alisal.
Neighborhood Shopping Districts: 2 blocks on N. Main St.; 3 blocks on E. Alisal St.; 1 block San Juan Road; 1 block on S. Main.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket.**
Northridge	3	Emporium, Safeway, Sears, J. C. Penney, Mervin's, Payless Drug
Valley Center	1	Woolworth, Carpeteria
Sherwood Gdns	2	Fairway Market, Malnicks, Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Longs Drugs, Albertson's
Star Center		Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
Monte Mart		Monte Mart
No. Salinas		Thrifty Drug
Hartnell Plaza	1	Alpha Beta
Main Street	1	Lucky Stores
Laurel	2½	K-Mart Nob Hill

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Department Stores—Mon., Thu. and Fri.,; Northridge Shpg. Ctr. Daily, other Shopping Centers; Mon., Thurs., and Fri.,; Chain Food & Chain Drug; Daily.

13—RETAIL OUTLETS: Department Stores: Emporium; Sears; J. C. Penney; Ford's; The Fashion; Malnicks; Monte Mart, Mervins, K-Mart.
Variety Stores: Woolworth; Bonanza 88.
Chain Drug Stores (CZ): Thrifty; Long's; Star 2; Payless.

Chain Food Supermarkets: Purity; Safeway 3; Lucky 2; Star Mkt.; Monte Mart. Albertson's, Alpha Beta 2; Nob Hill 2.

Other Chain Stores (CZ): Auto Supplies; Firestone; Goodyear, Kragen; Furniture; McMahan's, Empire 2; Garden Supplies: Monte Mart, Handyman; Paint; Sherwin-Williams; Pittsburgh Paint, Mary Carter; Shoes, Daley's Bootery, Leeds, Kinney's; Women's Apparel: Hartfield's, Mode O'Day, S. & H. Green Stamps, Blue Chip Stamp Redemption Center; Standard Brand Paint; Carpeteria.

14—NEWSPAPERS: CALIFORNIAN (e) 24,609, March 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Rogers, Adv. Dir., CALIFORNIAN.
National Representatives: Gannett Newspapers Advertising Sales.

SAN BERNARDINO, CALIF.

1—LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA). E&P Map E-7, County Seat. Misc. Mfg., Kaiser Steel and subsidiary companies. Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E. of Los Angeles.

2—TRANSPORTATION: Railroads: AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers: 34.
Intercity Bus Lines: Municipal Transit; Greyhound; Rapid Transit, Continental Trailways; Roesch.
Airlines: Western; Golden West; Air Calif.; Continental; PSA; Hughes Airwest; American; United; Air Cortez; TWA.

3—POPULATION:
Corp. City 70 Cen. 104,783; Loc. Est. 106,500
Primary Mkt. Area ABC:
(70) 394,422; (80) 432,500
County 70 Cen. 681,535; Loc. Est. 833,700
SMSA 70 Cen. 1,140,609; Loc. Est. 1,484,300
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 34,528; Loc. Est. 40,400
County 70 Cen. 212,021; Loc. Est. 280,300
SMSA 70 Cen. 302,525; Loc. Est. 510,500
Primary Mkt. Area ABC:
(70) 125,603; (80) 157,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	24	Not Available
Sav. & Loan Assn.	27	Not Available

6—PASSENGER AUTOS: County 406,292

7—ELECTRIC METERS: City Res. 38,400

8—GAS METERS: City Res. 36,225

9— PRINCIPAL INDUSTRIES (CZ): (SMSA): Industry, Number of Wage Earners—Manufacturing 69,800; Construction 29,300; Mining 2,600; Trans. Comm. Util. 24,000; Fin. Ins., R.E. 19,200 Serv. 90,300; Gov. 100,400 Agric. 16,400 Total 457,600.
Principal Industrial Pay Days: 1st, 10, 15, 25.

10-CLIMATE: (Mean Temperature) Spring 61.3, Summer 75.8; Fall 70.3; Winter 55.2.

11—TAP WATER: Neutral, hard, not fluoridated.

12—RETAILING: Neighborhood Shopping Centers at: Base Line; Highland Ave., Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm & Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Center: Inland Center with 3 major dept. stores, air conditioned mall, 70 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 100 stores, downtown.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Marshall Blvd. & E St.	8	Alpha Beta
Central City Mall	103	Woolworth, Harris, Mont. Ward, Penney
Crossroads	9	Market Basket
Del Rosa	40	Stater Bros., Long's Drug
Inland Center	75	Sears, May Co., Broadway Hale
Sterling	21	Gemco, TG&Y, Von's Mkt.
Wildwood Plaza	18	Alpha Beta, Stater's, TG&Y, Thrifty Drug
Fontana Square	30	J.C. Penney, Woolworth
No. Rialto	20	Alpha Beta Mkt., Stater's
Mt. Vernon	15	Thrifty Drug
Palm & Highland	12	Sprouse-Reitz/Stater's

Principal Shopping Days: Sat., Fri., Mon.
Stores Open Evenings: Dept.; Downtown and Shopping Center—Mon. thru Sun. Food every night.

13—RETAIL OUTLETS. Department Stores: Harris Co., Sears; Penney; May Co., Broadway; Montgomery Ward; Mervyns.
Discount Stores (CZ): Fedco; Fed. Mart; Norton AFB PC; K-Mart, Lucky's, Zody's.
Variety Stores: Woolworth; TG&Y 4; Akron; Pic 'N Save; Sprouse-Reitz.
Chain Drug Stores (CZ): Thrifty 5; Long's 2; Drug King.
Chain Food Supermarkets (CZ): Safeway 2; Stater Bros. 10, Alpha Beta 4, Von's 1; Market Basket 2, Lucky Stores 2, FedMart 4.
Other Chain Stores (CZ): McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; U.S. Royal; General Tile; Richman Bros.; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; House of Fabrics, Fashion Fabrics; Karl's Shoes; Kinney's Shoes 2, Riviera Sofa; Singer Co., Sally Shops; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks, Anita Shops; Levitz Furn., Builder's Emporium; Earl Schieb, Standard Brands; Angel's Home Center; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Walden Books; Hickory Farms; Oles; Record Bar; Music Land; Sunset House; Stride-Rite; Maggie's; Gene's; Petries; ABC Kiddie Shops; Hartfields; Nobby; Foxmore Casuals; Penny Owsely; Master's Candy; See's Candies; Goodman Jewelry; Rebel Shop; Irv Silvers; Oshman's Sporting Goods; Big 5 Sporting Goods; Akron; Winston Tire; Pep Boys.

14—NEWSPAPERS: SUN (m) 82,833; (S) 89,663; [illegible] 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Orage Quarles, Nat. Ad. Mgr., SUN.
National Representatives: Gannett Newspaper Advertising Sales.

SAN CLEMENTE, CALIF.

1—LOCATION: Orange County, E&P Map D-8 (In Anaheim-Santa Ana-Garden Grove SMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy., 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2—TRANSPORTATION: Santa Fe R.R.; 4 Motor Freight Carriers; Greyhound Bus; Continental Trailways; San Clemente Stage Lines.

3—POPULATION:
City 70 Cen. 17,063; Loc. Est. 27,920
CZ ABC: (70) 21,213; (80) 35,600
RTZ-ABC: (70) 15,736; (80) 39,500
County/SMSA 70 Cen. 1,420,248;
Loc. Est. 1,921,743
City & RTZ-ABC: (70) 36,949, (80) 75,100

4—HOUSEHOLDS:
City 70 Cen. 5,446; Loc. Est. 12,086
County/SMSA 70 Cen. 436,120;
Loc. Est. 680,931
CZ ABC: (70) 7,811; (80) 15,000
RTZ-ABC: (70) 5,476; (80) 15,300
City & RTZ-ABC: (70) 13,287; (80) 30,300

5—BANKS: 8 Comm.; 5 S. & L. Assns.; Dep. N.A.

6—PASSENGER AUTOS: County 1,048,479

7—ELECTRIC METERS: Corp. City 8,743

8—GAS METERS: Corp. City 8,149

9— PRINCIPAL INDUSTRIES (CZ): Rubber Prod.; Aerospace; Light Aggregate; Copper Prod.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Publ. & Ptg. Ave. Wkly. Wage-$140.

10-CLIMATE: Min. & Max. Temp.—Spring 51-67; Winter 45-64; Summer 61-74; Fall 56-73.

11—TAP WATER: Saline, hard.

12—RETAILING: Principal Shopping Center: Ave. Del Mar and environs.
Neighborhood Shopping Center: Alpha Beta-El Camino Plaza, 800 block; South El Camino Real and San Diego Freeway at Estrella exit; Safeway-All American-700-800 block North El Camino Real; Market Basket-Shorecliffs, 2700 block Via Cascadia; San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd. and Victoria Ave., Capistrano Beach; La Plaza, Dana Point; El Adobe Plaza, San Juan Capistrano; Monarch Bay Plaza, Laguna Niguel.

13—RETAIL OUTLETS: Department Stores: Sears; Montgomery Ward; Haythorne Dept. Store.
Variety Stores: Thrifty Drug; Gilbert, Cornet.
Chain Drug Store: Thrifty.
Chain Food Supermarkets (CZ): Safeway 2; Alpha Beta 2. Albertson's; Mkt Basket. Von's; Lucky Stores.

14—NEWSPAPERS: SUN-POST (e-Mon. to Fri.) 7,040; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST.
National Representatives: Lanc [illegible] Associates, Inc.; U.S. Suburban Press.

SAN DIEGO, CALIF.

1—LOCATION: San Diego County, E&P Map E-8, County Seat. Tourist center. Ocean-based industry & biochemical center. Agriculture county 132 mi. S. of Los Angeles. Interstate 5, 8, 163 and 805.

2—TRANSPORTATION: Railroads: Santa Fe, San Diego & Arizona and Southern Pacific; Amtrak.
Motor Freight Carrier: 42.
Intercity Bus Lines: Continental Trailways; Greyhound.
Airlines: American; Pacific Southwest; United; Western; Air West; National, Delta, Air California.

3—POPULATION:
Corp. City 70 Cen. 697,027; Loc. Est. 842,200
CZ ABC: (70) 1,136,046; (80) 1,485,300
RTZ-ABC: (70) 221,808; (80) 369,100
Co./SMSA
70 Cen. 1,357,854; Loc. Est. 1,808,200
City & RTZ-ABC: (70) 1,357,854; (80) 1,854,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 227,006; Loc. Est. 334,459
County/SMSA 70 Cen. 423,513; Loc. Est. 670,827
CZ ABC: (70) 358,271; (80) 536,500
RTZ-ABC: (70) 65,242; (80) 125,900
City & RTZ-ABC: (70) 423,513; (80) 662,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	25	N.A.
Commercial	26	N.A.

6—PASSENGER AUTOS: County 915,332

7—ELECTRIC METERS: County, Res. 733,768

8—GAS METERS: County, Res. 492,135

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Govt. 143,600 (N.A.), Service 147,000 (N.A.), Trade 146,800 (N.A.); Mfg. 103,800 ($248).

10-CLIMATE: Min. & Max. Temp.—Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11—TAP WATER: Alkaline, hard; Nor fluoridated.

12—RETAILING: Principal Shopping Centers Number of Stores—76 blocks on Broadway and A, B, C, E, Sta. 900 stores; Mission Valley 92; Fashion Valley 85; College Grove 71; Grossmont 1, South Bay Plaza 52; chula Vista 27; Plaza Camino Real 70; Escondido Village 70; University Towne Center 135; Mira Mesn (80); La Jolla Village Square.
Neighborhood Shopping Centers (No. of Stores)— Clarmont Quad 52; Clairemont Square 85; El Cajon Shopping 18; Fletcher Hills 31; loma Square 22; Metropolitan 12; Mission Square 21; Pacific Plaza 32; Serra Mesa 30; Spring Valley 27; Escondido Square 19; Mictown Plaza 16; Oceanside Shopping 21; Plaza of The Four Flags 20.
Neighborhood Shopping Areas: Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cojon; Del Mar; Cardiff; Encinitas; Coronado.

Nearuy Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Mission Valley	5	Montgomery Ward, May Co., Walker Scott, Bullock's

College Grove Ctr	8	Walker Scott, Penney Safeway, Mervyn's
Grossmont Ctr	14	Broadway, Mont. Ward, Penney
South Bay Plaza	5	Montgomery Ward, Penney
Chula Vista	10	Broadway, Penney, Von's
Parkway Plaza	17	Sears, May Co.
Fashion Valley	5	Robinson's Broadway, J.C. Penney, Buffum's
Escondido Vil	30	Walker Scott, Mayfair
Plaza Camino Real	30	May Co., Penney, Broadway
University Towne Center	15	Broadway, Robinsons Sears
La Jolla Village Square		Bullocks Wishire, May Co., I. Mognin

Principal Shopping Days: Fri., sat.
Stores Open Evenings: Nightly & Sun. Aft.

13—RETAIL OUTLETS: Department Stores: Broadway 4; Walker Scott 12; Sears 4; Montgomery Ward 4; J.C. Penney 9; May Co. 3; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire 1; Mervyn's 2.
Discount Stores (CZ): Fedmart 12; Fedco; Gemco 2; Jetco; K-Mart 9; Price Club 2.
Variety Stores: Woolworth 6; Cornet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores (CZ): Drug King 2; Thrifty 32; Long's 13; Drug Mart 6; SavOn 10; Price 6.
Chain Food Stoes: Safeway 48; Mayfair 8; Lucky (dba Food Basket & Gemco) 22; Alpha Beta 2(; big Bear 24; Von's 25; Jurgensen's 4; 7-Eleven Stores 199; Corner Foods 3; Circle K 2; The Market Place 1; U-Tot-Em 38; Lavicio's Deli-Mkt. 15; Ralph's 2.
Other Chain Stores: Harris & Frank 4; Mode O'-Day 9; Adorable Dress Shop 3; Anita Shops 3; National Dollar; Eastman Kodak; Standard Brand Paints 3; Lerner's 4; Thom McAn 7; Firestone 9; Goodrich Pep Boys 3; Singer Co. 7; Glidden 2; Kinney's Shoes 11; Goodyear 12; Karl's Shoes 4; Hartfield 4; Zale Jewelers 3; S&H Green Stamps; C. H. Baker (shoes); Dorman's (auto supplies) 16; Flagg Bros. 4; Frazee's Paints 11; Gallenkamp 6; Golden State Fabrics 6; Handyman (lawn & garden) 7; Highlander (men's) 7; J. Jessop Jewelers 7; Kim's Shoes 4; Lane Bryant 2; Lawson Jewelers 5; Leeds (shoes) 8; Marsis (women's) 6; McMahan's Furn. 6; Sak's Fifth Ave.; San Diego Glass & Paint 17; Schiller Jewelers 3; Scotty's TV 1; Streicher's Shoes 11; United Furn. 5; Universal Boot 11; Western Auto 4; Boise Cascade (lumber & supplies) 6; Joseph Magnin; Radio Shack 18; Ortho Mattress 5; Checker Auto 16; Builder's Emporium 5; Oshman's 3.

14—NEWSPAPERS: TRIBUNE (e) 125,756; UNION (m) 201,798; (S) 321,792; Mar. 31, 1980 ABC. TRANSCRIPT (m-Mon. to Fri.) 6,071; sworn Mar. 30, 1980.
Local Contact for Advertising and Merchandising Data: Bert Winrow, Mgr. Gen. Adv., UNION and TRIBUNE; Wm. Humphrey, Natil. Adv. Dir., TRANSCRIPT.
National Representatives: UNION and TRIBUNE: Sawyer-Freguson-Walker, Inc. TRANSCRIPT: None.

SAN FERNANDO VALLEY, CALIF. (Los Angeles County)

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach, SMSA), E&P Map D-7, in San Fernando Valley, comprises parts of the cities of Los Angeles, San Fernando and Burbank; physically separated from the rest of Los Angeles by the Santa Monica mountains.

2—TRANSPORTATION: Railroads: Southern Pacific.
Intra City Bus Lines: So. Calif. Rapid Transit; Greyhound; Continental Trailways.
Airlines: (Hollywood-Burbank Airport); PSA; Hughes; Continental; Holiday Airlines; Sierra Pacific.

3—POPULATION:
San Fernando Valley,
70 Cen. 1,223,843; Loc. Est. 1,350,496
Los Angeles City
70 Cen. 2,809,596; Loc. Est. 2,893,033
Co./SMSA
70 Cen. 7,036,887; Loc. Est. 7,089,552
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
San Fernando Valley, Loc. Est. 502,848
Co./SMSA
70 Cen. 2,431,981; Loc. Est. 2,791,572

5—BANKS: 85 commercial banks (1,239 branches), 77 S&Ls (670 branches).

6—PASSENGER AUTOS: County 3,958,396

7—ELECTRIC METERS: (Res.) 374,714

8—GAS METERS: (Res.) 320,231

9— PRINCIPAL INDUSTRIES (CZ): Airplane Mfg.; Automobiles; Electronics; Machinery; Disney Studios; Universal Pictures; NBC & CBS TV Studios.

10-CLIMATE: Min. & Max. Temp.—Spring 54-75; Summer 61-87; Fall 54-79; Winter 44-67.

11—TAP WATER: Hardness—82 parts per million.

12—RETAILING:
Shopping Centers: Burbank Golden Mall; Valley Plaza; Sherman Oaks Galleria and Burbank Center Panorama City; Sherman Oaks Fashion Square; Topanga Plaza; Fallbrook Square; Thousand Oaks; The Oaks; Northridge Fashion Center; Woodland Hills Promenade; Laurel Plaza; Glendale Galleria.
Principal Shopping Days: Sun., Mon., Thu., Fri., Sat.
Stores Open Evenings: Most Stores open every evening except Sunday.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, 11; Robinsons,5; Joseph Magnin, 2; May Co., 4; K-Mart, 5; Sears 4; The Broadway 6; Montgomery Ward 2; Ohrbach's 2; Bullock's 3; I. Magnin 1; Bullock's Wilshire 1; Saks Fifth Avenue 1; Buffum's 1.
Discount Stores: The Treasury 2; Two Guys 2; Gemco 5; Zody's 3; K-Mart 4.
Variety Stores: Woolworth 5; Akron 3; TG&Y 6; Coronet; Kresge.
Chain Drug Stores: HyLo 3; Longs 2; Payless 2; SavOn 11; Thrifty 32; Clark 2. Albertsons, 8; Alpha Beta, 23; Vons, 27.
Chain Food Supermarkets: Albertson's 7; Alpha Beta 20; Dale's Inc. 12; Dale's Jr. 13; Fedco 1; Gilson's 4; Gemco 5; Hughes 12; Lucky 4; Ralph 19; Safeway 19; Smith's Food King 3; 7-Eleven 80; Von's 16; Thriftimart 8.

14—NEWSPAPERS: VALLEY NEWS (Paid-m) 105,402; (S) 110,986; (Controlled-m) 116,321; (S) 115,958; Mar. 31, 1980 VAC.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc. Sawyer-Ferguson & Walker, Co.

SAN FRANCISCO, CALIF.

1—LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco-Oakland SMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Financial and insurance, mining, agriculture, electronics and wholesale center.

2—TRANSPORTATION: Railroads: Amtrak (59 offices US. R.R.); Bay Area Rapid Transit (Subway); Southern Pacific; Sante Fe; Western Pacific; Northwestern Pacific.
Motor Freight Carriers: 100.
Steamship Lines: 200.
Intercity Bus Lines: AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit; Suntrans.
Airlines: Air California; Airlift International; American; Braniff Int'l.; Canadian Pacific; China; Continental Delta; Flying Tiger; Air Canada; Air Charter West; Hughes Airwest; Japan; National; Northwest; Overseas National Airways; Pacific Southwest; Pan Am; Pacific Phillippine; Qantas; SFO Helicopter; Seaboard World; Stol Air; Swift Aire; TWA; United; Western.

3—POPULATION:
City/county 70 Cen. 715,674; Loc. Est. 647,736
Prim. Mkt. Area-ABC:
(70) 782,596; (80) 692,800
Bal. in Prim. Mkt. Area-ABC:
(70) 3,896,704; (80) 4,499,200
Total Prim. Mkt. Area-ABC:
(70) 4,679,300; (80) 5,192,300
SMSA 70 Cen. 3,108,022; Loc. Est. 3,192,427
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City/County 70 Cen. 295,174; Loc. Est. 310,315
Prim. Mkt. Area-ABC:
(70) 316,681; (80) 318,300
Bal. in Prim. Mkt. Area-ABC:
(70) 1,252,658; (80) 1,650,400
Total Primary Mkt. Area-ABC:
(70) 1,569,339; (80) 1,968,700
SMSA 70 Cen. 1,085,852; Loc. Est. 1,286,557

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	62	$22,536,109,000
Sav. & Loan Assn.	24	$4,347,586,000

6—PASSENGER AUTOS: City & County 262,532

7—ELECTRIC METERS: Res. (SMSA) 1,625,935

8—GAS METERS: Residence 238,447

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners—Construction 64,300; Manufacturing 196,200; Food Products 30,000; Textile Products 6,000; Apparel 11,300; Paper 8,300; Printing & Publishing 19,100; Chemical Products 13,600; Petroleum 8,700; Rubber & Plastics 3,600; Leather 600; Lumber 1,500; Furniture 3,700; Stone 6,300; Metal, Inc. Fabrication 33,800; Machinery 18,300; Electrical 17,100; Transportation Equipment 600; Instruments 2,900; Utilities & Transportation 125,700; Wholesale & Retail Trade 379,200; Finance; Insurance & Real Estate 110,200; Services 260,900; Government—Federal 65,600; State & Local 210,700.

10-CLIMATE: Min. & Max. Temp.—Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Central Business District boundaries established in 1955; bounded on the north by a zig-zag line starting at Van Ness Avenue and Ellis Street; thence to Leavenworth, Bush, Stockton, California, Kearny & Pacific; on the east by the Embarcadero, on the south by Howard Street, and the west by 11th Street, Market and Van Ness.
Principal Shopping Center: 9 blocks on Market St.; 1st to 9th Sts.; and a triangle, Sutter and Market, to Sutter and Mason, to Mason and Market; area fifteen blocks of stores, shops and office buildings.
Stores Open Sundays: Macy's, Emporium (downtown); some Specialty Shops; Emporium (Stonestown); Sears; Westlake; Stonestown; Serramonte; Food (most stores).
Neighborhood Shopping Centers: Balboa St.; Bayview; The Cannery; Chinatown; Clement St.; Divisadero; Embarcadero Ctr.; Eureka; Excelsior; Fillmore; Fisherman's Wharf; Geneva-Mission; Geary Blvd.; Ghirardelli Square; Haight-Ashbury; Haight- Fillmore; Irving St.; Japanese Cultural Center; Lakeside Village; Lakeshore Plaza; Marina; Mission; Noe Valley; Noreiga; North Beach; Northpoint; Ocean Ave.-Ingleside; Parkmerced; Petrini Plaza; Polk St.; Portola Valley; Serramonte; South of Army-Mission; Stonestown; Sunset-Irving St.; Taraval-Parkside; Union St.; Upper Clement; Upper Fillmore; Westlake; Daly City; West Portal.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Diamond Hts.	17	Safeway, Pay 'N Save
Embarcadero Ctr.	35	J.Magnin, Hastings
Ghirardelli Sq.	85	N.A.
Northpoint	22	Co-op Mkt., Sound Work
Parkmerced	-	Safeway
Stonestown	76	Quality Foods, Roos-Atkins, Woolworth's, J. Magnin, Emporium, Bullock's

Principal Shopping Days: Mon., Thurs., Sat. Evenings. Sears—Wed., Thur., & Fri.; Stonestown—Mon., Wed., Fri.; Serramonte—Mon.,- thru Fri.; Westlake—Wed. & Fri.; Dept. Stores—Mon., Thu. & Fri. (downtown).

13—RETAIL OUTLETS: Department Stores: Liberty House 1; The Emporium 2; Macy's 2; Sears 1; Montgomery Ward; Specialty Shops; Livingstons 2; Joseph Magnin 4; Roos/Atkins 5; Saks Fifth Avenue; I. Magnin; Brooks Bros.; Hastings 4; Grodin's 23; Alfred Dunhill; Bullock & Jones; Schwartz.
Discount Stores (CZ): Cost Plus; G.E.M.; GEMCO; Colma; Top; Valve Giant 3; Payless; Val-U-Center.
Variety Stores: Woolworth 10; National Dollar 4; Sprouse Reitz 3; Newberry; Bon Omi 3; Glen 5 & 10-2; Standard 5 & 10-3, Daly City.
Chain Drug Stores (CZ): Conlon's 3; Bowerman's 6; Brommel's 1; Long's; Merrill's 5; Payless; Walgreen's 6; Alhambra 2; Anchor 2; B&M 3; Caesar 3; Central 3; China 2; Clay-Grant 3; Green's 3; Kasten's 2; Model 3; Park-Presidio 2; Physician's Phcy. 2; Portal-Wood 4; Rossi 2; St. Mary's 5; Skully-Rexall 3; Shumante's 2; Wesley Johnson's.
Chain Food Supermarkets: Safeway 31; Cala-Littleman 10; Quality Foods Inc. 5; Big John; Lucky 2; Bell 2; Big Bonus 5; Big Save 2; Food Center 4; Food Villa 2; Giannini 2; Go Getters 2; Golden State 2; Jacks 3; Lodi 5; Lucky Star 2; McCambridge 3; Mirabelli 5; Corbella 3; Mission 2; Petrini Plaza 6; Star 2; Super Save 2; Surf Super 3; Sutro Super 2; Terrace 2; U-Save 2; R.J. Whitman 2; Wings 3; Broaderick & Hayes 2; Byrnes 3.
Other Chain Stores: Women's Shoes: Burt's, Chandler's 2, Leed's 5, Frank More 2, Andrew Geller 2, Thayer MacNeil 2, Kushin's, McB's; Men's Shoes: Regal 3, Florsheim 4, Thom McAn, Nunn-Bush 3, French Shriner & Urner, Netteton, Walk-Over 5; Men's & Women's Shoes: Bally, Kinney Shoe, Kal's 4, Gallenkamps 4, Sommer & Kaufman 1; Apparel: Bond's 2, Lerner Shops (women's) 2, Jay Vee Stores of Calif. (women's) 3, Little Daisy (women's), House of Nine (women's) 2, Lanz (women's), J. Press (men's).

14—NEWSPAPERS: CHRONICLE (m-Mon. to Fri.) 506,600; EXAMINER (e-Mon. to Fri.) 159,325 Comb. (m&e) 665,925; EXAMINER & CHRONICLE (S) 669,665; (Sat. m) 467,000; (Sat. e) 123,341 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Weakley, Adv. Dir., EXAMINER and CHRONICLE.
National Representatives: Sawyer-Ferguson-Walker Co.

SAN GABRIEL VALLEY, CALIF.

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach SMSA) E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. east of Los Angeles.

2—TRANSPORTATION: Railroads: Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines: Continental Trailways; Greyhound; Southern Calif. Rapid Transit.
Airlines: Adjacent to Ontario Intn'1 Airport with 9 major Carriers: American, Air Calif., Continental, Golden West, Hughes Airwest, PSA, TWA, United & West.

3—POPULATION:
Cities 70 Cen. 256,539; Loc. Est. 267,884
CZ ABC: (70) 431,537; (80) 453,900
RTZ-ABC: (70) 242,976; (80) 226,800
County/SMSA:
70 Cen. 7,036,887; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 674,513; (80) 680,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen. 84,300 (approx.) 149,649; Loc Est. 92,457
Co./SMSA 70 Cen. 2,869,724; Loc. Est. 2,910,412
CZ ABC: (70) 114,676; (80) 138,400
RTZ-ABC: (70) 73,690; (80) 79,500
City RTZ-ABC: (70) 188,366; (80) 217,900

5—BANKS:	NUMBER	DEPOSITS
Sav. & Comm. Banks	47	N/A
Sav. & Loan Assns.	34	N/A

6—PASSENGER AUTOS: County 3,621,262

7—ELECTRIC METERS: Residence 107,500

8—GAS METERS: Residence 106,250

9— PRINCIPAL INDUSTRIES (CZ): Brewing; Citrus Pkg.; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prod. Airplane Parts Mfg., Air & Space Electronics, Bicycle Mfg., Heating & Air. Cond., Food Processors, Ladies Apparel & Lingerie, Mobile Home Builders.
Principal Industrial Pay Days: Thurs. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Major city selling downtowns, Azusa; Baldwin Park; Covina; Glendora; La Puente.
Major Shopping Centers: Eastland; Fashion Plaza; West Covina, Foothill Center; Azusa; South Hills; LaPeuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte 1; Mayflower and Puente Hills Mall.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13—RETAIL OUTLETS: Department Stores: May Co., Broadway 2; Sears 3; J. C. Penney 6; Akron; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's. Discount Stores (CZ): Oles; Gemco; La-Puente; Zody's 3; K-Mart 3; Roberts.
Variety Stores: Woolworth 3; Newberry 2; Sprouse-Reitz 2; Cornet 3; Kresge; TG&Y 3; Kress.
Chain Drug Stores (CZ): Thrifty 10; Sav-On 10; Long's 3; Owl Rexall 4; Rose 2; San Gabriel Phcy. 1; SuperRx.
Chain Food Supermarkets: Alpha Beta 18; Smith's Food King 6; Lucky 5; Market Basket 3; Gemco 2; Ralph's 5; Safeway 2; Albertsons 6; Thriftimart 2; Boys Mkt.; Vons 10; Covina Farms; McCoys 2; Slater Bro. 3.
Other Chain Stores: Auto: Firestone; General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto 2, Mark C. Bloom; Furniture: Barker Bros., Beals, Wickes, Carpet Town, Levitz McMahan; Jewelry: Gaylord, Kay's; Lawson's, Le Roys; Lbr. Hdw.: Angels, Builder's Emporium, Ole's Supply, Pick's; Mens & Women's Apparel: Bond's Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; Shoes: C. H. Baker, Innes Shoes, Gallen-Kamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds, Standard Brand Paint.

14—NEWSPAPERS: TRIBUNE (m-Mon. to Fri.) 14,372; (e-Mon. to Fri.) 49,520; Comb. (m&e) 63,892; (Sat.) 63,602; (S) 66,164; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dick McConaghy, Adv. Mgr., TRIBUNE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc., Thompson Newspapers, Inc.

SAN JOSE, CALIF.

1—LOCATION: Santa Clara County (SMSA), E&P Map E-5, County Seat. Manufacturing, research and development, and agricultural center. At Southeast of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2—TRANSPORTATION: Railroads: Southern Pacific; Western Pacific (freight only).
Motor Freight Carriers: 1,008.
Intercity Bus Lines: Greyhound; Peerless.
Airlines: Air California, Hughes Airwest, Continental, PSA, United, Western, American, Swift Aire, TWA, Calif. Apollo Airways, Inc.

3—POPULATION:
Corp. City 70 Cen. 445,779; Loc. Est. 610,410
Primary Mkt. Area CZ-ABC:
(70) 862,883; (80) 1,062,300
Balance Primary Mkt. Area-ABC:
(70) 201,831; (80) 214,800
SMSA 70 Cen. 1,066,421; Loc. Est. 1,265,200
Total Primary Mkt. Area-ABC:
(70) 1,064,714; (80) 1,297,100

The Community
Information
Center In
San Francisco,
California.

The
San Francisco
Progress

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NEWSPAPER

SAN JOSE—Continued

Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 130,607; Loc. Est. 245,140
SMSA 70 Cen. 322,870; Loc. Est. 449,800
Primary Mkt. Area CZ-ABC:
(70) 255,790; (80) 367,400
Balance Primary Mkt. Area-ABC:
(70) 67,080; (80) 82,400
Total Primary Mkt. Area-ABC:
(70) 322,870; (80) 449,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	30	$4,685,165,000
Sav. & Loan Assns.	35	$3,899,442,000

6—PASSENGER AUTOS: County 753,725

7—ELECTRIC METERS: Co./Res. 387,834

8—GAS METERS: Co./Res. 366,036

9— PRINCIPAL INDUSTRIES (CZ). Industry, Number of Wage Earners—Manufacturing 280,000 (Durable 205,100; Non-durable 24,900); Trade 128,600 Services 142,800; Government 79,800; Construction 23,800.

10-CLIMATE: Min. & Max. Temp.—Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70. Last killing frost—Jan. 17, 1977 (31).

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING:

Principal Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Almaden Plaza	16	Nob Hill, Emporium
Capitol Square	44	Walgreen Co. Montgomery Ward
Eastridge	150	Emporium, Macys, J.C. Penney, Sears
Mayfield Mall	-	J.C. Penney
Oakridge Mall	115	Bullocks, Macys, Montgomery Ward
Princeton Plaza	41	BrentWood Mkt, Mervyns
Prune Yard	-	All Specialty
San Antonio	-	Liberty House, Mervyns Sears
Stanford	-	Bullock's, Emporium, Macys
Stevens Creek Plaza	-	Safeway, Emporium
Sunnyvale Town Center		Macy's, Montgomery Ward
Town Country	131	An Specialty
Vallco Fashion Park	-	Bullocks, J.C. Penney, Sears
Valley Fair	53	Macys Payless
Westgate	18	Harts, J.C. Penney, Montgomery Ward

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept.—Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: (SMSA) J.C. Penney; Montgomery Ward; Macy's; Emporium; Sears; J. M. McDonald; Liberty House; Mervyn's; Bullocks Catalogue Sales; Best Products; Consumers Dist. Co.
Discount Stores (SMSA): Gemco; K-Mart; The Treasury; Gold Circle.
Variety Stores (SMSA): Jolly 5-10; TG&Y; Rasco; Kress; Woolworth.
Chain Drug Stores (SMSA): Payless 7; Thrifty 14, Drug King 2; Walgreen's 6; Sav-On 6; Bill's Drugs 4; Longs 10.
Chain Food Supermarkets (SMSA): Safeway 32; Lucky 25; Fry's 11 Dick's 3; PW Supermarkets 6; 7-Eleven 98; Food Fair 4; Alberson's 7; Food Villa 6; Brentwood 6; Nob Hill 9; Alpha Beta 24; Lincoln Lane 2; Manor Market 3.
Other Chain Stores (SMSA): Firestone; Grand Auto; Kragen Auto; Western Auto; Breslers 33 Flavors; Farrells Ice Cream; See's; Baskin-Robbins; Swenson's; Dairy Belle Foster Freeze; Shaw's; (confection); Gensler-Lee; Zale Jewelry; Shreve & Co.; Proctor's; Crescent Jewelers; Fuller Paints; Pittsburgh Paints; Sherwin-Williams Paint; Morwear Paint; Kelly-Moore Paint; Glidden (paints); Thom McAn; Thayer McNeil; Gallen-Kamps; Kinney's; Leed's; C.H. Baker; Sommer & Kaufmann; Buster Brown; Florsheim (shoes); Akron (imports); Nat'l. Shirt Shops; Grodin's; Smith's (men's wear); Bond's; Shirt Works; Richman's (Mens Wear); Roos Atkins; Hastings (men's & women's wear); Arden's; Hartfield's; Lerner Shops; Mode O'Day; House of Nine; Anita's; Saks Fifth Avenue; I. Magnin; Jos. Magnin; Livingston's; Frederick's of Hollywood; Lane Bryant, Foxmoor Casuals (women's wear); Sherman Clay (music); Breuner's; W. J. Sloane; Levitz Ortho Mattress; S. Christian of Copenhagen; Gold Key; RB Furniture; House of Fabrics; S&H Green Stamps; Blue Chip Stamps; Singer Co.; Marshall's.

Late news about
NEWSPAPER
MARKETS
appears weekly in
Editor & Publisher
575 Lexington Avenue
New York, N.Y. 10022

14—NEWSPAPERS: MERCURY (m) 154,983; NEWS (e) 68,000; Comb. (m&e) 222,983; MERCURY NEWS(sat.) 213,277; MERCURY NEWS (S) 269,821; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Robert C. Williamson Display Adv. Dir., Tom Hausler, Nat'l Adv. Sales Mgr., MERCURY/NEWS.
National Representatives: Knight-Ridder Newspaper Sales, Inc.

SAN LUIS OBISPO, CALIF.

1—LOCATION: San Luis Obispo County, E&P Map C-6. County Seat. Located halfway between Los Angeles and San Francisco, 8 mi. from Pacific Ocean. Railroad division point. On U.S. Hwy. 101 and State Hwy. 1. Trading center for agricultural area.

2—TRANSPORTATION: Railroads: Southern Pacific R.R.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 2.
Airlines: Swift-Aire.

3—POPULATION:
Corp. City 70 Cen. 28,036; Loc. Est. 35,150
CZ ABC: (70) 28,036; (80) 35,400
RTZ-ABC: (70) 77,654; (80) 116,600
County 70 Cen. 105,690; Loc. Est. 150,000
City & RTZ-ABC: (70) 105,690; (80) 152,000

4—HOUSEHOLDS:
City: 70 Cen. 9,643; Loc. Est. 15,000
County: 70 Cen. 33,926; Loc. Est. 55,000
CZ ABC: (70) 9,643; (80) 14,000
RTZ-ABC: (70) 24,283; (80) 41,900
City & RTZ-ABC: (70) 33,926; (80) 55,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Bank	9	$251,000,000
Sav. & Loan Assn.	8	$226,000,000

6—PASSENGER AUTOS: County 80,910

7—ELECTRIC METERS: Residence 52,261

8—GAS METERS: Residence, Active 39,735

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Agriculture, Forestry, Fishing 2,300; Construction 4,150; Manufacturing 3,500; Government 14,150; Colleges 2,100; Trans., Communications, Utilities 3,000; Trade 12,550; Services 9,250; Financial, Real Estate, Insurance 1,750; Total employment (county) 66,250.
Principal Industrial Pay Days: Railroad, 10th and 25th; Hwy. Dept & Oil 1st of month.

10-CLIMATE: Min. & Max. Temp.—Spring 41-93; Summer 47-93, Fall 34-95, Winter 27-81. First killing frost, Fan. 3. Last killing frost, Feb. 18.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Retail trade area San Luis Obispo County and environs.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
University Sq.	1mi.	William's Bros. Mkt. Rileys, Mcmahans Furn.
Foothill Plaza	1mi.	Thrifty Drug, Lucky
Madonna Plaza	1mi.	Beno's Sears, Lucky, Thrifty Drug, Radio Shack
Santa Maria Town Ctr	-	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shpg. Ctr.	-	Penney, Pic N'Save, Cornet
Broadway Plaza	-	Montgomery Wards, Safeway
Pepper Tree Plaza	-	Thrifty, Grand Auto
Stowell Ctr.	-	McMahan's Furn.
Atascadero	-	Sprouse Reitz, Rasco's
Paso Robles	-	Sears Catalog, Coast-to-Coast
Morro Bay	-	Williams Bros., Western Auto, Montgomery Ward Catalog
Arroyo Grande	-	Rasco, Lucky Mkt., Thrifty Drug
Pismo Beach	-	Walgreen Drug, Safeway
Los Osos	-	Williams Bros., Thrifty Drug

Principal Shopping Days: Thurs., Sat.
Stores Open Evenings: Thurs. Food-Every Evg.

13—RETAIL OUTLETS: Department Stores: Rileys, J. C. Penney, Sears Roebuck, Beno's, Montgomery Ward, Gottschalks.
Variety Stores: Coast-to-Coast, Cook's, F. S. Rasco, TG&Y, Sprouse Reitz, Cornet.
Discount Stores: Beno's, Pic 'N Save, Carpeteria.
Chain Drug Stores (CZ): Carpenter's (Rexall) Thrifty Drug 2, ADX.
Chain Food Supermarkets (City & RTZ): Safeway 5, Williams Bros. 6, Giant Food 2, Lucky Mkts. 5, Jiff 10.
Other Chain Stores: Firestone, Frazee Paints; Singer Co.; McMahan (furniture); Fuller Paint & Glass; Mode O'Day Dresses; Sherwin-Williams; Beno's; Kinney Shoes; Carpet Town; Pacific Stereo; Oliver's Furniture; Coast-to-Coast; Radio Shack.

14—NEWSPAPERS: TELEGRAM TRIBUNE (e) 24,567; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard J. Higgins, Gen. Adv. Dir. TELEGRAM-TRIBUNE.
National Representatives: Western Dailies, Branham/ Newspaper Sales.

SAN MATEO, CALIF.

1—LOCATION: San Mateo County, (In San Francisco-Oakland SMSA), E&P Map B-5, 18 mi. S of San Francisco at center of San Francisco Peninsula.

2—TRANSPORTATION: Railroads: So. Pac.
Motor Freight Carriers: 60.
Intercity Bus Lines: Pacific Greyhound, Sam Trans.
Airlines: San Francisco Airport (7 mi. N.): TWA, Continental Airlines, Eastern Airlines, Golden Eagles, Mexicana Airlines, Singapore Airlines, Westair, Yosemite Air, Pan American, United, American; Western, Flying Tiger, Japan; Quantas Empire, Pacific Southwest, Delta, National; British Airways, Phillippines, Canadian Pacific; Air California; Hughes Air West; San Francisco-Oakland Helicopter; Air Canada, Air charter West; Airlift International, Braniff International, China Airlines, Northwest Orient, Philippine Airlines, Seaboard Airlines; Stol Air, Swift Airlines.

3—POPULATION:
Corp. City 70 Cen. 78,991; Loc. Est. 79,244
CZ ABC (70) 168,839; (80) 175,400
RTZ-ABC: (70) 198,398; (80) 224,200
SMSA: 70 Cen. 3,108,022; Loc. Est. 3,192,427
County, 70 Cen. 556,601; Loc. Est. 585,693
City & RTZ ABC: (70) 367,237; (80) 399,600
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 28,678; Loc. Est. 33,438
County: 70 Cen. 185,028; Loc. Est. 226,043
SMSA: 70 Cen. 1,085,852; Loc. Est. 1,286,557
CZ ABC: (70) 59,733; (80) 70,800
RTZ-ABC: (70) 65,360; (80) 84,600
City & RTZ-ABC: (70) 125,093; (80) 155,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	18(112 Br)	$1,979,231,000
Sav. & Loan	27(88 Br)	$2,070,203

6—PASSENGER AUTOS: County 364,061

7—ELECTRIC METERS: 33,597

8—GAS METERS: 28,707

9— PRINCIPAL INDUSTRIES (CZ): Flower Growing & Shipping; Printing; Feed, Precision Instruments; Transportation - Airlines, Tourism; Lumber & Lumber Prod., Manufacturing Plants, Producing Furniture, Chemicals & Maintenance Supplies, Bldg. & Constr., Research Ctrs., Exec. Admin. offices of Major U.S. Corps, Hotels-Motels, Sales offices & warehousing (distr. ctrs.), Light Industry; Racing, Retailing; Components; Marine Prods., Glue & By-Prods., Rubber Prods.; Steel Prod., Drugs, Paint; Wine; Clothing; Food, Utilities & Sanitary Services.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 33-93; Summer 43-103, Fall 34-95, Winter 30-75; frost Dec. 28.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on 1st Ave. to 5th Ave., B St. to El Camino Real; Hillsdale Shpg. Center, El Camino to Edison St., 33rd to 36th Ave., Concar Center, 19th & Delaware; Borel Square, 1[illegible]th & El Camino.
Neighborhood Shopping Centers: 25th Ave. and El Camino Real, Hillsdale and El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus, Laurelwood Center; Hillsdale Bld. & Highway 92.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon., Thu. & Fri., Some open 6 nights and Sundays.

13—RETAIL OUTLETS: Department Stores: Levy Bros., Sears Roebuck, J.C. Penney, Macy's, Emporium, Montgomery Ward, Consumer Distrbution.
Discount Stores (CZ): Cost Plus; Pay Less; K-Mart; The Treasury.
Variety Stores: Newberry; Woolworth, Sprouse-Reitz, Ben Franklin.
Chain Drug Stores (CZ): Walgreen; Thrifty; Drug King; Long's; Payless; Bill's Drugs.
Chain Food Supermarkets (RTZ): Safeway 15, Lucky 6, Alpha Beta, Albertson's.
Other Chain Stores: Clothing: Roos-Atkins, Hastings, Schneider's; Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Auto Supplies: Macy's Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, J. C. Penney, U.S. Royal; Shoes: Gallen- Kamp, Thom McAn, Leeds, Thayer McNiel, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Singer Co., Sherman-Clay, Baldwin Piano, Zale, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's, Handyman, R & B. Furn., Brooks Cameras.

14—NEWSPAPERS: TIMES and NEWS LEADER (e exS) 48,002; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Nat. Adv. Mgr., TIMES and NEWS LEADER.
National Representatives: California Newspaper Markets, Inc. (West Coast); Western Dailies.

SAN PEDRO, CALIF.

(Part of Los Angeles)

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach SMSA), E&P Map D-7. 25 mi. S of Los Angeles, on Pacific Ocean. Not a part of Los Angeles, politically. One of the Largest manmade harbors in the world. San Pedro Harbor is also known as Los Angeles Harbor.

2—TRANSPORTATION: Railroads: Santa Fe; So. Pacific Ry.; U. P. Ry., Harbor Beltline.
Motor Freight: 176 (cargos for ships).
Steamship Lines: 53 Pass., 121 Freight. (All Major Lines).
Intercity Bus Lines: Rapid Transit.
Airlines: American, United, Western, Air West, TWA, Flying Tiger, Continental; P.S.A. All Major Lines Out of Los Angeles International Airport; Long Beach and Torrance Municipal Airport.

3—POPULATION:
Community, 70 Cen. 62,108. Loc. Est. 70,161
CZ ABC: (70) 62,108; (80) 62,700
RTZ-ABC: (70) 260,727; (80) 255,800
County/SMSA
70 Cen. 7,036,887; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 322,835; (80) 318,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
County/SMSA
70 Cen. 2,431,981; Loc. Est. 2,910,412
CZ ABC: (70) 21,342; (80) 24,700
RTZ-ABC: (70) 82,203; (80) 92,100
City & RTZ-ABC: (70) 103,545; (80) 116,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Banks	10	$276,702,000
Sav. & Loan Assn.	9	$532,656,000

6—PASSENGER AUTOS: County 3,942,314

7—ELECTRIC METERS: Residence 32,350

8—GAS METERS: Residence 26,827

9— PRINCIPAL INDUSTRIES (CZ): Shipping & Allied Businesses; Wholesale Bakeries, Petroleum; Fishing & Fish Canning, Fresh Fish Markets; Shipbuilding, Lumber; Manufactured Kelp Prod., Rock Prod., Can Factories.
Principal Pay Days: Fri. and 1st month.

10-CLIMATE: Min. & Max. Temp.—Spring 53-59, Summer 62-74, Fall 58-71, Winter 48-62, Smog Free.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Center: 2 blocks on 6th St., 23 on Pacific Ave., 17 on Gaffey St., 18 blocks on Western Ave., 6 blocks at South Shores.
Neighborhood Shopping Centers: 8th & Weymouth; Southshores, Western Plaza, Harbor Heights, Park Plaza; Western Ave. & Westmont Plaza, Tarragona Plaza Garden Shopping Center; Pacific View Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Weymouth Corner	2	Pirozzi's
2nd & Bandini	1-1/8	McCowans
South Shores	3 1/8	Lucky Market
Harbor Hts.	3	Sears Surplus
Park Plaza	3	Newberry, Von's, Sav-On
Harbor Village	-	32 Stores
Port'O Call		
Village &	-	75 shops
Whaler's Wharf	-	Hickory Farms
Western Plaza	-	N.A.
Westmont Plaza	-	Lucky, Market
Garden Shopping Ctr.	-	Thrifty Drugs
Tarragona Plaza	-	Market Basket
Pacific View Shopping-Center		Vons

Principal Shopping Days: Dept. Stores—Mon., Fri., Sat. Food—Thurs., Fri., Sat.
Stores Open Evenings: Dept. Fri., Food nightly.

13—RETAIL OUTLETS: Department Stores: Newberry's, Sear Roebuck, Treasury.
Variety Stores: S.H. Kress, J.J. Newberry 2.
Chain Food Supermarkets: Safeway 1, Pacific Central; McCowan's 3, Pirozzi's Market, Von's 2, Lucky 2, Market Basket, 7-Eleven 3.
Other Chain Stores: Gallenkamps (Shoes), Western Auto, Goodyear, Fuller Paints, Singer Co., Hartfield's Ladies' Wear, Newberry's, Kress, Kinney Shoes, Firestone.

14—NEWSPAPERS: NEWS-PILOT (e) 14,330, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ted Kenessey Adv. Mgr., NEWS-PILOT.
National Representatives: Sawyer-Ferguson-Walker, Inc.

SAN RAFAEL, CALIF.

See MARIN COUNTY

SANTA ANA, CALIF.

See ORANGE COUNTY, CALIF.

SANTA BARBARA, CALIF.

1—LOCATION: Santa Barbara County (In Santa Barbara Santa Maria-Lompoc SMSA), E&P Map C-7. County Seat. Residential, educational, design & research, medical center, resort. NW Southern California; 98 hwy. mi. N of Los Angeles, 345 hwy. mi. S of San Fransisco. Univ. of California (Santa Barbara campus-14,473 students).

2—TRANSPORTATION: Railroads: S.P.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.
Airlines: United, Golden West, Apollo Golden Gate.

3—POPULATION:
Corp. City 70 Cen. 70,215; Loc. Est. 76,500
CZ ABC: (70) 144,376; (80) 161,900
RTZ-ABC: (70) 119,948; (80) 140,000
County/SMSA
70 Cen. 264,324; Loc. Est. 300,156
City & RTZ-ABC: (70) 264,324; (80) 301,900
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 28,146; Loc. Est. 33,250
County/SMSA: 70 Cen. 83,929; Loc. Est. 109,586
CZ ABC: (70) 50,035; (80) 64,000
RTZ-ABC: (70) 33,894; (80) 45,800
City & RTZ-ABC: (70) 83,929; (80) 109,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. Banks (SMSA)	72	$1,153,651,000
(Corp. City)	31	$654,345,000
S & L Ass'n (SMSA)	42	$1,152,473,000
(Corp. City)	20	$736,545,000

6—PASSENGER AUTOS: County 165,183

7—ELECTRIC METERS: (Corp. City) 36,260

8—GAS METERS: (Corp. City) 27,250

9— PRINCIPAL INDUSTRIES (CZ): (Metro-County) Industry, No of Wage Earners—Agriculture 7,500; Mining 1,200; Construction 5,200; Manufacturing 14,900; Transp., Comm. and Util. 4,700; Whole and Ret Trade 32,300; Fin. Ins. and Real Est. 32,700; Services 24,400; Government 24,400

10-CLIMATE: Min. & Max. Temp.—Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63

11—TAP WATER: Alkaline, hard, not fluoridated

12—RETAILING: Principal Shopping Centers: 7 blocks on State St. and LaCumbre Plaza
Neighborhood Shopping Centers: 6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area, Mesa Area, 5 Points, north edge of city.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Calle Real	58	Smith's Food King,
Cliff Drive	19	Smith's Food King
Fairview	-	Safeway, Thrifty
Five Pts.	27	Thrifty Drug, Kinney's Smith's Food King
Coast Village	-	Von's
La Cumbre Pl	64	Robinson's, Sear's
Loreta Plaza	25	Albertson's
Magnolia	30	Sav-On Drug, Smith's Food King
Milpas	7	Smith's Food King
Mission-Creek	-	Alpha Beta
Montecito Vlg	-	Isaia Bros.
Montecito Vlg Sp	14	Tweeds & Weeds
Plaza delSol	-	Pierre La Fond
Turnpike	13	PayLess, Von's
University Vlg	-	Thrifty, Smith's Food King

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: (CZ) Andera's Akron, Fed Mart, Penney's, Robinson's, Sears, Trenwiths.
Discount Stores: (CZ) Fed-Mart 2, PayLess
Variety Stores: (CZ) Cornet 1, Newberry, TG&Y 4, Woolworth.
Chain Drug Stores: (CZ) PayLess 1, Rexall 8, Sav-On 1, Thrifty 5, Long's 2
Chain Food Supermarkets: (CZ) Alpha Beta 1, Fed- Mart 1, Smith's Food King 8, Safeway 3, Santa Cruz 3, Albertson's 1, Von's 3
Other Leading Chain Stores: Clothing: Harris & Frank, Lerners, I. Magnin, Silverwood's; Jewelry: B. D. Howes, Slavicks; Shoes: Florsheim, Gudes-Barnett, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich Goodyear, Pep Boys, Western Auto

14—NEWSPAPERS: NEWS-PRESS (e) 46,078; (S) 52,164, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Richard Thornton, Gen. Adv. Mgr., NEWS-PRESS
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

SANTA CRUZ, CALIF.

1—LOCATION: Santa Cruz County (SMSA). E&P Map B-5. County Seat. Residential, Educational Center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2—TRANSPORTATION: Railroads: S. Pac. RR(Freight)
Motor Freight Carriers: 6
Intercity Bus Lines: Peerless, Pacific Greyhound, California Tours

3—POPULATION:
Corp. City 70 Cen. 32,076; Loc. Est. 40,500
CZ ABC: (70) 57,831; (80) 84,100
RTZ-ABC: (70) 35,919; (80) 59,400
County/SMSA
70 Cen. 123,790; Loc. Est. 182,000
City & RTZ-ABC: (70) 93,750; (80) 143,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 12,426; Loc. Est. 17,616
County/SMSA 70 Cen. 44,420; Loc. Est. 78,100
CZ ABC: (70) 22,684; (80) 37,900
RTZ-ABC: (70) 12,168; (80) 23,100
City & RTZ-ABC: (70) 34,852; (80) 61,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$870,146,000
Sav. & Loan Assn.	13	$577,854,000

6—PASSENGER AUTOS: County 96,512

7—ELECTRIC METERS: County 79,098

8—GAS METERS: County 55,103

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—Farm, Food 1,600 ($200); Lumber 350 ($250); Furniture 75 ($270); Gum Mfg. 225 ($260); Electronics 1,000 ($300); Concrete Bldg. 270 ($270).
Principal Pay Days: Fri.; 15th, 30th

10-CLIMATE: Min. & Max. Temp.—Spring 30-78; Summer 39-94; Fall 39-88; Winter 22-80. First killing frost, Oct. 28. Last killing frost, Feb 27.

11—TAP WATER: Alkaline, soft, not fluoridated

12—RETAILING: Principal Shopping Center: 12 blocks on Pacific Garden Mall; 1 on Locust; 1 on Cathcart; 1 on Walnut; 6 on Front; Regional Shopping Center; Capitola Mall-Kings Plaza-41st Avenue
Neighborhood Shopping Centers: Linda Vista Subd., Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho; 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Plaza, 41st and Capitola Ave.; Kings Village; Scotts Valley; Felton Fair.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Opal Cliffs	3	Opal Cliffs, Food Cntr.
Linda Vista	1	Linda Vista Mkt.
East Santa Cruz	1	Eberts
King's Plaza	5	Alpha Beta, Thrifty
Rancho Del Mar	8	Safeway
King's Village	6	MacDonald's Foods
East Cliff Village	2	DeLuxe Foods, Crown Drug
San Lorenzo Pk. Plaza	-	Albertson Foods, Long's Drug
Capitola Mall	5	Sears, Mervyn's
Soquel Ave	-	Thrifty Drug, Alpha Beta Mkt.
Felton Fair	6	Safeway, Thrifty Drug
Deer Park Center	8	DeLuxe Foods

Principal Shopping Days: Dept. Stores—Mon., Fri., Sat., Food—Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Leask's, Penneys, Sears, Ebert's, K-Mart, Mervyn's
Variety Stores: Woolworth's, Ben Franklin; Palm; Sprouse-Reitz, T.G.&Y.
Discount Stores (CZ): Super Auto Store; Consumers Distributing; Kragen's
Chain Drug Stores (CZ): Horsnyder Rexall, Palm Rexall; Long's 2, Thrifty 3; Village Rexall
Chain Food Supermarkets: Safeway 5; Red & White 4; Lucky; Alberson's 2; Alpha Beta 2
Other Chain Stores: MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Western Auto; Trend O'Fashion; Montgomery Ward (catalog); Sears; Firestone; Goodyear; McMahon's Furniture; Coast-to-Coast; B. Dalton, Bookseller; Foxmoor; Hartfield's; Hickory Farms; House Fabrics; Kinney's Shoes; Keepsake Diamonds; Radio Shack; Thom McAn; Zale's Jewelers.

14—NEWSPAPERS: SENTINEL (e-Mon. to Fri.) 26,365; (S) 29,428, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Norman L. Powell, Adv. Dir., SENTINEL
National Representatives: Branham/Newspaper Sales

SANTA MARIA, CALIF.

1—LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc SMSA). E&P Map C-7. Manufacturing, agriculture and military NASA Space Center, in NW part of Los Angeles, 271 mi. S. of San Francisco.

2—TRANSPORTATION: Railroads: Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers: 4
Intercity Bus Lines: Pacific Greyhound; Central Coast Bus Lines
Airlines: Swift Aire

3—POPULATION:
Corp. City 70 Cen. 32,749; Loc. Est. 34,532
County/SMSA 70 Cen. 264,324; Loc. Est. 291,868
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 10,803; Loc. Est. 12,877
County/SMSA 70 Cen. 83,929; Loc. Est. 109,590

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	12	N.A.
Sav. & Loan Assn.	3	N.A.

6—PASSENGER AUTOS: County 154,500

7—ELECTRIC METERS: Residence 19,639

8—GAS METERS: Residence 27,079

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Sugar 330 ($150); Oil 699 ($175); Food Processing 2,205 ($105); Prod. Mfg. 725 ($175); Defense installation 10,201 ($200); Record Mfg. 750 ($175); Cable Mfg. 200 ($175); Chemicals 5 ($150); Flexible Couplings 25 ($150); Pipe & Fixtures 10 ($150); Electrical Sub Station & Components 150 ($175); Aircraft Mfg. 225 ($200)

10-CLIMATE: Min. & Max. Temp.—Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26. Last killing frost, Jan. 16.

11—TAP WATER: Neutral, hard, not fluoridated

12—RETAILING: Principal Shopping Center: 7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt R.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Santa Maria	2	Lucky Market, J.C. Penney, Thrift Drug
Williams Ctr.	1	Williams Bros. Mkt., Parson's Drug
Bway	2	Safeway, Sav-On Montgomery Ward
Oak Knolls	8	Safeway, Coronet
Blosser Strip	1	Riviera, Londons Furn.
Afco Ctr.	2	Handyman, Williams Bros. Mkt.
K-Mart	2	K-Mart
Santa Maria Town Center Mall	72	Gottschalk's, Sears
Stowell Center	1	McMahan's

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: J. C. Penney, Montgomery Ward; K-Mart; Sears; Sav-on Drugs; Long's Drugs; Handyman (5 nights), Downtown Thur.

13—RETAIL OUTLETS: Department Stores: Sears, J.C. Penney, Haslams, Cornet 2, Bryant & Trott; Fashion Center; Montgomery Ward; K-Mart; Builder's Emporium; Gottschalk's
Variety Stores: Cornet 2, Sprouse-Reitz
Chain Drug Stores (CZ): Gardner-Wheaton (Rexall) 2, Thrifty 2, K-Mart, Parsons, Sav-On; Valley Medical Phcy. 2; Medicine Shoppe; Long's Drug.
Chain Food Supermarkets: Safeway 3; Williams Bros. 10; Lucky
Other Chain Stores: Firestone; Goodyear; McMahan's (furniture); Remar's (women's clothing); Mode O'Day (women's clothing—; Trend-O- Fashion; Karl's Shoes; Holser & Bailey; Riviera Sofa-Bed; Singer Co.; Firestone; Goodrich; Grand Auto; Thom McAn; Kinney Shoes; Anita Shops; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Party Time; Casual Corner; Hartfield's; Musicland; Korb's; Bobbie West; Village East; Zale's; Tiffin's Jewelers; Ringmaker's; Gallenkamp; Haslam's; B. Dalton; Grossman's; Handyman; Ardan Catalog; Consumers Distributing.

14—NEWSPAPERS: TIMES (e) 17,769; sworn Sep. 30, 1979. (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Gil Phelps, Adv. Dir., TIMES
National Representatives: None

SANTA MONICA, CALIF.

1—LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach SMSA). On Santa Monica Bay. 17 mi. from Los Angeles. Terminus of Santa Monica Freeway and Pacific Coast Hwy.

2—TRANSPORTATION:
Motor Freight Carriers: 300
Intercity Bus Lines: Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound
Airlines: United; American; TWA; Pan Am; Continental; Bonanza; Western. All major carriers & local Commuter lines

3—POPULATION:
Corp. City 70 Cen. 88,289; Loc. Est. 92,603
CZ ABC: (70) 88,289; (80) 88,800
RTZ-ABC: (70) 198,857; (80) 200,700
County SMSA
70 Cen. 7,036,887; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 287,146 (80) 289,500
Demographic information is available from Newspapers. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 40,374; Loc. Est. 49,676
Co./SMSA
70 Cen. 2,431,981; Loc. Est. 2,[illegible]10,412
CZ ABC: (70) 40,374; (80) 46,500
RTZ-ABC: (70) 77,906; (80) 90,100
City & RTZ-ABC: (70) 118,280 (80) 136,600

5—BANKS:
Commercial—City Zone 20; RTZ 55
Sav. & Loan—City Zone 14; RTZ 61

6—PASSENGER AUTOS: County 3,[illegible]30,770

7—ELECTRIC METERS: Residence [illegible]8,375

8—GAS METERS: Residence 34,119

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners—Manufacturing [illegible]0,400; Service 34,400; Gov't. 29,500; Others 21,000; Trade (wholesale & retail) 26,200
Principal Industrial Pay Pay Days: Fri.

10-CLIMATE: Average Temperatures—Summer 60-68 degrees. Winter 49-64 degrees

11—TAP WATER: Alkaline, hard, not fluoridated

12—RETAILING: Principal Shopping Center: Santa Monica Place 1blk. 3 levels, 170 stores-Broadway, Robinson's
Neighborhood Shopping Centers: 14th & Wilshire, Lincoln & Ocean Park Blvd., Montana Ave.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
14th & Wilshire (-)	1	Vons
Lincoln & Ocean Pk. (-)	1½	Luckys
Rancho Park (-)	3½	May Co.
Century City (80)	7	Broadway, J. Magnin Gelsons Mkt., Bullocks
Fox Hills (135)	6	Broadway, May Co., J.C. Penney
Marina Shopping Center (42)	4	Boys, Safeway, Vons
Brentwood (34)	2	
Westland (12)	4	May Co., Vons
Santa Monica Mall (130)	0	Broadway, Robinson
Culver Center (-)	5	J.C. Penney, Market Basket, Thrifty Drugs, Riviera

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Department Stores—every night; Food—Most stores open every night.
Stores Open Sundays: Food, Sears, Penneys, Broadway, May Co.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Henshey's, Campbells; May Co; Broadway; Bullocks; Robinsons.
Variety Stores: Woolworth; Newberry's 2, Mall Mart.
Chain Drug Stores (CZ): Drug King, Thrifty 2, Savon Drugs 2, Horton & Converse 1; Reager's Bay Cities 2, Bi-Rite 3; Medicine Shoppe.
Chain Food Supermarkets: Alpha Beta 2; Boys Mkt. 1; Albertsons 1; Food King 4; Hughes 3; Lucky's 3; Market Basket 4; Ralphs 1; Royal 2; Safeway 11; Thriftimart 4; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse
Other Chain Stores: Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4

14—NEWSPAPERS: EVENING OUTLOOK (e) 32,887, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Larry Harrison Display Adv. Mgr. EVENING OUTLOOK
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc., U.S. Suburban Press

SANTA PAULA, CALIF.

1—LOCATION: Ventura County. (In Oxnard-Simi Valley-Ventura, Calif. SMSA) E&P Map D-7. Residential and Agricultural Center. 85 mi. N of Los Angeles, 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2—TRANSPORTATION: Railroads: S.P., Pacific Freight Line
Motor Freight Carriers: 6
Intercity Bus Lines: Greyhound
Airlines: Charter Service. Scheduled commercial service at Oxnard, 17 miles

3—POPULATION:
City 70 Cen. 18,001; Loc. Est. 19,105
County/SMSA 70 Cen. 378,497;
Loc. Est. 510,563
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,605; Loc. Est. 7,839
County/SMSA 70 Cen. 106,469;
Loc. Est. 169,128

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$68,000,000
Sav. & Loan Assn.	2	$62,000,000

6—PASSENGER AUTOS: County 260,188

7—ELECTRIC METERS: Residence 5,922

8—GAS METERS: Residence 6,104

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Agriculture 6,420 ($168); Oil Drilling, Pumping and Processing 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Processing; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods

10-CLIMATE: Min. & Max. Temp.—Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68

11—TAP WATER: Neutral, hard, not fluoridated

12—RETAILING: Shopping Centers (30 stores)
Principal Shopping Days: Thur., Fri., Sat., Sun.
Stores Open Evenings: Fri., Shopping Centers, every evg. & Sun.

13—RETAIL OUTLETS: Department Stores: Santa Paula Store
Variety Stores: Coronet; Gilbert's; Sears
Chain Drug Stores (CZ): Thrifty; Cauch's 3
Chain Food Supermarkets: Alpha Beta; Safeway 1; Santa Paul Sprmkt. 1; Stop'N Shop 1
Other Chain Stores: Western Auto; Firestone; McMahan's Furniture; Mode O'Day; Goodyear; Sally Shop; Chief Auto; Sambo's; Colonel Sanders; McDonald's; Winehills; Pizza Hut; Payless Shoes; Radio Shack

14—NEWSPAPERS: CHRONICLE (e-Mon. to Fri.) 2,824, sworn Sep. 30, 1979. (Latest Statement available)
Local Contact for Advertising and Merchandising Data: Don Johnson, Gen. Mgr., CHRONICLE
National Representatives: None

SANTA ROSA, CALIF.

1—LOCATION: Sonoma County. E&P Map B-4. County Seat. Agriculture, Poultry, Dairy Center. Manufacturing, Food Processing and distributing center. 52 mi. N of San Francisco, 240 mi. S of Eureka. On U.S. Hwy. 101 and two state hwys.

2—TRANSPORTATION: Railroads: Northwestern Pacific, Petaluma-Santa Rosa R.R.
Motor Freight Carriers: 38
Intercity Bus Lines: Greyhound, Golden Gate
Airlines: West Air Commuter

SANTA ROSA—Continued

3—POPULATION:
Corp City 70 Cen 50,006; Loc Est 78,300
CZ ABC (70) 77,450; (80) 119,200
RTZ-ABC (70) 211,980; (80) 294,700
County/SMSA 70 Cen 204,885,
Loc Est 284,400
City & RTZ-ABC (70) 289,430; (80) 413,900

4—HOUSEHOLDS:
City, 70 Cen 18,034; Loc Est 30,680
County/SMSA 70 Cen 67,861; Loc Est 110,722
CZ ABC (70) 27,135; (80) 47,900
RTZ-ABC (70) 69,739; (80) 111,[illegible]00
City & RTZ-ABC (70) 96,874; (80) 159,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	25	N A

6—PASSENGER AUTOS: County 161,047

7—ELECTRIC METERS: (Co) Residence 123,884

8—GAS METERS: (Co) Residence 89,050

9— PRINCIPAL INDUSTRIES (CZ): County)—Mining 400, Construction 5,600, Manufacturing Durable 9,800 Non-Durable 4,4[illegible], Transportation & Utilities 4,500, Trade Retail 18,400, Wholesale 3,600, Finance, Ins , Real Estate 5,600, Services 17,300, Government 20,[illegible]0, Other Non-Agricultural 10,500, Agriculture 3,800
Principal Pay Days Fri , 1st and 15th

10-CLIMATE: Min & Max Temp — Spring 28-96, Summer 38-100, Fall 40-103, Winter 28-82 First killing frost, Nov 23 Last killing frost, Apr 17

11—TAP WATER: Alkaline, hard, not fluoridated

12—RETAILING: Principal Shopping Center 7 blocks on Fourth St , 4 on Fifth St , 3 on Third St , 4 on Mendocino Ave , 3 on B St , 8
Neighborhood Shopping Center 8 Large centers, about 180 stores Montgomery Village, Montgomery Drive and Farmers Lane, 80 Stores; Town & Country 15 stores at end of McDonald Ave ; Roseland, about 10 stores on Sebastopol Road, Santa Rosa Plaza, about 8 stores Farmers Lane at Fourth, Mayette, Yulupa and Mayetta, about 15 stores Larkfield, on Highway 101-North, about 10 stores, St Francis Sonoma Hwy , at Calistoga Rd , 12 stores Vistadel Valle Plaza, Farmers Lane at Bennett Valley Rd , 23 stores
Regional Shopping Center Coddington, Hwy 101 at Steele Lane, 86 tenants
Principal Shopping Days Wed , Thurs , Fri , Sat
Stores Open Evenings Department Stores Food about 50% open every night
Open Sunday Discount, Department and most Food Stores

13—RETAIL OUTLETS: Department Stores Sears- Roebuck, Rosenbergs, White House, Montgomery Ward, Penney, The Emporium, Joseph Magnin, Ross-Atkins, Mervyn's, Liberty House
Discount Stores (CZ) K-Mart
Variety Stores Kress, Sprouse-Reitz, TG&Y
Chain Drug Stores (CZ) Thrifty 3, Tomasco 3, Long's 2, Medico 3, Payless
Chain Food Supermarkets Safeway 4, Lucky 2, Albertson's 1, A&B 3, Alpha Beta 2, Mohar 4, Farmer's Market 1, Petrini 1, Raley's
Other Chain Stores Kress, Jewel Box, General Tire, Goodrich, Singer Co , Smith's Shoes 3, Kinney Shoes, Leeds Shoes, McPhail Appliances, Sherwin-Williams, Gensler-Lee (jewelry), Firestone, Crescent Jewelers, See's Candies 3, Jay Vee Stores, Hickory Farms, Breuners Home Furnishings, R B Furniture, New York Fabrics, Standard Brand Paint

14—NEWSPAPERS: PRESS-DEMOCRAT (e-Mon to Fri) 64,499, (s) 70,538, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data James Sontag, Natl Adv Mgr , PRESS-DEMOCRAT
National Representatives Landon Associates, Inc

SIMI VALLEY, CALIF.

1—LOCATION: Ventura County (in Oxnard-Simi Valley-Ventura SMSA), E&P Map D-7 30 mi from Los Angeles, 10 mi from San Fernando Valley

2—TRANSPORTATION: Railroads Southern Pacific (freight only)
Motor Freight Carriers 11,1 local
Bus Lines Local system with a connection to Los Angeles

3—POPULATION:
Corp City 70 Cen 59,832; Loc Est 79,900
County/SMSA 70 Cen 378,497; Loc Est 510,563
City of Pub ABC (70) 56,464; (80) 81,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 13,554; Loc Est 23,720
County/SMSA 70 Cen 106,469, Loc Est 163,128
City of Pub ABC (70) 13,554, (80) 22,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	6	N A
Sav & Loan Assn	8	N A

6—PASSENGER AUTOS: County 260,188

7—ELECTRIC METERS: Residence 34,746

8—GAS METERS: 21,475

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Clothing 200, Electronics 40, Industrial Gases 30

10-CLIMATE: Min & Max Temp —Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57

11—TAP WATER: Alkaline, hard

12—RETAILING: Principal Shopping Centers Number of stores, Location—Larwin Square 34, Los Angeles Ave ; Mervyn's Center 23, Cochran (1 block off Los Angeles Ave); Cedar Plaza 12, Los Angeles Ave ; Alpine Village 27, Tapo, between Cochran & Al- pine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo, Santa Susana Plaza 10, Tapo, between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Sycamore; Ralphs Center 13, Los Angeles Ave & Erringer; Valley Center 10, Los Angeles Ave. & Erringer Alpha Beta Center 23, Cochran & Sycamore

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Larwin Square	3	Builders Emporium, Thriftymart
Alpine Village	2	Von's, TG&Y, Pic & Save
Cedar Plaza Ctr	2	General Store, Baskin Robbins
Mervyn's Ctr	1	Mervyn's Sav-On
Gemco Center	1	Gemco
Oaks	10	Broadway, Robinsons, J C Penney, May Co , Bullocks
Mall	10	Sears, Von's

Principal Shopping Days Fri & Sat
Stores Open Evenings Shopping Centers every evening to 9

13—RETAIL OUTLETS: Department Stores Mervyn's
Variety Stores K-Mart, Gemco
Chain Drug Stores Sav-On, Thrifty Drug
Chain Food Stores Ralph's, Safeway, Thriftmart; Von's
Other Chain Stores Firestone, Mark C Bloome, Naha's, Builders Emporium, Lumber City

14—NEWSPAPERS: ENTERPRISE (e- Mon to Fri) 13,179, (S) 13,353 Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Monroe Curtis, Adv Sales Dir , ENTERPRISE

SONORA, CALIF.

1—LOCATION: Tuolumne County, E&P Map C-4, County Seat 40 mi N of Yosemite, 120 mi E of San Francisco on State Hwys 108, 120 and 49

2—TRANSPORTATION: Greyhound Bus, Sierra R R , Yosemite Airlines
Motor Freight Carriers 5

3—POPULATION:
City 70 Cen 3,100; Loc Est 4,366
County 70 Cen 22,169; Loc Est 34,037

4—HOUSEHOLDS:
City 70 Cen 1,272, Loc Est 2,202
County 70 Cen 7,498, Loc Est 13,792

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$120,021,000
Savings & Loan	3	N A

6—PASSENGER AUTOS: County 16,468

7—ELECTRIC METERS: Residence 7,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage) Lumber 2,000 ($350), Trade 530 ($250), Government ($280), Mining 209 ($220), Service 329 ($240), Utilities 150 ($200)
Principal Industrial Pay Days 5th and 25th

10-CLIMATE: Min & Max Temp —Spring 40-80, Summer 40-106, Fall 40-76, Winter 19-70 First killing frost Oct 15 Last killing frost, May 15

11—TAP WATER: Neutral, soft, not fluoridated

12—RETAILING: Principal Shopping Center [illegible] blocks on Washington and and Stewart Sts., several Shopping Centers

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Foster Bros.	9	Montgomery Wards Savemart Mkt
Hales & Symons	8	Sears, Safeway
Sierra	3	Con Quick Mkt , Coast-to-Coast
Sonora Plaza	19	Thrifty Drug, Save Mart

Neighborhood Shopping Centers Mono Highway E of Sonora, and Stockton Rd , west of Sonora, Groveland, Jamestown, Twain Harte, Columbia, Tuolumne, Pinecrest, Willow Springs
Principal Shopping Days Mon , Fri
Stores Open Evenings Some stores, Fri , Food every evening and Sundays

13—RETAIL OUTLETS: Department Stores Knox's, J C Penney, Sears, Montgomery Ward, Nine, Value Giant; Mark Twain
Variety Stores Sprouse-Reitz
Discount Stores Value Giant
Chain Drug Stores Brady's Rexall 3, Thrifty, Bob's (2)
Chain Food Markets Save-Mart 3, Safeway, Super Save, EZ Mart 2, Don Quick 2
Other Chain Stores Foster Freeze, Red and White 3, Western Auto, Value Giant, Thrifty, Kentucky Fried Chicken, Swensen's

14—NEWSPAPERS: UNION DEMOCRAT (e-Mon to Fri) 8,421, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Harvey C McGee, Pub , UNION DEMOCRAT
National Representatives None

SOUTH BAY, CALIF.

(Includes Torrance and 16 other cities comprising Southwest Los Angeles County)

1—LOCATION: in Los Angeles County (in Los Angeles-Long Beach SMSA), E&P Map D-7 Area known as "Southwest Los Angeles County" includes: Torrance, Rolling Hills, Palos Verdes Estates, Rolling Hills Estates, Rancho Palos Verdes, Redondo Beach, Hermosa Beach, Manhattan Beach, El Segundo, Playa del Rey, Westchester, Marina del Rey, Culver City, Hawthorne, Inglewood, Lennox, Lawndale, Gardena, Carson, Wilmington, Harbor City, Lomita, San Pedro Residence area along ocean front on S Santa Monica Bay 19 mi. SW of Los Angeles, 15 mi NW of Long Beach Hwy 101

2—TRANSPORTATION: Railroads Pass -Amtrak, Freight-So Pac , Union Pac , Santa Fe
Motor Freight Carriers 13
Intercity Bus Lines Rapid Transit, Greyhound; Torrance and Gardena Municipal
Airlines L A Intl Arpt , within Primary Market Area All major lines, domestic & foreign

3—POPULATION:
Corp. Cities 70 Cen 245,183; Loc Est 286,786
Primary Mkt Area-ABC (70) 620,992;
(80) 631,300
County/SMSA
70 Cen 7,041,980; Loc Est 7,146,500
Demographic Information available from Newspapers. See paragraph 14

4—HOUSEHOLDS:
Corp Cities 70 Cen 86,848; Loc Est 101,169
Co./SMSA 70 Cen (Rev) 2,541,503;
Loc Est 2,784,232
Primary Mkt Area-ABC (70) 200,148;
(80) 233,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm Banks	121	N A
Sav & Loan Assns	76	N A

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Res (CZ) 142,943

8—GAS METERS: Res (CZ) 154,400

9— PRINCIPAL INDUSTRIES (CZ): 432 manufacturing plants Leading products are steel, electronics, plastics, aircraft assemblies, missiles, oil, oilfield equipment, drilling equipment, rubber products, chemicals aluminum products, research electronics, steel fabrication, home building products, and engineering, paint mfg, aluminum mfg , bathroom fixtures Est Emp 144,282; Est Wkly Wage $299

10-CLIMATE: Min & Max Temp —Spring 49-67, Summer 58-74, Fall 56-73, Winter 45-65

11—TAP WATER: Alkaline, hard, not fluoridated

12—RETAILING:
Downtown Shopping Areas Redondo, 8 blocks on 4 Sts , Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts , Torrance, 14 on 4 Sts , Riviera Village, 8 blocks on 4 streets

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
In Redondo Beach		
Redondo Village	15	Sears, SupeRx Drugs
Redondo Shopping Ctr	15	SupeRx Drugs
Scoth Bay Center	57	May, Thrifty Drug Stores
King Harbor Plaza	15	Lucky Stores
The Pier	65	Sears, GallenKamps
In Torrance		
Del Amo Fashion Center So	60	Sears, Broadway J C Penney
Del Amo Fashion Center No	175	Bullocks, Montgomery Ward, Ohrbachs
Old Towne Mall	117	Fayva Shoes, Radio Shack
Pacific Plaza	15	-
Rolling Hills Plaza	64	Thrifty Drug, Newberrys
In Manhattan Beach;		
Fisherman's Village	40	-
Marina Ctr	42	-
Washington Sq	22	-
in Carson		
Carson Mall	90	Broadway, Sears, J C Penney
in Inglewood		
Crenshaw-Imperial Plaza	45	Woolworth
Crenshaw-Imperial	32	Smith's Food, Thrifty Drug

Neighborhood Shopping Centers South Redondo, Hollywood Riviera & South Pacific Coast Hwy, 10 blocks; N Redondo, Artesia Blvd 6 blocks; E Hermosa; Pacific Coast Hwy 5 blocks E Manhattan; Pacific Coast Hwy , 4 blocks; Walteria, Hawthorne Ave [illegible] blocks; N Torrance; 190th St , 3 blocks; Southwood, Palos Verdes Blvd , 2 blocks; King Harbor 4 blocks; Lomita, Pac Coast Hwy 5 blocks; Lomita Blvd , 5 blocks; Carson, Avalon Blvd , 10 blocks; Carson Blvd to Sepulveda, Lunada Bay, PV
Principal Shopping Days Sun , Fri , Sat
Stores Open Evenings Department and Food—7 days a week

13—RETAIL OUTLETS: Department Stores May Co (Redondo Beach), The Broadway 5, Bullocks, Montgomery Ward 2, Ohrbach's (Torrance); Sears 3, Penneys 6 (Torrance, Westchester, Carson, Inglewood, Hawthorne, Fox Hills), Buffums (Palos Verdes); Boston Stores 3
Discount Stores (CZ) The Akron, Zodys 4, Leonards 1, K-Mart 3; Try-It-Store; Angel's; Fed Mart 2; The Treasury; Simon's; Gemco 3
Variety Stores J J Newberry 6; Woolworth 1; Cornet Stores 1, Kress, Kresge, TG&Y 3, Hermosa 5-10-25¢
Chain Drug Stores (CZ) Thrifty Drug 10, Sav-On 10, HyLo, Clark Drug 3, The Guild 3, Walters 1, Long's 1
Chain Food Supermarkets Safeway 18; Lucky 10, Thriftmart 2, Ralph's 5, Market Basket 5, Foods Co 5, Von's 7, Mayfair 3, Royal Food; Boy's Market 6, Alpha Beta 9, Better Foods 2, Hughes 3, Food King 2, Top Valu 4, McCoys 2
Other Chain Stores Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I Magnin Lerners, Judy's, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q House of Nina, Wilson House of Suede, Gale's, Alroe, The Gap, Miss Lori; Men's: Harris & Frank, Silverwoods, Surprise Store, Richman Bros 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3; Flagg Bros , Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C H Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 2, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2, Furniture & Carpeting: McMahan's 4, Barker Bros, Moran Draperies, Carpetown Carpeteria 2, Hub, R-B Furniture 3, Danica, Lee's Bars & Stools, Friendly Furniture Modern Way 2, Ortho 2 Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furniture; Jewelers: Hudson, Zale's, Slavicks, Lawsonhs 2, Murata Pearls 2, Star of Siam 3; Weisfields, Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, International House of Pancakes 2, Gloria Marshall Reducing, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co , NIKL Music, Pier 1 Imports, Van de Kamp Bakery 12, Cost Plus Imports

14—NEWSPAPERS: THE DAILY BREEZE (e) 85,945, (S) 100,301 Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Herbert G Gulick, Gen Mgr , THE DAILY BREEZE
National Representatives Sawyer-Ferguson-Walker Co

SOUTH GATE, CALIF.

See HUNTINGTON PARK, CALIF.

SOUTH LAKE TAHOE, CALIF.

1—LOCATION: El Dorado County, E&P Map C-4, Lake Tahoe on Highway 50, 11[illegible] miles from Sacramento at Nevada-California Stateline

2—TRANSPORTATION: Intercity Bus Lines Greyhound, Graylines, L T R Stage Lines
Scheduled Airlines Aspen Airways, Wings West Airlines, Scenic Flying Services, Norcal
Motor Freight Delta Lines, Western Gillette, Arrow Mayflower, South Tahoe Moving and Storage (Bekins)

3—POPULATION:
Corp City 70 Cen 12,291; Loc Est 26,811
County 70 Cen 43,833, Loc Est 81,529

4—HOUSEHOLDS:
City 70 Cen 11,434; Loc Est 11,459
County 70 Cen 15,312 Loc Est 32,351

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Comm	7	$81,795,000
Sav & Loan Assn	5	$590,000,000

6—PASSENGER AUTOS: County 41,238

7—ELECTRIC METERS: (City) 9,527

9— PRINCIPAL INDUSTRIES (CZ): Tourism, year-around recreation, 5 major ski areas, 309 motels & hotels (6,529 units), Gaming, Nevada area, construction, real estate, mining 1971 19,100 wage earners, incl seasonal

10-CLIMATE: Summer, av temp 65 Winter, av Temp (Jan) 26-40 Snow, Dec thru April

11—TAP WATER: Alkaline, soft, not fluoridated

12—RETAILING: Neighborhood Shopping Centers
Lampson Plaza 22 stores, Ski Run 8 stores, Alphine, Bijou, Meli's, Schnidts, Ski Run, Town & Country, Round Hill Pines, Zephyr Cove, Nevada, Incline Village, Nev

Nearby Shopping Centers

Name of Shopping Center	No of Stores	Principal Stores and/or Supermarket.
Al Tahoe	10	Pay Less Drug, Lucky Mkt
Tahoe Crescent	24	Mitchells Jewelers, Wrangler Ranch
Tahoe South Y	25	K-Mart, Raleys Drug

13—RETAIL OUTLETS: Dept Stores Lawrence's, Joseph Magnin, Carson Furniture, Raley's 2, K-Mart, the Outdoorsman, Outfitter
Variety Stores Sprouse-Reitz 2
Chain Drug Stores Shelley's 3, Payless, Thrifty Drug, Raleys 3

Chain Food Stores Safeway 7, Inks Markets 1, Raley's 4, Lucky Stores 2
Other Chain Stores Montgomery Ward (TBA Appliance), Sears (TBA, Appliance), Grand Auto, Firestone, Handy Andy

14—NEWSPAPERS: TAHOE TRIBUNE (e-Mon to Fri.) 10,869, Sworn Sep 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data D W Wright, Publisher, TAHOE TRIBUNE
National Representatives: None.

STOCKTON, CALIF.

1—LOCATION: San Joaquin County (SMSA) E&P Map B-4 Deep water port Shipping center for Sacramento and San Joaquin Valleys County Seat 78 mi from San Francisco on I-5, 345 mi from Los Angeles

2—TRANSPORTATION: Railroads Southern Pacific, Western Pacific, AT&SF, Center California Traction Co (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight), Stockton Terminal & Eastern (freight)
Motor Freight Carriers 38 Common, 90 Contract
Freight Steamship Lines 23
Intercity Bus Lines Greyhound, Continental Trailways
Airlines Air Pacific, Yosemite, P.S.A., Golden Gate, Frontier

3—POPULATION:
Corp City 70 Cen. 107,644, Loc. Est 131,100
CZ ABC (70) 161,206, (80) 181,900
RTZ-ABC (70) 202,618, (80) 235,200
County/SMSA
70 Cen 289,564, Loc Est 316,600
City & RTZ-ABC (70) 363,824, (80) 417,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 36,208; Loc Est 63,200
County/SMSA 70 Cen 92,372; Loc. Est 123,654
City Zone-ABC (70) 53,249; (80) 68,800
RTZ-ABC (70) 63,669; (80) 85,200
City & RTZ-ABC (70) 116,918; (80) 154,000

5—BANKS:	NUMBER	DEPOSITS
Commercial	35	$1,060,046,617
Savings & Loan	24	$565,906,000

6—PASSENGER AUTOS: County 161,271

7—ELECTRIC METERS: Res (CZ) 55,658

8—GAS METERS: Res (CZ) 50,617

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing 19,700 ($291), Food Products 6,700 ($295), Paper, printing & Pub 1,700 (NA); Lumber & Wood Products 2,300 (NA), Machinery 1,100 ($394), Trans. & Utilities 5,000 (NA); Trade 27,400 (NA); Finance Ins & Real Estate 4,900 (NA), Services 24,100 (NA), Gov't 27,700 (NA)
Principal Pay Days Fri., 1st & 15th

10-CLIMATE: Min & Max Temp—Spring 47-78; Summer 58-94, Fall 49-74, Winter 37-65 First killing frost, Dec 12 Last killing frost, Feb 8

11—TAP WATER: Moderately hard; not fluoridated

12—RETAILING: Downtown Shopping Area, consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers (11) Pacific Ave from Harding to Alpine; Wilson Way from Market St to Harding Way, Charter Way from El Dorado to Grant, Marnego Ctr., Pacific Ave at Swain Rd., Lincoln Ctr., Benjamin Holt Drive from Pacific Ave to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd to Duncan, Weberstown-Sherwood Manor, (Regional Shopping Center), Pacific Ave from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane, Venetian Gardens, March Lane & Pershing, Venetian Sq., March Lane & Pershing, College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pacific Ave	2	Lucky Store
Charter Way	1½	Safeway
Wilson Way	1½	Albertson's, Payless
Lincoln Center	5	Don Quick, Campbell's, Albertson's, Payless
Lincoln Village West	5	Don Quick
Mayfair	4	Savemart
Weberstown	4	Sears, Weinstock's
Sherwood Manor	4	Macy's, Ward's
Sherwood Plaza	4½	K-Mart
Parkwoods	5½	Sibs Mkt.
Hammer Lane	5½	Alpha Beta
Venetian Sguare		Frys
Yosemite	2	Troglias Dept., A&L Mkt.
Waterloo Rd		Rasco-Tempo, Giant Food, Don Quick
Venetian Gardens	1/2	Alpha Beta
College Sq	4½	Mervyn's
Hammer Ranch	5	Long's

Principal Shopping Days: Department Stores Thurs., Fri., Sat & Sun
Stores Open Evenings Downtown—Thu., Fri. Webertown-Sherwood Manor—Mon thru Fri., Pacific Ave—Mon., Thurs., Lincoln Village—Mon and Thurs
Stores Open Sundays Major Grocers, Dept & Discount Macy's, Weinstock's, Ward's, Sears, Breuner's, Payless, K-Mart, Penney's, Angel's, Mervyn's

13—RETAIL OUTLETS: Department Stores J C Penney 2; Macy's, Weinstock's; Montgomery Ward, Sears; Dry Goods Stores, Rosenthal's, Brown & Mahin 2; Katten & Marengo 2, Troglia's 2, Furniture Stores, Breuner's; M Corren, N Sweet, Acme, Capital, Great Western, Georgetown Manor; R B Furn., Quaker House; Hagerty & Fasen, Thornton House
Discount Stores (CZ) K-Mart 2, Gemco, Pay Less 2, Rasco-Tempo, Angel's, Long's
Variety Stores Kress, Newberry
Chain Drug Stores (CZ) Thrifty 3, Pay Less 2, Green Bros 3, Long's 2, Ethical Pharmacy
Chain Food Supermarkets Alpha-Beta 2, Centro Mart 10; Quik Stop 4, Sib's 3, Lucky; Save-mart 3; Safeway 5, Seganni's 5 Gemco 1; 7-Eleven 3, Don Quick 9, K-Mart 2, Albertson's 3; Fry Markets, New Deal 2
Other Chain Stores in Corporate City—Shoes Gallenkamp, Karl's, Leed's 2; Women's Wear Lerner's, Park Lane Hosiery, Auto Supply Goodyear 2, Firestone 2, Western Auto, Grand Auto 2; Big Brake, Roddy's, Kragen Auto, Mervyn's; Best Dept Store, Winston Tire, Big-O Tires

14—NEWSPAPERS: RECORD (e-mon to fri.) 56,488, (Sat m) 56,126, (S) 57,387, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Bob West, Nat'l Adv Mgr., RECORD
National Representatives Gannett Newspaper Advertising Sales

SUISUN, CALIF.
See FAIRFIELD, CALIF

TAFT, CALIF.

1—LOCATION: Kern County (In Bakersfield SMSA) E&P Map C-6 133 mi NW of Los Angeles, 290 mi SE of San Francisco On U.S. Hwy 33

2—TRANSPORTATION: Railroads Sunset
Bus Line Foster Transp to Bakersfield
Motor Freight Carriers 5

3—POPULATION:
Corp City 70 Census 4,285, Loc Est 4,594
County/SMSA
70 Cen 329,271, Loc Est 385,622

4—HOUSEHOLDS:
City 70 Cen 1,496, Loc Est 1,846
County/SMSA
70 Cen 101,650, Loc Est 137,783

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$78,000,000
Sav & Loan Assns	2	$32,500,000

6—PASSENGER AUTOS: County 179,313

7—ELECTRIC METERS: Total 5,447

8—GAS METERS: Total 5,040

9— PRINCIPAL INDUSTRIES (CZ): Oil Industry 4,950 Emp $250 wk

10-CLIMATE: Min & Max Temp—Spring 45-80; Summer 75-108, Fall 65-80, Winter 32-60 First killing frost, Dec 28 Last killing frost, Jan 14

11—TAP WATER: Neutral, very soft; not fluoridated

12—RETAILING:
Prinicipal Shopping Days Fri & Sat
Stores Open Evenings Shpg Ctr & Some Downtown

13—RETAIL OUTLETS: Department Stores J C Penney, Sugar 'n Spice, Lack's for Guys and Gals, Bob & Vic's, Weldons, Marty's, Helen's Shoppe, Lee's Shoe Palace, The Boat Shop; Word of Faith Book Store
Variety Stores TG&Y, Kirkpatrick Bros., Bonanza, 88 Discount Mart
Chain Drug Stores Safeway 1
Chain Food Supermarkets West Side, Safeway, 11-C, Hall Mart
Other Chain Stores Mode O'Day, Goodyear, TG&Y, Safeway Drug Center, Sears (Catalog), Wards (Catalog), Beno's, Coast to Coast Stores

14—NEWSPAPERS: MIDWAY DRILLER (e-Mon to Fri.) 3,967, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Don Durham, Adv Dir., MIDWAY DRILLER
National Representatives None

TAHOE, CALIF.
See SOUTH LAKE TAHOE, CALIF

THOUSAND OAKS, CALIF.

1—LOCATION: Ventura County E&P Map D-7 (in Oxnard-Simi Valley-Ventura SMSA) 40 mi west of Los Angeles, 396 mi south of San Francisco. On U.S. Hwy 101, State Highway 23, Hq for Northrop—Ventura Science Mfg and North American Aviation Science Center Home of California Lutheran College. Summer training camp for Dallas Cowboys

2—TRANSPORTATION: Airlines—Golden West Airlines in Oxnard (21 miles), Ventura County Airport, complete facilities for private aircraft. Los Angeles International Airport (55 miles), Camarillo Airport in Camarillo (8 miles)
Bus Lines Greyhound, Great American Stageline to Los Angeles International Airport, and Local city bus
Railroads Southern Pacific and Santa Fe in Camarillo (8 miles)
Shipping Ports Deep Water, Hueneme (24 miles) service to coastal and foreign ports
Trucklines California Motor Express, Consolidated Freightways, United Parcel, Pacific Motor Trucking, Leeway Motor Freight, and other major trucklines

3—POPULATION:
Thousand Oaks 70 Cen 35,873; Loc Est 76,950
Conejo Valley 70 Cen 52,350, Loc Est 92,849
Primary Mkt Area ABC
(70) 60,921, (80) 81,700
County/SMSA
70 Cen 378,497, Loc Est 510,563
Demographic Information available for Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 9,711, Loc Est 24,025
County/SMSA
70 Cen 106,469, Loc Est 169,128
Primary Mkt Area ABC (70) 16,163 (80) 24,700

5—BANKS:	NUMBER	EST. DEPOSITS
Savings	23	$160,000,000
Sav & Loan Assns	18	$230,000,000

6—PASSENGER AUTOS: County 264,077

7—ELECTRIC METEPS: Residence 33,555

8—GAS METERS: Residence 33,300

9— PRINCIPAL INDUSTRIES (CZ): There are approximately 127 industrial firms in the Conejo Valley Leading group classes of products are electronic components, aircraft and missile components, defense systems and plastic products. The largest industrial firms and employment in the area are: Northrop Corp 890, Burroughs Corp 1050, Bunker Ramo 900, Semtech Corp 625; Autologic Corp 400; Raypal Co., Inc 300, Fansteel Corp 230, State Farm Insurance 720, Los Robles Reg Med Center 800 Conejo Valley Unified School District 1500 Westlake Com Hosp 423, IBM Corp 250; California Lutheran College 275, Rockwell Int'l Science Center 420, News-Chronicle 172, TRW 125, McDonald Enterprises 100, Trailer Life P[illegible] 130, Prudential Ins Co (home office 1980) [illegible] Lexitron Corp (operational 1980) 800 Numb[illegible] Wage Earners 237,200

10-CLIMATE: Min & Max Temp—Spring 53-81, Summer 69-90, Fall 59-84, Winter 42-71

11—TAP WATER: Alkaline

12—RETAILING: Principal Shopping Center The Oaks Mall

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Albertson's Plaza	10	-
Big Oak	17	-
Casa Conejo Plaza	14	-
Conejo Plaza	17	-
Conejo Valley Plaza	10	Sav-on Drug, Ralphs
County Line Center	-	-
E and K Center	-	-
El Cid	40	-
Evergreen Plaza	9	-
Glen Oaks	10	-
Heritage Plaza	80	-
Janss Mall	8	-
K-Mart Center	20	K-Mart
Kanan Plaza	20	-
Kanan Village	-	-
L and K Center	15	-
La Siesta	13	-
Newbury Park Center	17	Newbury Hdwe
Newbury Square	10	-
North Oaks Plaza	18	Dairy Queen, B&Dmkts
Oak View Plaza	20	-
Old Town	22	-
Palm Plaza	27	-
Park Oaks	36	TG&Y, Radio Shack
Park Plaza	24	-
Skyline Plaza	10	-
Sun Plaza	135	-
The Oaks	100	Broadway, Bullocks, J.C. Penney, May Co
The Olive Grove	40	-
Twin Oaks Plaza	12	-
Village Court	20	-
Village Glen	23	-
Village Square	7	Safeway
Vogue Plaza		-
Wendy-Kimber Plaza	20	-
Westlake Business Park	-	-
Westlake Hills Plaza	40	-
Westlake Plaza	35	Thriftimart

Principal Shopping Days Fri., Sat., Sun
Stores Open Evenings Mon., Fri

13—RETAIL OUTLETS: Department Stores Sears, Broadway, May Co., Robinson's, J.C. Penney, Nahas
Variety Stores Newberry's, Sprouse-Reitz
Discount Stores K-Mart,
Chain Drug Stores Thrifty, Safeway, Guild, Sav-on, All Med., Clark's, Rexall, CVS
Chain Food Stores Albertson's, Alpha Beta, Von's, Safeway, Thriftmart, K&G Mkts., Ralphs
Other Chain Stores Rug Crafters, Hairstyling & Nail Co.; Le Monaco's, Hansel and Gretel, Earthcraft, Expanding Wall, Paintings of the World, Sunset House, Wallpapers To Go, Wood Factory, Gordon's, J Herbert Hall, Jade House, Kirk's Jewelers, Murata Pearl, Slavick's, Zales, Barney's, The Brick Shirt House, Chess King, Gingiss Formalwear, Silverwood's, Zeiler & Zeiler, The Gap, Harris & Frank, Jacke Wolfe, Jeans West, Miller's Outpost, Creative Stereo, Gould Music, Musicland, Organ Exchange, Radio Shack, The Wherehouse, Airstep West, Athlete's Foot, Bell Bros. Shoes, Berman Corson Shoes, Buster Brown, Connie's Shoes, Foot Locker, Gallenkamp, Hanover Shoes, Hardy Shoes, Kinney, Leed's, Maling's, Florsheim, Red Cross Shoes, Regal Shoes, The Shoe Affair, Thom McAn, The Wild Pair, B. Dalton Bookseller, The Game Keeper, Hoffman Barber/Beauty Supply, House of Fabrics, I Natural Cosmetics, Merlo's Cutlery, Michael's Toys, Moran Drapery, Nails Etc., National Uniforms, Parklane Hosiery, Pipe Pourri, The Sunglass, Texas Instruments, Vince's Pet Center, Walden Books, Casual Corner, Contempo Casuals, Fashion Conspiracy, Foxmoor, KoKo's Fashions, Lanz of Calif., Lerner's, Motherhood Maternity, Pigeon's, Poppy Seed, Rix Rack, Sandy Lane, Show Off, Size 5-7-9, Susie's Casuals, Windsor Fashions, RB Furniture, Builder's Emporium, Lumber City, Mart Furniture, Mervyn's, Nurseryland, Ethan Allen-Traister's, Wetherby Kayser, Red Wing Shoes, Merle Norman, Carpeteria; Stretch & Sew, Cloth World, Singer

14—NEWSPAPERS: NEWS-CHRONICLE (e-Mon to Fri.) 19,817, (S) 20,265, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Larry Boline, Adv Dir, NEWS-CHRONICLE
National Representatives Western Dailies

TORRANCE, CALIF.
See SOUTH BAY, CALIF

TULARE, CALIF.

1—LOCATION: Tulare County E&P Map D-6 Centrally located on US Hwys 99, 63 and State Hwy 137 in Central San Joaquin Vally. 45 Hwy mi S of Fresno; 63 Hwy mi N of Bakersfield Dairying and farming center, with some light manufacturing

2—TRANSPORTATION: Railroads Southern Pacific, Santa Fe (freight only)
Motor Freight Carriers 18 Local, 20 Major
Intercity Bus Lines Continental Trailways, Greyhound, Orange Belt
Airlines InLand, Swift

3—POPULATION:
Corp City 70 Cen 16,235; Loc Est 21,843
CZ ABC (70) 21,485, (80) 27,700
RTZ-ABC (70) 18,551, (80) 22,400
County 70 Cen 188,322, Loc Est 238,350
City & RTZ-ABC (70) 40,036 (80) 50,100

4—HOUSEHOLDS:
City 70 Cen 5,212, Loc Est 8,230
County 70 Cen 56,490, Loc Est 83,483
CZ ABC (70) 6,623, (80) 9,800
RTZ-ABC (70) 4,986 (80) 6,800
City & RTZ-ABC (70) 11,609, (80) 16,600

5—BANKS:	NUMBER	DEPOSITS
Commercials	6	Not Available
Sav & Loan Assn	7	Not Available

6—PASSENGER AUTOS: County 101,120

7—ELECTRIC METERS: Residence 6,519

[illegible]-GAS METERS: Residence 7,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Constr 800 ($[illegible]00-350), M'g 900 ($125-250), Agriculture 800 to [illegible]000 (unskilled) $125-$225, (seasonal, skilled) $[illegible]25-300, Ag(seas) ($125 to $300), Ag(year ($12[illegible]-300)
Principal Industrial Pay Days 1st and 15th

10-CLIMATE: Min & Max Temp—Spring 46-84, Summer 62-93, Fall 48-69, Winter 36-57 First killing frost, Nov Last killing frost Feb

11—TAP WATER: Neutral, very soft, pure, not fluoridated

12—RETAILING: Principal Shopping Center 10 blocks on K Street, 5 on Tulare St, 5 on Kern St
Neighborhood Shopping Centers Miracle Mile (E Tulare Ave.), West Inyo St., Business Route 99, Tower Square, downtown

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Town & Country Village	2	K-Mart, Alpha Beta, Thrifty Drug

Principal Shopping Days Thurs., Fri., Sat & Sun

13—RETAIL OUTLETS: Department Stores J C Penney, Leggett's, Montgomery Ward (catalog), K-Mart, Sears (catalog), Men's Stores— Cave's, Bob Myers, McCourt's, Satarjan, Menaboys, Women's Stores—Vogue, Mari D's
Variety Stores Rasco
Discount Stores Surplus City
Chain Drug Stores Thrifty Drug, Sweet's Drug (McKesson), Hamilton Pharm (McKesson)
Chain Food Supermarkets Safeway, Alpha Beta
Other Chain Stores Western Auto, Goodrich, Ace Hardware, Remar's, Trend O'Fashion, Mode O'Day, McMahan Furniture, Mathis & Bollinger, Bino's, Fisco, Radio Shack, Ernie's Liquor

14—NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,920, March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data John Nelson, Adv Dir, ADVANCE-REGISTER
National Representatives Branham/Newspaper Sales

TURLOCK, CALIF.

1—LOCATION: Stanislaus County (In Modesto SMSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99, 40 mi. S of Stockton, 300 mi. N. of Los Angeles, 100 mi. S.E. of San Francisco.

2—TRANSPORTATION: Railroads So. Pac., Tidewater Southern, Santa-Fe.
Intercity Bus Lines Greyhound, Continental Trailways

3—POPULATION:
Corp. City 70 Cen. 13,992; Loc. Est. 24,350
CZ ABC: (70) 15,754, (80) 26,000
RTZ-ABC: (70) 26,395, (80) 29,800
Co./SMSA 70 Cen. 194,506, Loc. Est. 256,825
City & RTZ-ABC: (70) 42,149, (80) 55,800

4—HOUSEHOLDS:
City 70 Cen. 4,802; Loc. Est. 9,079
Co./SMSA 70 Cen. 62,100; Loc. Est. 95,030
CZ ABC: (70) 5,369, (80) 10,200
RTZ-ABC: (70) 7,723; (80) 97,200
City & RTZ-ABC: (70) 13,092; (80) 19,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commerical Banks	8	$190,000,000
Sav. & Loan Assn.	8	$114,000,000

6—PASSENGER AUTOS: County 124,230

7—ELECTRIC METERS: (CZ & RTZ) 13,100

8—GAS METERS: (CZ) 11,026

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food (Jan. 1,419—Sept. 2,833); Gov't 1,512; Const 504; Mfg 934; Transp 543; Services 1,787; Whls. & Retail Trade 1,841

10-CLIMATE: Min. & Max. Temp.—Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11—TAP WATER: Alkaline, hard, not fluoridated

12—RETAILING: Principal Shopping Center 6 blocks on Main from Lander on the west to Palm on the east, plus one block each way north and south of Main. 120 stores.
Neighborhood Shopping Center Canal Center, 6 stores 1 blk. on E. Canal at Johnson. Geer Road Shopping Center, 1 Block on Geer Rd., 12 Units; Geer Gardens Center 2 blocks on Geer at Minnesota.
Principal Shopping Days Thurs., Fri., Sat.
Stores Open Evenings Thu., some on Fri.

13—RETAIL OUTLETS: Department Stores Turlock Mercantile, J.C. Penney, Montgomery Ward, McMahan's, Beno's.
Variety Stores Woolworth, Sprouse- Reitz, Bonanza 88¢
Chain Drug Stores Boie's 3; Sav-Mor, Thrifty, Long's Drugs
Food Supermarkets Safeway, Liberty 2; National, Rudy's Mkt., Richland Mkt., Buy Way Mkt., Save Mart, Neal Deal, Lucky Mkt.
Other Chain Stores Women's Wear, Mode O'Day, Jay Vee, House of Fabrics, Radio Shack, Kragen Auto Supply

14—NEWSPAPERS: JOURNAL (e) 8,936, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gerald Latham, Adv. Dir., JOURNAL
National Representatives Branham/Newspaper Sales.

UKIAH, CALIF.

1—LOCATION: Mendocino County, County Seat. 117 mi. N of San Francisco, E&P Map A-4

2—TRANSPORTATION: Northwestern Pacific RR, Greyhound Bus., Hertz.
Motor Freight Carriers 4
Airlines Smith's (charter), Ace (charter), Hires (charter); Ukiah (charter), Triple A (charter) Stol Air

3—POPULATION:
City 70 Cen. 10,095, Loc. Est. 12,190
County 70 Cen. 51,101, Loc. Est. 66,134
Two counties: Mendocino Co. and Lake Co. Est. 99,400
Demographic Information is available from Newspaper. See paragraph 14

Times-Herald
Vallejo, California

"Solano and Napa counties' morning newspaper"

DONREY MEDIA GROUP

4—HOUSEHOLDS:
City 70 Cen. 3,397, Loc. Est. 4,844
County 70 Cen. 16,588, Loc. Est. 25,165

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	5	Not Available
Sav. & Loan Assn.	4	Not Available

6—PASSENGER AUTOS: County 30,658

7—ELECTRIC METERS: Res., Co. 24,644

8—GAS METERS: Res., County 5,970

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of employees (avge. weekly wage) Lumbering 1,650 emp., ($140); Carpets 60; Particle Board 145 ($180), Machy. Mfg. 45 ($160). Flange Specialties 35; Tourism, Recreation.

10-CLIMATE: Min. & Max. Temp.—Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct. Last killing frost, Middle, March

11—TAP WATER: Neutral, soft, not fluoridated

12—RETAILING: Principal Shopping Centers Downtown area, Peartree, Deep Valley, Orchard Plaza.
Principal Shopping days Thurs., Fri.
Nearby Shopping Centers Yokayo (6 blocks) North State (3 mi.) Food Depot, Wilson Furniture, Mendo Mill & Lbr., Deep Valley Shpg. Ctr.
Stores Open Evenings Dept. - Thu.; Food - Nightly

13—RETAIL OUTLETS:
Variety Stores: Rasco's, Sproused-Reitz, Cal's Variety; Ben Franklin.
Discount Stores Value Giant; Thrifty.
Chain Drug Stores (CZ) Rexall, Medico 2; Thrifty 2, Value Giant, Long's
Chain Food Supermarkets Shop & Save, Farmers, Albertson's, Safeway.
Other Chain Stores J. C. Penney, Montgomery Ward; Sears (catalog); Sproutz-Reitz; Rasco's, Ben Franklin; K-Mart; Coast-to-Coast Hdwr.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri. S) 8,734, Sworn Sept. 30,1979. (Latest statement available)
Local Contact for Advertising and Merchandising Data: Gary L. Fawson, Adv. Dir., JOURNAL **National Representatives** None

UPLAND, CALIF.
See ONTARIO, CALIF.

VALLEJO, CALIF.

1—LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield Napa SMSA), 25 mi. N of Oakland, 35 mi. N of San Francisco, 59 mi. W of Sacramento. On Interstate 80.

2—TRANSPORTATION: Railroads So. Pacific (freight).
Motor Freight Carriers 9
Intercity Bus Lines Vallejo Transit, Greyhound, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 71,710, Loc. Est. 78,500
Prim. Mkt. Area 70 Cen. 169,941. (80) 215,700
County 70 Cen. 171,815, Loc. Est. 218,500
SMSA 70 Cen. 250,955, Loc. Est. 303,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen., 24,205, Loc. Est. 28,657
County 70 Cen. 51,120, Loc. Est. 73,000
SMSA 70 Cen. 76,218, Loc. Est. 112,749
Prim. Mkt. Area 70 Cen. 51,120, (80) 74,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Banks & Sav. & Loan	19	$229,153,208

6—PASSENGER AUTOS: County 109,218

7—ELECTRIC METERS: Residence 32,541

8—GAS METERS: Residence 29,777

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shipyard 11,000 ($375), General Mills 130 ($325), Solano Steel 25 ($350), Syar Construction 150 ($425), Kaiser Ind. 200 ($375), Peter Kiewit & Sons 50 ($425)

10-CLIMATE: Min. & Max. Temp.—Spring 49-80, Summer 56-80; Fall 44-78; Winter 39-63

11—TAP WATER: Alkaline, hard, fluoridated

12—RETAILING: Principal Shopping Center 5 blocks on Georgia St., 8 on Tennessee St., 3 on Virginia St., 5 on Broadway, 5 on Marin St., 6 on Springs Road., 5 on Sonoma, 2 on Sacramento, 3 on Solano.
Regional Shopping Center 40 Stores—Sonoma, Idaho, Sacramento and Redwood Streets.
Neighborhood Shopping Center 2 blocks at Sacramento & Gardner, Nebrasko and Broadway, Broadway & Tennessee; 2 blocks at Springs Road and Maple, Tuolumne and Tennessee, Tuolumne and Redwood, Springs Road & Oakwood, Springs Road & 180.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket.
Flemingtowne	10	Vallergas Market
Larwin Plaza	40	Kresge, Sears, Consumers, Dist., Smith's
Rancho Square	6	Safeway
Hilltop	49	Macy's, Capwells, Penney's
Solano/80	10	Payless, Lucky Store
Bway/tenn	-	Smiling Sam Drugs
Tuolumne & Tenn	-	Market Basket
Springs Rd. & I-80	-	Payless
Sonoma and Serano	-	Long's Drug & Fry's

Principal Shopping Days Sat., Mon., Wed., Fri.
Stores Open Evenings Food & drug—every night
Shopping Center Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores Sears, Levee's, Wards
Discount Stores (CZ) Discount Furniture, Thrifty Drug, K-Mart, Payless, Victory, Self-Service Furn. Co., Lucky Yard Bird; Mervyn's, Grossmans, Wickes, Color Tile, Rainbo Furn.
Variety Stores Sprouse-Reitz, Smiling Sam's, Kresge, Longs Drugs, Kragens, Grand Auto, Pic'n Save, Carpeteria, Grossmans
Chain Drug Stores (CZ) Merrill's, Thrifty, Payless, Smiling Sam's, Longs Drugs
Chain Food Supermarkets Safeway 4, Vallerga's, Lucky, Farmer's Mkt.; Abeyta Village Super Market, Fry's
Other Chain Stores Grand Auto, Breuner's (furn.), Mode O'Day, Singer Co., Sherwin-Williams; Firestone, Goodyear, Jay Vee, Wolff's (jewelry), Meyers (jewelry), Smith (men's wear), Hartfields (women, misses), Allen's (shoes), Hardy Shoes; Reeves Shoes, Save-on-Fashions (women, misses), Baskin-Robbins (ice cream), Hancock Fabric, Volume Shoes.

14—NEWSPAPERS: TIMES-HERALD (m) 23,605, (S) 23,709, Mar. 31, 1980 ABC
Local Contactfor Advertising and Merchandising Data: Dave Caffoe, Gen. Mgr., TIMES-HERALD and NEWS-CHRONICLE.
National Representatives Western Dailies; US-SPI.

VAN NUYS, CALIF.
See SAN FERNANDO VALLEY, CALIF.

VENTURA, CALIF.

1—LOCATION: Ventura County, E&P Map D-7, County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast, 70 mi. NW of Los Angeles.

2—TRANSPORTATION: Railroads So. Pac.
Motor Freight Carriers 6
Airlines Golden West & Desert Pacific
Intercity Bus Lines Greyhound.

3—POPULATION:
Corp. City, 70 Cen. 57,964, Loc. Est. 69,008
Primary Mkt. Area ABC
(70) 164,472; (80) 227,500
Total Prim. Mkt. Area ABC
(70) 211,958, (80) 297,600
Total Prim. Mkt. Area & RTZ-ABC
(70) 376,430, (80) 525,100
County/SMSA
70 Cen. 378,497, Loc. Est. 510,563
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 18,657, Loc. Est. 26,491
County/SMSA 70 Cen. 106,469, Loc. Est. 169,128
Primary Mkt. Area ABC
(70) 50,452; (80) 79,400
Total Prim. Mkt. Area ABC
(70) 56,017; (80) 90,500
Total Prim. Mkt. Area & RTZ-ABC
(70) 106,469; (80) 169,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	(City) 9	N.A.
Sav. & Loan Assns.	(Co.) 12	$1,187,878,000

6—PASSENGER AUTOS: County 260,188

7—ELECTRIC METERS: Residence 28,571

8—GAS METERS: Res. & Com'l. 23,191

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Oil Production & Affiliated 2,000; Food Processing 80-150; Garment Mfg. 100; Aggregate Plant 29.
Principal Industrial Pay Days Oil Industry, 10th and 25th; Banks, 1st and 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura 5th & 20th

10-CLIMATE: Min. & Max. Temp.—Spring 42-92; Summer 51-81; Fall 38-79; Winter 35-80.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center Buenaventura Center
Neighborhood Shopping Centers 6 blocks on N. Ventura Ave., 5 blocks on Main St.; East End, 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph, 4 on Buenaventura Ctr., 2 on Victoria Telegraph, 2 on Victoria Telephone, 1 on Kimball Telegraph

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Buenaventura	2	Broadway, Penney's, Wards
East Ventura	1½	Sears, Akron
Plaza	1½	Von's, Newberry's
College Square	3	Mayfair, Sunburst Farmers Mkt.
Victoria	3½	Safeway, Sav-On, Lumber City, K-Mart
Kimball	4	Albertson's
Esplanade	9	May Co., Sears

Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Mon., Fri.

13—RETAIL OUTLETS: Department Stores Broadway, Sears, Montgomery Ward, J.C. Penney; Ventura Dept. Store, Scott's, Great Eastern, Pic 'N Save; Mervyn's Dept. Store (RTA).
Discount Stores (CZ) The Akron (RTA); Fed Mart, K-Mart.
Variety Stores Woolworth, J.J. Newberry.
Chain Drug Stores (CZ) Thrifty 2, Drug King; Sav-On, College Phcy., Brand's Buena 2, Midway.
Chain Food Supermarkets (CZ) Safeway, Mayfair, Von's 2; Santa Cruz 7; Thriftimart 2; Alpha Beta, Albertson's.
Furniture Barker Bros., Levitz; R.B. Furniture, Ortho Mattress; Hub Furniture, McMahan's.
Other Chain Stores Barker Bros., Riviera Sofa; Firestone, Western Auto, Goodrich; Singer Co.; Sherwin-Williams Paint, Fuller Paints, Lawson Jewelry; Mills Jewelers, See's Candies, Stationer's Corporation, Desmond's, Women's Clothing: Joseph Magnin, Pic-A-Dilly, Lerner's, Frederick's of Hollywood. Shoes: Karl's Gallenkamp, Weatherby Kayser, Leed's, Kinney, Radio Shack, Harris & Frank, Silverwoods.

14—NEWSPAPERS: STAR-FREE PRESS (e) 39,907, (S) 42,134, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Spawn, Adv. Dir., STAR-FREE PRESS
National Representatives Western Dailies

VICTORVILLE, CALIF.

1—LOCATION: San Bernardino County (In Riverside-San Bernardino-Ontario SMSA), E&P Map E-7.

2—TRANSPORTATION: Railroads Sante Fe, Union Pacific
Intercity Bus Lines Greyhound, Continental Trailways
Air Service Apple Valley Airport

3—POPULATION:
Corp. City 70 Cen. 10,845, Loc. Est. 22,503
CZ ABC: (70) 11,545, (80) 13,800
RTZ-ABC: (70) 32,945, (80) 36,100
SMSA: 70 Cen. 1,140,609, Loc. Est. 1,453,123
County 70 Cen. 681,535, Loc. Est. 813,012
City & RTZ-ABC: (70) 44,490, (80) 49,900

4—HOUSEHOLDS:
City: 70 Cen. 3,561, Loc. Est. 8,080
County: 70 Cen. 212,021, Loc. Est. 295,184
SMSA: 70 Cen. 362,525, Loc. Est. 540,325
CZ ABC: (70) 3,561, (80) 4,900
RTZ-ABC: (70) 10,054, (80) 12,600
City & RTZ-ABC: (70) 13,615, (80) 17,500

5—BANKS: Commercial 5; Sav. & Loan Assn 5

6—PASSENGER AUTOS: County 406,292

10-CLIMATE: Min. & Max. Temp.—Spring 44-71; Summer 67-96; Fall 50-78; Winter 33-57.

12—RETAILING: Principal Shopping Center Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores).

13—RETAIL OUTLETS: Department Stores J. C Penney, Sears, TG&Y, K-Mart.
Variety Stores Gilbert, Sprouse Reitz, Cornet Stores.
Chain Drug Stores Thrifty
Chain Food Stores Safeway, Thriftimart, Von's, Alpha Beta, Stater Bros.
Other Chain Stores Goodyear, Montgomery Ward, Singer, Western Auto, Monsoon, Anita's, Mode O'Day, Gallenkamp's, Karl's, Builder's Emporium, Pic'n Save, Mark C. Bloom, Winston Tires.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 14,186, (S) 14,312, Mar. 31, 1980
Local Contact for Advertising Merchandising and Display Adv. Mgr. Data: Gene Gregory, Adv. Mgr., PRESS.
National Representatives Western Dailies

VISALIA, CALIF.

1—LOCATION: Tulare County, E&P Map D-6, County Seat. Agricultural, manufacturing, packing and livestock shipping center. On Hwy. 198, 187 mi. to Los Angeles; 245 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2—TRANSPORTATION: Railroads Freight on S.P., & S.F., Buses connect.
Intercity Bus Lines Greyhound, Continental Trailways, Orange Belt Stages.
Motor Freight Carriers 34
Airlines Inland Empire Airlines

3—POPULATION:
Corp. City 70 Cen. 27,268, Loc. Est. 42,542
CZ ABC: (70) 39,980; (80) 61,500
RTZ-ABC: (70) 26,984, (80) 22,300
County 70 Cen. 188,322, Loc. Est. 238,350
City & RTZ-ABC: (70) 66,964, (80) 83,800

4—HOUSEHOLDS:
70 Census: City 9,080; Loc. Est. 16,424
County 70 Cen. 50,490, Loc. Est. 83,483
CZ ABC: (70) 12,839; (80) 22,700
RTZ-ABC: (70) 8,225, (80) 7,500
City & RTZ-ABC: (70) 21,064, (80) 30,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	13	$418,864,000
Sav. & Loan Assns.	9	(incl. above)

6—PASSENGER AUTOS: County 108,284

7—ELECTRIC METERS: Residence 17,659

8—GAS METERS: Residence 16,951

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Hourly Wage)—Garment 370 ($6.50), Electronics 530 ($12.04), Woodworking 150 ($5.90), Machine Shop 91 ($7.90); Concrete Blocks 54 ($7.14), Canning and Processing 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74), Air Conditioning 150 ($8.15), Batteries 140 ($7.84).

10-CLIMATE: Min. & Max. Temp.—Summer 59-107; Winter 41-68

11—TAP WATER: Neutral, ranges from soft to medium hard, not fluoridated.

12—RETAILING: Principal Shopping Center 15 blocks on Main St., 6 on Center, 5 on Acequia, 4 on Locust; 5 on Court, 3 on Church St., Visalia Fair Ctr., County Center Shopping Center, Sequoia Mall Ctr.
Neighborhood Shopping Centers Mooney Blvd., Houston Ave., East Mineral King and West Mineral King Ave., Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country, Tower Plaza, Colonial Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Visalia Fair Mall	5	Penney's, Longs Drugs Gottschalk's Dept (40 more stores)
County Ctr. Plaza	4	K-Mart, Ward's, Payless Drug, Albertson Mkt.
Sequoia Mall	7	McDonalds Dept. Store, Sears, Mervyn's Dept (40 more stores)
Walnut Plaza	5	Grand Auto, Builders Emporium, Consumers Distributing

Stores Open Evenings Visalia Fair, 6 nights; Downtown Thurs., Food—Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13—RETAIL OUTLETS: Department Stores Montgomery Ward; J.C. Penney, Sears, Don McWilliams 2, Gottschalks, Mervyn's; J.M. McDonalds.
Variety Stores Woolworth.
Discount Stores (CZ) K-mart, Gemco.
Chain Drug Stores Long's, Thrifty; Payless; Gemco.
Chain Food Supermarkets Safeway; Youngs 2, Fairway, Best Buy Mkt., Alpha Beta, Albertsons.
Other Chain Stores Karl's Shoe, Anita Shops (women's), Cal Auto, Crescent Jewelers; Goodyear; Western Auto, Blue Chip Stamps, See's Candy, Remar's, Trend O'Fashion; Motherhood Maternity; Leed's Shoes; Singer Co., Carpet Town, House of Fabrics, Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builders Emporium; Fashion Fabrics, Pep Boys, McMahan's, Sherwin Williams, S&H Green Stamps; Rogers Jewelers; Zales; Topps & Trousers; Wherehouse, Bobby West; Borman Hallmark; Dreyers; William Carol, Arden's Womens, House of Fabrics, Disgener Fabrics, Handyman; Coast-to-Coast; Simon Sez Toys, Ardans, Firestone; Wilshire Paint; Color Tile, Grand Auto, Kragen.

14—NEWSPAPERS: TIMES-DELTA (e) 20,107, Mar. 30, 1980 ABC
Local Contact for Advertising and Merchandising Data: Paul R. Cislini, Adv. Dir., TIMES-DELTA.
National Representatives Gannett Newspaper Advertising Sales.

VISTA, CALIF.

1—LOCATION: San Diego County (In San Diego SMSA). E&P Map E-8, 32 mi. N of San Diego. Agricultural Area. On State Hwy. 76 & 78, Interstate 15 & 5.

2—TRANSPORTATION: Railroads Southern Pacific
Motor Freight Carriers 1
Intercity Bus Lines Greyhound

3—POPULATION:
Corp. City 70 Cen. 24,688, Loc. Est. 35,000
County/SMSA 70 Cen. 1,357,854, Loc. Est. 1,801,056

4—HOUSEHOLDS:
City-70 Cen. 8,322; Loc. Est. 14,000
County/SMSA
70 Cen. 423,513. Loc. Est. 670,827

5—BANKS:	NUMBER	DEPOSITS
Commercial (Local)	1	N.A.
Commercial (Branches)	15	N.A.

6—PASSENGER AUTOS: County 861,738

9— PRINCIPAL INDUSTRIES (CZ): Truck, Fruit and Poultry Farming.

10-CLIMATE: Min. & Max. Temp.—Spring 44-72; Summer 55-90, Fall 50-77, Winter 35-65.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Vista Broadway	0	Thrifty Drug, Safeway
Vista Plaza I	0	Coronet, Sears, Alpha Beta
Vista Plaza II	0	Sail Drug, Big Bear
Vista Plaza III		Vons, Sayon Drugs
College Blvd.	1	Sprouse Reitz, Thrifty Drug, Safeway
Plaza Camino Real	8	J.C. Penney, May Co., Sears, The Broadway, Bollocks, Woolworth
Vista Plaza IV	—	K-Mart
Village Mall	11	Sears, Walker Scott.

Principal Shopping Days Thu., Fri. & Sat.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 7,676, (S) 7,967, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Stanley Moss, Pub., PRESS.
National Representatives U.S. Suburban Press, Inc.

WALNUT CREEK, CALIF.

1—LOCATION: Contra Costa County (In San Francisco-Oakland SMSA). E&P Map B-5. Suburban retail trade area. 25 miles E of San Francisco. 17 miles E of Oakland.

2—TRANSPORTATION: Southern Pacific R.R., Bay Area-Rapid (BART) Transit; Greyhound Bus., A.C. Transit.

3—POPULATION:
Corp. City 70 Cen. 39,844, Loc. Est. 81,432
Retail Trading Zone, Loc. Est. 445,978
SMSA 70 Cen. 3,108,022, Loc. Est. 3,182,300
County 70 Cen. 555,805; Loc. Est. 618,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 14,029, Loc. Est. 32,464
County 70 Cen. 172,951, Loc. Est. 228,288
SMSA 70 Cen. 1,085,852; Loc. Est. 1,111,802

5—BANKS: 80. 62 S/L Assns.

6—PASSENGER AUTOS: County 367,975

7—ELECTRIC METERS: Residence 24,937

8—GAS METERS: Residence 18,648

9— PRINCIPAL INDUSTRIES (CZ): Standard Oil; U.S. Steel, Dow Chemical, Johns Mansville; Del Monte, Safeway, Wards Varian Instrument, Zehntel.

10-CLIMATE: Ann. max. temp. 72, min. 44, Rainfall 15 inches ann. average.

11—TAP WATER: Soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Park & Shop	7	Liberty House, Thrifty Drug, Woolworth's
Contra Costa	4	Montgomery Ward, Thrifty Drug, Home Yardage
Sun Valley	6	Macy, Penney, Sears, Hastings, Zales, Capwell's Roos Atkins, Grodin's, Smith's, Goldman's, Sommer & Kaufaman
Clayton Valley	10	Safeway, Lucky, Long's Drugs
Countrywood	-	McCaulou's Dept. Store, Long's Drugs
Willows	6	Livingston's
Vineyard	7	Fry's, K-Mart
Encina Grande		Safeway
Broadway		Penney, Woolworth, Capwell's, Bullock's

13—RETAIL OUTLETS: Department Stores J.C. Penney; Liberty House, Macy's, Sears, Capwell's Montgomery Ward; Bullock's, Mervyn's.
Discount Stores K-Mart, Treasury.
Variety Stores TG&Y, Woolworth.
Chain Drug Stores Guys; Longs, Payless; Pay 'n Save; Thrifty, Walgreen.
Chain Food and Independent Stores Albertson's; Farmers, Lucky, Louis, Ralph's, Alpha Beta, P&X, Safeway, Park & Shop, Frys, 7-11.
Other Chain Stores Automobile Accessories, Goodyear, Grand Auto, Firestone; Ladies Apparel, Goldman's, Lane Bryant, Clothes Barn, Anita, Mode-O-Day; Sandra Joy, Clothes Horse, Little Daisy, Casual Corner, Marlene's, Men's Apparel; Smith's, Hastings, Ladies' & Men's Apparel, Grodins, Roos/Atkins, Shoes, Weston's, Leeds, Kushins, Grandes, Sommer & Kaufman, Florsheim, Gallenkamp, Seniors, Watkins, Kinney, Burts, Smith & Foley, Allens, Hardy, Thom McAn; Candy, McFarlands, Edys, Hooper Lawrence Sees, Paint; Standard Brands, Kelly-Moore, W.P. Fuller, Payless, Professional, Sherwin-Williams, Furniture, Breuners, R & B Furniture, Levitz, Travalini, W.J. Sloane, Nor-Cal, Jewelry, Davidson/Licht, Granat Bros., Zales, Shreves, Weisfields, Milens, Wolff's, Music: Sherman & Clay, Music Box, Optical, Jenkel-Davidson, Franklin Phoenix.

14—NEWSPAPERS: CONTRA COSTA TIMES (m-mon. to Fri. & S.) (Paid) 49,574, (Free) 59,229, Total 108,803; sworn Mar. 31, 1980 V.A.C.
Local Contact for advertising and Merchandising Data: Bob Bartlett, Adv. Dir., CONTRA COSTA TIMES.
National Representatives Cresmer, Woodward, O'Mara & Ormsbee, Inc., USSPI.

WATSONVILLE, CALIF.

1—LOCATION: Santa Cruz County. E&P Map B-5. Hub of Pajaro Valley. Agriculture and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2—TRANSPORTATION: Railroads Southern Pacific.
Motor Freight Carriers 5
Intercity Bus Lines Watsonville; Greyhound, Santa Cruz Transit, Salinas Transit.

3—POPULATION:
Corp. City 70 Cen. 14,569; Loc. Est. 20,998
CZABC: (70) 21,539, (80) 33,220
RTZ-ABC: (70) 16,116, (80) 22,700
County/SMSA
70 Cen. 123,790, Loc. Est. 183,398
City & RTZ-ABC: (70) 37,655, (80) 55,900
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,026; Loc. Est. 8,402
County/SMSA 70 Cen. 44,420; Loc. Est. 76,820
CZ ABC: (70) 7,130; (80) 12,600
RTZ-ABX (70) 4,443; (80) 7,200
City & RTZ-ABC: (70) 11,573 (80) 19,800

5—BANKS: Commercial 8, Sav. & Loan 4

6—PASSENGER AUTOS: County 94,261

7—ELECTRIC METERS: Residence 11,775

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Food Processing and Packing 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200)
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 38-80; Summer 44-86, Fall 41-90; Winter 30-69. First killing frost, Nov. 22. Last killing frost. Apr. 11.

11—TAP WATER: Alkaline, soft, not flouridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
May Way	2	Freedom Food Ctr.
Town & Country	4	Happy Burro Mkt.
Alta-Vista	3	Happy Burro Mkt.
Eastlake Vlg.	6	Lambert's
Crestview	1	Lucky Store
Pajaro Valley	2	Albertson's, K-Mart
Rancho Del Mar	8	Safeway
Capitola Mall	17	Mervyn's Sears

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thurs.
Neighborhood Shopping Centers: No. Main St., E. Lake Area; Freedom; Pajaro.

13—RETAIL OUTLETS: Department Stores: Ford's; J.C. Penney.
Variety Stores: Rasco's; Woolworth.
Discount Stores: Value Giant; K-Mart.
Chain Drug Stores (CZ): May Way, Longs; Thrifty.
Chain Supermarkets: Lucky Stores, Albertsons.
Catalog Sales Stores: Montgomery Ward.
Other Chain Stores: Western Auto, Grand Auto.

14—NEWSPAPERS: REGISTER-PAJARONIAN (e) 12,436, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Adv. Dir., REGISTER-PAJARONIAN.
National Representatives Branham/Newspaper Sales.

WEST COVINA, CALIF.

See SAN GABRIEL VALLEY, CALIF.

WHITTIER, CALIF.

1—LOCATION: Los Angeles County (In Los Angeles- Long Beach SMSA). E&P Map D-7. 14 mi. E of Los Angeles, on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra, Interstate 605, Freeway North & South at City's westerly line.

2—TRANSPORTATION: Railroads: Union Pacific and Southern Pacific, Snta Fe.
Motor Freight Carriers: 7.
Intercity Bus Lines: Cross-Town Suburban, Greyhound; Southern California Rapid Transit District (RTD).
Airlines: At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Int. Airport.

3—POPULATION:
Corp. City 70 Cen. 72,863; Loc. Est. 73,768
CZ ABC: (70) 86,364; (80) 81,700
RTZ-ABC: (70) 285,492; (80) 299,500
County/SMSA
70 Cen. 7,036,887; Loc. Est. 7,244,676
City & RTZ-ABC: (70) 371,856, (80) 381,200

4—HOUSEHOLDS:
City 70 Cen. 25,257, Loc. Est. 30,025
Co./SMSA
70 Cen. 2,431,981; Loc. Est. 2,910,412
CZ ABC: (70) 29,416; (80) 31,900
RTZ-QBC: (70) 76,967; (80) 93,100
City & RTZ-ABC: (70) 106,383; (90) 125,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	15	N.A.
Sav. & Loan Assns.	8	$400,000,000

6—PASSENGER AUTOS: County 3,690,770

7—ELECTRIC METERS: Residence 26,020

8—GAS METERS: Residence 23,258

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Agriculture 400; Mining (Oil mainly) 500; Contract Construction 4,000; Mfg. 21,700; Transp., Comm., Utilities 7,500; Whsl. & Retail 18,500; Finance, Real Estate and Related 2,800; Service 14,300; Government 9,500; Total employment 79,200.
Principal Pay Days Fri., Sat., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 52-75; Summer 65-95, Fall 60-88, Winter 32-75.

11—TAP WATER: Neutral, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Philadelphia St., 9 blocks on Greenleaf Ave.
Other Shopping Centers (No. of Stores) Hadley & Whittier Blvd. (10); Whittier Quad at Whittier Blvd. & Laurel Ave. (36); Whittier Downs Mall, Washington Blvd. at Broadway (18); Whittwood at Whittier Blvd. & Santa Gertrudes Ave. (85); La Mirada, Rosecrans & Luitweiler (15); La Habra Plaza, Central & Hwy. (15); Fashion Square, Imperial & Hwy. (42); Puente Hills Mall (76).
Principal Shopping Days: Mon., Thu., Fri., Sat., Sun.
Stores Open Evenings: Dept.—Mon., Thurs., Fri. Food—Every evg.

13—RETAIL OUTLETS: Department Stores: Boston Stores 2; Sears, J.C. Penney 4; Hinshaw's; Broadway Whittier; May Co., Bullocks, Buffums; Montgomery Ward, Zody's, K-Mart, Jewelcor, Robinsons, Akron.
Discount Stores (CZ): SaveCo, Freight Outlet, Fedmart, Woolco.
Variety Stores: F.W. Woolworth 2, Newberry's 2; Sprouse Reitz; Pick and Save 2.
Chain Drug Stores in Area—Owl Rexall 5; Thrifty 4; Save-On 1; Serve Rite 1; Robbin's 2; [illegible] 1; Barrows; Barron's 1.
Chain Food Supermarkets: King Cole, Market Basket 4; Von's 4; Safeway 1; Alpha Beta 6; McCoy's 4; Lucky 1; Stater Bros., Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.
Other Chain Stores: LeRoy's (Jewelers); Gallenkamps Shoes; Firestone (rubber goods); King's (jewelry); Desmond's (clothing); Barker Bros. (furniture); Harris & Frank (clothing); Zales (jewelry); McMahon's (furniture); C.H. Barker; Leed's; Arrow; Western Auto, Robert Hall 2, Lawson Jewelers, Georgetown Manor (furniture).

14—NEWSPAPERS: NEWS (e) 19,677; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dwight King Adv. Dir., NEWS.
National Representatives: Branham/Newspaper Sales.

WILLOWS, CALIF.

1—LOCATION: Glenn County, E&P Map B-3, County Seat. Agricultural Center, 152 mi. NE of San Francisco and 92 mi. N of Sacramento. On U.S. Hwy. 99W; Interstate 5.

2—TRANSPORTATION: Railroads So. Pac.
Motor Freight Carriers 8
Intercity Bus Lines Greyhound

3—POPULATION:
Corp. City 70 Cen. 4,085, Loc. Est. 5,365
County 70 Cen. 17,521, Loc. Est. 21,547

4—HOUSEHOLDS:
City 70 Cen. 1,372, Loc. Est. 2,078
County 70 Cen. 5,723, Loc. Est. 8,158

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$10,500,000
Sav. & Loan Assns.	2	$9,000,000

6—PASSENGER AUTOS: County 10,085

7—ELECTRIC METERS: Residence 1,631

8—GAS METERS: Residence 1,618

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—(Av. Wkly. Wage): Lumber Mill 450 ($120); Dairy Processing 81 ($110); Rice Proc. 132 ($115); Seed Proc. 40 ($100); Feed Milling 30 ($110); Poultry Proc. 25 ($105); Commercial Feed Lots 80 ($100); Slaughter Houses 16 ($105); Fruit & Nut Proc. 30 ($100); Honey Proc. 32 ($100); Cheese Mfg. 15 ($95); Machy. Mfg. & Welding 14 ($125); Fiber-Glass 200 ($160).
Principal Pay Days 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—25-112.

11—TAP WATER: Alkaline, hardness varies not fluoridated.

12—RETAILING: Principal Shopping Center: Willows Mall, 7 blocks on Tehama Ave., 3 blocks on Butte, 2 on Walnut and 4 on W. Sycamore Streets.
Principal Shopping Days Mon., Fri., Sat.
Stores Open Evenings Fri.

13—RETAIL OUTLETS: Department Stores Willows.
Variety Stores Ben Franklin.
Chain Drug Stores (CZ) Walgreen, Rexall, Clark's.
Chain Food Supermarkets Holiday, Sani-Food; Sav-Mor, Safeway.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 1,775; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert L. Peterson, General Manager, JOURNAL.
National Representatives None.

WOODLAND, CALIF.

1—LOCATION: Yolo County (In Sacramento SMSA), E&P Map B-4. County Seat. 20 mi. W of Sacramento (State Capitol) and 97 mi. N of San Francisco. Sacramento River 2 mi. N at its nearest point. On U.S. Hwys 9 & I-5, State Hwys. 113 & 16, fringed by Interstate 80,880 & 505.

2—TRANSPORTATION: Railroads Sacramento-Northern (Western Pacific) & Southern Pacific.
Motor Freight Lines 8
Intercity Bus Lines Greyhound
Air 8 mi. E. Sacramento Metro Airport; 5 mi. W Executive Airport.
Water Yolo-Sacramento deepwater port, 17 mi. SE.

WOODLAND—continued

3—POPULATION:
Corp. City 70 Cen. 20,677; Loc. Est. 28,532
City Zone ABC: (70) 20,677; (80) 30,000
RTZ-ABC: (70) 42,134; (80) 58,200
City & RTZ-ABC: (70) 62,811; (80) 88,200
SMSA 70 Cen. 803,610; Loc. Est. 989,402
County 70 Cen. 91,788; Loc. Est. 131,508
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,533; Loc. Est. 11,211
County 70 Cen. 28,316; Loc. Est. 41,212
SMSA 70 Cen. 255,826; Loc. Est. 368,015
City Zone ABC: (70) 6,533; (80) 10,900
RTZ-ABC: (70) 12,237; (80) 19,700
City & RTZ-ABC: (70) 18,770; (80) 30,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	6	N.A.
Sav. & Loan Assn.	5	N.A.
Commerical Banks	5	N.A.

6—PASSENGER AUTOS: County 54,108

7—ELECTRIC METERS: Residence 10,210

8—GAS METERS: Resident 10,840

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Canning 1,000; Sugar Refining 410; Plastics 300; Mobile Homes 773; Lumber 65; Drapery Mfg. 34; Farm Machy. 135; Batteries 25; Trucking 400; Hosp. & Medical 498; Newspaper 112

10-CLIMATE: Min. & Max. Temp.—Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75

11—TAP WATER: Alkaline, very hard; not fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Purity	In Town	Sears
Ky. Village	1/2	Kentucky Mkt.
Southland Park	1/2	Raly's Mkt.
Woodland	In Town	Penney, Woolworth Arden's, Devlin's Jwlrs.
Court Plaza	In Town	TG&Y, Thrifty Drug, House of Fabrics
West & Court St.	In Town	TG&Y, Lucky
Shade Tree		Value Giant, Alpha Beta
Cottonwood Plaza	-	Farmers Market Colonial Drug
Southland Park	1/2	Bender TV, Raley's
Town & county	-	Safeway

Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Fri.; Shopping ctrs. nightly.
Stores Open Sundays Food, drug, discount stores.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J.C. Penney, Breit's, Sears.
Variety Stores Woolworth.
Discount Stores Value Giant; TG&Y.
Chain Drug Store (CZ) Thrifty, Walgreen; Rexall.
Chain Food Supermarkets Safeway, Lucky, Slpha Beta, Raley's, Farmers, Nugget.
Other Chain Stores Western Stores; Mode O'-Day; Grand Auto; Big O Tires; Diamond International; Goodyear; Firestone; McMahan Furniture.

14—NEWSPAPERS: DEMOCRAT (e) 12,640; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Gene Lofton, Adv. Dir., DEMOCRAT.
National Representatives Western Dailies.

YREKA, CALIF.

1—LOCATION: Siskiyou County, E&P Map B-2, County Seat. Cattle and agriculture, lumbering, mining, wholesale center and hunting and fishing 265 mi. N. of Sacramento. State Hwy. 96 and I-5

2—TRANSPORTATION: Railroads Yreka Western, Southern Pacific.
Motor Freight Carriers 2.
Intercity Bus Lines Greyhound; Continental Pacific Trailways.
Airports 6.

3—POPULATION:
Corp. City 70 Cen. 5,394; Loc. Est. 5,660
County 70 Cen. 33,225; Loc. Est. 39,708

4—HOUSEHOLDS:
City 70 Cen. 1,856; Loc. Est. 2,320
County 70 Cen. 11,273; Loc. Est. 15,642

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$30,000,000
Sav. & Loan Assns.	2	N.A.

6—PASSENGER AUTOS: County 18,225

7—ELECTRIC METERS: Residence 1,471

8—GAS METERS: Residence 970

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage), Agriculture & Forestry 3,889 ($250); Mining 200 ($200); Mfg. 1,350 ($200); Lumber & Wood Pdts. 1,150 ($200)
Principal Industrial Pay Days Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct. Last killing frost, late April.

11—TAP WATER: Soft, unfluoridated.

12—RETAILING: Principal Shopping Center 4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.
Nearby Shopping Centers Montague (6 mi. distant); Montague Drive in Mkt.
Principal Shopping Days Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores Montgomery Ward; Penney; Coast-to-Coast; Sears.
Discount Stores Value Giant; Rasco; Thrifty Drug.
Chain Drug Stores (CZ) Cummings Walgreen.
Chain Food Supermarkets Safeway; Drive 'N Save; Sentry 1.
Other Chain Stores Shasta Auto; Littrell Parts.

14—NEWSPAPERS: SISKIYOU NEWS (e-Mon. to Fri.) 5,397; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Edgar J. Foss, Pub., SISKIYOU NEWS.
National Representative Branham/Newspaper Sales.

YUBA CITY, CALIF.
See MARYSVILLE, CALIF.

COLORADO SURVEYS

COLORADO STANDARD METROPOLITAN STATISTICAL AREAS

Colorado Springs, Colo.—El Paso and Teller Counties.

Denver-Boulder, Colo.—Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin and Jefferson Counties.

Fort Collins, Colo.—Larimer County.
Greeley, Colo.—Weld County.
Pueblo, Colo.—Pueblo County.

COLORADO POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	186	214	261
5-14 Years	459	432	441
15-24 Years	422	583	553
25-44 Years	548	855	1029
45-64 Years	407	520	561
65 and Over	187	143	278
TOTAL	2,209	2,850	3,123

Based on U.S. Census.

COLORADO RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	450	675	1,044
General Mdse.	815	1,204	1,866
Food	1,150	2,008	3,136
Automobiles	1,222	2,081	2,617
Gasoline Stations	416	708	1,411
Apparel	263	438	694
Furniture	297	480	715
Eat-Drink Places	492	966	1,445
Drugs	179	248	379
Total Sales	5,869	9,825	[illegible]

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALAMOSA, COLO.

1—LOCATION: Alamosa County, E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shopping Ctr. for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2—TRANSPORTATION: Railroads Denver & Rio Grande Western, Cumbres and Toltec Scenic.
Motor Freight Carriers 5.
Intercity Bus Lines Continental Trailways.
Airlines Frontier; Rocky Mountain.

3—POPULATION:
Corp. City 70 Cen. 6,985; Loc. Est. 10,646
County, 70 Cen. 11,422; Loc. Est. 12,278

4—HOUSEHOLDS:
City 70 Cen. 1,986; Loc. Est. 3,642
County 70 Cen. 3,287; Loc. Est. 4,261

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	1	$20,000,000
Commercial Banks	2	$26,000,000
Industrial Bank	1	N.A.

6—PASSENGER AUTOS: County 5,974

7—ELECTRIC METERS: Residence 4,317

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Railroad 250; Garments 200; Power 75; Vegetable Dehydration 50; Fertilizer Plant 32

10-CLIMATE: Min. & Max. Temp.—Spring 0-82; Summer 45-95; Fall 0-86; Winer—50-35. First killing frost, Oct. 5; last killing frost, May 6.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping District 23 blocks on Main and State Sts.

Neighborhood Shopping Centers Near College, and east side area.

Principal Shopping Days Mon., Fri. and Sat.
Stores Open Sundays Supermarkets, discount stores.

13—RETAIL OUTLETS: Department Stores J.C. Penney; Montgomery Ward; Kavely's; Acheson's; Sears (catalog).
Variety Stores Woolworth.
Discount Stores s, K-Mart.
Chain Drug Stores (CZ) Rexall; Merit Drug; Associated Druggist.

14—NEWSPAPERS: VALLEY COURIER (e-Mon. to Fri.) 5,824; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John M. Sheldon, Pub., VALLEY COURIER.
National Representatives None.

BOULDER, COLO.

1—LOCATION: Boulder County (In Denver-Boulder SMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Highways 7, 119 and US 36.

2—TRANSPORTATION: Railroads Colorado & Southern, Union Pacific.
Motor Freight Carriers 2.
Intercity Bus Lines Rocky Mountain Transp.—summer only; Regional Transportation District.

3—POPULATION:
Corp. City 70 Cen. 66,870; Loc. Est. 90,000
CZ ABC: (70) 66,935; (80) 78,600
RTZ-ABC: (70) 35,961; (80) 72,000
County 70 Cen. 131,889; Loc. Est. 180,000
SMSA 70 Cen. 1,237,208; Loc. Est. 1,700,000
City & RTZ-ABC: (70) 102,896; (80) 150,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 21,004; Loc. Est. 31,759
County: 70 Cen. 40,854; Loc. Est. 66,326
SMSA-70 Cen. 394,979; Loc. Est. 566,746
CZ ABC: (70) 21,030; (80) 28,300
RTZ-ABC: (70) 10,674; (80) 24,800
City & RTZ-ABC: (70) 31,704; (80) 53,100

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	7	$190,000,000
Commercial Banks	9	$373,771,727

6—PASSENGER AUTOS: City 115,559

7—ELECTRIC METERS: Residence 32,290

8—GAS METERS: Residence 23,610

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Univ. of Colo. 9,800; Research 6,843; Electronics 4,752; Manufacturing 2,179; Service Industries 7,611; Food Industries 1,245

10-CLIMATE: Min. & Max. Temp.—Spring 8-83; Summer 40-100; Fall 16-84; Winter —9-67. First killing frost Oct. 11; Last killing frost, May 2.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center Downtown Boulder Mall—30 blocks on Pearl, Broadway, Spruce, Walnut, Crossroads, Peak to Arapahoe, 28th to 30th St., 10 square blocks, 45 stores. Table Mesa, Broadway and Table Mesa Drive, 9 blocks, 20 stores.
Neighborhood Shopping Centers Thirteenth St., University to College (University Hill); Arapahoe Village, 28th and Arapahoe about 6 blocks, BaseMar, 24th and Baseline about 4 blocks; N. Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut The Village about 6 square blocks.
Principal Shopping Days Mon., Fri., Sat. & Sun.
Stores Open Evenings Some Downtown open Thur. Evgs., Some shopping centers open Mon. through Fri. evgs. Some food, Discount & hardware open Sun.

13—RETAIL OUTLETS: Department Stores J. C. Penney; Neusteters; Montgomery Ward; Fashion Bar; Denver Dry.
Variety Stores Ben Franklin.
Chain Drug Stores (CZ) Walgreen; Merit; Skagg's.
Discount Stores K-Mart; Woolco; Target.
Chain Food Supermarkets Safeway 2; Ideal; King's Soopers 3; Miller's Supers 1; Albertson's 2.
Other Chain Stores Firestone; Sears (catalog); Singer Co.; Sherwin-Williams Paint; Cook Paint & Varnish; Homestead House (furn.); Fontius Shoes; Goodyear; Richman Bros.; Eakers; Fred Schmid Appliances; Zale's; Downing's Appliances; Radio Shack; Team Electronics.

14—NEWSPAPERS: CAMERA (e) 28,378; (S) 32,513; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Esses, Adv. Dir., CAMERA.
National Representatives Knight-Ridder Newspaper Sales, Inc.

CANON CITY, COLO.

1—LOCATION: Fremont County, E&P Map C-2, 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs; 125 mi. S SW from Denver.

2—TRANSPORTATION: Railroads D&RG, SF.
Motor Freight Carriers 4.
Intercity Bus Lines Continental.
Airlines Shavano Air.

3—POPULATION:
Corp City 70 Cen. 9,206; Loc. Est. 19,733
CZ-ABC: (70) 14,206; (80) 19,600
RTZ-ABC: (70) 8,856; (80) 10,300
County 70 Cen. 21,942; Loc. Est. 28,319
City RTZ-ABC: (70) 23,062; (80) 29,900
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,154; Loc. Est. 7,584
CZ-ABC: (70) 4,571; (80) 7,200
RTZ-ABC: (70) 2,846; (80) 3,800
County 70 Cen. 7,621; Loc. Est. 10,969 City RTZ-ABC: (70) 7,417; (80) 11,000

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	N.A.
Commercial Banks	4	$71,403,740

6—PASSENGER AUTOS: County 27,585

7—ELECTRIC METERS: Residence 9,295

8—GAS METERS: Residence 8,228

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Colo. State Prison 500 ($195); Light Mfg. 1,000 ($170).
Principal Industrial Pay Days 1st and 15th.

10-CLIMATE Min. & Max. Temp.—Spring 46-76; Summer 57-87; Fall 31-61; Winter 25-54.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center 11 blocks on 3 sts.
Principal Shopping Days Sat., Fri., Mon.
Stores Open Evenings Grocery, 2 discount & 5 drug.
Stores Open Sundays Grocery & 4 drug & 2 discount.

13—RETAIL OUTLETS: Department Stores J.C. Penney, Eisenavers.
Variety Stores Ben Franklin.
Discount Store Gibson, Alco.
Chain Drug Stores (CZ) Palace Drug Rexall.
Chain Supermarkets 7-11 Store; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Market.
Other Chain Stores Coast-to-Coast; Sears; Montgomery Ward.

14—NEWSPAPERS: RECORD (e) 7,632; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jay Frizzo, Adv. Dir.
National Representatives Branham/Newspaper Sales.

COLORADO SPRINGS, COLO.

1—LOCATION: El Paso County (Colorado Springs SMSA). E&P Map C-2. County Seat, 68 mi. S of Denver. Tourist (Pike Peak) convention, military, cultural and educational center. 5 Colleges. U.S. Air Force Academy. Also, HQ North American Air Defense Command, HQ Army Air Defense Command, HQ Continental Air Defense Command. On State Hwys. 115 & 83, Interstate Hwy. 25, U. S. Hwy. 85, 87, and U.S. Hwy. 24.

2—TRANSPORTATION: Railroads RI, D&RG, SF, B.
Motor Freight Carriers 18.
Intercity Bus Lines Greyhound, Continental Trailways.
Airlines Continental; Braniff International; TWA Frontier; Rocky Mountain.

3—POPULATION:
Corp. City 70 Cen. 135,060; Loc. Est. 198,872
Primary Mkt., ABC (70)239,288; (80)319,400
County 70 Cen. 235,972; Loc. Est. 333,100
SMSA 70 Cen. 239,288; Loc. Est. 304,507
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 42,917; Loc. Est. 76,654
County 70 Cen. 67,581; Loc. Est. 107,770
SMSA 70 Cen. 68,708; Loc. Est. 108,728
Prim. Mkt. ABC: (70)68,708; (80)105,300

5—BANKS: Savings & Commercial Banks 22; Sav. & Loan Assn. 10; Total Deposits $800,283,000

6—PASSENGER AUTOS: County 164,559

7—ELECTRIC METERS: 96,142

8—GAS METERS: 77,086

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Hourly Wage)—Military 31,027 ($160); Whol. & Ret. 23,920 ($220); Service Industries 23,480 ($232).
Principal Industrial Pay Days 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2. Last killing frost, May 7.

11—TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered, filter system operating, fluoridated.

12—RETAILING: Downtown Shopping Center 8 blocks on East Pikes Peak, 17 on Tejon, 16 on Nevada, 8 on Cascade, 12 on Colorado.
Neighborhood Shopping Centers 2500 West Colorado; 1504 N. Hancock; 1800 N. Union; 2700-3000 N. Nevada; 2300 N. Wahsatch; 2400 N. Union Blvd.; 1700 S. 8th St.; 2300 E. Pikes Peak; Security; 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W. Filmore; Academy at Flintridge; 300 N. Academy; Union at Van Buren; King Soopers Centers; Circle at Airport.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
The Citadel	3½	Penney, The Denver
Bon	2½	Safeway
Golf Club Acres	2	Simms
Three Eagles	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Village	3	Albertson's Food
Security	-	Albertson's
Skyway Park	2	Coyle
Redrock Canyon	4	No Frills

Circle Fair	2½	Albertson's
Circle East	2	Woolco
Fountain Valley	8	Safeway
Broadmarket Sq.	2	Safeway
Widefield Mall	8	Safeway
Rustic Hills	4	Hatch's
Rustic Hills North	4	Albertson's Skaggs
Southgate	2½	Sears
Mall of the Bluffs	6½	Alco
Academy Mart	3½	Target
Central Bank Plaza	3	Wards
Chasestone Ctr	0	May D&F
N. Circle Plaza	3	Cloth World
Unitah Gardens	2½	King Soopers

Also Knob Hill, Circle Drive, Woodmoor, K-Mart Plaza; Woolco Plaza; Broadmoor County Club, Maizeland Moors Ranch Center; Woodland Park.

Principal Shopping Days: Department stores—Mon., Thurs., Fri., & Sat. Food stores—Wed., Fri., Sat., & Sun.

Stores Open Evenings: All major supermarkets & discount drug & department stores.

13—RETAIL OUTLETS: Department Stores: Hibbard; Neufeld's, Perkins-Shearer; May D. & F.; Sears; J. C. Penney; Montgomery Ward; Neustetters; Fashion Bar; The Denver; Odds & Ends; Alco; K-Mart; O. G. Wilson; Labelle's; Target; Woolco; Yellow Front.

Discount Stores (CZ): King's, K-Mart 3, Gibson, TG&Y; Woolco 2; Target; Alco 2

Variety Stores: Woolworths; Duckwall's

Chain Drug Stores (CZ): Walgreen's 5, Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers

Chain Food Supermarkets: Safeway 8; Albertson's 5; City Supers; King's, Simm's 6; 7-Eleven; Frontier Farm 1; Layton Super; Kwik Way; Cost Plus; No Frills

Other Chain Stores: Florsheim; Sherwin-Williams; Firestone; Goodyear; B. F. Goodrich; Pitts Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg; Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Walden Books; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zales; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Home Furn.; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Docktor Pet; Royal Optical; B. Dalton; Bohm Allen

14—NEWSPAPERS: GAZETTE TELEGRAPH (m) 25,237; (e) 52,063; (Comb. Mre) 77,300; (Sat. M) 76,583; (S) 81,347; Mar. 31, 1980 ABC.
THE SUN (M-Mon. To Fri.) 28,674; (Sat. M.) 28,570; (S) 29,239; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Russ Cannon, Retail Adv. Mgr., GAZETTE-TELEGRAPH. David Thompson, Adv. Dir., THE SUN.

National Representatives: GAZETTE TELEGRAPH— Cresmer, Woodward, O'Mara & Ormsbee, Inc.; THE SUN—Sawyer-Ferguson-Walker Co., Inc.

CORTEZ, COLO.

See DURANGO, COLO.

CRAIG, COLO.

1—LOCATION: Moffat County, E&P Map B-1. County Seat. Northwestern part of state. On Hwys. 40 & 13.

2—TRANSPORTATION: Railroads: Denver & Rio Grande, Western.

Intercity Bus Lines: Continental Trailways.

Airlines: Frontier; Rocky Mountain Airways.

3—POPULATION:
Corp. City 70 Cen. 4,205; Loc. Est. 10,810
County 70 Cen. 6,525; Loc. Est. 11,986

4—HOUSEHOLDS:
City 70 Cen. 1,388; Loc. Est. 4,0[illegible]
County 70 Cen. 3,068; Loc. Est. 4,484

6—PASSENGER AUTOS: County 6,075

14—NEWSPAPERS: NORTHWEST COLORADO PRESS (e-Mon. to Fri.) 3,487; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Robert F. Sweeney, Pub., NORTHWEST COLORADO PRESS.

National Representatives: None

DENVER, COLO.

1—LOCATION: Co-extensive with Denver County. (Denver-Boulder SMSA). E&P Map C-2. On virtually level terrain one mile above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2—TRANSPORTATION: Railroads: Union Pacific; Denver & Rio Grande Western, Burlington Northern; Santa Fe; Rock Island, Colorado & Southern; Amtrak.

Motor Freight Carriers: 96

Intercity Bus Lines: Greyhound, Continental Trailways; Gray Line; RTD.

Airlines: Braniff; Continental; Delta; Frontier; United; Western; TWA; Ozark; Texas International; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Hughes Air West; Piedmont; Republic.

3—POPULATION:
Corp. City/County 70 Cen. 514,678
Loc. Est. 521,300
City Zone ABC: (70)1,044,931; (80)1,248,200
Bal. of Primary Market Area:
(70)407,073; (80)614,400
Total Primary Market Area:
(70)1,452,004; (80)1,898,600
SMSA (70) Cen. 1,237,208; Loc. Est. 1,582,400

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City/County: 70 Cen. 185,331; Loc. Est. 219,780
CZ ABC: (70)336,651; (80)459,400
Bal. Prim. Mkt. Area: (70)124,582; (80)215,100
Total Prim. Mkt. Area:
(70)461,233; (80)674,500
SMSA: 70 Cen. 394,949; Loc. Est. 562,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.(Metro)	16	$7,147,518,051
Commercial (SMSA)	106	$7,891,951,000

6—PASSENGER AUTOS: County 423,376

7—ELECTRIC METERS: All Classes 230,088

8—GAS METERS: All Classes 164,130

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Construction 48,500 ($377); Manufacturing 123,800 ($263); Nondurable Goods 49,100 ($275); Durable Goods 74,700 ($253).

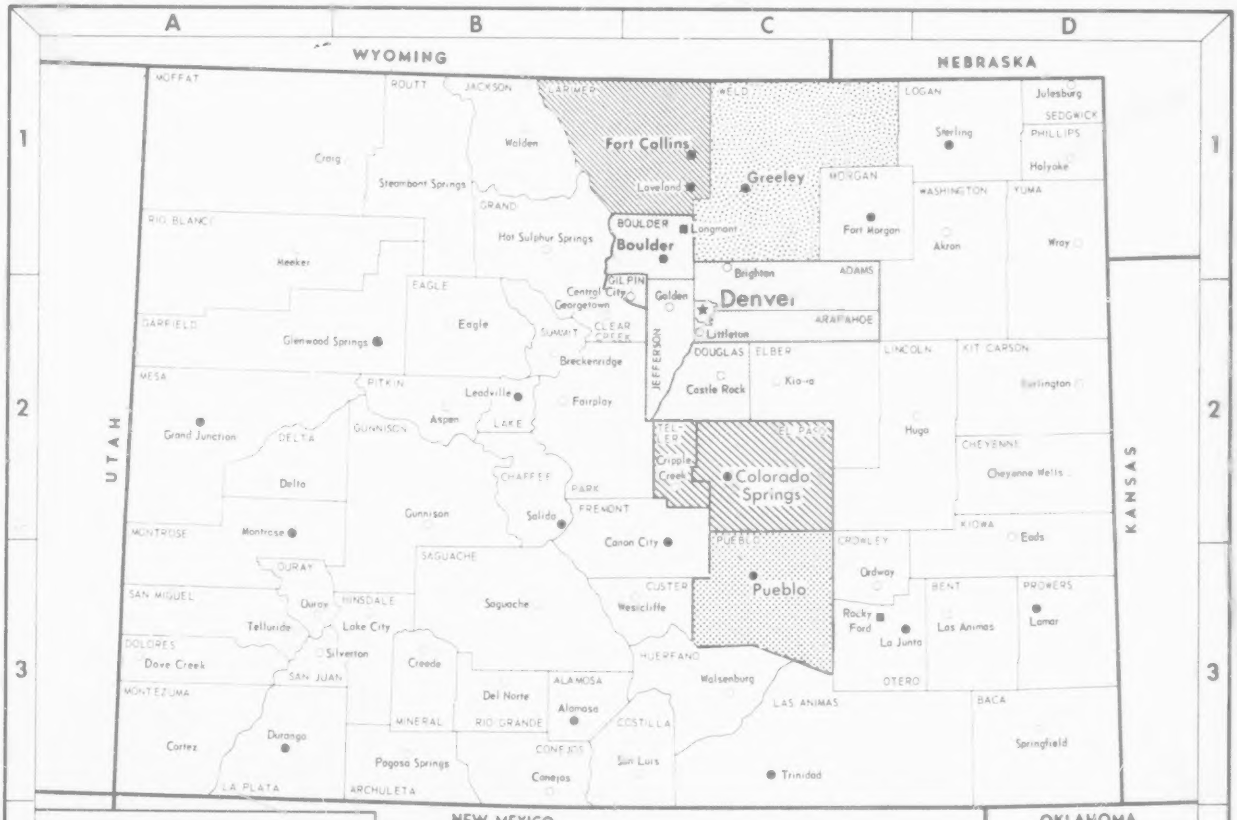
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First killing frost Oct. 22. Last killing frost, April 14.

11—TAP WATER: Alkaline 53% of supply hard; 47% of supply soft; West Slope, fluoridated; East Slope, not fluoridated.

12—RETAILING: 44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.

Neighborhood Shopping Areas: W. Alameda & S. Sheridan; W. 20 & Youngfield; 3400 Youngfield; 3100 S. Sheridan; 795 S. Colo. Blvd.; 6500 S. Bdwy.; 5050 S. Federal; W. 48 & Pecos; E. 3rd Ave. & Hudson; 3300 Dahlia; 3575 S. Logan; 3300 S. Bdwy.; E. Hampden & S. Fairfax; E. 22nd Ave. & Kearney; W. Colfax & Carr; 600 S. Holly; E. 14th Ave. & Kearney; W. 6th & Garrison; 601 S. Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E. 23rd & Oneida; E. 33rd & Holly W. 72nd & Pecos; W. 38th & Ames; 9000 N. Wash.; E. Fla. & Holly; W. 38th & Wadsworth; W. Littleton Blvd. & S. Windermere; 7200 W.


A
B
C
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WYOMING
NEBRASKA
UTAH
KANSAS
NEW MEXICO
OKLAHOMA
TEXAS
MOFFAT
ROUTT
JACKSON
LARIMER
WELD
LOGAN
SEDGWICK
PHILLIPS
MORGAN
WASHINGTON
YUMA
GRAND
RIO BLANCO
BOULDER
GILPIN
ADAMS
ARAPAHOE
EAGLE
GARFIELD
SUMMIT
CLEAR CREEK
JEFFERSON
DOUGLAS
ELBERT
LINCOLN
KIT CARSON
MESA
PITKIN
LAKE
GUNNISON
DELTA
TELLER
EL PASO
CHEYENNE
CHAFFEE
PARK
FREMONT
KIOWA
MONTROSE
OURAY
SAGUACHE
CUSTER
PUEBLO
CROWLEY
SAN MIGUEL
HINSDALE
BENT
PROWERS
DOLORES
SAN JUAN
HUERFANO
OTERO
MONTEZUMA
MINERAL
RIO GRANDE
ALAMOSA
COSTILLA
LAS ANIMAS
BACA
CONEJOS
LA PLATA
ARCHULETA
Craig
Steamboat Springs
Walden
Fort Collins
Loveland
Greeley
Julesburg
Sterling
Holyoke
Longmont
Boulder
Fort Morgan
Akron
Wray
Meeker
Hot Sulphur Springs
Brighton
Central City
Georgetown
Golden
Denver
Littleton
Eagle
Glenwood Springs
Breckenridge
Castle Rock
Kiowa
Burlington
Grand Junction
Leadville
Fairplay
Aspen
Hugo
Cripple Creek
Colorado Springs
Cheyenne Wells
Delta
Gunnison
Salida
Canon City
Eads
Montrose
Ordway
Pueblo
Ouray
Westcliffe
Rocky Ford
La Junta
Las Animas
Lamar
Telluride
Lake City
Saguache
Silverton
Creede
Walsenburg
Dove Creek
Del Norte
Alamosa
Springfield
Durango
Cortez
Pagosa Springs
Conejos
San Luis
Trinidad
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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DENVER—continued

Alameda; S. Colorado Blvd. & Yale; 5801 W. 44th Ave.; 10405 W. Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W. Miss. & Quivas; 6455 W. Colfax; So. Fed. & W. Evans; 2200 W. Alameda.
Principal Shopping Days: Mon., Fri., and Sat.
Stores Open Evenings: Mon. & Thurs., Food Markets—Daily to 9 p.m. & Sun. to 6 p.m. Shopping Ctrs.—Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: The Denver, Joslins; May-D&F; Montgomery Ward; J. C. Penney; Sears.
Men's and Women's Clothing Stores: Eaker's; Fashion Bar; Grassfield Gano Downs; Howell's, Joseph Magnin; Neusteter's; Cottrell's; Lane Bryant; Perkins Shearer.
Discount Stores (CZ): Target; K-Mart; Woolco; LaBelle's; O. G. Wilson.
Variety Stores: Woolworth; White; Duckwall; TG&Y.
Chain Drug Stores (SMSA): Walgreen 14; Skaggs 19, King Soopers 31, Merit 4. Target 6; Econo 5; K-Mart11,
Chain Supermarkets (SMSA): Safeway 53; Albertsons 13; Friendly Cash & Carry 4; Assoc. Food Markets 6; Colorado Soupers 6; King Soopers 38; Super Foods 9, Shoppin' Bag 2.
Cooperative-Buying Groups: Associated Grocers of Colorado 366.
Nearby Shopping Centers (Number of Stores): Alameda & Garrison, 9200 W. Alameda Ave. (9); Alameda Square, 2200 W. Alameda Ave. (35); Alameda Village, 7075 W. Alameda; Applewood Grove W. 20th Ave. and Youngfield (17); Applewood Village 3320 Youngfield St. (30); Arapahoe, 5100 S. Lowell Blvd., Littleton (9); Arapahoe Village, 2400 Arapahoe Ave., Boulder (14); Arvada Plaza, 58th & Independence St., Arvada (63); Arvada Sooperland, 9661 W. 58th Ave., Arvada (8); Arvada Square, 9215-9585 Ralston Rd., Arvada (21); Arvada Villa, 9609 W. 57th Place, Arvada (3); Athmar Park, 1900 W. Mississippi Ave. (14); Aurora Mall, I-225 & Alameda Ave., Aurora (124); Aurora Plaza, 690 Peoria St., Aurora (12); Avondale Village, 3200 W. Colfax Ave. (17); Base-Mar, 2600 Baseline Rd., Boulder (29); Bear Valley, 3100 S. Sheridan Blvd. (50); Belcaro, E. Explosition at Colorado Blvd. (21); Berkeley Village, 5400 N. Sheridan Blvd. (12); Blue Spruce Shoppette, 7400 W. 38th Ave., Wheat Ridge (6); Boulevard, 1623 S. Colorado Blvd.; Brentwood, 1900-2000 S. Federal Blvd. (34); Broadridge, 109-199 Ridge Road (13); Broadway Estates, 6512-60 S. Broadway, Littleton (11); Brookridge, Broadway at Belleview, Englewood (32); Broomfield, 390 Opal St., Broomfield (20); Broomfield Retail Center, Midway Blvd. & Hwy. 287; Buckingham Square, 1306 S. Havana Ave., Aurora (110); Caeser's Shoppette 9500 E. Montview Blvd., Aurora (5); Centennial, 5050 S. Federal Blvd., Englewood (19); Central Lakewood Shoppette, 995 Wadsworth Blvd., Lakewood (18); Chafee Park, W. 48th Ave. and Pecos St. (19); Cherry Creek, 1st Ave. & University Blvd. (52); Cherry Crest, 5455 S. University Blvd., Cinderella City, 701 E. Hampden Ave., Englewood (250); Colfax-Kipling, 9797 W. Colfax Ave., Lakewood (30); College View, E. 23rd Ave. & Oneida St. (16); Community Plaza Alpine & Broadway, Boulder; Country Club, 1864 S. Wadsworth Blvd., Littleton (10); Crestmoore, 3rd and Hudson St. (13); Crossroads, 1600 28th Ave., Boulder (50); Crossroads North, 29th & Peak Ave., Boulder; Dahlia, 3300 Dahlia St. (25); Denver Square, 555 17th St. (15); Dry Creek, 3575 S. Logan St. (10); Eastland Plaza, E. Alameda & Potomac Ave.; Englewood Park'n Shop, 3300 S. Broadway, Englewood (13); Fitzsimmons Plaza, E. Colfax & Peoria St.; Garland, N. Washington & Garland Sts. (18); Goldsmith Ctr. 8000 E. Quincy Ave. (23); Green Mountain Plaza, 12270 W. Alameda Pkwy.; Gunbarrel, 6560-70 Lookout Road, Boulder (7); Hampden & Shoshone, 1860-1894 W. Hamilton Place, Englewood (9); Happy Canyon, 5000 E. Hampden Ave. (22); Heritage Square, Golden (42); Hoffman Heights, 6th Ave., & Peoria St. (36); Holly Shops, 1950 S. Holly; Huron Plaza, 710 W. 84th Ave., Thornton (15); Iliff, 2200 S. Colorado Blvd. (9); Ivy-K, E. 64th Ave. and Kearney St.; J.C.R.S., 6401 W. Colfax Ave., Lakewood (27); Jersey Shoppette, E. 9th & Jersey St. (10); Jewell Square, 7817 W. Jewell Ave. (17); Kings Soopers, 9th Ave. and Corona (6); 104th Ave. and Washington St., Northglenn, (7); Mississippi at Havana Ave., Aurora (26); Leetsdale and Monaco (14); 84th & Pecos St. (18); Jewell and Wadsworth Blvd., Lakewood (15); Arapahoe Road and South Glencoe St., Littleton (27); 100 W. Littleton Ave., Littleton (9); 80th & Wadsworth Blvd., Arvada (33); 1410 S. Sheridan Blvd. (9); Alameda Pkwy & Union Blvd; Lakewood (31); Kipling Plaza, 37th and Kipling St., Wheat Ridge (18); Krameria, E. Colfax & Krameria St. (5); L & H, South Logan St., and East Hampden Ave., La Conte, 7200 N. Federal Blvd., Westminister (13); Lake Arbor, W. 80th & Wadsworth Blvd., Arvada (17); Lakeside, 5801 W. 44th Ave., Wheat Ridge (59); Lakewood, W. Colfax & Carr St.; Leetsdale, 600 S. Holly St. (10); Larimer Square, 1228 15th St. (36); Lincoln, 2345 S. Federal Blvd. (7); Mapleton, 5799 N. Washington St. (4); Mar Lee Manor, Florida at Tennyson St. (22); Mayfair, 1360 Kearney St. (8); Mayfair North, 6201-45 E. 14th Ave. (10); Meadowlark, W. 6th Ave. & Garrison St., Lakewood (12); Merchants Park, 601 S. Broadway; Mission Viejo, E. Hampden & Chambers Road, Aurora (19); Montbello Plaza, 4690 Peoria St. (10); Monaco Square, 900 block of S. Monaco (13); Montview, Montview Blvd. & Dayton St., Aurora; Montview Plaza, Montview Blvd. & Clinton St., Aurora (16); North Boulevard, 1545 S. Colorado Blvd.; North Park, W. 64th Ave. & Wadsworth Blvd., Arvada; North Broadway, 2700 N. Broadway, Boulder (8); North Valley Plaza, 72nd Ave. & Sims Sts., Arvada; Northgate, 7150 N. Federal Blvd., Westminster (19); Northglenn Mall, 104th Ave. & I-25, Northglenn (110); North Valley, 500 E. 84th Ave., Thornton (94); Northland Plaza, 870 E. 88th Ave.; Old South Gaylord Street Shops, 1000 S. Gaylord St. (54); Orchard Plaza, 5910 S. University Blvd., Littleton (20); Paramount Heights, W. 26th Ave. & Kipling St., Wheat Ridge (19); Park Hill, E. 35th Ave. & Holly St. (14); Perl-Mack, W. 72nd Ave. & Pecos St. (21); Peoria Plaza, E. 16th Ave. & Peoria St., Aurora; Plaza De Monaco, 6460 E. Yale Ave. (15); Ralston, W. 60th Ave. & Ralston Rd., Arvada; Regal Shoppes, 1440 S. Colorado Blvd. (9); Ridge Village, 38th & Ames St., Wheat Ridge (8); Ridgeview Shoppette, 9005 W. 44th Ave., Wheat Ridge (9); Sakura Square, Lawrence to Larimer on 19th St. (12); Shaw Heights, W. 88th Ave. & Lowell Blvd., Westminster (15); Sheridan Acres, 64th Ave. & Sheridan Blvd., Arvada (16); Sheridan-Alameda S. Sheridan & W. Alameda Ave., Lakewood (30); Sheridan Gables, S. Sheridan & W. Arkansas, Lakewood (9); Southglenn, E. Arapahoe Rd. & S. University Blvd.; Littleton (116); Hampden Ave. (11); Southwest W. Evans Ave. & S. Sheridan Blvd.; Stockdale Shops, 2648 S. Parker Road, Aurora (14); Table Mesa Village, 600 S. Broadway, Boulder (30); Tamarac Square, E. Hampden & S. Tamarac St. (92); Third Ave./Jones Place, N. Cherry Creek, 3rd & Detroit St. (10); Thornton, E. 88th Ave & N. Washington St., Thornton; Thunderbird Square, 4700 Baseline Road, Boulder (8); University Hills, 2700 S. Colorado Blvd. (34); University Hills Plaza, 2500 S. Colorado Blvd. (29); University Hills South, 2800 S. Colorado Blvd. (18); Valleyview Plaza, W. 104th Ave. & Federal Blvd.; Valmont, 28th & Valmont Rd., Boulder (4); Villa Italia, 7200 W. Alameda Ave., Lakewood (133); The Village, 2525 Arapahoe Road, Boulder (23); Village Mall, 7300 W. 44th Ave. Wheat Ridge (4); Virginia Village, E. Florida Ave. & Holly St.; Wadsworth Plaza, S. Wadsworth Blvd. & W. Jewell Ave.; Wilshire Plaza, 2300 S. Colorado Blvd., (13); Westland, 10405 W. Colfax Ave., Lakewood (45); Westminster Mall, 88th & Sheridan, Westminster (110); Westminster Plaza, 7301 N. Federal Blvd., Westminster (41); Wheat Ridge, 5810 W. 38th Ave., Wheat Ridge (13); Wheat Ridge Park 'N Shop, 38th & Wadsworth Blvd., Wheat Ridge (16); Williams Village, 2930 Baseline Rd., Boulder (15); Woodlawn, 1400 W. Littleton Blvd., Littleton (32); Woodlawn Plaza, 1200 W. Littleton Blvd., Littleton (9).

14—NEWSPAPERS: POST (e-Mon. to Fri.) 260,331; (Sat.) 243,067; (S) 351,149; Mar. 31, 1980 ABC.
ROCKY MOUNTAIN NEWS (m) 271,153; (S) 293,004; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Lucas, Mgr. Gen. Adv., POST; Henry A. Howe Jr. Mgr. Gen. Adv., ROCKY MOUNTAIN NEWS.
National Representatives: POST—Sawyer-Ferguson-Walker. ROCKY MOUNTAIN NEWS—Story & Kelly-Smith, Inc.

DURANGO, COLO.

1—LOCATION: La Plata County, E&P Map A-3, County Seat. Shipping and wholesale center for five counties in the San Juan Basin, Southwestern Colorado and Northern New Mexico. Agricultural, mining, industrial center. Grand Junction, 167 mi. north; 340 mi. from Denver; 220 from Albuquerque, N.M.

2—TRANSPORTATION: Railroads: Denver and Rio Grande Western: narrow-guage excursion train north to Silverton.
Motor Freight Carriers: 3.
Bus Lines: Continental Trailways.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 10,333; Loc. Est. 12,750
Primary Market ABC: (70) 37,356; (79) 48,200
County 70 Cen. 19,199; Loc. Est. 26,431

4—HOUSEHOLDS:
City 70 Cen. 3,057; Loc. Est. 4,625
County 70 Cen. 5,683; Loc. Est. 9,270
Primary Market ABC: (70) 11,277; (79) 16,300

5—BANKS:
Savings Banks 1, Sav. & Loan Assn. 2; Comm. Banks 3. Total Deposits $161,574,000

6—PASSENGER AUTOS: County 14,153 (1978)

7—ELECTRIC METERS: Residence 6,542

8—GAS METERS: Residence 3,152

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber Processing 125 ($120); Iron and Sheet Metal 13 ($105); Oil & Natural Gas 150 ($110); Bottling Plants 70 ($100).
Principal Pay Days: 10th, 20th.

10-CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 19 blocks on Main Ave.; 5 on Second Ave., 8 on Sixth St., 16 Unit Town Plaza; 8 unit College Plaza.
Neighborhood Shopping Center: in Animas City (North Main Ave.).
Principal Shopping Days: Mon., Thu., Sat. Grocery Stores are open Sundays.

13—RETAIL OUTLETS: Department Stores: Garden Mercantile; J.C. Penney; Montgomery Ward; Sears (catalog); TG&Y Family Center.
Discount Stores: Gibson's; Yellow Front.
Variety Stores: Woolworths.
Chain Drug Stores (CZ): Basin Rexall; Wall Walgreen; Professional; Plaza.
Chain Food Supermarkets: Safeway 1, Shur Value 2; City 2; Peoples 2.
Other Chain Stores: Sweetbriar; Mode-O-Day.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 6,527, (S) 8,326; Sept. 30, 1979 ABC. (Latest available Statement).
Local Contact for Advertising and Merchandising Data: Don Schlichting, Assoc. Pub. HERALD.
National Representatives: Branham/Newspaper Sales.

FORT COLLINS, COLO.

1—LOCATION: Larimer County, E&P Map C-1, County Seat. Irrigated farming, small manufacturing. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver, 45 mi. SW of Cheyenne.

2—TRANSPORTATION: Railroads: Union Pacific; Colorado and Southern.
Motor Freight Carriers: 8.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 43,337; Loc. Est. 68,900
City Zone-ABC: (70)43,337; (80)65,800
RTZ-ABC: (70)16,826; (80)31,600
County: 70 Cen. 89,900; Loc. Est. 131,900
City & RTZ-ABC: (70)60,163; (80)97,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 13,106; Loc. Est. 23,700
County 70 Cen. 28,183; Loc. Est. 47,100
CZ ABC: (70)13,106; (80)22,800
RTZ-ABC: (70)5,157; (80)11,000
City & RTZ-ABC: (70)18,263; (80)33,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$310,000,000
Sav. & Loan Assn.	7	N.A.

6—PASSENGER AUTOS: County 123,853

7—ELECTRIC METERS: Res. City/County 63,483

8—GAS METERS: (Res./County) 41,392

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machine Parts 760 ($250); Welders 160 ($270); Plastics 380 ($228); Concrete Pdts. 250($270); 96 Manufacturing industries employ 4,725.
Principal Industrial Pay Days: 15th and 31st.

10-CLIMATE: Min. & Max. Temp.—Spring 41-68; Summer 52-82; Fall 22-52; Winter 13-42. First killing frost, Sept. 8. Last killing frost, May 7.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: Foothills Fashion Mall, Foothills Square.
Neighborhood Shopping Centers: Laurel and College; College and Prospect; North College, 700-1100 blocks; West Elizabeth and Shields; South College, 2000-6500 blocks; South College, 3000-4000 blocks.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Campus West	2½	Campus Merit Drugs.
Cedarwood Plaza	-	King Soopers
Foothills Fashion Mall	3	Denver Dept., Sears, May D&F, Safeway, Skaggs
Foothills Square	-	Fashion Bar, J.M. McDonalds
Prospector Plaza	1½	Safeway
South College	1½	Moe's Sight/Sound, Western Camera
Century Mall	1	King Sooper, Mont. Ward
K-Mart Plaza	1	K-Mart

Principal Shopping Days: Thurs., Fri., Sat., Sun., Wed.
Stores Open Evenings: Food and most major retailers.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Penney; J. M. McDonalds; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores: Woolworth.
Discount Stores: K-Mart, Target LaBelle's.
Chain Drug Stores (CZ): Walgreen 2; Rexall 1; Skaggs 1, Merit 1.
Chain Food Supermarkets: Safeway 2; Colony Markets 1; King Soopers 2; Steele's 2; Beavers 3.

14—NEWSPAPERS: COLORADOAN (e-Mon. to Fri.) 19,177; (S)20,717 Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joelene S. Carson, Adv. Dir., COLORADOAN.
National Representatives: Gannett Newspaper Advertising Sales.

FORT MORGAN, COLO.

1—LOCATION: Morgan County, E&P Map C-1. Situated 80 mi. NE Denver on U.S. Hwys 6-34 and 198. State Hwy. 52; I-76.

2—TRANSPORTATION: Railroads: Burlington; Union Pacific.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Census 7,594; Loc. Est. 9,913
County 70 Census 20,105; Loc. Est. 22,000
City & Retail Trading Area, Local Est. 28,090
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,620; Loc. Est. 3,300
County 70 Cen. 8,281; Loc. Est. 8,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$74,361,102
Sav. & Loan Assn.	4	$48,191,080

6—PASSENGER AUTOS: (County) 19,000

7—ELECTRIC METERS: Residence 3,518

8—GAS METERS: Residence 2,641

9— PRINCIPAL INDUSTRIES (CZ): Sugar; Tools; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes.

10-CLIMATE: First killing frost, Oct. 4,1979. Last killing frost, Apr. 18, 1980.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Main ST., 3 on Ensign ST., 3 on State St., 5 on Railroad Av.; 12 on Platte Ave.

Nearby Shopping centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
E. Railroad Ave	10	Big T Mkt.

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, A. G. Eaker.
Discount Stores: Alco, Gibson, K-Mart.
Chain Drug Stores (CZ): Walgreen; Macy's Rexall.
Chain Supermarkets(CZ): Johnson's Supper; Green Acres AG Mkt.; Big T Super; Edwards Mkt.
Other Chain Stores: Coast-to-Coast; Brown's Shoe Fit.

14—NEWSPAPERS: TIME (e) 6,157; sworn Mar. 31,1980.
Local Contact for Advertising and merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES.
National Representatives: Branham/Newspaper Sales.

GLENWOOD SPRINGS, COLO.

1—LOCATION: Garfield County, E&P Map B-2, County Seat. Agricultural, Logging, Resort Area. 75 mi. NE of Grand Junction. On State Hwy. 82, 133; U.S. Hwy. 6, 24; Interstate 70.

2—TRANSPORTATION: Railroads: Denver & Rio Grande Western.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways; Glenwood-Aspen Stages; Mid-Continental Coaches; Trailways.

3—POPULATION:
Corp. City 70 Cen. 4,106; Loc. Est. 6,230
County 70 Cen. 14,821; Loc. Est. 21,105

4—HOUSEHOLDS:
City 70 Cen. 1,482; Loc. Est. 2,000
County 70 Cen. 4,923; Loc. Est. 8,026

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$100,000,000

6—PASSENGER AUTOS: County 20,000

9— PRINCIPAL INDUSTRIES (CZ): Farming, Dairying, Logging, Resort (Hot Springs), Mining (coal).

10-CLIMATE: Min. & Max. Temp.—Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Neighborhood Shopping Center: City Market Plaza, Van Rand Center.
Principal Shopping Days: Fri. & Sat.

14—NEWSPAPERS: GLENWOOD POST (e-Mon.-Fri.) 4,833, Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Peter W. Stauffer, Editor and Gen. Mgr. or Paul A. Smardo Adv. Mgr., GLENWOOD POST.
National Representatives: Branham/Newspaper Sales.

GOLDEN, COLO.

1—LOCATION: Jefferson County, E&P Map C-2 (In Denver-Boulder SMSA). County Seat. 18 mi. W of Denver; on Hwys. 1-70, 40, 60 & 58.

2—TRANSPORTATION: Railroads: Colorado & Southern.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways; Denver Tramway; RTD.

3—POPULATION:
Corp. City 70 Cen. 9,817; Loc. Est. 19,856
County 70 Cen. 133,031; Loc. Est. 378,812
SMSA 70 Cen. 1,237,208; Loc. Est. 1,563,666
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,238; Loc. Est. 7,537
County 70 Cen. 93,428; Loc. Est. 128,965
SMSA 70 Cen. 403,821; Loc. Est. 566,746

COLORADO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,824,594	13,764,900	15,029,126	1,302	1,043,612	495	1,865,770	2,177	3,135,789	1,869	2,616,736	2,485	1,410,961	1,812	694,036	2,185	715,482	5,004	1,444,858	536	379,422
STANDARD METROPOLITAN STATISTICAL AREAS																					
Colorado Springs, Colo.	997,621	1,373,685	1,493,500	100	93,278	53	206,068	205	273,497	207	292,814	232	144,521	174	62,115	227	85,664	456	123,760	42	27,146
Denver-Boulder, Colo.	5,867,128	8,119,819	8,841,432	563	504,514	184	1,242,578	1,022	1,824,862	908	1,587,081	1,123	734,875	937	429,213	1,182	439,460	2,428	855,161	256	226,478
Fort Collins, Colo.	481,578	683,956	748,358	78	87,564	25	76,792	95	143,719	102	137,000	102	54,869	86	32,401	150	39,212	236	74,080	23	18,968
Greeley, Colo.	307,069	421,654	458,156	61	40,902	20	59,640	80	97,834	76	77,362	106	43,925	51	19,013	92	22,765	180	39,969	17	11,581
Pueblo, Colo.	406,205	534,957	576,924	41	34,145	17	92,358	122	133,294	105	104,698	113	49,441	69	25,217	87	29,636	265	47,336	26	17,014
COUNTIES, Cities																					
ADAMS	803,612	1,167,826	1,283,875	90	102,653	35	217,662	158	320,660	130	191,176	175	133,038	114	47,466	136	44,254	303	94,365	29	26,479
ALAMOSA	48,897	62,602	67,087	13	5,699	6	9,738	15	14,694	13	9,292	16	5,917	11	4,135	12	4,797	35	6,288	3	894
Alamosa	47,809	61,158	65,608	13	5,699	5	9,717	14	14,683	13	9,292	15	5,903	11	4,135	12	4,797	32	5,250	3	894
ARAPAHOE	1,199,646	1,764,651	1,944,850	86	91,965	37	357,124	160	324,880	171	472,322	169	133,176	238	131,948	188	75,008	346	111,489	34	[illegible]
ARCHULETA	9,820	11,435	12,037	2	1,355	1	203	5	2,636	3	1,037	10	3,780	6	854	3	133	13	935	2	134
BACA	14,066	18,639	20,174	7	3,645	6	1,060	8	2,660	7	3,176	12	6,623	7	472	3	72	10	934	4	568
BENT	12,673	14,165	[illegible]	3	786	3	804	4	3,368	2	3,135	5	1,901	4	272			11	668	2	488
BOULDER	662,971	917,171	[illegible]	90	82,499	21	77,072	110	215,263	131	184,312	116	79,388	143	48,833	185	54,384	[illegible]	90,052	32	30,821
Boulder	353,319	479,385	519,640	34	36,132	11	37,572	53	113,256	49	75,606	52	39,152	93	39,147	89	32,402	138	52,947	16	14,065
Longmont	160,451	224,020	244,193	23	28,153	4	19,271	24	63,481	41	39,525	26	23,027	41	8,761	55	12,803	63	17,498	10	14,073
CHAFFEE	48,234	74,503	82,855	15	5,653	8	4,264	19	21,143	19	13,327	36	15,552	16	1,621	15	1,223	45	6,742	4	1,766
Salida	30,495	46,544	51,893	7	3,245	3	3,314	8	14,726	14	11,375	17	3,629	12	1,115	9	931	25	3,148	3	965
CHEYENNE	5,856	9,908	11,217	5	741			5	5,614	2	664	9	1,802	2	486	2	241	8	975	2	323
CLEAR CREEK	16,980	22,479	24,273	4	1,135	1	167	11	6,668	2	879	13	5,839	2	275	4	296	38	5,227	1	
CONEJOS	9,227	11,974	12,879	4	829	1	748	12	4,056	3	346	9	3,044	3	197			12	503	3	340
COSTILLA	2,645	2,900	3,019	1	135	3	249	6	1,277			8	690			1		7	358	1	73
CROWLEY	3,565	3,431	3,478	3	374			3	711	5	1,308	4	332	1	139	2	84	5	166	1	97
CUSTER	1,117	1,674	1,849	1	135	1		2	525	1	180			2	40			4	642		
DELTA	52,527	75,074	82,214	21	10,769	7	5,131	26	21,752	16	18,317	23	[illegible]	17	2,995	17	2,012	34	4,502	6	2,308
DENVER	1,910,077	2,498,409	2,689,356	142	110,442	49	300,127	360	553,504	267	340,886	400	222,345	285	142,061	407	180,622	1,052	363,079	104	69,560
Denver	1,366,897	2,498,409	2,689,356	132	110,442	68	300,127	365	553,504	215	340,886	515	222,345	264	142,061	322	180,622	997	363,079	136	69,560
DOLORES	2,668	3,581	3,875					3	1,927	3	598	3	819					5	299		
DOUGLAS	25,624	42,628	48,088	12	2,459	3	278	12	15,827	12	8,949	11	7,423	9	710	17	1,338	16	3,771	4	2,320
EAGLE	62,473	114,368	131,481	13	11,335	4	829	20	28,399	4	855	24	15,343	26	5,425	12	1,716	75	28,488	3	2,454
ELBERT	5,406	8,563	9,575	4	301	1	71	5	2,325	2	232	7	2,827	4	106	2	249	12	878	1	
EL PASO	984,131	1,350,610	1,467,317	98	87,773	50	205,473	196	267,833	202	292,067	220	139,803	166	61,156	222	85,232	433	121,115	39	26,789
Colorado Springs	888,846	1,214,244	1,317,835	74	80,871	36	193,125	156	237,884	171	264,952	169	103,775	145	57,456	194	77,856	334	103,505	32	25,572
FREMONT	64,839	87,441	94,689	13	6,346	12	7,725	34	23,531	27	13,571	31	9,009	21	5,024	23	4,657	59	8,916	5	2,614
Canon City	54,870	73,912	80,259	11	6,039	6	6,109	25	18,802	19	11,423	19	6,412	18	4,586	19	4,399	43	7,637	4	2,334
GARFIELD	90,701	138,471	153,607	18	11,848	6	3,247	21	33,711	18	33,991	37	25,105	24	6,185	25	5,241	48	11,343	8	7,216
Glenwood Springs	69,413	104,719	116,488	9	6,722	4	2,419	14	23,053	15	[illegible]	23	18,384	15	4,750	19	3,487	29	8,264	3	3,904
GILPIN	3,356	4,742	5,185	1	102	1	63	3	586	1		2	185	2				14	2,302	1	124
GRAND	25,574	41,603	46,748	8	1,524	3	3,074	15	10,248	9	4,295	24	9,630	5	810	4	413	50	7,537	3	1,525
GUNNISON	32,693	57,865	66,072	10	3,419	1	886	15	21,089	9	7,480	12	9,604	14	3,299	9	1,597	48	6,963	3	2,118
Gunnison	29,350	51,818	59,307	7	3,093			10	19,404	8	7,215	11	9,350	10	2,543	8	1,540	24	5,859	2	1,894
HINSDALE	1,360	1,912	2,088		524	1	81			1		2	285	1				6	287	1	283
HUERFANO	15,833	20,076	21,485	5	1,215	2	892	8	6,160	4	2,285	20	5,468	5	345	3	537	21	1,603	2	499
JACKSON	5,322	9,555	10,943	1	1,547			5	4,483	1		2	1,697	3	270	1	505	7	1,057	1	220
JEFFERSON	1,261,842	1,724,392	1,872,112	142	114,394	38	290,252	219	394,142	196	389,436	250	159,320	146	58,195	249	81,854	415	158,103	52	53,273
Golden	58,989	84,080	92,444	7	4,912			12	23,730	14	25,503	14	7,685	4	1,825	10	1,332	34	16,118	3	2,471
KIOWA	3,487	4,292	4,569	2	299			4	817	2		2	1,650			3	200	5	917	1	165
KIT CARSON	26,729	[illegible]	42,663	13	3,309	3	915	11	10,306	9	6,599	16	11,712	8	1,863	7	1,433	12	1,735	4	1,256
LAKE	23,089	31,329	33,968	6	1,465	4	957	5	11,478	6	5,397	10	1,910	3	1,456	5	786	27	4,073	1	1,216
Leadville	20,903	28,213	30,649	6	1,465	4	957	5	11,478	5	4,643	6	1,268	3	1,456	5	786	25	3,821	1	1,216
LA PLATA	96,046	132,494	144,166	27	18,895	13	12,642	24	33,570	17	15,372	27	15,029	28	7,712	29	5,504	66	16,043	7	2,556
Durango	88,519	120,297	130,471	24	16,846	11	10,757	18	29,403	17	15,372	21	13,146	26	7,174	26	5,429	56	13,724	7	2,556
LARIMER	481,578	683,956	748,358	78	87,564	25	76,792	95	143,719	102	137,000	102	54,869	86	32,401	150	39,212	236	74,080	23	18,968
Fort Collins	288,268	405,522	442,636	35	42,294	10	62,334	44	92,897	45	80,022	50	23,575	53	22,731	86	24,844	110	37,634	13	12,706
Loveland	109,306	144,418	155,741	16	11,867	7	7,099	23	38,939	32	36,584	30	17,795	[illegible]	6,230	40	9,338	48	9,945	6	4,052
LAS ANIMAS	36,292	49,251	53,393	7	2,182	13	5,345	28	15,783	15	8,955	23	7,187	13	2,146	7	871	43	3,865	5	1,535
Trinidad	33,269	44,911	48,791	6	2,165	7	5,205	24	14,583	15	8,955	17	4,746	13	2,146	7	871	35	3,348	5	1,535
LINCOLN	19,432	28,537	31,430	4	379	1		7	4,589	4	7,974	27	11,406	3	846	4	595	19	1,803	2	236
LOGAN	70,868	105,021	115,839	14	7,903	5	10,056	19	22,121	20	21,716	38	17,180	19	7,516	20	5,164	37	7,759	4	1,730
Sterling	67,736	99,646	109,734	14	7,903	5	10,056	15	21,928	17	20,772	29	13,715	19	7,516	17	4,941	29	7,140	4	1,730
MESA	280,082	427,556	474,295	51	60,046	15	59,866	64	91,849	67	86,891	83	49,844	50	17,148	60	25,669	95	32,050	14	11,759
Grand Junction	250,783	378,311	418,612	41	53,242	12	55,838	40	74,178	57	80,865	59	37,838	49	16,950	50	24,541	73	29,178	11	10,304
MINERAL	1,906	2,316	2,459	1	473			2	770			2	678					3	190	1	148
MOFFAT	47,347	79,981	90,475	12	6,453	[illegible]	4,021	9	25,505	12	20,466	18	10,778	9	4,412	7	1,058	25	7,599	2	1,617
Craig	45,823	77,025	87,426	12	6,453	3	3,946	5	24,647	11	20,337	14	9,424	9	4,412	7	1,058	21	7,507	2	1,617
MONTEZUMA	63,938	88,584	96,420	14	9,282	8	6,444	19	22,198	13	19,362	29	7,826	11	2,454	16	3,718	37	10,079	6	2,751
Cortez	54,825	75,631	82,566	11	8,260	6	5,634	12	18,074	12	18,615	20	6,299	10	2,342	15	3,602	23	6,956	4	2,289
MONTROSE	76,902	100,544	108,230	21	16,485	6	7,775	25	24,493	16	18,489	23	10,552	15	5,105	19	3,179	42	8,233	9	2,432
Montrose	68,595	89,498	96,465	17	15,541	4	7,401	16	20,292	12	17,821	18	3,104	14	4,874	17	3,130	29	7,153	7	1,540
MORGAN	75,795	110,312	121,248	21	11,806	7	11,416	19	23,553	31	23,875	35	20,167	20	5,662	12	1,732	43	9,755	3	2,718
Fort Morgan	54,472	78,826	86,944	12	6,344	5	9,999	9	16,459	19	17,649	22	13,137	13	4,431	11	1,668	24	6,264	2	2,324
OTERO	63,125	77,144	81,934	13	8,375	7	7,713	30	23,682	22	13,815	18	5,670	19	4,354	20	4,098	47	5,197	8	2,117
La Junta	40,006	48,713	51,615	5	4,068	4	6,646	11	13,518	11	9,989	8	2,872	10	2,492	12	3,397	26	3,053	5	1,860
Rocky Ford	16,387	20,010	21,217	3	2,261	1	470	13	7,980	8	3,591	5	1,625	7	1,517	7	627	15	1,631	2	186
OURAY	3,238	4,420	4,800	1	205	2	157	4	1,419	1	244	2	550	1		1		14	1,251	2	143
PARK	5,825	10,187	11,608	2	726	3	115	5	1,577	1	1,070	9	3,038			2	180	13	2,905	1	223
PHILLIPS	12,834	16,700	17,947	3	2,051	4	3,037	10	2,968	8	5,328	3	1,551	1	379	5	164	9	864	3	128
PITKIN	77,480	140,941	161,822	13	21,089			21	21,628	6	3,027	8	8,908	38	13,203	22	7,319	95	38,665	4	8,163
PROWERS	51,938	73,277	80,065	14	5,972	6	7,890	16	20,408	20	9,885	19	15,118	11	2,995	10	3,327	37	5,784	4	2,169
Lamar	47,229	66,404	72,796	11	5,151	6	7,890	11	18,624	16	8,885	16	13,912	10	2,858	5	2,639	26	5,132	3	1,896
PUEBLO	406,205	534,957	576,924	41	34,145	17	92,358	122	133,294	105	104,698	113	49,441	69	25,217	87	29,636	265	47,336	26	17,014
Pueblo	377,991	485,805	520,974	35	32,420	15	77,674	109	123,792	92	102,300	97	41,426	65	23,114	80	26,307	230	43,609	25	16,025
RIO BLANCO	13,670	20,250	22,348	6	2,247	3	137	10	6,806	4	594	9	4,566	4	1,265	2	216	15	2,907	3	1,004
RIO GRANDE	31,541	37,851	40,067	15	3,553	3	932	18	12,953	9	6,323	16	3,214	7	1,960	10	2,895	20	1,933	6	1,067
ROUTT	44,533	89,964	105,360	10	13,194	4	2,214	13	21,169	9	8,792	17	14,751	19	6,710	15	2,246	50	14,113	7	5,021
SAGUACHE	5,940	6,738	7,054	1	714			3	1,808	3	1,596	7	1,070	1	472	1	162	5	553	3	171
SAN JUAN	2,334	2,906	3,102	2				1	256			5	989					9	802		
SAN MIGUEL	7,889	11,745	12,969	5	1,276	3	214	8	3,029	2	2,215	5	1,870	3	433	2	491	14	1,961	1	261
SEDGWICK	15,327	22,788	25,149	5	1,372	1	893	6	5,686	4	5,510	12	5,629	5	967	5	908	11	2,079	3	483
SUMMIT	38,419	73,000	84,532	6	6,937	3	426	15	20,307	6	1,351	17	11,082	19	2,217	9	949	60	[illegible]	4	1,851
TELLER	13,490	23,075	26,183	2	5,505	3	595	9	5,664	5	747	12	4,718	8	959	5	432	23	[illegible]	3	357
WASHINGTON	10,513	14,782	16,148	8	2,049	6	1,165	3	4,755	1	150	12	4,169	4	191	3	367	14	[illegible]	3	511
WELD	307,069	421,654	458,156	61	40,902	20	59,640	80	97,834	76	77,362	106	43,925	51	19,013	92	22,765	180	39,969	17	11,581
Greeley	223,710	303,896	329,444	37	17,863	13	56,563	38	74,255	47	57,545	56	24,551	44	18,544	62	15,590	94	19,407	9	10,696
YUMA	25,998	36,874	40,315	10	5,157	5	4,832	12	9,913	12	7,819	10	2,960	10	1,661	13	1,539	19	2,811	4	884

COLORADO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,207,199	2,849,889	7,317,951	23,638,662	1,044,434	22,633	26,896	673,232	1,262,465
STANDARD METROPOLITAN STATISTICAL AREAS									
Colorado Springs, Colo.	239,288	304,687	661,114	2,633,521	110,055	23,929	697	3,901	9,538
Denver-Boulder, Colo.	1,237,208	1,597,745	4,391,991	14,356,683	583,392	24,609	2,477	59,807	47,658
Fort Collins, Colo.	89,900	145,023	271,833	1,008,578	54,992	18,340	1,074	16,627	39,467
Greeley, Colo.	89,297	117,730	247,664	742,196	41,894	17,716	3,177	108,218	466,612
Pueblo, Colo.	118,238	124,825	339,061	875,314	44,194	19,806	628	9,312	22,070
COUNTIES, Cities									
ADAMS	185,789	250,873	475,465	1,912,286	79,068	24,185	861	27,571	27,077
ALAMOSA	11,422	12,382	21,351	92,115	4,365	21,112	328	11,276	2,587
Alamosa	6,985	10,020	12,757	72,860	3,460	21,058	*	*	*
ARAPAHOE	162,142	282,739	548,623	2,650,580	97,465	27,195	313	10,477	2,503
ARCHULETA	2,733	3,928	9,055	29,224	1,376	21,238	109	67	1,441
BACA	5,674	5,703	19,204	43,941	2,254	19,495	754	23,520	20,622
BENT	6,493	6,611	21,975	39,712	2,360	16,827	322	6,398	15,453
BOULDER	131,889	185,914	436,751	1,649,129	68,719	23,998	655	6,563	12,998
Boulder	66,870	83,778	218,458	738,627	31,390	23,531	*	*	*
Longmont	23,209	40,190	74,081	340,506	15,644	21,766	*	*	*
CHAFFEE	10,162	13,275	31,167	80,255	4,992	16,077	118	320	1,607
Salida	4,355	6,767	12,929	39,601	2,873	13,784	*	*	*
CHEYENNE	2,396	2,077	8,109	14,992	810	18,509	368	13,240	6,242
CLEAR CREEK	4,819	7,100	17,509	51,434	2,822	18,226	N.A.	N.A.	N.A.
CONEJOS	7,846	8,273	17,570	35,307	2,480	14,237	391	5,843	7,772
COSTILLA	3,031	3,206	7,976	15,896	1,026	15,493	131	3,883	645
CROWLEY	3,086	2,885	8,641	18,756	1,223	15,336	251	4,672	30,291
CUSTER	1,120	1,632	3,024	11,090	731	15,171	122	447	2,263
DELTA	15,286	21,357	44,555	152,073	8,728	17,424	912	8,943	10,663
DENVER	514,678	458,952	2,137,790	4,130,475	193,682	21,326	4[illegible]	2,866	5
Denver	514,678	458,952	2,137,790	4,128,476	193,682	21,316	*	*	*
DOLORES	1,641	1,829	4,612	14,083	624	22,569	176	3,775	734
DOUGLAS	8,407	27,635	17,447	278,900	9,435	29,560	292	5,264	3,258
EAGLE	7,498	14,301	26,616	97,981	5,137	19,074	112	483	3,449
ELBERT	3,903	7,344	14,359	52,705	2,794	18,864	535	4,432	10,979
EL PASO	235,972	296,559	653,921	2,568,414	106,769	24,056	651	3,685	9,036
Colorado Springs	135,060	207,295	401,331	1,880,068	80,160	23,454	*	*	*
FREMONT	21,942	28,941	62,775	193,635	11,287	17,156	276	1,543	3,977
Canon City	9,206	19,836	24,916	125,550	7,674	16,360	*	*	*
GARFIELD	14,821	22,494	46,118	156,747	8,679	18,060	369	1,254	7,303
Glenwood Springs	4,106	4,086	13,415	29,899	1,577	18,959	*	*	*
GILPIN	1,272	3,568	2,182	27,474	1,550	17,725	N.A.	N.A.	N.A.
GRAND	4,107	7,576	9,559	55,501	2,910	19,073	129	674	2,167
GUNNISON	7,578	9,542	30,982	55,028	3,506	15,981	160	358	4,755
Gunnison	4,613	5,948	17,517	32,438	1,978	16,399	*	*	*
HINSDALE	202	531	781	5,129	217	23,636	12	12	226
HUERFANO	6,590	6,824	25,878	41,058	2,672	15,356	208	340	3,042
JACKSON	1,811	1,803	4,601	15,449	718	21,517	94	1,391	4,112
JEFFERSON	233,031	388,064	773,733	3,707,839	133,473	27,780	312	7,066	1,817
Golden	9,817	21,949	30,004	193,044	8,436	22,883	*	*	*
KIOWA	2,029	1,894	8,172	13,324	715	18,635	383	16,182	6,697

GOLDEN—continued

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$100,631,242
Sav. & Loan Assns.	3	$66,576,892

6—PASSENGER AUTOS: County 296,234

7—ELECTRIC METERS: Residence 5,173

8—GAS METERS: Residence 3,504

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Courthouse 400 ($170); Colo. School of Mines 350 ($225); Brewery 1,600 ($275); Porcelain 1,550 ($150); Mineral Research Industries 230 ($195).

10—CLIMATE: Min. & Max. Temp.—Spring 37-61; Summer 57-83; Fall 39-67; Winter 24-47. First killing frost, Oct. 15. Last killing frost, May 1.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 11 Blocks Downtown; N. Washington 10th, 11th, 12th, 13th & 14th Sts.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Heritage Square	41	Big T
Applewood Grove	18	Safe way, Sherwin Williams.

Neighborhood Shopping Center: Pleasant View, Colfax & McIntyre ([illegible]0); Applewood Grove(7).
Stores Open Evenings: Downtown Fri.; Food Sun.
Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores
Department Stores: Eakers.
Variety Stores: Ben Franklin.
Chain Food Stores (CZ): Safeway 2; 7-Eleven.
Chain Drug Stores (CZ): Republic, Foss Walgreen; Jack's Rexall.
Other Chain Stores: Sweetbriar (women's); McMurty Paint; Sherwin-Williams Paint.

14—NEWSPAPERS: TRANSCRIPT (e) 3,124; Sworn Sept. 30, 1979. (latest statement available)
Local Contact for Advertising and Merchandising Data: Jim Hall, Gen. [illegible], TRANSCRIPT.
National Representatives: U. S. Suburban Press, Inc.

GRAND JUNCTION, COLO.

1—LOCATION: Mesa County, E&P Map A-2, County Seat. Shipping, wholesale & retail, mining, industrial, recreation center. 265 mi. from Denver. 300 mi. from Salt Lake City.

2—TRANSPORTATION: Railroads: Denver & Rio Grande Western.
Motor Freight Carriers: 17
Transcontinental Bus Lines: Continental.
Airlines: Frontier, United., Continental.

3—POPULATION:
Corp. City 70 Cen. 20,170, Loc. Est. 28,438
County 70 Cen. 54,374, Loc. Est. 74,378
CZ ABC: (70)47,203, (80)64,000
Bal. Primary Mkt. Area: (70)55,644; (80)75,900
Total Primary Mkt. Area: (70)102,847, (80)139,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,197; Loc. Est. 11,919
County 70 Cen. 17,640; Loc. Est. 28,356
CZ ABC: (70)15,474; (80)24,000
Bal. Primary Mkt. Area: (70)17,999 (80)28,000
Total Primary Mkt. Area: (70)33,473; (80)52,000

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	4	$280,033,554
Commercial Banks	7	$303,702,867

6—PASSENGER AUTOS: County 44,297

7—ELECTRIC METERS: 32,096

8—GAS METERS: 24,858

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)-Public Utilities 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days: 1st and 15th.

10—CLIMATE: Min. & Max. Temp.—Spring 30-88; Summer 55-93; Fall 37-80; Winter 19-53. First killing frost, Oct. 22. Last killing frost, Apr. 3.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; Teller Arms, North Ave. and 23rd Brach's Village; Albertson's 12th and Orchard (43 stores); Eastgate; K-Mart Plaza, Mesa Mall Hwy 6& 50 (80 stores) Coronado Plaza (18 stores) Monument Village (15 stores).
Neighborhood Shopping Centers: 2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Teller Arms	3	Tempo, Safeway
North 7th St.	2	Gibson Pharmacy, Mesa Phcy.
North Ave.	1	City Mkt., Woolco, City Mkt., Woolco, K-Mart, Gibson
Grand Ave.	In town	Grand Ave. City Mkt.
Orchard Mesa		7-Eleven, Safeway
Pioneer Village	2	Brach's Mkt. Western Auto

Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings and Sundays: Grocery, drug, shopping center, discount stores.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Montgomery Ward, Keith O'Brien, Bullock's, Sears.
Variety Stores (CZ): Woolworth, Western Auto.
Discount Stores (CZ): Gibson's; Surplus City; Tempo; K-Mart, Woolco.
Chain Drug Stores (CZ): Mesa [illegible]; Walgreen 3; Campus Rexall 2; Skagg's Wa[illegible] 2; Gibsons.
Chain Food Supermarkets: Safeway 4; City Market 5, Thriftway 2; Waddel's, Albertson's.
Other Chain Stores: Singer Co., Fashion Bar; Sweetbriar; Mode O'Day; Pay'n Pak; Radio Shack; Nautilvs; Baskin Robbins; Wendys, Mcdonalds.

14—NEWSPAPERS: SENTINEL (e) 29,775; (S) 32,-249; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ralph R. Powers Adv. Sales Mgr.
National Representatives: Branham/Newspaper Sales.

GREELEY, COLO.

1—LOCATION: Weld County, E&P Map C-1, County Seat. NE part of State, Midway between the capital cities of Colorado and Wyoming, 52 mi. north of Denver, 51 mi. south of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 and U.S. 34. College center. Shipping point for livestock and farm products.

2—TRANSPORTATION: Railroads: Union Pacific; Colorado & Southern; Amtrak.
Motor Freight Carriers: 5
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 38,902; Loc. Est. 53,028
CZ-ABC: (70) 38,902; (80) 54,300
RTZ-QBC: (70) 50,395, (80) 65,400
County 70 Cen. 89,297; Loc. Est. 118,064
City & RTZ-ABC: (70) 89,297; (80) 119,700

4—HOUSEHOLDS:
City: 70 Cen. 11,858; Loc. Est. 19,094
County: 70 Cen. 26,664; Loc. Est. 41,549
CZ-ABC: (70) 11,858; (80) 18,900
RTZ-ABC: (70) 14,806; (80) 22,000
City & RTZ-ABC: (70) 26,664; (80) 40,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Industrial Banks	2	N.A.
Sav. & Loan Assn.	4	N.A.
Commercial Banks	7	$301,731,000

6—PASSENGER AUTOS: County 64,634

7—ELECTRIC METERS: Residence 16,300

8—GAS METERS: Residence 15,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Sugar Ref. 100 ($120); Food Proc. 100 ($105); Farm Equip. 50 ($104); Motor Rebuild 30 ($120); Overall Factory 120 ($104); Packing Plant 540 ($180).
Principal Industrial Pay Days: 1st and 15th.

10—CLIMATE: Min. & Max. Temp.—Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30. Last killing frost, May 5.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Greeley Mall	75	Montgomery Ward, Joslins, Safeway, Zales, McDonald's
Hillside Center	14	
Hillside Mall	24	Woolco, King Soopers
Wilshire	7	Sears, Eaker's

Stores Open Evenings: Food and Discount—Mon. through Sat. All Stores open Thur. eve's.

13—RETAIL OUTLETS: Department Stores: Joslin's; J.C. Penney; Montgomery Ward; Denver Dry Goods; Eaker's; Hestecs; J.V. Smith; Big R; McDonalds.
Discount Stores (CZ): Gibsons; K-Mart; Woolco.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Merit 4; Skagg's 2.
Chain Food (CZ): Safeway 2; Albertson 2; King Soopers 1.
Other Chain Stores: Auto Supplies: K-Mart; Gambles; Gibson's; Catalog Offices: Sears; Daines; Meadow Gold; Carlson-Frink; Finance Companies: Dial; General; Associates; Avco; Aetna; Pacific; Security Credit; Household Finance; Beneficial; G.A.C.; Ice Cream: Bresler's, Baskin-Robbins, Dairy Queen; Jewelry: Grayheal, Weiss, Zale; Men's Wear: Otis Bros., Mike's, Gregory's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac, Cooks; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes; Kinney, Brown's Shoe Fit, Foot-So-Poxt, Red Wing, Pay Less, Fashion Bar Shoe, Karls; Women's Apparel: Fashion Bar, Mode O'Day; McDonald's.

14—NEWSPAPERS: TRIBUNE & REPUBLICAN (e) 22,489; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Connie Hull, Gen. Adv. Mgr., TRIBUNE.
National Representatives: Branham/Newspaper Sales.

LA JUNTA, COLO.

1—LOCATION: Otero County, E&P Map C-3, County Seat.

2—TRANSPORTATION: Railroads: Atchison, Topeka and Santa Fe.
Motor Freight Carriers: 5
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 7,938; Loc. Est. 8,800
County 70 Cen. 23,523; Loc. Est. 24,134

4—HOUSEHOLDS:
City 70 Cen. 2,604; Loc. Est. 3,356
County 70 Cen. 7,277; Loc. Est. 8,718

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$39,254,000
Sav. & Loan Assns.	2	$20,000,000

6—PASSENGER AUTOS: County 12,783 (1978)

7—ELECTRIC METERS: Residence 2,834

8—GAS METERS: Residence 3,414

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—RR Shops 580 ($105); Food Prods. 375 ($95); Farm Machy. 20 ($75); Trailer Mfg. 5 ($90); Misc. 65 ($95); Radar 200 ($95); Brass Mfg. 92 ($90); Sales Rings 18 ($85).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 47-50; Summer 60-77; Fall 41-57; Winter 19-35. First killing frost, Oct. 8. Last killing frost, Apr. 28.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Cheraw (-)	10	Reynolds
Swink (-)	5	Wells Grocery

Principal Shopping Days Mon., Fri., Sat.
Stores Open Evenings Dept. Sat., Food Sat. & Sun.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J. C. Penney, Gambles, Sears, Coast-to- Coast.
Variety Stores Woolworth, Newberry.
Discount Stores Gibson's.
Chain Food Supermarkets Safeway.

14—NEWSPAPERS: TRIBUNE-DEMOCRAT (e-Mon. to Fri.) 4,149; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Spencer Burtis, Pub., TRIBUNE- DEMOCRAT.
National Representatives Branham/Newspaper Sales.

LAMAR, COLO.

1—LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line, 120 mi. E of Pueblo, 200 mi. SE of Denver. On State Hwys. 6, 119, 192, 196. U.S. Hwys. 50,287 and 385.

2—TRANSPORTATION: Railroads Santa Fe.
Motor Freight Carriers 3.
Intercity Bus Lines Trailways.
Airline Air Midwest.

3—POPULATION:
Corp. City 70 Cen. 7,797; Loc. Est. 8,257
County 70 Cen. 13,258; Loc. Est. 14,316
Demographic Information (Limited) is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,496; Loc. Est. 3,107
County 70 Cen. 4,151; Loc. Est. 5,266

5—BANKS:
3 Banks 2 Sav. & Loan. Dep. $94,702,983

6—PASSENGER AUTOS: County 8,924(1978)

7—ELECTRIC METERS: Residence 3,200

8—GAS METERS: Residence 3,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Gas Dist. 25; Power Plant 45; Aspen Sportswear 110; Cross Hydraulic Cylinders 105; Cattle Feed Yards 100; Ranch Mfg. Farm & Industrial Trailers 20.

10-CLIMATE: Min. & Max. Temp.—Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18. Last killing frost, Apr. 17.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers 10 blocks Main ST., 20 stores on adjacent streets. Orchard Plaza Shopping center, 9 outlets, Village Shopping Center, 7 outlets, K-Mart shopping center, 6 outlets.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Eisenhauer's, Montgomery Ward (Catalog); Montgomery Ward TBA, Sears (Catalog); Big R, Farm and Ranch General Store, Coast-to-Coast.
Variety Stores Duckwall.
Discount Stores (CZ) Gibson, Tempo, K-Mart.
Chain Drug (CZ) Flora, Coles, Gibson's Phcy., Corner Phcy., Jim's Phcy.
Chain Food Supermarkets Safeway, IGA, 7-Eleven, Love's, Orchard Plaza Foodliner.
Other Chain Stores Sweetbriar's, Conrad's, Mademoiselle, The Pizza Hut, Kentucky Fried Chicken, Sonic Drive-In, Burger King.

14—NEWSPAPERS: TRI-STATE NEWS (e) 3,044, sworn March 31,1980.
Local Contact for Advertising and Merchandising Data: Ted Searl, Adv. Dir., TRI-STATE NEWS.
National Representatives Branham/Newspaper Sales.

LEADVILLE, COLO.

1—LOCATION: Lake County, E&P Map B-2. County Seat. Residential and Industrial Center. 121 mi. from Canon City, 162 mi. from Pueblo, 185 mi. from Grand Junction, 112 mi. from Denver. On U.S. Hwy. 24, State Hwy. 91.

2—TRANSPORTATION: Railroads Denver & Rio Grande.
Motor Freight Carriers Ephraim Frt., Rio Grande Frt.
Intercity Bus Lines Continental, Rio Grande.

3—POPULATION:
Corp. City 70 Cen. 4,314; Loc. Est. 4,643
County 70 Cen. 8,282; Loc. Est. 8,558

4—HOUSEHOLDS:
City 70 Cen. 1,373; County 1,686
Loc. Est.: City 1,629; County 2,887

5—BANKS: 1 Comm. Est. Dep. $30,000,000

6—PASSENGER AUTOS: County 5,351 (1978)

7—ELECTRIC METERS: Residence 3,480

8—GAS METERS: Residence 1,800

9— PRINCIPAL INDUSTRIES (CZ): Ore Mining, Smelting, Milling & tourism. Mining, 2150 emp., $210 Wkly., Other industry, 700 emp., $110 Wkly.

11—TAP WATER: Neutral.

12—RETAILING:
Principal Shopping Days Thurs., Fri., Sat.
Stores Open Sun. Safeway; Super Foods, Skaggs.

13—RETAIL OUTLETS: Department Stores J.C. Penney, Crews-Beggs, Sears, Montgomery Ward.
Chain Food Supermarkets Safeway; Super Foods 3, Mini-Mkt., Skaggs, 7-Eleven.

14—NEWSPAPERS: HERALD DEMOCRAT (e-Mon. to Fri.) 2,200, sworn March 31, 1980.
Local Contact for Advertising and Merchandising Data: F. R. Bochatey, Pub., HERALD-DEMOCRAT.
National Representatives Branham/Newspaper Sales.

LONGMONT, COLO.

1—LOCATION: Boulder County, (Denver-Boulder SMSA) E&P Map C-1. Residential, agriculture and industrial center 37 mi. N of Denver. On State Hwys. 66, 119, U.S. Hwy. 287. 7 miles west of I-25.

2—TRANSPORTATION: Railroads Burlington Route, Colo. & Southern, Great Western.
Motor Freight Carriers 4.
Intercity Bus Lines Colorado Motor Way, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 23,209; Loc. Est. 37,941
CZ ABC: (70) 23,209; (80) 41,400
RTZ-ABC: (70) 27,173; (80) 31,800
SMSA 70 Cen. 1,237,208; Loc. Est. 1,563,666
County 70 Cen. 131,889; Loc. Est. 181,302
City & RTZ-ABC: (70) 50,382; (80) 73,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,557; Loc. Est. 14,605
County 70 Cen. 40,854; Loc. Est. 66,326
SMSA 70 Cen. 493,948; Loc. Est. 566,746
CZ ABC: (70) 7,557; (80) 15,400
RTZ ABC: (70) 8,228; (80) 10,900
City & RTZ-ABC: (70) 15,785; (80) 26,300

5—BANKS:	NUMBER	DEPOSITS
Commercial	5	$151,537,352
Savings & Loan	6	$2,899,596,232

6—PASSENGER AUTOS: County 115,559

7—ELECTRIC METERS: Residence 16,305

8—GAS METERS: Residence 16,670

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners— Mobile Homes 70; Oil & Air Filters 400; Turkey Process 200; Foundries 125; Camp. Trailers 100; Furniture 35; FAA Unit 400; IBM 4,500; Cement 100; Electronics 250; Potato Chips 100; Heavy Duty Tractors, 4-WD Acces. 100.

10-CLIMATE: Min. & Max. Temp.—Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8. Last killing frost, May 7.

11—TAP WATER: Fluoridated.

12—RETAILING:
Principal Shopping Days Fri., Sat., Sun.
Stores Open Evenings Weeknights.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, Firestone, J. C. Penney, Sears, M & O Tire, A B Tire City, TG&Y; Skaggs, Goodyear Service Store, Bob's Toy Chest; Shoe Fair, Pic-A-dilly, Shoe Den, Storrs.
Variety Stores Howell's, K-Mart, Eader's, Zale's Jewelry.
Discount Stores Bi-Rite, K-Mart.
Chain Drug Stores (CZ) Walgreen, Rexall, Sullivan's 4, Skagg's.
Chain Food Supermarkets Safeway 2, Ideal 2, Albertson's, King Sooper.

14—NEWSPAPERS: TIMES-CALL (e-mon. to Fri.) 16,844, (wknd) 17,239, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William L. Johnson, Vice Pres., TIMES-CALL.
National Representatives Branham/Newspaper Sales.

LOVELAND, COLO.

1—LOCATION: Larimer County, E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 87, 287.

2—TRANSPORTATION: Railroads Colo. & Southern, Great Western.
Intercity Bus Lines Trailways.

3—POPULATION:
Corp. City 70 Cen. 16,220; Loc. Est. 37,000
City Zone ABC: (70) 16,220; (80) 34,900
RTZ-ABC: (70)21,246; (80)23,600
City & RTZ-ABC: (70)37,466; (80)58,500
County 70 Cen. [illegible]; Loc. Est. 171,812

4—HOUSEHOLDS:
City 70 Cen. 5,547; Loc. Est. 13,700
County 70 Census 28,[illegible]93; Loc. Est. 52,312
City Zone ABC: (70)5,547; (80)13,700
RTZ-ABC: (70)6,705; (80)8,300
City & RTZ-ABC: (70)12,252; (80)22,000

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$100,000,000
Commercial Banks	5	$124,853,137

6—PASSENGER AUTOS: County 91,600

7—ELECTRIC METERS: Residence 13,669

8—GAS METERS: Residence 13,585

9— PRINCIPAL INDUSTRIES (CZ): —(Number of Workers if available) (CZ): Sugar, Potteries, Meat Packing, Furniture, Pre-Fab & Mobile Homes 125, Electronics 3,500, Jewelry, Photographic Papers 3,000; Offset Printing Plates, Oral Hygiene Prod., Shower Massagers, Water testing equipment.

11—TAP WATER: Neutral, very soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Orchard	2	King Soopers, Eakers
Westlake	2	West Lake Mkt., Ben Franklin, West Lake Pharmacy
K-Mart		
Century Mall	12	Wards, King's Sooper
K-Mart (Ft. Collins)	11	K-Mart
K-Mart (Greeley)	20	K-Mart
Hillside (Greeley)	20	Woolco, Kings Sooper
Foothills Mall	11	May D & F, Denver Dry, Sears, Skaggs, Safeway
Foothills Square	11	J. M. McDonald, Fashion Bar
Greeley Mall	20	Joslin, Wards, Safeway, Sears, McDonald
Horizon Park	17	K-Mart, Skaggs, Eakers, King Sooper

Principal Shopping Days Sat., Mon., Thu. Supermarkets open Sundays.

COLORADO
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
KIT CARSON	7,530	7,873	29,701	64,068	2,895	22,131	845	50,770	46,094
LAKE	8,282	8,312	26,796	51,650	2,872	17,984	N.A.	N.A.	N.A.
Leadville	4,314	4,674	13,845	28,809	[illegible],733	16,624	*	*	*
LA PLATA	19,199	27,168	45,970	205,898	9,59[illegible]	21,468	560	1,768	5,968
Durango	10,333	11,980	26,754	98,536	4,386	22,466	*	*	*
LARIMER	89,900	145,023	271,83[illegible]	1,008,578	34,992	18,340	1,074	16,627	39,467
Fort Collins	43,337	67,757	124,95[illegible]	440,469	24,622	17,889	*	*	*
Loveland	16,220	33,429	49,524	236,00[illegible]	13,616	17,333	*	*	*
LAS ANIMAS	15,744	15,063	52,401	88,47[illegible]	5,721	15,465	412	1,158	6,526
Trinidad	9,901	9,899	32,581	57,48[illegible]	3,539	16,244	*	*	*
LINCOLN	4,836	4,803	19,512	35,87[illegible]	1,845	19,443	450	11,268	15,708
LOGAN	18,852	20,322	62,768	159,242	7,456	21,358	1,072	31,234	111,148
Sterling	10,636	11,798	37,886	100,060	4,669	21,431	*	*	*
MESA	54,374	79,557	200,413	666,610	30,555	21,817	1,320	12,465	14,556
Grand Junction	20,170	28,642	76,574	243,428	12,137	20,057	*	*	*
MINERAL	786	697	3,046	5,635	306	18,415	13	30	38
MOFFAT	6,525	13,286	30,793	85,346	5,036	16,947	252	2,584	6,840
Craig	4,205	12,154	19,959	78,527	4,657	16,862	*	*	*
MONTEZUMA	12,952	16,005	45,713	113,506	5,706	19,892	596	5,035	2,815
Cortez	6,032	7,647	21,877	55,729	2,803	19,882	*	*	*
MONTROSE	18,366	24,061	50,351	179,699	8,599	20,898	844	9,163	15,884
Montrose	6,496	9,798	17,935	73,696	3,680	20,026	*	*	*
MORGAN	20,105	22,223	57,927	162,183	8,136	19,934	953	34,963	112,515
Fort Morgan	7,594	10,583	22,099	78,007	4,151	18,792	*	*	*
OTERO	23,523	23,313	72,191	149,166	6,505	17,539	587	10,755	43,758
La Junta	7,938	8,545	24,863	55,801	3,290	16,961	*	*	*
Rocky Ford	4,859	4,609	14,371	28,420	1,650	17,224	*	*	*
OURAY	1,546	1,7[illegible]	5,575	10,302	722	14,269	80	367	1,135
PARK	2,185	6,[illegible]	4,771	39,964	2,525	15,827	84	185	1,285
PHILLIPS	4,131	4,6[illegible]	15,250	38,950	1,957	19,903	453	33,651	11,155
PITKIN	6,185	11,4[illegible]	23,300	109,756	4,534	24,207	52	73	897
PROWERS	13,258	14,091	45,036	92,794	5,154	18,004	629	24,629	49,842
Lamar	7,797	8,300	26,305	54,287	3,103	17,495	*	*	*
PUEBLO	118,238	124,625	339,061	875,314	44,194	19,806	628	9,312	22,070
Pueblo	97,453	105,463	286,278	749,545	37,885	19,785	*	*	*
RIO BLANCO	4,842	6,210	19,376	35,679	2,190	16,292	160	945	4,766
RIO GRANDE	10,494	10,976	29,330	80,373	3,816	21,062	326	24,057	3,211
ROUTT	6,592	13,628	24,895	84,292	5,194	16,229	290	3,329	6,339
SAGUACHE	3,827	3,913	12,413	20,482	1,336	15,331	204	8,090	3,727
SAN JUAN	831	801	2,347	5,864	308	19,039	N.A.	N.A.	N.A.
SAN MIGUEL	1,949	3,124	7,300	22,377	1,136	19,698	74	286	1,702
SEDGWICK	3,405	3,509	12,652	32,818	1,438	22,822	313	15,788	12,505
SUMMIT	2,665	9,493	9,692	74,862	3,646	20,533	20	31	270
TELLER	3,316	8,128	7,193	65,107	3,286	19,813	46	216	502
WASHINGTON	5,550	5,709	20,915	43,077	2,154	19,999	903	30,525	1[illegible],416
WELD	89,297	117,730	247,664	742,196	41,894	17,716	3,177	108,218	466,612
Greeley	38,902	55,169	114,009	363,406	20,070	18,107	*	*	*
YUMA	8,544	10,125	31,265	76,953	4,148	18,552	1,072	53,155	3[illegible],680

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1979 Cash Receipts as follows: From Crops $690,096,000, from Livestock & Livestock Products $2,434,043,000; Total $3,124,139,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

LOVELAND—continued

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Gamoles, Montgomery Ward; J. M. McDonald; Whites; Sears; Westermann's; Furgeson Hdw. Center.
Discount Stores: Alco; Loveland; K-Mart; Loveland Drug, Loveland Discount.
Variety Stores: Woolworth; Ben Franklin; Gambles.
Chain Drug Stores: Dan-Y, Rexall; Draper; Walgreen, Loveland Drug.
Chain Food Supermarkets: Safeway; King Soopers, AG.

14—NEWSPAPERS: REPORTER-HERALD (e-Mon. to Fri.) 14,412, (wknd) 14,594; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harold Landon, Adv. Dir., REPORTER-HERALD.
National Representatives: Branham/Newspaper Sales.

MONTROSE, COLO.

1—LOCATION: Montrose County, E&P Map A-2, County Seat. Agricultural center, 300 mi. W of Denver, 350 mi. from Salt Lake City. On U.S. Hwys. 50 and 550, State Hwy. 90.

2—TRANSPORTATION: Railroads: Denver & Rio Grande Western.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 6,496; Loc. Est. 9,867
County 70 Cen. 18,366; Loc. Est. 24,089
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,126; Loc. Est. 3,100
County 70 Cen. 5,612; Loc. Est. 8,504

5—BANKS:	NUMBER	DEPOSITS
Savings Bank	1	$1,017,219
Savings & Loan	3	$100,177,714
Commercial	3	$66,884,861

6—PASSENGER AUTOS: County 11,993

7—ELECTRIC METERS: Res. Corp. city 3,950

8—GAS METERS: Corp. city 3,473

9— PRINCIPAL INDUSTRIES (CZ): Agriculture; Livestock, Mining (gold, silver, lead, zinc, uranium, radium); Lumbering; Candies.

10-CLIMATE: Min. & Max. Temp.—Spring 34-62, Summer 52-86, Fall 36-65, Winter 16-40.

11—TAP WATER: Neutral, soft.

12—RETAILING: J. C. Penney; Conrad's; Mode O'-Day; Montgomery Ward.
Discount Stores: Gibson; K-Mart; Yellow Front.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Anderson, Merit.
Chain Food Supermarkets: City 2; Safeway; City Market.
Principal Shopping Days: Fri. & Sat.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 6,050 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS.
National Representatives: Branham/Newspaper Sales.

PUEBLO, COLO.

1—LOCATION: Pueblo County (Pueblo SMSA). E&P Map C-3, County Seat. Manufacturing, Agriculture; Wholesale and distributing center for S. Colorado, N. New Mexico, W. Kansas; 112 mi. south of Denver.

2—TRANSPORTATION: Railroads: Santa Fe, Missouri Pacific; Denver & Rio Grande Western, Colorado and Southern Burlington, Colorado & Wyoming CF&I freight.
Motor Freight Carriers: 8.
Intercity Bus Lines: Denver-Colorado Springs-Pueblo Trailways; Continental Trailways, Greyhound., 24 Taxi Cabs.
Airlines: Frontier Airlines; Rocky Mt. Airways; Charter Service; Pan Ark Aviation; Pueblo Aircraft Service, Federal Express (freight).

3—POPULATION:
Corp. City 70 Cen. 97,453; Loc. Est. 98,530
CZ ABC:
(70) 108,248, (80) 112,400
Bal. Prim. Mkt. (70) 139,069; (80) 146,200
Total Primary Mkt. Area-ABC:
(70) 247,317; (80) 258,600
County/SMSA
(70) Cen.: 118,238; Loc. Est. 123,400

4—HOUSEHOLDS:
City 70 Cen. 29,712; Loc. Est. 38,200
Co./SMSA 70 Cen. 37,900; Loc. Est. 45,367
CZ ABC: (70) 32,849; (80) 39,000
Bal. Prim. Mkt. ABC: (70) 42,875; (80) 51,600
Total Primary Mkt. Area-ABC
(70) 75,724; (80) 90,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	9	$299,632,697
Sav. & Loan Assns.	8	N.A.

6—PASSENGER AUTOS: County 73,562

7—ELECTRIC METERS: Residence 48,201

8—GAS METERS: Residence 39,994

9— PRINCIPAL INDUSTRIES (CZ): # of Emp Manufacturing 8,860, Mining-- Trade (Retail & Wholesale) 9,370, Government 10,210 Transportation, Utilities & Communications 6,820 Finance, Insurance, Real Estate 1,720, Service 9,350, Contract Construction 1,940. Largest Manufacturing Employeers CF&I 5,878; Dana Corp. 450; Alpha Beta Packing 530; Rockwool Insulating 160; Abex Corp 152; Pepsi Cola 200; Largest Government, Commercial, or service employees Pueblo Army Depot 875; Local Hospitals 1,760; Colo. State Hospital 1,418; Univ. of SO. CO 684; School District (2) 2,750; Dept. of Transp. 600; U.S. Government Printing Office 148.
Principal Industrial Pay Days: Steel Mill-Mon., Tues., Wed.; Ordnance Depot—Every other Fri.; Railroads—1st and 15th; Government—1st and 15th.

10-CLIMATE: Min. & Max. Daily Temp. Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49; Date first killing frost, Sept. 19. Date last killing frost May 19.

11—TAP WATER: Alkaline, hard; naturally fluoridated.

12—RETAILING: Principal Shopping Area: 9 blocks on Santa Fe, 11 on Main; 5 on Court, 6 on Union.
Neighborhood Shopping Areas: Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Belmont	26 blks.	Eaker's, Alco Blende Super
Arapahoe	43 blks.	Blende Super
Treasure Island	38 blks.	Western Auto
Midtown	6 blks.	Sears, Safeway
Sunset Plaza	42 blks.	Alco, Skagg's, Safeway
King Sooper	40 blks.	King's Soopor, Eaker's
Pueblo Mall	25 blks.	Montgomery Ward, Joslin's
Regency Plaza	40 blks.	J.C. Penney Albertson, Skagg's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Food—Mon. to Fri. till 8. Some Grocery, Drug open Sun.

13—RETAIL OUTLETS: Department Stores: Joslin's, Denver & Wilsons, Montgomery Ward, Sears, J.C. Penney; Eakers 2.
Discount Stores (CZ): Germen's, So-Lo Food, Alco 2, Gibson, King Soopers 2, K-Mart 2.
Variety Stores: Woolworth, Ben Franklin.
Chain Drug (CZ): Skaggs 2, Grove (Merit) 5, Alamo 2; Associated Druggists 10.
Chain Food Supermarkets: Safeway 4, Blend Super, Chets Food Center 4, King Soopers 2, Super Foods 6, 7-Eleven 21, Kwik Way 17, Shoppin Bag.
Other Chain Stores: B. F. Goodrich, Goodyear; Lerner's; Karl's Shoes, Fashion Bar, Kinney Shoes; Leeds Shoes; Lerner Stores; Baker Shoes; Martin Clothiers; Arden's, Singer Co.; Atlas Sewing Center; Zale Jewelers; Western Auto 2; Alco 2, Sherwin-Williams Paints 2, McMurty Paint; Diana Shops; Pittsburgh Paint & Glass, Mary Carter (Paints) 2; S&H Green Stamps; Franklin Optical, Douglas Optical; Zale Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Pdts., Sidles Co., Baskin-Robbins Ice Cream; Miller Tire; McCoy Co., Mor-Valu Stamps, O-K Tire; IBM, Mode O'-Day, NAPA Auto Parts; Electronics Diagnostic Center, AC Transmission Center; Kwal Paints; Team Electronics, Sutherland Lumber Co.; Aetna Mobile Home Sales; Oldach Home Imp. Center.

14—NEWSPAPERS: CHIEFTAIN (m) 38,574, STAR-JOURNAL (e) 14,601, Comb (m&e) 53,175, STAR-JOURNAL & CHIEFTAIN (S) 51,997, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth T. Carlson, Adv. Dir. STAR-JOURNAL & CHIEFTAIN.
National Representatives: Branham/Newspaper Sales.

ROCKY FORD, COLO.

1—LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2—TRANSPORTATION: Santa Fe R.R.; Continental Trailways Bus., 4 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 4,859; Loc. Est. 4,723
County 70 Cen. 23,523; Loc. Est. 24,134

4—HOUSEHOLDS:
70 Census, City 1,544; Loc. Est. 1,674
County 70 Cen. 7,277; Loc. Est. 8,718

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	1	$5,000,000
Commercial Banks	4	$14,000,000

6—PASSENGER AUTOS: County 12,153

7—ELECTRIC METERS: Residence 1,700

8—GAS METERS: Residence 2,350

9— PRINCIPAL INDUSTRIES (CZ): Scales; Pumps, Seeds; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING:
Principal Shopping Days: Fri. and Sat.
Stores Open Evenings: Saturday evgs., some on Sun.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: Carousel.
Discount Stores: Gibson's.
Chain Drug Stores in City Zone—Walgreen.
Chain Supermarkets: Safeway, Valley Supers; Seven- 11; Loaf'N Jug; Love's Country Store.
Other Chain Stores: Western Auto, Gambles.

14—NEWSPAPERS: GAZETTE (e-Mon. to Fri.) 3,041, sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Ross Thompson, Pub., GAZETTE.
National Representatives: Branham/Newspaper Sales.

SALIDA, COLO.

1—LOCATION: Chaffee County, E&P Map B-2. Industrial, agricultural, residential center and vacation resort. Monarch, Ski Area and Major Subdivision Development. 60 mi. W of Canon City; 100 mi. W of Pueblo. On U.S. Hwy. No. 50,285 and 291.

2—TRANSPORTATION: Railroads: Division point for D&RGW R.R.
Intercity Bus Lines: Continental.

3—POPULATION:
Corp. City 70 Cen. 4,355; Loc. Est. 6,532
County 70 Cen. 10,162; Loc. Est. 13,299
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,560; Loc. Est. 2,728
County 70 Cen. 3,176; Loc. Est. 4,895

5—BANKS:	NUMBER	DEPOSITS
County Bank	1	$5,400,000
Bldg. & Loan Assn.	1	$17,000,000
City Bank	2	$28,000,000
Commercial Banks	2	$31,956,000

6—PASSENGER AUTOS: County 9,096 (1978)

7—ELECTRIC METERS: Residence 4,750

9— PRINCIPAL INDUSTRIES (CZ): D&RGW RR Division Point; Limestone Quarry and Screening Plant; Granite Quarries; Lbr.; Feldspar; Fluorspar, Beryllium; Copper; Soil Conditioning Agent; Tourist; Bentonite; Livestock Auctioning Center; Poultry; Granite Grit Mfg.; Beryl; Terrazo; Agricultural; Cattle; Skiing.

10-CLIMATE: Min. & Max. Temp.—Spring 29-74, Summer 44-82, Fall 19-73, Winter 8-46.

11—TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12—RETAILING:
Principal Shopping Days Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Crews- Beggs, Sharte's.
Discount Stores: Gibson.
Variety Store: Woolworth.
Chain Food supermarkets Safeway, AG 4.

14—NEWSPAPERS: MOUNTAIN MAIL (e-Mon. to Fri.) 2,390, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Merle Branczyk, Pub., MOUNTAIN MAIL.
National Representatives: Branham/Newspaper Sales.

STERLING, COLO.

1—LOCATION: Logan County, E&P Map D-1, County Seat. Wholesale and Shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of Colorado. On South Platte River, 125 mi. NE of Denver, 430 mi. W of Omaha, 100 mi. SE of Cheyenne, Wyo. On Interstate I-76, U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2—TRANSPORTATION: Railroads: Union Pacific, Burlington Frt.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways.
Airlines-Sterling Air.

3—POPULATION:
Corp. City 70 Cen. 10,636; Loc. Est. 13,050
CZ ABC: (70) 10,636, (80) 11,800
RTZ-ABC: (70) 24,300, (80) 25,300
County 70 Cen. 18,852; Loc. Est. 20,550
City & RTZ-ABC: (70) 34,936, (80) 37,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,467, Loc. Est. 4,400
County 70 Cen. 5,808; Loc. Est. 7,500
CZ ABC: (70) 3,467; (80) 4,400
RTZ-ABC: (70) 7,927; (80) 9,600
City & RTZ-ABC: (70) 11,394; (80) 14,000

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assns.	2	$120,000,000
Commercial Banks	5	$110,000,000

6—PASSENGER AUTOS: County 10,700

7—ELECTRIC METERS: Res. 4,327

8—GAS METERS: Residence 4,258

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Railroad Shops & Offices 215 ($360); Sugar Refining 60 ($240); Grain Elevators 30 ($240); Cattle Feeding 150 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Miller Western Wear 124 ($135).
Principal Industrial Pay Days: 5th & 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 33-56, Summer 55-85, Fall 33-61, Winter 16-48. First killing frost, Oct. 1. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 30 blocks on 11 streets.
Neighborhood Shopping Centers: Fair Shopping Center; U.S. Hwy. 138, North Edge of City; High Plains Center; West Main Street.
Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Food—Thu. Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, C. R. Anthony, Montgomery Ward, Sears, Mr. D's, Bostwicks, Watkins.
Variety Stores: Woolworth's.
Discount Stores: Gibson's, K-Mart, Ranch Wholesale.
Chain Food Supermarkets: Safeway, U-Save Supers 2; Bauer's.
Other Chain Stores: Coast-to-Coast, Brown Shoe-Fit, Mode O'Day, Sweetbriar, Conrad's, Sherwin-Williams, Komac, Mead Lumber, Checker Auto, Payless Shoes.

14—NEWSPAPERS: JOURNAL-ADVOCATE(e) 7,292, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE.
National Representatives: Branham/Newspaper Sales.

TRINIDAD, COLO.

1—LOCATION: Las Animas County, E&P Map C-3. County Seat. South-central part of state.

2—TRANSPORTATION: Railroads: AT&SF, C&S (frgt.), C&W (frgt.)
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound, Continental.

3—POPULATION:
Corp. City 70 Cen. 9,901; Loc. Est. 10,368
CZ ABC: (70) 9,901, (80) 10,000
RTZ-ABC: (70) 5,843, (80) 5,900
County 70 Cen. 15,744, Loc. Est. 16,249
City & RTZ-ABC: (70) 15,744, (80) 15,900

4—HOUSEHOLDS:
City 70 Cen. 3,239, Loc. Est. 3,691
County 70 Cen. 5,084, Loc. Est 6,164
City Zone ABC: (70) 3,239, (80) 3,700
RTZ-ABC: (70) 1,845, (80) 2,200
City & RTZ-ABC: (70) 5,084, (80) 5,900

5—BANKS: 3 Commercial, Dep. $30,623,275

6—PASSENGER AUTOS: County 8,738

7—ELECTRIC METERS: Residence-City 3,366

8—GAS METERS: Residence-City 3,002

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mines (Coal) 675 ($160), Cattle industry $3,000,000 yearly.
Principal Industrial Pay Days: 5th & 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 8-85, Summer 33-100, Fall-8-88, Winter-24-76. First killing frost, Oct. 6. Last killing frost, May 5.

11—TAP WATER: Neutral, soft, chlorinated (not fluoridated).

12—RETAILING: Principal Shopping Center: Six blocks on Main and Commercial Streets.
Neighborhood Shopping Centers: Arizona and Colorado Aves., University St. Pine & State Sts.
Principal Shopping Days: Mon., Wed. and Sat.
Stores Open Sundays: Grocery, drug and discount stores.

13—RETAIL OUTLETS: Department Stores: Jamieson's.
Variety Stores; S. H. Kress, Anischwede Variety (Ben Franklin).
Discount Stores: Pixie.
Chain Drug Stores: Hausman 2.
Chain Food Supermarkets: Safeway 2; Ringo Bros. 2.
Other Chain Stores: Montgomery Ward, Gamble's, Mode O'Day.

14—NEWSPAPERS: CHRONICLE-NEWS (e-Mon. to Fri.) 3,642 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Maio, Adv. Mgr. CHRONICLE-NEWS.
National Representatives: None.

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CONNECTICUT SURVEYS

CONNECTICUT STANDARD METROPOLITAN STATISTICAL AREAS

Bridgeport, Conn.—Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Conn. Derby and Milford cities in New Haven County, Conn.

Bristol, Conn.—Bristol city, Burlington town in Hartford County, Conn. Plymouth town in Litchfield County, Conn.

Danbury, Conn.—Danbury city; Bethel, Brookfield, New Fairfield, Newton and Redding towns in Fairfield County, Conn., New Milford town in Litchfield County, Conn.

Hartford, Conn.—Hartford city, Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Gastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County, Conn. New Hartford town in Litchfield County, Conn. Cromwell, East Hampton, and Portland towns in Middlesex County, Conn. Colchester town in New London County, Conn. Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon and Willington towns in Tolland County, Conn.

Meriden, Conn.—Meriden city in New Haven County, Conn.

New Britain, Conn.—New Britain city, Berlin, Plainville, and Southington towns in Hartford County, Conn.

New Haven-West Haven, Conn.—New Haven and West Haven cities; Clinton town in Middlesex County, Conn., Bethany, Branford, East Haven, Guilford, Hamden, North Branford, Madison, North Haven, Orange, Wallingford, and Woodbridge towns in New Haven County, Conn.

New London-Norwich, Conn.-R.I.—New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn., Old Saybrooktown in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

Norwalk, Conn.—Norwalk city, Weston, Westport and Wilton towns in Fairfield County, Conn.

Springfield-Chicopee-Holyoke, Mass.-Conn.—Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Mass. Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley and Southampton towns in Hampshire County, Mass. Warren town in Worcester County, Mass. Somers town in Tolland County, Conn.

Stamford, Conn.—Stamford city; Darien, Greenwich, and New Canaan towns in Fairfield County, Conn.

Waterbury, Conn.—Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury and Wolcott towns in New Haven County, Conn.; Thomastown, Watertown and Woodbury towns in Litchfield County, Conn.

STANDARD CONSOLIDATED STATISTICAL AREAS

New York-Newark-Jersey City, N.Y.-N.J.-Conn.—Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayerville, N.J. SMSA; Norwalk and Stamford, Conn. SMSA.

CONNECTICUT POPULATION ESTIMATES

(Thousands)

Age Group	1978	1981	1985
Under 5 Years	253	204	241
5–14 Years	601	459	410
15–24 Years	494	583	524
25–44	731	893	991
45–64 Years	665	678	541
65 and Over	288	367	403
TOTAL	3,032	3,187	3,210

Based on U.S. Census

CONNECTICUT RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	334	475	616
General Mdse	989	1,262	1,639
Food	1,640	2,387	3,124
Automobiles	1,220	1,782	1,877
Gasoline Stations	505	805	1,344
Apparel	436	558	741
Furniture	364	451	564
Eat-Drink Places	533	889	1,114
Drugs	236	310	397
Total Sales	7,217	10,428	13,427

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ANSONIA, CONN.

1—LOCATION: New Haven County, E&P Map B-3. Residential and industrial center on Naugatuck River, 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 7.
Intercity Bus Lines: CR&L; Intercity; Berkshire.

3—POPULATION:
Corp. City 70 Cen. 21,160; Loc. Est. 19,629
CZ-ABC: (70) 73,700; (80) 78,100
Retail TRading Zone ABC Not Established
County 70 Cen. 744,948; Loc. Est. 760,729

4—HOUSEHOLDS:
City 70 CEn. 6,774; Loc. Est. 7,310
County 70 Cen. 254,968; Loc. Est. 274,425
CZ-ABC: (70) 22,285; (80) 26,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	7	$341,298,000
Sav. & Loan Assn.	2	$31,144,000
Commercial Banks	8	$102,700,000

6—PASSENGER AUTOS: (387,084

7—ELECTRIC METERS: Residence 30,347

8—GAS METERS: Resident 10,577

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): All Mfg. 6,060 ($198); Primary Metals 1,5[illegible]0 ($239), Fabricated Metals and Machinery 2,550; other Mfg. 2,000 ($183); Total Emp. 14,610

10-CLIMATE: Min. & Max. Temp.—Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Centers: 8 blocks on Ansonia; 2 on Shelton, 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia- Seymour, Downtown Ansonia Mall; Route 34, Derby; Route 110, Shelton.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Ansonia Mall	24	K-Mart, First Nat'l
Ansonia Plaza	16	Jerry's Mkt.
Westside	13	Pilgrim Barbeque
Seymour Plaza	6	Seymour Foodland
Orange/Derby	5	Klarides
Valley S/C	5	Bradlees, Stop & Shop
Plaza On The Green	8	Fair Shoppe
Tri-Town Plaza	17	King's, Warehourse Foods
Caldor Ctr	4	Caldor, Shop-Rite
Southside Plaza	7	A&P
Klarides Village	6	Klarides Market

Nearby Shopping Center: East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center(Seymour).
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri., Mkts. Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: A. Krieger; Bradlee's; Lsaacson's; Kings; J.C. Penney.
Variety Stores: Woolworth, May's.
Discount Stores (CZ): Bradlee's, King's, Caldors, Best Buy Appliances, K-Mart.
Chain Drug Stores (CZ): Rexall 2, Rite Aid; Lear's 3, Whalen's 2; C.V.S.
Chain Food Supermarkets: A&P 1, 1st nat'l. 1; Stop and Shop; Warehouse Foods; Shop-Rite; Klarides; Seymour Foodland.
Other Chain Stores: Thom McAn, Firestone, J.C. Penney; Radio Shack, Morse Shoes; Shoe Town; Value House, Friendly Ice Cream, McDonald's; Dunkin Donuts; Kentucky Fried Chicken; Big L. Bonanza, Hardees, Burger King; Long John Silver

14—NEWSPAPERS: SENTINEL (e) 18,441; Mar. 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert J. Laskowski, Adv. Dir., SENTINEL.
National Representatives: Thomson Newspapers, Inc.

BRIDGEPORT, CONN.

1—LOCATION: Fairfield County (In Bridgeport, Conn. SMSA). E&P Map B-4, County Seat. 56 mi NE of NYC on main line of Northeast Rail Corridot and Connecticut Tpk.

2—TRANSPORTATION: Railroads: Conrail, Amtrak, Tri State Authority
Steamships: Freight and passenger on Long Island Sound, Long Island Ferry
Motor Freight Carriers: 80.
Intercity Bus Lines: Greyhound, Trailways, Stratford Bus.
Cross Country, Chieppo
Airlines: Business Commute.

3—POPULATION:
Corp. City 70 Cen. 156,542; Loc. Est. 129,590
CZ ABC: (70) 294,198; (80) 276,100
RTZ-ABC: (70) 234,974; (80) 247,400
County 70 Cen. 792,814; Loc. Est. 813,619
SMSA 70 Cen. 401,752; Loc. Est. 406,174
City & RTZ ABC: (70) 529,172; (80) 523,500

4—HOUSEHOLDS:
70 Cen. City 53,657; Loc. Est. 51,366
County 70 Cen. 243,806; Loc. Est. 290,435
SMSA 70 Cen. 143,610; Loc. Est. 145,168
CZ ABC: (70) 93,478; (80) 99,300
RTZ ABC: (70) 69,560 (80) 83,200
City & RTZ-ABC: (70) 163,038; (80) 182,500

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$3,238,837,000
Sav. & Loan Assns.	4	(incl. above)
Commercial Banks	8	(incl. above)

6—PASSENGER AUTOS: County 459,193

7—ELECTRIC METERS: Residence 109,551

8—GAS METERS: 58,742

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Machinery 9,100 ($267); Transportation Equip. 13,650 ($269); Electrical Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10-CLIMATE: Min. & Max. Temp.—Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 24

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center, 5 blocks on Main St., 1 on Fairfield and 4 on Broad St.; Lafayette Plaza—Junction Rt. 25 and Conn. Turnpike.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bay View	7	Howard Johnson A&P, Bradlee's
Brookside	16	First Nat'l., Liggett, McCrorys
Connecticvt Post	70	Alexanders, Caldors
Lafayette Plaza	75	Gimbel, Wallach, Sears
Shop Rite	-	Shop-Rite Mkt.
Hawley Lane Mall	-	Waldbaum's, Caldors
Trumbull	110	G Fox, Waldbaum's
The Dock	-	Bradlees Stop & Shop
Univ. Square	10	Warnaco, Int., Silver Co.

Principal Shopping Days: Thu., Sat.
Stores Open Evenings: Dept.—Mon. & Thu. Food— Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Read's Howland's; Kays' Alexander's Sears, Gimbel's; Fairfield: Skydel's, Kennedy's, G. Fox.
Discount Stores(CZ): Stratford Town Fair, Bradlee's; Barker's King's, Caldor's
Variety Stores: Woolworth's; H. L. Green; McCrorys
Chain Drug Stores: Walgreen, SuperRx, K-Mart 2; Rite-Aid 1, Medi-Mart 2; CVS
Chain Food Supermarkets: A&P 8; First National 8; Grand Union 3; Stop & Shop 5; Beechwood 2; Crown Budget 2, Sunshine 2, Waldbaum's 4

Other Chain Stores: Wallach's; Thom McAn; Goodyear; Roamans.

14—NEWSPAPERS: TELEGRAM (m) 16,890; POST (e) 73,811; Comb (m&e) 90,701 POST (S) 92,444; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM.
National Representatives: Landon Associates, Inc.

BRISTOL, CONN.

1—LOCATION: Hartford County, E&P Map B-3. Manufacturing Center in Central Connecticut, SW corner of County, on direct route between Hartford (18mi. SW) and Waterbury (12mi. NE)

2—TRANSPORTATION: Amtrak, Conrail.
Motor Freight Carriers: 35
Intercity Bus Lines: Corbin Coach Line

3—POPULATION:
Corp. City 70 Cen. 55,487, Loc. Est. 58,820
CZ ABC: (70) 60,596, (80) 62,900
RTZ-ABC: (70) 28,178, (80) 27,600
County 70 Cen. 816,737, Loc. Est. 831,648
City & RTZ-ABC: (70) 88,774; (80) 90,500
Demographic Information available from Newspaper. See Paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 16,972; Loc. Est. 21,178
County 70 Cen. 255,437; Loc. Est. 302,067
SMSA 70 Cen. 21,209; Loc. Est. 26,847
CZ ABC: (70) 18,621; (80) 22,100
RTZ-ABC: (70) 8,470; (80) 9,400
City & RTZ-ABC: (70) 27,091; (80) 31,500

5—BANKS:	NUMBER	DEPOSITS
Savings	2	$304,456,670
Sav. & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6—PASSENGER AUTOS: City 39,442; Co. 424,546

7—ELECTRIC METERS: Residence 20,303

8—GAS METERS: Residence 5,973

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Machinery & Electrical Equip. 5,700, Primary & Fab. Metals and Instruments 3,000, Mfg. 1,470, Services 3,000, Govt. 2,700, Whse./Retail 4,200. All other 1,790. (Av. Wkly. Wage—$335)
Principal Industrial Pay Days: Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 30-70, Summer 55-95, Fall 28-70, Winter 10-50. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11—TAP WATER: Slightly acid, very soft, fluoridated

12—RETAILING: Principal Shopping Center Downtown, Bristol Centre Mall, Downtown, Bristol Plaza—2 miles from Downtown, on U.S. Route 6, Shoppers Junction—3 mi. from downtown on U.S. Route 6, Hub 6 Shopping Center, Route 6. Woolco Plaza Rte 6, 3miles from Downtown.

Neighborhood Shopping Centers: North Side, Forestville—Pine St., W. Side—4 along Farmington Ave., Route 6

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bristol Centre Mall		(Downtown) Sage-Allen, Finast
Pine Plaza	3	Western Auto, A&P
Bristol Plaza	2	Bradlees, Stop & Shop
Farmington Av. Rt. 6	2	Bradlee's, Stop & Shop
Hub 6 Plz	1½	Caldors, Basics
Woolco Plaza	3	Woolco, Food Mart
Shopper's Jctn.	3	Kings, Market Place

Principal Shopping Days: Wed., Thu., Fri. Sat.
Stores Open Evenings: Downtown Dept. Thu., Bristol Centre Mall, Thu. & Fri. Food, Mon. Thru Sat., Shopping Plaza, Shoppers junction, The Hub and Woolco Plaza Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Davidson & Leventhal's, Sage Allen.
Variety Stores: Woolworth
Discount Dept. Stores: Bradlee's, Woolco, Zayre, Kings, Caldor
Chain Drug Stores(CZ): Pelchar's (Rexall-Terryville), L&L (Rexall-Forestville), Family Drug (Shop Rite-Bristol), Pine Plaza, Plaza, Amity Drug, Bristol Centre Mall; Harolds, Arrow Drug, CVS
Chain Food Supermarkets: A&P 2, First National 1, Basics, Petit's 4, Stop & Shop, Food Mart 2, Ferraro's
Other Chain Stores: Friendly Ice Cream, Singer; Western Auto, Farm Shop, McDonalds; Burger King, Shoe Towne, Uniroyal; Firestone Stores; Bonanza; Wickes, Grossman's, Inside Outlet, Bess Eaton; Dunkin Donuts; Michaels Jewelers, Kentucky Fried Chicken, Hardee's; Fayva Shoes, So Fro Fabrics, Playtown, Dairy Queen; Chubbs Pier, Baskin Robbins, Pop Shoppe Roy Rogers

14—NEWSPAPERS: PRESS (e) 23,350. Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas J. Kelley, Mkt. Dir.
National Representatives: Landon Associates, Inc.

DANBURY, CONN.

1—LOCATION: Fairfield County (Danbury SMSA). E&P Map A-3, County Seat. Industrial center. On U.S. Hwys 6, 7, 202, State Hwys 37, 38, 58, Interstate 84

2—TRANSPORTATION: Railroads: Conrail
Motor Freight Carriers: 26
Intercity Bus Lines: Bonanza, Trailways, Chieppo, Chartered Lines, Leprechaun, Short Line, Greyhound
Airlines: Private charter air service. Danb. Airway (to Atlantic City).

3—POPULATION:
Corp. City 70 Cen. 50,781; Loc. Est. 60,290
CZ ABC: (70) 61,726; (80) 75,200
RTZ-ABC: (70) 136,994; (80) 181,700
County 70 Cen. 792,814; Loc. Est. 978,250
SMSA 70 Cen. 115,538; Loc. Est. 130,726
City & RTZ-ABC: (70) 198,720; (80) 256,900
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 15,536; Loc. Est. 19,511
County 70 Cen. 243,806; Loc. Est. 279,500
SMSA 70 Cen. 33,921; Loc. Est. 37,767
CZ ABC: (70) 16,781; (80) 26,100
RTZ-ABC: (70) 38,316; (80) 58,400
City & RTZ-ABC: (70) 57,097; (80) 84,500

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$881,620,068
Sav. & Loan Assn.	2	$290,662,689
Commercial Banks	7	$4,728,458,000

6—PASSENGER AUTOS: County 459,193
Danbury 38,700

7—ELECTRIC METERS: Residence 11,400

8—GAS METERS: Residence 8,11

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery 3,340 ($258), Elec. Equip. 4,050 ($233), Metals 1,380 ($294), Precision Instruments 4,000 ($[illegible]73) Furn. & Paper 2,160 ($374), Corporate Headquarters 2,450 ($405)
Principal Industrial Pay Days: Thurs. & Fri.

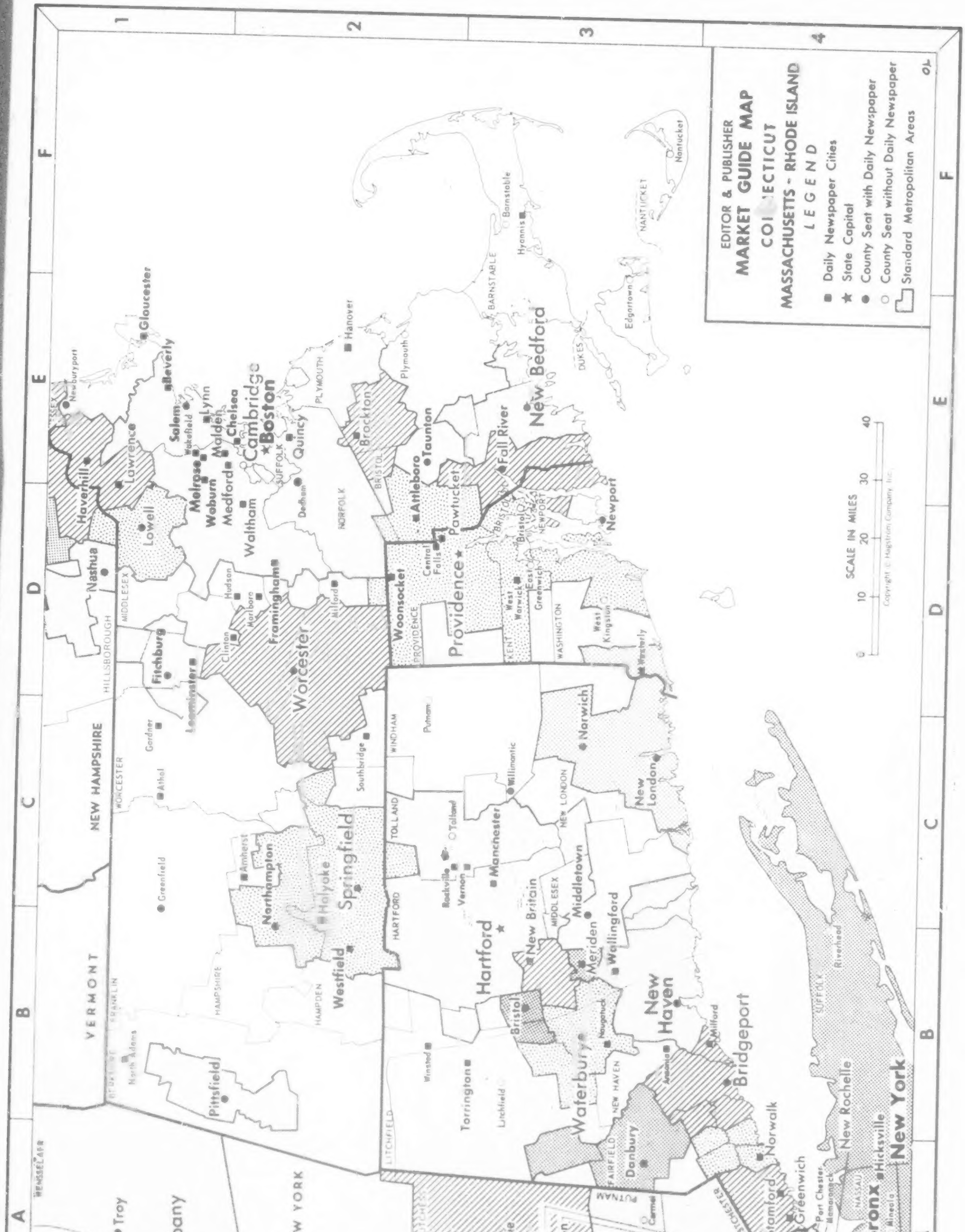
10-CLIMATE: Min. & Max. Temp.—Spring 38-58, Summer 62-84, Fall 41-64, Winter 18-35. First killing frost, Oct. 5. Last killing frost, May 5

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center: 6 blocks on Main St., 6 on White St., 2 on West, Elm & Liberty Sts. Howlands, Sears, Singers, Radio Shack. North St. Shopping Ctr. Berkshire Shopping Ctr.
Neighborhood Shopping Centers: White St. & Locust Ave., Wooster Village, Lake Ave. at Lawncrest, Danbury, North St. & Padanaram, Berkshire, Beaver Brook

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Berkshire	2	Bradlee's, CVS Kresge, Stop'n Shop, Marshall's, Service Merch., Radio Shack


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
10
20
30
40
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NEW HAMPSHIRE
VERMONT
NEW YORK
Boston
Cambridge
Worcester
Springfield
Holyoke
Northampton
Westfield
Pittsfield
North Adams
Greenfield
Amherst
Fitchburg
Leominster
Gardner
Athol
Lowell
Lawrence
Haverhill
Newburyport
Gloucester
Beverly
Salem
Lynn
Malden
Chelsea
Melrose
Woburn
Medford
Waltham
Quincy
Dedham
Framingham
Hudson
Marlboro
Clinton
Milford
Southbridge
Brockton
Taunton
Attleboro
Hanover
Plymouth
New Bedford
Fall River
Barnstable
Hyannis
Edgartown
Nantucket
Nashua
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
East Greenwich
West Kingston
Bristol
Newport
Westerly
Hartford
New Britain
Bristol
Manchester
Rockville
Vernon
Tolland
Willimantic
Putnam
Norwich
New London
Middletown
Meriden
Wallingford
New Haven
Naugatuck
Waterbury
Torrington
Winsted
Litchfield
Danbury
Ansonia
Milford
Bridgeport
Norwalk
Stamford
Greenwich
Port Chester
Mamaroneck
Riverhead
New Rochelle
Hicksville
Mineola
New York
Bronx
Yonkers
Mount Vernon
White Plains
Poughkeepsie
Carmel
Nyack
Peekskill
Ossining
Tarrytown
Troy
Albany
Ballston Spa

DANBURY—continued

Bethel Ctr	2	First National, Agway
Brookfield Ctr	3	Caldor, Anderson Little, Shopwell, Radio Shack
Copp's Hill Plz	5	Stop'n Shop, Genovese, Caldor
New Milford Plz	10	Barker's, Grand Union, Diamond Int'l
Newtown	8	A&P, Grand Union
North St Ctr	2	Mont Ward, J C Penney Nat'l Cat., Brooks Drug
Putnam Plz	12	Barker s, Radio Shack
Ridgefield	8	Grand Union, A&P
White Turkey Plz	3	Woolco, Waldbaum's, 1st Federal Sav.; CVS
Kings Plaza	17	Kings, First Nat'l

Principal Shopping Days Thu., Fri., Sat & Sun.
Stores Open Evenings Dept Stores, Main St. Fri.

13—RETAIL OUTLETS: Department Stores Howland's, D M Read's, Sears, Caldor, Bradlee, Marshall's, J C Penney.
Discount Stores (CZ) Bradlee's, Bargain World, Barker's, CVS
Variety Stores Woolworth; Kresge, McCrory
Chain Drug Stores (CZ) Whelan, Liggett 2, Rite Aid, Consumer Value, Brooks Drug
Chain Food Supermarkets A&P 4, First National 4; Grand Union 5, Daitch Shopwell 1, Pathmark 1; Stop'n Shop 2, Waldbaum 1; Grand Central 1; Basics 1; IGA 5.
Other Chain Stores Radio Shack, Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber, Shoe Town, Fayva, Inside Outlet, Paint Prods., Color Your World; Tano Shoes

14—NEWSPAPERS: NEWS-TIMES (e) 39,299; (S) 42,183; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Marty Hughes, Adv. Mgr., NEWS-TIMES.
National Representatives Branham/Newspaper Sales.

ENFIELD-VERNON, CONN.

1—LOCATION: In Hartford SMSA. Vernon (Tolland County) E&P Map C-3 (County Seat), Ellington, Somers, Tolland and Stafford in Tolland County, Enfield, East Windsor, South Windsor, Windsor Locks, Suffield, Manchester and East Hartford in Hartford County E&P Map C-2. Residential, manufacturing, food, textile, commercial, aircraft, and farming aress on Hwys I-86, I-91, I-84, 33, 30 31, 5, 15, and 74 generally northeast of Hartford

2—TRANSPORTATION: Railroads Conrail (freight), Amtrak (Pass.)
Motor Freight Carriers 33
Intercity Bus Lines Greyhound; Trailways; Arrow Lines; Eastern, Post Road Stages, Connecticut Co
Airlines American, U.S. Air; Delta, Northeast; Pan American, TWA, United at Bradley International Airport

3—POPULATION:
Towns 70 Cen 73,426, Loc Est 74,625
Vernon 70 Cen 27,237; Loc Est 26,702
Enfield 70 Cen 46,189, Loc Est 47,923
Primary Mkt Area-ABC
(70) 225,526, (80) 229,700
(Includes the following areas in Conn Tolland Co. Vernon, Ellington, Somers, Tolland & Stafford Springs Hartford Co East Windsor, Enfield & South Windsor, Windsor Locks, Manchester & East Hartford.
SMSA 70 Cen 720,581, Loc Est 746,517
Counties
Tolland 70 Cen 103,440, Loc Est 109,453
Hartford 70 Cen 816,737; Loc Est 831,648
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Towns Loc Est 24,287
Vernon Loc Est 9,626; Enfield Loc Est 14,661
SMSA 70 Cen 225,258; Loc Est 269,922
Primary Mkt Area-ABC
(70) 66,554; (80) 77,200
Counties 70 Cen 283,339; Loc Est 332,414
Hartford Loc Est 302,067, Tolland Loc Est 34,810

5—BANKS: 19 S&L Assns./Commercial 30 Combined Deposits $3,988,764,000

6—PASSENGER AUTOS:
Counties Tolland 57,371, Hartford 432,492

7—ELECTRIC METERS: 51,000

8—GAS METERS: 14,900

9— PRINCIPAL INDUSTRIES (CZ): (Number of Employees), Non-Mfg 41,120 (Av Salary $174); Mfg 31,280 (Av Salary $196) Industries include farming, aircraft and aerospace, component mfg., machine tools, envelopes, fabric dyeing and finishing

10-CLIMATE: Min. & Max. Temp —Spring 37-57, Summer 59-80, Fall 41-62; Winter 19-36. First killing frost, Oct. 1 Last killing frost, May 30

11—TAP WATER: Soft, some fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Enfield Mall	30	Sage-Allen, Woolco
Enfield Square	56	G Fox, Steigers, J C Penney
Manchester Parkade	56	Sears, Kings, D & L
Burr Corners (Manchester)	20	A&P, Caldors, Inside Outlet
Tri-City Plaza	31	Caldor, Sage-Allen, Finast D & L
Silver Lane (E Hartford)	24	Top Notch Mkt
Charter Oak Mall (E. Hartford)	24	Bradlees, Stop & Shop, Medi Mart, Radio Shack
East Hartford Plz	7	Sage-Allen
Putnam Bridge Plz (E Hartford)	14	Zayre's, Andy's Food Town
Elm Plz (Enfield)	10	Caldors, Finast
Suffield Village	20	A&P
K-Mart Plz (Vernon)	15	K-Mart, Stop & Shop
Shop Rite Plz (Manchester)	10	Shop Rite Supermarket
Stateline Plz (Enfield)	18	Zayres, J. Homestock/Levitz

13—RETAIL OUTLETS: Department Stores Sage Allen 3, Steiger's; J C Penney, G Fox, D&L 2, Sears Roebuck, Marshalls
Discount Stores Woolco, Zayre's 2, Bradlee's 2; K-Mart 2, King's, Caldor 3
Chain Drugs Genovese, Rite Aide, CVS 3, Dougherty, Arthur
Chain Food Supermarkets Finast 4, A&P 2, Stop & Shop 4, Shop-Rite 3; Food Mart Top Notch 2
Other Chain Stores Radio Shack 5, Child World; Wickes, Lafayette Radio, Levitz, Grossman's 2.

14—NEWSPAPERS: JOURNAL INQUIRER (e-Mon to Fri) (Sat m) 37,581; Mar 31, 1980 ABC (Manchester, Conn., Publication Office)
Local Contact for Advertising and Merchandising Data Kenneth Grogan, Adv Dir JOURNAL INQUIRER.
National Representatives Landon Associates, Inc

GREENWICH, CONN.

1—LOCATION: Fairfield County, (In Stamford SMSA) E&P Map A-4 (In Stamford SMSA) SW part of Conn. 27 mi from N.Y.C

2—TRANSPORTATION Railroads New Haven Div Conrail.
Intercity Bus Lines Valley Transportation Co., Trailways, Greyhound

3—POPULATION:
Corp City 70 Cen 59,755; Loc Est 60,092
Prim-Mkt Area ABC (70) 59,755; (80) 61,100
County 70 Cen 792,814; Loc Est 813,6[illegible]9
SMSA 70 Cen 206,419; Loc Est 212,822
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 18,859; Loc Est 22,229
Prim-Mkt Area ABC (70) 18,859, (80) 22,100
County 70 Cen 243,806; Loc Est 290,435
SMSA 70 Cen 64,479; Loc Est 77,633

5—BANKS: 4 Commercial; 4 Savings, 1 S&L Assn.

6—PASSENGER AUTOS: County 459,193

7—ELECTRIC METERS: Residence 20,948

8—GAS METERS: Residence 12,274

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Vacuum Cleaning; Publishing, Felt; Electronic Controls, Research Engineering; Industrial & Nuclear Experimental Research Hdqtrs. for numerous major corporations.

10-CLIMATE: Min. & Max. Temp —Summer 35-91; Fall 51-89, Winter —3-74; Spring 37-74. First killing frost Dec. 21, last killing frost Apr. 5

11—TAP WATER: Highly filtered, soft; fluoridated.

12—RETAILING: Principal Shopping Center 8 blocks on Greenwich Ave & Putnam Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Grand Union	-	Sherwin-Williams
Thru-Way	20	Woolworth, Rexall, A&P

Nearby Shopping Centers Sound Beach Ave., Old Greenwich, Post Rd., Cos Cob, Byram; Riverside, W. Putnam Ave., Putnam Plaza, E Putnam Ave
Principal Shopping Days Thurs., Fri., Sat
Stores Open Evenings Thurs & Fri

13—RETAIL OUTLETS: Department Stores Rogers, Mead's, Caldor, Woolworth's.
Discount Stores (CZ) Caldor
Variety Stores Woolworth's.
Chain Drug Stores in City Zone-Liggett's, CVS, Archer, Kent.
Chain Food Supermarkets A&P 2, Grand Union 2, First National 2, Gristede's 1

14—NEWSPAPERS: TIME (e-Mon to Fri) 15,669; (m-Sat.) 14,482, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Leslie A Schmidt, Adv Mgr., TIME
National Representatives Landon Associates, Inc.

HARTFORD, CONN.

1—LOCATION: Hartford County (In Hartford SMSA). E&P Map B-3, Capitol. Midway between New York and Boston. At head of navigation on Connecticut River. Insurance and industrial center.

2—TRANSPORTATION: Railroads Conrail (freight), Amtrak (passengers).
Motor Freight Carriers 82
Intercity Bus Lines Short Line, Arrow, Inc.; Bonanza Bus, Connecticut Co., Post Road Stage, Greyhound; Trailways of N.E., [illegible] Longwell
Airlines Air New England, U.S. Air, Alleghany Commuter; American, Braniff, Delta, Eastern, Avianca, Bar Harbor Airlines, Flying Tiger, United, Air-France; Alitalia; British Airways, KLM Royal Dutch, Pan American, Sabena, Trans World Airlines, Swissair, Iberia, Altair, Pilgrim, Conn Air, Corporate Air

3—POPULATION:
Corp City 70 Cen 158,017; Loc Est 137,300
CZ-ABC (70) 332,795, (80) 326,500
RTZ-ABC (70) 549,406; (80) 564,800
County 70 Cen 816,736, Loc Est 811,900
SMSA 70 Cen 720,581; Loc Est 744,600
City & RTZ-ABC (70) 882,201, (80) 891,300
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen 58,677, (79) Loc Est 54,600
County 70 Cen 260,370, Loc Est 286,100
SMSA 70 Cen 223,539; Loc Est 259,700
CZ ABC (70) 111,448; (80) 125,000
RTZ-ABC (70) 165,208 (80) 193,600
City & RTZ-ABC (70) 276,656; (80) 318,600

5—BANKS: Greater Htfd. Area Offices, Dep

Savings Banks	93	$3,693,333,000
Sav. & Loan Assn	50	$986,068,000
Commercial Banks	131	$5,026,280,000

6—PASSENGER AUTOS: City Est 43,516
County 432,492; Mkt Area 603,562

7—ELECTRIC METERS: Residence 51,164

8—GAS METERS: Residence 36,252

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees (Av. Salary) Insurance 45,580 ($304); Fabricated Metals and Aircraft 52,880 ($368), Retail 60,310 ($169); Machinery 14,630 ($336); Food 4,030 ($270).
Principal Pay Days Mfg.—Thurs.; Insurance—15th & 30th, Trade—Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp —Spring 29-97, Summer 47-100, Fall 19-83, Winter -3-62. First killing frost, Sept 27, Last killing frost, April 20

11—TAP WATER: Acid, very soft, fluoridated

12—RETAILING: Downtown Hartford (G Fox & Co., Sage-Allen, Luettgens Ltd; Lane Bryant) 5 blocks on Main St., 1 on State St., 1 on Pratt St., 1 on Church St., 3 on Asylum St., 2 on Trumbull St., 1 on Allyn St., Constitution Plaza, Civic Center Shopping Mall

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bishop's Corner	4	Lord & Taylor, 1st Nat'l

One Newspaper Covers Hartford

2nd Highest Morning Coverage of all U.S. Metros with Over One Million Population
Ranking based on NCA 1979/80

53% Daily and 66% Sunday Household Coverage of Hartford Metro.
Coverage, Circulation 80/81

The Hartford Courant
285 Broad Street/Hartford CT 06115
Member Million Market Newspapers, Inc. In Canada: American Publishers Representatives Ltd.

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,428,005	12,863,396	13,427,198	1,193	615,572	571	1,638,588	3,207	3,123,576	1,538	1,877,214	2,215	1,343,851	1,940	741,331	2,056	563,927	5,169	1,114,005	755	396,977
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bridgeport, Conn.	1,307,419	1,571,346	1,659,321	127	94,983	73	197,317	453	396,324	172	235,913	286	179,081	246	87,289	258	80,208	600	125,012	101	51,404
Bristol, Conn.	204,024	224,933	231,903	30	9,550	12	27,287	67	61,907	30	47,240	45	22,536	30	6,819	42	9,750	104	15,074	16	4,937
Danbury, Conn.	553,646	591,493	604,109	82	35,567	29	80,699	145	132,711	85	71,848	102	52,950	88	25,386	107	22,532	234	38,819	25	10,623
Hartford, Conn.	2,558,062	3,330,261	3,587,661	251	147,031	108	469,817	619	791,475	325	477,971	496	377,259	401	220,296	459	136,493	1,150	324,104	200	118,757
Meriden, Conn.	175,175	211,005	222,948	17	10,435	7	36,096	57	43,452	23	33,928	44	18,002	47	16,790	31	11,694	96	12,555	8	5,877
New Britain, Conn.	408,125	511,195	545,551	47	24,660	25	51,114	160	143,823	70	75,610	94	62,823	68	23,744	74	25,058	251	52,494	35	20,745
New Haven-West Haven, Conn.	1,329,077	1,335,440	1,780,586	156	56,097	71	238,588	506	426,429	187	220,430	308	179,628	294	109,251	273	75,277	780	178,553	103	51,850
New London-Norwich, Conn-R.I.	880,311	1,085,756	1,154,257	102	49,842	55	148,211	260	269,271	143	187,735	206	117,529	182	43,583	181	48,093	482	89,176	63	34,794
Norwalk, Conn.	629,282	768,025	814,272	60	36,735	32	67,057	136	167,195	84	132,831	109	61,908	116	57,177	132	40,545	233	65,884	23	14,302
Springfield-Chicopee-Holyoke, Mass-Conn.	1,686,078	1,918,633	1,966,151	199	95,680	133	233,132	544	484,598	327	265,629	365	198,908	298	100,932	330	68,744	910	164,848	184	57,529
Stamford, Conn.	860,480	1,057,094	1,122,632	82	53,523	53	116,890	213	240,878	85	153,922	151	106,860	197	75,041	168	53,526	316	81,843	48	29,377
Waterbury, Conn.	680,970	770,683	800,587	87	43,393	37	99,342	265	202,014	129	113,314	147	72,360	120	42,794	146	27,480	368	59,565	59	25,899
COUNTIES, Cities																					
FAIRFIELD	3,026,657	3,655,747	3,796,120	323	201,300	164	405,443	876	850,736	373	508,387	578	348,326	620	232,839	613	175,726	1,303	282,391	177	94,557
Bridgeport	418,473	514,787	535,711	35	17,617	37	53,895	215	129,915	65	73,901	95	54,450	85	29,922	101	32,289	291	39,599	42	20,166
Danbury	344,946	340,012	338,340	37	22,277	21	49,677	77	54,791	48	39,137	55	25,867	44	9,189	61	16,596	122	21,205	9	3,041
Greenwich	262,533	338,710	355,824	22	12,026	11	18,862	63	78,320	37	71,743	40	35,681	66	33,101	43	12,220	90	30,382	19	6,968
Norwalk	352,475	444,302	464,581	32	20,680	23	56,931	90	102,014	54	66,823	66	37,802	39	24,523	69	21,545	138	33,501	9	7,837
Stamford	420,450	534,141	559,510	37	18,122	35	98,424	111	116,225	38	64,661	77	40,881	84	30,322	89	32,630	181	36,522	20	15,353
Trumbull	118,341	122,729	123,435	[illegible]	4,581	4	50,619	18	25,217			15	7,862	35	15,627	17	2,020	18	2,491	5	3,577
HARTFORD	2,813,743	3,652,330	3,857,610	278	6,417	130	504,358	730	852,060	338	518,612	535	388,764	466	236,674	513	159,923	1,346	358,645	220	127,894
Bristol	189,354	207,490	210,933	25	142	11	26,654	59	57,550	25	44,923	42	20,293	29	6,700	37	6,576	89	12,758	14	4,821
Enfield	189,032	225,567	233,282	16	5,[illegible]96	15	61,051	33	45,305	18	28,934	22	14,354	37	15,008	31	12,390	53	14,408	12	4,833
Hartford	406,823	498,146	517,938	23	13,7[illegible]6	22	74,420	140	78,852	33	67,884	75	43,719	79	29,601	70	22,677	324	74,165	43	25,970
Manchester	230,500	289,853	302,959	21	9,746	10	47,666	47	82,606	31	42,116	43	33,718	30	20,030	42	10,129	88	23,367	11	7,964
New Britain	167,018	195,811	201,766	16	3,745	14	22,057	68	49,913	23	35,126	41	18,748	38	13,109	31	6,546	112	17,623	23	4,663
LITCHFIELD	436,953	527,386	546,756	88	35,475	41	52,820	178	135,830	111	95,752	108	51,382	81	23,012	102	19,235	279	36,644	43	18,089
Torrington	122,071	152,968	159,810	21	7,944	14	24,191	46	44,576	32	24,751	24	13,540	22	8,012	26	5,722	67	8,828	8	3,472
Winsted	20,984	32,012	35,683	6	2,531	3	555	15	8,808	7	3,715	13	5,065	11	1,794	11	2,232	21	2,088	5	1,435
MIDDLESEX	403,070	431,474	436,968	65	20,412	28	62,497	130	102,289	101	64,450	110	50,253	52	11,222	77	12,785	219	38,077	37	14,541
Middletown	133,176	158,365	163,706	14	6,884	7	33,908	36	41,667	20	22,246	22	12,948	15	5,706	20	4,933	69	13,846	11	6,437
NEW HAVEN	2,482,495	3,063,999	3,196,129	276	124,219	131	436,401	893	774,499	360	424,695	561	325,421	507	179,046	496	140,509	1,374	279,215	182	88,512
Ansonia	51,803	60,788	62,655	6	1,897	3	6,113	21	10,086	9	16,303	14	5,161	21	3,701	17	4,262	32	4,281	3	1,089
Meriden	175,175	293,185	222,948	17	10,435	7	36,096	57	43,452	23	33,928	44	18,002	47	16,790	31	11,694	96	12,555	8	5,877
Milford	234,294	354,653	384,837	22	20,773	13	42,995	62	70,686	38	73,017	53	63,218	30	12,613	39	26,371	95	33,712	14	6,923
Naugatuck	49,630	51,982	52,372	10	2,556	4	5,168	27	17,132	15	7,825	12	5,871	8	1,240	12	1,524	31	3,222	7	2,488
New Haven	357,172	476,309	503,851	26	6,570	17	75,798	162	100,661	44	43,017	85	40,918	121	49,622	93	30,978	289	54,682	44	16,971
Wallingford	146,827	159,913	162,324	17	6,300	10	23,403	40	39,000	29	40,051	32	15,704	23	3,110	20	3,450	71	12,696	6	2,678
Waterbury	410,236	440,183	445,626	31	20,305	23	84,560	142	99,120	67	60,101	75	33,196	74	26,067	80	12,159	203	30,092	30	13,669
NEW LONDON	735,017	923,826	967,694	87	38,441	47	118,187	220	226,424	129	168,615	185	106,783	134	35,011	150	41,864	402	73,697	52	27,359
New London	157,648	165,155	166,360	12	6,028	7	39,372	34	17,609	22	39,747	18	7,286	30	7,629	35	8,794	82	11,841	12	4,020
Norwich	173,974	262,993	285,366	15	7,365	12	38,399	39	73,794	23	60,266	33	26,872	32	10,738	32	14,214	75	15,990	12	6,744
TOLLAND	275,041	348,523	365,199	36	11,086	11	39,138	84	110,245	62	58,554	70	46,069	38	11,121	48	6,136	119	26,141	25	11,351
Vernon	133,605	158,891	164,247	12	2,422	3	22,184	33	45,983	21	26,287	22	15,973	23	8,932	26	4,365	44	13,864	11	6,096
WINDHAM	255,029	260,111	260,722	40	18,222	19	19,744	96	71,493	64	38,147	68	26,853	42	12,406	57	7,749	127	19,195	19	7,674
Willimantic	85,335	85,241	85,209	8	2,902	4	6,759	22	29,577	14	10,434	11	6,413	19	6,881	16	2,572	34	4,899	8	3,259

HARTFORD—continued

Bloomfield-Wintonbury Mall	4	Youth Center, Florence Travis
Bristol Plaza	11	Bradlee's, Stop & Shop, Youth Ctr.
Burr Corners (Manchester)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Medi Mart, Bradlee's, Radio Shack
Copaco	3	Zayre, Genovese, Copaco, Thom McAn
Corbin's Corner	4	Sears, Stop & Shop
Crossroads Plaza	4	Foodmart
Drake Hill Mall (Simsbury)	15	Fitzgerald's, Carroll Reed
East Brook Mall (Mansfield)	24	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
Elmwood	4	1st Nat'l
Enfield Mall	14	Sage Allen, Woolco, Finast
Enfield Square	15	Penney, Steiger's, G. Fox
Farmington Valley Mall	10	Sage Allen, D&L, Stop & Shop, Youth Centre, Medi Mart
Fox Run Mall	4	Top Notch Mkts., Radio Shack
Glen Lochen (Glastonbury)	4	32 Specialty Stores
K-Mart Plaza	5	K-Mart, Finast
Manchester Parkade	7	Sears, D&L, King's, Foot Mart, Stop & Shop, Youth Ctr., Anderson Little
Mott's Center (Wethersfield)	3	K-Mart, Mott's Super Mkt.
Newington	10	Two Guys, Warehouse Foods
Old Avon Village	15	Thrifty Yankee, Arrowhead Specialty Shops
Prospect Plaza	3	King's, Finast
Putnam Bridge	3	Zayre, Andy's Food Town
Silver Lane	3	Top Notch Super, Woolworth
State Line	15	Zayre, Levitz, Shoprite, Genovese Drug
Suffield Village	25	A&P
Town Line	6	Caldor, Foot Mart
Tri City	11	Sage Allen, 1st Nat'l, D&L, Regal's, Caldor
West Farms (105 Stores)	4	G. Fox, Sage Allen, J.C. Penney, Herman's, Roaman's
West Hartford	4	Sage Allen
Wethersfield	5	Sage Allen, A&P, Youth Ctr.
Windsor	3	Sage Allen, K-Mart, A&P, Radio Shack

13—RETAIL OUTLETS: Department Stores: G. Fox; Sage & Allen; Sears; Lord & Taylor; Roaman's; Herman's; Luettgen's; D&L. Several Stores have branches in West Hartford, East Hartford, Wethersfield, Old Saybrook, Hartford, Enfield, Naugatuck; J.C. Penney; K-Mart; Marshall's.
Discount Stores (CZ): Kings; K-Mart; Caldor; Two Guys; Zayre; Bradlee's.
Variety Stores (City & RTZ): Woolco; K-Mart 5; Newberry 3; Fairway; Jupiter.
Chain Drug Stores (CZ): Walgreen; Maxwell 2; Medi-Mart 4; Genovese 4; Modern 3; Liggett 2. Consumer Value 10; Apothocary 3; Rite Aid 3; Brook's; Arthur's 2; Kazarian 3.
Chain Food Supermarkets (Mkt. Area: First Nat'l 21; A&P 17; Stop & Shop 15; Mott's Shoprite 12; Food Marts 5; Stop & Save 5; Frank's 3; Top Notch 4.
Other Chain Stores: Sherwin-Williams 10; Thom McAn 3; Anderson Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Lord & Taylor; Moore's 2; Grossman's 6; Wicke's 2; Brewster's; Lane Bryant; Youth Centre 8; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Kaufman Carpet (Friedman Rug); Casual Corner 4; Kay Jewelers; Lorner 1; Ormond's 3; Michael's; Baker Shoes 3; Child World 5; So-Fro 5; Helen Gallagher 3; Kinney Shoes 10.

14—NEWSPAPERS: COURANT (m) 212,244; (S) 289,124; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Robertson, Nat'l Adv. Mgr., COURANT.
National Representatives: Million Market Newspapers, Inc. U.S.; American Publishers Representatives Ltd., Canada.

MANCHESTER, CONN.

1—LOCATION: Hartford County (Hartford SMSA) E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44.

2—TRANSPORTATION: Railroads: NYNH&H.
Motor Freight Carriers: 3.
Intercity Bus Lines: Arrow; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 47,994; Loc. Est. 51,319
SMSA 70 Cen. 720,581; Loc. Est. 746,517
County 70 Cen. 816,737; Loc. Est. 831,648
Primary Mkt. Area ABC: (70) 225,526; (80) 229,700

4—HOUSEHOLDS:
City 70 Cen. 15,459; Loc. Est. 19,459
County 70 Cen. 255,437; Loc. Est. 302,067
SMSA 70 Cen. 225,258; Loc. Est. 269,922
Primary Mkt. Area ABC: (70) 66,554; (80) 77,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings/Sav. & Loan	5	$166,297,000
Commercial Banks	8	3,235,998

6—PASSENGER AUTOS: County 432,492

7—ELECTRIC METERS: 16,484

8—GAS METERS: Residence 6,500

9— PRINCIPAL INDUSTRIES (CZ): Textiles; Parachutes; Reamers; Women's garments; Electrical instruments; Clutches; Paper board; Insulating paper and paper specialties; Toys; Tools.
Principal Industrial Pay Days: Wed., 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 37-57, Summer 59-80; Fall 41-62; Winter 19-36.

11—TAP WATER: Soft, fluoridated.

12—RETAILING: Principal Shopping Center: Main St. and Depot Sq.; Manchester Shopping Parkade.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Broad St. Parkade	32	Sears
Burr Corners	20	Caldor, A&P
K-Mart (W.M. Tpk.)	25	Food Mart, First National
Shoprite	14	Shoprite, Stop & Shop

Nearby Shopping Centers: Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Trpk. & E. Center St.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept. Stores-Thu.; Food-Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: House & Hale; Marlow's; Worth's 2; Sears.
Discount Stores (CZ): King's; Caldor; Bradlee's; Marshall's; K-Mart.
Variety Stores: Fairway.
Chain Drug Stores: Arthur's.
Chain Food Supermarkets: A&P 2; First National; Stop & Shop; Food Mart; Frank's; A&P; Top Notch; Shoprite; Highland Park; Supreme Foods.
Other Chain Stores: Goodyear; S&H Green Stamps.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 37,581; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tom Hooper, Adv. & Mktg. Dir., HERALD.
National Representatives: Landon Associates, Inc.

MERIDEN-WALLINGFORD, CONN.

1—LOCATION: New Haven County (Meriden SMSA). E&P Map B-3. Industrial Center. Meriden City is an SMSA. Wallingford City is part of New Haven SMSA.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Eastern, American; Pan American; U.S. Air Delta.

3—POPULATION:
Corp. Cities 70 Cen. 91,673; Loc. Est. 96,000
  Meriden: 70 Cen. 55,959; Loc. Est. 57,900
  Wallingford: 70 Cen.35,714; Loc. Est. 38,100
CZ-ABC: (70) 91,673; (80) 95,000
RTZ-ABC: (70) 54,129 (80) 65,400
County 70 Cen. 744,948; Loc. Est. 760,900
  Meriden SMSA: 70 Cen. 55,959;
  Loc. Est. 56,800
  New Haven SMSA: 70 Cen. 413,722;
  Loc. Est. 416,693.
City & RTZ-ABC: (70) 145,802; (80) 160,400

4—HOUSEHOLDS:
70 Cen.: Meriden 17,832, Wallingford 10,413
  Meriden SMSA: 70 Cen. 17,832,
  Loc. Est. 21,425
  New Haven SMSA: 70 Cen. 130,089;
  Loc. Est. 153,476
  New Haven County: 70 Cen. 231,754;
  Loc. Est. 274,425

CONNECTICUT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate Income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,032,217	3,187,052	12,745,946	29,000,121	1,151,493	25,185	3,799	75,378	101,917
STANDARD METROPOLITAN STATISTICAL AREAS									
Bridgeport, Conn.	401,752	421,409	1,810,047	4,684,683	152,058	30,809	N.A.	N.A.	N.A.
Bristol, Conn.	69,878	75,357	291,574	650,797	27,410	23,743	N.A.	N.A.	N.A.
Danbury, Conn.	115,538	137,302	540,222	1,480,391	48,676	30,413	N.A.	N.A.	N.A.
Hartford, Conn.	720,581	761,739	3,104,558	7,033,850	278,284	25,276	N.A.	N.A.	N.A.
Meriden, Conn.	55,959	57,455	218,893	436,140	21,573	20,217	N.A.	N.A.	N.A.
New Britain, Conn.	145,269	142,737	609,013	1,266,864	53,220	23,804	N.A.	N.A.	N.A.
New Haven-West Haven, Conn.	413,722	423,384	1,682,674	3,449,271	157,447	21,908	N.A.	N.A.	N.A.
New London-Norwich, Conn-R.I.	208,412	217,013	734,510	1,705,713	75,656	22,546			
Norwalk, Conn.	127,516	134,805	674,457	1,498,702	48,676	30,789	N.A.	N.A.	N.A.
Springfield-Chicopee-Holyoke, Mass-Conn.	529,922	548,309	1,800,574	3,818,958	203,157	18,798	N.A.	N.A.	N.A.
Stamford, Conn.	206,419	221,082	1,154,120	2,689,420	81,624	32,949	N.A.	N.A.	N.A.
Waterbury, Conn.	216,808	224,717	856,287	1,767,762	81,301	21,743	N.A.	N.A.	N.A.
COUNTIES, Cities									
FAIRFIELD	792,814	844,621	3,911,523	9,441,250	304,754	30,980	281	3,556	2,588
Bridgeport	156,542	127,641	738,491	1,029,178	51,281	20,069	*	*	*
Danbury	50,781	59,722	254,797	506,693	21,602	23,456	*	*	*
Greenwich	59,755	60,653	503,165	889,384	22,741	39,109	*	*	*
Norwalk	79,113	76,817	462,726	776,403	28,743	27,012	*	*	*
Stamford	108,798	104,129	715,050	1,191,578	39,154	30,433	*	*	*
Trumbull	31,394	36,945	195,747	384,874	11,777	32,680	*	*	*
HARTFORD	816,737	843,574	3,467,751	7,631,336	309,607	24,648	806	46,653	10,699
Bristol	55,487	58,877	226,792	491,652	21,485	22,884	*	*	*
Enfield	46,189	47,769	170,078	339,849	14,810	22,947	*	*	*
Hartford	158,017	117,520	589,326	854,872	49,790	17,170	*	*	*
Manchester	47,994	50,894	214,329	479,971	19,558	24,541	*	*	*
New Britain	83,441	71,935	334,680	592,931	28,488	20,813	*	*	*
LITCHFIELD	144,091	158,789	580,571	1,353,808	58,657	23,080	591	2,788	15,589
Torrington	31,952	31,289	120,832	244,888	12,265	19,966	*	*	*
Winsted	8,954	9,915	34,826	81,600	3,863	21,123	*	*	*
MIDDLESEX	115,018	119,026	409,853	997,018	42,283	23,580	231	6,120	5,490
Middletown	36,924	38,711	125,703	296,177	13,411	22,085	*	*	*
NEW HAVEN	744,948	771,309	2,992,843	6,185,996	280,954	22,018	458	8,309	7,204
Ansonia	21,160	19,304	78,790	137,462	7,272	18,903	*	*	*
Meriden	55,959	57,455	218,893	436,140	21,573	20,217	*	*	*
Milford	50,858	50,668	208,919	410,238	17,137	23,939	*	*	*
Naugatuck	23,034	27,331	95,646	219,084	10,240	21,395	*	*	*
New Haven	137,707	112,934	511,925	794,673	45,261	17,558	*	*	*
Wallingford	35,714	38,469	144,272	298,716	13,216	22,603	*	*	*
Waterbury	108,033	102,372	408,616	752,698	39,004	19,298	*	*	*
NEW LONDON	230,654	241,289	812,840	1,898,392	83,995	22,601	569	3,016	26,456
New London	31,630	27,689	109,653	216,658	10,166	21,312	*	*	*
Norwich	41,739	39,539	145,700	310,407	14,912	20,816	*	*	*
TOLLAND	103,440	112,720	292,437	898,138	36,193	24,815	336	2,172	10,942
Vernon	27,237	30,567	81,501	255,503	11,041	23,141	*	*	*
WINDHAM	84,515	95,724	278,128	594,183	35,050	16,952	527	2,764	22,949
Willimantic	14,402	15,014	45,580	89,626	5,988	14,968	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1979 Cash Receipts as follows: From Crops $95,257,000; from Livestock & Livestock Products $152,657,000; Total $247,914,000.
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

CZ ABC: (70) 28,245; (80) 33,500
RTZ-ABC: (70) 15,293 (80) 21,200
City & RTZ-ABC: (70) 43,538; (80) 54,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	9	$538,176,243

6—PASSENGER AUTOS: Co. Est. 387,084

7—ELECTRIC METERS: Residence 29,340

8—GAS METERS: Residence 10,620

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Silverware 7,600; Intercom System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Utilities 900; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (15 firms) $657,107 (Avg. $285,42).
Principal Industrial Pay Days: Thurs. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31. Last killing frost, Apr. 29.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on W. Main, Colony, E. Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1on Main St. at Simpson Court.
Neighborhood Shopping Centers: Broad & E. Main; Village of South Meriden, Yalesville; Colony Shopping Plaza, Route 5, Wallingford; Centennial Plaza, Meriden; Lincoln Plaza, Meriden; Barkers Parkade; Meriden Mall (downtown); Meriden Square, Kensington & Lewis Aves.; Caldor Shpg. Plaza, Rt. 5 & Broad St.; The Clock Factory; Parker Mills Shops.
Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Downtown Thu.; Shpg. Ctrs., nightly.

13—RETAIL OUTLETS: Department Stores: Nu-Stars; G. Fox & Co.; Worth's; J.C. Penney; D&L.
Discount Stores (CZ): Barker's 1; G.E. Madison; King's; Caldor 2; Zayre's; K-Mart 3; Brands Mart.
Chain Drug Stores: Courtesy 1; Stimpson 2; Rite-Aid 1; C.V.S. 1; Walgreen 1.
Chain Food Supermarkets: Finest; Barker's; Caplan's; Grand Union 1; Food Mart 2; Shop Rite; Village Super; Everybody's; Stop & Shop 2; Towne & County; The Village Market; Pik Quik.
Other Chain Stores: Thom McAn; Singer Co.; Firestone (tires); Walgreen Drug; Anderson-little; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Gordon's; Hickory Farms; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Youth Center; Singer; Vision Centre; Morrisons; Great Expectations; MotherCape; Prague Shoes; A.S. Beck; Nature Foods; Life uniform; Barricini; Pet Towne; Faynoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growthe Company; Susie's Casual; Worths; D&L; Weathervane; Grossman's; Inside-Outlet; Channel.

14—NEWSPAPERS: MORNING RECORD & JOURNAL (m) 29,353; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Perry J. Spinelli, Adv. Dir., MORNING RECORD & JOURNAL.
National Representatives: Landon Associates, Inc.

MIDDLETOWN, CONN.

1—LOCATION: Middlesex County, E&P Map B-3, County Seat. Industrial, Agricultural and Educational Center. About halfway between New York and Boston on Connecticut River, 15 miles from Hartford. On U.S. Hwy. 66, State Hwys. 9, 14, 17, 19, 72 and 157.

2—TRANSPORTATION: Railroads: Valley Division of N.Y.,N.H.&H.
Motor Freight Carriers: 5.
Intercity Bus Lines: Connecticut Co.; Interstate; Greyhound, Trailways of New England.

3—POPULATION:
Corp. City 70 Cen. 36,924; Loc. Est. 38,737
CZ ABC: (70) 53,136; (80) 55,300
RTZ-ABC: (70) 87,878; (80) 106,700
County 70 Cen. 115,018; Loc. Est. 119,962
City & RTZ-ABC: (70) 141,014; (80) 162,000

4—HOUSEHOLDS:
70 Census: City 10,902; Loc. Est. 12,800
County 70 Cen. 34,758; Loc. Est. 43,900
CZ-ABC: (70) 15,736; (80) 18,700
RTZ-ABC: (70) 26,437; (80) 36,800
City & RTZ-ABC: (70) 42,173; (80) 55,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Sav. & Loan Assn	1	N.A.
Commercial	4	N.A.

6—PASSENGER AUTOS: City 24,915; Co. 91,350

7—ELECTRIC METERS: Residence 25,320

8—GAS METERS: Residence 4,052

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners—Total Non-Agricultural Employment 47,080; Manufacturing 16,700; Textiles & Apparel 790; Paper & Printing 2,230; Chemicals & Plastics 690; Facricated Metals 1,400; Machinery 1,640; Electrical Equipment 1,940; Other Manufacturing 8,010; Nonmanufacturing 30,380; Construction 1,050; Transportation 590; Communications & Utilities 930; Trade 9,560; Wholesale 1,120; Retail 8,440; Finance, Insurance & Real Estate 1,310; Service 9,470; Government 7,470; Federal 260; State & Local 7,210.
Principal Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3. Last killing frost, Apr. 4.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Metro Square	In town	Waldbaum's, Food Mart, CVS Pharmacy, Fayva Shoes, Raymond's, Hit or Miss, Trim Fashions, Prague Shoes
Riverview Center	In Town	Sears
South End	2	Bradlees, Stop & Shop, Grand Union
Middletown	3	Radio Shack, King's Discount, Top Notch Foods, Shoe Town
Washington	3	Mott's Shop-Rite Mkt., Caldor, Genovese Drugs
Cromwell	4	K-mart, Grand Union, Peaches, Shannon Jewelers, Village Fashions, Pappagallo Shop

Principal Shopping Days: Wed., Fri., Sat.
Stores Close: Mon., about 10% of them.
Stores Open Evenings: All Fri., some Tue. & Thu.; Sears Thurs. & Fri.

13—RETAIL OUTLETS: Department Stores: Shapiro's; Kabachnick; Sears; J.C. Penney.
Discount Stores (CZ): Bradlee's' King's; K-Mart.
Variety Stores: Woolworth's.
Chain Drug Stores: Genovese, CVS Pharmacy.
Chain Food Supermarkets: First National; Stop & Shop; Grand Union; Top Notch Foods; Mott's Shop-Rite.
Other Chain Stores (Corp. City): Thom McAn; Kabel's; Amato's; Prague Shoes.

14—NEWSPAPERS: PRESS 21,078; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Sam Tierney, Adv. Dir., PRESS.
National Representatives: Landon Associates, Inc.

MILFORD, CONN.

1—LOCATION: New Haven County, (In Bridgeport SMSA); E&P Map B-4, Hwys. 1A, 122.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 50,858; Loc. Est. 50,419
Primary Mkt. Area ABC: (70) 50,858; (80) 50,500
County 70 Cen. 744,948; Loc. Est. 760,729
SMSA 70 Cen. 401,752; Loc. Est. 406,174
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 15,695; Loc. Est. 16,8[illegible]6
Primary Mkt. Area ABC: (70) 14,581; (80) 16,500
County 70 Cen. 231,754; Loc. Est. 274,425
SMSA 70 Cen. 124,219; Loc. Est. 145,168

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$20,000,000
Commercial Banks	9	N.A.

6—PASSENGER AUTOS: County 387,722

7—ELECTRIC METERS: 19,774

8—GAS METERS: 9,191

9— PRINCIPAL INDUSTRIES (CZ): Locks; Razors; Rivets; Machine Tools and Parts, Hardware; Ball Point Pens, Electric Motors.

10-CLIMATE: Min. & Max. Temp.—Spring 47-68; Summer 59-80; Fall 33-51; Winter 23-40. First killing frost, Oct. 18. Last killing frost, Apr. 25.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Conn. Post	58	Kresge, Whelans, Caldors, Stop & Shop, Alexander's
Milford Plaza	11	King's Dept., First National
Pond Point		Gromat Mkt.
Shop Rite	10	Shop Rite Supermkt.
Stockade-Shoppes	15	DiMeola Phcy.
Melba	3	Melba Phcy.

13—RETAIL OUTLETS: Department Stores: Alexander's.
Discount Stores: Alexander's; King's; Caldors.
Chain Drug Stores: Courtesy; Whelans; Brooks.

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 6,994; (S) 8,768; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hartford, Pub., CITIZEN.
National Representatives: Landon Associates, Inc.; U.S. Suburban Press, Inc.

NAUGATUCK, CONN.

1—LOCATION: New Haven County, (In Waterbury SMSA); E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2—TRANSPORTATION: Railroads: Penn-Central, Conrail.
Motor Freight Carriers: 2.
Intercity Bus Lines: New England Transp.; Connecticut Ry. Ltg. Co.; Interstate Coach, Northeast Transportation.

3—POPULATION:
Corp. City 70 Cen. 23,034; Loc. Est. 29,000
Total Primary Mkt.-ABC: (70)33,123; (80)38,000
SMSA: 70 Cen. 216,808; Loc. Est. 243,500
County 70 Cen. 744,948; Loc. Est. 760,729

4—HOUSEHOLDS:
City 70 Cen. 7,252; Loc. Est. 10,290
County 70 Cen. 231,754; Loc. Est. 274,425
SMSA: 70 Cen. 66,65C; Loc. Est. 79,716
Total Primary Mkt.-ABC: (70)10,089; (80)13,300

NAUGATUCK—continued

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$9,470,419
Savings & Loan	1	$44,914,488
Savings	1	$88,389,881

6—PASSENGER AUTOS: Co. Est. 387,084

7—ELECTRIC METERS: Residence 12,427

8—GAS METERS: Residence 4,040

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemicals 1,180 ($187), Candy 400 ($125), Iron Works 350 ($110).

10-CLIMATE: Min. & Max. Temp.—Spring 50-90, Summer 60-95, Fall 50-80, Winter 10-60. First killing frost, Nov. 23. Last killing frost, May 1.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Church St., 1 on Main St., 2 on Maple St., Mountview Plaza.
Neighborhood Shopping Centers: Union City, Glenridge, Rubber Ave., Naug.
Principal Shopping Days: Thur. & Fri.
Stores Close: Mondays during Summer months.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Rubin's, Raphael's, Rosenblatt's, Breen's, Carlson's, King's, Worth's.
Variety Stores: G. C. Murphy, Kings.
Chain Drug Stores (CZ): Whalen, C.V.S.
Chain Food Supermarkets: First National, Stop-N-Shop.

14—NEWSPAPERS: NEWS (e) 4,760; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank Richters, Jr., Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

NEW BRITAIN, CONN.

1—LOCATION: Hartford County, E&P Map B-3 (In New Britain SMSA). Adjacent to U.S. Routes Nos. 5, 6, I-84 and I-91. State Highways Nos. 10, 71, 72. Central Connecticut Mfg. Hardware, Machine Tools, Chucks, Hand Tools, Ball Bearings, Plumbing, Heating and Air Conditioning Equipment Locks, Electrical Appliances. 10 mi. SW of Hartford.

2—TRANSPORTATION: Railroads: Amtrak, Conrail.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound; Vermont Transit.
Airlines: 25 miles from Bradley International Airport.

3—POPULATION:
Corp. City 70 Cen. 83,441; Loc. Est. 80,000
CZ ABC: (70) 111,874; (80) 99,300
RTZ-ABC: (70) 73,822; (80) 89,800
County 70 Cen. 816,737; Loc. Est. 831,648
SMSA 70 Cen. 145,269; Loc. Est. 142,302
City and RTZ ABC: (70) 185,696; (80) 189,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 27,561; Loc. Est. 28,813
County 70 Cen. 255,437; Loc. Est. 302,067
SMSA 70 Cen. 45,815; Loc. Est. 52,478
CZ ABC: (70) 36,263; (80) 36,700
RTZ-ABC: (70) 21,433; (80) 29,900
City & RTZ-ABC: (70) 57,696; (80) 66,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$724,840,294
Sav. & Loan Assn.	1	$81,509,101
Commercial Banks	2	$53,521,619

6—PASSENGER AUTOS: County 432,492

7—ELECTRIC METERS: Residence 28,340

8—GAS METERS: Residence 19,930

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners, and (Av. Wkly. Wage)—Manufacturing 32,770 ($299); Primary and Fabricated Metals 11,680 ($270); Hardware 5,960 ($273); Machinery 7,580 ($303); Electrical and Transp. Equipment 6,740 ($330); Other Manufacturing 3,700 ($231); Total nonagriculture wage and salary workers 62,280.
Principal Pay Days: Tues., Wed., Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First Killing frost, Oct. 17. Last Killing frost, Apr. 19.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St.; 2 on West Main; 1 on Arch St.; 4 on Broad St.; 2 on East Main.
Neighborhood Shopping Centers: Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 13 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on East Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on West Main St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Webster Square	5	Woolworths, Foot Mart
Corbins Corner	5	Sears, D&L, Stop & Shop
Twin City Plaza	2	Finast, Twin City Drug
Farmingdale Plaza	2	Sussman's, Giant Food, Caldor
Newbrite Plaza		IGA Food, Radio Shack
Stanley Plaza	2.5	Bradlee's, Shop Rite
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Sq. Mall	8	JC Penney, G.Fox & Co.
West Farms Mall (100 Stores)	5	JC Penney, G.Fox & Co., Sage Allen, Herman's
Plainville shopping Plaza	3	Kings, Sussman's Food
Queen Plaza	9	Zayre, Shop Rite
Caldor/Village	10	Caldor, IGA Food
Newington Plaza	7	Two Guys, Stop N'Save
Town Line Plaza	10	Food Mart, Caldor
Northwood Shopping Plaza	5	Food Mart
Southington Shopade	8	Food Mart, GE Madison
Prospect Plaza	10	Finast, Kings

Principal Shopping Days: Thurs., Fri., and Sat.
Stores Close: Mon. (partial).
Stores Open Evenings: Food—Wed., Thurs., Fri. Others Thurs. and Fri. Most malls and plazas open every evening except Sunday.

13—RETAIL OUTLETS: Department Stores: Davidson and Leventhal, JC Penney, Sage-Allen, G. Fox & Co., Sears, K-Mart.
Discount Stores: Two Guys, Bradlee's, Zayre, Caldor, K-Mart, Kings.
Variety Stores: (CZ): Woolworth, Daffodil Inc., Showcase, B and D.
Chain Drug Stores: (CZ): Rite Aid 1, Arrow Drug 3; Central Rexall 2; Shop-Rite 1; Belvidere 1; CVS 1.
Chain Food Supermarkets: Finast 4; Food Mart 5; Shop Rite 3; Stop N'Save 3; Stop & Shop 2; IGA 2; A&P 1; Sussman's Giant Food 4; Heartland Food 1; Pik-Kwik 1.
Other Chain Stores: Sherwin Williams, Firestone, Thom McAn, Anderson Little, Sears, Singer Co., Wicke's Lumber, Marshall's, Hickory Farms, Radio Shack, Michael's Jewelers, Goodyear, Big L Discounts, Shoe Town, Grossman's.

14—NEWSPAPERS: THE HERALD (e) 40,485; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski; Marketing Dir. THE HERALD.
National Representatives: Landon Associates Inc.

NEW HAVEN, CONN.

1—LOCATION: New Haven County (In New Haven-West Haven SMSA), E&P Map B-4. In South Central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34, providing access to markets in Boston, Montreal, New York, Washington, Miami and points west.

2—TRANSPORTATION: Railroads: Conrail-Amtrak; Fifth most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers: 125.
Intercity Bus Lines: Arrow; Connecticut Greyhound; Trailways; Chieppo.
Freight Steamship Lines: 20.
Airlines: US Air Commuter; Ocean Airways; New Haven Airways; Business Commuter; Pilgrim.

3—POPULATION:
City 70 Cen. 137,707; Loc. Est. 119,558
CZ ABC: (70) 312,458; (80) 298,600
RTZ-ABC: (70) 260,942; (80) 293,300
County 70 Cen. 744,948; Loc. Est. 773,200
SMSA 70 Cen. 413,722; Loc. Est. 424,600
City & RTZ-ABC: (70) 573,400; (80) 591,900

4—HOUSEHOLDS:
City 70 Cen. 46,741; Loc. Est. 45,212
County 70 Cen. 231,754; Loc. Est. 261,486
SMSA 70 Cen. 130,089; Loc. Est. 153,579
CZ ABC: (70) 100,856; (80) 109,700
RTZ-ABC: (70) 76,304; (80) 98,200
City & RTZ-ABC: (70) 177,160; (80) 207,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	29	$3,210,000,000
Sav. & Loan Assn.	16	$725,000,000
Commercial	57	$6,482,800,000

6—PASSENGER AUTOS: Co. 387,084

7—ELECTRIC METERS: City 46,958

8—GAS METERS: City 35,350

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners. (Ar. Weekly Wage—Total Non-Agricultural Employment 187,600; Manufacturing 45,260; Apparel & Leather 3,830 ($146); Printing & Publishing 3,350 ($213); Chemicals 3,520 ($293); Rubber & Misc. Plastic Products 2,170 ($334); Primary Metals 5,280 ($358); Fabricated Metals 8,060 ($265); Machinery 3,090 ($285); Electrical & Transportation Equipment 8,420 ($286); Other Manufacturing 7,540 ($255); Total Non-Manufacturing 142,340; Construction 6,020; Transportation 6,880; Communication & Utilities 8,340; Wholesale Trade 10,940; Retail Trade 28,500; Finance, Insurance & Real Estate 10,180; Service 45,200; Government 26,280.
Principal Industrial Pay Day: Thurs.

10-CLIMATE: Average Temp.: Spring 51.3; Summer 71; Fall 55.1; Winter 31. First killing frost, Oct. 10; Last killing frost, Mar. 13.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: in downtown area bounded by York, George, State and Grove Sts. Principal stores—Malley's; Macy's.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Acme	3	Kings
Amity Center	7	McCrory
Ansonia Mall	10	K mart
Branford	5	Woolco
Branhaven	4	Caldor
Colony	15	Big Buy
Connecticut Post	12	Alexanders
Drazen	9	Woolco
Hamden Mart	6	Howlands
Hamden Plaza	6	Marshalls
K mart Plaza	2	K mart
Maple Croft	14	Marshalls
Meriden Square	20	G. Fox
Mammoth Mart	4	Kings
Naugatuck Valley Mall	20	G. Fox
Sears	8	Sears
Woolco	10	Woolco

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Macy's—Mon. thru Fri.; Malley's—Mon., Thu., Fri.; Food—Mon., Thu., Sat.; Sears—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Malley's; J. C. Penney; Sears; Macy's; Alexander's; Howland's; G. Fox; Read's.
Discount Stores: Woolco; Barker's; Bradlee's; Caldor; King's; Channel; Marshall's; K-Mart.
Variety Stores: Kresge; American Discount.
Chain Drug Stores (CZ): Amity 2; CVS 2; Liggett; Mall Drugs; Maxwell; Medi Mart 2; Rite Aid; Walgreen 3.
Chain Food Supermarkets: First National 9; Big Buy; Pagnataro & Sons 5; Grand Union, Co-Op Mkts. 3; Stop & Shop 17; Food Mart 5; Food-O-Rama 2; Universal Stores 26; Allied Grocers 53; Motts'; Buy-Rite 2; Pathmark 3; Crown; Klaride's 2; Everybody's 5; Cheshire IGA 2; A&P 7; Gran Centra.
Other Chain Stores: Anderson-Little; Arthurs; Baker Shoe; A.S. Beck; Brands Mart; Casual Corner; Childworld; Donlevys; Dress Barn; Fayva; Firestone; Franklin Simon; Friendly Frost; Goodyear; Grossmans; Hickory Farms; Kaufman Carpet; Kinner Shoes; Lane Bryant; Lerner Shops; Morrisons; Morsan; J. Press; Radio Shack; Sherwin-Williams; Shoe Town; Singer Co.; Thayer McNeil; The Gap; Thriftys; Thom McAn; Uniroyal.

14—NEWSPAPERS: JOURNAL-COURIER (m Mon. to Fri.) 37,264; REGISTER (e-Mon. to Sat.) 100,093; Comb. (m&e) 137,357; (S) 140,979; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Nester Jr., Vice-Pres./Adv., REGISTER and JOURNAL-COURIER; Henry S. Misiak, Jr., Nat. Adv. Mgr., REGISTER and JOURNAL-COURIER.
National Representatives: JOURNAL-COURIER and REGISTER—Sawyer, Ferguson, Walker Co., Inc.

NEW LONDON, CONN.

1—LOCATION: New London County, E&P Map C-3 (In New London-Norwich SMSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College (University of Conn. Branch), U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center, Misc.; Wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2—TRANSPORTATION: Railroads: Amtrak; Central Vermont & Grant Trunk (freight).
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Blue; New Haven & Shore Line; Short Line; Southeastern Area Transit; Bonanza.
Airlines: Pilgrim; U.S. Air.

3—POPULATION:
Corp. Town 70 Cen. 31,630; Loc. Est. 27,266
County 70 Cen. 230,654; Loc. Est. 240,012
CZ ABC: (70) 87,101; (80) 85,400
RTZ-ABC: (70) 79,683; (80) 96,200
SMSA 70 Cen. 208,412; Loc. Est. 215,951
City & RTZ-ABC: (70) 166,784; (80) 181,600

4—HOUSEHOLDS:
Town 70 Cen. 9,754; Loc. Est. 9,921
County 70 Cen. 69,400; Loc. Est. 82,834
SMSA 70 Cen. 71,352; Loc. Est. 74,642
CZ ABC: (70) 25,232; (80) 28,100
RTZ-ABC: (70) 22,610; (80) 31,000
City & RTZ-ABC: (70) 47,842; (80) 59,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	8	N.A.
Sav. & Loan Assn.	5	N.A.
Commercial Banks	8	N.A.

6—PASSENGER AUTOS: County 115,894

7—ELECTRIC METERS: Res. City 12,125

8—GAS METERS: City 7,963

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication; Labor Mkt. (51,050). Avg. Wkly. Wage $258.64. Total Military & Civil Service Payroll $163,627,000. Area Payroll $590,458,269.
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
New London	1	Sears, First Nat'l.
New London Mall	1	Edw. Malley Co., Two Guys
Waterford No.1	2	A&P, Howland
Waterford No.2	2½	Stop & Shop, Barker's
Groton Plaza	3	Bradlee's
Groton Shprs. Mart	3	T.J.Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village	8	Colonial Mkt.
Flanders Plaza	7	Colonial Market
Niantic Village	6	Mitchell's Super Market
Vality Shopping Plaza	10	Vality Dept. Store Vality Super Market

Principal Shopping Days: Dept. Stores—Thurs., Fri. and Sat.; Food—Thu., Fri., Sat.
Stores Open Evenings: Downtown on Fri.; Shopping Centers, most every evening.

13—RETAIL OUTLETS: Department Stores: Edw. Malley Co; Howland's, Kresge's; Sears; Two Guys; Bradlee's; Vality; Barker's; Caldor's; T.J.Maxx.
Discount Stores (CZ): Bradlee's; Two Guys; Barker's; U.S. Submarine Base PX; Caldor's; T.J.Maxx.
Variety Stores: Kresge's.
Chain Drug Stores (CZ): Whelan Drug; Rite-Aid Drug; Consumer Value; Brooks Disc.; Big L; Medi Mart.
Chain Food Supermarkets: First National 3; A&P 2; Beit Bros. 1; Stop & Shop 2; Shop-Rite.
Other Chain Stores: Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague (Shoes); Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; T.J.Maxx; D & L.

14—NEWSPAPERS: DAY (e) 38,327; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence L. Dotolo, Adv. Dir., DAY.
National Representatives: Branham/Newspaper Sales.

NORWALK, CONN.

1—LOCATION: Fairfield County, (In Norwalk SMSA); E&P Map A-4. Industrial center on the Norwalk River and Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Route 1, on Merritt Pkwy.; Connecticut Tpk., and is terminus of Route 7, the Ethan Allen Hwy.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 55.
Intercity Bus Lines: Trailways; Greyhound; C. R. & L. Connecticut Co.; Wheels (City Service).

3—POPULATION:
Corp. City 70 Cen. 79,113; Loc. Est. 75,195
Primary Mkt. Area, ABC:
(70) 165,207; (80) 169,600
County 70 Cen. 792,814; Loc. Est. 813,619
SMSA 70 Cen. 127,516; Loc. Est. 129,791

4—HOUSEHOLDS:
City 70 Cen. 25,564; Loc. Est. 27,757
County 70 Cen. 254,618; Loc. Est. 290,435
SMSA 70 Cen. 40,187; Loc. Est. 46,310
Primary Mkt. Area (70) 49,994; (80) 58,400

5—BANKS: 11 Savings and Commercial.

6—PASSENGER AUTOS: County 459,193

7—ELECTRIC METERS: Residence 57,684

8—GAS METERS: Residence 12,293

9— PRINCIPAL INDUSTRIES (CZ): Electronic Equip.; Research; Optical Eqpt.; Hats; Cosmetics; Sweaters; Auto Accessories.

10-CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Caldor	8	Caldor Discount
Gateway	16	A&P
Norwalk Mall	20	Pathmark
Strawberry Hill	10	Grand Union
County Mall	8	Consumer's Dist.
Electra Plaza	8	Bradlee's
South Norwalk Plaza	7	Grand Central Market
Shopwell Plaza	8	Shopwell
Parinor	10	Caldor
K Mart Shop Plz	6	K Mart

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Fullam's; Howlands.
Variety Stores: H. L. Green; McCrory's.
Discount Stores (CZ): Bargain World; Caldor; Norwalk Sales; Bradlee's; K-Mart.
Chain Food Supermarkets: A&P, Grand Central; Grand Union; Pathmark; Shopwell; Stop & Shop.

14—NEWSPAPERS: HOUR (e) 21,476; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Katharine Duprey, Natl. Adv. Mgr., HOUR.
National Representatives: Landon Associates, Inc.

NORWICH, CONN.

1—LOCATION: New London County, E&P Map C-3 (In New London-Norwich Conn.-R.I. SMSA). County Seat. On Conn. Turnpike. Head of tide water. Harbor with 26 foot channel. Manufacturing, wholesale and retail center. 100 mi. from Boston, 120 mi. from New York, and within 60 mi. from New Haven, Hartford, Springfield, Worcester and Providence.

2—TRANSPORTATION: Railroads: Conrail, Central Vermont & Grand Trunk (freight)
Motor Freight Carriers: 14
Intercity Bus Lines: Blue Line; Tally-ho, Short Line; Savin Bus Lines.
Airlines: US AIR; Pilgrim.

3—POPULATION:
City 70 Cen. 41,739; Loc. Est. 40,225
County 70 Cen. 230,654; Loc. Est. 240,012
SMSA 70 Cen. 208,412; Loc. Est. 215,951

4—HOUSEHOLDS:
City 7 Cen. 13,136; Loc. Est. 15,035
County 70 Cen. 67,618; Loc. Est. 82,834
SMSA 70 Cen. 71,352; Loc. Est. 74,642

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	1	$20,000,000
Savings Banks	3	$125,000,000

6—PASSENGER AUTOS: 115,894

7—ELECTRIC METERS: Residence 11,433

8—GAS METERS: Residence 6,992

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)-Textiles 1,630 ($76); Apparel 900 ($63); Paper 720 ($99); Fab. Metals 1,090 ($92); Leather 370 ($61); Engraving 200 ($125); Insulated Wire 600 ($91); Other Mfg. 2,000 ($89); Electronics 400 (N.A.); Television & Stereo 700 (N.A.)
Principal Industrial Pay Days: Thurs. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-55, Summer 59-78, Fall 41-60, Winter 20-35. First killing frost Oct. 17. Last killing frost, Apr. 18.

11—TAP WATER: Acid, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 25 blocks on Main; N. Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers: City Sections known a Occum, Taftville, Greenville, Yantic, Norwichtown and Thamesville.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Meadows	15	First Nat'l., Sherwin Williams
Westgate	7	First Nat'l., Sears
Vality	5	Vality
Norwichtown Mall	39	Grant City, Stop & Shop
Wawecus Hill	-	Barker's Disc., CFO
Marcus Plaza	-	Zayre, Mott's Shop-Rite

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Mon. (some)
Stores Open Evenings: Thu., some Fri. Food-Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Reid & Hughes; Emmons; Sears; Vality; Barker's; Zayre's.
Discount Stores (CZ): Mr. Big, Durable, Barker's; Fisher's.
Variety Stores: Woolworth; Teppers.
Chain Drug Stores (CZ): Carroll Cut Rate; Walgreen; Vernon Drug; Utley & Jones 2.
Chain Food Supermarkets: A&P 3; First National 3; Universal 11; IGA 4; New England 7; Beit Bros. 5; Del Monte 3, Big G; Stop & Shop; CFO; Shop-Rite.
Other Chain Stores: Women's Apparel; Nugent's; Men's Apparel; P&Q Clothing; Puritan; Jewelry; Kay's, Benney's; Auto Supplies: Firestone, Goodrich; Misc.: Sherwin-Williams; Gravely Garden Power Equip.; Friendly Ice Cream; S&H Green Stamps; Barker's; Singer Co.; Railroad Salvage; Prague's.

14—NEWSPAPERS: BULLETIN (m) 35,090; (S) 40,851; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Nick Pellegrino, Adv. Dir., BULLETIN.
National Representatives: Landon Associates, Inc.

ROCKVILLE, CONN.

See ENFIELD, CONN.

STAMFORD, CONN.

1—LOCATION: Fairfield County, (SMSA) E&P Map A-4. On L. I. Sound with navigable harbor. On Boston Post Road (U. S. 1) Merritt Parkway (Rte 15); Connecticut Tpke (I95)

2—TRANSPORTATION: Railroads: New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers: 5
Intercity Bus Lines: Connecticut Transit Co.; Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 108,798; Loc. Est. 102,710
CZ-ABC: (70) 108,798; (80) 103,300
Balance of Primary Mkt. Area;
(70) 52,889; (80) 55,100
County 70 Cen. 792,814; Loc. Est. 837,000
SMSA 70 Cen. 206,419; Loc. Est. 215,000
Total Primary Mkt. Area:
(70) 161,687; (80) 158,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 34,445; Loc. Est. 38,102
County 70 Cen. 243,806; Loc. Est. 290,435
CZ-ABC: (70) 34,445; (80) 37,400
Balance of Primary Mkt. Area,
(70) 15,488; (80) 18,500
SMSA 70 Cen. 64,479; Loc. Est. 71,764
Total Primary Mkt. Area:
(70) 49,933; (80) 55,900

5—BANKS:
Commercial 12, Savings 8, Federal S&L Assn. 3 Deposits Not Available.

6—PASSENGER AUTOS: County 459,193

7—ELECTRIC METERS: 78,811

8—GAS METERS: 17,852

9— PRINCIPAL INDUSTRIES (CZ): Diversified manufacturing area includes wide variety of products in chemical; electronics; food, drug & cosmetic; electrical; aircraft; printing; die casting.
Principal Industrial Pay Days: Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 23-77, Summer 46-92, Fall 27-79, Winter 2-56. First killing frost, Nov. 15. Last killing frost, May 15.

11—TAP WATER: Slightly acid, soft, fluoridated.

12—RETAILING: Principal Shopping Centers: Main, Atlantic; Bedford and Broad Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ridgeway	3	Sears, Gran. Central Mkt.
Town & Country	3	J. H. Harvey, Grand Union
Thru-way	2	Woolworth's, A&P
Glenbrook	2	Woolworth's, Finast
Newfield	4	Syl May, Grade A Mkt.
Grand Central	5	Gran Central Market
Bull's Head	4	Radio Shack, Finast
Springdale	6	Palmer's Food
Goodwives	5	Grand Union

Principal Shopping Days: Thurs. and Sat.
Stores Open Evenings: Thurs., some Mon. Food— Thurs. & Fri.

13—RETAIL OUTLETS: Department Stores: Sears; Bloomingdale's; Gimbel's; Lord & Taylor, Caldors.
Discount Stores (CZ): County T.V. & Appliances; Bradlee's.
Chain Drug Stores: Syl-May; Caldor; Medi Mart; Genovese, Courtesy.
Chain Food Supermarkets (CZ): A&P 3; First National 2; Grand Union 3; Gristede 2; Bongiorno's; Grade A 3; Grand Central 6; Stop & Shop; Palmer's 2.
Variety Stores: Woolworth.
Other Chain Stores: Shoes: National; Tires: Goodyear, Firestone; Misc.: Singer Co., Radio Shack.

14—NEWSPAPERS: ADVOCATE (e) 30,266; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Ungemack, Adv. Dir., for Mkt. Data Sandra Guss, Mkt. Research Mgr. ADVOCATE.
National Representatives: Landon Associates, inc.

TORRINGTON, CONN.

1—LOCATION: Litchfield County, E&P Map B-3, Industrial and Residential Center. NW part of State. 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwy. 4, 8, 202, & 72.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 8
Intercity Bus Lines: Greyhound; Arrow; E. J. Kelley Co.

3—POPULATION:
Corp. City 70 Cen. 31,952; Loc. Est. 31,154
County 70 Cen. 144,091; Loc. Est. 156,486
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen.: City 10,699; Loc. Est. 12,068
County 70 Cen.: 45,550; Loc. Est. 57,136

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	N.A.
Sav. & Loan Assn.	1	N.A.
Commercial	3	N.A.

6—PASSENGER AUTOS: County 87,177

7—ELECTRIC METERS: Residence 9,519

8—GAS METERS: Residence 5,170

9— PRINCIPAL INDUSTRIES (CZ): Needles; Bearings; Spring and Mill Machinery; Fans and Blower Wheels; Castings; Sporting Goods; Machine Screws and Nuts; Lumber Products; Gaskets; Textiles; Hardward Tools.
Principal Industrial Pay Day: Thrus.

10-CLIMATE: Min. & Max. Temp.—Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30. Last killing frost, May 11.

11—TAP WATER: Acid, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main St.; Torrington-Winsted Rd. Route 8.
Neighborhood Shopping Centers: 3 blocks in north end on Main St.; 2 in south end, on S. Main St.; 1 in west end, Wolcott Ave.; 1 in east end, at East Main and Torringford Sts. and one on Torrington, Winsted Rd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart Plaza	9	K-Mart, Mr. B's, Fayva Shoes, Pearl Vision Ctr Genovese, Shop-Rite, Consumers Distrib.
Torrington Plaza	31	Star's Dept., A&P
Parkade	27	Stop & Save Mkt. Caldor, Newberry
Downtown	32	Penney, Woolworth, Superfinast Mkt. Bradlees, Stop & Shop

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Caldor, J. C. Penney; Montgomery Ward, Star's; Bradlees; Caldor, K-Mart.
Variety Stores: Woolworth.
Discount Stores (CZ): Star's, Bradlees, Caldor, K-Mart.
Chain Drug Stores: Maxwell 1; Genovese.
Chain Food Supermarkets: First National 1; A&P 1; IGA 1; Stop & Save 2, Allied Grocers 5; Stop and Shop 1; Mencuccini's 4, Shop-Rite.
Other Chain Stores: Singer Co., J. J. Newberry; S&H Green Stamps.

14—NEWSPAPERS: REGISTER (e) 12,358; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Norman R. St. Peter, Adv. Sales Mgr.; Laura A. Page, Adv. Ofc. Mgr., REGISTER.
National Representatives: Landon Associates Inc.

VERNON, CONN.

See ENFIELD, CONN.

WALLINGFORD, CONN.

See MERIDEN, CONN.

WATERBURY, CONN.

1—LOCATION: New Haven County, (In Waterbury SMSA); E&P Map B-3. 89 mi. from New York City; 135 mi. from Boston; 29 mi. from Hartford; 21 mi. from New Haven.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers (Transportation Services): Tose, Inc.; Lombard; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines: Eastern, U.S. Air; American; United, Braniff; TWA; Pilgrim; Delta;
Intercity Bus Lines: Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; also connections for Greyhound & Trailways.

3—POPULATION:
Corp. City 70 Cen. 108,033; Loc. Est. 112,000
CZ ABC; (70) 161,834; (80) 161,500
RTZ-ABC: (70) 112,496; (80) 124,700
County 70 Cen. 744,948; Loc. Est. 760,729
SMSA 70 Cen 216,808; Loc. Est. 222,522
City & RTZ-ABC; (70) 274,330; (80) 286,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 34,921; Loc. Est. 42,290
County 70 Cen. 244,180; Loc. Est. 274,425
SMSA 70 Cen. 66,560; Loc. Est. 79,716
CZ ABC: (70) 51,005; (80) 58,200
RTZ-ABC: (70) 33,844; (80) 42,300
City & RTZ-ABC: (70) 84,849; (80) 100,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$493,273,000
Sav. & Loan Assn.	2	$278,542,921
Commercial Banks	4	$635,600,000

6—PASSENGER AUTOS: County 387,084

7—ELECTRIC METERS: Residence 39,985

8—GAS METERS: Residence 22,781

9— PRINCIPAL INDUSTRIES (CZ): Medical Supplies & Equip., Electronic Components, Sewing Supplies, Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics, Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chemicals; Electromech. Devices; Undergarments. Total 102,271 Wage Earners ($246,87 Av. Wkly.).
Principal Industrial Pay Day: Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on E. Main; 3 on S. Main; 1 on N. Main. 2 on W. Main; 2 on Bank St.; 2 on Grand St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bradlee Plaza		Stop & Shop, Bradless
Colonial	45	Kresge.
Mattatuck Mall		Shoprite, Channel Home Center
Meriden Road	5	Mont. Ward
Naugatuck	52	G. Fox Dept., Sears
Shoppers Corner		K-Mart, Shopper's World
Two Guys		Two Guys, A&P
Waterbury Plaza	22	Stop & Shop, Bradlees

Nearby Shopping Centers: 2 at E. Main & Edson Ave.; East End, Store Ave., Park Plaza; Cor. Lakewood Rd. and Route 69, West Main St. Plaza.

City Zone Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Watertown	6	First Natl., Marshall's
Maple-Croft	8	Marshall's
Cheshire	10	Stop & Shop
Prospect	5	Oliver's
Wolcott	5	Pik-Kwik
Queen Plaza	10	G.E. Madison
Meridan Square	14	J.C. Penney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-Mart, Pick-Kwik
Southburg Plaza	10	Read's, Grand Union.

Principal Shopping Days: Wed., Thu., Fri., Sat.
Stores Open Evenings: Tue., Thu., Shopping centers- Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Howland-Hughes; Miller & Peck 2; Sears; Worth's 3, G. Fox, J.C. Penney, Read's.
Discount Stores (CZ): Shopper's World, Bradlees 2, Caldor 2, Two Guys.
Variety Stores: Woolworth, Kresge 2; McCrory's;G. E. Madison, K-Mart 3, Marshalls 2; Zayre's.
Chain Drug Stores (CZ): Allen, Whelan's 4, Drug City, Consumer Value Stores 2, Rite-Aid 2; Walgreen's.
Chain Supermarkets: A&P 4, First Nat'l. 5, Pik-Kwik 7 Everbody's 4; Stop & Shop 2; Pathmark; Shop Rite, Welsh's, Waterburg Beef Foodland, Anthony, Armands, Grand Union.
Other Chain Stores: Thom McAn 2; Kinney; Shoetown, Lerner Dress Shop 2; Butler's Family Clothier; Loft's (candy); Singer Co. 2; Anderson-Little 1; Montgomery Ward; Royal, Kay (Jewelers); Foxmoor Casuals, Hall/Mark Cards 2; Foorsheim Shoes; Thayer McNeil Shoes; Walden Books; Hanover Shoes, Child World, Friendly Frost, Faya Shoes, Casual Corner; Hickory Farms, Langley's, Stowell's Jewelers, Castro; Levitz Furniture; Classic House; Puritan Furniture; Matzkin's; Channel Home Center.

14—NEWSPAPERS: REPUBLICAN (m) 36,442; AMERICAN (e) 36,340; Comb (m&e) 72,782; REPUBLICAN (S) 70,135; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald L. Stevens, Mgr. Gen. Adv., REPUBLICAN and AMERICAN.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

WILLIMANTIC, CONN.

1—LOCATION: Windham County, E&P Map C-3 Manufacturing, Agriculture and University Center on U.S. 6 and 66 and State Hwys. 31, 32, 195 and 89, with Hartford 28 mi. W, Providence 50 mi. east, and New London 25 mi. S.

2—TRANSPORTATION: Railroads: Central Vermont; Providence & Worchester.
Motor Freight Carriers: 2.
Intercity Bus Lines: Blue Line; Greyhound; Bonanza.

3—POPULATION:
Corp. City 70 Cen. 14,402; Loc. Est. 16,312
County 70 Cen. 84,515; Loc. Est. 93,110
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,978; Loc. Est. 6,394
County 70 Cen. 26,444; Loc. Est. 33,702

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	5	$37,800,000
Sav. & Loan Assn.	1	$36,000,000
Commercial Banks	2	$130,338,000

6—PASSENGER AUTOS: County 42,954

7—ELECTRIC METERS: Residence 7,285

8—GAS METERS: Residence 3,641

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)-Thread Mfg. 1,250 ($140); Insulating Prod. 500 ($165), Univ. of Connecticut 4,190 ($239); Eastern Conn. College 257 ($235).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8. Last killing frost, May 4.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING:
Principal Shopping Area: 6 blocks on Main St.; West Main St.; Rt. 195.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Wilmantic Plaza (12)	2	Penney's
Storrs Plaza (-)	9	A&P
East Brook Mall 32	-	Sage-Allen, Caldor, A&P

Principal Shopping Days: Thu., Fri., Sat. and Sun.

13—RETAIL OUTLETS: Department Stores: Todds; Barker's; Sage Allen.
Discount Stores (CZ): Barker's; Caldors; J. C. Penney.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): C.V.S. 2; Rexall; Medical Phcy. 2; Medi Mart 1.
Chain Food Supermarkets: A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Elm Super; Better Val-U 3.
Other Chain Stores: Sherwin-Williams; Sears; Montgomery Ward.

14—NEWSPAPERS: CHRONICLE (e) 10,166; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Arthur J. Falvey, Bus. Mgr., CHRONICLE.
National Representatives: Landon Associates, Inc.

WINSTED, CONN.

1—LOCATION: Litchfield County, E&P Map B-2. Industrial Center

2—TRANSPORTATION:
Intercity Bus Lines Greyhound, Arrow.

3—POPULATION:
Corp. City 70 Cen. 8,954, Loc. Est. 9,833
County 70 Cen. 144,091, Loc. Est. 156,486

4—HOUSEHOLDS:
City 70 Cen. 2,949, Loc. Est. 3,785
County 70 Cen. 45,550; Loc. Est. 57,136

5—BANKS:	**NUMBER**	**DEPOSITS**
Saving Banks	3	$1,329,477,283
Comm. Bk. Branches	2	$2,953,503,000

6—PASSENGER AUTOS: County 87,177

7—ELECTRIC METERS: Residence 5,940

8—GAS METERS: Residence 2,200

9— PRINCIPAL INDUSTRIES (CZ): Industry (No. of Wage Earners)—Thread (200), Elec. Appl. (525); Ball Bearings (440), Cardboard Containers (200); Elec. Coils (200); Machine Screws (40); Business Forms (40); Canine Equipment (40), Others (750).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-85, Summer 50-95; Fall 25-85; Winter 25-60. First killing frost, Sept. 20. Last killing frost, May 20.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
King's Plaza	3	King's, Rite Aid, Finast

Principal Shopping Days: Thurs. and Fri.
Stores Open Evenings: Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: The Modern; Colt's; Vaccaris.
Variety Stores: King's.
Chain Drug Stores (CZ): Rite Aid.
Chain Food Supermarkets: Allied Grocers 3, Bruno's Liberty Mkt., J.P. Nichols & Son, A&P, First National.

14—NEWSPAPERS: CITIZEN (e) 5,083; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Roger N. Cote, Adv. Mgr., CITIZEN.
National Representatives: None.

DELAWARE SURVEYS

DELAWARE STANDARD METROPOLITAN STATISTICAL AREAS

Wilmington, Del.-N.J.-Md.—New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.—Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

DELAWARE POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	49	43	52
5-14 Years	117	91	88
15-24 Years	95	118	109
25-44 Years	136	167	194
45-64 Years	107	117	118
65 and Over	44	56	65
TOTAL	548	596	626

Based on U.S. Census

DELAWARE RETAIL SALES AND ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr.	78	119	161
General Mdse.	250	328	443
Food	319	474	645
Automobiles	246	362	397
Gasoline Stations	100	162	281
Apparel	72	101	140
Furniture	82	104	136
Eat-Drink Places	104	164	214
Drugs	50	74	99
Total Sales	1,480	2,139	2,884

Resource: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

DOVER, DEL.

1—LOCATION: Kent County, E&P Map A-3, State Capital, County Seat. Dover Air Force Base. Military Aircraft.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 17,488; Loc. Est. 27,268
Primary Mkt. ABC (70) 145,781; (80) 169,600
County 70 Cen. 81,892; Loc. Est. 109,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,057; Loc. Est. 8,837
County 70 Cen. 23,368; Loc. Est. 32,852
Primary Mkt. ABC: (70) 43,523; (80) 57,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	N.A.
Sav. & Loan Assoc.	2	N.A.

6—PASSENGER AUTOS: County 58,555

7—ELECTRIC METERS: Residence 31,249

8—GAS METERS: Residence 7,365

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Rubber Prod. 1,400; Food Processing 2,000; Govt. (State Capital) 1,500; Dover Air Force Base 5,300 Military and 1,500; Civilian employees; Paper Products 300 Av. Wkly Wage $187.

10-CLIMATE: Min. & Max. Temp.—Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10. Last killing frost, Mar. 5.

11—TAP WATER: Not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bay Court	25	Dry Goods
Blue Hen	52	Woolco, J.C. Penney, Acme
Capitol	6	L&D Auto
Carroll's Corner	7	Safeway, Drug Fair
Dover Mart	9	A&P
Edgehill	4	Air Base Carpet
Rodney Village	18	Mont. Ward, Pantry Pride, Thrift Drug

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Food every evening.

13—RETAIL OUTLETS: Department Stores
Braunstein's 2; Sears; Simon's; J. C. Penney; Hess; Benjamin's 2.
Discount Stores (CZ): Nichol's, Woolco, Dry Goods, K-Mart, Tower's; Hit or Miss, Ames, Kinas.
Variety Stores: Woolworth, McCrory's.
Chain Drug Stores: Pierce's 2, Thrift 2, Drug Fair 1; Happy Harry's 1; Edgehill2
Chain Food Supermarkets: A&P, Pantry Pride 2, Acme 2; Safeway; Marstellers 4; Seven-Eleven 11; Warehouse Foods.
Other Chain Stores: Thrift Drug 2, Firestone, Goodyear; Goodrich; Penn Kersey; Spiegel Catalog; Montgomery Ward, Drug Fair, Pic N' Pay; Lowe's; Wicke's.

14—NEWSPAPERS: DELAWARE STATE NEWS (e- Mon. to Fri.) 25,752 (S) 30,320 ABC Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data; John Ryan, Adv. Dir., DELAWARE STATE NEWS.
National Representatives: Inimedia.

WILMINGTON, DEL.

1—LOCATION: New Castle County (In Wilmington, Del.-N.J.-Md. SMSA), E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2—TRANSPORTATION: Railroads: Conrail, Reading; Baltimore & Ohio (freight)
Motor Freight Carriers: 35.
Intercity Bus Lines: Delaware Coach; Delaware Authority for Regional Transit; Greyhound, South Jersey; Trailway.
Airlines: U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 80,386; Loc. Est. 73,000
CZ ABC: (70) 351,664; (80) 359,700
RTZ-ABC: (70) 285,961; (80) 320,200
SMSA 70 Cen. 499,493; Loc. Est. 521,700
County 70 Cen. 385,856; Loc. Est. 401,300
City & RTZ-ABC: (70) 637,625; (80) 679,900
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 27,565; Loc. Est. 27,817
County 70 Cen. 115,774; Loc. Est. 137,300
SMSA 70 Cen. 148,697; Loc. Est. 176,300
CZ ABC: (70) 106,128; (80) 124,000
RTZ-ABC: (70) 84,446; (80) 108,400
City & RTZ-ABC: (70) 190,574; (80) 232,400

5—BANKS: 9; Assets $4,030,000,000

6—PASSENGER AUTOS: County 207,367

7—ELECTRIC METERS: County 133,529

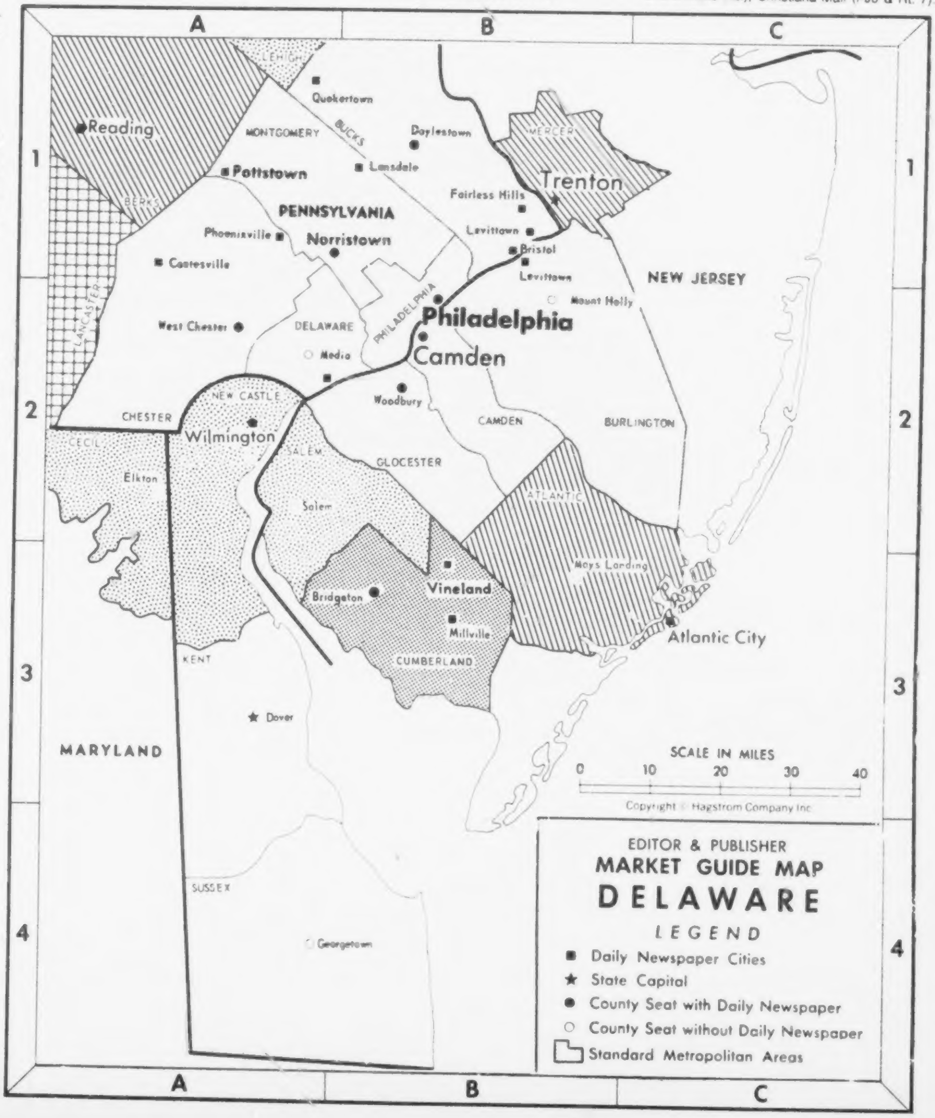
8—GAS METERS: County & City 77,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Wage): Durable Goods 16,900 ($332); Non-Durable Goods 50,400 ($277); Primary Metals 2,100 ($377); Fabricated Metals 2,200 ($253); Machinery and Transportation Equipment 8,200 ($392); Food 8,100 ($208); Textiles 600 ($207); Printing and Publishing 2,000 ($248); Chemical Products 31,200 ($375); Rubber and Plastics 3,100 ($291); Leather Goods 800 ($177).

10-CLIMATE: Min. & Max. Temp.—Spring 34-88; Summer 47-98; Fall 29-80; Winter 10-68. First killing frost, Nov. 1. Last killing frost, Apr. 5.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers: Union St. from Front to 8th St.; Suburban Centers at Fairfax & Wilmington Manor; Merchandise Mart at Edge Moor; Graylyn (Marsh & Silverside Rds.); Newark Center, Newark, Del. Midway Center (Kirkwood Hwy.); Prices Corner (Kirkwood Hwy.); Northtowne Plaza (Naaman's Road). Tri-State Mall (1-95 & Naaman's Road); University Plaza (Rt. 273); Chestnut Hill Shopping Ctr., Concord Mall (Concord Pike), Castle Mall (Chestnut Hill Rd. & Marrows Rd.); New Castle Sq. (Rt. 273 & New Churchmans Rd.); Christiana Mall (I-95 & Rt. 7).


A
B
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LEHIGH
Quakertown
Reading
MONTGOMERY
BUCKS
Doylestown
MERCER
Pottstown
Lansdale
Trenton
BERKS
Fairless Hills
PENNSYLVANIA
Phoenixville
Norristown
Levittown
Bristol
Coatesville
Levittown
Mount Holly
NEW JERSEY
LANCASTER
PHILADELPHIA
West Chester
DELAWARE
Philadelphia
Media
Camden
NEW CASTLE
Woodbury
CHESTER
CAMDEN
BURLINGTON
CECIL
Wilmington
SALEM
GLOCESTER
Elkton
Salem
ATLANTIC
Mays Landing
Vineland
Bridgeton
Millville
Atlantic City
KENT
CUMBERLAND
Dover
MARYLAND
SUSSEX
Georgetown
SCALE IN MILES
0
10
20
30
40
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EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

Newark Shopping Ctr. (Downtown Newark).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Northtowne Plaza	10	Woolco
Tri-State Mall	10	Wilm. Dry Goods, K-Mart
University Plaza	10	Woolco
Chestnut Hill	15	Gaylord's J.C. Penney
Christiana Mall	7	Strawbridge & Clothier, Bamberger's
Merchandise Mart	3	Strawbridge & Clothier, Acme
Continental	3	Liebman's
Fairfax	4	Acme
Newark	12	Newk. Dept., Acme
Graylyn	4	Pantry Pride, Acme
Midway	8	Pantry Pride
Princes Corner	3	Sears, Penney's
Concord Mall	8	Almart, Pomeroy's
Castle Mall	15	A&P, K-Mart
Triangle Mall	10	A&P, Kings

Principal Shopping Days: Wed., Fri. Sat. & Sun.
Stores Open Evenings: Discount Sundays; Downtown Fri.; Dept. & Shopping centers every night; Food every evg. ex Sun.

13—RETAIL OUTLETS: Department Stores: Wilmington Dry Goods; Wanamaker; Strawbridge & Clothier; Kennard-Pyle Co.; Sears; Penney; Braunstein's; Pomeroy's; K-Mart; Bamberger's.
Discount Stores (CZ): Gaylords 4; Silo 3; Jefferson-Ward; Woolco 2; Atlantic Appliances; Ames Dept. Store; Nichols; Mason's; Kiddie World; Kinas.
Variety Stores: Woolworth 4; Kresge's; Richardson 5; B.J. Mitchell's 2; Wassam's 4.
Chain Drug Stores (CZ): Eckerd's 10; Cappeaus 5; Happy Harry 14; Rite-Aid 4; Thrift 2; Danforth 2; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe 1.
Chain Supermarkets: Pantry Pride 7; A&P 20; Acme 28; Pathmark 3; Hearn 2; Safeway 4; 7-Eleven 43; WAWA 10; IGA 1; Cumberland Farms 14; Shop'n Bag 4; Shop-Rite.
Other Chain Stores: Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Phillipsborn (women's); Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear Svc. Stores; Firestone Stores; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs.

14—NEWSPAPERS: NEWS (m-Mon.-Fri.) 48,603; JOURAL (e-Mon. to Fri.) 82,483; Comb. (m&e) 131,086; (Sat & Hol.) 115,234; (S) 106,572; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Eugene P. Schwenk, Nat'l Adv. Mgr., NEWS JOURNAL PAPERS.
National Representatives: Gannett Newspaper Advertising Sales, Inc.

DELAWARE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	548,104	596,361	2,038,148	4,887,381	211,580	23,099	3,574	91,601	147,887
STANDARD METROPOLITAN STATISTICAL AREAS									
Wilmington, Del.-N.J.-Md.	499,493	527,863	1,941,411	4,451,061	184,484	24,127	1,445	43,835	25,436
COUNTIES, Cities									
KENT	81,892	96,500	267,370	611,347	33,576	18,208	1,049	33,598	11,006
Dover	17,488	25,577	66,483	192,260	8,951	21,479	*	*	*
NEW CASTLE	385,856	406,485	1,508,457	3,677,649	143,055	25,708	477	14,967	4,596
Newark	20,757	31,228	74,209	252,135	9,575	26,333	*	*	*
Wilmington	80,386	66,537	278,260	509,763	27,085	18,621	*	*	*
SUSSEX	80,356	93,376	262,321	598,385	34,949	17,122	2,048	43,036	132,285
Milford	5,314	5,779	18,268	37,155	2,114	17,576	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Delaware 1979 Cash Receipts as follows: From Crops $115,772,000; from Livestock & Livestock Products $245,368,000; Total $361,140,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

DELAWARE RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,138,502	2,745,537	2,884,325	233	160,775	139	443,055	656	645,406	343	397,361	435	280,639	368	139,754	338	135,574	863	214,150	132	98,639
STANDARD METROPOLITAN STATISTICAL AREAS																					
Wilmington, Del.-N.J.-Md.	1,791,371	2,243,864	2,349,701	177	105,580	99	362,100	514	501,404	282	325,767	370	252,893	274	107,223	268	119,221	719	174,867	107	81,581
COUNTIES, Cities																					
KENT	371,280	450,073	466,285	45	35,340	23	68,091	111	91,916	89	91,355	78	37,957	55	20,182	62	15,156	128	36,150	18	11,079
Dover	207,094	257,639	268,329	16	15,754	15	66,006	40	50,213	40	43,449	36	20,018	36	13,760	34	10,383	76	25,986	12	7,337
NEW CASTLE	1,459,582	1,859,165	1,951,296	124	84,834	74	346,355	392	413,801	172	247,612	252	197,594	234	99,886	213	105,535	545	139,057	90	73,278
Newark	161,299	204,952	214,339	16	7,959	9	15,590	29	39,855	19	48,361	44	30,565	26	10,170	24	6,216	48	17,443	9	8,946
Wilmington	300,211	286,004	282,231	12	12,106	19	31,698	136	29,037	42	58,039	49	22,759	73	22,763	44	9,851	208	27,258	21	7,360
SUSSEX	307,640	436,299	466,744	64	40,601	42	28,609	153	139,689	82	58,394	105	45,088	79	19,686	63	14,883	190	38,943	24	14,282
Milford	65,644	91,042	96,923	5	2,928	5	1,871	15	22,458	19	29,010	13	5,889	11	9,984	11	3,355	23	4,138	6	3,601

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DIST. OF COLUMBIA SURVEYS

DISTRICT OF COLUMBIA STANDARD METROPOLITAN STATISTICAL AREAS

Washington, D.C.-Md.-Va.—Washington, D.C.; Alexandria city, Va.; Fairfax city, Va.; Falls Church city Va.; Manassas Park city; Arlington, Fairfax, Loudon and Prince William Counties, Va.; Charles County, Md.; Montgomery County, Md.; Prince Georges County, Md.

DIST. OF COLUMBIA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	60	43	48
5-14 Years	129	90	86
15-24 Years	145	131	125
25-44 Years	198	194	217
45-64 Years	155	122	121
65 and Over	70	69	72
TOTAL	757	651	669

Based on U.S. Census

DISTRICT OF COLUMBIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	30	38	41
General Mdse	225	204	218
Food	296	355	382
Automobiles	180	202	175
Gasoline Stations	96	138	190
Apparel	150	168	183
Furniture	106	115	118
Eat-Drink Places	256	379	391
Drugs	96	97	103
Total Sales	1,797	1,797	2,253

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

WASHINGTON, D.C.

1—LOCATION: Capital of the United States or the District of Columbia, is the hub of Washington SMSA which includes: District of Columbia, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William Counties and the Independent Cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia.

2—TRANSPORTATION: Railroads: Amtrak (pass.); B&O; C&O; RF&P (freight); Southern (freight); Auto-Train; Burlington Northern (freight); Conrail (pass. & freight); Chessie System (passenger & freight); Metro Rapid Transit System.
Motor Freight Carriers: 41.
Intercity Bus Lines: Greyhound; Continental Trailways; Gold Line; Colonial Transit. Metrobus.
Airlines: Air France; American; Braniff; Delta; Eastern; Northwest; Ozark; Pan Am; Piedmont; TWA; United; Aeroflot; Air Florida; Continental Republic; Texas International; Western; British Airways; Altair. Air Virginia; Colgan; New Haven; Midway Ocean Airways; Transworld; Western; World; U.S. Air

3—POPULATION:
Corp. City 70 Cen. 756,510; Loc. Est. 661,500
CZ ABC: (70) 1,827,710; (80) 1,708,100
RTZ-ABC: (70) 1,081,091; (80) 1,321,600
SMSA 70 Cen. 2,908,801; Loc. Est. 3,054,600
City & RTZ-ABC:
(70) 2,908,801; (80) 3,029,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 262,538; Loc. Est. 278,400
SMSA 70 Cen 898,496; Loc. Est. 1,085,600
CZ ABC: (70) 617,081; (80) 654,300
RTZ-ABC: (70) 293,563; (80) 410,000
City & RTZ-ABC: (70) 910,644; (80) 1,064,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	63	$12,940,208,600
Sav. & Loan Assn	53	$9,038,013,600

6—PASSENGER AUTOS: SMSA 1,703,791 D.C. 240,323 Pass.; Gov't. 7,100 (approx.)

7—ELECTRIC METERS: SMSA 873,191

8—GAS METERS: SMSA 540,962

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners—Fed. Gov't 360,600; State & Local Gov't 179,200; Retail 231,800; Wholesale 51,600; Mfg. 54,200; Const. 73,800; Trans. & Pub. Util. 66,700; Fin. Ins. Real Estate 88,100; Service 395,-800; D.C. Dept. of Labor, Jan. 1980

10-CLIMATE: Min. & Max. Temp.—Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27. Last killing frost, Mar. 10.

11—TAP WATER: Slightly alkaline, med. soft.

12—RETAILING: Principal Shopping Centers & Areas: District of Columbia: Central Business District: 5th-19th Sts., N.W. bet. the Mall & Mass. Ave., N.W.; Chevy Chase/Friendship Heights; Georgetown; Upper Conn. Ave.; Wisconsin Ave.
Other Shopping Areas: Alabama Ave., S.E. Benning Rd., N.E. (Greenway); Brookland; Bladensburg Rd., N.E.; Brightwood; Cleveland Park; Columbia Heights, 18th & Columbia Rd., N.W., H Street, N.E.; Fairfax Village; Kennedy St., N.W.; Lower 14th St., N.W.; Georgia Ave., N.W.; N.W.; Riggs Road & South Dakota Ave., N.E.; Spring Valley; Pennsylvania Ave. & 6th-8th Sts. S.E.; Pennsylvania & Minnesota Aves., S.E.; Van Ness; Shepard Park-Georgia & Eastern Aves.; Tenleytown; Petworth; 4th-6th & D Sts., S.W.
Shopping Centers: Van Ness Centre; L Enfant Plaza; Friendship Heights (Mazza Gallerie); Les Champs/Watergate.
Charles County (Md.): Shopping centers: La Plata; Waldorf.

Montgomery County (Md.): Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.

Shopping Centers: Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza.

Prince George's County (Md.): Major Shopping Areas: Bladenburg; Camp Springs; College Park; Hyattsville; Lanham; Landover; Mt. Rainer; Queens Chapel-Chilium; Suitland; Oxon Hill; Camp Springs; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights. Forest Village Park.

Shopping Centers: Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Eastover; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Centre; Marlow Heights; Penn-Mar; Prince George's Plaza; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plaza.

Arlington County (Va.): Major shopping areas: Clarendon; Rosslyn; Shirlington.
Shopping Centers: Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.

Alexandria City (Va.): Major shopping areas: Central Business District: Duke to Cameron Sts. between Lee St. & R.F. & P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.

Shopping Center: Landmark.

Fairfax County (Va.): Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybia Valley; McLean; Tyson's Corner; Seven Corners; West Springfield, Leesburg Pike; Groveton.

Shopping Centers: Loehman's Plaza; Pike 7 Plaza; Tyson's Center; Seven Corners; Beacon Mall; Bradick; Shirley Plaza; Wilston; Yorktown; Springfield Mall; Mt. Vernon Plaza; Fairfax City; Fairfax Circle;

West Fairfax; Virginia Plaza; Fair Oaks.

Loudoun County (Va.): Major shopping areas: Herndon Junction; Leesburg.

Prince William County (Va.): Major shopping areas: Manassas; Woodbridge; Westgate.

Shopping Centers: Marumsco Plaza; Manassas Mall.

Principal Shopping Days: Mon., Thu., Fri. & Sat.
Stores Open Evenings: Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open 'til 10:00 pm and on Sunday. Most Shopping Centers and dept. stores open Sunday. Most food chains open 24 hrs. Mon.—Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: Hecht's 12; Montgomery Ward 9; Sears 9; Woodward & Lothrop 15; Bloomingdale's 2; J.C. Penney 9; Neiman-Marcus 1.

General Stores: Luskins/Dalmo 8; Georges 12; Radio Shack 55; Erols 5; Contemporary Sounds 3; Circuit City 6; Harmony Hut 6; Reliable Home Appliances 7; Microwave Cooking Etc. 5.

Variety Stores: Kresge 7; McCrory 3; Murphy 12; Woolworth 15.

Discount Stores: Korvette 4; Memco 7; Woolco 11; K-Mart 13; Zayre Marshalls 1.

Chain Drug Stores: Dart 75; Drug Fair 94; People's 127; Save-Mor 1; Standard & affiliates 5; Bialek's 1; Care 18; Rodman's 6; University Rx 1; Rexall 5.
Building Supplies: Franks Hardware 8; Scotts 4; 84 Lumber 2; Lowes 3; Hechinger 16.

Chain Food Supermarkets: A&P 44; Giant 121; Grand Union 46; Consumers 4; Jumbo 5; Safeway 134; 7-Eleven 267; Super Saver/Acme 4; Pantry Pride 7; Magruders 3; Larimers 2; Sniders 1; Highs 181; Plus 6; Basics 2; No Frills 3.

Jewelry Stores: Bailey, Banks & Biddle 4; Melart Jewelers 8; Kay Jewelers 10; Kahn-Oppenheimer 1; J.E. Caldwell 3; Boone & Sons, Inc. 2; Fleishers 1; Gordon's 5.
Reducing Salons: European Health Spa 3; Holiday Health Spa 8; Hollywood Health Spas 1; Elizabetl Arden 2; Barbara Ellen 11; Nu-Contours 5; Gloria Marshall 9; Fon & Fitness 7; Nautilus Fitness 5.
Furniture Stores: Levitz 3; Fradkin Bros. 1; The Hub 13; Kimels 3; Scan 7; Wood Shop 3; W & J Sloane 10; Theodores 1; Coles 5; Design Store 5; Colony House 1; Knock Down Outlet 4; Marlos 3; House & Hermann 1; Furniture World Factory Outlet 2; The National 1; Mazor 4; Mastercraft Interiors 2; C.L. Barnes 3; Castro Convertibles 2; Wm. E. Miller 1; P.J. Nee 1; Danker 2; Decor 3; Door Store 5; Family Furniture Centers 1.

Shoe Stores: A.S. Beck 1; Daniel's Bootery 4; Bradshaw 6; Chandler 1; The Bootery 5; DeYoung 8; Flagg Bros. 8; Hahn 22; Hanover 6; Holiday 1; Jarman 5; Heel N Toe 8; Boyce & Lewis 4; Florsheim 7; Kinney 33; Mary Jane 1; Massey 6; Miles 2; Shoe Town 14; Miller 1; Regal 4; F.R. Richey 2; Richs 4; Thom McAn 18; Triangle 1; Bakers 8.

Auto Supplies: Goodyear 21; Firestone 8; B.F. Goodrich 4; Western Auto 1; Market Tire 22; Merchant Tire 25; Midas Muffler 15; Hi-Gear 26; Nationwide Safti-Brake 13; Penn Jersey 14; Pep Boys 3; Texacare Auto Repair 13; Rayco 3; Sure Fit 3; Stidham Tire 17; Universal Tire Warehouse 7; General Tire 3; Consumer Discount Tire 6; Trak Auto 10.
Cosmetics: Elizabeth Arden 2; Merle Norman 15; Mary Kay 13.
Candy: Fannie Farmer 3; Fannie May 14; Russell Stover 7.
Mens Clothing: Allyns 8; Jos. A. Bank 3; Big & Tall 3; Chess King 3; D.J. Kaufman 1; Jean Jack 1; James Ltd. 3; Lawrence Reed Ltd. 2; Lewis & Thos. Saltz 5; Steven Windsor 11; Wilsons 5; Bond 2; Brooks Bors. 1; National Shirt 2; Richman Bros. 6; Wall St. Clothes 2; Dash's Designers 4; Georgetown University Shops 2;

Men's & Women's Clothing: Garfinckel 8; Raleigh 11; Mortons 4; Pants Corral 28; The Gap 12; The General Store 9; Zippers 3;

Womens Clothing: Casual Corner 14; Lord & Taylor 3; Saks Fifth Ave. 1; Dana Robins 6; L. Frank 11; Franklin Simon 5; Harris & Friends 11; Lerner 14; Pat Arnolds 3; Philipsborn 17; 7 & 9 Shoppes 3; Lane Bryant 6; Beydas 12; Miss Harper 8; Mademoiselle 9; Davids Village 5; Off The Rax 4; Ups & Downs 4; T.H. Mandy 5; Hit or Miss 14; Merry-Go-Round 7; Foxmoor 6; Joes Place 2; Fashion Action 9; Ormond 5; I. Magnin 1.

Miscellaneous: Bretanos Books 6; Walden Books 10; Crown Books 12; House of Fine Fabrics 14; Minnesota Fabrics 9; Mill End Shops 8; Danneman Fabrics 6; Irvings Sport Shop 13; Hermans World of Sports 8; Singer Co. 10; Math Box 3; Kitts Music 8; Toys R Us 7; Ritz Camera 16; Snap Shots 17.

14—NEWSPAPERS: Local Contact for Advertising and Merchandising Data: National Representatives.

POST (m-Mon. to Fri.) 601,417; (Sat.m) 560,630; (S) 827,938; Mar. 31, 1980 ABC. Jack Kerrigan, Gen. Adv. Mgr., POST. Rep: Sawyer-Ferguson-Walker Co.; Metropolitan Publishers Representatives, Inc.

STAR (e-Mon. to Fri.) 345,641; (Sat.m) 332,916; (S) 326,512; Mar. 31, 1980 ABC. (Converted to All Day Mon. to Fri.; Sat. m; S on July 9, 1979). Crosby M. Boyd, Jr., Gen. Adv. Mgr., STAR. Rep: Million Market Newspaper, Inc. The Leonard Co; Florida & Caribbean; American Publishers' Representatives Ltd., Canada; Lenha Hawaii, Inc., Hawaii.

DISTRICT OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	756,510	651,718	3,252,897	6,564,964	269,538	24,356	N.A.	N.A.	N.A.
STANDARD METROPOLITAN STATISTICAL AREAS									
Washington, D.C.-Md.-Va.	2,910,226	3,043,008	11,500,971	39,970,865	1,098,016	36,403	3,664	34,360	29,251
COUNTIES, Cities									
DISTRICT OF COLUMBIA	756,510	651,718	3,252,897	6,564,964	269,538	24,356	N.A.	N.A.	N.A.
Washington	756,510	651,718	3,252,897	6,564,964	269,538	24,356	•	•	•

DISTRICT OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,084,664	2,274,411	2,252,733	70	40,681	68	217,698	538	381,638	103	175,091	250	189,958	435	183,112	266	117,672	1,158	390,560	148	102,538
STANDARD METROPOLITAN STATISTICAL AREAS																					
Washington, D.C.-Md.-Va.	11,412,504	13,943,860	14,645,633	617	491,490	331	2,192,314	2,033	2,945,385	960	2,432,150	1,573	1,544,684	1,557	829,370	1,538	669,558	3,507	1,326,191	510	637,141
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,084,664	2,274,411	2,252,733	70	40,681	68	217,698	538	381,638	103	175,091	250	189,958	435	183,112	266	117,672	1,158	390,560	148	102,538
Washington	2,084,664	2,274,411	2,252,733	70	40,681	68	217,698	538	381,638	103	175,091	250	189,958	435	183,112	266	117,672	1,158	390,560	148	102,538

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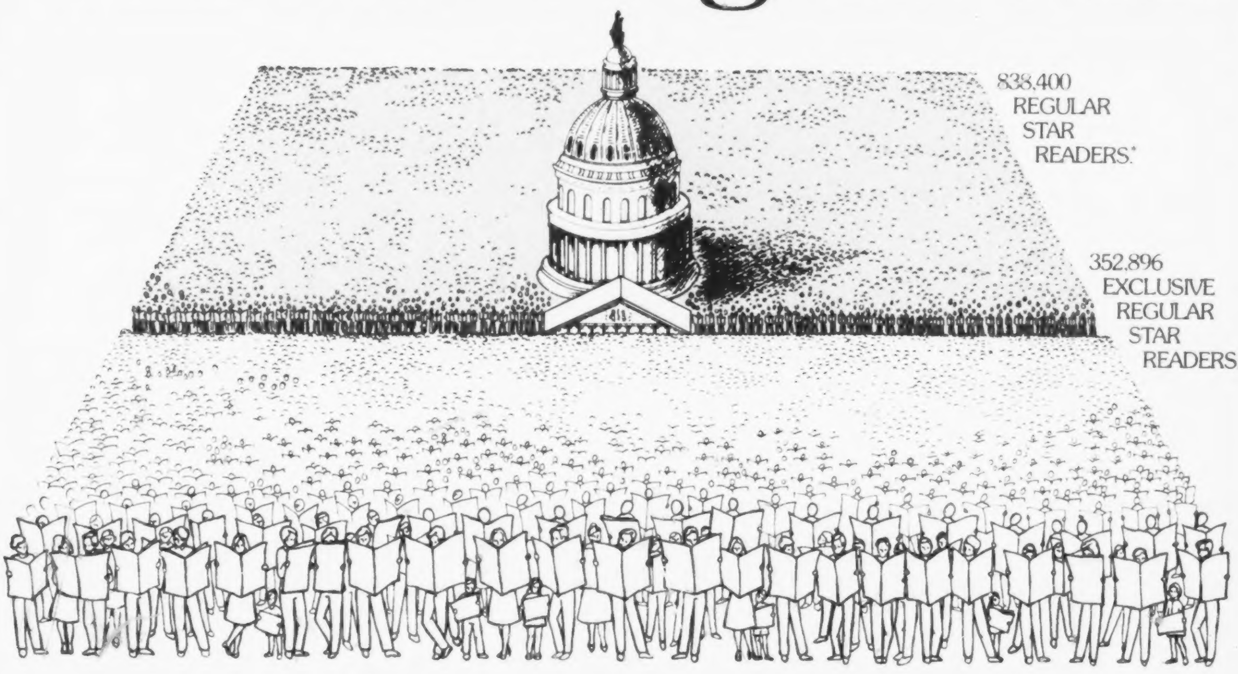

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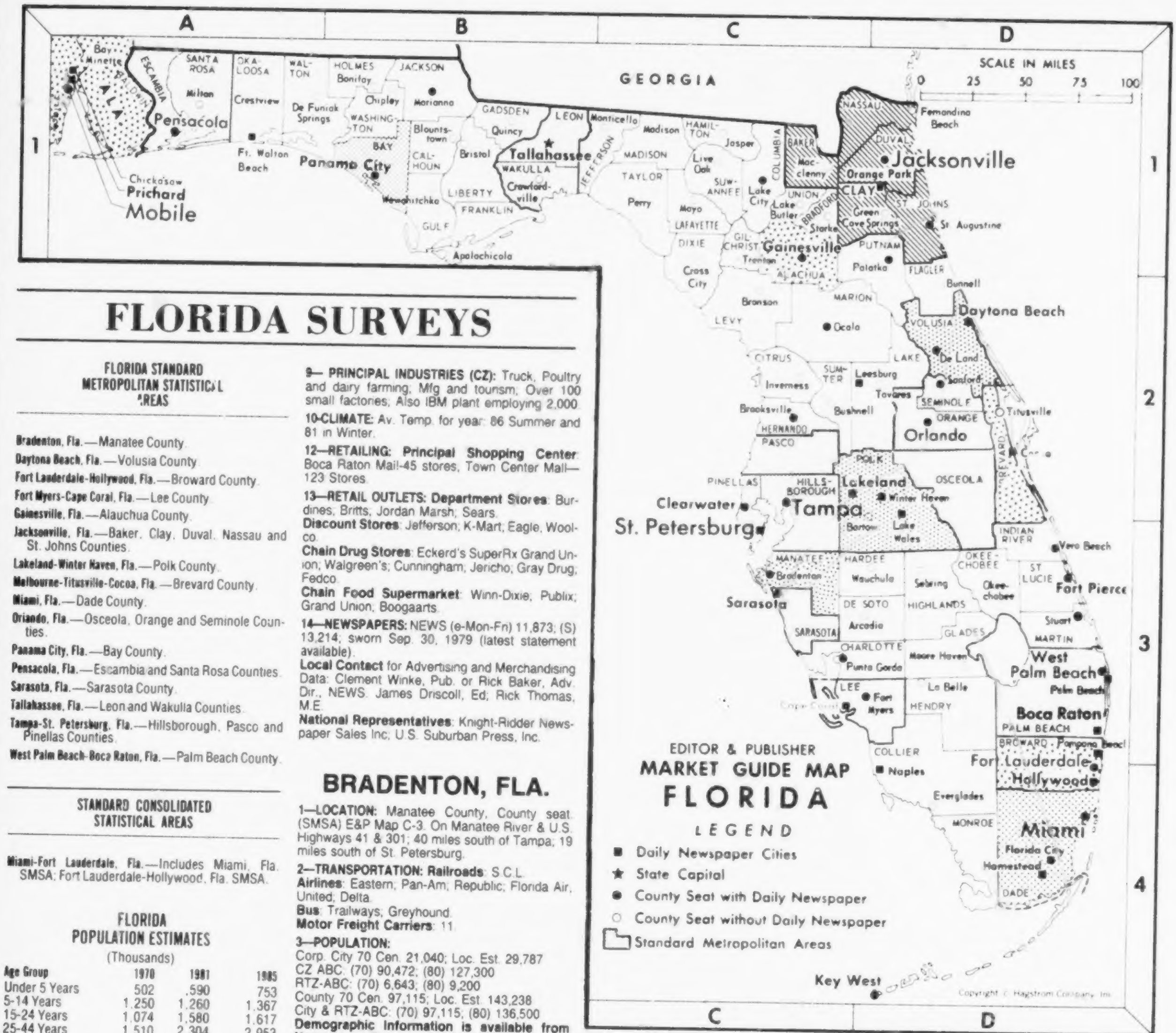
* Source for all numbers and figures: Response Analysis, June, 1980. Member: Million Market Newspapers.

The New Washington Star



FLORIDA SURVEYS

FLORIDA STANDARD METROPOLITAN STATISTICAL AREAS

Bradenton, Fla.—Manatee County.

Daytona Beach, Fla.—Volusia County.

Fort Lauderdale-Hollywood, Fla.—Broward County.

Fort Myers-Cape Coral, Fla.—Lee County.

Gainesville, Fla.—Alauchua County.

Jacksonville, Fla.—Baker, Clay, Duval, Nassau and St. Johns Counties.

Lakeland-Winter Haven, Fla.—Polk County.

Melbourne-Titusville-Cocoa, Fla.—Brevard County.

Miami, Fla.—Dade County.

Orlando, Fla.—Osceola, Orange and Seminole Counties.

Panama City, Fla.—Bay County.

Pensacola, Fla.—Escambia and Santa Rosa Counties.

Sarasota, Fla.—Sarasota County.

Tallahassee, Fla.—Leon and Wakulla Counties.

Tampa-St. Petersburg, Fla.—Hillsborough, Pasco and Pinellas Counties.

West Palm Beach-Boca Raton, Fla.—Palm Beach County.

STANDARD CONSOLIDATED STATISTICAL AREAS

Miami-Fort Lauderdale, Fla.—Includes Miami, Fla. SMSA; Fort Lauderdale-Hollywood, Fla. SMSA.

FLORIDA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	502	.590	753
5-14 Years	1.250	1.260	1.367
15-24 Years	1.074	1.580	1.617
25-44 Years	1.510	2.304	2.953
45-64 Years	1.470	1.983	2.252
65 and Over	985	1.620	1.997
TOTAL	6.791	9.340	10.939

Based on U.S. Census

FLORIDA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr . .	1,182	1,554	2,473
General Mdse	2,752	4,114	6,564
Food	4,011	7,016	11,280
Automobiles	4,229	6,645	8,604
Gasoline Stations . .	1,352	2,386	4,897
Apparel	938	1,406	2,295
Furniture	1,077	1,555	2,388
Eat-Drink Places . .	1,784	2,925	4,503
Drugs	717	1,119	1,762
Total Sales	19,707	32,671	49,465

Source: U. S. Business Census 1972, 1977 and Release by the Dept. of Commerce.

BOCA RATON, FLA.

1—LOCATION: Palm Beach County (SMSA), E&P Map D-3. On East Coast of Florida; just north of Fort Lauderdale and Pompano Beach. University Area (Fla. Atlantic University).

2—TRANSPORTATION: Railroads: FEC, SAL.
Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 28,506; Loc. Est. 49,876
County/SMSA
70 Cen. 348,753; Loc. Est. 534,525

4—HOUSEHOLDS:
City 70 Cen. 10,605; Loc. Est. 21,683
County/SMSA
70 Cen. 123,347; Loc. Est. 219,609

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	18	$422,840,000
Sav. & Loan	19	$11,537,511,000

6—PASSENGER AUTOS: County 335,000

9— PRINCIPAL INDUSTRIES (CZ): Truck, Poultry and dairy farming; Mfg and tourism; Over 100 small factories; Also IBM plant employing 2,000.

10-CLIMATE: Av. Temp. for year: 86 Summer and 81 in Winter.

12—RETAILING: Principal Shopping Center: Boca Raton Mall-45 stores, Town Center Mall—123 Stores.

13—RETAIL OUTLETS: Department Stores: Burdines; Britts; Jordan Marsh; Sears.
Discount Stores: Jefferson; K-Mart; Eagle, Woolco.
Chain Drug Stores: Eckerd's SuperRx Grand Union; Walgreen's; Cunningham; Jericho; Gray Drug; Fedco.
Chain Food Supermarket: Winn-Dixie; Publix; Grand Union; Boogaarts.

14—NEWSPAPERS: NEWS (e-Mon-Fri) 11,873; (S) 13,214; sworn Sep. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Clement Winke, Pub. or Rick Baker, Adv. Dir., NEWS. James Driscoll, Ed; Rick Thomas, M.E.
National Representatives: Knight-Ridder Newspaper Sales Inc; U.S. Suburban Press, Inc.

BRADENTON, FLA.

1—LOCATION: Manatee County, County seat. (SMSA) E&P Map C-3. On Manatee River & U.S. Highways 41 & 301; 40 miles south of Tampa; 19 miles south of St. Petersburg.

2—TRANSPORTATION: Railroads: S.C.L.
Airlines: Eastern; Pan-Am; Republic; Florida Air, United; Delta.
Bus: Trailways; Greyhound.
Motor Freight Carriers: 11.

3—POPULATION:
Corp. City 70 Cen. 21,040; Loc. Est. 29,787
CZ ABC: (70) 90,472; (80) 127,300
RTZ-ABC: (70) 6,643; (80) 9,200
County 70 Cen. 97,115; Loc. Est. 143,238
City & RTZ-ABC: (70) 97,115; (80) 136,500
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,309; Loc. Est. 12,951
County 70 Cen. 38,448; Loc. Est. 62,277
CZ ABC: 35,938, (80) 57,800
RTZ-ABC: (70) 2,061; (80) 3,200
City & RTZ-ABC: (70) 37,999; (80) 61,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$682,484,000
Sav. & Loan Assns.	3	$560,472,000

6—PASSENGER AUTOS: County 158,983

7—ELECTRIC METERS: Res., County 69,040

8—GAS METERS: Res. City 50,702

9— PRINCIPAL INDUSTRIES (CZ): Cartoned Chilled Juice; Truck Trailer Mfg.; Fertilzer and Phosphate Products; Electronic Equip.; Lawn Mower Mfg.; Jalousie Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prod.); Tourism (winter & summer resort area.); Cut flower supplier; Optics; Lens Mfg; Furniture; Machine Tool.

10-CLIMATE: Min. & Max. Temp.—Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: De Soto Square Mall, U.S. 41 & Cortez Rd; Cortez Plaza, Cortez Rd at U.S. 41; Palma Sola Plaza, Manatee Avenue at 59th Street; K-Mart Plaza, Cortez Rd at U.S. 41; Westgate Center, Manatee Avenue at 39th Street; Manatee Plaza, Manatee Avenue at 39th Street; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd at 39th St; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St.
Neighborhood Shopping Centers: 9th St. & 9th Ave., W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd W; Manatee Ave. at 68th St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
De Soto sq.	3	Maas Bros., Sears, Belk— Lindsey, J.C. Penney
Cortez Plaza	3	Walgreen, J. Byrons
Palma Sola	5	Woolco, Publix Grand Union, Treasury Drugs
West Gate	2	Beall's, Publix
Bayshore Gdns.	4	S.H. Kress, Publix
College Plaza	4	Winn-Dixie, Gray Drugs
Midway	5	Eckerd's, Winn-Dixie
Manatee Plaza	2	Eckerd's, Winn-Dixie
Lakeside	3	Eckerd's, Kash'N Karry
K-Mart Ctr.	3	K-Mart
Fairway	4	Fairway Drug
Albertson	3	Albertson
Palmetto Village	5	Winn-Dixie, Eckerd

Principal Shopping Days: Mon., Wed., Thurs., Fri., Sun. Stores are open evenings.

13—RETAIL OUTLETS: Department Stores: Maas Bros.; Sear's; Penney; Beall's 2; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy; Eckerd's; J. Byrons.
Discount Stores: Woolco; K-Mart.
Variety Stores: Woolworth, Kresge; Holiday Variety.
Chain Drug Stores(CZ): Walgreen 3; Eckerds 3; Foster; Sharps 2; SuperRx 2; Treasury 2; Gray.
Chain Food Supermarkets: Winn-Dixie (Kwik-Check) 6; Publix 3; Kash 'N Karry 2; K-Mart 2; Coker's Mark-ette 2; Foodway 3; Minit-Mart 2; Albertson's 1, Grand Union 3; Foodway 3; Family Mart 1.
Other Chain Stores: S&H Green Stamps; Top Value; ABC Liquor.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.;) 30,488; (Sat. m) 30,115; (S) 35,456; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Zinn, Adv. Dir., HERALD.
National Representatives: Knight-Ridder Advertising Sales, Inc.

BROOKSVILLE, FLA.

1—LOCATION: Hernando County, E&P Map C-2, County Seat. West coast of Florida, 50 mi. N. of Tampa; on U.S. Hwy. 41 & 98; State Hwy. 50.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Intercity Bus Lines: Trailways; Gulf Coast, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 4,387; Loc. Est. 8,500
County 70 Cen. 17,004; Loc. ESt. 39,000

4—HOUSEHOLDS:
City 70 Cen. 1,386; Loc. Est. 2,615
County 70 Cen. 6,084; Loc. Est. 14,611

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	N.A.	N.A.
Commercial Banks	2	N.A.

6—PASSENGER AUTOS: County 19,948

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry-Fruit & Vegetables packed; Rock Prods.; Electronic Components; Furniture Mfg.; Citrus fruit & poultry farms; Cattle ranches; Horse breeding.

10-CLIMATE: Min. & Max. Temp.—Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; Last killing frost Feb.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: U.S. Hwys. 41 & 98; Lamar St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brook Plaza	12	Thriftway Mkt., Sears, White Auto
Hernando Plaza	10	Neisner's, Publix, Hogan-Rexall
South Plaza	18	Zayre's, Winn-Dixie, Eckerds

Principal Shopping Days. Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: Neisner's.
Discount Stores: Zayres.
Chain Drug Stores: Eckerds.
Chain Food Stores: Thriftway; Publix; Winn-Dixie; Swingline Food Stores.

14—NEWSPAPERS: SUN JOURNAL (e) 5,360; sworn Sep. 30, 1979. (Latest statement available). **Local Contact** for Advertising and Merchandising Data: R.A. Rodrigues, Gen. Mgr., SUN JOURNAL. **National Representatives**: Landon Associates, Inc.

CAPE CORAL, FLA.

1—LOCATION: Lee County, E&P Map C-3; (In Fort Myers SMSA). 120 mi. SE of Tampa, on U.S. Hwys. 41, I-75.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 1.
Airlines: National; Eastern; Florida (at Fort Myers).

3—POPULATION:
Corp. City 70 Cen. 10,193; Loc. Est. 48,866
County/SMSA 70 Cen. 105,216; Loc. Est. 189,895

4—HOUSEHOLDS:
City 70 Cen 3,965; Loc. Est. 21,752
County/SMSA 70 Cen. 37,313; Loc. Est. 78,079

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$132,000,000

6—PASSENGER AUTOS: County 120,410

7—ELECTRIC METERS: Residence 8,312

9— PRINCIPAL INDUSTRIES (CZ): Fruit & vegetable canning & shipping; electronic parts, concrete products; boats; lumber; cigals; fisheries; citrus fruit; sugar cane.

10-CLIMATE: Min. & Max. Temp.—Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 6 Blocks-Cape Coral Pkwy. (38 stores)

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Gulf Plaza	3	Eckerd's, Publix, Neisner's
Corawood Mall	44	Winn-Dixie, Beall's, Gray Drug, K-Mart

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS:
Discount Stores (CZ): Neisner's. K-mart
Chain Drug Stores (CZ): Eckerd's; Gray Drug.
Chain Food Stores: Publix; Big John food; Winn-Dixie.
Other Chain Stores: Goodrich; Firestone.

14—NEWSPAPERS: BREEZE (e-mon. to fri.) 4,410, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Frederick J. Cull, Pub., BREEZE.
National Representatives: Landon Associates, Inc.

CLEARWATER, FLA.

1—LOCATION: Pinellas County (In Tampa-St. Petersburg SMSA). E&P Map C-2, County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.

2—TRANSPORTATION: Railroads: Seaboard Coast Line, Amtrak, Auto Tran Corp.
Motor Freight Carriers: 4.
Intercity Bus Lines: Tamiami Trailways, Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Auth.
Airlines: Delta; Eastern; National; Northwest; TWA; Braniff; Air Florida; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; U.S. Air; American.

3—POPULATION:
Corp City 70 Cen. 52,075; Loc. Est. 84,909
City Zone ABC: (70) 102,832 (80) 182,100
RTZ-ABC: (70) 154,538; (80) 164,800
SMSA 70 Cen. 1,088,549; Loc. Est. 1,529,493
County 70 Cen. 522,329; Loc. Est. 735,086
City & RTZ-ABC: (70) 257,370; (80) 346,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 21,216; Loc. Est. 40,043
County 70 Cen. 211,301; Loc. Est. 344,781
SMSA 70 Cen. 400,412; Loc. Est. 658,195
City Zone ABC: (70) 41,487; (80) 85,100
RTZ-ABC: (70) 47,292; (80) 79,000
City RTZ-ABC: (80) 88,779; (80) 164,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	10	$5,227,356
Commercial Banks	42	$3,082,132

6—PASSENGER AUTOS: County 457,117

7—ELECTRIC METERS: City Est. 36,676

8—GAS METERS: Res. (CZ) 8,300

9— PRINCIPAL INDUSTRIES (CZ): Electronics; Engineering Design Research; Tourism; Light Manufacturing.

10-CLIMATE: Min. & Max. Temp.—Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on 2 Sts., also 17 shopping centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Clearwater Mall	139	Mont. Ward. Ivey's, Gayfer's, Burdines
Cleveland Plaza	17	Publix
Countryside MAll	150	C-Maas, Sears, Penney, Robinson's
Food Fair	7	Food Fair, Eagle Army & Navy
Gulf to Bay Plaza	11	Publix Mkt., Eckerd Drug
Harbor Square	12	Winn-Dixie,
Imperial Square	21	SupeRx, Winn Dixie
Searstown	31	Sears, Winn-Dixie
Sunset Point	19	Beal's Dept.
Sunshine Mall	90	Penney, McCrory, Byron Dept., SuperRx
Tri-City Plaza	21	Publix Mkt., TG&Y
Douglas	7	Publix Mkt., Eckerd
Dunedin	6	Kwik Chek
Mid-Way	23	Publix Mkt., Eckerds
Seminole Mall	67	Woolco, J. Byron
Pinellas Sq. Mall	110	Ivey's, J.C. Penney, Montgomery Ward
Tyrone Square	136	Sears, J.C. Penney, Robinsons, Maas

Principal Shopping Days: Mon., Thurs., Fri., Sat., Sun.
Stores Open Evenings: Shopping centers to 9 p.m., 6 nights (ex. Sun.).

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Burdine's; Robinson's; J. Byron; Mass, Montgomery Ward, Belk-Lindsey; Sears; Ivey's; Gayfer's; Wilson's Jewelers.
Discount Stores (CZ): Ealge Family Discount; Zayre; K-Mart; Handy City; J.M. Fields.
Variety Stores: Woolworth's 2; McCrory 4, Ben Franklin; TG&Y 2.
Chain Drug Stores (CZ): Eckerd's 6; Liggett; Madison; Liggett-Rexall; SuperRx 3; Adams; Michel's 3; Kare Drugs.
Chain Food Supermarkets: A&P 1; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2. Albertsons 3; Sureway 3. Mr. C's Warehouse 2.
Other Chain Stores: Goodrich, Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furniture; Rhodes Furniture; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army Navy; Lawton Jewelers; Badock Furn.; Ace Hardware; Levitz Furn., Scottie's Lumber.

14—NEWSPAPERS: SUN (m) 45,537; (S) 49,123; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Hatton, Dir. of Sales, Sun.
National Representatives: Branham/Newspaper Sales; Publishers Representatives of Florida.

COCOA, FLA.

1—LOCATION: Brevard County (In Melbourne-Titusville-Cocoa SMSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes east of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station and Patrick Air Force Base.

2—TRANSPORTATION: Railroads: Fla. East Coast RR;
Bus Lines: Greyhound; Central Florida Coach Lines; Auto Bus.
Airlines: Eastern; National, (at Orlando).

3—POPULATION:
Corp. City 70 Cen. 16,110; Loc. Est. 14,764
Prim-Mkt. Area ABC: (70) 230,006; (80) 218,700
County/SMSA 70 Cen. 230,006; Loc. Est. 254,443
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,998; Loc. Est. 5,316
County/SMSA 70 Cen. 68,560; Loc. Est. 87,176
Prim. Mkt. Area ABC: (70) 68,405, (80) 74,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Banks	20	$606,000,000
Sav. & Loan Assns.	6	$608,489,000

6—PASSENGER AUTOS: County 171,783

7—ELECTRIC METERS: (Res.) County 96,038

8—GAS METERS: (County) 21,385

9— PRINCIPAL INDUSTRIES (CZ): Industry. Number of Wage Earners—Mfg. 18,200; Construction 6,100; Trans., Communications & Pub. Util. 4,300; Trade 20,000; Fin., Ins. & Real Estate 3,700; Service & Misc. 19,900; Govt. 18,400. Other 5,438

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Indian River Plaza	23	Winn-Dixie, Cooks
Pirtle Plaza	11	Eckerd's, Food World
Gibson Plaza	12	Great Southern Food Store, Eagle-Army-Navy
Searstown Mall	37	Eckerd's, Publix, Sears, Woolworth
Miracle City Mall	50	Belk-Lindsey, McCrory's, Penney's, Winn-Dixie
Searstown-Rockledge	16	Food World, Sears
Byrd Plaza	28	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green Shopping Center	17	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Square Mall	69	Jordan Marsh, Ivey's Publix, Penney's
Fields Plaza	22	Pantry Pride, Radio Shack
Colonial Park Plaza	15	Eagle-Army-Navy, Eckerd's, Publix
First Merritt	19	Winn-Dixie
Causeway	17	McCrory's, Publix, Eckerd's
Atlantic Plaza	23	Sleep Scene, Ben Franklin, Eckerd's, Food World
Indialantic	25	IGA Foodliner, Eckerd's
Zayre Plaza	19	Zayre, Food World
Sarno Plaza	25	Eagle Family Discount, McCrory's, Publix
Brevard Mall	27	Penney's, Eckerd's, McCrory's, Winn-Dixie
Melbourne	20	Publix, Belk-Lindsey
Miracle	10	Publix, Eagle-Army-Navy
Treasure Coast Plaza	9	Woolworth, Pantry Pride
Vero Mall	27	Penney's, J. Byrons

13—RETAIL OUTLETS: Department Stores (County): J.B. Ivey; Jordan Marsh, J.C. Penney 3; Montgomery Ward 2, Sears 3; Belk-Lindsey 3.
Variety Stores: Woolworth 3, McCrory 6, TG&Y 3; Ben Franklin 2.
Discount Stores (CZ): Zayre, Cooks 2, K-Mart 2.
Chain Drug Stores (CZ): Liggett, Eckerd's, SuperRx.
Chain Food Store: Publix 8, A&P 2; Winn-Dixie 12, Albertson's; I.G.A. 2; Mr. Grocer 9; Lil General 1; Food World 4; Majik Market 20; Seven-Eleven 14, U-Tote-Em 13; Pantry Pride 6; Zippy Marts 12.
Other Chain Stores: Goodrich, Firestone, Goodyear; Western Auto; Singer Co., Eagle Army-Navy; Kane's Furniture, Haverty's Furniture, Badcock Furniture; Pan-American Tire, ABC Liquor, Paint Fair; Mary Carter Paints; Sherwin-Williams; Vogue Shops.

14—NEWSPAPERS: TODAY (m) 69,017; (S) 81,637; March 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gene Waters, Nat'l Adv. Mgr. TODAY.
National Representatives: Gannett Newspaper Advertising Sales, Inc.

DAYTONA BEACH, FLA.

1—LOCATION: Volusia County (SMSA). E&P Map D-2, Tourist Center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2—TRANSPORTATION:
Motor Freight: Central Truck Lines, American Freight System, Bowman, Carolina; Roadway Express, Terminal Transport; Crown Motor Line; Gator Freightways, Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Eastern; Delta; Air Florida.

3—POPULATION:
Corp. city 70 Cen. 45,327; Loc. Est. 62,500
CZ ABC: (70) 109,392; (80) 152,000
RTZ-ABC: (70) 64,549; (80) 87,800
County/SMSA:
70 Cen. 169,487; Loc. Est. 235,000
City & RTZ-ABC: (70) 173,941; (80) 239,800

4—HOUSEHOLDS:
City 70 Cen. 16,900; Loc. Est. 28,600
County/SMSA 70 Cen. 62,747; Loc. Est. 98,000
CZ ABC: (70) 41,128; (80) 65,600
RTZ-ABC: (70) 22,959; (79) 35,200
City & RTZ-ABC: (70) 64,087, (80) 100,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	7	$1,177,772,000
Commercial Banks	7	$745,833,000

6—PASSENGER AUTOS: County 134,243

7—ELECTRIC METERS: Residence 73,250

8—GAS METERS: Residence CZ 16,500

9— PRINCIPAL INDUSTRIES (CZ): (Number of Employees): Aluminum Prod. 68; Bakeries 189; Bedding 36; Boat Repairs 186; Boat Bldrs 97; Blueprints 3; Bottlers 101; Candy 12; Carburetors 38; Chemicals & Drugs 67; Citrus Prod. & Packers 145; Concrete Prods. 321; Furn. 30; Repairs & Refinishing 3; Fish Lures & Tackle 22; Ice 20; Ice Cream & Dairy Prods. 164; Ladies' Sportswear 28; Lithpositives 25; Millwork & Cavinetmaders 138; Milille Parts 75; Newspapers 612; Neon Sings 18; Novelties 52; Prtg. & Lithogrpahy 26; Plastic Prod. 8; Roof Tile 28; Radio & TV stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet MEtal 126; tool & Die Works 155; Blinds, Awnings Seat Covers 29; Wood Workers 55; Electrical 1,988; Motels 7,028.

10-CLIMATE: Min. & Max. Temp.—Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21. Last killing frost, Feb. 15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Beach St., 5 on Main St., 3 on Broadway; 4 on Seabreeze Blvd.; 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia.
Neighborhood Shopping Centers: 2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; Woolco Shpg. Ctr., K-Mart Shpg. Ctr.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Daytona Mall	1	Jefferson Ward, A&P, Winn-Dixie, Zayre
Elinor Village	5	Black's Pharm., Piggly Wiggly
Bellair Plaza	3	Belk-Lindsey, Winn-Dixie Publix Mkts., Walgreen's, Ivey's, Woolworth
Seabreeze Blvd	1/2	Sussman's
Granada Plaza	6	Walgreen's, Pantry Pride
Ormond Mall	8	Eckerd's, Publix, Belk-Lindsey
Holly Hill Plaza	3	Woolco, Pantry Pride, Eckerd's, Goodings
Halifax SC	2	Eckerd's, Publix
Port Orange Plaza	5	Eckerd's, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phar., Thriftyway
Derby Plaza	4	Winn-Dixie
K-Mart	2	K-Mart
Sunsnine Mall	5	Woolco, Walgreen's, Pantry Pride
The Trails	7	Publix, Eckerd
Rivergate Village	7	Winn-Dixie, SupeRx
Belnova	8	Winn-Dixie, SupeRx
Dunlawton Square	8	Publix, K Mart, Eckerd
Volusia Mall	3	Sears, May Cohens's, Ivey's, Walgreen's, J C Penney

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Food & Dept., Mon. & Fri. 6
Shop Centers, every Weekday evening, Sunday 12-6

13—RETAIL OUTLETS: Department Stores: Ivey's. Sears, Jefferson Ward; May Cohen's; burdines; Wilson's Wilkor, J. C. Penney, Furchgott's, Belk-Lindsey.
Discount Stores(CZ): Woolco, K-Mart, Zayre.
Variety Stores: McCrorys 3, G. C. Murphy 2, TG&Y 2; Woolworth.
Chain Drug Stores: Eckerd 8, SupeRx 3, Walgreen 5; Pic'N Save 2; Rexall 5.
Chain Food Supermarkets: A&P 4, Winn Dixie 13, Publix 8; 7-11 Stores 28; Jax Minit 12, Pantry Pride 5, Thriftway 3, Jiffy Stores 31; Pic 'n Save, Goodings; Seven Star 7, Big Star, Handyway 20; Majik 10, Lil General 5.
Other Chain Stores: Diana Shops 2, Three Sisters; Western Auto 3, Firestone, Goodyear; Goodrich; Bulter's 2; Baker's, Cannon, Phillips, Beck; Bell Bros., Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn., Zale's; Gordon's 2(Jewelers); National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2, Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark, Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes, Hickory Farms, Jacob's Jewelers; Jean's West; Richman Bros.

14—NEWSPAPERS: JOURNAL (m) 53,538; NEWS (e) 30,261; Comb. (m&e) 83,799; NEWS JOURNAL (S) 74,721, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: RobertE. Hughes, Adv. Dir., or Bob Burnette, Nat. Adv. Mgr., NEWS-JOURNAL.
National Representatives: Sawyer-Ferguson-Walker Co., Inc., Publisher's Representatives of Florida.

De LAND, FLA.

1—LOCATION: Volusia County (In Daytona Beach SMSA). E&P Map D-2, County Seat. Citrus growing and packing area; lumber, agriculture, cattle. Misc. mfg. area. Collegetown. North central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carriers: 9
Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,641; Loc. Est. 14,820
CZ ABC: (70) 22,588; (80) 28,800
RTZ-ABC: (70) 22,333; (80) 30,600
County/SMSA 70 Cen. 169,487; Loc. Est. 240,422
City & RTZ-ABC: (70) 44,921; (80) 59,400

4—HOUSEHOLDS:
City 70 Cen. 3,998; Loc. Est. 5,705
County/SMSA 70 Cen. 62,747; Loc. Est. 102,203
CZ ABC: (70) 7,733; (80) 11,300
RTZ-ABC: (70) 8,933; (80) 14,000
City & RTZ-ABC: (70) 16,666, (80) 25,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	3	$1,044,731,428
Commercial Banks	3	89,538,000

6—PASSENGER AUTOS: County 134 243

7—ELECTRIC METERS: West Volusia 31,982

8—GAS METERS: City & Suburbs 3,850

9— PRINCIPAL INDUSTRIES (CZ): Citrus; Ferneries; Dairy; poultry; forestry; cattle, vegetable farming; hypodermic needle mfg., concrete pdts.; woodworking; cabinet mfg.; Navy Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers.

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13. Last killing frost, Jan. 25.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 6 blocks Blvd.; (center downtown) and 5 on either side.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
College Plaza	11	Publix Mkt., Eckerd Drug J. Byron
DeLand Plaza	1	Food Fair
Westgate	5	Thriftway
Woodland Plaza	22	Belk-Lindsey, Rose's,

DeLAND—continued

		Eagle, Sears(catalog), Winn- Dixie, SupeRx
K-Mart Plaza	1	K-Mart

Other Shopping Centers: Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Most on Friday. Shopping Center til 10 nightly.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears (Catalog); Belk-Lindsey; Rose's; Eagle Family Discount; J. Byron; K-Mart; TG&Y; Super Discount; McCrory's; Woolworth's.
Chain Drug Stores (CZ): Orange Belt (Rexall); Eckerd 2; Medicine Shoppe 2; SupeRx.
Chain Food Supermarkets: Winn-Dixie 4; Pantry Pride; Publix 2; Jewel T; Thriftway.
Other Chain Stores: Firestone; Western Auto; Goodyear Service; Zale's Jewelers; Badcock Furn.; Pat Parker 2 (women's); Noll's Furniture; Little Giant; Minute Market; Handyway; Cumberland Farms.

14—NEWSPAPERS: SUN NEWS (e-Mon. to Fri.) 9,101; (wk-end) 9,933; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Morgan Welch, Gen. Mgr.; James J. Jordan, Jr., Adv. Dir.; Stewart Maxcy., Ret. & Nat'l Adv. Mgr.; SUN NEWS.
National Representatives: Landon Associates, Inc.

FORT LAUDERDALE, FLA.

1—LOCATION: Broward County (In Fort Lauderdale- Hollywood SMSA). E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean. On the inter-coastal Waterway and 165 miles of canals & waterways. Major highways include U.S. 1, I-95 and Florida's Turnpike. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2—TRANSPORTATION: Railroads: Florida East Coast; Seaboard Coast Line; Amtrak.
Motor Freight Carriers: 15.
Freight Steamship Lines: 36.
Intercity Bus Lines: Greyhound; Trailways; Grayline of Ft. Lauderdale Inc.
Airlines: Mackey; Eastern; Northwest Orient; National; Delta; United; Shawnee; Braniff; Southern Airway; Florida Airlines; Federal Express.

3—POPULATION:
Corp. City 70 Cen. 138,590; Loc. Est. 166,508
Primary Mkt. Area CZ-ABC:
(70) 431,816; (80) 761,700
Balance Primary Mkt. Area-ABC:
(70) 52,851; (80) 87,000
County/SMSA:
70 Cen. 620,100; Loc. Est. 966,303
Total Primary Mkt. Area-ABC:
(70) 484,667; (80) 848,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 54,602; Loc. Est. 75,946
Co/SMSA: 70 Cen. 222,563; Loc. Est. 399,889
Primary Mkt. Area CZ-ABC:
(70) 155,703; (80) 311,400
Balance Primary Mkt. Area-ABC:
(70) 18,629; (80) 35,200
Total Primary Mkt. Area-ABC:
(70) 174,332; (80) 346,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	6	$4,380,755,000
Commercial Banks	39	$3,588,335,000

6—PASSENGER AUTOS: County 631,092

7—ELECTRIC METERS: County (Res.) 451,103

8—GAS METERS: County 27,727

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 10,400; Apparel & Accessory Stores 4,100; Furniture & Home Furnishing 3,800; Printing & Publishing 3,600; Contract Construction 22,400; Transp., Comm., Util. 14,200; Retail Trade 70,500; Fin., Ins., Real Estate 23,800; Services 69,000; Govt. 42,000.
Principal Industrial Pay Days: Building Trades, Fri.; Other Industries, Fri. & Sat.

10-CLIMATE: Min. & Max. Temp—Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 19; over 25 additional major shopping centers plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers: City Zone—Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Jefferson's Ctr.; Lauderdale; Lauderdale Beach; Lauderdale - By - The - Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lauderdale (14)	1	Publix
Searstown (2)	1	Sears
Gateway (104)	1½	Pantry Pride
Sunrise (20)	2	Jordan Marsh, Pantry Pride
West Sunrise (-)	2	Kwik Chek
Zayre West Broward (9)	2	Zayre's, Grd. Union
Jefferson Ctr. (-)	2½	Jefferson's
Wilton Manors (16)	2½	Grand Union
Crossroads (-)	3	Crossroads Mkt.
Central Shpg. Plaza (13)	3	Publix
Riverland (24)	3	Kwik Chek
17th Street (-)	3	Kwik Chek, Publix
Southland (25)	3	Jackson's-Byrons, Kwik Chek
Coral Ridge (50)	3½	Britts, J.C. Penney, Publix
Harbor Bch. Plz. (36)	3½	Harbor Beach Mkt.
Zayre-No. Andrews (1)	3½	Zayres, Grd. Union
Times Square (10)	3½	Coral Ridge Mkt.
Galt Ocean Plaza (2)	4	Broward Drugs
W. Broward Grandway (22)	4	A&P, Jack Byrons
No. Andrews Gdns. (-)	4	Pantry Pride
Plaza Center (-)	4	Kwik Chek
Westgate (23)	4	Kings, Pantry Pride
Plantation Vil (20)	5	Kwik Chek
Lauderhill Mall (63)	5	Richard's, Woolco, Jordan Marsh
Sea Ranch Vlg (33)	6	Publix
North Ridge (21)	6	Woolco
Lakes Mall (78)	6	Britts, Jefferson's
Broward Mall (130)	7	Jordan Marsh, Sears, Burdines, J.C. Penney
Ventian Isles Ctr. (48)	-	Eckerd Drugs, Publix Super Mkt.
Shoppers Haven (35)	-	Liggett's Drugs, Winn-Dixie, Zales
Pompano Fashion Sq. (115)	-	J.C. Penney, Burdine's, Jordan Marsh
Cypress Plaza (42)	-	Woolworth's, A&P
Sunshine Plaza (32)	-	Publix Super Mkt., Jackson's-Byron's Dept.

Principal Shopping Days: Department Stores—Mon., Fri., Sat.; Food—Thurs., Fri., Sat.
Stores Open Evenings: Food and Retail Mon. thru Sat.

13—RETAIL OUTLETS: Baer's Furniture (2), Burdines (4), Carls Furniture (2), Castro Convertibles (2), Crown (11), Dale Alan Clothiers (7), J.C. Penney (4), Jordan Marsh (4), Sears (4), K-Mart (6), Jefferson (3), Zayre (4), J Byrons (4), Sam Solomon (2), Woolco (2), The Treasury (2), Richards (2), Gold Triangle (1), Saks Fifth Ave. (1), Eagle Army & Navy (13), F.W. Woolworth (5), McCrorys (6), Neisners Variety (4), Kings Variety (1), Firestone (11), Goodyear (6), Mayhues (7), Playworld (3).
Chain Drug Stores: Cunningham (4), Gray (9), Walgreen (11), Liggett-Rexall (3), Eckerd (21), Super X (20).
Chain Food Stores: A&P (1), Publix (29), Winn-Dixie (40), Grand Union (9), Majik Market (21), Lil General (34), Seven-Eleven (83), U-Tote-7 (7), Pic-N-Pay (8), Pantry Pride (20), Albertsons (2), Family Mart (1), Boogarts (4), Farm Stores (6), Cumberland Farms (41).

14—NEWSPAPERS: NEWS (e. Mon. to Fri.) 102,065; SUN-SENTINEL (m. Mon. to Fri.) 72,911; Comb. (m&e) 174,976; NEWS & SUN-SENTINEL (Sat. m) 171,123; (S) 201,543; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. Byrd, Gen. Adv. Mgr., NEWS & SUN-SENTINEL.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.; Publisher's Representatives of Florida.

Sun-Sentinel
We Bring The World To You

You Need The News To Know
Fort Lauderdale News

FORT MYERS, FLA.

1—LOCATION: Lee County E&P Map D-3, County Seat. Shipping center for southwest Florida agricultural area. Located 126 mi. southeast of Tampa; 146 mi. west of Miami; 125 mi. west of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41; Tamiami Trail, Florida 80.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 6.
Intercity Bus Lines: Fort Myers Transit; Tamiami Trailways; Greyhound.
Airlines: National; Florida Airlines; Eastern; Delta; United; Northwest; Pan-Am; Miami Air.

3—POPULATION:
Corp. City 70 Cen. 27,351; Loc. Est. 39,943
Primary Market Area ABC:
(70) 175,154; (80) 343,800
County/SMSA 70 Cen. 105,216;
Loc. Est. 189,895
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 9,238; Loc. Est. 15,221
County 70 Cen. 37,318; Loc. Est. 78,079
Primary Market Area ABC: (70) 63,127; (80) 141,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	16	$876,400,000
Sav. & Loan Assns.	2	$351,100,000

6—PASSENGER AUTOS: County 120,410

7—ELECTRIC METERS: Residence 90,637

8—GAS METERS: Residence 12,225

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Tourism; Construction; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Processing; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crysta's; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat trailers; Fabricated Steel Buildings.

10-CLIMATE: Min. & Max. Temp.—Spring 62-82; Summer 70-91; Fall 71-84; Winter 63-83.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: Edison Mall and Downtown 6 blocks on First St., 5 on Hendry St., 3 on Jackson; 1 on Broadway.
Neighborhood Shopping Centers: 5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs; 91 stores fronting on enclosed air-conditioned Edison Mall; 45 stores in Coralwood Mall.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Weaver's Corner	4	Winn Dixie
Santini Plaza	15	Winn Dixie
East Gate	4	U-Save
Edison Mall	2	Maas, Sears, J.C. Penney Burdine's
Miners Plaza	9	Winn Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters	7	
Bridge Plaza	8	Grand Union
College Parkway	8	Winn Dixie
Woolco Plaza	3	Woolco, Winn Dixie
Coralwood Mall	10	Bealls, Winn Dixie
Coral Gate	4	Winn Dixie
Worth Shore	3	U-Save

Principal Shopping Days: Thu., Fri. and Mon.

13—RETAIL OUTLETS: Department Stores: Burdine's; Jefferson's; J. Byron's; Sam Solomon; Sears; J. C. Penney; K-Mart 2; Lerner's; Maas Bros.; Woolco.
Variety Stores: McCrory's; Woolworth; Eagle Army-Navy.
Chain Drug Stores (CZ): Eckerd 8; Walgreen 3; Liggett 1; Rexall 1; Royal Palm 1; Gray 3; Cost Less Drugs 1; Treasury Drugs 2.
Discount Stores: American Dept. Stores; Gibson's 2; Woolco; TG&Y 3.
Chain Food Supermarkets: Albertson's; Grand Union; Publix 5; U-Save 4; Winn-Dixie 14; Publix 4; Affiliated 4; Al's 1; Foodworld 1; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John 2.
Other Chain Stores: Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney's; Tom McAn; NAtional Shirt; Singer Co.; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furniture; Giant Warehouse, Rhodes Furn.

14—NEWSPAPERS: NEWS-PRESS (m) 74,387; (S) 88,201; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Burce, Adv. Dir., NEWS PRESS.
National Representatives: Gannett Newspaper Advertising Sales.

FORT PIERCE, FLA.

1—LOCATION: St. Lucie County, E&P Map D-3. County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). 58 mi. north of West Palm Beach; 126 mi. north of Miami; 234 mi. south of Jacksonville; 150 mi. east of Tampa.

2—TRANSPORTATION: Railroads: Florida East Coast.
Motor Freight Carriers: Southern, Central, Ryder; Greyhound; UPS.
Intercity Bus Lines: Florida Greyhound.

3—POPULATION:
Corp. City 70 Cen. 29,721; Loc. Est. 40,020
CZ ABC: (70) 39,889; (80) 56,600
RTZ-ABC: (70) 62,777; (80) 107,700
County 70 Cen. 50,836; Loc. Est. 80,755
City & RTZ-ABC: (70) 102,666; (80) 164,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,659; Loc. Est. 14,900
County 70 Cen. 16,847; Loc. Est. 28,500
CZ ABC: (70) 12,812; (80) 20,600
RTZ-ABC: (70) 22,571; (80) 44,600
City & RTZ-ABC: (70) 35,383; (80) 65,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$354,000,000
Commercial Banks	4	$197,120,000

6—PASSENGER AUTOS: County 72,400

7—ELECTRIC METERS: Residence 34,288

8—GAS METERS: 3,994

9— PRINCIPAL INDUSTRIES (CZ): Industry, Wage Earners—Construction 490; Mfg.; Food 4,000; Transp.; Comm. 389; Land Dvlpmt. 600; Fertilizer Mfg. 500; Poly. Paper Bags.
Principal Industrial Pay Days: Sat. and Mon.

10-CLIMATE: Min. & Max. Temp.—Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Second St.; 9 on Orange Ave.; 3 on

Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1. Virginia Ave. and U.S. 1.

Neighborhood Shopping Centers: Orange Ave. bet. Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D bet. Seventh and 13th Sts.; Searstown on US 1 & Virginia Ave.; Great Valu, U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fort Pierce	1½	Fields Drug
Sunrise Blvd.	1	A&P
Sears Town	2	Sears, Woolworth, Publix.
K-Mart Plz.	2	K-Mart
Great Valu	2	Great Valu
Jefferson Plaza	2½	Pantry Pride, Jefferson.

Principal Shopping Days: Thu., Fri., Sat., Mon.

Stores Open Evenings: Dept—Mon. & Fri.; Food— Every night ex. Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: Rubin Bros.; J.C. Penney; Rosslow's; Sears; K-Mart, Jefferson.

Discount Stores (CZ): ADC; Eagle Army & Navy.

Variety Stores: McCrory's; Berggren's; Woolworth 2.

Chain Drug Stores (CZ): Canaday's Walgreen; Silver Palace Rexall; Gray Drug; Super Rx; Eckerd; Price's; Fields Drugs.

Chain Food Supermarkets: A&P 1; Kwik-Chek 3; Pantry Pride 1; Publix; Great Valu 1; Associated Grocers 4; Piggly Wiggly 1; Boogarts.

Other Chain Stores: Goodyear; Firestone; Western Auto; Mather Furn.; W.L. Evers (furniture); Gordon's (jewelry); Gas-Oil Products (gas appliances); Diane Shoes; Three Sisters; Lory's Thom McAn; Singer Co.; Trade Winds Cafeteria; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack.

14—NEWSPAPERS: NEWS-TRIBUNE (e-Mon. to Fri.) 14,412; (S) 17,799; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Adv. Dir., NEWS- TRIBUNE.

National Representatives: Landon Associates, Inc.

FORT WALTON BEACH, FLA.

1—LOCATION: Okaloosa Co., E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College; Bay Area Vo-Tech

2—TRANSPORTATION:

Intercity Bus Lines: Trailways.

Motor Freight Lines: 8.

Airlines: Republic.

3—POPULATION:

Corp. City 70 Cen. 19,994; Loc. Est. 23,810
CZ-ABC: (70) 67,078; (80) 82,700
RTZ-ABC: (70) 21,109; (80) 27,100
County 70 Cen. 88,187; Loc. Est. 110,841
City & RTZ-ABC: (70) 88,187; (80) 109,800

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:

City 70 Cen. 5,650; Loc. Est. 8,027
County 70 Cen. 24,915; Loc. Est. 35,300
CZ-ABC: (70) 18,422; (80) 26,100
RTZ-ABC: (70) 6,422; (80) 9,200
City & RTZ-ABC: (70) 24,844; (80) 35,300

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	6	$211,741,857
Savings & Loan	3	$129,000,000

6—PASSENGER AUTOS: County 64,803

7—ELECTRIC METERS: 37,658

8—GAS METERS: 16,692

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Elgin AFB 11,800; Military ($250) & 7,000 civilian ($250); Motels 850 ($150); Military Contractors 1,822 ($250); Electronics 1,100 ($200); Moving & Storage ($150); Lumber & Wood Pdts. 160 ($175); Printing & Pub. 54 ($150); Sport & Commercial Fishing 650 ($225); Food & Dairy 50 ($140); Concrete & Brick 120 ($140); Metal Fabr. 50 ($90); Boat Mfg. [illegible]00 ($130); Military Retired 9,000.

Principal Industrial & Military Pay Days: on 1st & 15th of month.

10-CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11—TAP WATER: Limestone, soft.

12—RETAILING: Principal Shopping Centers (No. of stores)—Ft. Walton Square 28; Brooks Plaza 11; Towncrest Shopping Center 11; Parkway Plaza 12; Bay Plaza 6; Beltway 9; K-Mart; TG&Y Family Center; Gaylord's 5; Santa Rosa Mall 56.

Neighborhood Centers: Moreno Plaza 7; Northgate 9; Belair 8; Chelsea Plaza 5; Wright 7.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bel-Air	1	Jiffy Mart
Beltway	1½	TG&Y, Eckerd's
Brooks Plaza	1½	Piggly Wiggly
Ft. Walton Sq.	1½	SuperRx Drug
Sun Plaza		TG&Y Family Center
Santa Hosa Mall		Sears, J.C. Penney, Gayfer's

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,413,088	45,362,897	49,465,047	4,595	2,472,848	1,922	6,564,009	11,379	11,280,338	6,069	6,603,599	7,287	4,896,809	6,830	2,295,044	6,669	2,387,733	13,673	4,502,888	1,964	1,761,889
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fla.	477,101	711,151	780,358	84	46,483	24	117,667	154	197,350	90	128,663	95	71,538	73	30,152	92	32,451	176	74,809	29	31,188
Daytona Beach, Fla.	861,352	1,176,831	1,269,529	154	73,394	52	147,418	307	286,216	178	194,621	266	137,847	181	53,294	180	48,370	516	145,484	64	58,260
Fort Lauderdale-Hollywood, Fla.	3,802,430	5,843,155	6,453,610	433	231,560	147	854,600	1,059	1,416,925	672	1,196,473	655	575,363	889	337,123	849	342,644	1,585	686,965	219	236,361
Fort Myers-Cape Coral, Fla.	721,152	1,124,543	1,244,739	127	112,726	40	166,065	261	289,128	131	205,352	143	103,072	155	44,604	174	79,442	300	96,866	40	34,941
Gainesville, Fla.	485,365	722,704	792,668	70	47,455	27	102,774	183	175,606	75	125,281	126	92,555	84	40,712	75	36,974	207	71,987	32	30,011
Jacksonville, Fla.	2,435,097	3,164,852	3,381,120	304	145,675	144	408,137	923	706,194	472	696,753	578	395,173	428	144,505	435	129,102	985	265,238	144	134,134
Lakeland-Winter Haven, Fla.	1,001,126	1,424,168	1,548,187	157	110,504	72	181,686	405	371,217	255	286,245	305	163,016	158	68,413	202	59,300	374	115,970	59	56,312
Melbourne-Titusville-Cocoa, Fla.	816,733	1,144,006	1,240,940	123	68,012	66	195,957	256	277,777	200	232,719	233	129,178	130	27,961	168	43,127	372	110,290	40	48,121
Miami, Fla.	5,561,036	7,735,577	8,375,634	567	231,426	322	1,206,147	1,825	1,742,340	790	1,405,398	1,039	733,340	1,673	576,045	1,106	477,237	2,396	813,557	427	323,159
Orlando, Fla.	2,275,552	3,436,778	3,781,963	305	168,061	125	532,651	695	849,835	494	691,989	498	425,970	349	137,119	451	146,541	875	349,671	108	103,521
Panama City, Fla.	333,919	414,506	438,677	45	22,897	28	63,226	157	83,131	66	92,479	108	35,189	70	23,418	85	23,352	204	48,209	22	11,848
Pensacola, Fla.	873,621	1,073,504	1,133,895	125	63,421	53	176,168	364	263,321	212	230,464	195	107,928	147	39,012	174	47,033	379	88,977	60	35,306
Sarasota, Fla.	775,961	1,120,876	1,222,802	137	86,101	45	140,169	190	257,793	136	194,489	150	110,847	186	52,315	214	96,795	317	115,727	43	44,544
Tallahassee, Fla.	512,620	661,115	705,609	68	51,068	27	95,343	168	155,891	78	126,185	119	61,913	97	42,250	98	26,622	187	62,834	25	20,218
Tampa-St. Petersburg, Fla.	4,850,451	7,124,038	7,795,431	723	352,796	254	1,156,677	1,705	1,911,388	886	1,300,160	1,051	722,768	864	285,175	957	341,510	2,122	732,583	256	254,216
West Palm Beach-Boca Raton, Fla.	1,949,701	2,924,648	3,214,488	280	136,095	108	397,032	608	751,868	302	570,331	350	268,181	516	177,145	459	183,821	742	278,920	113	114,366
COUNTIES, Cities																					
ALACHUA	485,365	722,704	792,668	70	47,455	27	102,774	183	175,606	75	125,281	126	92,555	84	40,712	75	36,974	207	71,987	32	30,011
Gainesville	417,180	625,946	687,475	48	43,969	20	101,266	91	146,316	52	119,316	75	58,426	68	38,382	60	35,471	146	56,533	23	27,249
BAKER	27,192	36,200	38,848	6	1,065	6	1,133	25	11,148	9	8,537	17	11,132	3	600	3	774	10	1,080	3	1,021
BAY	333,919	414,506	438,677	45	22,897	28	63,226	157	83,131	66	92,479	108	35,189	70	23,418	85	23,352	204	48,209	22	11,848
Panama City	266,663	323,747	341,045	33	15,654	18	57,609	98	58,787	51	81,135	72	23,540	53	19,278	65	21,228	134	32,171	17	10,000
BRADFORD	41,280	49,275	51,752	8	2,863	6	3,324	33	17,670	13	8,153	22	7,794	4	1,105	7	1,393	21	3,813	4	2,431
BREVARD	816,733	1,144,006	1,240,940	123	68,012	66	195,957	256	277,777	200	232,719	233	129,178	130	27,961	168	43,127	372	110,290	40	48,121
Cocoa	42,155	55,463	59,380	7	1,624	6	2,528	12	19,500	3	874	10	5,553	16	2,196	9	1,311	49	17,780	3	2,328
BROWARD	3,802,430	5,843,155	6,453,610	433	231,560	147	854,600	1,059	1,416,925	672	1,196,473	655	575,363	889	337,123	849	342,644	1,585	686,965	219	236,361
Fort Lauderdale	1,077,185	1,443,287	1,549,820	89	59,086	37	172,556	207	224,222	251	420,593	149	111,627	237	85,167	185	62,512	432	207,235	45	44,816
Hollywood	618,399	982,173	1,090,906	42	21,307	26	243,980	145	243,013	80	178,705	99	81,200	147	68,221	121	38,490	228	74,503	41	50,248
Pompano Beach	401,584	626,346	693,226	30	15,944	16	177,778	81	99,270	57	140,425	50	38,049	108	62,790	71	30,843	114	43,744	16	15,749
CALHOUN	21,118	37,718	42,886	5	4,629	3	1,521	20	14,799	10	6,322	20	7,216	6	840	3	1,828	12	1,179	2	11
CHARLOTTE	150,885	230,145	253,629	40	27,937	11	17,832	46	50,057	28	44,433	37	29,638	24	15,749	46	12,631	42	14,236	11	15,634
Punta Gorda	58,905	88,320	98,125	16	7,699	2	2,346	21	21,841	14	23,596	18	13,155	8	4,927	17	5,929	25	6,898	4	4,665
CITRUS	100,106	169,367	190,525	41	19,675	14	7,989	62	56,685	34	18,195	44	29,094	22	6,844	26	6,063	76	12,878	10	8,073
CLAY	175,776	276,627	306,739	36	13,547	12	79,329	74	59,449	35	31,550	39	30,864	41	16,659	35	6,257	71	24,629	12	12,636
Orange Park	52,086	83,121	93,466	13	3,675	5	10,176	13	17,277	6	2,137	12	16,305	24	10,392	12	3,396	25	10,093	4	1,848
COLLIER	342,585	502,131	549,044	66	40,213	21	59,414	108	117,078	65	97,544	68	45,977	110	31,728	96	42,157	148	46,272	15	13,442
Naples	255,220	375,941	411,449	47	24,956	11	52,292	58	88,587	44	73,916	39	28,287	90	27,103	77	31,451	91	32,308	11	11,345
COLUMBIA	106,842	145,275	156,549	23	15,297	15	12,010	49	34,102	33	25,203	43	26,929	27	6,053	22	3,551	50	14,182	8	5,160
Lake City	96,305	131,983	142,438	22	13,900	12	9,260	46	33,195	31	22,526	40	23,853	27	6,053	22	3,551	46	12,436	8	5,160
DADE	5,561,036	7,735,577	8,375,634	567	231,426	322	1,206,147	1,825	1,742,340	790	1,405,398	1,039	733,340	1,673	576,045	1,106	477,237	2,396	813,557	427	323,159
Florida City	12,579	18,852	20,943	5	1,441	1	1,089	9	2,606	2	1,058	9	8,445	5	343	6	1,779	8	2,872		
Homestead	100,773	130,223	138,913	21	14,358	7	24,483	45	46,043	18	12,480	14	7,635	16	3,142	18	4,745	44	7,744	6	5,049
Miami	1,495,395	1,931,113	2,059,340	169	50,196	98	273,020	599	356,269	272	369,847	287	164,475	515	160,817	372	149,566	818	213,105	141	87,925
DE SOTO	39,660	56,006	60,810	13	4,059	8	4,382	21	20,557	11	9,661	15	8,422	8	1,480	7	1,148	22	3,341	4	3,241
DIXIE	13,150	20,461	22,643	4	62	1	1,915	15	7,287	7	2,748	13	4,818	3	1,883	4	518	13	1,098	1	
DUVAL	2,025,100	2,568,513	2,729,332	221	117,083	101	312,076	690	556,239	380	604,144	437	288,007	328	117,808	359	116,628	775	213,262	112	113,615
Jacksonville	1,929,092	2,460,479	2,617,213	210	114,647	54	305,638	655	527,863	363	583,820	410	272,876	314	115,524	340	114,420	700	196,159	104	109,425
ESCAMBIA	771,857	935,680	985,501	101	56,079	43	168,329	301	200,429	179	207,308	155	67,663	132	37,601	142	42,190	334	80,921	49	30,409
Pensacola	304,514	358,887	375,878	25	18,983	17	15,774	106	73,242	37	118,255	58	33,211	69	19,744	52	18,287	132	30,219	23	11,214
FLAGLER	17,916	30,230	33,989	7	1,475	1	1,121	14	8,838	8	7,656	14	8,320	2		4	675	17	[illegible]	2	
FRANKLIN	15,726	[illegible]	22,919	9	2,816	2	25	34	9,535	7	2,146	10	3,183	3	54	6	594	17	2,023	3	909
GADSDEN	68,590	83,947	88,581	8	1,247	13	5,011	83	25,351	21	19,154	34	14,538	29	5,030	22	3,136	25	3,146	11	3,101
GILCHRIST	[illegible]	6,737	7,242	2	34	3	390	15	4,093			4	861	1		1	25	13	718	1	
GLADES	3,784	5,018	5,381	2	2	1	831	8	2,810	1		7	857	1		1	39	12	842		
GULF	19,070	20,839	21,513	6	1,741	8	1,469	24	10,016	8	2,099	10	2,238	2	28	8	972	20	1,276	4	824
HAMILTON	20,283	32,949	36,789	3		4	1,487	21	8,449	4	2,534	25	16,405	1	1,672	5	553	19	3,267	2	642
HARDEE	38,731	62,705	69,935	14	7,797	6	2,621	30	26,458	10	7,164	23	8,755	8	2,385	12	1,853	15	2,400	5	3,757
HENDRY	56,238	73,171	78,158	14	6,593	7	3,721	32	32,134	19	12,283	22	7,982	12	1,338	13	1,681	25	4,714	3	2,430
HERNANDO	82,939	160,610	185,491	37	16,488	8	12,191	44	56,261	25	26,749	31	29,052	17	3,207	19	4,735	49	11,171	5	10,139
Brooksville	77,429	134,836	153,971	19	15,701	8	11,978	31	43,236	14	23,885	31	19,578	31	3,104	10	4,254	33	8,292	2	9,284
HIGHLANDS	125,499	172,220	185,926	32	16,000	10	13,569	65	52,558	39	33,187	47	23,930	32	7,765	30	4,923	55	10,750	10	7,269

continued page 78

FT. WALTON BEACH—continued

Town Crest Annex	1½	Fleet Shoes
Town Crest	-	Piggly Wiggly, Roberts Drug

Stores Open Evenings: Howard's Discount; all chain groceries; all major shopping center stores; SuperRx Drug; Robert's Drug; McCrory, TGY; Eckard Drug; K-Mart; Gaylord.

Stores Open Sundays: All chain groceries, SuperRx Drug; McCrory; TG&Y Variety; Eckard Drug; Howard's Discount Center; Gaylord; all bars and package goods stores. (One Jitney Jungle Super Market open 24 hours per day).

13—RETAIL OUTLETS: Department Stores: Sears; Carp's; J C Penney; Gayfer's

Discount Stores: Howard's; Eckard's; Gaylord; 5 PX Exchanges Elgin AFB; K-Mart.

Variety Stores: SuperRx; McCrory; TG&Y; Sunshine; Christo's.

Chain Super Markets: A&P; Kwik Check 2; Jitney Jungle 1; Delchamps 2; Piggly Wiggly 3; Riteway 4; Pantry Pride; Jiffy Mart 6; Princc 3; Southern Convenience 7

Chain Drug Stores: Destin Drug 2; SuperRx 1

Other Major Retail & Chain Stores: Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; McNamara's Clothing; Jewel Box Stores; Gordon's Jewelers; Auto Sav Tires; Terrell's (men's); Robert's Drugs; Radio Shack; Grice Electronics; Art's TV; T&T TV; Diana Shops; Mr. A's; Wilbro. About 150 other retail outlets.

14—NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 21,101, (S) 22,378; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Director, PLAYGROUND NEWS.

National Representatives: Landon Associates, Inc.

GAINESVILLE, FLA.

1—LOCATION: Alachua County, E&P Map C-1 (SMSA). Located 70 mi. SW of Jacksonville

2—TRANSPORTATION: Railroads: Seaboard Coast Line.

Motor Freight carriers: 18 (7 with terminals).

Intercity Bus Lines: Greyhound; Trailways.

Airlines: Eastern; Florida Airlines.

3—POPULATION:

City 70 Cen. 64,510; Loc. Est. 87,226
CZ ABC: (70) 64,510; (80) 71,500
RTZ-ABC: (70) 74,469; (80) 109,400
County/SMSA
70 Cen. 104,764; Loc. Est. 134,478
City & RTZ-ABC: (70) 138,979; (80) 134,478

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:

City 70 Cen. 18,777; Loc. Est. 29,913
County/SMSA 70 Cen. 31,115; Loc. Est. 46,945
CZ ABC: (70) 18,776; (80) 23,800
RTZ-ABC: (70) 22,868; (80) 38,400
City & RTZ-ABC: (70) 41,644; (80) 62,200

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns	3	$402,197,832
Commercial Banks	9	$345,609,503

6—PASSENGER AUTOS: County Est. 78,968

7—ELECTRIC METERS: (Res., City) Est. 34,800

8—GAS METERS: Res./Est. 12,000

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees—Contract constr. 2,838, Mfg. 3,858, Transpt., Comm. & Public Utilities 1,662, Trade 10,226, Finance, Ins. & Real Est. 2,336, Services, misc. 6,200, Univ. of Fla. 9,834, VA Hosp. 1,026, Government 15,340.

10-CLIMATE: Min. & Max. Temp.—Spring 52-88, Summer 71-91, Fall 61-88, Winter 46-71.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers: Newberry Rd. Regional Center (62 blocks from downtown) Oaks Malls (62 stores, parking for 5,000 cars, N.W. 13th St. and 23rd Ave. (36 blocks from downtown) Gainesville Mall (42 stores, parking for 2,140 cars).

Neighborhood Shopping Centers: NW 13th St. (4 blocks) 13 from center of town; W. University Ave. (4 blocks) 8 from town; North Main St. (4 blocks) 8 from town; Central Plaza, 6 stores, 6 blocks west of town; Fields Plaza, 2 stores about 35 blocks NW of town. Westgate Stop. Ctr. 10 stores, at W. Univ. Ave. & 34th St.; Westage Regency 16 stores, Univ. Ave. & 34 St; Northgate, 25 stores, at N.E. 16th Ave., Sunshine Shopping Center, across from Gainesville Mall, 10 stores, parking for 1,000 cars; Millhopper Shopping Center, 11 stores, at N.W. 16th Ave. and Millhopper Road; Butler Plaza, Archer Rd., 33 stores, Parking for 2,000 cars; K-Mart Center, N. Main & 23rd Ave., Parking for 1,000 cars, Royal Park Center, 10 stores; Eastgate Center, 8 stores, Archer Square Center, 12 stores.

13—RETAIL OUTLETS: Department Stores: Sears, Belk-Lindsey 2; Wilson; J. C. Penney; G. C. Murphy, Maas Brothers.

Discount Stores (CZ): Woolco; Pic N'Save 3; Albertson, K-Mart.

Variety Stores: Woolworth 2, McCrory's 1; Ben Franklin 2.

Chain Drug Stores (CZ): Liggett-Rexall 3, Eckerd 6, Gresham 4, Wise's 3; Albertson, Pic N Save 3; Treasury, Revco 2.

Chain Food Supermarkets: Winn-Dixie 6, Lo-Lo Discount 1; Jewel T, Thriftway 1, Publix 5, Albertson 1, Pantry Pride 1; Robinson's 2; Pic 'N Save 2; Best Buy Grocery 1.

14—NEWSPAPERS: SUN (m) 39,974; (S) 41,831, Mar. 31 1980 ABC.

Local Contact for Advertising and Merchandising Data: Bill Dodge, Nat'l Adv. Mgr., SUN.

National Representatives: Branham/Newspaper Sales; Publisher's Representatives of Florida.

HOLLYWOOD, FLA.

1—LOCATION: Broward County (In Fort Lauderdale-Hollywood SMSA) E&P Map D-4. [illegible] the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2—TRANSPORTATION: Railroads: Florida East Coast & Seaboard Coastline R.R. & Amtrak.

Motor Freight Carriers: 25

Freight and Passenger Steamship Lines: Port Everglades Terminal-Processed 1979-2,002 Cruise & Cargo Vessels Laudania Ocean Terminal, Freight Lines-6.

Foreign Trade Zone (Port Everglades)

FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HILLSBOROUGH	2,070,389	3,036,340	3,320,989	284	135,703	102	481,067	831	797,282	418	582,100	502	339,502	369	128,216	379	138,922	956	316,081	102	102,620
Tampa	1,364,600	1,954,811	2,127,679	137	58,212	58	326,806	487	394,367	239	427,574	307	202,692	285	107,702	253	108,731	664	230,582	68	66,297
HOLMES	22,114	33,996	37,532	7	2,069	6	1,348	26	13,065	7	6,486	10	5,605	8	964	6	1,026	12	1,780	4	1,636
INDIAN RIVER	176,772	285,824	318,643	44	24,984	10	15,719	63	85,181	38	54,396	47	30,508	49	14,474	60	20,397	81	28,035	12	12,721
JACKSON	99,807	117,022	122,439	23	6,426	21	10,704	93	35,063	31	25,614	49	14,876	21	3,902	22	4,107	43	7,346	11	3,927
Marianna	66,651	77,652	81,319	13	4,251	7	9,057	31	18,917	20	19,504	24	8,828	15	3,380	13	2,201	27	6,289	7	2,499
JEFFERSON	18,089	25,694	27,932	3	4,684	4	860	23	7,777	4	1,606	17	7,883	6	640	5	1,252	9	856	3	95
LAFAYETTE	4,193	5,858	6,347	3	1,576	2		5	743	1	17	5	1,395	2	21	1	1,602	5	275	1	8
LAKE	303,103	441,410	477,087	82	42,461	29	59,602	139	120,134	100	92,981	119	47,113	56	14,564	71	15,293	135	27,229	25	20,734
Leesburg	137,658	191,229	206,884	28	19,180	11	18,867	39	46,492	37	54,836	31	15,358	23	5,856	28	8,210	46	12,491	12	10,336
LEE	721,152	1,124,543	1,244,739	127	112,726	40	166,065	261	289,128	131	205,352	143	103,072	155	44,604	174	79,442	300	96,866	40	34,941
Cape Coral	53,168	83,722	93,907	21	10,557	2	1,155	30	35,606	9	3,160	15	8,957	25	6,083	28	7,294	35	6,823	4	5,107
Fort Myers	462,858	714,144	788,673	51	49,180	19	144,405	140	154,666	78	185,025	70	47,630	68	28,603	97	47,570	120	48,255	15	12,638
LEON	502,654	649,272	693,182	66	50,127	23	94,529	147	150,465	72	124,485	109	61,085	93	42,177	[illegible]	26,528	175	60,920	24	20,121
Tallahassee	335,444	402,496	423,042	50	36,979	15	54,427	98	96,512	58	49,922	82	38,056	62	24,563	80	22,185	145	40,381	21	14,229
LEVY	40,462	50,114	53,016	12	1,816	9	2,764	49	18,000	14	6,988	28	12,564	7	1,161	6	2,124	38	3,604	4	1,180
LIBERTY	3,252	3,619	3,749	3	70	1		4	322	1		12	1,773			1	1,352	4	31		
MADISON	27,216	29,978	30,994	7	2,504	7	498	35	9,667	9	3,455	22	7,467	6	574	7	460	12	1,053	5	3,060
MANATEE	477,101	711,151	780,358	84	46,483	24	117,667	154	197,350	90	128,663	95	71,538	73	30,152	92	32,451	176	74,809	29	31,188
Bradenton	197,186	276,363	299,483	37	23,610	10	52,710	54	50,815	44	59,207	34	24,947	41	14,377	45	15,507	62	23,239	15	13,101
MARION	352,790	506,610	551,812	88	49,560	28	62,112	179	130,334	87	77,374	123	86,125	50	16,999	78	[illegible]	162	44,640	22	14,615
Ocala	270,645	385,462	419,143	52	32,936	14	59,132	98	92,766	58	60,960	63	51,202	39	14,775	59	15,604	104	37,276	15	11,909
MARTIN	185,596	312,817	351,607	54	40,682	10	18,058	73	94,280	57	50,284	50	34,096	50	11,444	75	20,735	87	29,397	12	8,010
Stuart	115,663	192,371	217,940	22	20,899	4	13,394	28	54,389	30	35,677	23	18,220	32	8,962	49	16,569	49	18,650	7	5,432
MONROE	212,038	306,736	334,707	51	23,980	15	46,898	101	83,402	64	33,652	49	29,658	67	11,736	49	9,756	195	50,127	14	12,321
Key West	117,083	159,520	171,918	14	8,470	9	29,431	58	40,922	29	22,085	17	11,465	41	6,146	25	4,856	105	22,556	7	6,196
NASSAU	67,065	81,210	85,532	17	4,172	17	6,589	54	25,880	15	9,371	33	17,450	19	3,640	9	847	40	6,175	7	2,549
OKALOOSA	314,899	397,668	422,231	52	30,235	31	62,033	151	86,466	89	76,123	95	42,579	61	17,513	77	20,455	169	40,243	14	8,807
Fort Walton Beach	158,354	202,234	215,174	20	19,280	9	17,089	43	28,005	50	59,713	40	19,292	27	7,875	29	12,548	87	26,643	4	2,670
OKEECHOBEE	49,128	273,429	300,099	14	61,527	[illegible]	111,063	35	28,747	18	8,513	20	14,954	12	2,075	14	33,407	35	7,763	4	24,495
ORANGE	1,639,775	2,463,347	2,708,306	210	128,697	[illegible]	348,020	474	591,096	368	507,999	362	316,815	230	93,379	316	112,593	622	255,029	78	71,770
Orlando	734,485	1,017,217	1,099,597	69	45,692	35	187,807	155	179,131	129	239,708	122	100,346	119	52,728	144	62,561	257	103,452	37	29,120
OSCEOLA	132,207	210,606	234,105	25	11,316	11	17,046	61	62,913	31	47,093	43	35,087	23	4,835	28	6,790	68	26,743	9	9,395
PALM BEACH	1,949,701	2,924,648	3,214,488	280	136,095	108	397,032	638	751,868	302	570,331	350	268,181	516	177,145	459	183,821	742	278,920	113	114,366
Boca Raton	184,900	284,280	313,869	25	11,719	11	50,955	60	79,400	18	5,240	24	27,648	83	21,750	80	35,161	84	33,828	10	11,941
Palm Beach	98,803	138,435	150,057	5	1,150	7	4,137	20	27,469			5	4,337	90	43,870	20	7,618	29	19,839	7	3,639
West Palm Beach	521,733	720,544	778,453	38	23,396	22	168,029	111	114,487	64	188,614	62	37,283	103	44,620	83	41,219	157	53,339	23	24,352
PASCO	342,248	564,333	631,605	104	55,042	33	72,453	159	188,479	75	67,536	91	72,222	43	19,772	113	30,742	163	43,532	22	18,275
PINELLAS	2,437,814	3,523,365	3,842,837	335	162,051	119	603,157	715	925,627	393	650,524	458	311,044	452	137,187	465	171,846	1,003	372,970	132	133,321
Clearwater	514,565	698,835	752,595	51	27,807	21	119,436	95	130,197	71	189,970	79	47,237	112	31,245	92	38,010	189	89,180	18	17,054
St. Petersburg	36,266	48,569	52,195	1	153	4	1,473	13	16,907	5	788	9	6,090	20	3,433	6	1,274	40	11,333	3	2,918
POLK	1,001,126	1,424,168	1,548,187	157	110,504	72	181,686	405	371,217	255	286,245	305	163,016	158	68,413	202	59,300	374	115,970	59	56,312
Lake Wales	71,834	102,570	112,815	19	15,566	10	5,146	29	26,416	24	19,190	27	13,488	10	6,194	9	4,030	32	7,789	6	5,820
Lakeland	415,044	588,607	639,417	53	[illegible]	21	106,868	108	142,067	89	119,638	80	53,238	66	30,518	84	26,855	119	47,530	17	21,898
Winter Haven	[illegible]	296,387	321,988	32	[illegible]	12	41,875	79	73,953	51	51,392	44	19,789	44	23,484	47	10,577	88	27,188	14	12,835
PUTNAM	120,657	151,383	160,577	30	11,126	14	7,240	73	47,047	39	26,695	35	22,094	21	5,380	27	5,507	56	6,855	9	14,022
Palatka	91,399	113,488	120,121	12	5,146	8	5,942	34	29,555	24	24,111	20	17,612	18	5,058	21	5,117	30	5,416	6	12,063
ST. JOHNS	139,964	202,302	220,669	24	9,808	8	9,010	79	53,478	33	43,151	52	47,720	37	5,798	29	4,596	89	20,092	10	4,313
St. Augustine	126,347	180,648	196,591	22	9,539	6	8,263	63	49,494	29	41,413	43	33,334	34	5,640	27	4,491	77	18,560	10	4,313
ST. LUCIE	268,441	409,867	452,541	34	25,946	17	54,696	93	97,248	63	92,291	58	61,559	52	17,801	62	18,838	100	35,008	16	13,657
Fort Pierce	227,845	365,409	406,646	30	23,697	14	53,368	80	87,958	49	78,022	47	51,959	45	17,455	49	16,533	86	32,470	13	12,682
SANTA ROSA	101,764	137,824	148,394	[illegible]	7,342	10	7,839	63	62,892	33	23,156	40	20,265	15	1,411	32	4,843	45	8,056	11	4,897
SARASOTA	775,961	1,120,876	1,222,802	137	86,101	45	140,169	190	257,793	136	194,489	150	110,847	186	52,315	214	96,795	317	115,727	43	44,544
Sarasota	364,451	490,908	527,998	59	29,567	24	88,446	91	109,129	64	52,028	68	38,659	114	29,218	114	28,111	167	51,935	27	22,434
SEMINOLE	503,570	762,825	839,552	70	28,048	29	167,585	160	195,826	95	136,897	93	74,068	96	38,905	107	27,158	185	67,899	21	22,356
Sanford	136,138	197,657	215,674	17	7,118	11	14,446	55	47,150	32	79,733	33	18,572	17	3,674	26	4,490	55	14,144	7	9,512
SUMTER	15,937	56,244	59,396	13	1,443	4	1,420	42	16,738	11	2,214	33	24,347	5	750	8	1,328	28	4,722	5	1,674
SUWANNEE	54,132	68,492	72,740	15	3,182	9	5,469	51	20,967	17	15,710	29	7,713	14	2,462	12	2,045	25	3,023	8	3,572
TAYLOR	47,222	51,737	53,421	9	3,595	6	2,919	37	13,128	17	8,481	29	7,926	14	2,278	13	2,469	30	4,938	6	1,494
UNION	6,770	9,212	9,928	3	1,212			12	4,419	5	1,216	9	1,504	1		4	197	2	57	1	4
VOLUSIA	861,352	1,176,831	1,269,529	154	73,394	52	147,418	307	286,216	178	194,621	266	137,847	181	53,294	180	48,370	516	145,484	64	58,260
Daytona Beach	407,973	532,423	568,903	29	27,753	19	111,733	85	72,581	63	119,933	82	41,359	108	35,576	53	20,881	234	70,117	22	17,011
De Land	75,859	104,133	112,383	16	6,534	4	5,418	28	24,807	16	32,665	22	10,296	12	3,456	20	4,573	39	10,902	6	2,374
WAKULLA	9,966	11,843	12,427	2	[illegible]	4	814	21	5,426	6	1,700	10	828	4	73	4	94	12	1,914	1	97
WALTON	34,773	56,487	63,044	8	5,018	8	2,516	40	20,700	8	9,995	30	13,243	8	1,496	10	1,558	26	2,868	4	2,097
WASHINGTON	23,048	86,161	111,793	4	12,150	7	5,550	41	56,182	9	6,675	18	11,940	8	2,406	10	2,802	11	4,922	2	191

Intercity Bus Lines: Greyhound, National Trailways; Broward Transit Authority.
Airlines: Air Florida, Bahamas Air, Braniff, Continental, Delta, Eastern, Mackey Int'l, Northwest, Ozark, United, Western, Pan American, T.N.A. American, Charter Air, Federal Express, Republic.

3—POPULATION:
Corp. City 70 Cen. 106,873; Loc. Est. 124,900
CZ ABC: (70) 122,443; (80) 153,300
RTZ-ABC: (70) 99,410; (80) 158,700
County/SMSA 70 Cen. 620,100; Loc. 1,007,500
City & RTZ-ABC: (70) 221,853; (80) 312,000

4—HOUSEHOLDS:
70 Census City 38,902; 61,000
County/SMSA 222,563; Loc. Est. 527,000
CZ-ABC: (70) 43,433; (80) 61,000
RTZ-ABC: (70) 35,250; (80) 65,200
City & RTZ-ABC: (70) 78,683; (80) 126,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.		$1,149,452,000
Commercial Banks		$460,993,000

6—PASSENGER AUTOS: Co. 631,092

7—ELECTRIC METERS: Residence-So. Broward Total 127,524; Hollywood 56,738; Dania 6,022; Hallandale 21,922; Miramar 11,689; Pembroke Park 3,025; Pembroke Pines 13,767; Cooper City 3,313; and outside (county area) city limits serviced by local office 11,048.

8—GAS METERS: Residence-So. Broward Total 17,209 Hollywood 11,800; Hallandale 1,398; Dania 901; outside (county) city limits serviced by local office 3,110 (area also uses bottled gas extensively).

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Av. weekly wage) CZ: Cement and Concrete Prod. 500 ($172); Electronic Equip.-Products Systems 1500 ($195); Ladies Clothing, Sportswear Mfg. 600 ($145); Printing, Lithography 1250 ($210); Plastics 190 ($192) Bldg. Materials & Products Wood 250 ($190); Structural Steel 200 ($180); Light Industries, Mfg. 1600 ($192).

10-CLIMATE: Av. Temp.—Summer 79.9; Winter 70.3.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Young Circle-US #1 plus 3 blocks on Hollywood Blvd. 47 stores.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Davie Shop Plz	20	Publix, Eckerd
Carriage Hills Plaza	15	Winn-Dixie, Eagle
Davie Plaza	12	Variety
Emerald Plaza	8	Variety
Country Roads	10	Variety
Sage Plaza	30	Variety
Sheridan Oaks Plz	15	Wendy's Sav-A-Lor
Sterling Plaza	22	Variety
R.W. Chambers Plz	42	Variety
Zayre Plaza	10	Zayre Super X.
Pines Lake Plaza	14	Variety
Village Square	18	Eckerd, Public
Dania Village	4	Pier 1 Imports
Dania	11	Pic 'N Pay
Diplomat Mall	35	Pantry Pride, Jefferson
Zayre	8	Zayre's
Mayo	10	Breedings Drug
Hollywood Mall	68	Sears-Publix
Hollwood Fashion Center	70	Burdine's, Jordan Marsh, J.C. Penney
West Hollywood	15	Cloth World, Eagle Discount, Jewelcor
K-Mart	8	K-Mart
Zayre	12	Zayre's, Goodyear, Radio Shack, Eckerd, Grand Union
Post Haste	[illegible]	7-Eleven, Shell Liquors
Park Sheridan	31	Variety, Radio Shack
Taft-Hollywood	20	Publix, Winn-Dixie, J. Bryon's
Miramar Plaza	10	Winn-Dixie, Neisner's 5¢ 10¢
Pembroke Plaza	10	Bank of Hallandale
Publix	12	Lindsley, Publix
Knoll Plaza	7	Grand Union
University Mall	15	Publix, Eckerd
Pines Plaza	25	Winn-Dixie, SupeRx
Pasadena Plaza	11	Grand Union, Eckerd
Cooper City Plaza	30	Winn-Dixie, SupeRx
Miramar Parkway		Grand Union
Lake Forest Plaza	8	Variety

Principal Shopping Days: Fri., Sat., Sun., Food: Thurs., Fri., Sat.
Stores Open Evenings: Dept., Apparel and Food; Nightly; Sun Until 6.

13—RETAIL OUTLETS:
Department Stores: Burdine's; Jordan Marsh; J.C. Penney; Sears; J. Byron's.
Discount Stores: K-Mart; Treasury-Zayre; Eagle Family Discount; Medco Discount; Jeffersons;
Variety Stores: Woolworths; Neisners; Surf 5¢ 10¢; Big K.; Sun Shops.
Chain Drug Stores: Eckerd's; SuperRx; Gray; Rexall; Walgreen; U.S. Drug; Drug World.
Chain Food Stores: Convenient Food Marts (7); Cumberland Farm Stores (18); Foodspot (3); Great Valu (3); Grand Union (3); Jackson's Minit Markets (3); Lil General (4); Pic'N Pay (2); Publix (8); 7-11 Stores (16); Top Banana (4); U-Tote-M (6); Winn-Dixie/Kwik Check (8); Pantry Pride (5); Basic Foods(1).
Other Chain Stores: Goodyear; Firestone; Lindsley Lbr; Bunning Florist; Naturalizer Shoes; Buster Brown Shoes; Nationwise Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Mens Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Florsheim; Hanover Shoes; Kinney Shoes; A.S. Beck Shoes; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Gordon Jewelers; Seiberling; Pan American; Norton; Sherwin-Williams Paint; Mary Carter; Mayor Jewelers; State Liquor; Shell Liquors; Baker Shoes; Thayer McNeil; Thom McAn; Western Auto; Rose Auto; Baer Furniture; Nationwise Auto; Lawton Jewelers; Foremost Liquors.

14—NEWSPAPERS: SUN-TATTLER (e) 41,701 Mar. 31, 1980 ABC.
Contact for Advertising Data: Arthur Segall Sr., Business Mcr., Peter D'Elic, Asst. Business Mgr. SUN-TATTLER.
National Representatives: Story & Kelly-Smith, Inc.

HOMESTEAD, FLA.

1—LOCATION: Dade County (In Miami SMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2—TRANSPORTATION: Railroads: Florida East Coast; Seaboard.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. Cities 70 Cen. 13,674; Loc. Est. 22,552
Primary Market Area ABC:
  City Zone: (70) 48,936; (80) 62,500
  Bal. in Prim. Mkt.: 64,074; (80) 69,600
Total Prim. Mkt. ABC: (70) 113,010; (80) 132,100
County/SMSA 70 Cen. 1,267,792; Loc. Est. 1,517,401

4—HOUSEHOLDS:
City 70 Cen. 4,653; Loc. Est. 9,118
County/SMSA 70 Cen. 428,026; Loc. Est. 593,511
Primary Market Area ABC:
  City Zone; (70) 13,996; (80) 20,800
  Bal. in Prim. Mkt.; (70) 16,570; (80) 20,100
Total Prim. Mkt. ABC (70) 30,566; (80) 40,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6—PASSENGER AUTOS: County 939,818

9— PRINCIPAL INDUSTRIES (CZ): Homestead Air Force Base; Agriculture; Aircraft Maintenance & Supply Electronics.

10-CLIMATE: Min. & Max. Temp.—Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75.

13—RETAIL OUTLETS: Department Stores— Dept. Stores: Sears 2, Richards; Jackson's/Byrons 3; Woolco; K-Mart; Jeffersons.
Discount Stores: Zayre's.
Variety Stores: Neisners 2; Woolworths 2; McCrory's.
Chain Food: Kwik Chek 4; Publix 4; Food Fair 3; Great Valu 2; Boogaarts 2.
Chain Drugs: Eckerd 2; SuperRx 2; Medicine Shoppe 1.
Other Chain Stores: Goodyear; Firestone 2; Norton Tire 2, Pan American Tire; Singer Sewing; Western Auto 2.

14—NEWSPAPERS: SOUTH DADE NEWS LEADER (e-Mon. to Fri.) 14,415; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George E. Botsko, Gen. Mgr., SOUTH DADE NEWS-LEADER.
National Representatives: Landon Associates.

JACKSONVILLE, FLA.

1—LOCATION: Duval County (In Jacksonville SMSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution center, important medical, insurance, financial, manufacturing and naval community.

2—TRANSPORTATION: Railroads: Seaboard Coast Line, Florida East Coast, Southern, Amtrak.
Freight Steamship Lines: 175.
Motor Freight Carriers: 50.
Intercity Bus Lines: Southeastern Greyhound; Service Coach Trailways.
Airlines: Delta; Eastern; National/Pan Am; Republic; Air Florida; Braniff.

3—POPULATION:
Corp. City 70 Cen. 528,855; Loc. Est. 574,000
CZ ABC: (70) 545,974; (80) 580,085
RTZ-ABC: (70) 508,076; (80) 707,800
County: 70 Cen. 528,865; Loc. Est. 574,000
SMSA: 70 Cen. 621,827; Loc. Est. 724,565
City & RTZ-ABC: (70) 1,054,050; (80) 1,287,885
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City/County: 70 Cen. 166,666; Loc. Est. 203,576
SMSA: 70 Cen. 189,213; Loc. Est. 257,085
CZ ABC: (70) 166,334; (80) 202,500
RTZ-ABC: (70) 153,403; (80) 245,200
City & RTZ-ABC: (70) 319,737; (80) 447,700

5—BANKS:

Commercial (40) Deposits	$1,906,258,000
Sav. & Loan Assns. (9) Assets	$981,428,000

6—PASSENGER AUTOS: County 346,125

7—ELECTRIC METERS: Res. Co. 214,274

9— PRINCIPAL INDUSTRIES (CZ): (Estimated % of 300,700 Labor Force in each) Manufacturing (10.5); contract construction (5.1); Transportation, communication, utilities (7.4); wholesale trade (7.0); retail trade (17.2); finance, insurance, real estate (9.2); service (17.9); government (17.8); 1979 unemployment rate (5.6).

10-CLIMATE: Short, mild winters, warm summers; average 67.8 degrees, average seasonal range is from 54.7 degrees in December to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Stores: Furchgotts, Iveys, May Cohens, J.C. Penney, Sears, Jefferson Ward.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Anchor Plaza	9	Standard Sales, Big Star
Arlington Plaza	5	Fasking Furniture, Banner Food
Beach Blvd. Center	5	Handy City, Big Star
Beach Plaza	16	Century House, Pantry Pride
Brierwood Village	9	Pic N' Save, Winn Dixie
Cedar Hills	7	J.C. Penney, Winn Dixie
Deerwood Village	9	Eckerd Drugs, Publix
Expressway Mall	7	Century House, Publix
Gateway Mall	4	J.C. Penney, Pantry Pride
The Gazebo	6	Revco Drugs, Publix
Highland Square	10	Moore Handley Homecrafters, Publix
K Mart Plaza— Neptune Beach	15	K Mart, A&P
K Mart Plaza— Northside	7	K Mart, Big Star
K Mart Plaza— Southside	4	K Mart, Radio Shack
Kingsley Square	14	Eckerd Drugs, Publix
Lakewood— San Jose	6	Cloth World, Winn Dixie
Lane Center	6	Handy City, Big Star
Mandarin Landing	12	Eckerd Drugs, Publix
Normandy Mall	5	Jefferson Ward Pantry Pride
Norwood Plaza	4	Woolco, Big Star
Orange Park Mall	12	Sears, May Cohens, Ivey's
Paxon	6	Western Auto, Pantry Pride
Philips Mall	4	Jefferson Ward Pantry Pride
The Promenade	5	National Health Spa Albertsons
Regency Square	17	J.C. Penney, Big Star
Roosevelt Mall	7	May Cohens, Furchgotts
Southgate Plaza	3	Morrison's, Winn Dixie
Standard Plaza	5	Standard Sales, Dinettes Bars & Stools
Town 'N Country	4	Pic N' Save, Pantry Pride
University Blvd & Santa Monica	5	Pic N' Save, Winn Dixie
University Mall	5	Century House, Publix
West Mall	6	Zayre, Winn Dixie
Woolco Regency Pl.	7	Woolco, Winn Dixie

Principal Shopping Days: Thu., Fri., Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: May Cohens (4), Furchgotts (4); Sears (2), J.C. Penney (4); Ivey's (4); Jefferson Ward (3).
Discount Stores: K-Mart (6); Woolco (3); Zayre (2); Eagle Family Discount (10); Standard Sales (3); Jewelcor (2); Finkelstein (1); Pic n' Save (18). Century House (4).
Variety Stores: Woolworth, G. C. Murphy, TG&Y, McCrory's; World Bazaar; Pier 1.
Chain Food Stores: A&P; Banner; Big Star; Pantry Pride; Winn-Dixie; Zippy Mart; 7-Eleven, Jackson's Foods; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-n-Nite.
Chain Drug Stores: Liggett Rexall; Walgreen; Pic N' Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco.
Other Chain Stores: Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furniture; Rhodes Furniture; Matador; Diana Shops; Lerner Shops; Levy Wolf; Nancy Scott; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Tower's Hardware; Wickes; West Building Materials; Scotty's Building Supply; Cloth World; McDuff; Handy City; Baker Shoes; Ace Hardware; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zales Jewelers; Pix Shoes; Rosenblum's; Thom McAn Shoes; Halpern's; Radio Shack; Ethan Allen.

14—NEWSPAPERS: FLORIDA TIMES-UNION (m) 153,508; JOURNAL (e) 47,177; Comb. (m&e) 200,685; FLORIDA TIMES-UNION (s) 174,420; (S) 199,315; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Len Bolton, Adv. Dir., FLORIDA TIMES-UNION & JOURNAL.
National Representatives: Branham/Newspaper Sales.

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1	Jacksonville St. Augustine	Times-Union Journal St. Augustine Record	75%
2	Miami	Herald & News	58%
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4	Orlando	Sentinel Star	58%
5	Tampa (Segment)	Tribune & Times	54%

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KEY WEST, FLA.

1—LOCATION: Monroe County, E&P Map D-4, County Seat. On Key West Island in the Gulf of Mexico. 55 mi. SW of Cape Sable, Fla.; 90 mi. from Havana, Cuba; 154 mi. S of Miami, Fla. On U.S. Hwy. No. 1.

2—TRANSPORTATION: Railroads:
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound.
Airlines: Southeast; Air Sunshine; Air Florida

3—POPULATION:
Corp. City 70 Cen. 29,312; Loc. Est. 18,400
CZ ABC: (70) 27,563; (80) 18,400
RTZ-ABC: (70) 25,023; (80) 25,400
County 70 Cen. 52,586; Loc. Est. 52,175
City & RTZ-ABC: (70) 52,586; (80) 43,800

4—HOUSEHOLDS:
City 70 Cen. 8,503; Loc. Est. 7,895
County 70 Cen. 16,827; Loc. Est. 19,488
CZ ABC: (70) 8,497; (80) 6,500
RTZ-ABC: (70) 8,289; (80) 9,500
City & RTZ-ABC: (70) 16,786; (80) 16,000

5—BANKS: 3, Est. Dep. $30,000,000

6—PASSENGER AUTOS: County 29,180

7—ELECTRIC METERS: Res. Est. 15,012

8—GAS METERS: Residence 4,200

9— PRINCIPAL INDUSTRIES (CZ): Cigar Mfg.; Canning; Sponging; Shrimping; Fishing, Shipping; Tourist Trade & Navy Personnel.

11—TAP WATER: Neutral, soft; not fluoridated; Desalination Plant.

12—RETAILING: Downtown Shopping Center: 4 Blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores): Flagler Village 3; Kennedy Drive 11; Poinciana 6; Mallory Square 13; Greene St. 9.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Searstown	4	Sears, Winn-Dixie, Woolworth
Key Plaza	4	Jackson/Byron's, Pantry Pride, Woolco

Stores Open Evenings: Searstown Shpg. Ctr. and Key Plaza, every nite.

13—RETAIL OUTLETS: Department Stores: Sears; Rubin Appel; Herman's; Discount PX Military Store; Jackson/Bryon's; Woolco.
Discount Stores: Eagle Army-Navy; Radio Shack.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Cobo Rexall; Gray's; Eckerd's; Medical Aids.
Chain Food Supermarkets: Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores: Shoes: Thom McAn, Butler's, Father and Son; Tires and Appliances: Western Auto, Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, National Shirt, Singer Co., Eagle Army-Navy, Zales Jewelers.

14—NEWSPAPERS: CITIZEN (e) 7,324; (S) 8,319; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bill Lober, Ret. Adv. Mgr., CITIZEN; Richard Esposito.
Nat'l. Representatives: Thomson Newspapers, Inc.

LAKE CITY, FLA.

1—LOCATION: Columbia County, E&P Map C-1, County Seat. Forestry, Farming, Beef, Mobile Home Mfg. 60 mi. east of Jacksonville on Interstate Hwys. 175 & 110; US 90, 41 & 441; State 47, 100 and I-10 and I-75.

2—TRANSPORTATION: Railroads: Southern; Seaboard Coast Lines.
Motor Freight Carriers: 12
Intercity Bus Lines: Trailways; Greyhound.
Airlines: Local Charter.

3—POPULATION:
City 70 Cen. 10,575; Loc. Est. 10,483
CZ ABC: (70) 10,575; (80) 9,900
RTZ-ABC: (70) 14,675; (80) 21,100
County 70 Cen. 25,250; Loc. Est. 31,544
City & RTZ-ABC: (70) 25,250; (80) 31,000

4—HOUSEHOLDS:
City 70 Cen. 3,442; Loc. Est. 3,809
County 70 Cen. 7,699; Loc. Est. 11,053
CZ ABC: (70) 3,442; (80) 3,700
RTZ-ABC: (70) 4,227; (80) 7,100
City & RTZ-ABC: (70) 7,669; (80) 10,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$15,000,000
Commercial Banks	3	$81,870,000

6—PASSENGER AUTOS: County 16,050

7—ELECTRIC METERS: Residence 3,255

8—GAS METERS: Residence 2,104

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Aircraft overhaul 1200 ($110); Mobile Home Mfg. 565 ($95); Mining 500 ($105); Forestry 100 ($135); Beef & Poultry 200 ($90).

10-CLIMATE: Min. & Max. Temp.—Spring 45-80; Summer 60-100; Fall 45-80; Winter 25-70. First killing frost, Nov. 25. Last killing frost, Mar. 4.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 5 blocks on No. Marion St., Lake City Plaza 14 stores, K-Mart Plaza, Thriftway.
Neighborhood Shopping Centers: Gateway Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Grant's Plaza (-)	1½	Grant's, Big Star
Lake City Plaza (13)	1	Neisner, Winn-Dixie

Stores Open Evenings: Food Fri., Eckerd Drug and Discount, every night and Sunday; Big Star Food open Sunday.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Belk Hudson; Sears (catalog); K-Mart; DeVane's.
Discount Stores: Neisner's; Eagle Army-Navy; Super Dollar.
Variety Stores: McCrory's; Van H. Priest.
Chain Drug Stores (CZ): Gateway Rexall.
Chain Food Stores: Eckerd, Big Star, G&H, Pantry Pride; S&S 5; Winn-Dixie; Thriftway; K-Mart.
Other Chain Stores: Goodyear; Firestone; McDuff's; Western Auto; Cox Furn.; Diana Shops; Wickes; Scottie Stores; Scotty Home Builders.

14—NEWSPAPERS: REPORTER (e) 6,117, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Caldwell, Pub., REPORTER.
National Representatives: Branham/Newspaper Sales; Publishers Representatives of Florida.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	6,790,360	9,340,239	22,098,559	73,274,568	3,720,266	19,696	34,937	1,288,642	568,083
STANDARD METROPOLITAN STATISTICAL AREAS									
Bradenton, Fla.	97,115	146,498	256,459	1,303,904	66,828	19,511	664	30,258	13,766
Daytona Beach, Fla.	169,487	245,579	510,727	1,878,224	106,430	17,648	897	20,164	13,853
Fort Lauderdale-Hollywood, Fla.	620,100	984,505	1,951,452	9,695,518	411,910	23,538	429	19,676	7,060
Fort Myers-Cape Coral, Fla.	105,216	199,822	270,444	1,783,560	82,982	21,493	364	16,353	1,500
Gainesville, Fla.	104,764	140,069	292,233	1,091,446	49,713	21,955	1,016	10,791	8,659
Jacksonville, Fla.	621,827	710,633	1,965,737	4,793,244	254,615	18,825	1,237	22,232	67,773
Lakeland-Winter Haven, Fla.	227,697	296,951	740,700	2,121,525	112,253	18,899	2,528	112,872	17,970
Melbourne-Titusville-Cocoa Fla.	230,006	264,965	981,346	1,236,317	91,791	13,469	518	7,228	3,406
Miami, Fla.	1,267,792	1,520,518	4,621,832	12,460,673	601,100	20,730	1,022	84,443	6,319
Orlando, Fla.	453,270	661,898	1,438,579	5,368,938	245,930	21,831	2,017	108,479	25,258
Panama City, Fla.	75,283	98,186	215,237	570,604	35,810	15,934	103	1,457	268
Pensacola, Fla.	243,075	279,887	740,503	2,001,515	96,772	20,683	1,111	19,007	6,311
Sarasota, Fla.	120,413	199,6[illegible]	390,017	1,892,992	93,490	20,248	257	2,291	3,104
Tallahassee, Fla.	109,355	[illegible],607	340,011	1,313,964	52,868	24,854	362	1,967	1,985
Tampa-St. Petersburg, Fla.	1,088,549	1,[illegible]53,333	3,383,874	11,711,726	675,476	17,338	3,798	66,560	91,304
West Palm Beach-Boca Raton, Fla.	348,753	555,640	1,528,688	4,851,981	230,767	21,025	580	239,111	15,017
COUNTIES, Cities									
ALACHUA	104,764	140,069	292,233	1,091,446	49,713	21,955	1,016	10,791	8,659
Gainesville	64,510	[illegible]4,621	181,521	596,177	25,867	23,048	•	•	•
BAKER	9,242	1[illegible]59	20,300	77,238	4,401	17,550	228	2,894	6,634
BAY	75,283	[illegible],186	215,237	570,604	35,810	15,934	103	1,457	268
Panama City	32,096	43,670	91,286	253,670	16,625	15,258	•	•	•
BRADFORD	14,625	17,932	33,984	94,740	6,016	15,748	334	722	9,904
BREVARD	230,006	264,965	981,346	1,236,317	91,791	13,469	518	7,228	3,406
Cocoa	16,110	14,670	59,847	55,658	5,340	10,423	•	•	•
BROWARD	620,100	984,505	1,951,452	9,695,518	411,910	23,538	429	19,676	7,060
Fort Lauderdale	139,590	164,066	489,788	1,862,562	75,775	24,580	•	•	•
Hollywood	106,873	131,370	334,939	1,319,737	56,571	23,329	•	•	•
Pompano Beach	38,544	61,413	129,046	656,552	27,492	23,882	•	•	•
CALHOUN	7,624	9,285	20,330	39,901	3,344	11,932	227	5,029	843
CHARLOTTE	27,559	59,930	62,858	559,027	29,308	19,074	205	3,480	1,320
Punta Gorda	3,879	10,556	9,184	102,208	5,063	20,187	•	•	•
CITRUS	19,196	46,590	51,327	326,052	20,924	15,583	233	1,428	1,557
CLAY	32,059	61,877	57,783	404,051	21,344	18,930	210	335	23,965
Orange Park	7,619	13,488	14,096	90,409	4,364	20,717	•	•	•
COLLIER	38,040	83,868	115,597	919,962	33,493	27,304	157	24,479	1,677
Naples	12,042	21,753	54,096	[illegible]80,887	10,094	37,734		•	•
COLUMBIA	25,250	32,591	72,931	201,102	11,587	17,356	624	5,350	10,754
Lake City	10,575	10,245	31,968	66,745	3,78[illegible]	[illegible]	•	•	•
DADE	1,267,792	1,520,518	4,621,832	12,460,673	601,100	20,[illegible]30	1,022	84,443	6,319
Florida City	5,133	6,330	18,713	51,874	2,049	[illegible]17	•	•	•
Homestead	13,674	24,069	37,944	149,954	9,866	15,[illegible]96	•	•	•
Miami	334,859	354,070	1,028,864	2,463,938	150,938	16,[illegible]24	•	•	•
DE SOTO	13,060	19,327	32,226	123,648	6,917	[illegible]	677	12,856	7,462
DIXIE	5,480	7,815	13,631	36,405	2,881	[illegible]	106	244	359
DUVAL	528,865	554,155	1,730,540	3,804,382	199,354	19,084	364	1,520	19,095
Jacksonville	528,865	554,155	1,730,540	3,804,382	199,354	19,084	•	•	•
ESCAMBIA	205,334	227,075	633,037	1,639,831	78,707	20,835	540	7,997	3,884
Pensacola	59,507	67,814	1[illegible] 289	544,689	25,888	21,040	•	•	•
FLAGLER	4,454	8,908	11,738	59,163	3,435	17,224	80	4,995	525
FRANKLIN	7,065	8,704	22,365	35,570	3,461	10,277	N.A.	N.A.	N.A.
GADSDEN	39,184	35,999	78,413	152,466	9,981	15,276	459	13,399	7,578
GILCHRIST	3,551	6,213	7,427	34,223	2,373	14,422	344	3,545	2,744
GLADES	3,669	5,771	10,288	37,094	2,042	18,166	143	10,523	10,192
GULF	10,096	10,796	28,327	55,649	3,720	14,959	35	1,111	194
HAMILTON	7,787	8,593	26,243	40,892	3,003	13,617	360	6,877	4,298
HARDEE	14,889	19,807	38,324	115,145	6,797	16,941	982	19,357	6,360

continued page 82

LAKE WALES, FLA.

1—LOCATION: Polk County, E&P Map D-3 (In Lakeland-Winter Haven SMSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2—TRANSPORTATION: Seaboard Coastline R.R., Greyhound Bus.
Motor Freight Carriers: 5
Airlines: Charter only.

3—POPULATION:
City 70 Cen. 8,240, Loc. Est. 7,702
County/SMSA
70 Cen. 227,697, Loc. Est. 297,061

4—HOUSEHOLDS:
City 70 Cen. 2,788, Loc. Est. 3,775
County/SMSA 70 Cen. 73,024, Loc. Est. 109,119

5—BANKS: 3 Comm., Est. Dep. $140,650,000 3 Sav. & Loan Assn., Est. Dep. $85,000,000

6—PASSENGER AUTOS: County 172,235

7—ELECTRIC METERS: Res., CZ 13,882

8—GAS METERS: Residence 537

9— PRINCIPAL INDUSTRIES (CZ): Citrus Growing & Packing; Lumber & Millwork; Fertilizer, Machy., Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Pdts. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing.
Principal Pay Days: Fri., Sat., 1st and 15th.

10-CLIMATE: First killing frost, Dec. 20. Last killing frost, Jan 1; Av. temp. 72.5 degrees.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping areas: two blocks on Park and Stuart; two shopping centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southgate	13	Publix, Belk's, McCrory's, Eckerd Drug
Lake Wales Plaza	22	TG&Y, Winn-Dixie, Drug Mart
K-Mart Plaza		K-Mart

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: K-Mart; Friedlanders; Belk-Lindsey; McCrory; Cato; TG&Y.
Variety Stores: Edwin's, Eagle Family Discount Store; Dollar General.
Drug Stores: Murray's (Rexall); Eckerd's; Drug Mart; Apothecary Shop (Liggett's).
Food Supermarkets: Publix; Winn-Dixie; McCallister's; IGA; Thriftway; Bert's Market; Smiling Jacks.

14—NEWSPAPERS: HIGHLANDER (e-Mon. to Fri.) 5,925; (S) 6,250; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Peter Bond, Adv. Sales, HIGHLANDER.
National Representatives: None.

LAKELAND, FLA.

1—LOCATION: Polk County (In Lakeland-Winter Haven SMSA). E&P Map C-2. 38 mi. from Tampa.

On State Hwys. 33, 35, 37, 600; U. S. Hwys. 92, 98, I-4.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 14.
Intercity Bus Lines: Florida Greyhound; Tamiami Trailways.

3—POPULATION:
Corp. City 70 Cen. 41,550; Loc. Est. 51,686
CZ ABC: (70) 76,510; (80) 98,100
RTZ-ABC: (70) 150,172; (80) 198,500
County/SMSA 70 Cen. 227,697;
Loc. Est. 291,681
City & RTZ-ABC: (70) 227,222; (80) 296,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 17,100; Loc. Est. 20,787
Co./SBSA 70 Cen. 102,600; Loc. Est. 109,119
CZ ABC: (70) 25,243; (80) 37,000
RTZ-ABC: (70) 47,660; (80) 71,800
City & RTZ-ABC: (70) 72,903; (80) 108,800

5—BANKS: S & L Assns. 3; Comm. 8—Total Est. Dep. $1,698,095,000

6—PASSENGER AUTOS: County 172,235(1978)

7—ELECTRIC METERS: Residence 18,970

8—GAS METERS: Residence 6,795

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Av. Wkly. Wage): All Mfg. Av. Wage ($255); Food Pdts. ($205); Chemicals ($331); Non-Metallic Minerals ex Fuels ($291).

10-CLIMATE: Min. & Max. Temp.—Spring 61-81; Summer 71-90; Fall 65-82; Winter 52-72. First killing frost, Nov. 16. Last killing frost, Mar. 4.

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Downtown	0	Mass Bros., J.C. Penney
Southgate(19)	1½	Publix, Walgreen Belk-Lindsey
Grove Park (26)	2½	Scotty's, Publix, Eckerd
Searstown (33)	2½	Sears, Belk-Lindsey, Publix, Woolworth
Wabash (16)	1	Publix, Eckerd.
Lakeland Mall (50)	2	Ward's, Woolco
Edgewood (20)	20	Jewel T, Eckerd
Imperial Mall (9)	3	Zayre, SuperRx, Food Fair, Eagle Army & Navy
Lake Miriam Sq.	14	Food World, Wilkor, Eckerd
Lakeland South Center	30	Independent Shoppes
Ingraham Plaza (7)	—	Sawmill, Cannon Music.
Market Square(10)	4	TG&Y Family Center, Winn-Dixie, Eckerd

Stores Open Evenings: Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., J.C. Penney.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack 4; Badcock 3.
Discount Stores (CZ): K-Mart, Zayre, Woolco, TG&Y Family Center.
Variety Stores: McCrory, Woolworth.
Chain Drug Stores (CZ): Walgreen, Eckerd 3; Donatelli's 4, SuperRx 2.
Chain Food Supermarkets: Publix 4; Winn-Dixie; Foodtown 1; Food Fair 2; Shopping Basket 2; Kash & Karry; Albertson's 1; Food World.
Other Chain Stores: Thom McAn; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; De Sears; Leeds; Josies; Hanover Shoes; Zales; George Stuart; Color Tile; Western Auto.

14—NEWSPAPERS: LEDGER (e) 49,588, (S) 57,143, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Whitworth, Adv. Mgr., LEDGER.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

LEESBURG, FLA.

1—LOCATION: Lake County, E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Intercity Bus Lines: Florida Greyhound.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 11,869; Loc. Est. 15,716
CZ ABC: (70) 11,869; (80) 14,900
RTZ-ABC: (70) 72,275; (80) 110,100
County 70 Cen. 69,305; Loc. Est. 99,485
City & RTZ-ABC: (70) 84,144; (80) 125,000

4—HOUSEHOLDS:
City 70 Cen. 4,094; Loc Est. 6,153
County 70 Cen. 24,621; Loc. Est. 40,841
CZ ABC: (70) 4,090; (80) 5,900
RTZ-ABC: (70) 25,070; (80) 43,600
City & RTZ-ABC: (70) 29,160; (80) 49,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	1	$60,000,000
Commercial Banks	3	$90,000,000

6—PASSENGER AUTOS: County 60,047

7—ELECTRIC METERS: 10,388

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Av. Wkly. Wage)—Citrus Packing ($100); Manufacturing ($140).

10-CLIMATE: Min. & Max. Temp.—Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69.

11—TAP WATER: Neutral.

12—RETAILING:
Shopping Centers: Kimco (SuperRx Drug); Palm Plaza; So. 14th Shopping Center; Field Plaza, Southside Shopping Center, K-Mart Plaza.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Penney; Sears; Ezell's; Belk-Lindsey; McCrory 2; Sterchis; K-Mart; Masters Mart; Eagles.
Chain Drug Stores (CZ): B&W (Rexall) 2, Liggett (Rexall); Eckerds; SupeRx; Webster's; Gray's Drugs.
Chain Food Supermarkets: A&P; Pantry Pride; Saverite; Li'l Giant 2; Thriftway; Publix; Superette 2; Westside; Food World; Winn-Dixie 2.
Other Chain Stores: Western Auto; Woolworth's; Goodyear; Sherwin-Williams; Mary Carter Paints; Rudolph's Jewelers; S&H Green Stamps; Gold Bond Stamps; ABC Liquors.

14—NEWSPAPERS: COMMERCIAL (e-Mon. to Fri.) 10,931; (S) 11,463; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ken Pass, Adv. Mgr., COMMERCIAL.
Nat'l Representatives: Branham/Newspaper Sales.

MARIANNA, FLA

1—LOCATION: Jackson County, E&P Ma 1, on Chipola River, 51 mi. N.E. of Panama Cit

2—TRANSPORTATION: SCL and L&N Railroads; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,741; Loc. Est. 8,355
County 70 Cen. 34,434; Loc. Est. 39,465

4—HOUSEHOLDS:
City: 70 Cen. 2,183; Loc. Est. 3,243
County: 70 Cen. 10,295; Loc. Est. 14,163

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	1	$30,000,000
Commercial Banks	3	$89,172,000

6—PASSENGER AUTOS: County 16,897

9— PRINCIPAL INDUSTRIES (CZ): Limestone Quarries; Pine and Hardwood Timber, Peanut Shelling, Farming (Peanuts, Soybeans & Corn); Apparel; Furniture.

11—TAP WATER: Not fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: Carol Plaza: Dollar General, Wilson's Men's Store, Sew 'N' Sew Fabric Shop, Lia's Gift Shop, Plaza Barber Shop, Nic Nac Nook (restaurant), The Doorknob (ladies wear), Waco Drugs, Teleprompter Cable T.V., The Green Frog (Live Plants), Plaza Beauty Shop, Merle Norman Cosmetics, The Plant Shop and Florist, Jim Roberts, Realtor.
Lafayette Plaza: TG&Y Family Center and Piggly Wiggly Food Store.
Rivergate Plaza: Woolworth, Century 21 Laundry and Cleaners, Basford Piano and Organ, Webster's T.V. and Radio Shack, Pay Less Shoes, Eckerd Drugs, Winn Dixie Grocery.

13—RETAIL OUTLETS: Clothing Stores: The Pansian, Cato's, The Kenwin Shop, Thrift Dept. Store; Daffin's Department Store, Schreiber's (Men); Tops & Bottoms; Standland's; Mens' and Boys Wear.
Variety Stores: Family Dollar, Bill's Dollar; TG&Y Boys' Wear.
Drug Stores: Hightowers; Watson-Rexall; Parramore's; Waco.
Chain Food Stores: IGA Foodliner; Piggly Wiggly; Winn Dixie.
Other Chain Stores: Sears Roebuck.

14—NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-Tues. to Fri.) 4,842; (S) 5,311, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Harold Odom, Pub., JACKSON COUNTY FLORIDAN.
National Representatives: None.

MIAMI, FLA.

1—LOCATION: Dade County (SMSA). E&P Map D-4. 260 mi. SE of Tampa, 350 mi. S of Jacksonville.

2—TRANSPORTATION: Railroads: Florida East Coast; Seaboard.
Waterways: Atlantic Intracoastal Waterway with barge service.
Intercity Bus Lines: Greyhound, Trailways.
Motor Freight Carriers: 57.
Steamship: 21 passenger; 58 freight.
Airlines: 69 scheduled airlines; non-scheduled 74.

3—POPULATION:
Corp. City 70 Cen. 334,859; Loc. Est. 374,300
CZ ABC: (70) 1,267,792; (80) 1,482,100
RTZ-ABC: (70) 672,686; (80) 1,025,200
County/SMSA
70 Cen. 1,267,792; Loc. Est. 1,526,600
City & RTZ-ABC:
(70) 1,940,478; (80) 2,507,300
Demographic Information available from Newspaper. See paragraph 14

"BULLSEYE"

We are the target you are shooting for.

Discover the golden markets of Florida.
Down the middle of the State of Florida lies an eight-county contiguous market group consisting of six New York Times daily newspapers. These papers influence the buying decisions of 156,000 households, or 65% of the households in this fast-growing area.
When comparing the demographics of this untouched golden market area with the major markets in Florida using Sales Marketing & Management's 1980 Survey of Buying Power, you will find rankings within the top three or four in the state.
These golden market papers are available to you through one insertion order, one bill arrangement to buy these six papers as easy as buying one of the major market products. A national contract is available to make this buy even more attractive.
Call (813)687-7883 for more details on this fast growing area, or contact your nearest Branham Newspaper Sales Representative of Florida or Publisher's Representative of Florida.

Survey of Buying Power, 1980
Effective Buying Income $4,255,204,000
Retail Sales $3,091,236,000
Food Sales $757,401,000
General Merchandise $342,223,000
Furniture & Appliances $126,307,000
Automotive Sales $590,565,000
Drug Sales $121,173,000
Eating & Drinking $249,391,000

S&MM

Would You Like To Put Yourself In This Sales And Profits Picture? Just Contact Either Of The Following:

• Gainesville Sun — (904)378-1411
P.O. Drawer A, Gainesville, FL 32602
• Ocala Star-Banner — (904)629-0011
P.O. Box 490, Ocala, FL 32670
• The Ledger — (813)687-7000
P.O. Box 408, Lakeland, FL 33802
• Lake City Reporter — (904)752-1297
P.O. Box 1709, Lake City, FL 32055
• Leesburg/Commercial — (904)787-4515
P.O. Box 7, Leesburg, FL 32748
• Palatka Daily News — (904)328-2721
P.O. Drawer 777, Palatka, FL 32077

Your nearest Branham
Newspaper Sales Representative
or Publisher's Representative of Florida

Other New York Times newspapers available through this plan:
Avon Park Sun, Avon Park, Fla. weekly
The Sebring News, Sebring, Fla. weekly
Marco Island Eagle, Marco Island, Fla. weekly
Fernandina Beach News-Leader, Fernandina Beach, Fla. weekly
The Zephyrhills News, Zephyrhills, Fla. weekly
The Islander, Anna Maria, Fla. weekly
The Dispatch, Lexington, N.C. daily
Star-News Newspapers, Wilmington, N.C. daily
The Times-News, Hendersonville, N.C. daily

NYT
A New York Times Company

MIAMI—continued

4—HOUSEHOLDS:
City 70 Cen. City 120,393; Loc. Est. 151,400
Co./SMSA 70 Cen. 428,026; Loc. Est. 596,300
CZ ABC: (70) 428,035; (80) 572,700
RTZ-ABC: (70) 239,356; (80) 419,700
City & RTZ-ABC: (70) 667,391; (80) 992,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	17	$12,672,937,000
Commercial Banks	64	$7,980,988,000

6—PASSENGER AUTOS: County 1,287,053

7—ELECTRIC METERS: Residence 562,580

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners—Mfg. 103,300, Construction 42,900 Transp. 71,500; Fin., Ins. & Real Est. 50,500 Ret. Trade 132,300; Service 175,900 Gov. 92,300 (Av. Wkly. Wage): Food ($227); Apparel ($142); Furn. & Fixt. ($200); Machy. ($266); Transp. Equip. ($253);

10-CLIMATE: Min. & Max. Temp.—Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:
Shopping Areas (With Principal Store and/or Supermarket):

Central Business Districts

Downtown Miami—Burdine's, J. Byron's, Jordan Marsh, Jefferson's, Sears
Lincoln Rd. Mall-Sandra Post, Florsheim Shoes, I Miller, Adrian Thal Furs, Burdine's, Lane Bryant, Peak Imports
Miracle Mile—Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
163ro St.	8	Burdine's, Pantry Pride J.C.Penney Jordan Marsh,
Lincoln Road	4	Burdine's, Pantry Pride;
Miracle Mile	8	Sears, Pantry Pride; J. Byron's
Key Biscayne	6	Pantry Pride Kwik Chek
Dadeland	13	Burdine's; Panty Pride, J.C. Penney, Jordan Marsh
Carol City	10	J.C. Penney, Grand Union
Palm Springs mile	8	J. Byrons, Grand Union, Publix, Winn-Dixie, Zayre
Northside	8	Sears, Grand Union
Biscayne	6	J.C. Penney, Walgreen, Pantry Pride
Central	5	J.C. Penney, Grand Union, Zayre
Westchester	6	Pantry Pride, Zayre, K-Mart
Red Bird	8	Belks, Pantry Pride Grand Union
Cutler Ridge	17	Pantry Pride, Sears
Miami Gardens	2	Publix
127th Street	2	Woolworth, Publix
Concord	3	Grand Union
University	2	Woolworth, Pantry Pride;
Suniland	3	Publix, Grand Union
Perrine	3	Woolworth, Kwik-Chek
Bal Harbour	12	Abercrombie & Fitch, Neiman Marcus
Midway	11	Winn-Dixie, Richard's
Westland	13	Sears, Burdine's, J.C. Penney
Omni	1	J.C. Penney, Jordan Marsh
Skylake	10	Gold Triangle; J Byvors

Other Shopping Centers (Regional): Catalina; Kendal Mall; Homestaed Plaza; Northside Mall; Skylake Mall.
Stores Open Evenings: Downtown-Mon., Thu. & Fri.; Food & suburban-every night.

13—RETAIL OUTLETS: Department Stores: Burdine's 9; Pantry Pride; Sears 5; J.Byron's 11; J.C Penney 6; Jordan Marsh 3;
Discount Stores (CZ): Zayre 10; Jefferson 6, K-Mart 5; Treasury 2; Gold Triangle 3; Woolco 4; Eagle Army/Navy 24.
Variety Stores: Kress; Woolworth; McCrory; Kresge; Neisner's.
Chain Drug Stores (CZ): Eckerd 22; Florida 2; Lee's 5, Pan American; Sheldon's 2, Kasden 2, Walgreen 11; SuperRx 11, Liggett-Rexall 3, Gray 9.
Chain Food Supermarkets: Grand Union/Basics Way 25; Publix 28; Pantry Pride 67; Winn-Dixie/Kwik Chek 62; 7-Eleven 86; Convenient 3; U-Tote-M 66; Food Spot 23; Lil General Stores 18; Associated 169; Great Valu 2; Thrifty 1.
Other Chain Stores: Neiman-Marcus; Lerner's; Saks; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond. L. Luria; Best

14—NEWSPAPERS: HERALD (m) 444,058, NEWS (e Mon-Fri) 61,910, comb. (m&e) 505,968; HERALD (S) 576,261; Mar. 31, 1980 ABC.
DIARIO LAS AMERICAS (Spanish); (m-Tues. to Sun;) 55,443 sworn Sept. 30, 1979 (Latest available statement).
Local Contact for Advertising and Merchandising Data: John Kosanke, Adv. Dir., HERALD-NEWS; Enrique J. Perez, Adv. Mgr. DIARIO LAS AMERICAS.
National Representatives: HERALD & NEWS-Knight-Ridder Newspaper Sales Inc.; DIARIO LAS AMERICAS-Contact Direct.

FLORIDA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HENDRY	11,859	18,258	41,910	136,855	6,486	21,100	249	108,731	7,512
HERNANDO	17,004	38,677	36,816	259,764	15,912	16,325	397	4,116	20,647
Brooksville	4,387	8,310	9,379	55,109	3,315	16,624	*	*	*
HIGHLANDS	29,507	48,460	81,378	330,870	20,005	16,539	573	20,975	14,135
HILLSBOROUGH	490,265	635,370	1,357,627	4,543,927	241,409	18,823	2,561	41,836	62,138
Tampa	277,767	261,790	762,283	1,885,532	107,161	17,595	*	*	*
HOLMES	10,720	15,006	21,720	71,458	5,790	12,342	644	3,732	4,494
INDIAN RIVER	35,992	56,877	109,345	475,151	22,696	20,935	408	26,514	3,232
JACKSON	34,434	39,229	97,116	195,942	14,150	13,847	1,268	2[illegible],570	11,775
Marianna	6,741	7,826	20,592	42,338	3,057	13,850	*	*	*
JEFFERSON	8,778	10,286	19,242	46,217	3,408	13,561	308	6,276	4,518
LAFAYETTE	2,892	4,559	9,827	25,228	1,804	13,984	320	2,838	12,694
LAKE	69,305	99,611	182,153	750,972	41,407	18,136	1,573	91,076	7,116
Leesburg	11,869	16,004	31,945	123,110	6,345	19,403	*	*	*
LEE	105,216	199,822	270,444	1,783,560	82,982	21,493	364	16,353	1,500
Cape Coral	10,193	58,780	27,578	552,252	26,311	20,989	*	*	*
Fort Myers	27,351	39,100	66,635	326,825	14,984	21,812	*	*	*
LEON	103,047	136,336	328,315	1,248,574	49,219	25,368	283	1,745	1,632
Tallahassee	72,586	93,934	233,500	877,800	34,704	25,294	*	*	*
LEVY	12,756	18,245	35,923	86,771	6,941	12,501	438	3,393	4,333
LIBERTY	3,379	4,428	8,338	19,659	1,582	12,427	96	623	150
MADISON	13,481	14,220	32,246	69,985	5,026	13,925	674	6,877	8,023
MANATEE	97,115	146,498	256,459	1,303,904	66,828	19,511	664	30,258	13,766
Bradenton	21,040	28,946	50,225	229,438	13,167	17,425	*	*	*
MARION	69,030	110,014	168,736	753,888	41,514	18,160	1,247	10,932	17,525
Ocala	22,583	39,475	62,713	312,073	15,008	20,794	*	*	*
MARTIN	28,035	57,840	80,983	506,884	24,574	20,627	215	27,005	5,486
Stuart	4,820	18,071	13,430	152,760	7,902	19,332	*	*	*
MONROE	52,586	51,958	187,996	467,440	19,482	22,967	N.A.	N.A.	N.A.
Key West	29,312	21,872	94,524	170,401	7,803	21,864	*	*	*
NASSAU	20,626	33,105	53,801	197,6[illegible]9	11,266	17,543	254	331	16,346
OKALOOSA	88,187	111,136	277,284	643,143	37,091	17,340	445	3,878	5,086
Fort Walton Beach	19,994	23,858	72,432	162,023	8,138	19,909	*	*	*
OKEECHOBEE	11,233	21,408	20,308	139,369	7,236	19,261	284	6,312	44,873
ORANGE	344,311	449,926	1,172,323	3,719,724	166,963	22,279	1,204	88,303	12,839
Orlando	99,006	123,945	328,834	997,820	50,009	19,953	*	*	*
OSCEOLA	25,267	45,275	71,476	302,852	19,068	15,883	394	9,768	9,775
PALM BEACH	348,753	555,640	1,528,688	4,851,981	230,767	21,025	580	239,111	15,017
Boca Raton	28,506	55,253	190,859	683,749	24,366	28,062	*	*	*
Palm Beach	9,086	11,031	96,078	223,279	5,591	39,935	*	*	*
West Palm Beach	57,375	62,708	233,894	512,563	28,642	17,896	*	*	*
PASCO	75,955	177,024	254,166	1,082,325	82,852	13,063	972	19,811	27,494
PINELLAS	522,329	740,939	1,772,081	6,085,474	351,215	17,327	265	4,913	1,672
Clearwater	52,074	88,139	187,780	778,176	42,026	18,517	*	*	*
St. Petersburg	216,232	254,035	707,406	2,003,527	122,654	16,335	*	*	*
POLK	227,697	296,951	740,700	2,121,525	112,253	18,899	2,528	112,872	17,970
Lake Wales	8,240	9,810	26,486	69,252	3,924	17,648	*	*	*
Lakeland	41,550	52,095	149,769	42[illegible],314	21,180	20,081	*	*	*
Winter Haven	16,136	20,431	59,838	173,347	8,475	20,454	*	*	*
PUTNAM	36,424	46,362	82,878	257,253	17,200	14,957	463	7,392	4,358
Palatka	9,444	9,[illegible]44	20,223	48,042	3,260	14,737	*	*	*
ST. JOHNS	31,035	47,137	103,313	309,935	18,250	16,983	181	17,152	1,733
St. Augustine	12,352	12,892	41,860	86,729	5,165	16,792	*	*	*
ST. LUCIE	50,836	81,374	153,092	601,664	31,441	19,136	450	34,025	6,624
Fort Pierce	29,721	35,360	82,868	234,022	13,305	17,589	*	*	*
SANTA ROSA	37,741	52,812	107,466	361,684	18,065	20,021	571	11,010	2,427
SARASOTA	120,413	199,646	390,017	1,892,992	93,490	20,248	257	2,291	3,104
Sarasota	40,237	52,726	133,118	509,114	24,713	20,601	*	*	*
SEMINOLE	83,692	166,697	194,780	1,346,362	59,899	22,477	419	10,408	2,644
Sanford	17,393	24,873	33,510	155,300	9,345	16,619	*	*	*
SUMTER	14,839	22,724	34,759	131,919	8,473	15,569	605	4,890	5,658
SUWANNEE	15,559	21,307	49,489	115,526	7,802	14,807	1,081	11,441	19,005
TAYLOR	13,641	15,094	38,883	81,733	5,499	14,863	208	542	1,193
UNION	8,112	10,750	14,725	53,485	3,100	17,253	215	1,644	3,925
VOLUSIA	169,487	245,579	510,727	1,878,224	106,430	17,648	897	20,164	13,853
Daytona Beach	45,327	52,284	130,655	382,174	22,708	16,830	*	*	*
De Land	11,641	14,725	31,809	100,660	5,882	17,113	*	*	*
WAKULLA	6,308	10,271	11,696	65,390	3,649	17,920	79	222	353
WALTON	16,087	19,923	36,990	99,147	7,639	12,979	440	6,806	3,934
WASHINGTON	11,453	15,627	22,574	67,075	5,791	11,583	453	1,748	2,318

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1979 Cash Receipts as follows: From Crops $2,859,537,000; from Livestock & Livestock Products $1,013,454,000; Total $3,872,991,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

NAPLES, FLA.

1—LOCATION: Collier County, E&P Map D-4, County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. Nw of Miami, on Tamiami Trail US 41, 163 mi. S. of Tampa. Western terminal of Florida 84 "Everglades Expressway" to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2—TRANSPORTATION: Seaboard Coastline RR.; Tamiami Trailways Bus; Greyhound Bus; Naples Airlines; 6 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 12,042; Loc. Est. 23,048
CZ ABC: (70) 24,500; (80) 47,800
RTZ-ABC: (70) 15,472; (80) 35,000
County 70 Cen. 38,040; Loc. Est. 77,600
City & RTZ-ABC: (70) 39,972 (80) 82,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,704; Loc. Est. 10,518
County 70 Cen. 13,012; Loc. Est. 34,200
CZ ABC: (70) 8,886 (80) 19,700
RTZ-ABC: (70) 4,928 (80) 12,900
City & RTZ-ABC: (70) 13,814; (80) 32,600

5—BANKS: Savings & Loan 4; Commercial 9; Deposits $586,956,250

6—PASSENGER AUTOS: County 53,529

7—ELECTRIC METERS: 39,233

8—GAS METERS: Bottle gas only.

9— PRINCIPAL INDUSTRIES (CZ): Resorts; Agriculture; Fishing; Const.; Land Develop.; Manufacturing 350 ($160); Constr. 850 ($320 skilled), (unskilled $80); Wholesale and retail trade 1600; Transp. & Public Utilities 200; Fin., Ins. & Real Estate 850; Gov. 1,000; Agriculture 450; Service 1,400; Other wage and salary 2,250. Ptg. and Pub. 100. Year round tourists; Marine research & testing; Concrete & Ornamental Iron Products.

10-CLIMATE: Min. & Max. Temp.—Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 7 blocks on 5th Avenue, 6 on Tamiami Trail; 3 on 3rd Street south (exclusive shops).
Neighborhood Shopping Centers: 4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Central Shpg. Mall; Gulf Shore Shpg. Ctr.; Gulf Gate Shpg. Ctr.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central Mall	14	Winn-Dixie, Eckerd, Beall's
Park Shore Mall	25	K-Mart, Eckerd, J. Byron, Grand Union
Naples	35	Publix Mkt., Britt's Dept. Store
Gulf Gate	15	American, TG&Y Family, Publix
Coastland Center	68	Maas Bros., Sears

Principal Shopping Days: Wed., Thu., Fri. and Sat.
Stores Open Evenings: Liggett's; Publix; Winn-Dixie; Grand Union; K-Mart; TG&Y; Beall's; Britt's; Maas, Sears, Eckerd Drug, J. Byrons 6 nights.

13—RETAIL OUTLETS: Department Stores: K-Mart; J. Byron; TG&Y; Beall's Dept. Store; Sears; Maas Brothers; Britts.
Variety Stores: Hartley's Variety Store; McCrory's; TG&Y; Eagle Army/Navy
Chain Drug Stores: K-Mart; Eckerd Drug; Treasury Drug; Gray Discount Druas.
Chain Food Stores: Grand Union; Great Southern Supermarket; Sunshine Foodway; Sunshine Suprex; Winn-Dixie; Publix.
Other Chain Stores: Western Auto; Robb-Stuckey; Naples Furniture; Mark Fore & Strike; Gattles; Baxter Shoes; Babcock Furniture; Al's Appliance; Army/Navy; Eagle Stores; Lerners; Bakers; Zales; Kay Jewelers; Sherwin-Williams; Radio Shack.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 23,572; (S) 28,067; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Berling, Adv. Dir., NEWS.
National Representatives: Direct—Contact Robt. Groff, Natl. Adver. Mgr.

OCALA, FLA.

1—LOCATION: Marion County, E&P Map C-2. County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville and 80 mi. N.W. of Orlando.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Amtrak.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 22,583; Loc. Est. 38,452
City Zone ABC: (70) 27,872; (80) 36,800
RTZ-ABC: (70) 41,158; (80) 82,400
County 70 Cen. 69,030; Loc. Est. 107,862
City & RTZ-ABC: (70) 69,030; (80) 119,200

4—HOUSEHOLDS:
City 70 Cen. 7,419; Loc. Est. 14,508
County 70 Cen. 28,400; Loc. Est. 40,389
City Zone ABC: (70) 8,891; (80) 13,800
RTZ-ABC: (70) 13,328; (80) 30,100
City & RTZ-ABC: (70) 22,219; (80) 43,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan Assns.	4	$350,074,000
Commercial Banks	7	$344,660,000

6—PASSENGER AUTOS: County 63,254

7—ELECTRIC METERS: 25,445

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Agriculture 2,390 ($116); Mining 113 ($227); Food 495 ($234); Apparel 523 ($157); Ptg. & Publ. 245 ($175); Stone & Clay 226 ($249); Mobile Home Industry 1,427 ($250).
Principal Industrial Pay Days: Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69. First killing frost, Dec. 7. Last killing frost, Feb. 27.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 Blocks around Downtown Square; Pine Street Shopping Center & West Brothers Plaza on Pine St., Ocala Shopping Center, Searstown Shopping Center, 40 East Shopping Center, The Cascades Mall, Cooks Plaza, K-Mart Plaza, and Family Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road.
Principal Shopping Days: Thu., Fri., Sat., Mon.
Stores Open & Close: Shpg. centers open every evg.

13—RETAIL OUTLETS: Department Stores: Rheinauers; Belk-Lindsey; Sears; J. C. Penney; K-Mart, Maas Brothers.
Variety Stores: Woolworth's; Eagle; Neisner Brothers; TG&Y.
Discount Stores (CZ): West Brothers; Cooks.
Chain Drug Stores (CZ): Wslgreen 3, Bitting's (Rexall) 2; SuperRx; West Brothers Phcy.; Eckerd's; K-Mart; Family Mart.
Chain Food Supermarkets: Winn-Dixie 4, Thriftway 2; Publix 2.; A&P; Pantry Pride; Kash 'N Karry; Family Mart.
Other Chain Stores: Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Willians; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; TV Stamps; Cloth World, Fabric King; Masters Merchandise; Pinch-a-Penney; Bell Shoes.

14—NEWSPAPERS: STAR-BANNER (e-Mon. to Fri.) 31,932; (S) 34,411; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. Paul Brooks, Pub., Paul Bairstow, Adv. Dir., STAR-BANNER.
National Representatives: Branham/Newspaper Sales; Publishers Representatives or Florida, Inc.

ORANGE PARK, FLA.

1—LOCATION: Clay County, E&P Map D-1 (In Jacksonville SMSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys. 220, 224.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound Lines.
Airlines: Delta; Eastern; National; Southern; Air Florida, Braniff; (Jacksonville, Fla.).

3—POPULATION:
Corp. City 70 Cen. 7,619; Loc. Est. 12,989
County 70 Cen. 32,059; Loc. Est. 59,868
SMSA 70 Cen. 621,827; Loc. Est. 724,565
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
city 70 Cen. 2,118; Loc. Est. 4,153
County 70 Cen. 9,396; Loc. Est. 20,403
SMSA 70 Cen. 189,313; Loc. Est. 257,085

5—BANKS: 4; Deposits $63,976,408

6—PASSENGER AUTOS: County 34,317

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15. Last killing frost, Feb. 1.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Bel Air	1	Winn-Dixie
Kingsley Sq.	1	Publix Mkt., Eckerd Drug
Orange Pk. So.	2	Ivey's, Sears, May Cohen
Pinetree Plaza	1	Big Star
Live Oak Plaza	1	Eckerd's

13—RETAIL OUTLETS: Department Stores: May-Cohens; Sears; Ivey's.
Chain Drug Stores (CZ): Atkinson's, Townsend's Bellair; Pic-N-Save, Eckerd's.
Chain Food Supermarkets (CZ): Publix; Winn-Dixie; Pantry Pride; Big Star; A&P.

14—NEWSPAPERS: CLAY TODAY; 5,759; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard C. Wells, Pub., Scott L. Swanson, Adv. Mgr., CLAY TODAY.
National Representatives: Thomson Newspapers, Inc.

ORLANDO, FLA.

1—LOCATION: Orange County (In Orlando SMSA). E&P Map D-2. County Seat. Florida's largest inland city, 134 miles south of Jacksonville, 50 miles west of Cape Canaveral, and 232 miles north of Miami. Major tourist and convention city. Regional transportation, communications, distribution, retail, financial, education, and agriculture center for Central Florida. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Highways 17, 92, 27, 192, 441. Interstate 4, Florida Turnpike, Beeline Expressway, East-West Expressway. Florida Highways 46, 50, 436, 438, 520.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Amtrak; Auto-Train Corp.;
Motor Freight Carriers: 34.
Intercity Bus Lines: Greyhound; Trailways; O. SO. Transportation Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines: Air Florida; Braniff; Delta; Eastern, Northwest, Ozark; Pan Am; Republic; TWA; United; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 99,006; Loc. Est. 129,377
CZ ABC: (70) 371,023; (80) 519,900
Balance in PMA-ABC: (70) 192,026; (80) 290,400
Total PMA-ABC: (70) 563,049; (80) 810,300
SMSA: 70 Cen. 453,270; Loc. Est. 648,192
County 70 Cen. 344,311; Loc. Est. 445,187
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 33,835; Loc. Est. 48,043
County: 70 Cen. 108,643; Loc. Est. 167,284
SMSA: 70 Cen. 14: 494; Loc. Est. 247,657
CZ ABC: (70) 116,835; (80) 186,500
Balance in PMA-ABC: (70) 65,419; (80) 113,200
Total PMA-ABC: (70) 182,318; (80) 299,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	6 (66Br.)	$1,749,660,000
Commercial Banks	35 (58Br.)	$2,189,621,000

6—PASSENGER AUTOS: County 310,397

7—ELECTRIC METERS: City Res. 48,903; Co. 170,-843; SMSA 255,066

8—GAS METERS: City Res. 5,576; SMSA 20,933

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Manufacturing 36,600 (Av. Wk. Earn. $247); Construction 20,200; Trans., Com., Util. 13,800; Trade 74,100; Finance 19,000; Services $73,500; Government 45,500

10-CLIMATE: Min. & Max. Temp.—Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11—TAP WATER: Alkaline, hard. Fluoride added. 3 per M.

12—RETAILING: Major Retail Areas: Downtown Orlando—10 blocks on Orange and Magnolia Avenues bounded by Colonial Ave., South St., Garland Ave. and Rosalind.
East Orlando—24 blocks on East Colonial bounded by Semoran Blvd. Major shopping Centers include Colonial Plaza 103 stores and Fashion Square 100 stores.
North Orlando—Downtown Winter Park 100 shops and boutiques. Winter Park Mall 54 stores, Altamonte Mall 160 stores, Seminole Plaza 36 stores, Interstate Mall 29 stores.
West Orlando—20 blocks on West Colonial bounded by Kirkman Road. Wards Plaza, Parkwood Plaza 30 stores, Pine Hills Shopping Center 45 stores, Pine Hills Village 14 stores, Tri-City Center 26 stores.
South Orlando—Principal retail areas include South Orange Blossom Trail, South Orange Ave. to Pine Castle. Major Centers include Southgate 15 stores, Lake Conway Center 19 stores (1978).

Naples Daily News

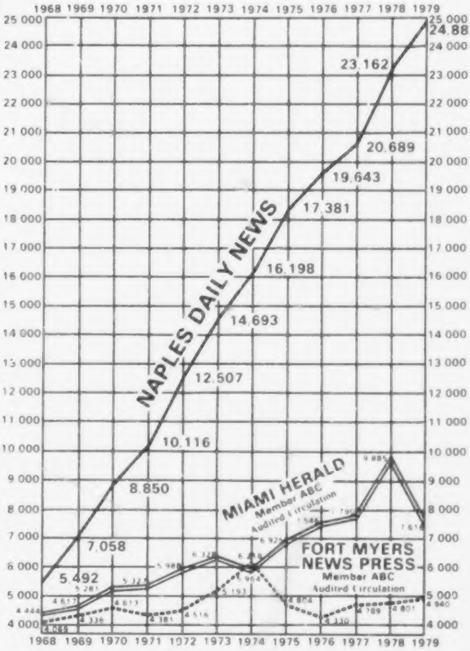
NAPLES, FLORIDA

95% Sunday*

84% Daily*

City Zone Coverage

*Circulation Comparison**
Collier County, Florida



Call Bob Groff, Nat'l Adver. Mgr. 813-262-3161
1075 Central Avenue, Naples, FL 33940

* Audit Bureau of Circulations, March 31, 1979

ORLANDO—continued

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Albertson (-)	5	Albertsons, Handy City
Aloma (27)	5½	Publix, Winn Dixie
Atlamonte Mall (165)	8½	Sears, Jordan Marsh, Burdines, Robinsons
Apopka Plaza (-)	11	Pantry Pride
Azalea Park (-)	2	Pantry Pride
Butler Plaza (35)	6	Woolco, Publix
Brantley Sq. (16)	9	Lurias, Winn-Dixie
Casselberry Square (19)	8½	Winn-Dixie, Eckerds
Century Plaza (2)	5	Woolco, A&P, Handy City
College Pk. (-)	2	Publix, Eckerds
Colonial Plaza (103)	2	Jordan Marsh, Belk-Lindsey
Conway (17)	3½	Publix, TG&Y
Coytown (18)	2	Winn-Dixie
Dover Shores (17)	2½	Winn-Dixie
Eastland (14)	4	Food World
Fairvilla (12)	2	Pantry Pride
434 Center (-)	11	Winn-Dixie, Eckerds
Fashion Sq (-)	2½	Burdines, Robinsons
Ft. Gatlin (-)	3½	IGA
Gooding's Plaza (-)	10	Goodings, Eckerds
Herndon Plaza (14)	2½	Pantry Pride, Eckerds
Hollienna (3)	2½	Publix, Eckerds
Hoffner Plaza (-)	5	Winn-Dixie, Eckerds
Interstate Mall (35)	9	Wards
Lee Rd. (17)	4½	Woolco, A&P
Leeds Plaza (-)	2½	Leeds Gold Triansie
Longwood Village (23)	11	Publix, Jefferson
Maitland (19)	6	SuperRX, Goodings ,Albertsons
Market Sq (15)	7	Lurias, Pantry Pride
Northgate Plaza (-)	4½	Food World
Oak Ridge Plaza (25)	5½	Winn-Dixie, Eckerds
Orange Blossom (33)		Pantry Pride
Orange North Plaza (30)	13	Thriftway, Eckerds
Park Wood Plaza (33)	2½	Pantry Pride
Pine Hills (42)	4½	Publix, Belk-Lindsey
Pinecastle (-)	4½	Winn-Dixie
Senford Plaza (28)	18	J.C. Penney, Publix
Seminole Plaza (36)	8½	Food World, Leeds
Silver Pines Village (24)	5	Fairway
Silver Star Plz (14)	5	Publix, Eckerds
Sky Lake (6)	6	Publix, K-Mart
South Trail Plaza (-)	3½	Winn-Dixie
South Side (13)	2	Publix, Albertsons
Springs Plaza (-)	10	Albertsons
Orienta Plaza (-)	8½	Winn-Dixie, Eckerds
Palm Springs Plaza (-)	8½	Albertsons
Tri-City (23)	13	Food World, TG&Y, Eckerds
Turkey Lake (23)	9	TG&Y, Winn-Dixie
Wards Plaza (4)	2½	Wards, Food World
Western Way (13)	2	Winn-Dixie
Winter Park Mall (60)	4½	Iveys, J.C. Penney
Zayres (14)	8½	Zayres, Pantry Pride
Zayres (4)	2	Zayres, Pantry Pride

Stores Open Evenings: Shopping Ctrs., Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Ivey's 1; Belk-Lindsey 2; Sears 2; Penney's 3; Wards 2; Jordan Marsh 2; Burdine's 2; Robinson's 2; Catalog Sales Brand Dist. (1); Leeds (4); O.G. Wilson (1).

Discount Stores (CZ): Zayre 6; K-Mart 12; Woolco 3; Gold Triangle 1.

Variety Stores: Woolworth 5, Kress 2, McCrory 7, Eagle Family Discount 8; TG&Y 12, G.C. Murphy; Roses 1.

Chain Drug Stores: Walgreen 7, Liggett Rexall 10; Eckerd 28, SuperRx 7.

Chain Food Stores (SMSA): Winn Dixie 30; A&P 4; Publix 15; Food World 7; Pantry Pride 11; Fairway 7, Albertson's 5, Best Way 3, Gooding 2.

Convenience Chain Stores (SMSA): Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-Eleven 80; Shop & Go 35; Tenneco 19; Wareco Mini-Mart 2.

Other Chain Stores (CZ): Automotive Supply, Western Auto, B.F. Goodrich; Goodyear, Pan American; Uniroyal; Midas, AAMCO; Tuffy Muffler Shops. Building Materials: Moore-Handley, Panel World, Ace Hardware, Scotties, Evans, Thomas, Lowes, 84 Lumber, Handy City; Apparel—Mens: Barons, Britches South, Clothes Horse, His Stores, Pants Place, Pressley's, Surrey's, The Ranch, Rutland's, Schwobilt, Richman Brothers, The Gap, Levitation, Carnaby Shop, Chess King. Apparel-Women: Colony Shops, Edward-Macy-Brenners, Harper's, Kara-Lyn, Lane Bryant, Lerner, Maternalane, Rheinauers, 5-7-9, Stuff To Wear, Accent, Inc., The Gap; Body Shop, The Limited, Brooks; Casual Corner; Foxmoor Casuals; Young Sophisticates; Home Appliances, Radio, TV, Associated, Ernie Kelly Britts, Bill Bear, Bellows TV Town, Claude H. Wolfe, Whiteside, Radio Shack, LaFayette; Gasoline: Amoco, BP, Fina, Exxon, Gulf, Chevron, Citgo, Mobil, Shell, Phillips 66, Union 76, Texaco, Tenneco, Standard, Sunoco; Jewelers: Gordon, Lawton's, Mayor's, Zale, Jacob's Jewelers; Furniture: Badcock; Castro Convertibles, Carriage House, Hallmark, Kane, Levitz, Noli's, Sterchi, Fabrics: Mae's; Jo-Ann's Fabrics, Stretch & Sew; Cloth World, Remnant Shops, Singer. Shoes: Baker's, Behr's, Flagg Brothers, Hanover Shoes; Holiday, Steffi, Stride Rite, Warren Stanley; Bari; His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14—NEWSPAPERS: SENTINEL STAR (All Day) 201,383; (Sat. m) 194,348, (S) 243,704, Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: George McDaniel, Mgr., Gen. Adv., Mary C. Munster Res. Mgr. SENTINEL-STAR.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

PALATKA, FLA.

1—LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S. of Jacksonville. On U.S. Hwy. 17; State Hwys. 15, 19, 20, 21, 26, 100, 207, 209, 216, 308, 309, 310, 315.

2—TRANSPORTATION: Railroads: ACL; Southern Fla. East Coast at East Palatka.

Motor Freight Carriers: 3.

Intercity Bus Lines: Greyhound; Tamiami, Pioneer Trans.; Mercury, Great Southern.

3—POPULATION:

Corp. City 70 Cen. 9,444, Loc. Est. 10,000
CZ ABC: (70) 9,310; (80) 9,300
RTZ-ABC: (70) 26,980; (80) 39,400
County 70 Cen. 36,424; Loc. Est. 48,000
City & RTZ-ABC: (70) 36,290, (80) 48,700

Demographic Information available from Newspaper. See paragrapn 14.

4—HOUSEHOLDS:

City 70 Cen. 2,997; Loc. Est. 3,349
County 70 Cen. 8,497; Loc. Est. 17,500
CZ ABC: (70) 2,997; (80) 3,400
RTZ-ABC: (70) 8,497, (80) 14,200
City & RTZ-ABC: (70) 11,494, (80) 17,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$78,658,681
Commercial Banks	3	$91,880,630

6—PASSENGER AUTOS: County 33,000

7—ELECTRIC METERS: 24,500

8—GAS METERS: Residence 3,750

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Paper Mills 1,700 ($300), Boxes and Crates 150 ($170), Kaolin Glass Sand 100 ($170); Elec. Plants 125 ($250), Furn. Ind. 225 ($180); Specialty Bag Plant 330 ($170) Steel Fabrication 100 ($250) Boat Boilding 50 ($250).

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 70-90; Fall 50-70, Winter 40-60. First killing frost, Dec. 16. Last killing frost, Feb. 2.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on St. John's Avenue.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Town & County	10	K-Mart, Publix
Azalea Plaza	16	Pantry Pride, Eckerd,
Westgate	10	Stop and Shop, Ace Hdw., Rexall

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Belk-Hudson, Alterman's; Eagle.

Variety Stores: McCrory's; Ben Franklin, Neisner's.

Chain Drug Stores (CZ): Walgreen, Rexall 2; Eckerd, Pic 'N Save; Professional Phcy, Revco.

Chain Food Supermarkets: Winn-Dixie, Stop & Shop; Pantry Pride, Publix.

Other Chain Stores: Diana, Sears (Catalog); Vogue; Goodyear; Firestone.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 10,985, Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: John M. Delzell, Pub., Robert Beacham, Adv. Dir. NEWS.

National Representatives: Branham/Newspaper Sales, Publishers Representatives of Florida, Inc.

PALM BEACH, FLA.

(See also West Palm Beach)

1—LOCATION: Palm Beach County (In West Palm Beach-Boca Raton SMSA). E&P Map D-3. Hwys. A1A, U.S. 1, 441, 98, State 710, I-95, Fla. Turnpike.

2—TRANSPORTATION: Railroads: Florida East Coast, Seaboard Coastline.

Airlines: National; Eastern, Delta, American; TWA, United, Air Florida Braniff, U.S. Air.

3—POPULATION:

Corp. Cities 70 Cen. 9,086; Loc. Est. 12,175
County/SMSA 70 Cen. 348,753; Loc. Est. 534,525

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:

City 70 Cen. 7,285; Loc. Est. 6,083
Co/SMSA 70 Cen. 123,347, Loc. Est. 219,609

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns	5	N.A.
Commercial Banks	5	N.A.

6—PASSENGER AUTOS: 330,223

10-CLIMATE: Avg. Temp. for year 74.6; Summer 80.4; Winter 71.6; Rainfall 51.54 in yr.

12—RETAILING:

Neighborhood Shopping Centers: Royal Poinciana Plaza 26 stores, (Gucci, Sara Fredericks); Worth Ave. (Bonwit Teller, Saks Fifth Ave., Delman, Van Cleef.) Marthas, Gucci, Sara Fredericks, mark Cross, Cartier, Frances Brcuster, Elizabeth Arden).

13—RETAIL OUTLETS:

Chain Food Stores: Publix.

14—NEWSPAPERS: NEWS (m) 3,989, (S) 5,014, sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Jerry Hastings, Adv. Dir. NEWS.

National Representatives: Sawyer-Ferguson-Walker Co., Inc.

PANAMA CITY, FLA.

1—LOCATION: Bay County (SMSA), E&P Map B-1. 96 mi. SE of Pensacola.

2—TRANSPORTATION: Railroads: Atlanta & St. Andrews Bay (Freight Only).

Motor Freight Carriers: 8 and several barge & steamship lines.

Intercity Bus Lines: Greyhound, Trailways.

Airlines: Republic.

3—POPULATION:

Corp. City 70 Cen. 32,096; Loc. Est. 41,807
CZ ABC: (70) 64,738; (80) 83,000
RTZ-ABC: (70) 53,632, (80) 63,600
Co./SMSA 70 Cen. 75,283, Loc. Est. 98,116
City & RTZ-ABC: (70) 118,370, (80) 146,600

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:

City, 70 Cen. 10,423; Loc. Est. 15,784
Co./SMSA: 70 Cen. 28,170; Loc. Est. 35,435
CZ ABC: (70) 20,001; (80) 29,300
RTZ-ABC: (70) 16,887; (80) 23,000
City & RTZ-ABC: (70) 36,888; (80) 52,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns	6	$134,812,113
Commercial Banks	7	$203,376,734

6—PASSENGER AUTOS: County 54,204

7—ELECTRIC METERS: Residence 37,696

9— PRINCIPAL INDUSTRIES (CZ): Oil Products; Asphalt; Concrete Slabs; Steel; Forgings, Paper Prod.; Tourism, Plastics, Ladies Wear; Airplane Engines, Chemicals; Tyndall Air Force Base; Nuclear Power Products, U.S. Naval Systems Center; Hair Accessories, Household Brushes; Pine Lumber.

Principal Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 55-77, Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30. Last killing frost, Mar. 3. Average rainfall 58 in. per year. Average mean temperature 69.19.

11—TAP WATER: Alkaline, normal soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Harrison Ave. and Cross Sts.

Neighborhood Shopping Centers— (No. of Stores) Panama City Mall (90) 5 blocks on Beck Ave., on East Hwy. 98, Springfield Plaza (7); Cove Center (4), Holiday Plaza (7); Parkway Plaza (2), Parker Shopping Center (6), Callaway Plaza (8), Gaylord's Center (9); Panama Plaza (17); 11th Street Shopping Center (10); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Panama City Mall	5	Sears, Gayfers
Springfield	5	G-H Home Center
Holiday Plaza	7	Piggly Wiggly
Callaway Plaza	5	Sunshine Foods
Gaylord's	2	Gaylord's Delchamps, Eckerd's
Parkers S/C	5	TG&Y, Winn-Dixie
Cove	1	Sunshine Foods
11th St. S/C	1/2	Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Sunshine Foods
K-Mart	3	K-Mart, Pantry Pride
Panama City Beach	22	Gift Shops
Panama Plaza	3	A&P, Winn-Dixie, Gibsons, SupeRx
Southwood	7	West Bldg. Mat.
Wayside	25	Christo's Wayside Mkt.

Principal Shopping Days: Mon., Wed., Thurs., Sat.

Stores Open Evenings: Downtown Fri., Shopping Ctrs. Mon.-Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Gaylord's; Sears Roebuck, Belk-Hudson, TG&Y, Gayfers, K-Mart, Howards, Gibsons.

Variety Stores: Woolworth.

Discount Stores: Gaylord's, Surplus Sales; Howard's; K-Mart.

Chain Drug Stores(CZ): SupeRx, Eckerd's, City Drug 3; Cooper's 3; Revco 4.

Chain Food Supermarkets: Sunshine 8; Kwik-Chek 3; A&P 1; Piggly Wiggly 5, IGA 1; R. 29; Six-Ten Jiffy Stores 4; Quickway Stores 4. Delchamps; Majak Mkt.6; Eagle Stores 2; Pantry Pride 1.

Other Chain Stores: Lerner's, Diana, Mangel's Dress Shop, Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps, Morre- Handley; Dollar General, Top Dollar; Leons; Smith's Ladies Shop; Radio Shack; Grice Electronics; West Building Materials, Munford Home Center, Gilbergs, Western Auto; Firestone, Goodyear, Goodrich; Auto Sav; Big Ten Tires; Jewel Box; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons, Kinney Shoes; Casual Corner, Carlyle & Co., Athletic Attic, Betty Gay; Camelot Music, County Seat; Depot, Father & Son, Foxmore General Nutrition, Hallmark, Jeans West, Joyces, Orange Julius; Ranch, United Jewelers, Vogue, World Bazaar.

14—NEWSPAPERS: NEWS-HERALD (m) 26,401; (S) 31,467; Mar. 31,1980 ABC.

Local Contact for Advertising and Merchandising Data: Kaye Nichols Adv. Dir., NEWS-HERALD.

National Representatives: Landon Associates, Inc.

PENSACOLA, FLA.

1—LOCATION: Escambia County (In Pensacola SMSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville, 297 mi. from Birmingham, Ala. Site of U.S. Naval Facilities.

2—TRANSPORTATION: Railroads: Louisville & Nashville; Frisco Lines (freight).

Motor Freight Carriers: 15.

Intercity Bus Lines: Teche Greyhound, Trailways.

Airlines: Eastern, National; Air Florida.

Steamship Lines: 3.

3—POPULATION:

Corp. City 70 Cen. 59,507, Loc. Est. 67,238
CZ ABC: (70) 181,007: (80) 202,800
RTZ-ABC: (70) 233,613, (80) 288,200
County 70 Cen. 205,334, Loc. Est. (80) 228,724
SMSA 70 Cen. 243,075, Local Est. 281,096
City & RTZ-ABC: (70) 414,620; (80) 491,000

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:

City 70 Cen. 19,308; Loc. Est. 25,436
County 70 Cen. 60,387; Loc. Est. 78,506
SMSA 70 Census 71,233, Loc. Est. 96,172
CZ ABC: (70) 53,608, (80) 68,800
RTZ-ABC: (70) 68,100; (80) 96,000
City & RTZ-ABC: (70); 121,708; (80) 164,800

5—BANKS: Savings Banks 19; Sav. & Loan Assns. 4, Deposits $750,000,000.

6—PASSENGER AUTOS: County 131,903

7—ELECTRIC METERS: Residence 81,000

8—GAS METERS: Residence 42,096

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Chemicals [illegible]; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 5,200; Paper 1,800.

10-CLIMATE: Min. & Max. Temp.—Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9. Last killing frost, Feb. 20.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Palafox St.; 8 on Garden St.

Neighborhood Shopping Centers and Regional Malls: W. Cervantes at Brownsville, Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr., 9th Ave. at Creighton Rd., Ensley, Corry & Warrington Rds. at Navy Blvd., 9th Ave. at Fairfield Dr.; 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at 1-10; Palafox at 9 mile road; Gulf Breeze; Olive Rd. 8 Davis Hwy.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Warrington	6	Delchamps, Kwik-Check
Town & Country	3	Gayfers, Delchamps, Eckerd
Gulf Breeze	4	Delchamps, Jitney Jungle, Piggly Wiggly, TG&Y
Westwood Mall	4	Rhodes, Pantry Pride
Warrington Vlg.	6	Zayer, Pantry Pride
Belvidere Park	7	Eckerd, Delchamps
Brentwood	4	TG&Y, Warehouse Foods
Delmar	9	Eckerd, Delchamps
Ensley	3	Barnes Mkt., Ben Franklin
Fairfield Plaza		Woolco, A&P, SuperRx Drug
McDonalds	3	Goodyear
Palafox	1	Kwik-Chek
University Mall	7	Sears, Penney, McRaes
Northview	9	West Brothers, Delchamps, Kwik-Chek
Cordova Mall	5	Gayfers, Mont. Ward

Principal Shopping Days: Mon., Fri., Sat., Sun.

Stores Open: Evenings.

13—RETAIL OUTLETS: Department Stores: Sears J.C. Penney; Gayfers; Ward's; McRae.

Discount Stores(CZ): Woolco 2; K-Mart 2; Zayre; West Brothers.

Variety Stores: Newberry; TG&Y; McCrory; Great Day.

Chain Drug Stores(CZ): SupeRx 3; Scotties 1; Gillette's 2; Godwins 3; Harrell's Rexall 2; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 4; Medicine Shoppe 1; Albertson 2.

Chain Food Supermarket: Delchamps 5; Kwik-Chek 6; A&P 3; Jitney Jungle 6; Piggly Wiggly 2; IGA 4; Plee-Zing 4; Panty Pride 3; Barnes 6; Albertson's 2; Red & White 2; Food Center Warehouse.

Other Chain Stores: Thom McAn (shoes). Butler's (shoes); Western Auto; Exotic; Richmond Bros. (men's clothing).

14—NEWSPAPERS: JOURNAL (m) 57,904; NEWS (e-Mon. to Fri.) 13,726 comb. (m&e) 74,450; NEWS-JOURNAL (S) 71,409; Mar. 30, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Jack Miller, Gen. Adv. Mgr., NEWS and JOURNAL.

National Representatives: Gannett Newspaper Advertising Sales.

POMPANO BEACH, FLA.
See FORT LAUDERDALE, FLA.

PUNTA GORDA, FLA.

1—LOCATION: Charlotte County, E&P Map C-3, West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte, residential and retirement community.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways; Greyhound.
Airlines: Naples Airlines.

3—POPULATION:
Corp. City 70 Cen. 3,879; Loc. Est. 10,331
CZ ABC: (70) 19,165; (80) 36,800
RTZ-ABC: (70) 14,187; (80) 27,000
County 70 Cen. 27,559; Loc. Est. 55,507
City & RTZ-ABC: (70) 33,352; (80) 63,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,622; Loc. Est. 4,897
County 70 Cen. 11,668; Loc. Est. 26,819
CZ ABC: (70) 8,091; (80) 17,800
RTZ-ABC: (70) 6,124; (80) 13,300
City & RTZ-ABC: (70) 14,125; (80) 31,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Assn.	3	$170,000,000
Commercial Banks	4	$148,123,000

6—PASSENGER AUTOS: County 35,435

7—ELECTRIC METERS: Res. County 22,830

8—GAS METERS: Res. County 2,996

9— PRINCIPAL INDUSTRIES (CZ): Construction, real estate, services, commercial fishing, tourism, farming, hospitals.

10-CLIMATE: Min. & Max. Temp.—Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Centers: Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41, Town & Country. Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rt. 41; South Trail, Rte. 41 South.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Cross Trail (9)	3	Winn-Dixie, Gray Drug
Aqui Esta (7)	5	
Town & Country (14)	4	K-Mart, Walgreen's, Food World
Harbour Square (12)	4	Grand Union, Treasury Drug
Promenades (52)	6	Beall's, J. Byrons, Eckerd Drug
Charlotte (11)	0	U-Save
Punta Gorda Mall (20)	0	Publix, Beall's

13—RETAIL OUTLETS: Department Stores: Beall's; J. Byrons.
Discount Stores: Eagle Army-Navy.
Variety Stores: K-Mart; McCrory's; Neisner's
Chain Drug Stores (CZ): Eckerd's; Walgreen; Treasury; Gray; Sims.
Chain Food Stores: Winn Dixie (2); U-Save; Publix; Grand Union; Food World.
Other Chain Stores: Western Auto 2; Firestone; Goodyear; Sears (catalog); Howard Johnson; Dills Appliance; Babcock Furniture; Bill Smith Appliances.

14—NEWSPAPERS: HERALD-NEWS (e) 10,131 Mar. 31, 1980; ABC.
Local Contact for Advertising and Merchandising Data: Robert Murphy, Adv. Mgr. HERALD-NEWS.
National Representatives: Thomson Newspapers, Inc.

ST. AUGUSTINE, FLA.

1—LOCATION: St. Johns County (In Jacksonville SMSA). E&P Map D-1. County Seat; on Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2—TRANSPORTATION: Fla. East Coast RR; Greyhound & Tamiami Bus; Aero Sport Charter Flight Service. Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 12,352; Loc. Est. 13,640
Primary Mkt. Area ABC: (70) 30,727; (80) 45,700
SMSA 70 Cen. 621,827; Loc. Est. 724,565
County 70 Cen. 31,035; Loc. Est. 45,250

4—HOUSEHOLDS:
City 70 Cen. 4,205; Loc. Est. 5,419
County 70 Cen. 10,004; Loc. Est. 17,000
SMSA 70 Census 189,213; Loc. Est. 257,085
Primary Mkt. Area-ABC: (70) 9,998; (80) 17,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$39,769,030
Commercial Banks	4	$78,504,573

6—PASSENGER AUTOS: County 22,165

7—ELECTRIC METERS: Res. CZ 14,700

8—GAS METERS: Residence 2,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Railroads 250; Diesel Engine Sales, Boatbuilding 250; Aircraft 55; Potato Chips 175; Mobile Homes 100; Garment Mfg. 125; Shrimp Fishing 150; Garment Mfg. 100.

10-CLIMATE: Min. & Max. Temp.—Spring 45-92; Summer 70-90; Fall 44-94; Winter 40-82.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: Plaza Area; St. George, Cathedral & King Sts.; K-Mart Shopping Center, US 1 South; Ponce DeLeon Mall.
Neighborhood Shopping Centers: San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Close: 5:00 pm some 9:00 pm.
Open Evenings: Dept-Sat. Food-Fri.

13—RETAIL OUTLETS: Department Stores:
Variety Stores: McCrory's; Woolworth; Bargain House; White's 1; K-Mart. Eagle Discount, K-Mart J.C. Penney; Belk Hudson.
Chain Drug Stores in CZ: Walgreen; Rexall; Eckards Revco.
Chain Food Supermarkets (Corp. City): A&P; Winn-Dixie; Pantry Pride; Publix.
Discount Stores (CZ): White's 1; Bargain House; Broudy's Liquor; Jax Liquors; Eagle Discount, K-Mart.
Other Chain Stores: Western Auto; Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shop; Butler's Shoes; 7-11 Foods 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Great Day Stores; Jax Liquors; McDuff Appliances; Jiffy Foods.

14—NEWSPAPERS: RECORD (e) 10,165; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: R. E. James, Adv. Mgr.; Art Brown, Nat'L. Adv. Mgr. RECORD.
National Representatives: Branham/Newspaper Sales.

ST. PETERSBURG, FLA.

1—LOCATION: Pinellas County (In Tampa-St. Petersburg SMSA). E&P Map C-3, on Florida's West Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. the twin span Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Amtrak and Auto-Train Corp.
Motor Freight Carriers: City 12; County 41.
Intercity Bus Lines: Greyhound; National Trailways (Tamiami Trailways); Gulf Coast Motor Lines; Gray Lines.
Airlines: Air Canada; American, Ozark, Piedmont, Republic; Delta; Eastern; Northwest; Trans-World; United; Air Florida; Naples Airlines; Braniff; Red Carpet; U.S. Air, Pan American/National

3—POPULATION:
Corp. City 70 Cen. 216,232;
Loc. Est. 246,620
CZ ABC: (70)359.937; (80) 443,300
RTZ-ABC: (70) 204,843; (80) 348,400
SMSA 70 Cen. 1,088,549;
Loc. Est. 1,578,571
County 70 Cen. 522,329; Loc. Est. 779,998
City & RTZ-ABC: (70) 564,780; (80) 791,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 95,367; Loc. Est. 104,410
County 70 Cen. 225,544; Loc. Est. 345,351
SMSA 70 Cen. 428,037; Loc. Est. 668,551
CZ ABC: (70) 147,122; (80) 206,900
RTZ-ABC: (70) 82,852; (80) 152,800
City & RTZ-ABC: (70) 229,974; (80) 369,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial & Sav	Co42	$3,082,132,000
Sav. & Loan Assn.	Co.10	$5,227,356,000

6—PASSENGER AUTOS: County 457,117

7—ELECTRIC METERS:
City 137,808; Co 406,658

8—GAS METERS: City 19,453, Co. 33,241

9— PRINCIPAL INDUSTRIES (CZ): Electronics, Engineering Design & Research, Construction, Tourism.

10-CLIMATE: Min. & Max. Temp.—Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. First killing frost: Frost rare in the area. Average temp. 73.9 degrees.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center is entire Pinellas County.
Shopping Centers: Central Plaza (central Ave. & 34th St.); N. Plaza Mall (Central Ave. & 34th St.); Tyrone (Tyrone Blvd. & 9th Ave., N.); Crossroads (Tyrone Blvd. & 66th St. N.); Tyrone Square (66th St. and Tyrone Blvd.); First Federal (49th St. & 9th Ave. N.); Woodlawn (16th St. & 18th Ave. N.); Allendale (9th St. & 34th Ave. N.); Southside (6th St. & 45th Ave. So.); Disston (49th St. & 38th Ave. No.); Madeira Beach (150th Ave.); Pasadena (Gulfport Blvd.); Meadowlawn (9th St. & 62nd Ave. N.); Midway (Missouri Ave. & Largo); Winn Dixie (Gulf Blvd. & 7th Ave.); Winn Dixie (9th St. & 22nd Ave. So.); Lakeview (34th St. & 22(d Ave. So.), Bay Village (62nd Ave. & 22nd St. So.); Harbor Bluffs (Bay Drive, Largo); Snell Isle (Snell Isle Blvd.); Northeast (2nd St. & 37th Ave. N.); West Central (Central Ave. & 66th St. N.); East Plaza Mall (Central Ave. & 34th St.); Skyway (9th St. & 62nd Ave. So.); St. Pete Plaza (28th Ave. & 34th St. N.); Gateway Mall (77th Ave. & 9th St. N.); Town Plaza (18th St. & 62nd Ave. N.); Dolphin Village (Gulf Blvd., St. Petersburg Beach); Seminole Mall (11200-78 Ave. No.); Park Plaza (49th St. & 74th Ave. No.); Gulfport Plaza (2190—49 St. So.); Colony (58th St. & 38th Ave. No.); Crosswinds (66th St. & 19th Ave. No.); Zayre (61st & 9th Ave. No.); Old Towne Village Center, (Alt. 19 & 74th Ave. No.); Harbor Crest (11963-12125 Indian Rocks Rd.); Indian Rocks (11900-12030 Indian Rocks Rd.); Bel Forest (115 Indian Rocks Rd.); Bellair Bazaar (2989-2901 West Bay Drive); Sunset Bluffs (100 Indian Rocks Rd. N.); Highlander Center (1931 Indian Rocks Rd.); Winn-Dixie (11600 Oakhurst Rd.); West Bay (1887 West Bay Drive); Pinellas (900 West Bay Drive); Tri-City Plaza (U.S. 19 & East Bay Drive); Belleair Bluffs (760 Indian Rocks Rd.); Zayre (1100 Missouri Ave.); Central Park 1300 Missouri Ave.); Missouri Mart (1600 Missouri Ave.); Oakgrove (1400 Belcher Rd.); Imperial Square (1490 Belcher Rd.); Highland Plaza (1224-1262 Highland Ave.); Searstown (1227-1297 Missouri Ave.); Sunshine Mall (Missouri Ave. & Druid Rd.); Gulf-to-Bay Plaza (500 Belcher Rd.); Cleveland Plaza (1201-1235 Cleveland St.); Clearwater Mall (U.S. 19 & Gulf-to-Bay Blvd.); Drew Plaza (1884 Drew St.); Harbor Square (1923 U.S. 19 N.); Dunedin (900 Broadway); Douglas (200 Douglas Ave.); Dunedin Plaza (Patricia Ave. & Main St.); Guy Plaza (1140 Main St.); Scottish Village (2600 Bayshore Blvd.); Lane (Pinellas Ave. & Lime St.); Kwik-Chek (750 Pinellas Ave.); Tarpon Mall (U.S. 19 & Tarpon Ave.); Lake Tarpon (U.S. 19 & Colonial Blvd.); Keene Plaza (East Bay Dr. & Keene Rd.); Twin Lakes (62nd Ave. & 42nd St. N.); Winco Center (East Bay Dr. bet. Belcher & US 19); Park 66 (66th St. & Park Blvd.); Oakhurst Plaza (94th Ave. & Oakhurst Rd.); Grant City (U.S. 19 & Belleair Rd.); Countryside Mall (U.S. 19 & S.R. 580); Pinellas Square (U.S. 19 & Park Blvd.)

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Tyrone Square	5	Sears, Maas Bros., J.C. Penney, Robinson's
Gateway	5	Publix, Woolco, J. Byron
Tryone	5	G.C. Murphy, Winn-Dixie
St. Pete Plaza	3	
Crossroads	5	Burdines, Radio Shack
Pasadena	6	Publix, Kresge
Westshore Plaza (Tampa)	18	Maas, J.C. Penney, Robinson's, Grand Union
Northeast	2	Publix, Eckerd Drug
Southside	3	Publix, Kresge, Rutlands
Skyway	4	
Lakeview	3	Publix, Eckerd Drug, Eagle
Central Plaza	3	Kash'n' Karry Mr. C's. Wm Henry
First Federal	4	Publix, Eckerd Drug
Seminole Mall	12	J. Byron, Woolco
Sunshine Mall	20	J.C. Penney
Clearwater Mall	18	Ward's, Gayfers, Ivey's Burdine's
De Soto Mall	24	Penney, Maas, Sears
Countryside	23	Maas, Sears, Penney, Robinson's
Pinellas Square	6	Ivey's, J.C. Penney, Montgomery Ward

Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Dept., Mon. thru Sat.,; Food, Mon. thru Sun., Drug, Mon thru Sun.

13—RETAIL OUTLETS: Department Stores: Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk's 3; J.C. Penney 4; J. Byron 4; Robinson's 2; Ivey's 2; Gavfers; Bealls 2; Burdines 2.
Discount Stores: Eagle Family Discount 14; Zayres 3; Woolco 2; K-Mart 6.
Variety Stores: Kress 1; McCrory 10; Woolworth 3; Ben Franklin 3; Kresge 2; G.C. Murphy 1; TG&Y 5
Chain Drug Stores: Walgreen 5; Eckerd 31 SuperRx 11 3; Kare Drugs 4; Albertsons Southco 7 Family Mart 4 Galen 3 Michels 4 Shoppers Drug Mart 3.
Chain Food Supermarkets: Publix 2; Winn-Dixie 29; Kash (Karry 16 Albertsons Southco 7 Family Mart 4; Grand Union 6 Jewel Tea 10; Mr. C's 3; Sure Way 3.
Other Chain Stores: S&H Green Stamps, Thom McAn's; Ace Hardware; Bond Jewelers; Gordon Jewelers; Radio Shack; Wilson's Jewelers-Distributors; National Shirt; Standard Sales Co., Wolf Bros.; Shoe Villa ; Habers; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin

14—NEWSPAPERS: TIMES (m) 230,143; INDEPENDENT (e) 43,593; Comb. (m&e) 273,736; TIMES (S) 288,775; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Walter R. Stecher, Gen'l Adv. Mgr., TIMES and INDEPENDENT.
National Representatives: Story & Kelly-Smith, Inc.

SANFORD, FLA.

1—LOCATION: Seminole County (In Orlando SMSA). E&P Map D-2, County Seat. 39 miles from Walt Disney World I-4. Light industry, Tourist, Citrus, Truck Center. 19 miles N. of Orlando on 17-92 and I-4; U.S. Hwys. 17 & 92, State Hwys. 415 and 46, Interstate 4.

2—TRANSPORTATION: Railroads: Southern terminus of Auto Train, Seaboard Coast Line.
Motor Freight Carriers: 8.
Barges: From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines: City; Greyhound; Tamiami Trail Tours.

3—POPULATION:
Corp. City 70 Cen. 17,393; Loc. Est. 23,913
SMSA: 70 Cen. 453,270; Loc. Est. 648,192
County 70 Cen. 83,692; Loc. Est. 161,370
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 5,649; Loc. Est. 8,876
County: 70 Cen. 25,757, Loc. Est. 57,284

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. Sav. & Loan	7	$149,066,390

6—PASSENGER AUTOS: County 102,700

7—ELECTRIC METERS: County 55,935

8—GAS METERS: Residence 18,27[illegible]

9— PRINCIPAL INDUSTRIES (C[illegible] Knit Goods; Boats, Electronics; Aluminum [illegible]ucts; Mobile Homes (120 industries).

10-CLIMATE: Min. & Max. Temp.—Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23. Last killing frost, Jan 28.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Days: Mon., Thu., Fri., Sat.
Downtown Shopping: 6 blocks 1st street, including 4 unit Winn-Dixie shopping center. Sanford Plaza 3 mi. S, 26 units, including J.C. Penney, Publix, McCrory, Eckerd, Bank. Winn Dixie & Super X, 2 mi. S; Pinecrest Center, 3 units, 2½ mi. S; Fairway Center, 4 units, 2½ mi. S; Zayre Plaza, 3 mi. S.; K-Mart 3 mi. S., 10 units.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Deltona (18)	9	Winn Dixie
Longwood (10)	9	Winn Dixie
Jesse James (13)	9	Frierson's App.
Seminole (28)	11	Publix, Nat'l Fab.
Zayre (12)	11	Zayre, Pantry Pride
K-Mart (10)	11	K-Mart
Winter Pk. (57)	18	Penney's Ivey's
Interstate (10)	13	Montgomery Ward
Altamone Mall (142)	13	Burdine's Jordan Marsh, Sear's, Robinson's
Zayre (10)	3	Zayre, Pantry Pride, Walgreen

Principal Shopping Days: Mon., Thu., Fri., Sun.
Stores open evenings and Sunday: Penney's, Zayre's, K-Mart. Most groceries & drugs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Garett's; Jacobson's.
Discount Stores: Zayre; Eagle; K-Mart.
Variety Stores: McCrory's 2; TG&Y; Super Dollar.
Chain Drug Stores (CZ): Eckerd; SuperRx; Medco; Rexall; Walgreen.
Chain Food Supermarkets: Winn-Dixie 2; Food Barn 2; Fairway; Pantry Pride; Publix.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 8,686; (S) 8,725; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James E. Bird, HERALD.
National Representatives: Landon Associates, Inc.

SARASOTA, FLA.

1—LOCATION: Sarasota County (SMSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Highways 41 & 301.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 4
Intercity Bus Lines: Trailways; Greyhound; Coastal Coaches.
Airlines: National; Eastern; Florida; United; Pan Am; Delta; Republic.

3—POPULATION:
Corp. City 70 Cen. 40,237; Loc. Est. 51,003
Primary Mkt. Area-ABC:
(70) 220,594; (80) 239,100
County/SMSA 70 Cen. 120,413; Loc. Est. 192,379
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 16,198; Loc. Est. 23,628
Primary Mkt. Area-ABC:
(70) 86,982; (80) 148,500
County/SMSA: 70 Cen. 48,884; Loc. Est. 89,042

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns	23	$2,106,218,000
Commercial Banks	38	$1,688,983,000

6—PASSENGER AUTOS: County 134,258

7—ELECTRIC METERS: County 126,000

9— PRINCIPAL INDUSTRIES (CZ): Bldg. Const.; Electronics Res.; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10-CLIMATE: Min. & Max. Temp.—Spring 62-80; Summer 78-98; Fall 66-82; Winter 42-70.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Center: 12 blocks on Main St.; Sarasota Square Mall (65 stores); DeSoto Square Mall (84 stores); Southgate/Crossroads (82).
Neighborhood Shopping Centers: (Number of Stores): Trail Plaza 19; Kwik Chek 3; Northeast Plaza 9; Ringling 13; Colonial Village 9; Sears 6; South Gate 45; Crossroads Plaza 42; Unus Plaza 8; Bee Ridge Plaza 9; Zayre 8; Southeast Plaza 10;

SARASOTA—continued

Palm Plaza 4; Siesta Key Village 9; Pantry Pride Plaza 6; Gulf Gate Mall 16; Oakes Plaza 10; Crescent Beach 6; Sabal Palm Plaza 4; Cortez Plaza 36; Bayshore Gardens 21; Midway Shopping Center 7; St. Armands Circle 91; Village Plaza 12; South Bay Fashion Center 38; Merchants Points 22; Town & Country 27; K-Mart Shopping Center 2.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Penney's 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Holiday; Burdine's (Federated Stores); Robinson's; J-Byron 3.
Variety Stores: Kress; McCrory; Holiday; Woolworth; Klauck's; Oney's, Zayre; Woolco.
Discount Stores: K-Mart 5; Zayre; Eagle Family Discount 9.
Chain Drug Stores (CZ): Eckerd 15; Walgreen 10; SupeRx 5; Albertson 1.
Chain Food Supermarkets: Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Grand Union 5; Albertson 1.
Other Chain Stores: Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; National Shirt; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14—NEWSPAPERS: HERALD-TRIBUNE (m) 87,707 JOURNAL (e-Mon. to Fri.) 7,102; comb. (m&e) 94,809; HERALD-TRIBUNE (S) 99,006; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack E. Miller, Display Adv. Mgr. or Wayne E. Pittman, Class Adv. Mgr. or R.A. Lindsay, Res. Mgr. HERALD-TRIBUNE and JOURNAL.
National Representatives: Branham/Newspaper Sales; Publishers Representatives of Florida.

STUART, FLA.

1—LOCATION: Martin County, E&P Map D-3, County seat. Manufacturing, Agriculture, Commerical Fishing and Resort Area. On St. Lucie River, 38 mi. N. of West Palm Beach; On U.S. Hwy 1; State Hwy, 76; Interstate 95.

2—TRANSPORTATION: Railroads: Florida East Coast.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 4,820; Loc. Est. 19,756
Prim. Mkt. Akt. Area-ABC: (70) 28,035, (80) 58,000
County 70 Cen. 28,035; Loc. Est. 63,924

4—HOUSEHOLDS:
City 70 Cen. 1,848; Loc. Est. 8,544
County 70 Cen. 10,122; Loc. Est. 23,303
Prim. Mkt.Area-ABC: (70) 10,126; (80) 23,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$312,371,159

6—PASSENGER AUTOS: County 82,526

9— PRINCIPAL INDUSTRIES (CZ): Resort Area; Commercial Fishing; Agriculture (Citrus Fruit); Mfg. small electronic parts.

10-CLIMATE: Min. & Max. Temp.—Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
East Ocean Mall	34	Grand Union, TG&Y, Walgreen
K-Mart	13	Pantry Pride, K-Mart, Eckerd's
Mayfair Plaza	7	
Monterey S/C	40	
Stuart S/C	16	Publix
Harbour Plaza	30	
Smithfield	30	Winn-Dixie

Principal Shopping Days: Fri. & Sat.

14—NEWSPAPERS: NEWS(e-Mon. to Fri.) 15,962; (S) 18,718, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Glenn F.Schmid, Adv. Dir.; NEWS.
National Representatives: Story & Kelly-Smith.

TALLAHASSEE, FLA.

1—LOCATION: Leon and Wakulla Counties (SMSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for North Florida; 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N. of Gulf of Mexico. On U.S. Hwys. 90, 27, 319, I-10. State Hwys. 20, 61, 63, 363, 369.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 7 (Truck rental-2).
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Republic; Air Florida.

3—POPULATION:
Corp. City 70 Cen. 72,586; Loc. Est. 93,366
CZ ABC: (70) 71,897; (80) 88,400
RTZ-ABC: (70) 110,803; (80) 129,000
County 70 Cen. 103,047; Loc. Est. 134,484
SMSA 70 Cen. 109,355; Loc. Est. 144,225
City & RTZ-ABC: (70) 182,700; (80) 217,400
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen.: City 22,073; Loc. Est. 34,181
70 Cen.: County 31,022; Loc. Est. 48,129
CZ ABC: (70) 22,073; (80) 31,100
RTZ-ABC: (70) 30,404; (80) 41,500
City & RTZ-ABC: (70) 52,477; (80) 72,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$1,710,146,066
Commercial Banks	13	$434,019,000

6—PASSENGER AUTOS: County N/A

7—ELECTRIC METERS: Residence 47,952

8—GAS METERS: Residence 7,953

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Mfg. 2,400; Construction 2,900; Transp., Communications & Utilities 2,400; Wholesale & Retail 12,500; Finance, Insurance & Real Estate 2,900; Services 7,800; Govt. 31,000; Agriculture 200; Government 16,000.
Principal Industrial Pay Days: 1st & 5th.

10-CLIMATE: Min. & Max. Temp.—Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9. Last killing frost, Feb. 25.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 8 blocks on Monroe; 3 on Adams; 3 on College; 2 on Pensacola.
Shopping Centers: Parkways: Sears, Lerner's, Walgreen, Winn-Dixie, Hancock's Fabrics Stores, Fayva Shoes, Johnny Queen Shoes, Butler Shoes, Sun Federal Savings, Beneficial Finance, Strickland Shoes, Stafford Jewelry.
Fields Plaza: Pantry Pride.
Capital Plaza Shopping Center: Cloth World, Sherwin-Williams; S & H Green Stamp Center, Scottie's Drug, Bertha Cooke, Winn-Dixie, Pantry Pride, Strickland Shoes.
Miracle Plaza: Burger Chef, Miracle Theater, TG&Y, Burdine's Drug, State Office Supply.
Northwood Mall: J. Byron Department Store; Eckerd Drugs; DuBey's Bookland; Capital Records & Tapes; Ice Cream Palace; Merle Norman Cosmetics; Bath Boutique; Lucy Ho's Tea House; Stafford Jewelers; Stricklands Shoes; Mr. A's Mendelson's; Hubie's; Mr. A's University Shop; Tadlock Piano & Organ; Mike's Slack Menagerie; Beautiful People; Orange Julius; Treasure Hut; Turner's; Rheinauer's; CCA Electronics; Miller's; Gilberg's Fabrics; Colony Shop; Little Folks Store; Barfield Shoes; DuBey's Cardland; Yankee Peddler; Arnold's Mens & Boys Wear; Elaine Powers; Olan Mills Studio; B. Little Folks Baby Shop; Fancy, Fins, Feathers & Furs; American Handicrafts; Wicker Picker; Commercial Credit Corp.; Phiddipidies; Salters School of Dance; Vendome Florists; Down Under Gifts; Mall Theatre; Silver Slipper Restaurant; Toddler's Nursery; Publix Super Market; F-R-M Ranch & Garden Center; Big B 1-Hour Cleaners; Place Shoe Fixery; Outdoor Shop; Sketch Box; Verdome Studio; Vendome Ltd.; Watts Line.
Tallahassee Mall: Radio Shack, A&P, Gayfer's, Hickory Farms, Kinney Shoes; Morrison's, Musicland, Plum Tree, Richman's, Zale Jewelry, Singer Co., Spencer Gifts, Thom McAn, Walgreen, Montgomery Ward, Father & Son Shoes, Fifth Ave. Card Shop, Lerner Shops, McCrory's, Woolco, Russel Stover, Yankee Peddler; Diamond Men's Wear; Almar Books; Carlyle Jewelers; Chess King; Hallmark Cards; Lawton's Jewelers; Ward's Auto Center; Nic's Toggery; World Bazaar; Docktor Pet Center; Foxmoor Casuals; Florida Tuxedo; Ford Shoes; Mother to Be; National Shirt Shop; Mary Jane Shoes; Parkland Hosiery; Regal Shoes; Connie's Intimate Apparel; Edward's Children Shoes, Jo Ann Fabrics; Judi Lesli; Karmekorn Shops; Morrison's Cafeteria.
Governor's Square Mall: Kay Jewelers, Walden Books, Bottom Half, Casual Corner, Telephone Line Ford's Family, Radio Shack, Hickory Farms, Great Expectations, Lynn Ivory, Mothercare, York Steak House, Wicker Picker, Joyce Selby, Jo-Ann Fabrics, Le Snack Gourmet, Pearle Vision, Smoke n' Snuff, Gordons, Shef Abood's. Morrison's, Governor's Barber. Petrie, Tater Junction, Red Cross Shoes. 5-7-9 Shop, Baker Shoes, Rings 'n' Things, Jeans West, Tops & Trowsers, Foxmoor, Shoppers Drug Mart, Hanover, Florsheim, B.Q. Mens, B. Dalton, Carmen's, Time Square, Potpourri, Fancy Fins, Card Mart, Richman Brothers, Kinney Shoes, Fashion Conspiracy, A. S. Beck, Body Shop, Lerner's, Richard's Luggage, Zale's, Lawton's, Gold Haus, The Bank, Circus World, Butler Shoes, County Seat, Susie's Casuals, General Nutrition, J. Riggings, Robby's Sporting Goods, Spencer Gifts, Coppertop Creperie, Josie's, The Frame Up, Chess King, Chick-Fil-A, Music Land, Merle Norman, Naturalizer, Lucy Ho's, Ormond's, D.C. Wheeler, Frontier F&N Co., Greek Warrior, Lowrey Organ, Skyler Smith, Coffee Boutique, Taproot, Thom McAn, Pappagallo, Mass Brothers, The Gap, The Limited, Rheinauers, Colony Shop, Girard's Jewelers, J. A. Klauck, Nic's Toggery, Jacob's Jewelers, Sun Glass Shop, Brook's Fashions, Love Shop, Sears.
Southside: Eckerd Drugs, Winn-Dixie, TG&Y, Stereo Sales, Eagle Family Discount Stores.
University Plaza: Winn-Dixie, Neisner's, Rexall.
Northside Center: K-Mart, Big Star Food, Burger King.
Varsity Shopping Center: Eckerd's Drug, Big Star Food, Theater, Dry Cleaners, Laundromat, Varsity Suburban Salon, A-1 Sewing Center.
Gulf Mart Plaza: Handy Dan Builders Supply, Sam's Jewel Grocery.
K-Mart Plaza: K-Mart, Publix, Eckerd's Drug, Radio Shack, DuBey's Book Store.
Killeard Center: Publix, Shoppers Drugs, Hinson's, Fayva Shoes, Cindy's Chicken.
College Plaza: Eagle Family Discount Stores, Big Star Foods, Revco Drug.
Neighborhood Shopping Centers: 2 on North Monroe; 1 on South Monroe; 1 on West Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on East Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days: Fri., Sat., Mon., Thu. Some open Mon., Thu., Fri. Eve. & Sun.

13—RETAIL OUTLETS: Department Stores: Sears; Mendelson's; Turner's; Linden's; Lerner's; Grant; J. C. Penney; J. M. Fields; J. Byron; Gayfer's; Woolco; Montgomery Ward.
Discount Stores (CZ): Army-Navy Surplus; Woolco; K-Mart; Albertson's.
Variety Stores: McCrory's, Neisner; Newberry; TG&Y.
Chain Drug Stores (CZ): Walgreen; Eckerd, Revco; Alberson's.
Chain Food Supermarkets: Winn-Dixie 7; IGA 1; QD (Pantry Pride) 2; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Rio Stores 1; Big Star Food 3; Albertson's 1.
Other Chain Stores: Danley Furniture, Butler's Shoe; Singer Co.; Firestone; National Shirts; Hinson's; Keenan Auto Parts; Tallahassee Furniture; Thom McAn (shoes); Sherwin-Williams; Pittsburgh Paints; Rhodes Furniture; Moore Hanley; Lowes; Scotty's Lumber; Jax Liquors.

14—NEWSPAPERS: DEMOCRAT (m) 49,883; (S) 58,861; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Marty Steinberg, Adv. Dir., DEMOCRAT.
National Representatives: Knight-Ridder Newspaper Sales Inc.; Publishers Representatives of Florida, Inc.

TAMPA, FLA.

1—LOCATION: Hillsborough County, (In Tampa-St. Petersburg, Fla. SMSA). E&P Map C-2, County Seat. On Hillsboro Bay. 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping; Manufacturing; Wholesale; Retail & College Center, MacDill Air Force Base.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 46.
Intercity Bus Lines: Greyhound, Gulf Coast; Tampa Bus Lines; Trailways & Grayline.
Steamship Lines: 140.
Airlines: Braniff; Eastern; Air Florida; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Republic; Ozark; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 277,767; Loc. Est. 295,400
CZ ABC: (70) 367,139; (80) 399,200
RTZ-ABC: (70) 1,044,605; (80) 1,631,900
County 70 Cen. 490,265; Loc. Est. 601,200
SMSA 70 Cen. 1,088,549; Loc. Est. 1,439,000
City & RTZ-ABC: (70) 1,411,744; (80) 2,031,100
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 94,889; Loc. Est. 113,600
County 70 Cen. 158,750; Loc. Est. 219,100
SMSA 70 Cen. 400,412; Loc. Est. 603,100
CZ ABC: (70) 120,426; (80) 148,000
RTZ-ABC: (70) 382,098; (80) 689,500
City & RTZ-ABC. (70) 502,524; (80) 837,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	10	$1,200,000,000
Commercial Banks	34	$2,400,000,000

6—PASSENGER AUTOS: County 407,772

7—ELECTRIC METERS: Residence 223,138

8—GAS METERS: Residence 15,765

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkl. Wage)—Food Pdts 8,000 ($192); Tobacco 1,300 ($141); Printing & Publishing 3,000 ($209); Chemicals 3,100 ($368); Stone, Clay & Glass Pdts. 2,300(N.A.); Transportation, Communication, Electric, Gas & Sanitary Services 19,600(N.A.); Wholesale Trade 23,700 Retail Trade 49,600.
Principal Industrial Pay Days: Thu., Fri.; 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 54-87; Summer 75-90; Fall 63-89; Winter 44-74.

11—TAP WATER: Alkaline, moderately hard, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Temple Terrace	12	Winn-Dixie
East Lake Square Mall	10	Mont. Ward, J.C. Penney, Belk Lindsey
Northgate	7	Food World, Maas Brothers
Hillsboro Plaza	5	Publix, Woolworth's
East Gate	6	Publix, Woolworth's, Walgreen Drugs
Britton Plaza	7	Food World, Belk-Lindsey, Walgreen Drugs
Dale Mabry	5	Publix
Armenia	5	U-Save, Eckerd Drugs
Buccanneer Sq.	10	Belk Lindsey
Henderson Blvd	5	U-Save, Eckerd Drugs
West Gate	10	U-Save, Davenport Drugs
Bearss	15	U-Save, Davonport Drugs
West Shore	5	Maas Bros., Penney, Robinson's, Walgreen Drugs
Brandon Mall	11	Zayre, Kash'n Karry, SuperRx Drugs
Tampa Bay Center	5	Sears, Burdine's
Maas-Gandy	8	Maas Brother
Floriland Mall	7	Mont. Ward, Walgreen Drugs, Zayre
Town'n Country	10	Winn-Dixie, Zayre, Eckerd Drugs
Fiesta Plaza	4	Kash'n Karry
Terrace Plaza	14	Publix, Kash'n Karry, Eckerd Drugs, Zayre
University Plaza	14	U-Save, Eckerd
University Square Mall	10	Maas Brothers, Penney, Robinson's, Sears, SuperRx Drugs
Fletcher Plaza	9	Winn-Dixie, Walgreen Drugs
Columbus Plaza	6	Kash'n Karry, Cooks, Eckerd
Horizon Park	7	Woolco, Winn-Dixie, Dart Drugs
Twin Bays	5	Woolco, Winn-Dixie
Zayre-Gandy	8	Zayre, Kash'n Karry
Busch Plaza	11	Woolco, Kash'n Karry, SuperRx Drugs
Brandon S/C	11	U-Save, Davenport Drugs.
Clayton	11	Publix, Eckerd, J. Byrons
Ward's	4	Mont. Ward, Kash'n Karry

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Shopping Centers every evening.

13—RETAIL OUTLETS: Department Stores: Maas Bros. 5; J.C. Penney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdine's 1; J. Byrons 1.
Discount Stores (CZ): Zayre's 6; K-Mart 4; Cook's 2; Woolco 3; Gold Triangle 1; Wilson's 1; Standard Sales; Leeds 1.
Chain Drug Stores: Walgreen 10; Eckerd 21; Super X 8; Shopper's Drug Mart 5; Shea & Prange 2; Kare 4; Albertson's 4; Cost Plus 2; Family Mart 3; Eagle Drugs 2.
Chain Food Stores: Supermarkets-Affiliated of Florida 43; Publix 9; Winn-Dixie 17; Kash N'Karry 18; U-Save 9; Food World 4; Albertson's 4; Family Mart 3; Jewel T 5.
Convenience Chain Grocers: 7-Eleven 51; Lil General 40; Majik Markets 36; Shop & Go 58.
Other Chain Stores: Men's Clothing: H.I.S. 2; National Shirt 4. Egerton Moore; Kirby's 3 Wolf Bros 4; Richman Bros.; Phil Fairchild 2; Baron's; George Ltd. Women's Clothing: Lerners 4; Mangel's 2; John Baldwin 1; Size 5-7-9 2. Casual Corner 3 Colony Shops 7; Wolf Bros 4; Habers 2; David Fredricks; New York Dress Shop; Lillie Ruban; Two Sisters; Lane Bryant; Stuart's 4; Foxmoor 4 Excess Baggage 2; Fredricks 2; Fashion Shoppe 2; Josie 4; Sherry's 1. Shoes: Shoe Ville 2; Butler's Self-Service 7; Thom McAn 4; Baker's 3: A.S. Beck Shoes-Butlers 4; Self Service 7; Thom McAn 4; Baker's 3; Pix 3, Red Cross 4; Knapp 3; Naturalizer 3; Florsheim 3; Shoe House 4; Hanover 3; Kenney's 4. Furniture: Lester's; Levitz; Kane; Robb & Stucky Seminole; Haverty 2. Others: Western Auto 8; Singer 2.

14—NEWSPAPERS: TRIBUNE (m) 197,174; TIMES (e) 25,740; Comb. (m & e) 222,914; TRIBUNE (S) 239,399; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Byron Taggart, Natl. Adv. Mgr. TRIBUNE and TIMES.
National Representatives: Sawyer-Ferguson-Walker Co.

VERO BEACH, FLA.

1—LOCATION: Indian River County, E&P Map D-3. County Seat. Winter resort. Fisheries, Fruit, Truck Farms. 72 mi. N of West Palm Beack. On U.S. Fed. Hwy. I.

2—TRANSPORTATION:
Intercity Bus Lines: Greyhound
Airlines: U.S. Air; Allegany Commuter.

3—POPULATION:
Corp. City 70 Cen. 11,908
County 70 Cen. 35,992; Loc. Est. 53,708

4—HOUSEHOLDS:
City 70 Cen. 4,651; Loc. Est. 14,878
County 70 Cen. 12,325; Loc. Est. 23,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	7	N.A.
Commercial Banks	7	N.A.

6—PASSENGER AUTOS: County 35,820

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Piper Aircraft 2,000; Citrus Ind. N.A.
Principal Industry Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11—TAP WATER: Alkaline, Soft, fluoridated.

12—RETAILING: Principal Shopping Centers: 8th Ave. & 12st. (33 stores), Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 stores); State Rd. #60 & 6th Ave. (16 stores); 43rd Ave & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
K-Mart Mall	7	K-Mart, Publix
Vero Mall	8	J.C. Penney, J.Byrons
Treasure Coast Plz.	-	Woolworth, Super-X Pantry Pride

Miracle Plaza	-	Publix, Winn-Dixie, Sears Roebuck
Oslo Square	-	Winn-Dixie, Eckerd's

Principal Shopping Days: Daily & Sun., 9 a.m. to 9 p.m.
Stores Open Evenings: Shopping Centers every evening 9 p.m.

13—RETAIL OUTLETS: Department Stores: Woddkes; J.C. Penney.
Discount Stores: K-Mart
Variety Stores: Ben Franklin; Berggren's Woolworth.
Chain Drug Stores: Eckerds; Gray's; Super-X
Chain Food Supermarkets: Piggly Wiggly; Publix; Pantry Pride; Winn-Dixie.
Other Chain Stores: Carvel, Baskin Robbins; Food Fair Kinney Shoes.

14—NEWSPAPERS: PRESS-JOURNAL (m-tues. to Fri.) 13,700; (S) 15,200; Sworn July 23, 1980.
Local Contact for Advertising and Merchandising Data: Charles Hendrick, Adv. Mgr., PRESS-JOURNAL
National Representatives: Story & Kelly-Smith, Inc.

WEST PALM BEACH, FLA.

1—LOCATION: Palm Beach County (In West Palm Beach-Boca Raton SMSA). E&P Map D-3. 1½ mi. from the Gulf Stream; 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2—TRANSPORTATION: Railroads: Amtrak (Passenger); Seaboard Coast Line; Florida East-Coast (Freight).
Motor Freight Carriers: 19.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Eastern; Delta; National; Mackeys; Air Florida; United; Braniff; Republic; TWA.

3—POPULATION:
Corp. City 70 Cen. 57,375; Loc. Est. 65,023
CZ ABC: (70) 243,091; (80) 346,600
RTZ-ABC: (70) 133,697; (80) 234,200
County/SMSA
70 Cen. 348,753; Loc. Est. 534,525
City & RTZ-ABC: (70) 376,788; (80) 580,800
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 22,217; Loc. Est. 29,278
County/SMSA
70 Cen. 123,347; Loc. Est. 219,609
CZ ABC: (70) 88,777; (80) 144,000
RTZ-ABC: (70) 44,696; (80) 91,100
City & RTZ-ABC: (70) 133,473; (80) 235,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	43	$2,264,637,584
Sav. & Loan Assn	9	$3,215,950,058

6—PASSENGER AUTOS: County 330,223

7—ELECTRIC METERS: County 277,057

8—GAS METERS: 29,400

9— PRINCIPAL INDUSTRIES (CZ): Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Transistors; Capacitors; Research & Development; Oceanographic Sciences and Engineering; Miniature Submarines; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dies; Paints & Varnishes; Furniture Mattresses; Aluminum Doors, Windows, Shutters, Awnings, House & Camping Trailers; Precast Concrete Products; publishing & Printing; Dairies; Fishing Tackle.

10-CLIMATE: Avg. Temp for yr. 72.4; Summer 80.3; Winter 68.5; Rainfall 77.42 in. yr.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 10 blocks on 4 streets.
Neighborhood Shopping Centers: Northwood; Southboro; Blevedere Road; Southland; Southdale; Palm Coast Plaza; Shop Westward; Farmer's Mkt.; Sears Town Area; Northlake Blvd. Area; Palm Beach Mall; Congress Ave.; Royal Poinciana Plaza; Lake Worth Road; Polo Grounds Center; Zayre's Area; Twin City Mall; Playworld Center.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Delray Mall	20	Woolco, Jackson Byron's
Boca Mall	25	Britts, Jeffersons
Oakbrook Square	6	Jacobson's, Publix
Northwood	2	Northwood Drug
Belvedere	3	Grand Union, Eagle's, Army & Navy
Cross County Mall	—	Britts, Jefferson, Winn Dixie
Glades Mall	—	Burdines, Jordan Marsh, Sears
Gun Club Center	—	Winn Dixie, Best Buy Drugs
South Boro	4	Hdwe., Pantry Pride
Southdale	2	Publix, Jewelcor
Sears Town Area	—	Sears, Kwik Check
Palm Coast Plaza	7	Woolworth, Publix, Jackson Byron's, Woolco
Shop Westward	6	K-Mart, Pantry Pride
Palm Beach Mall	6	Jordan Marsh, Burdings, Lord & Taylor Penney, Pantry Pride
Farmer's Mkt.	3	
Royal Poinciana Plaza	6	Schrafts, R.P. Playhouse
The Garden Square	—	Publix, Shoppers Drug Mart
The Arbors	—	Winn Dixie, Shoppers Drug Mart
Twin City Mall	8	Sears, Jefferson, Pantry Pride
K-Mart	6	K-Mart
Century Plaza	—	Publix Mkt., Eckerds
Polo Grounds Mall	--	Publix Mkt., Eckerds
Worth Plaza	—	Publix Mkt., Eckerds
Lakeworth-Lantana	—	
Lantanaville Sq.	—	
Palm Plaza	—	
Roosevelt	—	7-Eleven, Great Valu
Westward	—	Pantry Pride
Liberty Square	—	
K-Mart (North)	6	K-Mart, Jackson Byron
Tanglewood Plaza	6	Beef Bottle
Zayres Plaza	4	Zayres
Worth Avenue	3	Marthas-Razooks
5th Ave Plaza	25	Publix
Royal Palm	25	Lynx
Esplanade	—	Sax 5th Ave

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon.-Fri. until 9:30.

13—RETAIL OUTLETS: Department Stores: In West Palm Beach; Anthony's; Burdine's; Norman's; J. C. Penney; Sears Roebuck; Jackson Byron's; Woolco; King's; Jefferson; Jordan Marsh; Zayres; Eagle Army-Navy; Fountain's; Pioneer; Shuman's; K-Mart; Lord & Taylor. In Palm Beach: Sak's Fifth; Bonwit Teller; Frances Brewster; Delmar; I. Miller; Martha's; Mosley's; Razooks; J. J. Jonas; Pars; H. Erwin Schur; Scott's Menswear; Tat Saunders; Henri Bendel; Frank Brothers; Peck & Peck; Elizabeth Arden; Van Clef & Arpels; Sara Frederick; Cartiers; Chas E. Soll, Inc.; Gucci.
Variety Stores: McCrory's; Woolworth 4.
Discount Stores (CZ): Jefferson; King's Zayeres; Woolco; Farmers Market; K-Mart.
Chain Drug Stores (CZ): Walgreen's 4; Super X 4; Northwood (Rexall); Ranch's (Rexall); Henry's 4; Gray 6; Best Buy 3; Discount Drugs 2; Eckerds 2.
Chain Food Supermarkets: Pantry Pride 10; Winn Dixie 24; Lil General 28; Seven-Eleven 26; Jackson's Minit Market 20; U-Tot-Em 10; Grand Union 7; Great Valu 3; Greater Gator 2; Pik Quik 14; Miller's 4; Moore's 2; PDG 18; Soldo Bros. 3; Publix 19; Albertsons.
Other Chain Stores: A.S. Beck; Butler's; Sherwin-Williams; Lerners 2; Diana; Singer Co. 2; Goodyear 2; Baker's; Miller's; Jefferson; Western Auto; Zales Jewelers; Badcock Furn.; Firestone; Best Cadalog.

14—NEWSPAPERS: POST (m-Mon. to Fri.) 93,117 TIMES (e-Mon. to Fri.) 31,019; Comb (m&e) 124,136; (Sat. m) 116,706; (S) 141,097; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Drotar, Gen. Adv. Man., POST-TIMES.
National Representatives: Sawyer-Ferguson-Walker Co.

WINTER HAVEN, FLA.

1—LOCATION: Polk County (In Lakeland-Winter Haven SMSA). E&P Map D-2. Citrus Center, Tourist Center. 50mi. SW of Orlando; 50mi. E of Tampa.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 4

3—POPULATION:
Corp. City 70 Cen. 16,136; Loc. Est. 20,637
CZ ABC: (70) 46,433; (80) 59,500
RTZ-ABC: (70) 19,665; (80) 26,500
County/SMSA 227,697; Loc. Est. 291,687
City & RTZ-ABC: (70) 66,098; (80) 86,000

4—HOUSEHOLDS:
70 Census: City 5,727; Loc. Est. 8,468
70 Census: County/SMSA 73,024; Loc. Est. 109,119
CZ ABC: (70) 15,270; (80) 22,400
RTZ-ABC: (70) 6,008; (80) 9,200
City & RTZ-ABC: (70) 21,278; (80) 31,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$230,181,041
Sav. & Loan Assn.	6	$253,374,852

6—PASSENGER AUTOS: County 172,235

7—ELECTRIC METERS: Residence 41,544

8—GAS METERS: Residence 2,634

9— PRINCIPAL INDUSTRIES (CZ): Fruit, Food Packing and Processing; Light Manufacturing; Tourism.

Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20. Last killing frost, Feb. 15.

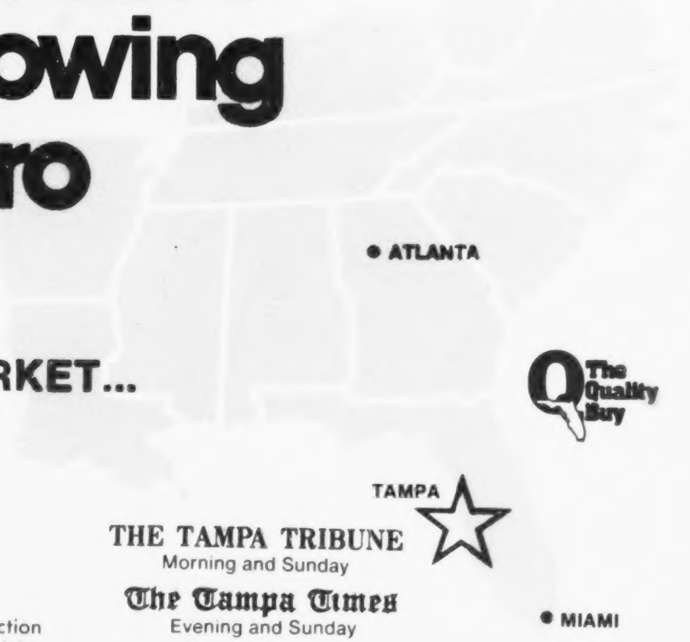
11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 10 blocks on West Central & Third Sts. NW &SW. Northgate Shpg. Ctr. 15 units; Southeast Plaza 17 units; Winter Haven Mall 57 units; Fields Plaza 2 units; Zayre Plaza 10 units.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Imperial Plaza	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd

Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Fri.; Shpg. ctrs. nightly.



The Southeast's Fastest Growing Major Metro Market!

☆THE TAMPA BAY MARKET...
is comprised of Hillsborough, Pasco and Pinellas Counties, the heart of Florida's Gulf Coast.

- Tampa Bay is the fastest growing metro market in Florida!
- Tampa Bay is the fastest growing metro market in the Southeast . . . ahead of Miami and Atlanta!
- Tampa Bay is the fourth fastest growing major metro market in the U.S. . . . behind Phoenix, Houston and San Diego!

Tampa Bay is a great Test Market — a real cross section of America because its citizens have been attracted by the magnetism of this dynamic market from all over the U.S.
Source: S&MM Survey of Buying Power, July, 1980.

THE TAMPA TRIBUNE
Morning and Sunday
The Tampa Times
Evening and Sunday
Media General Newspapers
Represented by Sawyer-Ferguson-Walker

Contact Byron Taggart, General Advertising Manager Tampa Tribune-Times, P. O. Box 191, Tampa, Florida 33601 (813) 272-7447

WINTER HAVEN—continued

13—RETAIL OUTLETS: Department Stores: Sears; Belk Lindsey; Rheinauers; Maas; Eagle Family Stores; Beall's; TG & Y.
Discount Stores: Zayre; K-Mart.
Chain Drug Stores(CZ): Anderson Rexall; Eckerds 3; Walgreen 2; Medco.
Chain Food Supermarkets: Publix 2; Winn-Dixie 3; Kondor's Thriftway; Minit Shop 10; Kash & Karry; Pantry Pride; Food World.

Other Chain Stores: Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Ace Hdwe.; S&H Green Stamps; Badcock Furn. 3; True Value Hdwe; Zales; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrorys 2; Radio Shack 2; DeSears Appl.

14—NEWSPAPERS: NEWS-CHIEF (e-Mon. to Fri.) 16,776; (S) 18,143; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: P.J. Sullivan, NEWS-CHIEF.
National Representatives: Landon Associates, Inc.

GEORGIA SURVEYS

GEORGIA STANDARD METROPOLITAN STATISTICAL AREAS

Albany, Ga.—Dougherty and Lee Counties.

Atlanta, Ga.—Butts, Cherokee, Clayton, Cobb, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale and Walton Counties.

Augusta, Ga.-S.C.—Columbia and Richmond Counties, Ga.; Aiken County, S.C.

Chattanooga, Tenn.-Ga.—Hamilton, Marion and Saguatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.

Columbus, Ga.-Ala.—Columbus, Ga. (formerly Muscogee County, Ga.); Chattahoochee County, Ga.; Russell County, Ala.

Macon, Ga.—Bibb, Houston, Jones and Twiggs Counties.

Savannah, Ga.—Bryan, Chatham and Effingham Counties.

GEORGIA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	422	416	492
5-14 Years	953	878	887
15-24 Years	861	1,000	979
25-44 Years	1,121	1,526	1,809
45-64 Years	868	944	1,001
65 and Over	365	490	553
TOTAL	4,590	5,257	5,721

Based on U.S. Census

GEORGIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr ..	650	859	1,170
General Mdse	1,421	2,132	2,912
Food	2,061	3,455	4,756
Automobiles	2,318	3,481	3,858
Gasoline Stations ..	866	1,351	2,373
Apparel	569	740	1,033
Furniture	540	675	888
Eat-Drink Places ..	680	1,251	1,648
Drugs	340	510	687
Total Sales	10,411	15,970	21,511

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALBANY, GA

1—LOCATION: Dougherty County (SMSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2—TRANSPORTATION: Railroads: Southern; Seaboard Coastline; Georgia Northern.
Motor Freight Carriers: 30.
Intercity Bus Lines: Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 72,623; Loc. Est. 75,543
CZ ABC: (70) 85,002; (80) 90,800
RTZ-ABC: (70) 171,355; (80) 187,100
County 70 Cen. 89,639; Loc. Est. 96,864
SMSA 70 Cen. 96,683; Loc. Est. 115,000
City & RTZ-ABC: (70) 256,357; (80) 277,900

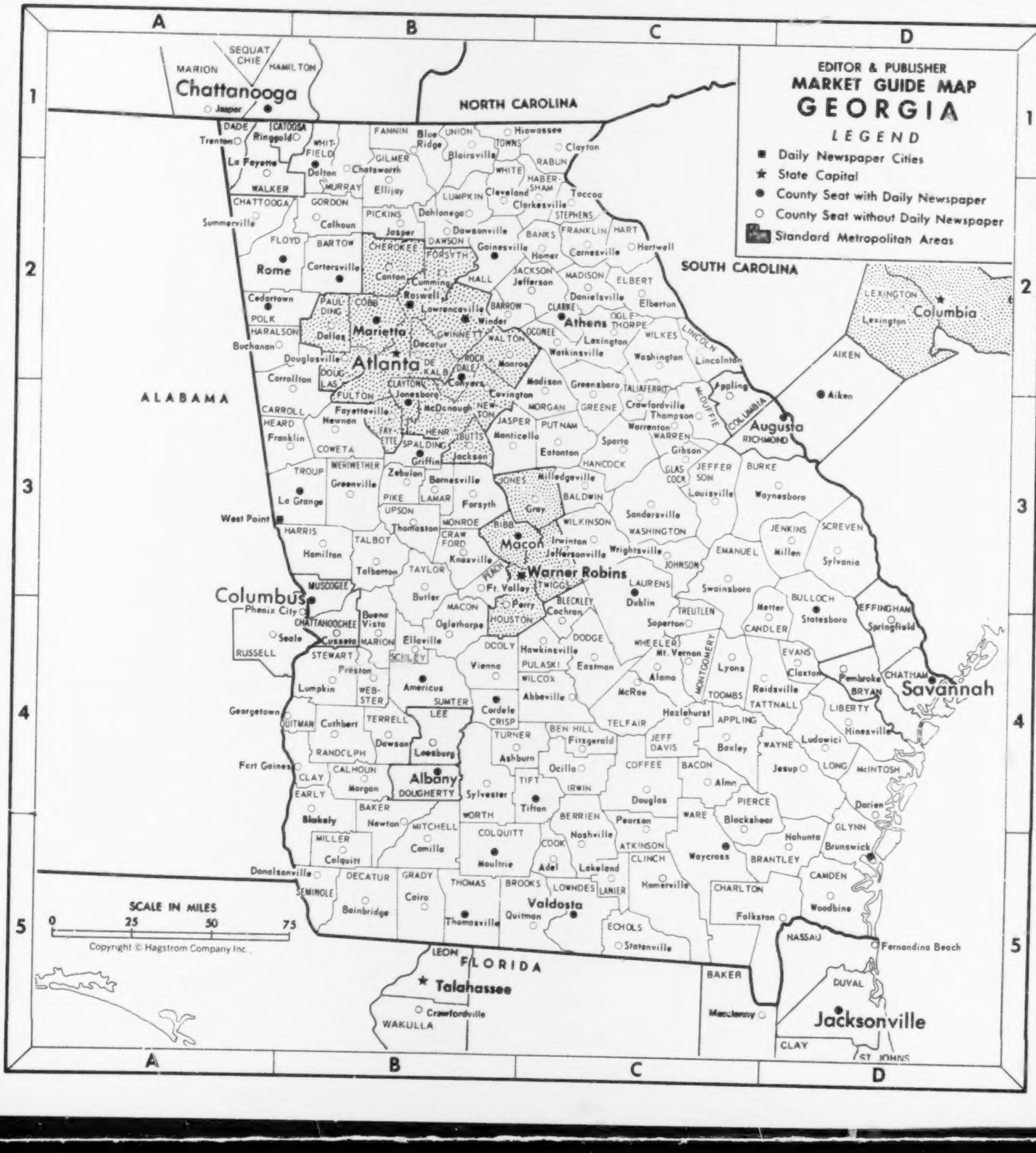
4—HOUSEHOLDS:
City 70 Cen. 24,881; Loc. Est. 25,326
County 70 Cen. 25,190; Loc. Est. 30,800
SMSA 70 Cen. 27,069; Loc. Est. 35,256
CZ ABC: (70) 23,972; (80) 29,300
RTZ-ABC: (70) 49,584; (80) 61,900
City & RTZ-ABC: (70) 73,556; (80) 91,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$267,944,787
Sav. & Loan Assn.	3	$198,160,161

6—PASSENGER AUTOS: County 60,129

7—ELECTRIC METERS: Residence 31,573

8—GAS METERS: Residence 20,208


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Rome
Marietta
Atlanta
Athens
Augusta
Columbia
Aiken
Macon
Warner Robins
Columbus
Albany
Savannah
Valdosta
Talahassee
Jacksonville
SCALE IN MILES
0
25
50
75
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9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 2,258 ($178); Tire & Rubber 1740 ($328); Food 1,637 ($222); Paper Mfg. 2203 ($353); Candy Mfg 820 ($265); Farm Imp. 683 ($216); Golf Club Mfg. 391 ($210); Medicinal Chemicals 343 ($320); U.S. Marine Corps Supply Ctr. 1,249 Marines, 2,563 civilians (payroll $63,000,000 annually); Brewery 700 ($400); Auto Parts Mfg. 350 ($300); Fertilizer Parts.

10-CLIMATE: Min. & Max. Temp.—Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 1 block on Pine St.; 3 on Washington; 2 on Broad; 3 on Jackson; Slappey Drive at W. Broad. 22 Stores of all types; Slappey Drive Between Broad and Pine, Slappey Drive and 3rd Ave. and East Albany.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Albany Mall	84	Sears, Belk's, Gayfer's
Midtown	47	Winn-Dixie, Penney, Cloth World
Oglethorpe Plaza	14	Rose's, Big Star
Shackelford	-	A&P, H&R Block
Southgate	6	Piggly Wiggly, Eckerd

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Gayfer's; Rosenberg's; Sears; Belks; J.C. Penney; Rose's.
Variety Stores: Kress, Woolworth.
Discount Stores (CZ): Lowe's; Keys; Segall & Sons; Moore-Handley; K-Mart.
Chain Food Supermarkets: Winn-Dixie 2; Harvey's 4; Piggly Wiggly 4; Pantry Pride; Ware House Grocery; Big Star 1; Kroger 1.
Other Chain Stores: Singer Co.; Goodrich; Goodyear; Western Auto; Butler (shoes); Diana Shop; S&H Green Stamps; Firestone; The Family Mart.

14—NEWSPAPERS: HERALD (e) 36,058; (S) 39,731; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey L. Gray, Adv. Dir., HERALD.
National Representatives: Landon Associates, Inc.

AMERICUS, GA

1—LOCATION: Sumter County, E&P Map B-4, County Seat. 70 mi. SW of Macon, 65 mi. SE of Columbus, 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 28, 30.

2—TRANSPORTATION: Railroads: Southern, Seaboard Coast Line.
Motor Freight Carriers: 4.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 16,091; Loc. Est. 15,249
County 70 Cen. 26,931; Loc. Est. 27,677

4—HOUSEHOLDS:
City: 70 Cen. 4,689; Loc. Est. 5,302
County 70 Cen. 7,613; Loc. Est. 9,174

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$81,670,000
Sav. & Loan Assn.	2	$32,000,000

6—PASSENGER AUTOS: County 12,949

7—ELECTRIC METERS: Residence 10,620

8—GAS METERS: Residence 2,905

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prod. 750; Rubber 500; Furniture 200.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Belair Plaza	7	Elmores Dept.
Perlis Plaza	11	Piggly Wiggly, Gibson's, SuperRx
Americus Village	7	Pic'N Pay,
Wheatley Plaza	4	Lee Drugs, Sears

13—RETAIL OUTLETS: Department Stores: Belk's; Union; Fair; Famous; Elmore; Gibson's.
Variety Stores: S. H. Kress.
Chain Drug Stores (CZ): Walgreen 2; Lee's; SuperRx.
Chain Food Supermarkets: Piggly Wiggly 2; Big Star; Winn-Dixie.

14—NEWSPAPERS: TIMES-RECORDER (e) 7,200; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: A. J. Bell, Adv. Mgr., TIMES-RECORDER.
National Representatives: Landon Associates, Inc.

ATHENS, GA

1—LOCATION: Clarke County, E&P Map C-2. County SEat. Educational and Industrial center. Located in NE Georgia. 67 mi. E of Atlanta, 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2—TRANSPORTATION: Railroads: Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers: 13 with Terminals.
Intercity Bus Lines: Greyhound; Southeastern Stages; Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 44,342; Loc. Est. 50,802
CZ ABC: (70) 44,342; ; (80) 51,100
RTZ-ABC: (70) 70,958; (80) 80,800
County 70 Cen. 65,177; Loc. Est. 69,108
City & RTZ-ABC: (70) 115,300 (80) 131,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 13,054; Loc. Est. 17,721
County 70 Cen. 19,488; Loc. Est. 24,457
CZ ABC: (70) 13,054; (80) 17,200
RTZ-ABC: (70) 21,701; (80) 28,300
City & RTZ-ABC: (70) 34,755; (80) 45,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$293,928,488
Sav. & Loan Assns.	2	$216,000,000

6—PASSENGER AUTOS: County 42,000

7—ELECTRIC METERS: Residence 29,916

8—GAS METERS: Residence 21,900

9— PRINCIPAL INDUSTRIES (CZ): Industry: Clocks, Electrical Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Products, Furniture Braided Cord, Tapestry, Beverages, Garments, Veneer, Cooperage, Canned Meats, Canned Vegetables, Dairy Products, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Electric Motors and Non-Woven Products. IBM exercised option on 900 acres.
Principal Pay Days: Friday, 1st & 15th.

10-CLIMATE: First killing frost, Nov. 5. Last killing frost, Apr. 2.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Shopping Centers:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart	—	K-Mart
Beechwood	40	Sears, Woolworths
Homewood	12	Zayre
Willowood	17	Rose's
Alps	29	Gibsons, Big Star
Sky City	7	Sky City, Otasco
East Plaza	10	Bells Food
Georgetown	15	Food Giant
Richway		Opening Sept. 1980
100 Store Mall		Opening Feb. 1980

Principal Shopping Days: Sat., Mon., Sun., Fri.

13—RETAIL OUTLETS: Department Stores: Davison's, Belk's, J.C. Penney, Sears.
Discount Stores: Gibson's, Sky City, Zayre, Family Dollar, Rose's, K-Mart, Richway.
Variety Stores: Woolworth's, Kress, McLellan's, United.
Chain Drug Stores: Eckerd's 5, Village Drug 2, Revco 5.
Chain Supermarkets: Kroger 1; Big Star 2; Winn-Dixie 3; Foodland 1; Bestmart 1; Bells 5; Bi-Lo; Food Giant 2; Thriftcity 1.
Other Chain Stores: Diana Shop, Sterchis; Goodyear; Otasco; Sherwin-Willilams; Pearle Optical; Lowes; Wickes; Maxwell; Kay's; Parts City; Key Wholesale; Friedman's.

14—NEWSPAPERS: NEWS (m-Mon.-Fri.) 7,930; BANNER-HERALD (e-Mon. to Fri.) 12,285; (m&e) 20,215; (Sat.) 16,931; (S) 22,256; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. Mark Smith, Adv. Dir., BAMMERHEALD-NEWS.
National Representatives: Branham/Newspaper Sales.

ATLANTA, GA

1—LOCATION: Fulton and De Kalb Counties (Atlanta, Ga. SMSA). E&P Map B-2, State Capital, Fulton County Seat. Industrial, transportation, distribution, merchandising, financial, manufacturing, communications and education center.

2—TRANSPORTATION: Railroads: Atlanta & West Point; Central of Ga.; Ga. Railroad; Louisville & Nashville; Seaboard Coast Line; Southern Railway; Western Railway of Alabama.
Motor Freight Carriers: 73.
Intercity Bus Lines: Greyhound; Southeastern Stages; Trailways.
Airlines: Allegheny; American; Atlantic Southeastern; Braniff; British Caledonian; Continental; Delta*; Eastern; Frontier; National; Northwest; Ozark; Pan American; Piedmont; Republic; Sabena*; TWA; United; Western (*International flights).
Mass Transit: MARTA rapid rail system, east-west line opened July, 1979.

3—POPULATION:
Corp. City 70 Cen. 497,421; Loc. Est. 456,200
CZ ABC: (70) 1,317,815; (80) 1,429,500
RTZ-ABC: (70) 1,122,741; (80) 1,450,400
Counties:
  Fulton 70 Cen. 607,592; Loc. Est. 578,000
  DeKalb 70 Cen. 415,387; Loc. Est. 466,100
SMSA 70 Cen. 1,597,816; Loc. Est. 1,906,700
City & RTZ-ABC: (70) 2,440,556; (80) 2,879,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. city 70 Cen. 162,291; Loc. Est. 182,354
Counties:
  Fulton 70 Cen. 197,555; Loc. Est. 214,300
  DeKalb 70 Cen. 124,089; Loc. Est. 158,300
SMSA 70 Cen. 489,474; Loc. Est. 658,700
CZ ABC: (70) 408,011; (80) 501,600
RTZ-ABC: (70) 337,679; (80) 497,400
City & RTZ-ABC: (70) 745,690; (80) 999,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Bank	53(366Br.)	$7,645,300,000
Sav. & Loans Assns	20(132Br.)	$4,633,645,000

6—PASSENGER AUTOS:
Counties: Fulton 295,832; DeKalb 287,455

7—ELECTRIC METERS: Residence 1,495,791

8—GAS METERS: 481,304 (commercial & residential)

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing-aircraft; automobiles; chemicals; communications equipment; furniture; iron & steel prods.; soft drinks; textiles; food; printing and publ. Av. wkly. earnings; durable goods ($228); non-durable goods ($197); total manufacturing ($208).
Principal Pay Days: Friday, 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 28-88; Summer 57-97; Fall 21-90; Winter 01-75. First killing frost, Nov. 12. Last killing frost, March 26.

11—TAP WATER: Neutral, soft.

12—RETAILING: (15-county SMSA) 400 shopping centers, including 14 regional malls, 66 centers of 100,000 sq. ft. or more, and 154 centers of 40,000 to 100,000 sq. ft. Regional Malls: Belvedere Plaza; Cobb Center; North DeKalb Mall; Columbia Mall; Cumberland Mall; Greenbriar Mall; Lenox Square; Northlake Mall; Perimeter Mall; Phipps Plaza; Shannon Mall; South DeKalb Mall; West End Mall; Southlake Mall.
Principal Shopping Days: Fri., Sat., Mon., Tues.
Stores Open Evenings: Regional shopping centers open to 9:30 six nights a week; open Sundays 12:30-5:30. Many supermarkets now open till midnight or open 24 hours. Some other retail stores open Mon., Thru., Fri., evgs.

13—RETAIL OUTLETS: Department and Apparel Stores: Davison's; J.C. Penney; Rich's; Sears.
Specialty Department Stores: Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores: K-Mart; Richway; Treasure Island; Woolco; Zayre.
Variety Stores: Woolworth's; S. S. Kresge; Ben Franklin's; Elmore; S.H. Kress; McCrory's; TG&Y.
General Merchandise: Kessler's; Family Dollar; Sunshine; Top Dollar; Belk.
Chain Drug Stores: Wender & Roberts; Dunaway Drugs; Revco; Mill Discount; Treasury; Medic's Drugs; K-Mart Pharmacy; Eckerd; SuperRx; Reed's.
Chain Food Supermarkets: Big Star/Colonial; Thriftown/Big Buy (Associated Grocers); Ogletree's; Winn-Dixie; Food Giant; Kroger; A&P; Buehler's; Matthews.
Convenience Food Stores: Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop-N-Go.
Other Chain Stores: (selected) W&J Sloane; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney's; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zales; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Ellman's.

14—NEWSPAPERS: CONSTITUTION (m) 213,807; JOURNAL (e) 211,081; Comb. (m&e) 429,888; WEEKEND (Sat.) 448,601; JOURNAL & CONSTITUTION (S) 501,867; Mar. 31, 1980 ABC. DAILY WORLD (m-Tues., Thu., Fri., S) 22,500; sworn Sept. 30, 1978 (Latest statement available).
Local Contact for Marketing and Advertising Data: Caroline John, Research & Mktg. Dir., JOURNAL-CONSTITUTION; C. A. Scott, Pub., WORLD.
National Representatives: JOURNAL & CONSTITUTION, Members Million Market Newspapers, Inc., Towmar; Central & S.A., Metropolitan Publrs. Reps. Inc., Canada; All American Media, U.K. WORLD: Amalgamated Publishers.

AUGUSTA, GA

1—LOCATION: Richmond County, (In Augusta, Ga.-S.C. SMSA) E&P Map D-3, in extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston, and 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2—TRANSPORTATION: Railroads: Southern; Georgia and Florida; ACL; Central of Georgia; Georgia RR.
Motor Freight Carriers: 16.
Intercity Passenger Bus Lines: Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City: Delta; Atlantis; Air South; Nationwide.

3—POPULATION:
Corp. City 70 Cen. 59,864; Loc. Est. 51,436
CZ ABC: (70) 172,336; (80) 167,500
RTZ-ABC: (70) 299,401; (80) 328,600
County 70 Cen. 162,437; Loc. Est. 190,925
SMSA 70 Cen. 275,787; Loc. Est. 342,282
City & RTZ-ABC: (70) 471,737; (80) 496,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 19,877; Loc. Est. 20,654
County 70 Cen. 44,464; Loc. Est. 49,500
SMSA 70 Cen. 82,80 ; Loc. Est. 90,300
CZ ABC: (70) 52,640; (80) 59,000
RTZ-ABC: (70) 80,432; (80) 101,400
City & RTZ-ABC: (70) 133,072; (80) 160,400

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$1,899,153,677
Commercial Banks	10	$5,701,610,290

6—PASSENGER AUTOS: County 114,595

7—ELECTRIC METERS: Residence 69,229

8—GAS METERS: Residence 50,629

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Total mfg. 14,674 ($257) AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual, U.S. Govt. 6,212 ($355) Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390).
Principal Pay Days: Thurs., Fri., 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15. Last killing frost, Mar. 14.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Broad St., 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers: Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Road; Southgate Plaza; Fleming; Daniel Village; North Augusta Plaza; National Hills; Holly Hill Plaza; Town & Country; Peach Orchard Center; Sky City; Bilo Center; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K-Mart Discount Ctr.; Regency Mall; Washington Square; K-Mart Center; Columbia Square; Windsor Square; Augusta Mall; West Town; Richmond Plaza.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Department Stores—Mon. thru Sat.; Grocery—Everyday.

13—RETAIL OUTLETS: Department Stores: Sears; Montgomery Ward; Davison's 1; Belles 3; Dale's; J.C. Penney; Rich's; Belk's 2; Gallant-Belk; Cullums 2; Reuben's 2; J. B. White 2.
Discount Stores (CZ): K-Mart 4; Sky City 2; Kaplan's; Key Wholesalers 3; Sam Solomon, Inc. 1.
Variety Stores: Woolworth 3; Green; Rose's 5; Big-K; Edward's; Family Dollar 2; Dollar General 2.
Chain Drug Stores (CZ): Lane-Liggett 3; Eckerd 6; Liggett 2; Hill's 1; Murphy's 2; Mill Discount 1; Treasury 2; Shopper Drug Mart 2.
Chain Food Supermarkets: Red & White 4; Big Star 11; A&P 2; Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Aaron's 2; Carpenter's 4; Red & White 3; Hill's 2; Korner Curb 2; Variety Curb 3; Harris-Teeter 3.
Other Chain Stores: Shoes: Hardy's, Butler's, Bell Bros., Marilyn Slipper Shop, Thom McAn, Kinney, Hanover, Endicott Johnson. Women's Apparel: Lerner's 2, Divine Shops, Daniel's Den, Eleanor Shop, Mangel's, Lynda Shop, My Shop, Casual Corner, Singer Co. Tires: Firestone, Uni-Royal, Goodyear 4, Goodrich, White's 2; Kelly Springfield 4. Jewelers: Friedman's 6, Busch's, Zale, Kay, Gordon, Jewel Box, Bejeweled, Tammy Jewels, Citizens; Men's Apparel: Kaybee Stores; Auto Accessories: Western Auto 4, Otasco 4, Firestone 4; Furniture: Ethan Allen, Rhodes, Inc., Maxwell Bros. 2, Haverty 2, Fairway Furn.; Paints: Sherwin-Williams, Pittsburg Paint & Glass Co.

14—NEWSPAPERS: CHRONICLE (m) 56,635; HERALD (e) 18,692; Comb. (m&e) 75,327; CHRONICLE-HERALD (S) 81,861; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mal Reynolds, Nat. Adv. Mgr., CHRONICLE & HERALD.
National Representatives: Branham/Newspaper Sales.

BRUNSWICK, GA

1—LOCATION: Glynn County, E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Highways I-95, 17, 84, 341; State Highways 25, 27, 32, 50.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Southern.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Service Trailway.
Airlines: Ocean Airways; Phoenix Airlines.

3—POPULATION:
Corp. City 70 Cen. 19,585; Loc. Est. 20,000
City Zone, Local Estimate 45,000
Retail Trading Zone, Local Est. 99,000
County 70 Cen. 50,528; Loc. Est. 57,000
City & Ret. Trade Area, Loc. Est. 150,000

4—HOUSEHOLDS:
City 70 Cen. 6,209; Loc. Est. 6,410
County 70 Cen. 15,116; Loc. Est. 16,131

5—BANKS:	NUMBER	DEPOSITS
Commercial	13	$199,155,000
Sav. & Loan	6	$1,479,516,000

6—PASSENGER AUTOS: County 35,000

7—ELECTRIC METERS: County 21,800

8—GAS METERS: City 10,614

9— PRINCIPAL INDUSTRIES (CZ): Naval Stores and Chemicals; Pulp; Industrial Broilers; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Products; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10-CLIMATE: Min. & Max. Temp.—Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,915,816	20,308,835	21,510,941	2,035	1,169,719	1,507	2,912,229	7,495	4,755,691	3,895	3,858,486	5,066	2,373,005	3,267	1,033,408	3,353	887,596	6,345	1,648,223	1,428	687,297
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albany, Ga.	345,745	437,787	462,755	36	36,075	25	72,091	144	88,529	70	90,715	86	37,734	85	25,706	84	25,046	135	30,354	24	12,570
Atlanta, Ga.	6,793,958	8,992,509	9,593,198	625	442,952	360	1,644,448	1,922	1,859,401	1,156	1,656,008	1,546	1,048,115	1,075	409,66[illegible]	1,190	348,537	2,399	868,449	441	297,336
Augusta, Ga.-S.C.	927,931	1,173,715	1,243,911	115	72,916	59	188,436	377	276,124	233	227,799	242	121,4[illegible]3	160	68,6[illegible]6	177	49,322	390	90,777	68	35,197
Chattanooga, Tenn.-Ga.	1,339,964	1,712,198	1,826,129	156	101,928	107	257,496	523	403,562	313	342,868	432	222,850	220	8[illegible],651	262	72,144	539	127,361	109	52,805
Columbus, Ga.-Ala.	695,446	851,535	895,037	76	37,595	47	137,833	277	172,566	147	178,288	209	94,584	134	[illegible]7,743	157	43,581	321	67,986	51	24,494
Macon, Ga.	807,521	988,016	1,037,856	79	58,415	48	157,964	326	223,435	168	181,571	252	121,483	168	56,892	149	40,565	307	74,971	67	27,599
Savannah, Ga.	722,149	901,716	952,134	61	54,984	46	125,543	264	194,932	142	160,034	223	106,402	135	54,762	145	54,906	301	78,227	52	27,969
COUNTIES, Cities																					
APPLING	30,712	37,390	39,198	7	2,005	6	3,288	31	12,522	11	7,760	21	4,129	7	1,652	5	810	17	2,767	5	826
ATKINSON	8,476	11,114	11,829	2	1,488	3	164	13	4,276	3	181	12	2,050			2	269	11	706	2	166
BACON	22,268	27,324	28,690	3	540	2	1,710	15	6,712	6	8,721	11	3,168	10	1,440	2	547	6	1,327	5	1,798
BAKER	3,785	4,228	4,361			1		8	1,859			5	900					2		1	10
BALDWIN	86,645	100,208	104,057	9	7,098	16	14,347	41	31,514	27	14,135	28	10,750	20	3,540	18	3,106	47	7,262	8	2,626
BANKS	1,452	2,241	2,465			1	258	9	887	3	21	1	322	1		2		4	203		
BARROW	56,825	73,648	78,184	8	3,685	8	3,303	45	21,231	25	18,669	24	10,805	16	4,361	14	1,674	23	4,304	7	2,976
BARTOW	115,848	139,827	146,330	22	12,192	13	7,878	72	29,969	34	29,179	53	27,028	25	7,537	26	7,188	39	8,571	9	4,522
Cartersville	85,890	103,772	108,642	15	9,129	11	7,102	27	23,967	17	22,946	20	11,768	23	7,153	21	6,300	26	7,515	8	4,494
BEN HILL	43,071	50,350	52,366	11	2,893	6	3,032	32	18,283	18	8,302	12	4,824	17	3,589	17	2,774	17	2,329	8	2,026
BERRIEN	38,714	44,708	46,377	4	2,933	8	1,475	31	14,885	1[illegible]	14,482	15	3,028	4	1,143	9	1,206	16	1,102	3	195
BIBB	581,287	692,076	722,474	49	32,579	31	116,820	209	147,338	103	130,261	178	87,198	128	40,123	110	28,722	206	50,186	42	20,066
Macon	554,101	657,919	686,426	39	27,624	30	114,445	182	135,357	94	128,945	165	80,210	120	37,733	100	26,880	196	48,650	40	19,462
BLECKLEY	23,630	28,204	29,453	4	357	4	1,276	16	10,048	12	6,531	14	5,129	7	1,353	4	443	8	1,362	4	1,117
BRANTLEY	5,006	6,554	6,975	2	717	2	596	15	2,731	2	538	11	1,281			1	193	4	68		
BROOKS	20,642	24,773	25,902	3	1,090	12	1,690	31	8,351	7	5,491	15	1,945	4	1,296	10	1,783	12	750	3	1,218
BRYAN	15,624	24,124	26,525	5	3,152	2	35	16	7,184	6	4,743	19	7,151			2	120	9	1,119	1	333
BULLOCH	100,259	124,445	130,999	20	7,692	12	11,767	51	31,855	35	28,188	37	8,092	25	13,072	22	6,229	37	9,222	10	4,384
Statesboro	89,169	111,782	117,896	16	5,971	10	9,490	38	30,567	31	24,062	29	6,616	25	13,072	19	5,195	34	9,091	8	3,403
BURKE	37,604	48,509	51,454	9	4,659	9	2,361	48	19,002	14	7,129	12	2,658	10	2,635	10	5,736	16	1,560	5	2,075
BUTTS	25,349	33,094	35,193	4	1,864	6	649	20	10,136	13	4,037	26	9,012	10	2,151	5	792	17	1,964	4	1,249
CALHOUN	10,323	12,112	12,608	4	556	6	1,040	22	5,401	8	2,710	9	1,388	4	390	1	313	6	233	2	159
CAMDEN	21,786	29,133	31,138	4	843	11	3,092	30	9,893	15	3,574	22	7,476	7	550	2	1,338	16	1,388	3	980
CANDLER	18,519	20,903	21,590	2	1,144	4	1,013	14	5,974	11	5,383	8	3,091	4	870			9	1,013	5	809
CARROLL	156,577	192,790	202,591	34	12,367	24	11,541	118	64,361	60	39,350	55	18,597	47	7,800	38	6,618	55	11,917	18	8,144
CATOOSA	66,65[illegible]	83,514	88,087	12	5,594	8	16,490	24	24,547	12	9,905	29	17,087	10	2,031	20	2,369	20	4,064	6	3,850
CHARLTON	15,637	19,661	20,741	4	1,330	6	1,344	16	4,507	6	6,843	9	2,801	3	536	1	559	9	1,193	3	105
CHATHAM	685,739	854,061	901,267	52	50,710	41	125,109	227	180,293	129	147,550	194	96,997	132	54,511	134	52,561	285	76,354	49	26,840
Savannah	357,252	390,536	400,835	28	27,170	30	35,004	157	92,588	75	40,700	97	42,139	95	33,067	85	21,352	182	39,235	35	12,346
CHATTAHOOCHEE	4,400	4,982	5,151			1	339	6	343	1	110	5	598	3	430			12	1,344		
CHATTAOGA	45,360	58,284	61,772	14	3,289	17	4,386	39	21,289	36	10,968	18	5,044	13	2,781	14	2,369	20	2,258	6	1,810
CHEROKEE	77,432	106,575	114,508	20	16,371	13	6,014	64	33,318	32	21,225	29	9,929	20	3,626	33	5,506	36	4,508	9	4,654
CLARKE	303,993	376,052	395,612	29	24,840	19	50,227	81	74,652	56	88,594	78	33,190	58	16,843	58	19,506	125	33,355	24	12,130
Athens	227,253	272,477	284,337	26	17,891	15	42,038	66	58,821	39	25,413	66	26,278	57	16,466	55	17,456	114	31,268	22	10,962
CLAY	2,512	2,765	2,843			3	348	9	1,286	1	283	5	252	1	120			5	315	2	36
CLAYTON	495,548	679,673	729,984	47	26,889	25	167,802	149	139,448	92	92,900	98	83,643	71	32,518	71	16,187	123	47,832	24	38,444
Jonesboro	34,473	47,213	51,459	10	1,395	4	1,135	32	24,377	11	3,174	12	10,126	5	596	9	740	15	4,305	5	3,527
CLINCH	8,965	12,770	13,818	4	1,017	4	1,047	16	3,540	3	2,179	9	2,506	2	442	2	216	5	322	2	289
COBB	1,034,443	1,397,373	1,496,004	114	76,252	56	336,411	253	289,590	190	268,920	224	160,742	165	67,342	175	47,200	295	108,193	65	46,150
Marietta	223,073	276,902	291,384	27	18,010	10	37,340	47	50,195	52	78,919	53	28,387	33	10,103	32	11,350	77	29,259	16	13,308
COFFEE	63,786	83,192	87,127	16	9,027	13	7,344	51	26,044	22	13,799	27	6,808	24	5,490	18	3,261	38	5,397	8	2,457
COLQUITT	89,145	114,173	120,961	23	11,947	11	8,224	80	35,596	28	17,063	31	9,593	31	8,219	22	4,879	32	5,162	12	5,058
Moultrie	82,756	107,551	114,231	18	11,571	7	7,959	55	32,583	26	16,836	22	7,110	30	8,168	22	4,879	28	5,087	10	5,005
COLUMBIA	48,479	71,276	77,631	19	12,977	11	7,205	38	20,420	16	5,374	19	14,544	11	1,399	20	2,425	26	3,574	6	2,209
1COLUMBUS CONSOL. GOVT.	605,007	744,450	782,147	53	30,765	35	125,436	194	138,330	106	165,369	157	79,090	112	44,456	133	41,440	266	59,145	41	20,459
1Columbus	600,348	744,450	782,147	57	30,765	48	125,436	247	138,330	114	165,369	216	79,090	117	44,456	129	41,440	241	59,145	38	20,459
COOK	23,347	27,422	28,562	7	678	7	1,287	31	8,113	6	2,364	22	7,926	6	825	5	864	13	1,776	5	1,511
COWETA	98,089	119,293	125,044	20	10,737	13	13,518	69	33,921	27	18,443	42	14,612	18	3,056	21	6,794	38	8,159	8	4,440
CRAWFORD	5,327	6,409	6,708	1	432	3	255	13	2,137	2	367	7	1,519	1	48			3	9	1	
CRISP	80,044	90,594	93,673	10	1,965	10	6,862	48	24,929	20	11,023	32	26,022	14	5,073	15	1,832	30	5,929	4	1,050
Cordele	64,035	73,655	76,394	10	1,965	10	6,862	40	24,256	19	8,275	28	18,137	12	3,471	14	1,354	28	4,382	4	[illegible]
DADE	25,418	31,001	32,539	4	1,237	4	1,514	17	10,445	11	2,651	15	10,795	5	1,058	6	1,407	5	1,191	2	[illegible]
DAWSON	5,238	7,471	8,088	2	510	4	249	16	3,790	3	402	6	1,774	1		1	82	3	271	1	[illegible]
DECATUR	56,469	67,040	69,953	17	4,260	12	6,418	51	20,636	16	12,010	25	6,053	19	3,264	15	2,121	27	4,442	10	2,0[illegible]
DE KALB	1,809,736	2,353,635	2,501,294	134	98,316	75	574,242	375	465,106	235	381,625	381	254,425	261	106,971	316	110,723	570	197,306	102	69,36[illegible]
DODGE	50,048	57,325	59,404	12	2,891	10	3,464	56	16,848	15	6,825	43	16,360	11	1,319	8	1,921	15	4,530	9	1,851
DOOLY	20,313	23,251	24,088	6	408	6	270	13	4,447	7	6,358	16	8,599	3	55	6	1,373	6	639	4	959
DOUGHERTY	342,166	432,680	457,226	32	35,599	24	72,091	135	86,389	69	90,582	80	35,555	84	25,706	81	24,940	132	30,[illegible]	23	12,568
Albany	306,633	394,826	418,573	26	33,300	19	55,882	120	79,797	65	90,308	77	34,943	72	22,987	69	22,640	124	27,984	20	11,375
DOUGLAS	114,277	158,876	171,081	24	11,571	11	9,141	51	52,575	43	30,927	39	29,097	22	5,478	30	4,425	35	9,384	11	8,627
EARLY	29,813	33,036	33,993	4	2,071	5	1,866	21	12,636	14	7,286	10	2,189	10	1,480	7	810	12	922	6	1,438
ECHOLS	494	665	712					1	549			1	163								
EFFINGHAM	20,786	23,531	24,342	4	1,122	3	399	21	7,455	7	7,741	10	2,254	3	251	9	2,225	7	754	2	796
ELBERT	49,087	61,669	65,060	15	4,067	12	4,339	45	19,578	14	17,915	21	4,623	12	2,250	14	2,030	19	2,600	10	2,636
EMANUEL	51,552	63,608	66,860	15	7,491	14	5,308	38	19,051	19	13,973	29	7,403	14	1,940	7	3,044	22	2,089	8	1,863
EVANS	22,218	28,529	30,240	5	5,327	1	694	18	7,741	7	4,659	17	4,594	8	1,619	7	629	16	1,644	3	1,252
FANNIN	33,997	38,935	40,338	9	3,442	7	3,825	24	13,307	18	4,710	18	6,039	11	1,557	6	1,168	13	1,499	5	1,513
FAYETTE	31,225	65,452	71,881	10	3,729	3	3,156	26	18,750	9	6,643	15	5,634	8	2,930	6	2,104	12	2,793	4	1,544
FLOYD	246,609	290,367	302,465	35	11,883	21	39,720	115	75,887	68	56,797	76	20,832	55	18,288	81	16,793	114	23,684	25	9,728
Rome	227,883	269,116	280,485	27	8,823	17	39,246	96	70,042	60	55,854	58	16,914	50	17,848	73	15,512	91	20,703	21	8,282
FORSYTH	47,081	67,038	72,523	12	9,840	5	1,709	41	18,416	19	16,127	21	10,198	11	1,435	17	2,349	20	4,596	4	2,058
FRANKLIN	51,534	63,282	66,469	12	8,828	8	1,334	39	16,656	30	13,354	38	12,042	20	1,786	13	2,075	29	2,981	8	2,165
FULTON	2,516,963	3,196,678	3,383,658	147	125,768	95	480,207	582	541,831	296	607,219	470	335,564	400	167,184	357	123,675	1,066	427,796	153	89,605
2Atlanta	1,834,449	2,226,644	2,328,242	80	63,092	65	392,302	403	340,436	181	408,320	295	195,342	310	147,235	233	80,967	795	288,757	100	56,503
Roswell	55,437	81,949	90,786	7	1,759	6	6,070	20	9,667	17	37,287	9	9,843	13	3,478	16	2,607	20	10,665	4	691
GILMER	29,871	35,269	36,752	12	5,082	10	3,018	22	8,793	18	10,075	9	2,433	10	625	6	1,192	10	1,344	3	1,115
GLASCOCK	1,089	1,537	1,661	1	88			5	660			5	789					3	60	1	
GLYNN	216,443	271,738	286,650	27	13,340	17	26,385	86	64,648	36	60,275	48	23,856	61	21,245	52	14,412	103	30,566	20	6,727
Brunswick	147,083	184,887	195,109	17	10,007	11	17,746	65	50,684	23	29,828	34	14,416	38	16,351	45	12,770	63	19,050	14	4,994
GORDON	70,809	85,947	90,086	11	3,110	12	3,893	62	27,020	31	12,139	35	13,597	29	5,590	24	4,761	37	7,869	9	3,474
GRADY	42,313	51,257	53,691	13	4,145	7	2,24[illegible]	39	17,579	14	11,532	18	7,242	9	2,363	15	1,470	13	2,041	5	1,760
GREENE	21,438	27,954	29,724	7	1,164	6	[illegible]	32	10,279	10	4,476	23	6,918	7	648	5	648	10	908	5	1,595
GWINNETT	328,155	539,414	600,316	48	45,800	31	40,257	142	172,489	102	139,431	96	88,344	53	9,046	102	24,218	104	33,779	26	20,954
Lawrenceville	84,051	135,326	152,418	13	9,981	10	15,046	32	33,030	37	45,574	21	19,922	13	3,074	24	3,550	25	7,811	6	5,801
HABERSHAM	73,508	97,113	103,483	12	17,248	16	4,707	43	25,821	42	19,225	26	8,227	15	3,773	17	3,613	35	5,157	10	3,711

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HALL	228,360	303,553	323,911	32	23,085	17	49,750	124	79,237	63	46,963	69	21,463	47	20,575	59	11,657	76	18,812	23	12,846
Gainesville	179,553	242,305	259,307	23	21,751	13	47,893	58	51,990	35	31,020	45	14,013	35	18,934	40	10,322	58	16,188	20	12,580
HANCOCK	9,839	12,652	13,414	2	477	3	765	21	5,461	6	1,839	7	2,769	3	657	2	196	6	352	1	107
HARALSON	38,067	42,310	43,562	7	3,376	16	1,424	38	12,231	22	6,665	22	4,204	27	4,375	18	1,345	22	2,120	8	2,333
HARRIS	16,746	20,567	2[illegible],605	6	481	4	691	30	6,823	6	2,591	15	2,602	2	318	4	163	14	5,722	3	634
HART	25,688	30,628	31,935	10	1,349	5	2,829	32	12,323	17	4,426	14	3,218	8	1,252	13	1,980	21	2,021	5	1,578
HEARD	3,385	4,722	5,08[illegible]	1	476	2	206	17	1,770	2	307	10	1,243			4	76	5	344	1	21
HENRY	56,841	69,070	72,40[illegible]	16	6,554	10	2,101	37	18,066	26	12,733	47	17,814	7	427	14	1,182	30	7,823	6	1,360
HOUSTON	207,905	269,967	287,301	26	24,679	16	40,741	77	64,586	59	49,599	56	28,201	36	16,065	37	11,378	85	23,430	19	5,427
Warner Robins	159,247	207,169	220,100	19	12,352	10	37,772	45	50,727	50	43,949	24	14,677	25	14,507	29	8,415	60	17,025	13	4,924
IRWIN	12,088	14,199	14,781	2	1,517	4	664	19	3,774	7	3,013	10	1,821	3	1,031	3	44	9	471	3	618
JACKSON	52,370	63,148	66,108	10	2,588	9	4,308	38	14,121	43	10,060	36	15,655	20	2,228	14	2,576	37	6,163	8	2,211
JASPER	8,810	10,8[illegible]	11,349	3	1,008	3	384	16	3,660	6	2,816	5	1,555	3	140	1	171	4	537	2	55
JEFF DAVIS	27,553	30,9[illegible]6	31,972	4	1,331	4	2,269	19	9,288	7	5,963	16	5,532	11	1,491	9	957	11	1,107	5	1,182
JEFFERSON	30,505	40,519	43,240	7	1,404	11	2,557	35	14,443	18	7,350	25	6,061	9	1,465	10	1,897	16	1,459	5	1,993
JENKINS	13,611	16,7[illegible]	17,553	3	679	1	392	23	4,935	6	2,967	10	3,855	6	1,688	2	489	10	536	3	609
JOHNSON	11,571	13,72[illegible]	14,310	5	320	6	607	22	5,190	11	3,277	10	2,464	3	572	4	576	4	230	1	93
JONES	12,834	18,442	19,993	3	940			24	7,189	4	1,711	14	4,433	3	279	1	379	12	1,077	4	2,049
LAMAR	22,177	27,684	29,169	3	1,330	6	2,328	24	7,795	15	8,0[illegible]	7	2,376	5	1,307	7	768	16	1,937	3	1,163
LANIER	5,968	7,883	8,398	4	843	2	455	9	1,925	3	2,789	7	948			2	155	3	8	1	73
LAURENS	102,850	135,397	144,179	14	9,044	14	14,923	76	37,736	42	30,199	40	9,894	26	8,943	26	5,676	44	5,255	14	5,718
Dublin	88,662	115,893	123,221	8	5,198	11	12,289	53	33,693	37	29,615	28	6,903	26	8,943	19	4,235	35	4,532	13	5,315
LEE	3,579	5,107	5,529	4	476	1		9	2,140	1	133	6	2,179	1		3	146	3	123	1	2
LIBERTY	45,738	56,090	58,897	9	5,198	7	4,950	35	13,058	15	8,217	19	10,404	8	1,291	5	1,246	32	8,231	6	2,584
LINCOLN	6,056	6,916	7,163	4	667	3	304	13	2,210	3	720	8	1,461	4	731	2	115	4	330	2	87
LONG	3,064	3,584	3,730	1	333	1	999	7	934	2	227	8	768					5	175	1	55
LOWNDES	249,757	320,748	339,936	37	21,208	15	34,457	116	66,724	61	61,529	83	51,205	71	20,378	49	11,997	93	25,159	22	19,340
Valdosta	223,750	287,436	304,624	30	19,093	14	33,640	92	60,830	55	59,626	63	33,598	70	20,271	42	11,734	78	23,125	19	18,656
LUMPKIN	12,832	18,629	20,230	4	3,685	4	350	25	7,419	7	1,732	3	1,676	1	766			13	2,963	2	340
MCDUFFIE	53,349	74,796	80,656	10	9,007	11	5,381	37	26,809	12	11,927	20	8,377	13	2,159	13	3,952	17	3,970	8	3,207
MCINTOSH	17,995	22,650	23,908	2	882	2	344	16	5,866	5	5,680	12	6,821	1	126			19	2,637	1	63
MACON	21,311	28,150	29,997	5	795	8	937	26	9,913	8	5,877	9	3,037	4	1,224	6	1,305	11	1,054	6	991
MADISON	11,422	14,775	15,682	3	103	3	374	39	6,765	18	2,288	16	2,518	2	66	4	83	12	1,017	3	559
MARION	7,867	9,401	9,821	2	96	2	141	17	2,441	6	2,913	5	1,212	3	151			3	199	3	559
MERIWETHER	59,079	65,932	67,902	14	3,657	8	2,134	50	16,227	14	27,554	25	4,431	14	2,169	10	2,812	29	3,077	6	1,69[illegible]
MILLER	14,135	14,943	15,233	3	888	4	500	24	5,801	5	3,084	9	2,510	5	789	4	710	4	150	3	46[illegible]
MITCHELL	40,171	48,158	50,340	5	3,[illegible]99	14	4,172	44	15,941	11	8,689	25	8,166	12	1,442	11	2,047	17	1,214	8	1,827
MONROE	35,599	43,497	45,659	6	1,801	6	494	20	8,922	10	10,278	19	16,039	10	1,514	3	369	16	3,532	3	1,466
MONTGOMERY	17,730	22,186	23,388	6	838	4	3,819	21	4,991	10	6,301	12	2,851	2	529	4	1,109	9	2,341	3	434
MORGAN	24,804	37,850	41,516	7	3,724	9	2,053	21	11,552	10	8,227	19	7,708	5	590	4	1,191	4	923	3	1,255
MURRAY	35,371	47,866	51,269	7	3,420	9	2,056	25	20,007	15	7,234	16	5,612	9	1,340	16	4,978	19	2,856	5	1,393
3MUSCOGEE																					
3Columbus																					
NEWTON	77,059	97,585	103,160	11	3,784	12	12,622	58	31,754	31	15,763	35	11,121	15	4,412	18	3,231	30	7,508	11	4,705
OCONEE	5,217	8,728	9,750	3	615	4	1,212	11	3,380	3	339	5	1,654	3	750	2	411	3	413	3	212
OGLETHORPE	8,268	10,206	10,729	2	2,002	2	358	22	3,428	3	1,529	6	1,080	3	578	1	447	3	156	1	195
PAULDING	32,009	41,718	44,349	10	2,132	5	1,678	34	15,732	16	9,380	18	6,755	7	525	7	688	9	1,795	7	2,471
PEACH	41,942	48,230	50,012	13	5,170	5	1,333	26	13,834	16	7,328	21	9,555	10	2,452	10	1,979	27	2,535	5	1,623
PICKENS	30,302	38,398	40,575	5	1,289	8	1,461	15	8,958	11	15,640	12	4,678	6	266	5	657	10	1,584	3	1,664
PIERCE	19,104	24,795	26,330	7	2,904	2	491	20	6,016	6	6,653	20	3,132	4	904	2	386	12	1,832	4	1,282
PIKE	4,427	6,119	6,583	3	328	3	533	18	2,602	4	121	9	853	1		3	197	3	455	1	299
POLK	78,981	102,507	108,862	16	7,466	13	4,984	72	38,002	31	21,674	41	8,512	33	5,783	17	4,057	51	5,384	13	7,237
PULASKI	24,698	28,217	29,209	6	564	5	888	24	9,763	9	7,275	9	2,652	8	1,088	9	916	8	1,030	4	1,422

Continued page 93

BRUNSWICK—continued

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.
Neighborhood Shopping Centers: Norwich St.; St. Simons Island; Arco-Brunswick Villa; Jekyll Island; Lanier Plaza; Altama Ave.; Longview; St. Simons Island; Jekyll Island; Lanier Plaza; Brunswick Mall; Altama Ave.; Dock Junction; Retreat Village; St. Simons Redfern Village; St. Simons.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Altama Vill.	-	Piggly Wiggly, Eckerds
Brunswick Mall	-	Pantry Pride, Belk-Hudson, Revco, K-Mart
Brunswick West	-	Revco, Winn-Dixie
Lanier Plaza	-	A&P, Sears, Woolworth's
Retreat Village (St. Simons)	-	Revco, Winn-Dixie, Ben Franklin, Eagle
Longview (St. Simons Isl.)	-	IGA Foodliner, Ace Hdwr.
Glynn Plaza	-	Big K, Treasury Drugs, Big Star

Other shopping ctrs. are Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sears; Gibson's; Belk-Hudson; K-Mart.
Variety Stores: Kress, Woolworth; Maxwell's; Ben Franklin; Eagle.
Discount Stores: Big K, K-Mart; Gibson's.
Chain Drug Stores: Eckerd's; Treasury; Revco.
Chain Food Supermarkets: A&P; Winn-Dixie 4; Pantry Pride 2; Piggly Wiggly; IGA 2; Big Star; Jack's Minit Mart 15.
Other Chain Stores: Rhodes Furniture; Firestone; Diana Shop; Vogue Shop; Eleanor Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoe Store; Pay Less Shoe Store; Radio Shack; Gilberg's Fabrics.

14—NEWSPAPERS: NEWS (e) 14,616; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ron Maulden, Adv. Mgr. & Ass't. Gen. Mgr., NEWS.
National Representatives: None.

CARTERSVILLE, GA

1—LOCATION: Bartow County, E&P Map B-2, County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2—TRANSPORTATION: Railroads: L&N; Seaboard.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Tennessee Coach.

3—POPULATION:
Corp. City 70 Cen. 9,929; Loc. Est. 10,385
County 70 Cen. 32,663; Loc. Est. 40,421

4—HOUSEHOLDS:
70 Cen. City 3,269; Loc. Est. 3,588
County 70 Cen. 9,963; Loc. Est. 14,152

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assns.	2	$50,000,000
Commercial Banks	4	$80,994,000

6—PASSENGER AUTOS: County 21,586

7—ELECTRIC METERS: Res./Est. 4,900

8—GAS METERS: Res./Est. 4,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earn[illegible] (Av. Wkly. Wage): Cotton, chenille and knitting 6,025 ($200); Sundries 10,129 ($125). Also Lime; limestone; barium; iron ore; ochre & manganese mines; livestock; pine timber; Farming (Cotton & Soy Bean).

10-CLIMATE: Min. & Max. Temp.—Spring 62-80; Summer 65-96; Fall 62-80; Winter 08-80. First killing frost, Oct. 30. Last killing frost, Apr. 7.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 8 blocks on 6 sts., some outlying areas.
Shopping Centers: Three new centers 3 blocks from downtown; Oakland Hts., 3 mi. N.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cartersville Plaza	26/1000	Thriftown, So. Shoe, Saul's, Woolworth, Belk, Fabric Outlet, Irvins, Dunaway Drugs
Market Sq.	21/570	Winn-Dixie, Bonanza, Eckerd, Davis Bros., K-Mart

Principal Shopping Days: Mon., Fri., Sat.
Stores Close: Wed. afternoon.

13—RETAIL OUTLETS: Department Stores: Belk.
Variety Stores: Woolworth; Lay's.
Discount Stores (CZ): Discount City; Super; Thriftown; Family Dollar Store; Pickin Pay Shoes.
Chain Drug Stores (CZ): Champion 2; Rexall; Young Bros. Walgreen; Cochran's; Bert Smith; Dunaway's; Ernie's; Eckerd's, Ben's Drugs.
Chain Food Supermarkets: Kroger; Big Apple; Winn- Dixie.
Other Chain Stores: Cato's; Saul's; Stein's; Robbins; Carterville Men's Shop; Diana Shop; Irvin's; Millie's Dress Shop; Millie's Fashion Shop.

14—NEWSPAPERS: TRIBUNE-NEWS (e-Mon. to Fri.) 6,579; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles E. Hurley, Pub., or Jack Cochran, Adv. Dir., TRIBUNE-NEWS.
National Representatives: None.

COLUMBUS, GA

1—LOCATION: Muscogee County (In Columbus Ga.-Ala. SMSA). E&P Map B-3, County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431, 280; Ga. Hwy. 103, 85, 22, 1. Home of Lawson Army Air Field and Fort Benning (Army).

2—TRANSPORTATION: Railroads: Central of Georgia; Seaboard; Southern.
Motor Freight Carriers: 25.
Intercity Bus Lines: Modern Trailways; Southern Greyhound; Capitol Trailways; Atlantic Trailways; Southern Trailways of Georgia.
Airlines: Delta; Air Coach Transport Assn.; Atlantic Southeast Airlines.
Waterways: River Transit Co.

3—POPULATION:
Corp. City/County 70 Cen. 155,028;
Loc. Est. 180,000
CZ ABC: (70) 211,445; (80) 199,600
RTZ-ABC: (70) 255,005; (80) 267,900
SMSA 70 Cen. 238,584; Loc. Est. 223,008
City & RTZ-ABC: (70) 466,450; (80) 467,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. City/County 70 Cen. 52,288;
Loc. Est. 56,647
CZ ABC: (70) 60,093; (80) 68,800
RTZ-ABC: (70) 79,996; (80) 88,600
SMSA 70 Cen. 67,396; Loc. Est. 76,452
City & RTZ-ABC: (70) 140,089 (80) 157,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	5	$550,000,000
Sav. & Loan Assns.	4	$315,000,000

6—PASSENGER AUTOS: County 125,000

7—ELECTRIC METERS: Res. 65,000

8—GAS METERS: Res. 50,196

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 20,900 ($177); Lumber & Wood 700 ($160); Chemical, Stone, Clay Glass 800 ($200); Metal, Machinery 2,200 ($199); Food 4,200 ($180); Textiles 9,800 ($185); Apparel, Textiles 900 ($110); Print., Pub. 800 ($180); Transp., Comm., Utilities 2,900 ($190); Wholesale, Retail 13,500 ($130); Finance, Ins., Real Estate 4,400 ($160); Construction 4,600 ($175); Misc. Services 9,500 ($130).
Principal Pay Days: Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Broadway; several on First Ave., Shopping Center Complex on Macon Rd. (100 stores), Peachtree Mall; Phenix City; Broadway Area, downtown under renovation.
Neighborhood Shopping Centers: Wynnton; Rose Hill; E. Highland; N. Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds; Allendale; Holly Hills.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Columbus Square	3	J.C. Penney, Woolworth, Sear's, Kirven's

COLUMBUS—continued

Peachtree	4	Gayfer's, Ward's
Cross-Country Plaza	3	A&P, Service Merchandise
Traffic Circle	4	Woolworth, Piggly Wiggly; Howard Bros.
Hamilton Rd	10	Howard Bros
Phenix Plaza	1	Woolworth, Winn-Dixie Food Giant
Phenix By-Pass	3	Big Star, K-Mart
Eastgate	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Franklin Acres	-	A&P
Airport Thur Way	-	Family Mart
Midtown	-	Piggly Wiggly, K-Mart
Oakland Park	-	Piggly Wiggly
St. Mary's	-	Thriftown
13th St.	-	A&P, Eckerd Drugs
Windsor Village	-	Piggly Wiggly
Vista Plaza	-	Howard Bros., Winn-Dixie

Principal Shopping Days Mon., Wed., Fri., Sat.
Stores Open Evenings Dept. Mon. & Fri.; Peachtree Mall, Cross Country Plaza; Traffic Circle Shopping Centers; Gaylord's, J.C. Penney, Sears, K-Mart, Howard Bros., open 6 nights and Sunday

13—RETAIL OUTLETS: Department Stores Kirven's, J.C. Penney, Sears, Green's, Big Top World, Top Dollar, Montgomery Ward, Gayfer's.
Discount Stores (CZ) Gaylord's 2, Hill Bros., Paylass, K-Mart, Howard Bros., Segall & Sons, Service Merchandise, Family Dollar.
Variety Stores Woolworth 3, H.L. Green, Witt's 2, Rose's 2, Chapman's, Oakland Park, St. Mary's, Starmount, Windsor Village, TG&Y 2.
Chain Drug Stores (CZ) Lee 8; Walgreen 2; Scotties 1; Crayland & Jackson 2; Eckerd's 5, Page Drugs (2)
Chain Food Supermarkets Kwik-Chek 3; A&P 8, Big Star 5, Piggly Wiggly 18, Food Giant 6; Green Associated Grocers 18; Thriftown 6; Super Foods 1, Birdsey 2; Kwik-Shop 2, Globe Super Valu 3, Jones 2, Big Value 2
Other Chain Stores Burroughs, I.B.M., Monroe, Friden, Marchant, National Cash Register, Remington Rand, Firestone, Goodrich, Economy Auto, Pure Oil, Western Auto 3, Schwobilt Clothes, Day's Clothing, Maxwell Bros. (furniture); Zale Jewelry, Busch Jewelry, Butlers, Thom McAn, Cannon Marilyn Slipper Shop (shoes), Darling Shop, Eleanor Shop, Lerner Shops, Mangel's, My Shop, Sherwin-Williams 3, Casual Corners 2, Miller Taylor Shoes 3, Bell Bros. Shoes, Goodyear 2, Diana Stores 3, Lowe's, Pier 1, Anderson-Little, Jan's; Walden Books, Cole Books, American Seam; Shirt Shack, Cloth World, Hancock Fabric, Goodyear; Otasco; Kiralfy's; Brooks, B. Dalton; Gingess formal Wear, Matthews, Pockets, Radio Shack; Feet First; The Gap (clothing); Kinney Shoes, Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco auto painting, Singer Sewing; Goofs clothing

14—NEWSPAPERS: ENQUIRER (m-Mon. to Fri.) 34,590; LEDGER (e-Mon. to Fri.) 30,904, Comb. (m&e) 65,494, ENQUIRER-LEDGER (m. Sat. & Holidays) 62,851, (S) 70,841, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Richard Heath; Adv. Dir., LEDGER and ENQUIRER
National Representatives ENQUIRER/LEDGER— Knight-Ridder Newspapers Sales, Inc.

CONYERS, GA

1—LOCATION: Rockdale County, E&P Map B-2 (in Atlanta SMSA). Manufacturing & agricultural area. 20 mi. SE of Atlanta. On Interstate Hwy 20, State Hwy. 20.
Railroads Georgia, Family Line.
Intercity Bus Lines Trailways; Greyhound

3—POPULATION:
Corp. City 70 Cen. 4,890; Loc. Est. 14,617
County 70 Cen. 18,152; Loc. Est. 34,775
SMSA 70 Cen. 1,597,816; Loc. Est. 1,904,083

4—HOUSEHOLDS:
City 70 Cen. 1,496; Loc. Est. 4,959
county 70 Cen. 5,199; Loc. Est. 11,543
SMSA 70 Cen. 429,369; Loc. Est. 667,898

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	N.A.
Sav. & Loan Assn.	2	

6—PASSENGER AUTOS: County 16,674 (1978)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing (battery trays, scooters; tires; mattresses; fluorescent fixtures; food products; fabricated steel; aluminum screens; awnings; clothing; plastics) Meat packing plant; Pine timber; Agriculture.

10-CLIMATE: Mean Temp.—Spring 80; Summer 85; Fall 70; Winter 40. First killing frost Nov. Last killing frost, March.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal shopping Centers 5 Shopping Centers on Highways 20 and 138; 1-20E; West Ave. and Salem Road.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Conyers Crossings	16	K-Mart, Big Star Mkt., Eckerds Drugs Kroger's
Conyers Village	25	Food Giant Super Mkt.,
Fieldstone Mall		Buy Wise Drugs, Merle Norman
Georgetown	25	
Center	-	V.J. Elmore
Rockdale Plaza	30	A&P, Ben Franklin
Salem Gate Ctr		Treasury Drug

Stores Open Evenings Shopping Centers.

13—RETAIL OUTLETS: Department Stores Galley Dry Goods Co.
Discount Stores K-Mart; Ben Franklin.
Variety Stores V.J. Elmore.
Chain Drug Stores Eckerds, Treasury, Buy-Wise.
Chain Food Stores A&P, Big Star, Kroger's.
Other Chain Stres Singer Sewing Ctr., Hallmark Card Shop.

14—NEWSPAPERS: ROCKDALE CITIZEN (e-Mon. to Fri.) 5,200, sworn Sept 30, 1979 (latest statement available)
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN
National Representatives None.

CORDELE, GA

1—LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon, 130 SE by S of Atlanta; Flint River 8 mi. W.; on U.S. Hwy. 280; U.S. 41; Interstate 75 into Florida.

2—TRANSPORTATION: Railroads Southern, SCL, Seaboard, L. & N.
Motor Freight Carriers 12 (9 interstate, 3 intra & inter)
Intercity Bus Lines Southern, Greyhound, Continental Trailways, Tamiami Trailways

3—POPULATION:
Corp. City 70 Cen. 10,733, Loc. Est. 12,589
County 70 Cen. 18,087, Loc. Est. 21,300

4—HOUSEHOLDS:
City 70 Cen. 3,280, Loc. Est. 3,977
County 70 Cen. 5,465, Loc. Est. 6,939

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$53,335,281
Production Credit Assn.		$44,143,153
Savings & Loan	1	$38,012,250

6—PASSENGER AUTOS: County 8,912

7—ELECTRIC METERS: Res. 7,250 Co. 8,901

8—GAS METERS: Residence 2,695

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Woodworking 200 ($125), Apparel 1,040 ($100) Machinery 475 ($175), Food Oils 115 ($105), Services 1,563 ($70)

10-CLIMATE: Min. & Max. Temp.—Spring 65-87, Summer 71-90; Fall 64-85; Winter 41-63

11—TAP WATER: Neutral, hard

12—RETAILING:
Principal Shopping Days Thurs., Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores Sears, Roobin's, B. C. Moore & Sons, The Fair Store, Belks; Fergusons; Diana Shops, Star Store, Badcock's, Turton Casuals, Hartin's Fashion-Wise Clothing, Gibson Discount Ctr., Cato's Nothin' Fancy, T.G.&Y.
Variety Stores McCrory's, Family Dollar, Top Dollar.
Discount Stores Gibson's, Pic & Pay Shoes Payless Shoes; T.G.&Y.
Food Chain Stores Piggly Wiggly, Big Star; Harvy's; Winn Dixie; Rachels.
Chain Drug Stores Gibson's, Revco.
Other Chain Stores Western Auto, Diana Shop, Friedman Jewelers, B. C. Moore & Sons, Pic & Pay Shoes, Firestone, McConnell's, Goodyear, Belk Mathews, Badcock Furniture, Wheeler's, Cato's, Olene's; Kenwin.

14—NEWSPAPERS: DISPATCH (e-Mon. to Fri.) 5,494 sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Jack C. Mathews Pub., Gen. Mgr., DISPATCH
National Representatives Thompson Newspapers Inc. Landon Assoc.

DALTON, GA

1—LOCATION: Whitfield County, E&P Map B-2, County Seat.

2—TRANSPORTATION: Railroads L & N, Southern.
Motor Freight Carriers 22
Intercity Bus Lines Greyhound; Trailways

3—POPULATION:
Corp. City 70 Cen. 18,872; Loc. Est. 24,926
CZ ABC: (70) 29,827; (80) 36,200
RTZ-ABC: (70) 36,518; (80) 42,200
County 70 Cen. 56,108; Loc. Est. 64,775
City & RTZ-ABC: (70) 66,345; (80) 78,400

4—HOUSEHOLDS:
City 70 Cen. 6,056; Loc. Est. 8,969
County 70 Cen. 16,611; Loc. Est. 22,465
CZ ABC: (70) 9,265; (80) 12,900
RTZ-ABC: (70) 10,682; (80) 14,100
City & RTZ-ABC: (70) 19,947; (80) 27,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$194,960,000
Sav. & Loan Assns.	3	$96,585,287

6—PASSENGER AUTOS: County 36,227

7—ELECTRIC METERS: City 9,142

8—GAS METERS: City 6,355

9— PRINCIPAL INDUSTRIES (CZ): Bedspreads, Lumber Mills, Carpeting, Poultry

10-CLIMATE: Min. & Max. Temp.—Spring 40-80, Summer 75-95, Winter 30-52

12—RETAILING: Principal Shopping Area 10 blocks on Hamilton King, Gordon, Cuyler and Crawford Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bry-Man	30	Winn-Dixie, Penney, McCrory
Dalton	20	Sky-City, Eckerd, Kroger
Glenwood	5	Giggs Mkt., White Auto

13—RETAIL OUTLETS: Department Stores Penney's, Belk, Cannon's, Sky-City, K-Mart
Variety Stores McCrory-McClellan, Lay's
Discount Stores (CZ) Dalton, Discount Outlet; Gibson's, Family Dollar, Big 5, Dollar General; K-Mart
Chain Drug Stores (CZ) Rexall's, Dunaway's, Eckerd's, Gibson's, Buy Wise
Chain Food Stores (CZ) Winn-Dixie, Big Star, Big Apple, Gibson's; Kroger; Food King; Green Spot 3; Stafford's 2
Other Chain Stores (CZ) Bon-Ton Dresses, Three Sisters; Linda Fay Kiddie; Dan Cohen; Sears (order); Int'l Shoes, Sherwin-Williams, Butler Shoes, Eleanor Glamor Shop, Pic 'N Pay Shoes

14—NEWSPAPERS: CITIZEN-NEWS (e) 12,048, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Neely Young, Pub., CITIZEN-NEWS
National Representatives Thomson Newspapers, Inc.

DUBLIN, GA

1—LOCATION: Laurnes County, E&P Map C-3, County seat and residential center. 55 mi. SE of Macon, 150 mi. SE of Atlanta, 135 mi. NW of Savannah on U.S. Hwy. 80, 319, 441, State Hwys. 15, 19, 26, 29, 31, 117 and Interstate 16.

2—TRANSPORTATION: Railroads Seaboard Southern.
Intercity Bus Lines Greyhound; Service Coach; Trailways, Queen City Coach

3—POPULATION:
Corp. City 70 Cen. 15,143, Loc. Est. 15,336
County 70 Cen. 32,738, Loc. Est. 35,782
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,617, Loc. Est. 5,321
County 70 Cen. 9,776, Loc. Est. 12,424

5—BANKS:	NUMBER	DEPOSITS
Savings Bank	7	$46,125,381
Sav. & Loan Assn.	1	$28,147,192
Commercial Banks	7	$125,346,298

6—PASSENGER AUTOS: County 18,197

7—ELECTRIC METERS: Residence 4,685

8—GAS METERS: Residence 4,381

9— PRINCIPAL INDUSTRIES (CZ): Plywood, Bats, Handles, Sash & Doors, Meat Pkg., Cotton Seeds & Peanut Crushing, Woolens; Furniture, Toys, Concrete Blocks, Kitchen Cabinets, Shirts, Wall Coverings; Pants, Carpets, Tennis Shoes, Newsprint; Smoke Alarms, Aluminum Gates

11—TAP WATER: Alkaline, soft.

12—RETAILING: Shopping Center Shamrock, Bellevue, North Dublin; Williamsburg, East Dublin, North Jefferson, Dublin Mall, Irish Village, Westgate
Principal Shopping Days Wed., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores Penney, Belk-Matthews, Lease, Westbrook's, Friedlanders, Dunn's, K-Mart
Discount Stores (CZ) The Discount Store; Kenwin, Orbit Fabrics, Scotties, Family Dollar
Variety Stores McLellan's, Woolworth, Caters, McConnell's, Dunn's, Otasco, Top Dollar
Chain Food Supermarkets Colonial, Piggly Wiggly, Winn-Dixie, Big Apple
Other Chain Stores Diana Shop, Toby's Men's Shops, Nifty Shop, Imperial Men's Shop; Clyo's; Friedlanders; Playland; Pic 'N' Pay; Goodyear, Western Auto

14—NEWSPAPERS: COURIER-HERALD DISPATCH & PRESS (e) 10,461, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: COURIER-HERALD DISPATCH & PRESS W. H. Champion, Pub., Doug Hall, Editor
National Representatives None

GAINESVILLE, GA

1—LOCATION: Hall County, E&P Map B-2, County Seat. Commercial, industrial and recreational center of the Lake Sidney Lanier and north Georgia mountain area. Poultry products' capitol of the world, other agriculture, textiles, manufacturing. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129 and 365 Interstate Connector, 136, 249, 53, 141, 215, 365

2—TRANSPORTATION: Southern RR, Seaboard RR, Greyhound Bus.
Motor Freight Carriers 17

3—POPULATION:
Corp. City 70 Cen. 15,459, Loc. Est. 19,809
County 70 Cen. 59,405; Loc. Est. 73,377

4—HOUSEHOLDS:
City: 70 Cen. 5,114; Loc. Est. 7,122
County 70 Cen. 5,760; Loc. Est. 25,827

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	2	$185,848,733
Commercial Banks	3	$234,614,515

6—PASSENGER AUTOS: County 38,632

7—ELECTRIC METERS: City & County 30,262

8—GAS METERS: City & County 13,840

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 505, Textile 2,601, Apparel 705; Lumber Furniture & Fixtures 476, Printing & Publishing 403, Stone 129, Metal & Machinery 2,252, Leather 354, Animal Feeds 242, Poultry 4,977, Other Mfg. 1,476
Principal Industrial Pay Days Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 13-68, Summer 41-88, Fall 58-92, Winter 24-75. First killing frost, Nov. Last killing frost, March

11—TAP WATER: Neutral, very soft, fluoridated

12—RETAILING: Downtown Shopping Center 3 blocks on City Square; 5 on Bradford St., 4 on Main St., 5 on Washington St., 4 on Spring, 2 on Broad, 1 on Green.
Neighborhood Shopping Centers Triangle 3 units, Lakewood 4 units; Westside 6 units, Broad St. 17 units, Lakeshore Village 10 units, College Sq. 15 units

Nearby Shopping Centers

Name of Shopping Center	Blocks from Shopping District	Principal Stores and/or Supermarket
Broad St. Ctr(-)	8	Perren's, J & J Foods
Blueridge Ctr (-)	9	Kroger, Hancock Fabrics
Sherwood Plaza(14)	8	Belks, Sears, A&P, Rose's
Westside Plaza(-)	15	Family Dollar
Gibson's(2)	25	Gibson's, Big Star
Lakeshore Mall(48)	8	Belk's, Penney's, A&P, Winn-Dixie
Mason's Plaza(19)	14	Mason's, Big Star

Principal Shopping Days Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Belk, Estes, Millner's, Sears, Burton's, Perren's
Discount Stores (CZ) Mason's, Buy Wise, Gibson's, Family Dollar, Rose's
Variety Stores Woolworth, United
Chain Drug Stores (CZ) Revco, Eckerd, Buy Wise, Dunaway
Chain Food Stores (CZ) A&P 2, Kroger, Winn-Dixie 2, Big Star 2
Other Chain Stores Southern Shoe, Goodyear, Singer, Diana, Kenwin, Butler Shoes, Mather Furniture, Pic 'N Pay, West's Cash & Carry; Lowe's, Hancock Fabrics, Pearl Vision Center, Bell Bros. Shoes, Rose's, Moore-Handley, Radio Shack; Bottom Half

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 20,899, (S) 22,392, sworn Mar. 31, 1980
Local Contact for Advertising and Marketing Data: Dan Clark, TIMES
National Representatives None

GRIFFIN, GA

1—LOCATION: Spalding County, E&P Map B-3, County Seat
40 mi. S of Atlanta, 60 mi. NW of Macon
On U.S. Hwys. 16, 19, 41

2—TRANSPORTATION: Railroads Southern, Central of Georgia
Intercity Bus Lines Greyhound, Trailways

3—POPULATION:
Corp. City 70 Cen. 22,734, Loc. Est. 24,781
County 70 Cen. 39,514; Loc. Est. 47,309
Primary Mkt. Area-ABC
(70) 39,514; (80) 46,800

4—HOUSEHOLDS:
City 70 Cen. 7,258; Loc. Est. 9,208
County 70 Cen. 12,199; Loc. Est. 16,923
Primary Mkt. Area-ABC: (70) 12,242; (80) 16,600

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	2	$45,000,000
Commercial Banks	3	$135,000,000

6—PASSENGER AUTOS: County 19,707(1978)

7—ELECTRIC METERS: Residence 9,336

8—GAS METERS: Residence 11,960

9— PRINCIPAL INDUSTRIES (CZ): Textile 4,507($110); Brassiers 433 ($95); Flour 30($105) Hosiery 500 ($92), Metal Works 221 ($105), Rubber Rollers 40 ($90), Canning 400 ($95)

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
East Solomon	1/4	Music Store
College Hill	1/4	Big Star, Book Store, Hardware Ben Franklin
U.S. Hwy. 415	-	Cooks
Experiment	-	J.C. Foods
Market Square	-	Winn-Dixie
K-Mart Center	-	K-Mart
Northgate	-	Food Giant, Eckerds, Bakery, Champions 7
N.Griffin Sq.	-	Belk, Sears, Farmer Jonhs

Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Food, drug, Cook's Discount, K-Mart, Roses

13—RETAIL OUTLETS: Department Stores J.C. Penney; Crouch, Smith-Roberts Co.

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PUTNAM	17,112	20,357	21,251	5	541	7	1,089	21	8,371	6	3,627	10	2,370	4	609	4	499	12	1,081	3	865
QUITMAN	898	1,104	1,160			1	113	9	933			1	67					1	47		
RABUN	23,470	30,819	32,804	6	3,135	2	1,418	26	10,724	10	4,625	14	3,490	4	1,231	6	1,385	20	1,670	5	1,353
RANDOLPH	15,237	17,246	17,821	6	1,078	6	1,044	17	5,723	6	3,022	9	1,876	7	998	6	833	10	909	4	1,004
RICHMOND	622,198	782,611	826,851	55	43,153	28	148,039	178	156,747	126	161,494	117	62,696	100	49,169	101	36,812	256	70,525	39	19,871
Augusta	299,365	337,295	348,179	23	18,599	14	65,449	87	36,120	57	67,861	48	20,445	76	33,433	64	25,201	133	27,723	21	9,541
ROCKDALE	88,560	118,583	126,709	12	9,555	4	4,533	29	29,880	30	33,877	23	17,072	13	2,261	18	3,675	27	10,882	7	3,616
Conyers	68,050	105,737	118,299	17	8,808	3	4,533	27	25,272	17	33,877	18	15,954	4	2,033	20	3,538	15	10,194	6	3,198
SCHLEY	5,431	6,862	7,249	2		3	722	6	1,726	3	1,652	5	1,073			5	480	3	260		
SCREVEN	29,257	39,877	42,762	8	5,195	7	1,472	40	13,638	16	7,352	18	4,020	7	2,269	6	947	10	1,018	5	1,895
SEMINOLE	24,954	28,836	29,921	6	2,890	4	1,103	22	10,702	9	5,457	9	2,210	7	1,041	6	827	12	1,054	4	1,372
SPALDING	146,404	188,774	200,216	19	9,469	10	22,747	62	50,212	49	37,199	47	11,911	44	13,457	40	10,118	54	12,890	18	9,333
Griffin	141,050	181,897	192,925	18	9,117	10	22,747	56	46,758	49	37,199	46	11,729	41	12,892	40	10,118	53	12,721	17	8,964
STEPHENS	74,588	94,152	99,407	9	4,059	9	10,116	43	22,193	29	32,188	17	7,093	13	2,538	26	4,129	35	5,428	8	4,035
STEWART	10,278	13,855	14,827	2	485	4	536	21	4,436	6	3,503	11	2,996	2	[illegible]	3	52	6	617	3	629
SUMTER	86,947	113,606	120,859	10	6,869	6	4,492	49	28,113	18	16,642	30	12,837	27	9,260	14	3,588	34	5,621	8	4,486
Americus	82,304	109,033	116,260	8	5,934	6	4,492	39	27,075	17	16,172	26	12,274	25	8,960	14	3,588	29	5,390	6	4,131
TALBOT	5,377	6,867	7,273	2	262	5	902	12	2,242	3	195	8	1,845	1	306	2	94	2	46	1	31
TALIAFERRO	1,167	1,288	1,324			3	480	5	488			1	37			1	140	1	12	1	41
TATTNALL	33,233	39,405	41,094	6	1,883	10	1,793	32	13,353	17	7,317	25	4,758	9	1,965	12	3,793	16	1,108	6	1,867
TAYLOR	13,647	16,237	16,942	4	612	6	592	20	5,117	6	4,723	9	1,694	8	723	1	864	6	355	3	836
TELFAIR	25,446	29,810	31,018	7	1,709	11	2,031	25	9,920	10	5,602	15	2,664	8	1,129	11	1,590	9	1,124	4	1,962
TERRELL	23,391	24,975	25,507	6	1,397	8	1,269	29	7,452	6	4,702	15	2,111	6	2,218	10	968	12	1,030	5	1,045
THOMAS	107,677	137,170	145,156	21	9,668	16	14,918	82	41,593	23	23,367	51	14,664	24	7,931	32	4,779	42	7,030	13	4,573
Thomasville	99,422	127,434	135,006	16	9,075	11	14,450	59	37,791	19	22,543	36	12,485	23	7,903	29	4,703	38	6,808	10	4,196
TIFT	111,566	132,756	138,568	18	10,778	7	13,212	56	26,205	33	26,739	55	17,833	26	5,129	27	4,703	43	10,169	11	4,864
Tifton	106,983	127,025	132,521	17	10,545	7	13,212	46	24,841	33	26,739	43	14,489	26	5,129	27	4,703	41	9,985	10	4,691
TOOMBS	66,629	78,810	82,156	15	8,392	11	5,763	37	22,655	23	12,683	22	8,226	17	5,398	17	2,499	24	3,671	6	2,380
TOWNS	9,216	12,921	13,934	1	2,437	3	724	14	3,473	9	2,745	4	1,008	2	245	2	216	8	1,590	1	153
TREUTLEN	8,357	10,212	10,719	1		5	680	5	3,002	7	1,468	7	2,669	4	390	3	528	7	740	3	955
TROUP	153,784	192,989	203,603	20	10,392	13	15,923	103	50,369	53	31,316	54	21,441	47	19,173	44	15,113	53	10,556	18	7,516
La Grange	114,104	145,687	154,221	15	5,674	9	14,235	72	41,008	37	21,475	36	16,511	28	14,969	30	9,860	42	9,366	12	6,324
West Point	25,493	12,177	7,738	1	1,883	1	422	7	3,096	9	502	8	644	15		10		6	236	5	
TURNER	20,375	24,517	25,647	2	1,286	6	1,479	18	7,909	10	5,974	17	3,992	7	1,155	8	637	8	860	4	1,091
TWIGGS	5,495	7,531	8,088	1	217	1	403	16	4,322	2		4	1,651	1	425	1	86	4	278	2	57
UNION	15,157	18,617	19,555	6	3,278	4	610	27	5,369	12	2,443	6	2,189	6	587	6	780	8	1,016	2	597
UPSON	64,634	76,445	79,685	9	2,168	9	6,510	48	21,610	28	15,724	22	6,525	21	4,944	20	3,783	32	3,863	10	3,604
WALKER	110,811	120,989	124,181	17	4,759	9	2,819	75	47,806	46	18,566	54	17,929	32	8,822	22	3,122	42	5,214	13	2,922
WALTON	59,280	67,745	70,135	16	4,527	9	3,926	61	22,310	22	15,201	24	8,765	12	3,359	21	2,582	25	2,090	8	2,524
WARE	138,024	163,938	171,056	23	11,207	10	29,661	67	34,446	28	28,806	50	20,445	40	11,229	33	7,640	44	8,398	15	4,499
Waycross	134,111	159,247	166,149	20	10,424	8	29,035	59	33,753	27	28,697	43	19,201	39	11,199	32	7,616	41	8,313	15	4,499
WARREN	8,233	8,992	9,229	3	357	2	254	13	2,662	3	1,615	8	2,024	3	323	4	441	5	288	2	110
WASHINGTON	37,522	44,069	45,873	11	4,641	8	1,828	36	11,934	17	9,722	23	5,130	12	2,464	8	1,532	14	1,725	6	1,570
WAYNE	57,381	70,323	73,815	12	4,206	7	2,732	33	15,264	20	15,424	27	6,261	18	4,378	15	4,530	29	4,999	7	6,909
WEBSTER	3,056	3,942	4,184	1		2	1,876	3	649	1		2	433								
WHEELER	3,874	4,449	4,614	2	678			13	1,598	5	362	7	1,154	3	93	3	115	3	184	1	54
WHITE	24,819	30,932	32,577	3	1,459	6	811	18	4,759	14	9,998	13	3,179	4	155	3	934	26	3,224	3	952
WHITFIELD	223,114	285,143	302,013	20	10,440	15	22,644	93	72,937	88	47,371	63	28,282	55	16,939	108	39,176	72	20,585	20	8,970
Dalton	193,640	252,334	268,217	19	10,237	13	22,054	63	61,472	65	42,426	47	24,730	47	14,875	86	34,417	59	18,144	18	8,745
WILCOX	8,363	11,023	11,742	3		7	791	16	2,945	4	1,557	11	1,504			2	2,333	5	482	4	526
WILKES	27,186	35,221	37,384	9	2,686	8	1,876	26	11,520	12	9,466	7	2,068	7	2,094	6	1,267	14	1,446	5	1,400
WILKINSON	15,036	24,578	27,332	4	831	4	1,275	26	8,391	4	5,838	11	7,286	1	57	2	961	9	1,043	2	63
WORTH	27,606	34,951	36,927	8	2,102	6	2,408	28	12,102	13	9,680	16	3,928	8	946	6	314	15	1,320	3	1,644

Variety Stores: McLellan; Rose's, Ben Franklin.
Discount Stores (CZ): Cooks, K-Mart, Roses, Signal Mills, Dollar General.
Chain Drug Stores (CZ): Reeds, Eckerds, K-Mart, Hospital Discount.
Chain Food Supermarkets: Piggly-Wiggly, Kroger, Big Star, Food Giant, Winn-Dixie.
Other Chain Stores: Goodrich, Firestone; Goodyear; Econony Auto; Belk Stores; Diana Shops, Family Dollar; Singer Co., Western Auto; Friedman Jewelers; Maxwell Bros. Furn; K-Mart.

14—NEWSPAPERS: NEWS(e-Mon. to Fri.) 12,633; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Russell Smith, Gen. Mgr., NEWS.
National Representatives: American Newspaper Representatives, Inc.

JONESBORO, GA

1—LOCATION: Clayton County, E&P Map B-3 (In Atlanta SMSA). County Seat. Manufacturing and agricultural; 15 miles S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 138, 54, 95.

2—TRANSPORTATION: Railroads: Southern; Louisville & Nashville.
Motor Freight Carriers: 8.
Airlines: All major carriers, Atlanta airport.

3—POPULATION:
Corp. City 70 Cen. 4,105; Loc. Est. 10,013
County 70 Cen. 98,043; Loc. Est. 149,199
SMSA 70 Cen. 1,597,816; Loc. Est. 1,904,083

4—HOUSEHOLDS:
City 70 Cen. 1,156; Loc. Est. 3,388
County 70 Cen. 27,917; Loc. Est. 49,074
SMSA 70 Cen. 477,534; Loc. Est. 667,898

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$60,000,000

6—PASSENGER AUTOS: County 83,015

9— PRINCIPAL INDUSTRIES (CZ): Mfg. of machinery, hardware, dies, sheet metal, furniture, wood products; Dairying; Cotton growing; Poultry.

10-CLIMATE: Min. & Max. Temp.—Spring 24-89; Summer 51-90; Fall 27-85, Winter 9-72. First killing frost, Oct. 3. Last killing frost, Mar.20.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Southlake Mall	-/5,000	Sears, J.C. Penney
Arrowhead	8/500	B. B. Food Giant, Reed Drugs
Southwest	9/450	Ben Franklin
Tara	8/-	Big Apple
Village Square	-/400	A&P

Other Nearby Shopping Centers: Forest Park 10 mi. north of Jonesboro has five major shopping centers plus downtown shopping district. Principal stores include Belk, Food Giant, A&P, Big Star, Winn-Dixie, Zayre, Eckerd Drugs, SuperRx, Sunshines. Also nearby shopping centers in Morrow (5 miles) and Riverdale (5 miles).

14—NEWSPAPERS: NEWS DAILY (e-mon to Fri.) 6,332, (S) 6,600; Jun 30,1979 VAC. (Latest statement available).
Local Contact for Advertising and Merchandising Data: James Wood, Pub., Bill Wadkins, Adv. Dir., NEWS DAILY.
National Representatives: American Newspaper Representatives, USSPI.

LA GRANGE, GA

1—LOCATION: Troup County, E&P Map B-7, County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, Ala., on U.S. Hwys. 27, 29; Georgia Hwys. 14, 19, 109, 219, 244.

2—TRANSPORTATION: Railroads: A&WP RR; ACL RR.
Motor Freight Carriers: 7.
Intercity Bus Lines: Teche Greyhound.

3—POPULATION:
Corp. City 70 Cen. 23,301, Loc. Est. 24,651
County 70 Cen. 44,466, Loc. Est. 46,677

4—HOUSEHOLDS:
City 70 Cen. 7,406, Loc. Est. 9,067
County 70 Cen. 14,012; Loc. Est. 17,037

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$107,137,000
Sav. & Loan Assns	1	$17,004,000

6—PASSENGER AUTOS: County 24,085

7—ELECTRIC METERS: Residence, City 7,697

8—GAS METERS: Residence, City 5,835

9— PRINCIPAL INDUSTRIES (CZ): Textile Mills; Bottling Plants; Roller Covering, Lumber & Boxes, Iron Foundries, Undergarments; Boats; Business Forms Printing; Polyethylene Film and Thread; Plastics, Bowling Balls.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
La Grange Plz	14	Rose's, Winn-Dixie
Commerce Village	12	Kroger
K-Mart	2	K-Mart, Big, Star
Lee's Crossing	—	Winn-Dixie, Revco
West Georgia Commons	43	J. C. Penney, Belk

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Belk-Gallant, J. C. Penney; Mansour's, B. & G.; Soloman's; Rose's.
Variety Stores: Kress; McLellan.
Discount Stores (CZ): Top Dollar Store.
Chain Drug Stores: Buy Wise, Eckerd's.
Chain Food Supermarkets: Colonial; A&P; Kroger; Big Apple; Winn-Dixie.
Other Chain Stores: Charm Shop; Kaybee; Schwobilt (Clothing); Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; S&H Green Stamps; Kenwin.

14—NEWSPAPERS: NEWS (e) 13,152; sworn Sept. 30, 197[illegible] (Latest statement available).
Local Contact for Advertising and Merchandising Data: Glenn O. Long, Pub., Roland Yarbrough, Adv. Dir., NEWS.
National Representatives: General Advertising Service, Inc.

LAWRENCEVILLE, GA

1—LOCATION: Gwinnett County (Atlanta SMSA), E&P Map B-2, County Seat. In N.E. Georgia; 30 mi. N.E. of Atlanta Lake Lanier is on Northern Border of Coonty; Stone Mountain Park on Southern Boundry.

2—TRANSPORTATION: Railroads: Seaboard Coastline, Southern.
Motor Freight Carriers: 54.
Intercity Bus Lines: American; Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 5,115; Loc. Est. 22,884
Primary Mkt. Area-ABC:
(70) 72,349; (80) 153,100
SMSA 70 Cen. 1,597,816; Loc. Est. 1,904,083
County 70 Cen. 72,349; Loc. Est. 147,073
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,675; Loc. Est. 8,226
County 70 Cen. 21,323; Loc. Est. 50,065
SMSA 70 Cen. 477,534; Loc. Est. 667,898
Primary Mkt. Area-ABC: (70) 21,322; (80) 51,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$260,1[illegible]4,124
Sav. & Loan Assns	7	$160,1[illegible]7,272

6—PASSENGER AUTOS: County 97,356

7—ELECTRIC METERS: Residence 44,817

8—GAS METERS: Residence 31,487

9— PRINCIPAL INDUSTRIES (CZ): Office Parks and Warehousing; Concrete Culverts, Steel Fabrication & Distribution; Textiles; Casket Handles; Table Pads, Leather Goods; Transportation Equipment; Egg and other Foam Cartons, Electric Cable; Avionics.
Principal Pay Days: Friday.

10-CLIMATE: Temperature variations; Spring 37-91; Summer 49-92; Winter 17-65; Fall 19-82. Growing season 233 days, Avg. rainfall 47.14 in. annum. First killing frost, Nov. 13. Last killing frost, March 24.

11—TAP WATER: Soft; fluoridated.

12—RETAILING: 28 Shopping centers in main communities of the county.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Beaver Ruin	20	K-Mart, Kroger
Buford Mall	35	Elmores
Carter Crossing	9	Big Star

GEORGIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,589,981	5,257,175	13,274,923	36,503,361	1,840,597	19,832	58,413	8,276,209	23,960
STANDARD METROPOLITAN STATISTICAL AREAS									
Albany, Ga.	96,683	106,893	279,889	787,472	35,135	22,413	408	25,035	6,734
Atlanta, Ga.	1,597,816	1,933,696	5,177,487	14,908,469	684,232	21,789	5,079	10,599	88,953
Augusta, Ga.-S.C.	275,787	297,544	776,243	2,336,951	102,780	22,737	1,247	8,635	8,348
Chattanooga, Tenn.-Ga.	370,016	418,356	1,202,510	2,669,302	153,684	17,369	2,313	4,712	20,900
Columbus, Ga.-Ala.	238,584	221,075	660,152	1,684,663	76,465	22,032	459	3,061	1,945
Macon, Ga.	226,782	246,090	717,222	2,039,294	85,414	23,875	882	14,205	10,316
Savannah, Ga.	207,987	218,787	680,286	1,398,462	78,980	17,707	622	5,220	3,172
COUNTIES, Cities									
APPLING	12,726	15,866	27,460	81,888	5,312	15,416	781	10,261	12,344
ATKINSON	5,879	6,209	11,035	26,290	1,949	13,489	342	5,233	9,979
BACON	8,233	10,177	20,371	53,610	3,544	15,127	554	8,314	7,738
BAKER	3,875	4,013	9,304	15,702	1,233	12,735	229	9,458	2,295
BALDWIN	34,240	33,100	74,687	218,490	8,911	24,519	201	333	1,137
BANKS	6,833	7,833	20,802	37,394	2,813	13,293	379	378	9,383
BARROW	16,859	20,697	41,719	124,970	7,593	16,459	434	361	12,808
BARTOW	32,663	39,920	96,044	255,166	14,226	17,937	534	2,747	10,228
Cartersville	9,929	11,099	30,319	76,618	3,905	19,620	*	*	*
BEN HILL	13,171	16,487	39,717	102,901	6,254	16,454	269	6,529	2,218
BERRIEN	11,556	14,112	25,417	77,812	5,095	15,272	685	15,564	3,820
BIBB	143,418	141,443	512,859	1,155,049	50,919	22,684	226	925	1,918
Macon	122,423	119,992	436,383	978,978	43,855	22,323	*	*	*
BLECKLEY	10,291	10,797	20,093	82,903	3,824	21,680	353	6,448	2,729
BRANTLEY	5,940	8,776	11,660	48,589	2,961	16,410	239	1,890	8,561
BROOKS	13,743	13,609	32,240	64,468	4,612	13,978	664	16,471	11,779
BRYAN	6,539	9,186	11,363	51,478	2,960	17,391	134	936	372
BULLOCH	31,585	37,317	70,502	236,754	13,267	17,845	996	25,001	11,799
Statesboro	14,616	17,007	37,711	126,409	6,257	20,203	*	*	*
BURKE	18,255	18,524	34,628	102,733	6,051	16,978	470	20,830	4,051
BUTTS	10,560	12,984	24,235	72,584	4,222	17,192	190	317	1,038
CALHOUN	6,606	6,833	13,180	30,848	2,264	13,625	168	14,317	1,520
CAMDEN	11,334	12,282	29,421	79,019	3,951	20,000	63	49	829
CANDLER	6,412	7,040	12,274	38,007	2,472	15,375	379	7,375	10,263
CARROLL	45,404	56,844	106,667	346,683	20,466	16,939	938	354	13,10[illegible]
CATOOSA	28,271	38,665	77,730	248,286	13,593	18,266	324	351	4,416
CHARLTON	5,660	7,182	13,218	36,031	2,207	16,326	117	465	6,005
CHATHAM	187,816	189,782	645,712	1,224,840	69,684	17,577	113	1,218	878
Savannah	118,349	106,531	376,068	640,108	40,725	15,718	*	*	*
CHATTAHOOCHEE	25,813	15,245	22,486	81,778	2,586	31,623	19	18	29
CHATTAOGA	20,541	22,235	55,569	135,008	8,177	16,511	419	831	4,282
CHEROKEE	31,059	47,406	60,322	321,033	16,794	19,116	592	152	25,606
CLARKE	65,177	67,707	186,340	538,918	24,044	22,414	127	521	3,410
Athens	44,342	50,197	119,174	376,451	17,577	21,417	*	*	*
CLAY	3,636	3,598	9,318	16,962	1,228	13,813	120	6,564	1,243
CLAYTON	98,043	150,277	200,625	1,052,343	49,925	21,078	132	172	284
Jonesboro	4,105	9,882	8,093	66,675	3,378	19,738	*	*	*
CLINCH	6,405	6,408	15,030	33,180	2,051	16,177	123	752	1,394
COBB	196,793	279,872	633,240	2,120,193	96,878	21,885	332	1,198	2,474
Marietta	27,216	34,669	86,174	262,127	12,929	20,274	*	*	*
COFFEE	22,828	25,891	58,515	146,335	8,735	16,753	1,029	15,979	28,058
COLQUITT	32,298	34,711	83,450	208,665	12,433	16,783	1,075	27,870	11,753
Moultrie	14,400	14,160	41,115	94,268	5,270	17,888	*	*	*
COLUMBIA	22,327	37,351	38,426	272,219	12,098	22,501	233	520	948
[1]COLUMBUS									
CONSOL. GOVT.	167,377	159,554	553,842	1,245,019	58,457	21,[illegible]98	60	21	183
[1]Columbus	155,028	159,554	551,948	1,246,730	58,457	21,327	*	*	*
COOK	12,129	12,699	31,424	71,142	4,335	16,411	470	12,446	3,875
COWETA	32,310	39,639	91,572	268,468	13,777	19,487	412	790	2,740
CRAWFORD	5,748	7,683	12,148	37,872	2,308	16,409	179	2,598	1,054
CRISP	18,087	20,032	50,045	127,484	7,046	18,093	314	14,249	1,577
Cordele	10,733	10,814	29,295	68,231	3,911	17,446	*	*	*
DADE	9,910	12,352	25,891	56,576	4,111	13,762	238	205	1,223
DAWSON	3,639	5,260	6,366	26,724	1,901	14,058	191	104	10,639
DECATUR	22,310	25,456	59,041	141,531	8,622	16,415	650	14,780	8,794
DE KALB	415,387	462,579	1,531,207	3,923,845	161,117	24,354	159	462	1,437
DODGE	15,658	16,965	39,877	117,438	6,169	19,037	613	8,776	6,029
DOOLY	10,404	11,461	24,235	57,081	3,844	14,849	406	22,240	2,997
DOUGHERTY	89,639	95,280	266,200	708,127	31,492	22,486	195	9,908	2,874
Albany	72,623	78,139	209,383	568,729	26,328	21,602	*	*	*
DOUGLAS	28,659	57,970	64,992	425,754	19,535	21,794	135	89	2,416
EARLY	12,682	13,066	30,606	69,601	4,426	15,725	525	21,946	4,539
ECHOLS	1,924	2,565	4,959	13,028	841	15,491	109	830	257
EFFINGHAM	13,632	19,819	23,211	122,144	6,336	19,278	375	3,066	1,922
ELBERT	17,262	18,928	44,428	113,976	6,909	16,497	450	1,928	3,953
EMANUEL	18,357	21,354	47,788	118,466	7,603	15,581	756	12,186	4,564
EVANS	7,290	8,664	15,604	44,072	3,028	14,555	267	5,517	3,386
FANNIN	13,357	16,046	36,333	74,976	5,929	12,646	227	315	662
FAYETTE	11,364	27,621	25,336	209,297	9,101	22,997	273	332	1,816
FLOYD	73,742	81,330	219,349	555,109	29,638	18,730	558	1,936	4,507
Rome	30,759	28,424	93,419	204,546	11,086	18,451	*	*	*
FORSYTH	16,928	25,562	30,161	164,291	9,050	18,154	607	317	26,546
FRANKLIN	12,784	14,311	31,424	75,011	5,264	14,250	680	596	14,439
FULTON	607,592	549,945	2,210,432	4,533,968	209,212	21,672	404	1,688	2,009
[2]Atlanta	49[illegible],421	377,756	1,674,378	2,623,534	160,981	16,297	*	*	*
Roswell	5,430	98,791	20,428	842,246	17,341	48,570	*	*	*
GILMER	8,956	12,001	18,248	58,159	4,412	13,182	319	917	5,985
GLASCOCK	2,280	2,924	6,480	18,896	1,136	16,634	138	1,023	350
GLYNN	50,528	49,458	134,648	350,117	17,226	20,325	57	84	265
Brunswick	19,585	17,622	47,225	109,629	6,546	16,747	*	*	*
GORDON	23,570	31,028	60,982	198,033	11,160	17,745	691	2,517	20,668
GRADY	17,826	20,232	37,895	115,713	7,149	16,186	870	16,247	11,128
GREENE	10,212	11,216	25,465	56,896	3,795	14,992	278	310	10,096
GWINNETT	72,349	156,935	154,036	1,017,624	53,946	18,864	506	341	5,025
Lawrenceville	5,115	68,222	10,761	437,112	9,772	44,731	*	*	*

LAWRENCEVILLE—continued

Cedar Village	30	Winn-Dixie,
Crossroads	14	Winn-Dixie
Five Fork Center	20	Food Giant
Gwinnet Crossing	9	Richman
Hilltop Center	40	TG&Y
New London Plaza	24	
Killian Hill	6	Winn-Dixie
Lawrenceville Mall	18	Winn-Dixie, Rose's
Lawrenceville Square	30	Belk's,
Lilburn Crossing	15	Big Star,
Lilburn Square	33	Farmers Market
Market Place	16	Kroger,
Mountain Park	65	Byerlys
The Meadows	10	Kroger
North Rockbridge Plz.	23	Food Giant
New London Plaza	24	K-Mart
Proctor Square	25	Winn-Dixie, Elmore
Rivercliff Village	34	Big Star
Scenic Plaza	16	Food Giant
Scenic Square	4	Bi-Lo
Shannon Oaks	13	Winn-Dixie
Snellville Plaza	27	Winn-Dixie
Stonebridge Crossing	13	Food Giant
Sunset Square	4	Bi-Lo

Principal Shopping Days: Fri., Sat., Thurs., Mon., Tues., Wed. (in order)

13—RETAIL OUTLETS: Department Stores: Belk; Parsons; Pool's; K-Mart; Rose's; TG&Y.
Variety Stores: Super D; Elmore's; Family Dollar.

Chain Supermarkets: Winn-Dixie 7; Big Star 6; Kroger 4; Food Giant 5; Kram-Way; Parsons; Byerlys; Bi Lo 2; Thrifttown 3.
Chain Drug Stores: Revco; Treasury Drugs; Reed's; Eckerd's.
Other Chain Stores: Goodyear; Sherwin-Williams; Cato; Western Auto; Otasco; Sears; Firestone; Lowe's; Wickes; Radio Shack; Unity Buying.

14—NEWSPAPERS: GWINNETT DAILY NEWS (e-Mon. to Fri.) 18,268; (S) 19,316, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jules Cioha, Adv. Dir. GWINNETT DAILY NEWS.
National Representatives: None.

MACON, GA

1—LOCATION: Bibb County (SMSA), E&P Map B-3. County Seat. College and manufacturing center, 92 miles SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2—TRANSPORTATION: Railroads: Central of Georgia; Southern; Georgia; Seaboard.
Motor Freight Carriers: 28.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Delta; Atlantic Southeastern.

3—POPULATION:
Corp. City 70 Cen. 122,423; Loc. Est. 129,260
CZ ABC: (70) 133,502; (80) 130,400
RTZ-ABC: (70) 371,525; (80) 401,800
SMSA 70 Cen. 226,782; Loc. Est. 245,300
County 70 Cen. 143,418; Loc. Est. 158,214
City & RTZ-ABC: (70) 505,027; (80) 532,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 38,359; Loc. Est. 43,669
County 70 Cen. 44,226; Loc. Est. 53,450
SMSA 70 Cen. 67,276; Loc. Est. 78,100
CZ ABC: (70) 41,348; (80) 46,200
RTZ-ABC: (70) 104,398; (80) 129,500
City & RTZ-ABC: (70) 145,746; (80) 175,700

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	6	N.A.
Commercial Banks	5	N.A.

6—PASSENGER AUTOS: County 90,000.

7—ELECTRIC METERS: Residence 53,393.

8—GAS METERS: Residence 42,010.

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, (Average Weekly Wage) -- Food manuf. 1,992 ($278); Textile 1,586 ($271); Apparel 1,270 ($149); Lumber, wood Products (except furniture) 409 ($182); Paper and allied Products 2,024 ($341); Printing, Publishing 573 ($218); Chemicals 256 ($283); Stone, Clay, glass, concrete 686 ($204); Fabricated metal 547 ($198); Transportation equipment 329 ($210).
Principal Pay Days: 1st and 15th, Fri.

10—CLIMATE: Min. & Max. Temp.—Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 16. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Districts: Macon Mall 102; Westgate Outlet World 19; South Plaza 11; Zayre Plaza (Eisenhower Pkwy.) 8; K-Mart Plaza 8; Shurlington Plaza 13; Ingleside Village 24; Riverside Plaza 13; Northeast Plaza 11; Downtown 3 blocks on Cherry St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Baconsfield	1½	Chichester's, Piggly Wiggly

GEORGIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
HABERSHAM	20,691	26,176	50,103	147,912	9,394	15,745	380	406	16,455
HALL	59,405	74,144	163,501	484,635	26,336	18,402	855	464	54,416
Gainesville	15,459	19,847	50,783	163,013	7,201	22,638	•	•	•
HANCOCK	9,019	9,469	15,639	37,361	2,786	13,410	204	381	1,027
HARALSON	15,927	19,042	45,786	116,233	7,130	16,302	324	307	3,644
HARRIS	11,520	13,642	30,990	81,436	4,588	17,750	256	538	994
HART	15,814	17,538	39,010	101,771	6,126	16,613	602	2,238	8,175
HEARD	5,354	6,962	12,117	34,263	2,412	14,205	249	165	1,279
HENRY	23,724	33,727	50,156	229,176	10,835	21,151	373	1,719	2,651
HOUSTON	62,924	78,438	167,242	678,633	26,213	25,889	306	10,920	3,295
Warner Robins	33,491	44,107	96,714	416,563	15,266	27,287	•	•	•
IRWIN	8,036	9,292	18,341	50,006	3,242	15,424	561	18,601	4,997
JACKSON	21,093	25,474	53,098	142,645	9,153	15,585	748	716	29,728
JASPER	5,760	6,661	13,218	35,811	2,377	15,066	224	236	7,041
JEFF DAVIS	9,425	11,008	22,872	58,542	3,758	15,578	455	7,412	6,290
JEFFERSON	17,174	17,223	36,782	106,376	5,743	18,523	450	12,053	4,545
JENKINS	8,332	8,533	20,913	48,456	2,879	16,831	301	7,831	7,591
JOHNSON	7,727	7,941	19,505	48,077	2,780	17,294	469	3,508	3,067
JONES	12,218	17,997	20,925	156,800	5,820	26,942	180	181	4,448
LAMAR	10,688	12,199	30,879	76,523	4,165	18,373	237	530	2,240
LANIER	5,031	5,438	9,494	27,805	1,753	15,861	194	4,364	1,259
LAURENS	32,738	36,427	86,859	268,672	12,747	21,077	1,015	13,339	8,064
Dublin	15,143	15,814	43,685	128,752	5,530	23,282	•	•	•
LEE	7,044	11,613	13,689	79,345	3,643	21,780	213	15,127	3,860
LIBERTY	17,569	31,946	36,327	167,648	10,258	16,343	82	304	325
LINCOLN	5,895	6,460	11,058	34,748	2,068	16,803	208	91	2,267
LONG	3,746	4,126	6,255	19,318	1,340	14,416	130	706	689
LOWNDES	55,112	65,031	157,590	413,728	22,131	18,695	709	11,115	3,685
Valdosta	32,303	38,446	97,827	259,589	13,564	19,138	•	•	•
LUMPKIN	8,728	10,629	17,833	54,758	3,488	15,699	311	135	15,433
MCDUFFIE	15,276	18,218	34,700	113,505	6,114	18,565	207	827	962
MCINTOSH	7,371	10,269	13,404	49,603	3,293	15,063	31	15	374
MACON	12,933	11,235	27,865	55,492	3,462	16,029	328	12,242	6,062
MADISON	13,517	17,502	25,356	97,673	6,258	15,608	622	2,023	12,266
MARION	5,099	6,390	9,829	34,657	2,078	16,678	194	1,915	4,633
MERIWETHER	19,461	21,262	45,294	117,285	7,018	16,712	412	1,777	3,379
MILLER	6,424	6,636	13,151	37,636	2,369	15,887	420	15,380	4,432
MITCHELL	18,956	19,838	50,283	108,798	6,568	16,565	651	25,348	6,646
MONROE	10,991	13,934	27,368	89,804	4,407	20,378	188	275	5,100
MONTGOMERY	6,099	6,751	16,047	35,049	2,270	15,440	362	4,231	2,512
MORGAN	9,904	10,425	22,032	53,028	3,388	15,652	370	2,750	13,096
MURRAY	12,986	19,458	29,191	116,836	6,750	17,309	381	858	7,345
3MUSCOGEE									
3Columbus									
NEWTON	26,282	34,706	65,017	222,607	11,813	18,844	299	528	4,807
OCONEE	7,915	12,926	17,139	80,977	4,736	17,098	328	1,573	7,018
OGLETHORPE	7,598	8,463	13,976	42,819	2,786	15,369	386	1,199	12,156
PAULDING	17,520	25,581	39,657	157,376	8,805	17,873	360	143	6,858
PEACH	15,990	19,885	37,453	136,659	6,332	21,582	167	6,382	1,331
PICKENS	9,620	11,560	24,923	64,274	4,086	15,730	266	50	8,302
PIERCE	9,281	11,809	[illegible]	70,088	4,066	17,238	673	10,874	11,691
PIKE	7,316	9,757	[illegible]	53,428	3,261	16,384	289	1,267	2,474
POLK	29,656	32,121	[illegible]	[illegible]	11,831	15,750	387	926	3,021
PULASKI	8,066	8,432	[illegible]	56,376	3,084	18,281	226	8,466	1,727
PUTNAM	8,394	9,906	21,347	67,168	[illegible]	20,712	171	144	11,319
QUITMAN	2,180	1,985	4,847	7,155	[illegible]	11,730	54	870	273

Continued page 96

Bloomfield Village	7	Piggly Wiggly, Treasury Drug
Forest Hill Village	9½	Piggly Wiggly, Revco Discount Drugs
Ingleside Village	3	Chichester's Drugs
K-Mart (Pio Nono)	4½	K-Mart, Kroger
K-Mart Plaza (Riverside)	4	K-Mart, Piggly Wiggly
Macon Mall	7	Sears, J. C. Penney, Davison's, Belk-Matthews
Northeast Plaza	3	Piggly Wiggly, Rose's
Northgate Village	8½	Kroger, Treasury Drug
Napier Square	4½	Piggly Wiggly Family Dollar
Pio Nono Plaza	6	Piggly Wiggly
Riverside Plaza	6	Bateman's Foods, Powell's Pharmacy
Shurlington Plaza	3½	Piggly Wiggly Family Dollar
South Plaza	6	Big Star, Rose's
Summit Center	7	Big Star, Hancock Fabrics
Vine-Ingle	3½	Piggly Wiggly, Chichester's
Westgate Outlet World	4½	Key Catalog Showroom, Piggly Wiggly
Zayre Plaza	5	Winn-Dixie, Zayre

Principal Shopping Days: Dept. Stores—Mon., Fri., Sat. Food Stores: Mon. thru Sat.

Stores Open Evenings: Discount. Dept. Store, Food: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Davison's, Belk-Matthews, J. C. Penney; Sears; Jos. N. Neel.

Discount Stores (CZ): K-Mart 2; Zayre 2; Rose's 2;

Variety Stores: Woolworth.

Chain Drug Stores (CZ): Buy-Wise 2; Chichester's 6; Eckerd's 5; Revco 3; Rexall 1; Treasury Drug 2.

Chain Food Supermarkets: Colonial 3; Big Star 2; Kroger 2; Powell's Pharmacy; Winn-Dixie 5; Piggly Wiggly 11.

Other Chain Stores: Rhode's (furn.); Friedman's; Moore-Handley; Sterchi's (furn.); Thom McAn (men's shoes); Singer Center; Lerner's (women's wear); Baker's (shoes); Hardy's Shoes; Anderson-Little; Bailey, Banks & Biddle; Jarman's; National Shirt Shop; Zale's; Swiss Colony; Radio Shack; Florsheim (shoes); Schwobilt (men's wear); G. R. Kinney (shoes); Butler's (women's shoes); Fabrific Fabrics; Cloth World; McCrory's; Western Auto; Tillman's; Casual Corner; The Ranch; David Fredericks.

14—NEWSPAPERS: TELEGRAPH (m. Mon. to Fri.) 52,904; NEWS (e-Mon. to Fri.) 21,313; TELEGRAPH & NEWS (comb. m&e) 74,217; (S) 85,751; (Sat.m) 67,317; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Paul Burley, Adv. Dir., TELEGRAPH & NEWS. ADS-C.

National Representatives: Knight-Ridder Newspaper Sales, Inc.

MARIETTA, GA

1—LOCATION: Cobb County (In Atlanta SMSA). E&P Map B-2. County Seat. 20 mi. NW of Atlanta on U.S. Highway 41 and State Highways 120, 5, Interstate I-75, I-285.

2—TRANSPORTATION: Railroads: Southern; L&N.
Motor Freight Carriers: 37.
Intercity Bus Lines: Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines Serving City: Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3—POPULATION:
Corp. City 70 Cen. 27,216; Loc. Est. 34,199
Primary Mkt. Area-ABC:
(70) 196,793; (80) 277,000
SMSA 70 Cen. 1,597,816; Loc. Est. 1,904,083
County 70 Cen. 196,793; Loc. Est. 269,425
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,667; Loc. Est. 12,625
County 70 Cen. 58,485; Loc. Est. 92,307
SMSA 70 Cen. 477,534; Loc. Est. 650,548
Primary Mkt. Area-ABC:
(70) 45,701; (80) 94,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	7	$153,988,646
Commercial Banks	9	$321,385,225

6—PASSENGER AUTOS: County 147,929 (1978)

7—ELECTRIC METERS: Residence 55,368

8—GAS METERS: Residence 22,162.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Hourly Wage): Aircraft 8,000 ($3.50); Textile 2,400 ($2.00).

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cumberland Mall	5	Davison's, Rich's, Sears, J. C. Penney
Canton Rd. Plaza	30	Big Apple Mkt.
East Gate	-	Colonial Stores
East Marietta	25	Big Apple Mkt.
Kennestone Plaza	-	N.A.
Marietta Pkwy	7	Rexall, Colonial,
Market Square	20	Big Star Mkt., Winn-Dixie
New London Square	25	Food Giant
North Gate	32	N.A.
Roswell St.	13	Furniture City USA
Town & Country	35	Winn-Dixie, J. C. Penney, Kroger
Belmont Hills	-	Kroger
Westside	-	Big Apple, Elmore's
Cobb Ctr	-	Rich's, colonial
Hawthorne Plaza	-	Penney, Kroger
Smyrna, Ga	-	Winn-Dixie

Principal Shopping Days: Thurs., Fri., Sat.

Stores Open Evenings: Mon., Wed., Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Sears Saul's; Leiter; J. C. Penney; Rich's; K-Mart; Davison's.

Discount Store (CZ): K-Mart, Zayre; Gibson; Treasure Island; Dobbins Air Force Base Exchange; GEX; Woolco.

Variety Stores: McLellan's; Woolworth; Elmore's.

Chain Drug Stores (CZ): Dunaway Rexall 6; Atherton Walgreen 3; Supe Rx; Lassiter 2.

Chain Food Supermarkets: A&P 7; Big Apple 9; Colonial Stores 4; Kroger 5; Winn-Dixie.

Other Chain Stores: Western Auto; Economy Auto; Friedman's Jewelry; J. C. Penney; S&H Green Stamps; Lionel Playworld.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 23,082; (S) 24,770; Mar. 31, 1980 ABC.

Local Contact for Advertising: Bill Kinney, Adv. Dir., JOURNAL.

National Representatives: Landon Associates, Inc., and United States Suburban Press, Inc.

MOULTRIE, GA

1—LOCATION: Colquitt County, E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2—TRANSPORTATION: Railroads: Southern; SCL; Georgia Northern.
Motor Freight Carriers: 7.
Intercity Bus Lines: Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 14,400; Loc. Est. 20,000
County 70 Cen. 32,298; Loc. Est. 35,000
Prim. Mkt. Area ABC: (70) 32,200; (80) 34,300

4—HOUSEHOLDS:
70 Census: City 4,555; Loc. Est. 5,107
70 Cen. County 9,769; Loc. Est. 12,224
Prim. Mkt. Area ABC: (70) 9,765; (80) 11,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$118,219,000
Sav. & Loan Assn.	3	$54,589,000

6—PASSENGER AUTOS: County 16,546

7—ELECTRIC METERS: Res. Co. 12,941

8—GAS METERS: Res. City 3,688

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg. Wkly. Wage)—Garments 1733 ($135); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($413); Aircraft 80 ($250); Lumber 418 ($199).

Principal Pay Days: Fri., Sat., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11—TAP WATER: Hard; natural fluoridation.

12—RETAILING: Principal Shopping Center: 20 blocks on Main St., 1st St., Central Ave. and 1st Ave.

Principal Shopping Days: Thurs., Fri., Sat.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Sunset Plaza	2	Piggly-Wiggly, Belk-Hudson
Moultrie Plaza	1/2	Big Star, Rose's
Market Place Center	1	K-Mart, Winn-Dixie Revco Drugs

13—RETAIL OUTLETS: Department Stores: Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; J. C. Penney; Allied; K-Mart.

Vairety Stores: G. C. Murphy.

Chain Drug Stores: Revco; SupeRx.

Chain Food Supermarkets (Corp. City): Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; Big Star; IGA.

Other Chains: Lowes, Stone; Firestone; Playland Sears; Dick Causey Shoes; Pick and Pay; Skinner's Furn. Shoe Flair; Fashion Scene; White Auto; Western Auto.

14—NEWSPAPERS: OBSERVER (e) 7,920; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Don Collier, Adv. Mgr., OBSERVER.

National Representatives: None.

ROME, GA

1—LOCATION: Floyd County, E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2—TRANSPORTATION: Railroads: Southern R.R.
Motor Freight Carriers: 27.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 30,759; Loc. Est. 28,501
County 70 Cen. 73,742; Loc. Est. 81,389

4—HOUSEHOLDS:
City 70 Cen. 10,211; Loc. Est. 9,300
County 70 Cen. 22,984; Loc. Est. 29,450

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	5	$165,500,000
Sav. & Loan Assn.	3	$95,500,000

6—PASSENGER AUTOS: County 44,270

7—ELECTRIC METERS: County 33,846

8—GAS METERS: Residence 19,248

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 6,400; Electrical 1,700; Furniture 370; Metal 475;

GEORGIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RABUN	8,327	9,937	18,727	48,944	3,672	13,329	184	248	2,190
RANDOLPH	8,734	9,264	24,490	41,031	3,197	12,834	226	12,498	2,903
RICHMOND	162,437	156,469	491,511	1,288,578	54,990	23,433	160	1,487	1,548
Augusta	59,864	47,515	175,664	388,957	20,656	18,830	*	*	*
ROCKDALE	18,152	36,422	35,746	257,948	12,178	21,181	148	305	786
Conyers	4,890	33,075	9,878	240,287	11,152	21,547	*	*	*
SCHLEY	3,097	3,103	8,238	15,765	1,025	15,380	128	2,249	1,972
SCREVEN	12,591	13,878	28,103	82,899	4,772	17,372	589	13,743	6,345
SEMINOLE	7,059	8,244	15,422	51,902	2,919	17,781	331	9,347	3,783
SPALDING	39,514	47,472	96,636	343,728	17,221	19,960	265	1,094	2,964
Griffin	22,734	25,465	57,921	195,728	9,586	20,418	*	*	*
STEPHENS	20,331	24,050	52,833	139,999	8,910	15,713	247	91	5,286
STEWART	6,511	5,232	14,731	23,891	1,719	13,898	146	4,056	1,589
SUMTER	26,931	27,180	69,352	176,446	9,142	19,301	428	18,223	13,326
Americus	16,091	15,027	43,049	104,173	5,301	19,652	*	*	*
TALBOT	6,625	6,389	12,288	31,254	1,943	16,085	172	381	848
TALIAFERRO	2,423	1,969	6,282	8,344	706	11,819	121	73	1,838
TATTNALL	16,557	17,918	31,835	93,492	5,702	16,396	779	11,485	17,323
TAYLOR	7,865	7,801	17,074	43,615	2,663	16,378	247	4,001	3,724
TELFAIR	11,394	12,158	24,785	77,509	4,220	18,367	471	4,131	12,841
TERRELL	11,416	10,215	28,174	53,556	3,453	15,510	269	18,299	1,433
THOMAS	34,562	39,202	93,894	231,785	13,591	17,054	671	14,553	6,639
Thomasville	18,155	18,691	53,764	122,324	6,881	17,777	*	*	*
TIFT	27,288	33,128	72,666	217,967	11,170	19,514	588	26,199	5,052
Tifton	12,179	13,771	38,863	112,707	4,807	23,446	*	*	*
TOOMBS	19,151	22,448	46,291	127,467	7,874	16,188	515	9,476	4,547
TOWNS	4,565	5,168	8,936	24,486	1,868	13,108	190	176	2,644
TREUTLEN	5,647	6,460	10,389	39,120	2,171	18,019	268	2,023	1,481
TROUP	44,466	47,356	135,058	311,328	17,374	17,919	317	409	2,141
La Grange	23,301	24,625	73,370	165,083	9,107	18,127	*	*	*
West Point	4,232	3,937	13,552	27,288	1,521	17,941	*	*	*
TURNER	8,790	9,054	21,672	51,632	3,091	16,704	407	15,451	3,554
TWIGGS	8,222	8,212	16,196	48,812	2,462	19,826	170	2,179	655
UNION	6,811	9,046	13,404	38,377	3,369	11,391	343	417	4,413
UPSON	23,505	25,709	78,220	177,253	9,396	18,865	256	264	2,864
WALKER	50,691	57,716	157,216	361,702	20,716	17,460	563	1,141	4,606
WALTON	23,404	32,109	52,325	200,430	10,821	18,522	569	2,836	5,200
WARE	33,525	38,108	92,341	241,953	13,770	17,571	444	4,617	4,422
Waycross	18,996	19,965	55,100	136,221	7,722	17,641	*	*	*
WARREN	6,669	6,162	13,931	29,656	1,934	15,334	227	1,424	2,003
WASHINGTON	17,480	16,865	44,970	94,604	5,621	16,830	444	7,421	4,318
WAYNE	17,858	20,242	41,169	122,179	6,945	17,592	575	5,352	2,861
WEBSTER	2,362	2,293	4,141	11,113	715	15,543	128	5,551	1,482
WHEELER	4,596	5,304	10,891	31,407	1,880	16,706	317	3,827	4,591
WHITE	7,742	9,557	15,604	51,303	3,368	15,232	392	200	13,614
WHITFIELD	55,108	63,868	163,979	444,615	22,469	19,788	463	835	14,199
Dalton	18,872	25,534	60,563	194,799	9,311	20,921	*	*	*
WILCOX	6,998	7,703	15,189	43,207	2,803	15,415	335	9,199	2,126
WILKES	10,184	10,556	27,250	62,827	3,810	16,490	400	204	6,386
WILKINSON	9,393	9,875	22,328	59,083	3,302	17,893	199	1,221	1,505
WORTH	14,770	16,834	38,515	91,280	5,645	16,170	708	28,039	8,055

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1979 Cash Receipts as follows: From Crops $1,326,148,000; from Livestock & Livestock Products $1,691,349,000; Total $3,017,497,000.
*—included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

ROME—continued

Food 800. Also 8 Lumber & Millwork Firms; 8 Machine Shops & Foundries, 5 Bakeries; 3 Boat Works; 5 Bottling Plants; 4 Concrete Brick Mfrs.; 2 Brock Plants; 1 Canning Plant; 2 Paper Box Mfrs.; etc.
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 48-78; Summer 78-89; Fall 32-70; Winter 42-32. First killing frost, Nov. 15. Last killing frost, Apr. 6. Av. Temp. 62.3; Av. Rainfall 53.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Board St.; Shorter Ave.; N. Broad; 2nd Ave.; Maple St.; Redmond Circle; McCall Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alto	6	Lowe's, Enloe Drug
Central Plaza	12	Mack's Dept., Big Star Mkt.
Gala	23	Big K Dept., A&P
Mapleton	-	Piggy Wiggly, Thomas 5 & 10
North Road	31	Lowe's Mkt., Redford 5 & 10
Riverbend Mall	-	Millers, Belk-Rhodes
West End	12	Big Star Mkt.

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Sears Miller Bros.; Penney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores: Kress; Murphys; Redford's.
Discount Stores: K-Mart; Super Discount; Eckerd; Big K.
Chain Drug Stores (CZ): Enloe 7; Revco 2.
Chain Food Supermarkets: Big Star 2; Kroger 2; Piggly Wiggly 3; A&P 2; Winn Dixie.
Other Chain Stores: Sterchi; Maxwell Bros.; Singer Center; Western Auto; Economy Auto; Firestone; General Tire; Goodyear; Kelly-Springfield; Pittsburgh Plate Glass Paints; Pic 'N Pay, Diana Shop; Radio Shack; Buy-Wise.

14—NEWSPAPERS: NEWS-TRIBUNE (e-Mon. to Fri.) 19,942; (S) 22,174; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE.
National Representatives: None.

SAVANNAH, GA

1—LOCATION: Chatham County (SMSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80.

2—TRANSPORTATION: Railroads: Central of Georgia; Seaboard Coast Line; Southern.
Motor Freight Carriers: 70.
Freight Steamship Lines: 97.
Intercity Bus Lines: Greyhound, Trailways, National bus Services.
Airlines: Eastern, Delta, Pan Am.

3—POPULATION:
Corp. City 70 Cen. 118,349; Loc. Est. 103,945
CZ ABC: (70) 169,329; (80) 173,100
RTZ-ABC: (70) 431,098; (80) 491,900
County 70 Cen. 187,816; Loc. Est. 188,902
SMSA 70 Cen. 207,987; loc. Est. 216,308
City & RTZ-ABC: (70) 600,427; (80) 665,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 37,824; Loc. Est. 39,359
County 70 Cen. 57,910. Loc. Est. 68,630
SMSA 70 Cen. 63,470; Loc. Est. 77,381
CZ-ABC: (70) 52,444; (80) 61,400
RTZ-ABC: (70) 122,335, (80) 159,300
City & RTZ-ABC: (70) 174,779, (80) 220,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	4(13)	$376,000,000
Commercial	7(44)	$680,000,000

6—PASSENGER AUTOS: County 134,692(1978)

7—ELECTRIC METERS: Residence 77,582

8—GAS METERS: Residence, Est. 47,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Durable Goods, Lumber 1,200($188); Mill Work 700($199); Trans. Equip. 3,000($327); Others 2,000; Non-Durable Goods: Food 1,900; Chemical 1,700($277); Petroleum 900; Paper 4,700 ($387).

10-CLIMATE: Min. & Max. Temp.—Spring 50-68; Summer 73-89; Fall 59-76; Winter 43-60. First killing frost Dec. 5. Last killing frost, Feb. 26.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Broughton St, 2 W. on Broad St.; 2 E. on Broad St.; Oglethorpe Mall; Abercorn & White Bluff Rd.; Victory Drive Shopping Center, Chatham Plaza.
Neighborhood Shopping Center: Bull and Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory Dr.; Skidaway Rd. & Victory Dr., Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hway, 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Chatham Plaza	26	Cook's, Firestone
Crossroads	13	Woolworth, Belk's
De Renne Globe	18	—
Forest City Mall	7	—
Habersham	16	Winn-Dixie, Eckerd's
K-Mart		K-Mart
Kensington	12	Eric's Restaurant
Largo Plaza	7	Big-K
Mall Billage	8	La-z-boy, Showcase Shop
Medical Arts	16	Revco, Byrd Bros. Mkt.
Montg'ry Crossrds.	7	Andy's Mkt.
Oakhurst	20	Parker's Mkt.
Oglethorpe Mall	80	Sears, Belk Dept. Adler's,
Picadilly Square	14	Carriage House Spa
Traffic Circle	6	H & L Green
Tri-Roads-K-Mart	7	K-Mart
Varsity Park & Shop Ctr.	16	7-Eleven
Victory Drive	15	Builderama
Victory Mall	-	K-Mart
West Side	22	Revco, Woolworths
Wilmington Island S.C.	14	Piggly Wiggly
Windsor Forest	7	N.A.

Principal Shopping Days: Dept.—Mon., Fri., Sat., Food—Thurs., Fri., Sat.
Stores Open Evenings: Department, downtown, Fri.
Shopping Centers—Nightly.

13—RETAIL OUTLETS: Department Stores: Levy's, Penney; Sears; Belk's 2; Adler's.
Discount Stores (CZ): K-Mart (Kresge) 2, Nifty-City; Cook's United; Sam Solomon, Kroger Sav-On, Big K.
Variety Stores: S.H. Kress, McCrory's 2, H. L. Green Woolworth 3.
Chain Drug Stores (CZ): Revco 11 Eckerd's 3;
Chain Supermarkets: Kroger Sav-On, Piggly Wiggly 8, Foodtown 3, M & M 6.
Other Chain Stores: Schwobilt Store; Butler 3; Thom McAn (shoes), Hardy Shoes, Women's: Fine's, Asher's, Town & Country, Lady Jane, Eleanor Shop, Kay's Dress, Lerner Shops, Brenda Allen, Smart & Thrifty, Diana 2, Furniture: Haverty, Chatham, Maxwell Bros, Stephens Carriage House, Self Service, Auto Supplies: Western Auto 4, Firestone 2, Goodyear 3; S&H Green Stamps.

14—NEWSPAPERS: NEWS (m) 56,264, PRESS (e) 20,776, Comb. (m&e) 77,040, NEWS (S) 73,382; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Marion Manson, Nat. Adv. Mgr., NEWS-PRESS.
National Representatives: Branham/Newspaper Sales.

STATESBORO, GA

1—LOCATION: Bulloch County, E&P Map D-3, D-4. County Southeast section, 53 mi. N.W. of Savannah; on U.S. Hwy. 80, 301 and 25. State Hwy. 67, 73, 26 and 24.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways; Greyhound.
Airlines: Air South.

3—POPULATION:
Corp. City 70 Cen. 14,616; Loc. Est. 16,562
County 70 Cen. 31,585; Loc. Est. 36,443
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Census City 4,683; Loc. Est. 5,983
County 70 Cen. 9,535; Loc. Est. 12,722

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$85,560,286
Sav. & Loan Assn.	2	$72,000,000

6—PASSENGER AUTOS: County 16,102

7—ELECTRIC METERS: Residence 12,571

8—GAS METERS: Residence 2,912

9— PRINCIPAL INDUSTRIES (CZ): Meters, Malleable Iron Castings; Wool Yarn; Garments; Lumber; Food Processing; Meat Processing and Plastic Extrusions.
Principal Industrial Pay Days: Friday.

10-CLIMATE: Min. & Max. Temp.—Jan. 51; July 80. First killing frost, Nov. 20. Last killing frost, Feb. 20.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 6 Blocks downtown, College Plaza, 13 Units; Statesboro Mall, 32 Units.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
College Plaza		SuperRx Drug, Piggly Wiggly, Rose's Dept.
Plaza Knight		N.A.
Simmons		Sherwin-Williams
Statesboro Mall		Woolworth, Belk-Howard, Big Star, Revco, J.C. Penney
University Plaza		N.A.
Gentilly		N/A

13—RETAIL OUTLETS: Department Stores: Belk; Minkovitz, J.C. Penney.
Variety Stores: Woolworth; Rose's; Wheelers; K-Mart.
Chain Drug Stores (CZ): SuperRx; Revco.
Chain Food Stores: Winn-Dixie; Piggly Wiggly; Big Star.
Other Chain Stores: Goodyear; Firestone, Maxwell Furniture; Diana Shops; Radio Shack; Ace Hardware; Wheelers; Kenwin Shops.

14—NEWSPAPERS: HERALD (m-Tues. to Fri.) 6,584; (S) 6,584; Sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Mike Bowen, Adv. Dir., HERALD.
National Representatives: American Newspaper Representatives, Inc.

THOMASVILLE, GA

1—LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. west of Jacksonville; 35 mi. N of Tallahassee.

2—TRANSPORTATION: Railroads: SCL.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways.
Airports: Thomasville Municipal Airport.

3—POPULATION:
Corp. City 70 Cen. 18,155; Loc. Est. 21,000
Primary Mkt. Area-ABC:
(70) 52,341; (80) 58,400
County 70 Cen. 34,562; Loc. Est. 38,525
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Census: City 7,437; Loc. Est. 6,880
County 70 Cen. 12,958; Loc. Est. 13,388
Primary Mkt. Area-ABC: (70) 15,551; (80) 19,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$149,798,011
Sav. & Loan Assn.	2	$69,854,461

6—PASSENGER AUTOS: County 15,812(1978)

7—ELECTRIC METERS: Residence 10,452

8—GAS METERS: Residence 4,663

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) -Thread 250 ($142), Women's Founda. Garments 386 ($152), Bread and Cakes 615 ($165); Meat and Poultry Packing 1150 ($166), Lumber ánd Woodworking 1000 ($150), Motor and Mobile Homes 251 ($185-$260), Women's Sleepwear 200 ($122), Crate and Basket 278 ($124); Printing 60 ($155) Silica Mining 62 ($135); Natural Gas Dist. 107 ($214); Plastics 247 ($160), Home Furnishings 140 ($135), Distribution 550 ($155).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: First killing frost, Dec. 1st. Last killing frost, Feb 25.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 20 blocks on five streets; one large regional shopping center. Also 5 small strip centers.

13—RETAIL OUTLETS: Department Stores: Belk-Hudson; Neel's; J.C. Penney, Woolworth, Clark's, TG&Y, K-Mart.
Variety Stores: McCrory-McLellan, Sears (catalog).
Discount Stores: Clark's, TG&Y
Chain Drug Stores: Herndon's 2, Woolworth, Kmart; Thomas 2; Revco, Trumarx.

Chain Food Supermarkets: A&P, Colonial (Big Star), Winn-Dixie; Harvey's, Jax Foods; Piggly-Wiggly.
Independent Supermarkets: McLendon's; Ralph's IGA.
Other Chain Stores: Goodyear; Diana Shop; Singer Co.; Friedlander's Fashion Shoppe, Mangel's; General Dollar; Eleanor Shops, Playland Toy Stores, Western Auto, TG&Y; Logue's Fashion Villa; Pick & Pay, SherwinWilliams; Badcock Furn.; Stone's; Jaco Fabrics, Pearl Optical, Dunn Furn; American Handicrafts; Shoe Box, Shoe Flair; Al Dixon; Kres Jewelers, Skinner Furniture, Bumper-to-Bumper; Lowe.

14—NEWSPAPERS: TIMES-ENTERPRISE (e-Mon. to Fri.) 10,535, (m-Sat.) 10,492, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Eugene S. Dunifon, Adv. Dir., TIMES-ENTERPRISE.
National Representatives: None.

TIFTON, GA

1—LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7,35,50,125.

2—TRANSPORTATION: Railroads: Family Lines System; Southern.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, North and South; Tamiami Trailways; East and West.

3—POPULATION:
Corp. City 70 Cen. 12,179; Loc. Est. 13,500
Retail Trading Zone, Local Est. 142,000
County 70 Cen. 27,288; Loc. Est. 32,915

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen 3,618; Loc. Est. 4,872
County 70 Cen. 7,877; Loc. Est. 11,852

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	4	$121,000,000
Sav. & Loan Assn.	2	$74,000,000

6—PASSENGER AUTOS: County 14,842

7—ELECTRIC METERS: Residence 9,650

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Woolen Textiles 800 ($150); Cotton Yarn 395 ($150), Concrete Pdts. 165 ($125); Seed Shellers 130 ($130); Lumber Mills 80 ($125); Metal Pdts. 450 ($175); Feed, Flour 120 ($125); Clothing 700 ($90), Fertilizers 15 ($100); Furniture 50 ($135), Farm Equipt. 15 ($130); Brick & Block Mfg. 40 ($125); Veg. Plants (In Season) 1,000 ($125), Fork Lifts 114 ($150); Paper Products 200 ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 53-73; Summer 67-86; Fall 54-75, Winter 30-63. First killing frost, Nov. 15. Last killing frost, Mar. 21.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Center: K-Mart, Big Star, 2nd St. & I-75; Seventh St., Main St.; 12th St. Shopping Center, Tift-Town (6 Blocks from downtown); Sears (catalog); Big Star Super Market; Revco Drugs; Town & Country Plaza Shopping Center 6 Blocks from downtown on I-75, 2nd St. to 8th St. 30 acres—Rose's, Belk's, Eckerd Drug; Winn-Dixie, Hallmark; J. J.'s, Endicott Johnson Shoes; Sam Neel Shoes, TV Stamp Redemption, Vogue, Hybernia's; Towne Theater; Athletic Attic; The Hair Em Coiffures; Perlis Shopping Cential, Jewelt.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Brinntown	6	Tifton Laundry, Underwood Carpet
Tift Town	9	Big Stat; Sears
Titus	7	E-Z Food
Town & Country		Rose's, Winn-Dixie, Eckerd, Belk-Hudson

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: 9 p.m.

13—RETAIL OUTLETS: Department Stores: Belk-Hudson, Big Store, Moores.
Discount Stores: Rose's, Pic 'N Save, K-Mart.
Chain Drug Stores (Corp. City): Walgreen; Rexall; Eckerd's; Revco, Pic 'N Save, Cox's.
Chain Food Supermarkets (Corp. City): Harvey's; Big Star, Pic 'N Save; Winn-Dixie; Piggly Wiggly.

14—NEWSPAPERS: GAZETTE (e) 10,164, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: S. Newell Darlington, Display Adv. Mgr., GAZETTE.
National Representatives: None.

VALDOSTA, GA

1—LOCATION: Lowndes County, E&P Map C-5, County Seat.

2—TRANSPORTATION: Railroads: S.C.L., Southern, Valdosta Southern.
Motor Freight Carriers: 9.
Intercity Bus Lines: Trailways, Greyhound.
Airlines: Republic.
Railroads: S.C.L., Southern.

3—POPULATION:
Corp. City 70 Cen. 32,303; Loc. Est. 40,162
City Zone ABC: (70) 33,403; (80) 38,900
RTZ-ABC: (70) 81,832; (80) 91,400
County 70 Cen. 55,112; Loc. Est. 66,770
City & RTZ-ABC: (70) 115,235; (80) 130,300

4—HOUSEHOLDS:
City: 70 Cen. 9,781; Loc. Est. 14,028
County: 70 Cen. 15,945; Loc. Est. 22,515
City Zone ABC: (70) 10,099; (80) 13,500
RTZ-ABC: (70) 23,530; (80) 30,000
City & RTZ-ABC: (70) 33,629; (80) 43,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	2	$105,678,770
Commercial Banks	4	$184,623,022

6—PASSENGER AUTOS: County 45,000

7—ELECTRIC METERS: (City) 18,533

8—GAS METERS: 10,319

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (County Dec. 1977); Agriculture 1,190; Paper & Allied 1,227, Apparel & Textile 1,310, Printing 169; U.S. Air Force 3,500; Construction 1,772.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-95, Summer 59-95, Fall 61-98, Winter 25-93. First killing frost, Oct. 29. Last killing frost, Mar. 25.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on N & S Patterson & Ashley; E & W Hill Ave.; E & W Central St.; North Ashley & Park, Brookwood & N Patterson, Five Points.
Principal Shopping Days: Mon., Fri., Sat.
Neighborhood Shopping Centers: Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bay Tree	8	Hagen's
Brookwood	16	Food Fair, Woolworth, Sears
Castle Park	63	Wilbro, Pic 'N Pay, Big Star, Harvey's Mkt., Western Auto
Five Points	20	K-Mart, Winn-Dixie, Rose's, J.C. Penney, Belk-Hudson

13—RETAIL OUTLETS: Department Stores: Belk-Hudson; Varnedoe, J.C. Penney; Sears; Schwartz, Neel's; Jaco; Famous Store.
Variety Stores: McCrory's; Woolworth's, Rose's; Pic'n' Save.
Discount Stores (CZ): Robert Reddick; Top Dollar 2; Thrifty; K-Mart; Pick'N Pay.
Chain Drug Stores (CZ): Anderson's, Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd's; Pic 'n' Save 2; Barnes 2.
Chain Food Supermarkets: Harvey's 2; Colonial 2; Winn-Dixie 3; Pantry Pride 1, Piggly Wiggly 1.
Other Chain Stores: Diana (women's wear), Goodyear; Zale's, Badcock Furn., Butler's, Mather; Rhodes; Western Auto, Kinwin Shift Shops; Pick'n Pay Shoes.

14—NEWSPAPERS: TIMES (e) 18,013, (S) 16,888 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tenney S. Griffin, Pub. & Gen. Mgr., TIMES.
National Representatives: Thomson Newspapers, Inc.

WARNER ROBINS, GA

1—LOCATION: Houston County (in Macon SMSA) E&P Map B-3. 20 mi. S of Macon.

2—TRANSPORTATION: Railroads: SOU.
Intercity Buses: Greyhound and Trailways.
Motor Freight Carriers: 9.
Airlines: Delta.

3—POPULATION:
Corp. City 70 Cen. 33,491; Loc. Est. 42,800
SMSA 70 Cen. 226,782, Loc. Est. 244,251
Primary Mkt. Area ABC: (70) 49,581, (80) 61,500
County 70 Cen. 62,924, Loc. Est. 77,295
Demographic Information available from Newspaper. SEE Paragraph14

4—HOUSEHOLDS:
City 70 Cen. 9,974, Loc. Est. 14,942
County 70 Cen. 17,625; Loc. Est. 25,359
SMSA 70 Cen. 67,276; Loc. Est. 83,949
Primary Mkt. Area-ABC: (70) 13,954; (80) 19,800

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	4	$75,000,000
Savings & Loan	3	N.A.

6—PASSENGER AUTOS: County 42,086

7—ELECTRIC METERS: Residence 22,517

8—GAS METERS: Residence 16,631

9— PRINCIPAL INDUSTRIES (CZ): Mfg. of Aircraft Parts, Glass Bottles, Cans, Machine Shop Work. Agriculture Area: Peaches, Cotton, Watermelon, Peanuts. Home of Robins Air Force Base—20,500 personnel, Mostly civilian.

10-CLIMATE: Min. & Max. Temp.—Spring 46-68, Summer 69-93; Fall 56-80, Winter 37-61. First killing frost, Nov. 10. Last killing frost, Mar. 19.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Houston Mall	40	Belk's, Sears, Winn-Dixie, Singer, Key's, Eckerds
Williams Plaza	23	Dollar General, Giant Mart Foods, Gray Cor, Maxwell Furniture, Self Furniture
Zayre Plaza	10	Zayre, Piggly Wiggly, Revco
Northgate Plaza	10	Big Apple

13—RETAIL OUTLETS: Department Stores: Belk's, Sears, Garber's, Toggery, Family Mart, Dollar General, Family Dollar.
Auto Stores: Goodyear; Firestone, K-Mart, Sears, Wall Tire; Kelly Tires.
Discount Stores: K-Mart, Zayre.
Chain Drug Stores: Eckerds, Revco.
Chain Food Supermarkets: Winn-Dixie, Family Mart, Inc.; Piggly Wiggly 3, Giant Discount Foods, Big Apple, Giant Mart Food.
Other Chain Stores: Hancock Fadrics; Key Catalog Showroom, Maxwell Furniture; Pic-N-Pay Shoes; Butler's Shoes, Friedmans Jewelers; Gray Cor; Pay-Less Shoes, Bell Bros. Shoes.

14—NEWSPAPERS: SUN (e-Mon. to Fri.) 10,454, (S) 11,067, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., THE DAILY SUN.
National Representatives: Landon Associates, Inc.

WAYCROSS, GA

1—LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville, 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4 & 19; U.S. Hwys. 1, 23, 82,84.

2—TRANSPORTATION: Seaboard Coast Line RR; Greyhound Bus, Trailways Bus.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 18,996; Loc. Est. 19,984
County 70 Cen. 33,525; Loc. Est. 37,462
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,250; Loc. Est. 7,666
County 70 Cen. 10,390; Loc. Est. 13,444

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assns.	3	$803,758,045
Commercial Banks	3	$75,770,843

6—PASSENGER AUTOS: County 14,608 (1978)

7—ELECTRIC METERS: Residence 13,097

8—GAS METERS: Residence 5,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Railroad 2,000, Lumber & Plywood 530, Mobile Homes 332, Naval Stores 200; Cigar Mfg. 275, Dryer Felts for Paper Industry 210, Shoe Mfg. 392, Apparel 420, Rubber Pdts. 65.
Principal Pay Days: Fri., 12; 14, 26, 29.

10-CLIMATE: Min. & Max. Temp.—Spring 36-93; Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18. Last killing frost, Mar. 9.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on Mary St.; 3 on Elizabeth, 1 on Pendelton; 3 on Tebeau; 3 on Plant Ave., 1 on Isabella.
Shopping Centers: Hatcher Point Mall (27), Satilla Square (12), Flanders (11), Marr Plaza (4).
Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Shopping Centers and chain discount stores, nightly. Supermkt., Fri. & Sat.

13—RETAIL OUTLETS. Department Stores: Churchwell's; J. C. Penney; Sears, Avery's.
Variety Stores: McCrory's, Woolco, Gibson's; Warehouse World.
Discount Stores: Pic'N Save, Eckerd's.
Chain Drug Stores: Pic'N Save 1; Scottie's 2; Eckerd's.
Chain Food Supermarkets: Winn-Dixie; Big Star; Pic'N Save, Pantry Pride, IGA; Piggly WigglY.

Other Chain Stores: Kenwin's Dresses, Diana Shops, Barfield Shoes, Scottie's, Singer, Rexall; Goodyear; Western Auto; Firestone; Mary Carter; Friedman's Jewelers; Sherwin-Williams, 7-Eleven, Jiffy Stores; Flashfoods; Vogue; Pic'n Pay, Radio Shack, Jaco's, Jacobson's World Electronics; Wise Fashion; Jack's Minute Markets, Shwnee Swifty; Check Mate.

14—NEWSPAPERS: JOURNAL-HERALD (e) 12,320; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD.
National Representatives: None.

WEST POINT, GA.
See LANNETT, ALA.

HAWAII SURVEYS

HAWAII STANDARD METROPOLITAN STATISTICAL AREAS

Honolulu, Hawaii—Honolulu County

HAWAII POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1985
Under 5 Years	71	77	92
5-14 Years	160	146	149
15-24 Years	154	202	194
25-44 Years	203	261	300
45-64 Years	138	182	190
65 and Over	44	73	92
TOTAL	770	941	1,017

Based on U.S. Census

HAWAII RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	34	74	110
General Mdse.	334	632	935
Food	414	651	972
Automobiles	269	457	550
Gasoline Stations	106	176	335
Apparel	107	204	309
Furniture	83	102	146
Eat-Drink Places	261	484	692
Drugs	90	174	255
Total Sales	1,864	3,294	4,850

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

HILO, HAWAII

1—LOCATION: Hawaii Island & County, E&P Map C-2, County Seat. 215 miles SE of Honolulu; 2,090 miles W of San Francisco.

2—TRANSPORTATION:
Motor Freight Carriers: 7.
Freight Steamship Lines: 6.
Intercity Bus Lines: To all points on island.
Inter-Island Airlines: Daily freight and passenger.

Hawaii
TRIBUNE-HERALD
Hilo, Hawaii

"You can't cover Hawaii without the Hawaii Tribune-Herald"

DONREY MEDIA GROUP

HILO—continued

bet. all islands by Hawaiian Airlines and Aloha Airlines.
Inter-Island Water Transportation: Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai. Kauai. Oil barge service bet. all islands.
Trans-Pacific Air Service: Direct flights to West Coast by United.

3—POPULATION:
Corp. City 70 Cen. 26,363; Loc. Est. 37,852
CZ ABC: (70) 26,353; (80) 34,600
RTZ-ABC: (70) 37,115; (80) 50,400
County 70 Cen. 63,468; Loc. Est. 86,656
City & RTZ-ABC: (70) 63,468; (80) 85,000
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 6,980; Loc. Est. 11,528
County: 70 Cen. 17,260; Loc. Est. 26,868
CZ ABC: (70) 6,980; (80) 16,100
RTZ-ABC: (70) 10,280; (80) 16,100
City & RTZ-ABC: (70) 17,260; (80) 26,800

5—BANKS: Comm. 5 Branches, Dep. N.A.

6—PASSENGER AUTOS: (Hawaii County) 67,500

7—ELECTRIC METERS: Residence 38,500

8—GAS METERS: Residence 10,343 Rural Tank 8,000

9— PRINCIPAL INDUSTRIES (CZ): (RTZ). Industry, Number of Wage Earners, (av. wkly wage) Construction 1,500 ($300); Sugar & Agriculture 5,000 ($260), Hotels 3,500 ($160).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shpg. Ctr., Kilauea St.; Hilo Mall.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Department Stores—Fri., Drugs—Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: Western; Sears; J.C. Penney; Payless; McInerys.
Variety Stores: S. H. Kress; Ben Franklin; Woolworth; Long's.
Chain Drug Stores: Long's.
Chain Food Supermarkets (CZ): Food Fair 2; Pick & Pay 2; Sure Save 3; K. Taniguchi 2; Save More; Safeway; Emjay's.
Other Chain Stores: Gamble's; Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14—NEWSPAPERS: HAWAII TRIBUNE-HERALD (e- Mon. to Fri.) 18,189; (S) 20,005; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., HAWAII TRIBUNE-HERALD.
National Representatives: Western Dailies; U.S. Suburban Press, Inc.

HONOLULU, HAWAII

1—LOCATION: Honolulu County (SMSA). Island of Oahu, E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks), Air Force Base (Hickam); 2,091 miles W of San Francisco.

2—TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island: (air) Daily freight and passenger service flights between all islands (Aloha and Hawaiian Airlines).
Inter-Island: (water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific: (air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Braniff; Canadian Pacific, Japan; Qantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific: (water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros. States; and other lines.

3—POPULATION:
Corp. City 70 Cen. 324,871; Loc. Est. 358,251
Prim. Mkt. Area ABC:
(70)630,528; (80)741,400
Bal. Prim. Mkt. ABC: (70)139,385; (80)186,600
County/SMSA: 70 Cen. 630,528;
Loc. Est. 741,400
Total Primary Mkt. Area ABC:
(70) 769,913; (80)928,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 97,298; Loc. Est. 128,428
County/SMSA: 70 Cen. 164,763;
Loc. Est. 225,700
Prim. Mkt. Area ABC:
(70)164,763; (80)225,700
Bal. Prim. Mkt. ABC: (70)38,325; (80)62,700
Total Primary Mkt. Area ABC
(70)203,088; (80)288,400

5—BANKS:	NUMBER	EST. DEPOSITS
Savings & Loan Assns	11	$3,775,670,730
Commercial Banks	8	$4,898,049,000
Trust Companies	3	$53,417,859

6—PASSENGER AUTOS: (Oahu) 470,813

7—ELECTRIC METERS: 215,355

8—GAS METERS: 31,923

9— PRINCIPAL INDUSTRIES (CZ): Honolulu County—Industry, Number of Wage Earners: Agriculture 9,400; Manufacturing 22,900; Trans/Com/Util 30,700; Whol/Ret 106,700; Services & Misc. 104,300; Govt. 91,900; Constr Const. 22,900 ; Fin/Ins/Real Est 31,100; Self Emp/Dom. 22,600.

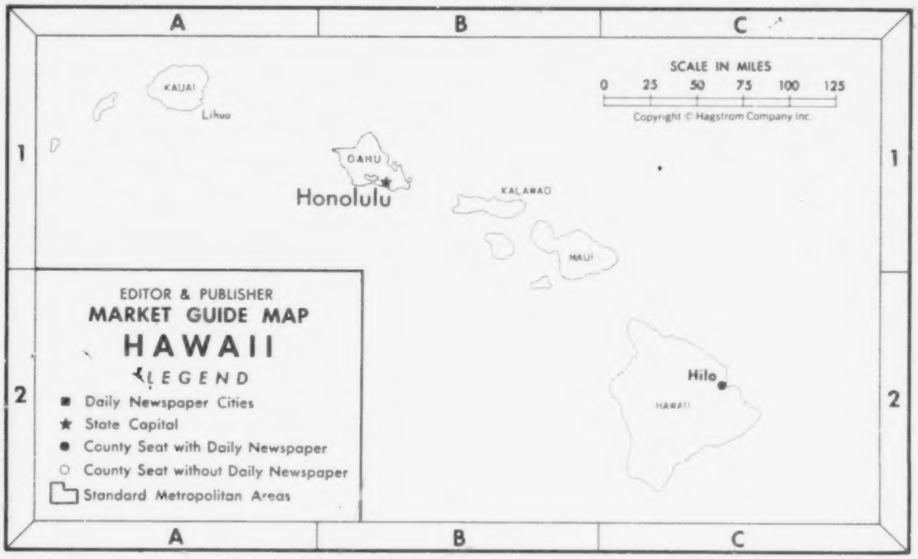
10-CLIMATE: Min. & Max. Temp.—Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Downtown Shopping Center: 9 blocks on Fort Street Mall and connecting streets.
Regional Shopping Centers: Ala Moana, Pearl Ridge, Kahala Mall.
Neighborhood Shopping Centers: Hawaii Kai, Kamehameha, Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Aiea	8	PayLess, Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway, PayLess
Ala Moana	1	Sears, Foodland, J. C. Penney, Liberty House, Long's, Woolworth, McInerny
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Liberty House, Star Longs, J. Magnin, McInerny, Penneys, Woolworth
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Kaneohe, Times
Moeanalua	6	Foodland, Longs
Niu Valley	9	Times, Stewart's
Pearl City	9	Foodland, Holiday Mart



HAWAII POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	769,913	916,980	2,912,389	7,719,867	286,251	26,969	3,298	535,642	73,181
STANDARD METROPOLITAN STATISTICAL AREAS									
Honolulu, Hawaii	630,528	723,484	2,464,465	6,459,769	224,028	28,835	754	90,127	44,745
COUNTIES, Cities									
HAWAII	63,468	87,745	208,130	566,668	27,846	20,350	1,787	198,059	16,662
Hilo	26,353	41,315	95,430	250,758	12,765	19,644	*	*	*
HONOLULU	630,528	723,484	2,464,465	6,459,769	224,028	28,835	754	90,127	44,745
Honolulu	324,871	360,916	1,407,140	3,460,249	128,044	27,024	*	*	*
KAUAI	29,761	37,505	108,086	240,290	12,175	19,736	281	98,761	3,014
MAUI	46,156	68,246	131,708	453,140	22,202	20,410	476	148,695	8,759

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1979 Cash Receipts as follows: From Crops $316,982,000; from Livestock & Livestock Products $70,291,000; Total $387,273,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

HAWAII RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,294,118	4,432,697	4,850,359	194	109,955	259	934,892	876	971,591	291	549,551	415	335,228	733	308,999	444	145,610	1,657	691,527	115	254,510
STANDARD METROPOLITAN STATISTICAL AREAS																					
Honolulu, Hawaii	2,604,207	3,417,633	3,720,185	127	64,641	140	806,152	601	668,450	214	423,978	284	242,066	495	231,179	317	103,226	1,294	553,706	91	197,673
COUNTIES, Cities																					
HAWAII	275,938	449,573	509,920	28	14,676	54	51,256	111	135,111	33	68,545	64	47,290	85	34,522	56	21,299	147	52,191	14	33,155
Hilo	183,782	299,596	339,827	13	6,231	13	32,194	44	80,183	21	63,397	35	30,178	34	20,039	37	16,859	83	32,003	8	27,454
HONOLULU	2,604,207	3,417,633	3,720,185	127	64,641	140	806,152	601	668,450	214	423,978	284	242,066	495	231,179	317	103,226	1,294	553,706	91	197,673
Honolulu	1,905,160	2,444,671	2,648,945	67	35,888	95	573,053	425	397,725	131	291,995	176	151,845	401	199,191	220	80,772	991	436,104	63	124,996
KAUAI	126,399	180,338	199,428	16	11,472	29	26,369	64	62,564	17	16,581	33	19,090	43	10,635	28	5,947	84	27,500	2	4,183
MAUI	287,574	385,153	420,826	23	19,166	36	51,115	100	105,466	27	40,447	34	26,782	110	32,663	43	15,138	132	58,130	8	19,499

IDAHO MAP—Page 100

Pearlridge	8	Liberty House, Penneys, Sears, J. Magnin, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings: Major stores every evening and Sunday.

13—RETAIL OUTLETS: Department Stores: Sears 2; Liberty House 8; McInerny 3; J. C. Penney 3; Arakawa's; The Ritz 2; J. Magnin 2.
Discount Stores (CZ): Gem 3; Payless 10; Gibson; Holiday Mart 4; Military PX 5.
Variety Stores: Kress 7; Woolworth 5; Cornet 6; Ben Franklin 2.
Chain Drug Stores: Long's 9; Value 3; Stewart's 3; Thrifty 3; Waldrich 3; Royal 2; Sav Mor 2; Pay n'Save 4.
Chain Food Stores: Foodland 26; Times 13; Safeway 9; Holiday Superfoods 3, GEM/Bigway 6; Star Markets 7; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 17; Chun-Hoon 2
Independent Food Store Groups: Food Giant 12; Friendly Neighborhood Grocers 11; IGA 5.
Other Chain Stores: Watumull's 11; Singer Co. 5; Hartfield's 4; Standard Shoe; Gallenkamp 2; Vimi's 6; Mode O'Day; Thom McAn 3; Carol & Mary 7; Ethel's 2; Villa Roma 3.

14—NEWSPAPERS: Circulations, Local Contacts for Advertising and Merchandising Data: STAR BULLETIN & ADVERTISER (m) 85,640; (e) 118,952; Comb. (m&e) 204,592; (S) 203,938; Mar. 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Fountain Adv. Mgr. Agency Sales, Hawaii Newspaper Agency for the Honolulu Star—Bulletin and The Honolulu Advertiser.
National Representatives: Gannett Newspaper Advertising Sales. HAWAII HOCHI (English-Japanese) (e); Circ. N.A.; Paul Yempuku, Pres.
National Representatives: Masahiko Miyake, Hawaii Hochi Tokyo Branch. HAWAII TIMES (English-Japanese) (e); Circ. N.A.; Miya Soga, Pres.
National Representatives: Don R. Pickens Co.

IDAHO SURVEYS

IDAHO STANDARD METROPOLITAN STATISTICAL AREAS

Boise, Idaho—-Ada County.

IDAHO POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	64	77	88
5-14 Years	153	156	154
15-24 Years	128	174	159
25-44 Years	158	253	290
45-64 Years	143	179	181
65 and Over	67	97	108
TOTAL	713	939	980

Based on U.S. Census

IDAHO RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr	135	286	435
General Mdse	154	280	426
Food	346	659	1,011
Automobiles	395	700	865
Gasoline Stations	139	223	437
Apparel	59	121	189
Furniture	76	150	220
Eat-Drink Places	131	260	382
Drugs	82	106	159
Total Sales	1,660	3,016	4,511

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

BLACKFOOT, IDAHO

1—LOCATION: Bingham County, E&P Map C-5, County Seat. 27 mi. north of Pocatello on Yellowstone and Roosevelt Hwys. Agricultural center.

2—TRANSPORTATION: Railroads: C.P.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service: Local Charter available.

3—POPULATION:
City 70 Cen. 8,716; Loc. Est. 10,539
County 70 Cen. 29,167; Loc. Est. 37,993

4—HOUSEHOLDS:
City 70 Cen. 2,529; Loc. Est. 3,627
County 70 Cen. 7,770; Loc. Est. 11,779

5—BANKS:	NUMBER	EST. DEPOSITS
Comm. Banks	3Br	N.A.
Sav. & Loan	2	$42,000,000

6—PASSENGER AUTOS: County 23,664

7—ELECTRIC METERS: Residence 4,622

8—GAS METERS: (County) 2,451

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Potato Shipping, Packing & Proc. 1,200 ($120); Potato Starch 35 ($95); Cheese 50 ($90); Grain Elevators 36.

10-CLIMATE: Spring 11 to 60; Summer 34 to 95; Fall 9 to 69; Winter -3 to 51. First killing frost, Sept. 17. Last killing frost, May 22.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:
Shopping Center: Riverside Plaza Shopping Center.
Principal Shopping Days: Mon., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; The Merc.
Variety Stores: Estenson's; M.H. King.
Discount Stores: Gibson's.
Drug Stores: (Independents): Ancho; Arnell's 2; Jay's.
Chain Food Supermarkets: Safeway; Albertson's; Kesler's IGA; L&W IGA; Circle K; Mighty Dan's.
Other Chain Stores: Western Auto; Gamble's; Brent's Goodyear; Big O; Goodrich; OK Tire.

14—NEWSPAPERS: NEWS (m) 6,110; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David Mark Brown, Pub., Kaye Dayton, Adv. Mgr., NEWS.
National Representatives: None.

BOISE, IDAHO

1—LOCATION: Ada County (SMSA). E&P Map A-4, County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state. 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-80N.

2—TRANSPORTATION: Railroads: Union Pacific (frgt); Amtrak.
Airlines: United; Hughes Airwest; Cascade. Frontier; Big Sky, Air Oregon, Mtn. West.
Motor Freight Carriers: 39.
Intercity Bus Lines: Greyhound, Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3—POPULATION:
Corp. City, 70 Cen. 74,990; Loc. Est. 120,214
CZ ABC: (70)97,392; (80)134,200
RTZ-ABC: (70)160,866; (80)214,500
County/SMSA:
70 Cen. 112,230; Loc. Est. 159,907
City & RTZ-ABC: (70)258,258; (80)348,700
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 25,061; Loc. Est. 46,226
County/SMSA 70 Cen. 35,834; Loc. Est. 56,300
CZ ABC: (70)31,382; (80)50,500
RTZ-ABC: (70)49,692; (80)75,000
City & RTZ-ABC: (70)81,074; (80)125,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7(36 Br.)	Not Available
Sav. & Loan Assn.	5(9 Br.)	Not Available

6—PASSENGER AUTOS: County 118,963

7—ELECTRIC METERS: 59,218

8—GAS METERS: 30,476

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—Contract Construction 5,500 ($345); Lumber & Wood Products 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15. Last killing frost, Apr. 26.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers: 1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Broadway	3	Albertson's Foods
Cole Village	6	Safeway, C. R. Anthony
Collister Ctr.	6	M&W Food
Franklin	3	Merc Dept., Albertson's
Hillcrest Plaza	4	Buttrey's, Thrifty Drug, Grand Central
Karcher Mall	20	J. C. Penney, Bon Marche
Overland Plaza	5	Smith's Food, C. R. Stores; Sears; C. R. Anthony.
Vista Village	3	C. R. Anthony, Cornet, Albertson's
Westgate Ctr.	4	Skaggs, Albertson's Foods
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon., Fri.
Stores Open Sundays: Grocery; chain drugs; discount stores.

13—RETAIL OUTLETS: Department Stores: Bon Marche; Bazaar; Falk's; The Mode; J. C. Penney; Mercantile stores. Stores; Sears; C. R. Anthony.
Variety Stores: King; Sprouse-Reitz.
Discount Stores: K-Mart; Grand Central; Cornet.
Chain Drug Stores (CZ): Skaggs; Thrifty Drugs; Payless 4.
Chain Food Supermarkets: Safeway 3; Albertson's 5; M&W 5; Buttrey's 3; Circle K 13; 7-Eleven 6; Thriftway 7; Smith's Food King 5.
Other Chain Stores: Montgomery Ward (catalog); S&H Green Stamps; Pay 'n Pac; Sunset Sports.

14—NEWSPAPERS: IDAHO STATESMAN (m) 57,511; (S) 73,357; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gary F. Sherlock, Adv. Dir. or Robert E. Vaughan, National Adv. Mgr., IDAHO STATESMAN.
National Representatives: Gannett Newspaper Advertising Sales.

BURLEY, IDAHO

1—LOCATION: Cassia & Minidoka Counties, E&P Map C-6; on U.S. Hwys. 30, I-15, I-80, State Hwy. 27, 25.

2—TRANSPORTATION: Railroads: Cutoff line, U.P.R.R.
Interstate Bus: Trailways; Greyhound.
Airlines: Air Idaho; Sun Valley Key.
Motor Freight Carriers: 4.

3—POPULATION:
Corp. City 70 Cen. 8,279; Loc. 9,165
Counties Cassia 70 Cen. 17,017; Loc. Est. 19,780
Mindoka 70 Cen. 15,731; Loc. Est. 20,516
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,621; Loc. Est. 3,369
Cassia Co. 70 Cen. 4,936; Loc. Est. 6,579
Minidoka Co. 70 Cen. 4,448; Loc. Est. 6,652

5—BANKS:	NUMBER	DEPOSITS
Comm. & Savings	6	$90,393,000
Sav. & Loan Assns.	2	$6,000,000

6—PASSENGER AUTOS: Counties: Cassia 14,600; Minidoka 12,653

7—ELECTRIC METERS: (Residence): Cassia 5,846; Minidoka 4,686

8—GAS METERS: Cassia 2,718; Minidoka 2,245

9— PRINCIPAL INDUSTRIES (CZ): Food Processing; Elevators; Recreation-Motel Convention; Agriculture 6,850 employed; Av. Salary $150; Farm Income $14,600.

10-CLIMATE: Min. & Max. Temp.—Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8" precipitation yearly.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Center: 7 Blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K-Mart; Burley Mall.
Nearby Shopping Center: Twin Falls (45 mi.); Rupert (7 mi.).

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Hirsch Stores (Int'l. Shoe); Hudson; Sears; M. H. King; Roper's; Van Engelen; Sprouse-Reitz.; Blocks.
Discount Stores: Cal-Ranch Farm; Hall Farm; K-Mart.
Variety Stores: 88¢ Stores.
Chain Drug Stores (CZ): Skaggs; Hamilton.
Chain Food Stores: Albertson's; Safeway; Smith Food King; Johns; Swensens.
Other Chain Stores: Firestone; Coast-to-Coast;

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Write for our latest Marketing Data Info

- Population: Over 900,000—up 20% in 10 years.
- Total personal income: Over $7.5 billion—up 145% in 10 years.
- Average family income: $23,244—the second highest in the nation—up 89% in 10 years.
- Visitors: Almost 4 million—up 140% in ten years.
- Visitor expenditures: Over $2 billion—up 297% in 10 years.

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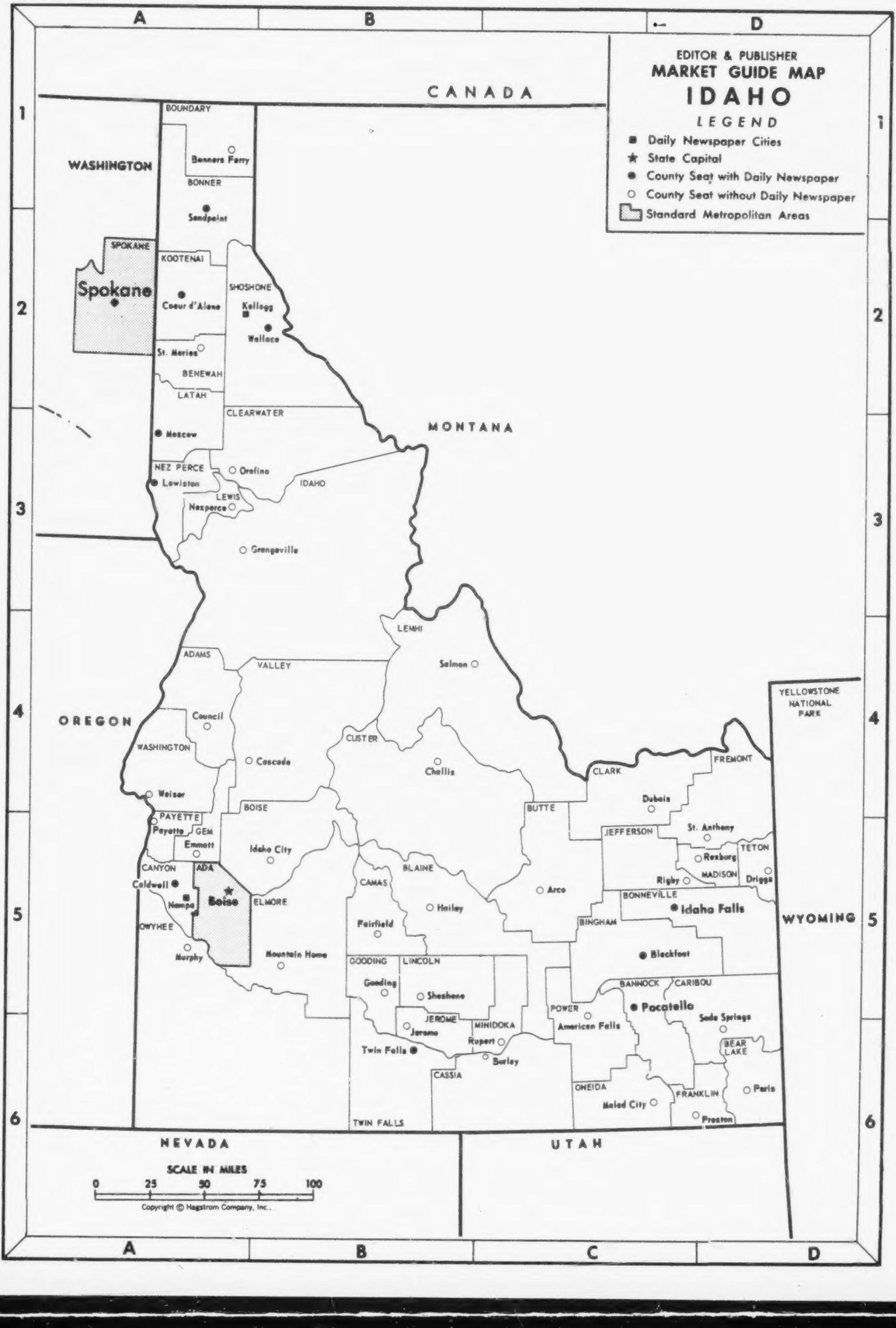
EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
YELLOWSTONE NATIONAL PARK
NEVADA
UTAH
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
SPOKANE
Spokane
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Orofino
Lewiston
LEWIS
IDAHO
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
CUSTER
Challis
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
ADA
Caldwell
Nampa
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
CAMAS
Fairfield
BLAINE
Hailey
BUTTE
Arco
CLARK
Dubois
FREMONT
St. Anthony
JEFFERSON
Rexburg
TETON
MADISON
Rigby
Driggs
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Twin Falls
Burley
CASSIA
TWIN FALLS
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
SCALE IN MILES
0
25
50
75
100
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BURLEY—continued

Big O Tires; Mode O'Day; Style Shop; Mayfair; Hudson Shoe; Jensen Jwlry.; Harrison Jwlry.; Fred & Wayne Tire; Zales, Commercial Tires, Western Auto.

14—NEWSPAPERS: SOUTH IDAHO PRESS (e-Mon. to Fri.) 6,631; (S) 6,893; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Mike Robertson, Adv. Dir., SOUTH IDAHO PRESS.
National Representatives: Western Dailies.

CALDWELL, IDAHO

1—LOCATION: Canyon County, E&P Map A-5. County Seat. 412 mi. from Portland, Ore., and Salt Lake City, Utah.

2—TRANSPORTATION: Railroads: Union Pacific, Amtrak.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Pacific Trailways; Boise-Winnemucca Stages.

3—POPULATION:
Corp. City 70 Cen. 14,219; Loc. Est. 16,776
County 70 Cen. 61,288; Loc. Est. 78,728

4—HOUSEHOLDS:
City 70 Cen. 4,709; Loc. Est. 6,524
County 70 Cen. 19,238; Loc. Est. 29,158

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	4	$100,000,000
Sav. & Loan Assns.	3	$55,000,000

6—PASSENGER AUTOS: County 53,663

7—ELECTRIC METERS: 11,600

8—GAS METERS: 3,500

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees—Mobile Home Mfg. 815; Frozen Food Processing 1,800; Fishing Tackle Mfg. 300; Block Pub. 50; Utilities 99.

10-CLIMATE: Min. & Max. Temp.—Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3. Last killing frost, May 7.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 5 on Kimball; 5 on Arthur; 4 on Blaine; 4 on Cleveland.
Nearby Shopping Center: (7 mi.) Karcher Mall: J.C. Penney; Skagg's; Carroll's; K-G; Jay Vee; Rasco-Tempo; Buttrey's; Bon Marche; Ernst Home Center; K-Mart.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Mon. & Fri.
Stores Open Sundays: Supermarkets & drug.

13—RETAIL OUTLETS: Department Stores: Sears; Hirsch Value Center; Idaho Dept. Store.
Variety Stores: M.H. King; Bonanza 88¢; K-Mart.
Chain Drug Stores (CZ): Penny-wise; Super Thrift.
Chain Food Supermarkets: Safeway; Albertson's; M&W Mkts.

14—NEWSPAPERS: NEWS-TRIBUNE (e) 8,607; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Cordell Staker, Adv. Dir., NEWS-TRIBUNE.
National Representatives: None.

COEUR D'ALENE, IDAHO

1—LOCATION: Kootenai County, E&P Map A-2, County Seat. On Lake Coeur d'Alene.

2—TRANSPORTATION: Railroads: NP, CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers: 5.

3—POPULATION:
City 70 Cen. 16,228; Loc. Est. 20,248
County 70 Cen. 35,332; Loc. Est. 56,129
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,679; Loc. Est. 8,434
County 70 Cen. 11,561; Loc. Est. 21,275

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	9	$124,000,000
Sav. & Loan Assn.	1	$38,000,000

6—PASSENGER AUTOS: County 45,628

7—ELECTRIC METERS: Residence 7,110

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 ($125); State employees 376 ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11—TAP WATER: Alkaline, very soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Midtown	1/2	Moen Hdwe., Safeway, Pay N Save
East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1/2	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	-	Wards, Buttreys, Sprouse-Reitz, Firestone, Kinney's, Radio Shack

Principal Shopping Days: Mon., Fri., Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Dingle's; Pay N Save; Sears; Harvey's; Fisher's; Western Auto; Gamble's; Low Cost Drug; Yellow Front; Rusan's; Myklebust's.
Variety Stores: Woolworth; Sprouse-Reitz; Bonanza 88.
Chain Food Supermarkets (CZ): Albertson's; Riba's; I.G.A.; Safeway; Ron's; Rosauer's; Buttrey's; Farver's.

14—NEWSPAPERS: PRESS (e) 13,164; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS.
National Representatives: None.

IDAHO FALLS, IDAHO

1—LOCATION: Bonneville County, E&P Map C-5. County Seat. Southeastern part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for Atomic Energy Commission Idaho Operations. 235 Hwy. mi. N of Salt Lake City on U.S. Hwys. 20, 26, 91, 191, I-15.

2—TRANSPORTATION: Railroads: UP.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Intermountain

IDAHO RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,016,361	4,096,461	4,510,745	556	434,695	256	425,817	968	1,011,052	832	665,353	830	436,804	509	189,280	792	219,821	1,793	381,713	213	159,489
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boise City, Ida.	658,599	942,289	1,046,348	91	106,575	23	116,610	134	209,316	144	193,666	101	84,009	95	43,130	156	62,887	306	106,004	31	31,447
COUNTIES, Cities																					
ADA	658,599	942,289	1,046,348	91	106,575	23	116,610	134	209,316	144	193,666	101	84,009	95	43,130	156	62,887	306	106,004	31	31,447
Boise City	491,612	682,541	753,800	49	50,160	19	91,765	99	167,956	86	127,718	77	49,512	78	38,075	119	49,161	234	79,826	25	24,094
ADAMS	4,374	6,063	6,697	2	1,534	4	225	5	2,448			5	1,276					7	345	2	331
BANNOCK	239,768	305,994	332,608	39	30,046	13	34,980	64	66,762	58	59,477	68	34,551	42	21,581	69	17,539	111	28,164	12	12,043
Pocatello	227,011	292,490	318,441	30	26,487	12	34,927	54	62,999	49	58,402	56	32,022	41	21,403	60	16,910	97	26,824	9	11,606
BEAR LAKE	17,964	25,018	27,642	4	1,561	4	936	10	7,572	10	7,169	11	3,368	5	1,677	5	925	13	1,645	3	1,376
BENEWAH	21,535	27,913	30,429	5	2,053	4	1,099	12	7,926	7	8,278	10	3,839	5	695	3	718	27	3,046	2	1,768
BINGHAM	76,122	86,734	92,258	20	11,338	10	4,775	46	25,524	29	25,089	20	5,591	17	3,194	24	2,419	35	5,371	7	2,675
Blackfoot	59,389	68,203	72,649	13	8,055	8	4,166	21	17,972	15	21,873	11	4,357	12	2,536	12	1,896	22	4,327	4	1,935
BLAINE	43,306	68,447	77,480	7	9,993	3	2,128	18	17,731	10	9,579	11	6,176	16	4,069	12	2,466	43	10,301	3	2,947
BOISE	2,852	4,075	4,526	1		2	135	5	1,757			2	499			1		12	1,438		
BONNER	64,107	97,655	109,774	20	9,736	9	4,296	24	29,827	20	22,174	22	11,430	11	3,361	16	4,183	56	11,302	5	3,670
Sandpoint	45,592	69,608	77,613	11	6,145	4	3,030	11	15,146	17	20,380	12	6,842	11	3,361	11	3,948	21	7,254	3	2,873
BONNEVILLE	301,151	354,317	379,183	26	40,484	16	56,000	58	67,986	53	70,011	66	35,743	35	16,458	64	23,517	98	24,618	12	10,577
Idaho Falls	298,809	351,286	375,879	25	40,392	14	55,591	51	66,644	50	69,777	62	35,469	35	16,458	59	23,405	93	23,923	12	10,577
BOUNDARY	20,308	28,024	30,919	8	2,719	3	1,239	13	10,793	8	5,830	8	3,896	5	535	3	602	18	2,165	2	1,324
BUTTE	8,070	10,134	10,985	3	287			7	2,339	3	577	12	3,881	3	477	1	115	11	1,467	1	871
CAMAS	785	1,089	1,202	1	271	1	61	2	364			2	277					2	110		
CANYON	274,712	397,501	442,507	43	38,398	17	49,706	84	104,599	94	94,336	57	32,374	52	18,247	74	22,036	119	30,117	12	16,727
Caldwell	100,341	137,138	150,965	18	15,934	6	9,471	26	33,612	36	36,390	26	14,105	13	2,401	29	9,603	40	9,775	3	5,947
Nampa	149,056	225,916	253,763	17	19,918	9	39,571	35	56,885	45	52,679	21	13,755	30	13,854	31	9,745	60	18,501	8	10,780
CARIBOU	20,014	25,657	27,917	7	1,943	3	237	14	7,531	10	6,529	10	6,002	4	1,411	8	673	11	1,297	4	896
CASSIA	72,205	111,353	125,659	17	11,376	14	14,780	21	26,392	26	27,118	25	9,713	15	6,160	19	4,861	42	7,713	7	4,222
Burley	60,455	97,536	110,979	17	11,376	12	10,861	15	24,572	27	25,321	15	7,486	15	5,205	16	3,527	35	6,653	5	3,508
CLARK	1,977	3,733	4,367			1	712			2	1,885	1	729					4	475		
CLEARWATER	26,711	33,680	36,515	7	3,613	4	447	12	12,771	8	9,094	10	2,329	2	1,389	6	585	20	2,787	3	978
CUSTER	7,429	12,000	13,644	4	692	2	790	10	5,361	2		4	2,465	2	113			19	1,581	1	895
ELMORE	48,450	54,064	57,279	10	4,706	5	3,313	15	13,616	18	16,878	17	6,472	5	750	13	2,060	34	4,576	3	1,227
FRANKLIN	20,817	33,513	38,068	6	2,580	4	1,876	7	7,522	13	8,435	9	5,868	5	1,100	14	4,333	13	1,921	2	1,331
FREMONT	25,702	31,089	33,452	15	4,572	4	927	18	7,899	8	6,226	13	6,427	3	875	6	643	22	2,305	3	1,099
GEM	22,020	29,548	31,646	7	3,218	4	1,479	7	9,811	15	7,515	12	2,237	4	354	13	1,856	15	1,611	4	1,233
GOODING	24,997	34,218	37,693	5	4,540	6	3,339	15	10,427	9	6,014	15	6,130	2	646	6	742	20	2,550	2	1,016
IDAHO	30,353	46,964	52,948	13	4,663	10	2,033	29	15,430	9	8,242	16	7,134	5	1,539	8	2,756	39	4,900	3	1,976
JEFFERSON	22,608	30,388	33,354	8	4,752	3	1,164	13	9,809	11	4,599	11	5,887	6	1,092	12	1,225	11	1,987	2	902
JEROME	24,313	35,144	39,122	6	2,841	5	2,357	11	11,933	5	2,888	13	7,855	9	1,625	10	1,886	24	3,322	2	1,066
KOOTENAI	181,789	272,238	305,048	36	33,011	9	21,453	56	76,962	56	52,303	45	33,829	29	8,335	45	9,190	142	30,143	12	8,764
Coeur d'Alene	137,009	202,366	226,140	19	22,687	8	18,010	32	51,202	40	45,397	25	22,882	22	7,673	31	8,544	75	19,069	7	7,347
LATAH	90,645	113,367	122,718	18	9,751	9	10,258	31	30,617	21	23,599	20	6,580	14	5,459	27	8,090	57	11,256	10	5,873
Moscow	80,693	101,263	109,680	12	9,547	3	9,956	17	26,756	17	22,970	12	5,658	12	3,422	24	7,823	30	8,709	7	5,595
LEMHI	17,823	28,953	32,941	7	2,748	3	1,813	10	8,853	10	4,050	8	3,540	6	2,762	10	1,272	28	3,824	2	453
LEWIS	10,053	14,064	15,559	4	2,101	1		9	6,054	3	878	7	1,750	3	793	4	132	17	1,648	2	382
LINCOLN	2,683	3,285	3,541	1	154	2	319	5	862	2	475	3	715	1	57	2	67	10	585	1	130
MADISON	57,799	64,981	68,946	10	10,134	5	3,521	13	15,899	5	10,574	10	5,885	12	5,301	17	5,146	16	2,928	3	2,758
MINIDOKA	38,508	49,102	53,346	6	3,758	4	1,214	16	13,975	16	16,217	14	7,201	7	1,710	9	1,578	29	3,647	3	1,369
NEZ PERCE	168,610	207,225	223,595	19	15,936	11	40,579	38	44,441	33	42,861	29	14,595	28	9,759	42	12,437	93	19,484	10	10,589
Lewiston	166,987	205,644	221,961	19	15,936	11	40,579	32	43,469	33	42,861	26	14,262	28	9,759	41	12,394	88	19,270	10	10,589
ONEIDA	6,986	7,675	8,106	2		3	463	2	1,103	4	1,970	11	1,467			3	350	6	730	1	850
OWYHEE	10,978	13,996	15,210	4	3,776	6	2,071	6	2,705	3	514	13	2,609			2	141	14	1,534	2	515
PAYETTE	27,541	29,450	30,946	9	3,246	1	279	19	8,105	11	7,247	13	4,505	3	412	15	1,908	21	1,932	4	729
POWER	10,617	14,078	15,414	5	461			7	5,491	4	3,201	3	1,933	5	763	4	131	9	1,436	2	840
SHOSHONE	51,173	86,116	98,656	10	5,120	4	908	25	30,216	20	18,220	20	17,441	9	3,550	11	3,223	61	8,138	10	3,934
Kellogg	25,353	42,419	48,107	3	1,861	1	287	10	12,313	9	15,326	7	7,151	4	1,766	6	1,654	14	2,196	4	1,796
Wallace	16,733	28,332	32,527		2,543		440		12,810		2,901		3,503		1,666		634		5,522		2,255
TETON	6,574	9,421	10,467	2	1,944	2	383	8	2,501	3	1,579	6	1,005	2	49	1	156	9	862	1	702
TWIN FALLS	210,236	288,684	318,234	39	29,359	14	32,848	45	55,904	50	68,556	60	30,634	33	18,925	44	15,920	107	23,893	16	16,435
Twin Falls	189,794	264,530	292,353	29	26,432	11	31,530	26	49,395	41	65,330	36	24,377	29	18,015	39	15,274	77	21,981	13	15,859
VALLEY	18,655	32,289	37,178	4	6,928	3	1,926	10	6,349	8	4,168	10	4,966			7	489	25	4,375	2	1,661
WASHINGTON	21,442	24,933	26,618	5	1,777	5	2,138	14	7,569	11	7,332	7	1,991	9	927	6	564	17	2,180	4	908

IDAHO FALLS—continued

Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines: Western; Hughes Air West.

3—POPULATION:
Corp. City 70 Cen. 35,776; Loc. Est. 38,754
city Zone ABC (70) 35,776; (80) 39,900
RTZ-ABC (70) 60,344; (80) 85,200
County 70 Cen. 52,457; Loc. Est. 65,253
City & RTZ-ABC: (70) 96,120; (80) 125,100

4—HOUSEHOLDS:
City 70 Cen. 10,734; Loc. Est. 14,071
County 70 Cen. 14,617; Loc. Est. 21,927
City Zone ABC: (70) 10,734; (80) 13,700
RTZ-ABC: (70) 15,059; (80) 25,100
City & RTZ-ABC: (70) 25,793; (80) 38,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$262,916,750
Sav. & Loan Assn.	3	$65,754,312

6—PASSENGER AUTOS: County 44,700

7—ELECTRIC METERS: Residence 14,073

8—GAS METERS: Residence 10,015

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Agriculture, 2,875 ($140); Idaho Nuclear Engineering Laboratory 9,500 ($328); Construction, 2,670 ($350); Food Processing 1,405 ($155); Transportation 1265 ($162); Wholesale-Retail 8,053 ($160); Finance 1325 ($165); Service & Misc. 5,620 ($175); Government 3,505 ($172); Education 1,506 ($155).

10-CLIMATE: Min. & Max. Temp.—Spring 37-67; Summer 46-82; Fall 21-42; Winter 9-29. First killing frost, Sept. 19. Last killing frost, May 15.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Downtown—16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy and 3 West of River; Stores open Mon. & Fri. nights. Country Club—30 stores—open Mon. thru Fri. 'til 9 p.m.; Sunday 12-7 p.m.; Yellowstone Mall —8 stores; Hall Park—6 stores.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Country Club	31	Sears, Lamont's
Hall Park	6	Merc Dept., Safeway
First Street	11	Idaho Dept. Store
Skyline	5	Skyline Groc., Ben Franklin
South Falls Ctr.	3	Albersons, Stuart Drugs
17th		Osco-Buttrey
Yellowstone Mall	22	Grand Center, Albertson's

Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores (CZ): Bon Marche; J.C. Penney; Sears; Idaho Dept.; Lamont's; Block's; Ferrell's; G-G Stores; Merc; Ernst.
Variety Stores: Ben Franklin; Sprouse-Reitz; 88c / Store; King's; Town Square.
Discount Stores: The Mart; Grand Central; K-Mart; Ernst.
Chain Drug Stores (CZ): Walgreen; Skaggs; Osco; Rexall 2; Fogg; Hamilton.
Chain Food Supermarkets: Safeway 2, Albertson's 2; IGA 4; Buttrey's; Warehouse Mkt.; Monty's Food King; Saving Center; Smith's Food King.
Other Chain Stores: Firestone; Singer Co.; Mode O'Day; Payless Shoes; Jay Vee Women's; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; ABC Kiddies Shop; House of Fabric; Green Stamps; Samon's.

14—NEWSPAPERS: POST-REGISTER (m-Tues. to Sat.) 3,296; (e-Mon. to Fri.) 22,510; comb. (m&e) 25,806; (S); 26,738; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER.
National Representatives: Landon Associates.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	712,837	939,634	2,077,163	6,656,859	340,508	19,550	24,810	858,702	497,172
STANDARD METROPOLITAN STATISTICAL AREAS									
Boise City, Ida.	112,230	163,113	365,827	1,508,973	61,168	24,669	1,443	12,340	22,804
COUNTIES, Cities									
ADA	112,230	163,113	365,827	1,508,973	61,168	24,669	1,443	12,340	22,804
Boise City	74,990	125,497	255,745	1,179,728	48,678	24,235	*	*	*
ADAMS	2,877	3,556	8,223	26,023	1,353	19,234	158	185	2,844
BANNOCK	52,200	65,913	165,198	423,150	23,202	18,238	599	9,067	5,776
Pocatello	40,036	52,044	128,330	334,468	18,723	17,864	*	*	*
BEAR LAKE	5,801	7,441	18,752	44,846	2,678	16,746	489	2,917	6,171
BENEWAH	6,230	8,104	15,069	61,170	3,152	19,407	201	7,352	792
BINGHAM	29,167	39,379	81,398	231,506	12,321	18,790	1,511	68,346	30,562
Blackfoot	8,716	10,986	27,737	75,436	3,814	19,779	*	*	*
BLAINE	5,749	9,790	20,434	87,702	3,989	21,986	218	3,942	5,537
BOISE	1,763	3,146	7,072	20,209	1,182	17,097	75	343	561
BONNER	15,560	25,217	40,019	168,365	9,779	17,217	453	667	3,150
Sandpoint	4,144	3,848	9,934	23,947	1,650	14,513	*	*	*
BONNEVILLE	52,457	66,487	174,049	472,187	22,557	20,933	977	49,061	10,028
Idaho Falls	35,776	40,384	127,442	314,012	14,765	21,267	*	*	*
BOUNDARY	5,484	7,683	14,721	44,286	2,413	18,353	263	4,120	1,759
BUTTE	2,925	3,615	9,908	24,060	1,234	19,498	175	4,179	3,587
CAMAS	728	901	2,499	10,857	410	26,480	102	3,349	1,753
CANYON	61,288	81,604	170,448	525,887	30,565	17,206	2,251	83,559	69,899
Caldwell	14,219	17,811	41,853	117,946	6,988	16,878	*	*	*
Nampa	20,768	30,207	56,357	185,671	11,651	15,936	*	*	*
CARIBOU	6,534	9,317	18,876	59,473	3,075	19,341	445	17,858	7,141
CASSIA	17,017	20,644	44,707	124,926	7,013	17,813	907	62,915	33,256
Burley	8,279	9,268	23,949	61,494	3,490	17,620	*	*	*
CLARK	741	901	2,814	5,925	308	19,237	72	5,411	1,860
CLEARWATER	10,871	9,746	27,016	80,363	3,565	22,542	241	2,943	1,228
CUSTER	2,967	3,335	7,679	21,686	1,242	17,461	218	1,596	4,185
ELMORE	17,479	21,466	48,724	129,835	7,014	18,511	280	25,418	19,213
FRANKLIN	7,373	10,056	20,016	50,150	3,433	14,608	671	7,666	15,049
FREMONT	8,710	12,021	24,263	77,050	4,104	18,774	582	22,433	10,081
GEM	9,387	12,312	21,705	73,688	4,623	15,939	525	4,296	6,673
GOODING	8,645	11,609	24,485	78,293	4,484	17,461	739	17,622	27,438
IDAHO	12,891	14,512	37,292	101,893	5,161	19,743	706	17,959	8,801
JEFFERSON	11,740	16,680	29,183	89,245	5,378	16,594	877	28,520	12,562
JEROME	10,253	16,128	27,194	93,065	6,102	15,252	853	36,824	25,426
KOOTENAI	35,332	59,750	91,580	441,607	22,908	19,277	484	10,413	3,391
Coeur d'Alene	16,228	21,376	43,691	166,097	9,011	18,433	*	*	*
LATAH	24,898	26,866	65,686	198,209	9,968	19,885	708	31,310	2,613
Moscow	14,146	16,019	37,172	117,282	5,671	20,661	*	*	*
LEMHI	5,388	7,683	14,142	52,226	2,938	17,776	276	734	5,577
LEWIS	3,867	4,958	14,309	43,119	1,365	23,120	253	18,067	1,088
LINCOLN	3,057	3,449	7,994	19,712	1,247	15,808	297	6,424	7,884
MADISON	13,452	21,214	32,110	122,235	6,161	19,840	642	34,949	5,913
MINIDOKA	15,731	20,596	41,214	118,100	6,751	17,494	987	49,722	42,495
NEZ PERCE	30,376	30,685	90,369	240,855	11,810	20,394	494	29,836	4,461
Lewiston	26,068	26,227	77,837	205,219	10,254	20,014	*	*	*
ONEIDA	2,864	3,484	9,237	20,302	1,364	14,884	368	7,437	3,366
OWYHEE	6,422	8,504	15,108	38,963	2,938	13,262	570	25,248	12,705
PAYETTE	12,401	15,837	30,773	96,603	6,174	15,647	681	10,579	12,410
POWER	4,864	6,642	18,107	42,925	2,339	18,352	358	40,093	13,512
SHOSHONE	19,718	17,901	61,505	137,374	6,723	20,433	43	99	209
Kellogg	3,811	2,735	11,759	20,762	1,091	19,030	*	*	*
Wallace	2,206	1,985	6,881	15,233	841	18,113	*	*	*
TETON	2,351	3,156	5,629	15,727	1,043	15,079	285	7,122	2,767
TWIN FALLS	41,807	49,800	120,227	338,970	19,153	17,698	1,683	76,300	30,749
Twin Falls	21,914	25,754	66,444	183,420	10,162	18,050	*	*	*
VALLEY	3,609	5,249	11,497	40,380	2,003	20,260	114	790	2,168
WASHINGTON	7,633	9,184	20,105	54,539	3,618	15,074	536	8,693	7,727

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1979 Cash Receipts as follows: From Crops $976,110,000; from Livestock & Livestock Products $711,747,000; Total $1,687,857,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

KELLOGG, IDAHO

1—LOCATION: Shoshone County, E&P Map A-2 75 mi. E of Spokane on U.S. Hwys. 10, 90.

2—TRANSPORTATION: Railroads: Union Pacific.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 3,811; Loc. Est. 3,337
County 70 Cen. 19,718; Loc. Est. 17,374

4—HOUSEHOLDS:
City 70 Cen. 1,338; Loc. Est. 1,301
County 70 Cen. 6,340; Loc. Est. 6,406

5—BANKS: Commercial 3, Dep. not available

6—PASSENGER AUTOS: County 12,910

9— PRINCIPAL INDUSTRIES (CZ): Mining and Smelting of Various Metals, Forest Prod.

11—TAP WATER: Very soft.

13—RETAIL OUTLETS: Department Stores: Morrows; Patano's; J. C. Penney.
Chain Supermarkets: Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City, Safeway; Wayside; Barney's.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 6,860; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Gary Corbeill, Adv. Dir., NEWS.
National Representatives: None.

LEWISTON, IDAHO-CLARKSTON, WASH.

1—LOCATION: Lewiston in Nez Perce County, Idaho., County Seat. Clarkson in Asotin County, Wash., E&P Map A-3, Residential Center. 100 mi. SE of Spokane, Wash. at junction of the Snake and Clearwater rivers; Clarkston Wash. on other side of Snake River, terminus of barge lines plying on the lower Snake and Columbia rivers. Hell's Canyon Excursion and Snake River Route. On Wash. State Hwy. 9; U.S. Hwys. 26, 95; 195 and Lewis & Clark Hwy.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers: 8.
Intercity Passenger Bus Lines: Greyhound; North- western Stages; Clearwater Stages.
Airlines Serving City: Air West; Cascade.

3—POPULATION:
Corp. Cities 70 Cen. 32,380; Loc. Est. 51,201
(Lewiston 70 Cen. 26,068; Loc. Est. 26,967)
(Clarkston 70 Cen. 6,312; Loc. Est. 24,234)
Counties:
Nez Perce (Idaho) 70 Cen. 30,376; Loc. Est. 30,153
Asotin (Wash.) 70 Cen. 13,799; Loc. Est. 16,354

Demographic Information is available from Newspaper. See paragrah 14

4—HOUSEHOLDS:
Lewiston: 70 Cen. 8,707; Loc. Est. 10,394
Clarkston: 70 Cen. 2,285; Loc. Est. 6,281
Counties:
Nez Perce (Idaho) 70 Cen. 9,973; Loc. Est. 11,491;
Asotin (Wash.) 70 Cen. 4,615; Loc. Est. 6,281

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	10	$208,383,000
Sav. & Loan Assn.	4	$93,848,000

6—PASSENGER AUTOS: Nez Perce Co. 26,589; Asotin Co. 8,006

7—ELECTRIC METERS: Res. 16,493

8—GAS METERS: Res. 6,563

9—PRINCIPAL INDUSTRIES (CZ): Wood Prod.; Veneer; Pulp & Paper; Tissue Mill, Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Speer Prod. Co.; Omark-CCI (Ammunition); Lime Quarries 2; Elec. Pr. Plants; 2 Tent & Awning factories; 3 Whsl. Bakeries; 2 Beverage Bottlers; 2 Hospitals; 3 Boat Works; 6 Marinas; 4 Box Factories; State Liberal Arts and Vocational College; Two year State Community College; 3 Concrete Prod. Factories; 3 Dairies; 4 Feed Grinding Plts.; 2 Fertilizer Mfrs.; Natural Gas Co.; 13 Bulk Petroleum Plts.; 3 Livestock Sales Yards; 2 Saddle Shops; 11 Motor Freight Cos.; Plating Factory; 4 Seed-cleaning Plts.; 3 Steel Prod. Plts.; Venetian Blinds Fabricator; 4 Radio & 1 TV Station.

10-CLIMATE: Min. & Max. Temp.—Mar. 36-56; Sept. 49-78. Rainfall 14.47 inches.

11—TAP WATER: Slightly alkaline, very soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lewiston	14	Mont. Ward, Buttrey's
Southgate	6	Big V Dept.
Sunset	11	Sears, Radio Shack
Town & Country	3	Food Mkt., Drugs
Clarkston Ctr.	5	Albertson's, Sears

Principal Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: Food, Mon. & Fri.; Drug, Sun.

13—RETAIL OUTLETS: Department Stores: Bon Marche; Montgomery Ward; Sears; Idaho Dept.; J. C. Penney; Lee Morris, K-Mart.
Variety Stores: Bonanza 88¢; Mighty Mart.
Discount Stores: Great Western.
Chain Drug Stores (CZ): Payless 2; The Owl 3; Dave's; K-Mart; Wasem's Rexall; Marketime; Low Cost.
Chain Food Supermarkets: Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2, Buttrey's 1;

Other Chain Stores: Firestone; Evergreen; Goodyear; Les Schwab Tire; Washington Machinery; Sherwin-Williams Paint; Columbia Paint; Diana Shop; Pay Less Shoes; Kinney Shoes; Singer Co.; Western Auto; Bruneel Tire; Lewiston Tire.

14—NEWSPAPERS: TRIBUNE (m) 25,605; (S) 26,192; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John H. Matlock, Gen. Mgr., TRIBUNE.
National Representatives: Branham/Newspaper Sales.

MOSCOW, !DAHO

1—LOCATION: Latah County, E&P Map A-3, County Seat. Business center for famed Palouse Empire Agriculture. Forestry & mining research center, University of Idaho. 89 mi. SE Spokane, 320 mi. E of Seattle.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.
Airlines: Cascade.

3—POPULATION:
Corp City 70 Cen. 14,146; Loc. Est. 16,055
CZ ABC: (70) 14,146; (80) 15,900
RTZ-ABC: (70) 18,277; (80) 20,300
County 70 Cen. 24,898; Loc. Est. 26,166
City & RTZ-ABC: (70) 32,423; (80) 36,200

4—HOUSEHOLDS:
City 70 Cen. 4,132; Loc. Est. 5,644
County 70 Cen. 7,676; Loc. Est. 9,623
CZ ABC: (70) 4,132; (80) 5,300
RTZ-ABC: (70) 5,968; (80) 7,600
City & RTZ-ABC: (70) 10,100; (80) 12,900

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	6	$100,042,000
Sav. & Loan Assn.	1	$18,500,000

6—PASSENGER AUTOS: 18,845

7—ELECTRIC METERS: Res. 7,446

8—GAS METERS: 2,063

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) County total 8,722 ($198); Construction 354 ($200); Lumber 759 ($322); Other 110 ($194); Trnsp, Comm & Utilities 406 ($291); Wholesale & Retail 2,394 ($135); Finance 215 ($198); Service 1,343 ($142); Government 3,356 ($231).
Principal Industrial Pay Days: 1st, 10th, 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 27-86, Summer 40-98; Fall 10-70; Winter 0-55. First killing frost, Sept. 26. Last killing frost, April 29.

11—TAP WATER: Neutral, not fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Palouse	2	Bon Marche, J. C. Penney,
Empire Mall		K-Mart
Moscow Mall	1	Safeway, Sears
Kerns	1/2	Rosauers, Drug Fair

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Bon Marche, J. C. Penny, K-Mart, Pay'N Save, Lamonts, Ernst, Sears, Thrifty Drug, Drug Fair, Safeway, Rosauers, Tri-State.

13—RETAIL OUTLETS: Department Stores: Creighton's; J. C. Penney; Tri-State Distributors, Sears; Bon Marche, Lamonts.

Discount Stores: Tri-State Distributors; K-Mart; Ernst Hardware.
Chain Drug Stores: Drug Fair; Pay 'N Save; Thrifty Drugs.

Chain Supermarkets (RTZ): Safeway 2; IGA 2; Rosauer's 3.
Other Chain Stores (CZ): Coast-to-Coast (auto); Checker Auto.

14—NEWSPAPERS: IDAHONIAN (e) 6,611; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. J. Marineau, Pub., IDAHONIAN.
National Representatives: Branham/Newspaper Sales.

NAMPA, IDAHO

1—LOCATION: Canyon County, E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, Ore., on Interstate Hwy. I-80.

2—TRANSPORTATION: Railroads: UP; Amtrak.
Motor Freight Carriers: 1.
Intercity Bus Lines: Greyhound; Pacific Trailways; Boise-Winnemucca.

3—POPULATION:
City 70 Cen. 20,768; Loc. Est. 27,196
County 70 Cen. 61,288; Loc. Est. 78,728

4—HOUSEHOLDS:
City 70 Cen. 6,703; Loc. Est. 10,399
County 70 Cen. 19,238; Loc. Est. 29,158

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$96,000,000
Commercial Banks	7	$82,840,000

6—PASSENGER AUTOS: County 53,663

7—ELECTRIC METERS: Residence 10,614

8—GAS METERS: 6,986

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Utilities 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furniture Mfg. 236; Lumber and Timber Prod. 480; Constr. 1,618; Agriculture 3,210; Metal Fabrication 370.

10-CLIMATE: Min. & Max. Temp.—Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26. Last killing frost, May 1.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal shopping center: 5 blocks on two streets, olus connecting streets in downtown shopping area.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Holly	12	Sprouse-Reitz MERC Dept., M & W Mkt., Super Thrift Drug, Sears
Karcher Mall	63	Rasco-Tempo, Idaho Dept. Buttrey Mkt., Penney, Zale's, Bon Marche, Ernst Home Center
Owyhee	7	Safeway

Stores Open Evenings: Fri.; Shopping centers every night except Sunday.
Stores Open Sundays: Shopping centers; grocers & drugs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K-Mart.

Discount stores (CZ): Bonanza; Statewide Auto Stores; Rasco-Tempo.
Variety stores: Sprouse Reitz; M.H. king.
Chain drug stores (CZ): Penneywise; Skagg's; Super Thrift.
Chain food supermarkets: Albertson's; M&W; Buttrey's; Waremart Mkts.; Consumer Mkts. 2; Safeway.
Other Chain stores: Firestone; Alexander's; Coastto-Coast, Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear; Rasco-Tempo; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Merc; Sears; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; Les Schwab Tire; Big "O" Tire; OK Tire; Zales; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's.

14—NEWSPAPERS: IDAHO FREE PRESS (e) 9,591; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jack D. Pearson, Pub., IDAHO-FREE PRESS.
National Representatives: None.

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POCATELLO, IDAHO

1—LOCATION: Bannock County, E&P Map C-5, County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, Mont. Interstates 15 and 80.

2—TRANSPORTATION: Railroads: Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers: 10.
Intercity Passenger Bus Lines: Greyhound.
Airlines Serving City: Cascade Airways; Sky West; Mountain West; Transwestern; Air West.

3—POPULATION:
Corp. City 70 Cen. 40,036; Loc. Est. 46,885
CZ ABC: (70) 42,960; (80) 52,800
RTZ-ABC: (70) 57,458; (80) 75,800
County 70 Cen. 52,200; Loc. Est. 70,990
City & RTZ-ABC: (70) 100,418; (80) 128,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,279; Loc. Est. 17,295
County 70 Cen. 15,270; Loc. Est. 24,470
CZ ABC: (70) 13,045; (80) 18,300
RTZ-ABC: (70) 16,450; (80) 24,900
City & RTZ-ABC: (70) 29,495; (80) 43,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$228,937,000
Sav. & Loan Assn.	4	$60,000,000

6—PASSENGER AUTOS: County 49,312

7—ELECTRIC METERS: 22,363

8—GAS METERS: Residence 14,215

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—RR 2,300; Dairy Processing 204; Poultry Livestock 112; Process Foods 175; Food Mfg. 596; Constr. 1,100; Transp., Comm., Util. 3,485; Trade 5,219; Chem. Process 1,000; Chem. Mining 325; Electronics 1,276; Heavy Machinery 1,219.

10-CLIMATE: Min. & Max. Temp.—Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Neighborhood Shopping Centers: Westwood Village Mall, 1 mile at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 1½ miles at Yellowstone and Alameda; Pocatello Mall, Yellowstone bet. Cedar and Alameda 1½ miles; Foothill Plaza, ½ mile at Alemeda & Hilinerd.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Mon.—Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Idaho Dept. Store; P. N. Hirsch; Sears; K-Mart; Lamont's.
Discount Stores (CZ): Cal-Ranch & Farm; Parish Discount Ct.
Variety Stores: Bonanza; B. Dalton Book Sellers.
Chain Drug Stores (CZ): Skaggs; Super-Save; Osco; Grand Central; Payless.
Chain Food Supermarkets: AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay 1; Wyz-Way 2; Smith's Food King 3.
Other Chain Stores: Western Auto; Firestone; Block's; Mode O'Day; Nate Morgan Jewelers; S&H Zale's Jewelry; Sunset Sporting Goods; Hatch's Gambles; Idaho Furniture Showcase; Big O Tires; Ernst; Kinney Shoes; Lamonts Tom Machan Shoes.

14—NEWSPAPERS: IDAHO STATE JOURNAL (e-Mon to Fri) 20,054; (S) 21,125; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kent Scrowther, Adv. Dir., IDAHO STATE JOURNAL.
National Representatives: Newspaper Advertising Service Co.

SANDPOINT, IDAHO

1—LOCATION: Bonner County, E&P Map A-1, County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane, Wash.

2—TRANSPORTATION: Railroads: Union Pacific; Burlington Northern.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 4,144; Loc. Est. 3,873
County 70 Cen. 15,560; Loc. Est. 24,155

4—HOUSEHOLDS:
City: 70 Cen. 2,692; Loc. Est. 1,636
County: 70 Cen. 5,146; Loc. Est. 9,237

5—BANKS: 3 Comm. Branches, Dep. N.A.

6—PASSENGER AUTOS: County 17,936

9— PRINCIPAL INDUSTRIES (CZ): Lumber Mills; Mfg. of Shingles; Silver & Lead Mines; Lake & Ski Resort Area; Potato Growing; Cattle and Dairy.

10-CLIMATE: Min. & Max. Temp.—Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

14—NEWSPAPERS: BEE (e-Mon. to Fri.) 3,489; sworn Sept. 30, 1979 (latest Statement available).
Local Contact for Advertising and Merchandising Data: Pete Thompson, Pub., BEE.
National Representatives: R. A. Mahoney Co.

TWIN FALLS, IDAHO

1—LOCATION: Twin Falls County, E&P Map B-6, County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, Utah. On U.S. Hwy. I-80 and 93.

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 11.
Intercity Bus Lines: Union Pacific; Trailways; Greyhound; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines: Hughes Air West.

3—POPULATION:
Corp. City 70 Cen. 21,914; Loc. Est. 25,214
CZ ABC: (70) 25,139; (80) 29,200
RTZ-ABC: (70) 77,848; (80) 105,200
City & RTZ-ABC: (70) 102,987; (80) 134,400
County 70 Cen. 41,807; Loc. Est. 48,398

4—HOUSEHOLDS:
City: 70 Cen. 7,350; Loc. Est. 9,830
County 70 Cen. 13,717; Loc. Est. 18,394
CZ ABC: (70) 8,280; (80) 11,000
RTZ-ABC: (70) 24,060; (80) 37,300
City & RTZ-ABC: (70) 32,340; (80) 48,300

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	4	$230,000,000
Sav. & Loan Assn.	2	$180,000,000

6—PASSENGER AUTOS: County 39,058

7—ELECTRIC METERS: Residence 8,942

8—GAS METERS: Residence 6,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Produce Whses. 2,000 ($180); Seeds 1,000 ($175); Sugar Factory 560 ($200); Farm Mchny. 400 ($178); Food Proc. 850 ($180); Hosiery Mill 375 ($160); Box Factory 90 ($175); Plastic Household Utensils 450 ($160).

10-CLIMATE: Min. & Max. Temp.—Spring 33.0-62.1; Summer 52.0-89.3; Fall 32.8-64.6.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Principal Shopping Centers (No. of Stores): Lynwood (27); Blue Lakes (17); Addison Ave. East (12); Save-On (4); Downtown Mall (88); K-Mart 1; Payless 1; Sears 1.
Principal Shopping Days: Sun., Thu., Fri.
Stores Open Evenings: Fri.—City Wide; Sears; Osco, Penney-Wise, Grocers, J.C. Penney, Bonanza 88, K-Mart, Ernst, Payless, every evening.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Van Engelen's; Bon Marche; Alexander's; Roper's; Idaho Dept. Store.
Variety Stores: M. H. King.
Discount Stores: K-Mart; Woolworth.
Chain Drug Stores: Osco; Penny-Wise; Payless; Smith Drug King.
Chain Food Supermarkets: Albertson's 1; Safeway 2; Smith's 1; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores: Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Coast-to-Coast; Ernst, Woolworth.

14—NEWSPAPERS: TIMES-NEWS (m-Mon-Sat) 20,491; (S) 21,366; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Michael McBride Adv. Mgr. TIMES-NEWS.
National Representatives: Branham/Newspaper Sales.

WALLACE, IDAHO

1—LOCATION: Shoshone County, E&P Map B-2, County Seat. Residential center. NE part of state on south fork of Coeur d'Alene River; 85 mi. E of Spokane, Wash. On U.S. Hwy. 10.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific (branch line).
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 2,206; Loc. Est. 2,003
County 70 Cen. 19,718; Loc. Est. 17,374

4—HOUSEHOLDS:
City 70 Cen. 825; Loc. Est. 830
County 70 Cen. 6,340; Loc. Est. 6,406

5—BANKS: 3 Commercial; 1 Sav. & Loan.

6—PASSENGER AUTOS: County 12,910

7—ELECTRIC METERS: Residence 1,700

9— PRINCIPAL INDUSTRIES (CZ): Mining; Milling and Smelting (lead, zinc, silver); Foundry.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Morrow's; J. C. Penney.
Variety Stores: Fonk's.
Chain Food Supermarkets: IGA 2; Thrift Stores.
Other Chain Stores: Gamble's.

14—NEWSPAPERS: NORTH IDAHO PRESS (e-Mon. to Fri.) 1,800; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Doris Rounsville, Bus. Mgr., NORTH IDAHO PRESS.
National Representatives: None.

ILLINOIS SURVEYS

ILLINOIS STANDARD METROPOLITAN STATISTICAL AREAS

Bloomington-Normal, Ill.—McLean County.

Champaign-Urbana-Rantoul, Ill.—Champaign County.

Chicago, Ill.—Cook, Du Page, Kane, Lake, McHenry and Will Counties.

Davenport-Rock Island-Moline, Iowa-Ill.—Scott County, Iowa. Henry and Rock Island Counties, Ill.

Decatur, Ill.—Macon County.

Kankakee, Ill.—Kankakee County.

Peoria, Ill.—Peoria, Tazewell and Woodford Counties.

Rockford, Ill.—Boone and Winnebago Counties.

St. Louis, Mo.-Ill.—St. Louis City; Franklin County; Jefferson County; St. Charles County; St. Louis County, Mo.; Clinton, Madison, Monroe and St. Clair Counties, Ill.

Springfield, Ill.—Menard and Sangamon Counties.

ILLINOIS POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	937	842	965
5-14 Years	2 234	1.754	1.660
15-24 Years	1.855	2.130	1.899
25-44 Years	2.653	3.126	3.474
45-64 Years	2.345	2.255	2.173
65 and Over	1.089	1.235	1.284
TOTAL	11.113	11.344	11.455

Based on U.S. Census

ILLINOIS RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	1.156	1.929	2.528
General Mdse	3.680	5.129	6.737
Food	5.206	7.571	10.021
Automobiles	4.858	8.088	8.621
Gasoline Stations	1.795	3.041	5.137
Apparel	1.568	2.197	2.953
Furniture	1.271	1.818	2.299
Eat-Drink Places	2.254	3.665	4.645
Drugs	996	1.364	1.769
Total Sales	25.922	39.215	51.045

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALTON-EAST ALTON-WOOD RIVER, ILL.

1—LOCATION: Madison County (In St. Louis, Mo.-Ill. SMSA), E&P Map B-4; Near confluence of the Missouri & Mississippi rivers, 25 mi. NE of St. Louis, 84 mi. S of Springfield and 238 mi. SE of Chicago.

2—TRANSPORTATION: Railroads: CB&O; Ill.-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers: 4.
Intercity Bus Lines: Bi-State Transit System.

3—POPULATION:
Corp. Cities: 70 Cen. 55,195; Loc. Est. 52,060
CZ ABC: (70) 102,186; (80) 94,200
RTZ-ABC: (70) 93,522; (80) 95,300
SMSA: 70 Cen. 2,410,628; Loc. Est. 2,393,079
County 70 Cen. 250,934; Loc. Est. 243,282
City & RTZ-ABC: (70) 195,708; (80) 189,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities: 70 Cen. 20,297; Loc. Est. 20,109
County: 70 Cen. 78,470; Loc. Est. 88,142
SMSA: 70 Cen. 699,860; Loc. Est. 853,344
CZ ABC: (70) 32,205; (80) 33,900
RTZ-ABC: (70) 29,292; (80) 34,100
City & RTZ-ABC: (70) 61,497; (80) 68,000

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	7	$723,905,765
Commercial Banks	9	$304,260,155

6—PASSENGER AUTOS: County 168,788.

7—ELECTRIC METERS: Residence 36,244.

8—GAS METERS: Residence 30,771.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Fabricated Metal Prod. 3,909 ($301); Petroleum Refining 2,887 ($399); Stone Glass & Clay 1,416 ($338); Primary Metal 3,438 ($372); Paper Prod. 588 ($310); Total Employment 30,000; Mfg. 15,105.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov. Last killing frost, Apr.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 2 blocks on W 3rd; 3 on Piasa; 2 on Belle; 2 on State; 2 on E. Broadway.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Alton Square	2	Famous-Barr, J. C. Penney
Wilshire	5	P.N. Hirsch, Kroger
Alton Plaza	1	Mont. Ward.
Plaza Corners	2	Nat'l Food, P.N. Hirsch, Thrifty Drug
Central Park	3	Central Hdwe.
Monticello Plaza	4	Kroger, Ebbler Appliance
Washington Squire	-	A&P, Thrifty Drug
Carrolwood	-	15 Stores
Bethalto	8	A&P, P.N. Hirsch
Eastgate	4	Penney, Outlet; McCrory, Kinney, P.N. Hirsch, Western Auto
Plaza	-	
Jamestown Mall	7	Sears-Stix, Baer Fuller

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Dept.—Nightly, Mon. Food—Fri. Chain Food—nitely.

13—RETAIL OUTLETS: Department Stores: Sears; The Snyder Co.; Famous-Barr, J. C. Penney.
Variety Stores: Ben Franklin; McCrory.
Discount Stores (CZ): Jupiter; Valu Stores; Target, Venture; K-Mart.
Chain Drug Stores: Thrifty 3; Walgreen; Wedge 3; DeKoven.
Chain Food Stores: Kroger 4; A&P 2; Natl. Food 1; Schnuck's 2.
Other Chain Stores: Auto Supply: B.F. Goodrich, Firestone, Goodyear, Royal Tire, Western Auto; Hardware: Cook Paint, MAB Paint, Central Hardware; Lumber: Stolze, Great Central, Springman, J & A Springman, Fischer; Women's Apparel: Lee Anne, Vogue, Bindle Arthurs, Lerners, Womens World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Stuarts, Susies Casuals; Men's Apparel: Barleff's Hanlon & Haegele, Richman Bros., Webster; Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture: Ebbler; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's Zales.

14—NEWSPAPERS: TELEGRAPH (e) 38,296, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L. J. Payne, Mgr. Gen. Adv. & Prom., TELEGRAPH.
National Representatives: Branham/Newspaper Sales.

ARLINGTON HEIGHTS, ILL.

1—LOCATION: Cook County, (in Chicago SMSA) E&P Map D-1; suburban, residential; 25 mi. N.W. of Chicago.

2—TRANSPORTATION: Railroads: Chicago Northwestern.
Motor Freight Carriers: 33.
Airlines: All at O'Hare Airport (Chicago) 9 mi. distant. Palwaukee & Schaumburg private airports nearby.

3—POPULATION:
Corp. City 70 Cen. 64,884; (70) Sp. Cen. 71,012
Loc. Est. 75,000
Village Zone-ABC (70) 64,884; (80) 72,500
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 5,493,529;
Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 17,804; (76) Sp. Cen. 21,970;
Loc. Est. 23,156
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA 70 Cen. 2,183,646, Loc. Est. 2,536,465
Village Zone-ABC: (70) 17,802; (80) 22,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$241,384,000
Savings & Loan	6	$251,213,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & Max. Temp.—Spring 50-66; Summer 63-78; Fall 35-48; Winter 22-36. First killing frost, Oct. 11. Last killing frost, May 7. Total precipitation 33 inches.

11—TAP WATER: Medium hard, 1600 grains per gallon. 2 ppm iron content. 1.2 ppm natural fluoride.

12—RETAILING: Principal Shopping Center: 12-24 square block area 170 stores.
Neighborhood Shopping Centers: Westgate 13 stores; Northpoint 17 stores; Arlington Market 22 stores; Surrey Ridge Plaza 15 stores; Elm's Shopping Center 6 stores; Goldblatt 10 stores; Plaza del Grata 10 stores.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Golf Mill (78)	11	Sears, Penney's, Butera
Mt. Prospect Plaza (39)	6	Kohl's, Dominick's
Randhurst (86)	5	Carson Pine Scott, Jewel, Weiboldt's, Mont. Ward
Woodfield (235)	7	Marshall Field, Sears, J.C. Penney, Lord & Taylor
Rolling Meadows (25)	3	Crawford, Jewel
Palatine Plaza (27)	4	Ace Hdwr., Dominick's, National

Principal Shopping Days: Thu., Fri. and Sat.
Stores Open Evenings: Mon., Thu. and Fri.

13—RETAIL OUTLETS:
Variety Stores: Ben Franklin.
Discount Stores: K-Mart; Venture.
Chain Drug Stores: Walgreen 2; Osco 2; Rexall; Monaco; Doretti; Sidor; Harris; Westgate Drugs.
Chain Food Stores: A&P; Jewel 4; Dominick's; Butera.
Other Chain Stores: Firestone; Tru-Value Hdwr. 1; Ace Hardware 2; Globe Glass; Sherwin-Williams; Teddy's Liquors.

14—NEWSPAPERS: HERALD (m) 13,218, Comb. all Paddock Nemspapers (m) 59,267; (S) 57,354; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

AURORA, ILL.

1—LOCATION: Kane County (In Chicago SMSA). E&P Map C-2. Industrial Center.

2—TRANSPORTATION: Railroads: Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers: 23.
Intercity Bus Lines: Continental Trailways, Aurora City Lines; RTA.

3—POPULATION:
Corp. City 70 Cen. 74,182; Loc. Est. 80,961
CZ ABC: (70) 96,835; (80) 106,900
RTZ-ABC: (70) 168,441; (80) 203,900
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 251,005; Loc. Est. 283,962
City & RTZ-ABC: (70) 265,276; (80) 310,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 23,334; Loc. Est. 29,568
County 70 Cen. 74,642; Loc. Est. 98,514
SMSA 70 Cen. 2,183,640; Loc. Est. 2,536,465
CZ ABC: (70) 29,722; (80) 37,500
RTZ-ABC: (70) 47,760; (80) 65,700
City & RTZ-ABC: (70) 77,482; (80) 103,200

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	6	$383,827,839
Sav. & Loan Assn.	7	$1,500,000,000
Commercial Banks	3	$119,916,000

6—PASSENGER AUTOS: County 199,147

7—ELECTRIC METERS: Est. 31,415

8—GAS METERS: Residence, Est. 23,116

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Publ.; Primary Metals; Food; Stone; Clay; Glass; Lumber & Wood Prods.; Chemical Prods.; Transp. Equip.; Electrical Machy.; Non-Electrical Mach. Mfg.; Employment 21,025; Av. Wkly. Wage $182.28.

10-CLIMATE: First killing frost, Sept. 28. Last killing frost, Apr. 23.

11—TAP WATER: Neutral, very hard; fluoridated.

12—RETAILING: Principal Shopping Centers: 12 blocks on 4 sts.; Northgate (parks 2,500 cars); West Aurora Plaza (parks 1,000 cars); Ashland Plaza; The Village Mart; Eastgate; Indiantrail East (1), 1,000 Fox Valley Center (1), 9,000.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Northgate	53	Wieses Jewel
West Aurora Plaza	20	A-Mart, Scotts
Ashland Plaza	2	Scotts, Walts Super Mkt.
The Village Mart	16	Eagle, Ben Franklin
Boulder Hill	-	Boulder Hill Food Mkt., Grimms
Fox Valley	190	Lord & Taylor, Sears, J.C. Penney, Marshall Field

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; Carson, Pine, Scott; Lytton's; Wiese's.
Discount Stores (CZ): Gaylord's; K-Mart; Zayre.
Variety Stores: Kresge; Scott's, Hensley's; Ben Franklin; Ace Hardware.
Chain Food Supermarkets: Jewel 3; Thrif-T Mkt.; Convenient; Eagle 3; Country Cupboard; Open Pantry; A-Mart 2; Buy Rite 3; Walt's 3; Safari Mkt.; Mr. Certified; Aldis; Save-It.
Other Chain Stores: Goodrich; Goodyear; Blue Star Auto.

14—NEWSPAPERS: BEACON-NEWS (e) 41,224; (S) 42,893; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: H.E. Morris, Dir. of Adv. BEACON-NEWS.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

BEARDSTOWN, ILL.

1—LOCATION: Cass County, E&P Map B-3. Industrial and agricultural center; west central Illinois. On east bank of Illinois River. 225 mi. SW of Chicago; 110 mi. N of St. Louis.

2—TRANSPORTATION: Railroads: BN.
Motor Freight Carriers: 9.
Intercity Bus Lines: Trailways; Crown Transit.

3—POPULATION:
Corp. City 70 Cen. 6,222; Loc. Est. 6,068
County 70 Cen. 14,219; Loc. Est. 14,217

4—HOUSEHOLDS:
City 70 Cen. 2,137; Luc. Est. 2,368
County 70 Cen. 4,832; Loc. Est. 5,537

5—BANKS: 2 Savings Banks; 1 Savings & Loan Assn. Total dep. $70,000,000

6—PASSENGER AUTOS: County 8,093

7—ELECTRIC METERS: Residence 2,600

8—GAS METERS: Residence 1,480

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Ann. Payroll): Railroad 150; Box Board 40 ($450,000); Aluminum & Brass 241; Hardwood Pdts. 22; Foods/Meat Pdts 1,000 ($25,-000,000); Feed/Grains/Milling; Gloves 85 ($325,-000); Misc. 55 ($189,800).

10-CLIMATE: Min. & Max. Temp.—Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11—TAP WATER: Treated.

12—RETAILING: Shopping Center: Downtown shopping plenty of parking. New Shopping Center junction highway 100, 67.
Neighborhood Shopping Centers: E. 4th St., 1.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Kline's; P. N. Hirsch; Gambles.
Variety Stores: Woolworth, TG&Y.
Chain Drug Stores (CZ): Martin Rexall.
Chain Food Supermarkets: Eisner; Superway; Haag Drug; Meyer's; IGA.
Other Chain Stores: Dairy Queen; Kentucky Fried Chicken; Pizza Hut.

14—NEWSPAPERS: ILLINOIAN-STAR (e-Mon. to Fri.) 2,793; sworn Sept. 30, 1979. (latest available statement).
Local Contact for Advertising and Merchandising Data: Dale L. Barber, Pub., ILLINOIAN-STAR.
National Representatives: Landon Associates, Inc.

BELLEVILLE, ILL.

1—LOCATION: St. Clair County (In St. Louis, Mo.-Ill. SMSA). E&P Map B-5, County Seat. Agricultural, military, industrial and medical center.

2—TRANSPORTATION: Railroads: Illinois Central; Louisville & Nashville.
Intercity Bus Lines: Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3—POPULATION:
Corp. City 70 Cen. 41,699; Loc. Est. 47,000
Primary Market Area ABC:
(70) 176,817; (80) 172,100
SMSA 70 Cen. 2,410,960; Loc. Est. 2,393,079
County 70 Cen. 285,199; Loc. Est. 283,444
Demographic Information available from Newpaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,335, Loc. Est. 17,954
County 70 Cen. 86,958; Loc. Est. 99,704
SMSA 70 Cen. 699,860; Loc. Est. 853,344
Primary Market Area ABC:
(70) 54,218; (80) 60,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Comm. Banks	4	$357,795,571
Sav. & Loan Assn.	3	$190,609,864

6—PASSENGER AUTOS: County 145,088(1978)

7—ELECTRIC METERS: Residence 27,423

8—GAS METERS: Residence 23,758

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Brewery 300, Shoe 175; Hospitals (2) 1,913; Stove 950; Meat Pkg. 60; Garment 293; Box Mfg. 119; Stencil Mfg. 140; Tool & Die 90; Batteries 15; Caskets 14.
Principal Industrial Pay Days: Fri.

10-CLIMATE: First killing frost, Sept. 28-Nov. 27; Last killing frost, Mar. 8-May 10.

11—TAP WATER: Neutral, hard; fluoridated.

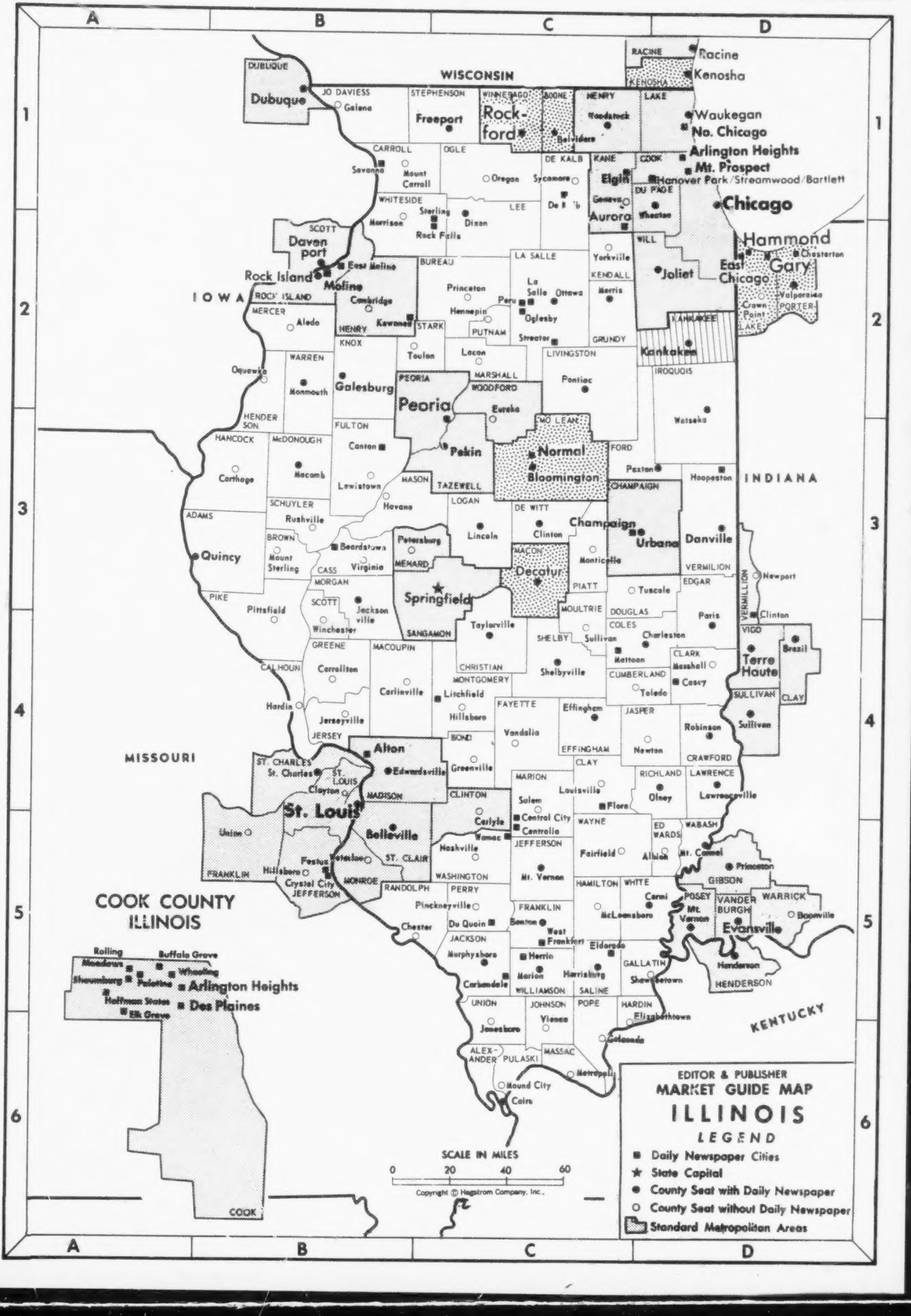
12—RETAILING: Principal Shopping Center. Twelve blocks on Main St.
Principal Shopping Days: Thurs., Fri. & Sat.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bellevue Pk. Plz	22	Nat'l Food.
Carlyle Plaza	12	Nat'l Food., Wal-Mart
Mainline	4	Kroger, Gasen
Wade Square	2	Tom Boy
St. Clair Square	175	Famous-Barr, Sears, Penney, Stix-Baer-Fuller
Crossroads	16	Kroger, K-Mart, Gasen
Venture	3	Venture Stores, Levitz, Central Hardware
Southview Plaza	15	Keck's Tom-Boy, Hirsch, Western Auto
Orchard	20	Nat'l Food
County Club Plaza	20	Schnuck's, Walgreen
Arcade Center	16	Montgomery Ward

Stores Open Evenings: Dept.—Mon. and Fri.; Food— nightly.

13—RETAIL OUTLETS: Department Stores: Sears; J.C. Penney.
Discount Stores: K-Mart; Wal-Mart.; Venture; Target.
Chain Drug Stores (CZ): Stiehl Walgreen; Gasen; S. S. Kresge; Shield's; Sands.
Chain Food Supermarkets: A&P; Kroger 2; Tri-City; IGA 7; National 2; Tom Boy 2; Shopland;


EDITOR & PUBLISHER
MARKET GUIDE MAP
ILLINOIS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 20 40 60
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COOK COUNTY
ILLINOIS
Rolling Meadows
Buffalo Grove
Wheeling
Schaumburg
Palatine
Arlington Heights
Hoffman Estates
Des Plaines
Elk Grove
COOK
A
B
C
D
1
2
3
4
5
6
WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
Racine
Kenosha
Dubuque
Galena
Freeport
Rock-ford
Belvidere
Woodstock
Waukegan
No. Chicago
Arlington Heights
Mt. Prospect
Hanover Park/Streamwood/Bartlett
Elgin
Geneva
Aurora
Wheaton
Chicago
Hammond
Gary
East Chicago
Chesterton
Crown Point
Valparaiso
Joliet
Kankakee
Savanna
Mount Carroll
Oregon
Sycamore
De Kalb
Sterling
Morrison
Dixon
Rock Falls
Davenport
Rock Island
East Moline
Moline
Cambridge
Kewanee
Princeton
Hennepin
Peru
La Salle
Ottawa
Oglesby
Streator
Yorkville
Morris
Aledo
Toulon
Lacon
Pontiac
Oquawka
Monmouth
Galesburg
Peoria
Eureka
Pekin
Normal
Bloomington
Watseka
Carthage
Macomb
Canton
Lewistown
Havana
Paxton
Hoopeston
Rushville
Quincy
Mount Sterling
Beardstown
Virginia
Petersburg
Lincoln
Clinton
Champaign
Urbana
Danville
Monticello
Decatur
Springfield
Pittsfield
Winchester
Jacksonville
Taylorville
Tuscola
Sullivan
Mattoon
Charleston
Paris
Newport
Clinton
Terre Haute
Brazil
Carrollton
Carlinville
Litchfield
Hillsboro
Shelbyville
Marshall
Casey
Toledo
Hardin
Jerseyville
Vandalia
Effingham
Newton
Robinson
Sullivan
Alton
Edwardsville
Greenville
St. Charles
Clayton
St. Louis
Union
Louisville
Flora
Olney
Lawrenceville
Salem
Central City
Centralia
Carlyle
Belleville
Nashville
Wamac
Fairfield
Albion
Mt. Carmel
Princeton
Festus
Waterloo
Hillsboro
Crystal City
Mt. Vernon
Carmi
McLeansboro
Mt. Vernon
Evansville
Boonville
Pinckneyville
Chester
Du Quoin
Benton
West Frankfort
Eldorado
Murphysboro
Herrin
Marion
Harrisburg
Carbondale
Shawneetown
Henderson
Jonesboro
Vienna
Elizabethtown
Golconda
Metropolis
Mound City
Cairo

BELLEVILLE—continued

Schnuck's 2, Super-Valu.
Other Chain Stores: Western Auto, Firestone, Goodyear, United Tire, Libson Shop, Mode O'Day, Nustyle, Sherwin-Williams, Cook's, Spiegel (catalog), Alden (catalog), Montgomery Ward (catalog), Singer, Lee Shoes, Hill Bros.

14—NEWSPAPERS: NEWS-DEMOCRAT (e) 42,688, (s) 44,536, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gary Berkley, Adv. Mgr., NEWS-DEMOCRAT.
National Representatives: Branham/Newspaper Sales.

BELVIDERE, ILL.

1—LOCATION: Boone County (In Rockford, Ill. SMSA). E&P Map C-1. 75 mi. W of Chicago, 14 mi. E of Rockford in the Central Part of Northern Illinois, on Northern Tollroad.

2—TRANSPORTATION: Railroads: Chicago & Northwestern(freight).
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 30.

3—POPULATION:
City 70 Cen. 14,061; Loc. Est. 17,549
SMSA 70 Cen. 272,063; Loc. Est. 262,890
County 70 Cen. 25,440; Loc. Est. 26,544
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,549; Loc. Est. 6,501
SMSA 70 Cen. 84,494; Loc. Est. 94,323
County 70 Cen. 7,778; Loc. Est. 9,406

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$104,114,000
Sav. & Loan Assn.	1	$50,000,000

6—PASSENGER AUTOS: County 17,174 (1978)

7—ELECTRIC METERS: Res. Boone Co. 12,902

8—GAS METERS: Res. Boone Co. 8,950

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery 666 ($218); Bottle Caps 88 ($165); Scales 43 ($165); Hardware 333 ($170); Engineering 120 ($195); Automotive Assembly 4,587 ($175).
Principal Industrial Pay Days: 10th and 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 16-96, Summer 59-97, Fall —17-84, Winter —20-52. First killing frost, Oct. 16. Last killing frost, May 4.

11—TAP WATER: Neutral, very hard.

12—RETAILING: Principal Shopping Center: 6 blocks on State St., North State, Hwy. 20, Southtowne Shpg. Ctr., Pearl St. at Route 5, Belvidere Mall (Downtown).

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Belvider Mall	5	Ben Franklin, A&P
North State	6	Piggly Wiggly,
Beacon Plaza	-	Super Valu
South Towne	4	Pacemaker Food
Cherry Vale	94	Marshall Field, Sears, Pranges

Principal Shopping Days: Thu., Fri., Sat. & Mon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: Schultz Brothers; Ben Franklin.
Chain Drug Stores (CZ): Rexall; Walgreen, Nabor's.
Chain Food Supermarkets: Eagle, A&P; Pacemaker; Piggly Wiggly; Super Valu.
Other Chain Stores: Leath & Co., Ace Hdwe., Western Auto; Leath Furn.; Wayside Furn., Goodyear; Radio Shack; Kmart.

14—NEWSPAPERS: REPUBLICAN (e) 5,338; sworn Mar 31, 1980.
Local Contact for Advertising and Merchandising Data: Jim Johnson, Adv. Dir., REPUBLICAN.
National Representatives: Landon Associates, Inc.

BENTON, ILL.

1—LOCATION: Franklin County, E&P Map C-5, County Seat 302 mi. S of Chicago. On State Highways 14, 34, 37 & 57.

2—TRANSPORTATION: Railroads: Illinois Central (IC); Iron Mountain; Southern.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,833; Loc. Est. 7,466
County 70 Cen. 38,329; Loc. Est. 43,678

4—HOUSEHOLDS:
City 70 Cen. 2,582; Loc. Est. 3,291
County 70 Cen. 14,356; Loc. Est. 18,950

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$111,299,000
Sav. & Loan Assns.	1	$6,000,000

6—PASSENGER AUTOS: County 27,538

8—GAS METERS: Residence 2,300

9—PRINCIPAL INDUSTRIES (CZ): City Zone: Farm Supplies; Parking Meters; Oil; Coal Mines; Grain & Stock Farms; Module Homes; Drainage Engineering; Mine Equipment; Meat Packing, Celebrity Boats.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Days: Wed. & Fri.
Stores Open Evenings: Supermarkets, Mon., most stores are open until 8 p.m.

13—RETAIL OUTLETS: Department Stores: Sherman's; P. N. Hirsch; The Hub; Centers, Star Best; Walker's; Barton & Collins; Treece Supply; Campbell's; General Dollar Store, Lot-O-Savings.
Discount Stores: Gibson's; Town & Country.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): McCann, Newton's; Lot-o- Savings, Rexall.
Chain Food Supermarkets: H&S, Big John's, Kroger, IGA; Doerr's.
Other Chain Stores: Western Auto, Ace Hardware.

14—NEWSPAPERS: NEWS (e) 6,926; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joe Browning and Associates, NEWS.
National Representatives: Landon Associates, Inc.

BLOOMINGTON-NORMAL, ILL.

1—LOCATION: McLean County. E&P Map C-3 (SMSA). County Seat 127 mi. SW of Chicago, 157 mi. NE of St. Louis. College and Insurance Center.

2—TRANSPORTATION: Railroads: Illinois Central-Gulf (pass. & frgt.); Norfolk & Western, Penn-Central Freight.
Intercity Bus Lines: Eastern Greyhound, Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers: 31 Interstate/23 Intrastate.
Airlines: Ozark, Britt.

3—POPULATION:
Corp. Cities 70 Cen. 66,388; Loc. Est. 80,300
Bloomington (70) 39,992, Loc. Est. 42,200
Normal (70) 26,396; Loc. Est. 38,100
City Zone ABC: (70) 72,420, (80) 86,800
RTZ-ABC: (70) 141,757; (80) 141,300
County/SMSA 70 Cen. 104,389;
Loc. Est. 121,200
City & RTZ-ABC: (70) 214,177; (80) 228,100
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 19,916, Loc. Est. 26,700
Bloomington 13,842, Loc. Est. 16,700
Normal 6,074, Loc. Est. 10,000
County/SMSA 70 Cen. 31,874; Loc. Est. 42,300
City Zone ABC: (70) 21,861, (80) 29,200
RTZ-ABC: (70) 44,634, (80) 52,000
City & RTZ-ABC: (70) 60,495; (80) 81,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	4	$750,600,000
Commercial Banks	8	$400,500,000

6—PASSENGER AUTOS: County 55,925

7—ELECTRIC METERS: Residence 30,150

8—GAS METERS: Residence 23,200

9— PRINCIPAL INDUSTRIES (CZ): Industry (Number Wage Earners)—Insurance, Finance, Real Estate 7,500; Electric Machinery & Controls 3,700; Food Processing 1,000; Transportation, Utilities & Transportation 3,100; Printing & Publications 700; Construction 1,300; Wholesale and Retail Trade 11,700; Professional Services 5,000; Governmental 10,900; Agriculture 3,125; Illinois Agricultural Association 1,475; Firestone 425; Eureka Company 1,500 Manufacturing—Durable 4,800; Non-Durable 2,200. Hourly rates—Manufacturing $7.02; Durable Goods $7.03; Non-Durable Goods $6,97 hr.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-93 Summer 41-93; Fall 16-86, Winter -3-60, First killing frost Oct. 14; Last killing frost April 5.

11—TAP WATER: Alkaline soft, Bloomington: Not fluoridated. Normal: Fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St.; 3 on Center St.; 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers: 1 on E. Oakland Ave.; 5 in Normal Towanda Plaza; (Empire & Towanda Ave.); Eastland Shopping Center (Rt.) 9 at U.S. Rt. 66; K-Mart Plaza; Zayre Plaza; Colonial Plaza, Landmark Plaza; College Hill Mall; Four Seasons Square.
Principal Shopping Days: Mon., Fri., Sat. & Sun.
Stores Open Evenings: All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays: Grocery, Drug, Discount; Eastland Shopping Center.

13—RETAIL OUTLETS: Department Stores: Klemmm's; J.C. Penney; Sears; Montgomery Ward; Roland's 2. Bergner's; Carson, Pirie Scott & Co.
Discount Stores (CZ): K-Mart; Adolph's; Zayre (2); Lowell Supply; Murray's Jewelers and Distributors.
Variety Stores: Woolworth; Randall's.
Chain Drug Stores (CZ): Walgreen; Osco 3; Rexall 2. SuperRx; Haag (3).
Chain Food Supermarkets: Eisner 3, Kroger 3; IGA 3, General Grocer 2; Eagle Foods.
Other Chain Stores: Kinney Shoes; Kay Campbell; Kirlin's; Music Land; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furniture; Sherwin-Williams; Hill's Shoes; So-Fro; Singer; TSC Industries; Alexander Lumber; Wickes; Playback; Morris Paint; Fannie Mae Candy 2; Regal Shoes; Radio Shack (2); Foxmoor Casuals; Seno Formalwear.

14—NEWSPAPERS: PANTAGRAPH (All Day) 51,580 (S) 56,686, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Woodrow G. Shadid, Dir. of Adv., PANTAGRAPH.
National Representatives: Landon Associates, Inc.

BUFFALO GROVE, ILL.

1—LOCATION: Cook County (In Chicago SMSA). E&P Map D-1. Suburban-residential; 29 mi. N.W. of Chicago.

2—TRANSPORTATION: Railroads: All airlines 14 mi. to O'Hare Airport, Chicago. Pal-waukee & Schaumburg private airports nearby.
Motor Freight Carriers: 33.
Intercity Bus Lines: Nortran.

3—POPULATION:
Corp. City 70 Cen. 11,799; Sp. Cen. (78) 20,610
Loc. Est. 20,600
CZ-ABC: (70) 11,799, (79) 22,700
SMSA 70 Cen. 6,978,733, Loc. Est. 7,036,828
County 70 Cen. 5,493,529; Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,826, Sp. Cen. (77) 5,900
Loc. Est. 7,573
County 70 Cen. 1,700,035; Loc. Est. 1,942,186
SMSA 70 Cen. 2,183,646; Loc. Est. 2,536,465
CZ-ABC: (70) 2,826, (80) 6,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$66,262,000
Sav. & Loan Assn.	5	$67,279,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & Max. Temp.—Spring 50-66, Summer 63-78; Fall 35-48, Winter 22-36. First killing frost, Oct. 11. Last killing frost, May 7. Total precipitation 33 inches.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Center: 8 square block area.
Neighborhood Shopping Centers: Ranch Mart (12 stores); Buffalo Grove Mall (18 stores); Dunnell (9 stores); Village Plaza (15 stores); Willow Park Plaza (33 stores), Plaza Verde (50 stores).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Randhurst (86)	5	Carson Pine Scott, Jewel, Montgomery Ward, Wieboldt's
Hawthorn Center (140)	6	Sears, Marshall field, Lord & Taylor
Mt. Prospect Plaza (39)	9	Dominick's, Kohl's
Woodfield (235)	7	J.C. Penney, Lord & Taylor, Marshall Field, Sears

Principal Shopping Days: Thu., Fri. and Sat.
Stores Open Evenings: Mon., Thu. and Fri.

13—RETAIL OUTLETS:
Chain Drug Stores: Walgreen; Osco, Family X, Sun Drugs.
Chain Food Stores: Jewel; Eagle, Kohl's, Dominick's.

14—NEWSPAPERS: HERALD (m) 2,864, Comb all Paddock Newspapers (m) 59,267; (S) 57,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

CAIRO, ILL.

1—LOCATION: Alexander County. E&P Map C-6, County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2—TRANSPORTATION: Railroads: Missouri Pacific; Conrail, Illinois Central; GM&O.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. City 70 Cen. 6,277; Loc. Est. 4,803
County 70 Cen. 12,015; Loc. Est. 12,095

4—HOUSEHOLDS:
City 70 Cen. 2,436; Loc. Est. 2,113
County 70 Cen. 4,348; Loc. Est. 5,017

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$41,112,000

6—PASSENGER AUTOS: County 6,459

7—ELECTRIC METERS: Residence 2,056

8—GAS METERS: Residence 1,576

9— PRINCIPAL INDUSTRIES (CZ): Oilfied Equip., Soybean and Cotton Oil; Manufacture of Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase; Storage; Sale & Shipping; Wearing Apparel for Service Trades; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Wholesale Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-68, Summer 70-88; Fall 52-70, Winter 31-46. First killing frost, Nov. 1. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on 10th to 6th Sts., 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers: 20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fridays.
Stores Open Sundays: Drug; Grocery, Discount, Variety and Department.

13—RETAIL OUTLETS: Department Stores: Hirsch; Brokerage; Khourie Bros.
Variety Stores: S. H. Kresge, Elias Family Center.
Chain Food Supermarkets: IGA; Wonder Market, Lewis Bros., Food Mart; Stop & Shop; Farmer's Mkt.
Other Chain Stores: Firestone, Montgomery Ward (catalog).

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 5,020; Sworn Oct. 1, 1979 (Latest Statement Available).
Local Contact for Advertising and Merchandising Data: Danny G. Dean, Pub., CITIZEN.
National Representatives: None.

CANTON, ILL.

1—LOCATION: Fulton County, E&P Map B-3. 32 mi. SW of Peoria. On Routes 9,78,100.

2—TRANSPORTATION: Railroads: CB&Q and Toledo, Peoria & Western.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 14,217; Loc. Est. 14,196
CZ ABC: (70) 15,797, (80) 16,200
RTZ-ABC: (70) 30,469, (80) 30,100
County 70 Cen. 41,900, Loc. Est. 44,831
City & RTZ-ABC: (70) 46,266, (80) 47,300

4—HOUSEHOLDS:
City 70 Cen. 5,141, Loc. Est. 6,164
County 70 Cen. 14,403, Loc. Est. 15,000
CZ ABC: (70) 5,631; (80) 5,631
RTZ-ABC: (70) 10,400, (80) 12,200
City & RTZ-ABC: (70) 16,031, (80) 18,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$115,000,000
Sav. & Loan Assn.	2	$56,000,000

6—PASSENGER AUTOS: County 23,095 (1978)

7—ELECTRIC METERS: Residence 6,100

8—GAS METERS: Residence 5,239

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Farm equipment 1,400 ($300); Clothing mfg. 104 ($200); Coal Mines 800 ($250).

10-CLIMATE: Mean Temp. 51 Aug. Rainfall 35; Aug. Humidity 70.

11—TAP WATER: Alkaline, soft, fluoridated & chlorinated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
North Main	5	Big Value
Tumble weed Town	4	Jules Fashions
Lake Drive	-	Kroger, K-Mart

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Spurgeon's Mercantile, Sears.
Discount Stores (CZ): Tempo, Farm King; K-Mart.
Chain Drug Stores (CZ): Rexall; SuperRx.
Chain Food Supermarkets: Kroger: C&K Red Fox, IGA.

14—NEWSPAPERS: LEDGER (e) 9,219; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dave Smith, Natl. Adv. Mgr., LEDGER.
National Representatives: Illinois Press Assn.

CARBONDALE-HERRIN, ILL.

1—LOCATION: Carbondale and Murphysboro in Jackson County, Herrin in Williamson County, E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2—TRANSPORTATION: Railroads: Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Gulf Transports.
Airlines: Ozark, Air Illinois.

3—POPULATION:
Corp. Cities 70 Cen. 42,452; Loc. Est. 44,308
Primary Mkt. Area-ABC:
(70) 207,740; (80) 226,600
Jackson County 70 Cen. 55,008; Loc. Est. 53,015
Williamson County 70 Cen. 49,021;
Loc. Est. 54,367

4—HOUSEHOLDS:
Cities 70 Cen. 13,367; Loc. Est. 12,400
Jackson Co. 70 Cen. 16,143; Loc. Est. 18,952
Williamson Co. 70 Cen. 17,252; Loc. Est. 22,272
Primary Mkt. Area-ABC: (70) 69,199; (80) 86,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Sav. & Loan Assn.	5	$24,647,299

6—PASSENGER AUTOS: Counties
Jackson 33,735 Williamson 35,223

7—ELECTRIC METERS: Residence
Jackson 23,296; Williamson 19,730

8—GAS METERS: Residence
Jackson 9,752; Williamson 10,911

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Gloves, Business Systems; Dresses; Machinery; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Electronics; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Sup-

plies; Concrete Prod.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic Systems.
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline-Carbondale, soft; Herrin, soft; Murphysboro, hard.

12—RETAILING: Principal Shopping Center: 3 blocks on 12 Streets.
Principal Shopping Days: Mon., Sun., Fri., Sat.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Main St.	12	N.A.
Campus	-	N.A.
Eastgate	10	N.A.
Murdale	30	Walgreen, Woolworth
Southgate	20	N.A.
University Mall	60	Penney, Walgreen, Sears, Meis

Stores Open Evenings: Mon. in Carbondale and Herrin; Fri. in Murphysboro.

13—RETAIL OUTLETS: Department Stores: Bleyer's, J. C. Penney, Sears, Zwick's, Herrin Supply, Sohn's, P.N. Hirsch, K-Mart.
Variety Stores: Woolworth, Ben Franklin.
Discount Stores (CZ): Grandpa John's.
Chain Drug Stores (CZ): Walgreen; Rexall 5.
Chain Food Supermarkets: Kroger 5; IGA 5; Tom Boy; AG; National Foods.

14—NEWSPAPERS: SOUTHERN ILLINOISAN (e-Mon. to Fri.) 30,514; (S) 37,105; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Comerio, Adv. Dir., SOUTHERN ILLINOISAN.
National Representatives: Branham/Newspaper Sales.

CARMI, ILL.

1—LOCATION: White County, E&P Map D-5. County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville; On State Hwy. 1; U.S. 460.

2—TRANSPORTATION: Railroads: Conrail, Louisville & Nashville.
Intercity Bus Lines: Greyhound; Brooks; Peoria & Rockford.

3—POPULATION:
Corp. City 70 Cen. 6,033; Loc. Est. 5,760
County 70 Cen. 17,312; Loc. Est. 17,214

4—HOUSEHOLDS:
City 70 Cen. 2,230; Loc. Est. 2,443
County 70 Cen. 6,197; Loc. Est. 7,175

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn	1	$6,000,000
Commercial Banks	3	$99,206,000

6—PASSENGER AUTOS: County 11,243

7—ELECTRIC METERS: Residence 5,700

8—GAS METERS: Residence 5,650

9— PRINCIPAL INDUSTRIES (CZ): Farming; Oil; Underwear Factory; RC Bottlers; Cabinets; Auto Pistons; Welding; Draperies; Rubber Prod.; Feed Mills.

11—TAP WATER: Not fluoridated.

12—RETAILING: Principal Shopping Days: Thu., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: L. Haas; P. N. Hirsch; Harts.
Variet Stores: Tressler's; Grandpa John's; Harold's Dollar Store.
Discount Stores: K-Mart; Gibson.
Chain Food Supermarkets: Big John.

14—NEWSPAPERS: TIMES (e-Mon. to Sat.) 3,486; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Michael J. Clesi Adv. & Gen. Mgr., TIMES.
National Representatives: None.

CASEY, ILL.

1—LOCATION: Clark County, E&P Map D-4. Situated 35 mi. SW of Terre Haute, Ind. On State Hwy. 49; U.S. Hwys. 40, I-70.

2—TRANSPORTATION: Railroads: Conrail, West; YSL.
Motor Freight Carriers: 4.
Intercity Bus Lines: AMerican; Greyhound.

3—POPULATION:
Corp. City 70 Census 2,984; Loc. Est. 3,500
County 70 Cen. 16,216; Loc. Est. 17,200

4—HOUSEHOLDS:
City 70 Cen. 1,166; Loc. Est. 1,434
County 70 Cen. 5,699; Loc. Est. 6,889

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$67,000,000
Sav. & Loan Assns.	1	$16,000,000

6—PASSENGER AUTOS: County 10,704

7—ELECTRIC METERS: Residence 1,940

8—GAS METERS: Residence 2,050

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Oil Drilling & Pipe Line 100 ($240); Shoe Mfg. 320 ($155); Automotive Prods. 70 ($300); Plastic Products 140 ($160); Concrete Fabrication 30 ($240); Steel Fabrication 25 ($250).

10-CLIMATE: Min. & Max. Temp.—Spring 45-75; Summer 70-105; Fall 45-75; Winter 0-45.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Days: Thurs. & Fri.

13—RETAIL OUTLETS:
Variety Stores: Ardnt's.
Discount Stores (CZ): Fashion Lane; Sav-Mor; Pools Bargain Center.
Chain Drug Stores (CZ): Rexall.
Chain Food Supermarkets: IGA, Casey Red & White; Williams.
Other Chain Stores

14—NEWSPAPERS: REPORTER (e-Mon. to Fri.) 2,975; sworn Sept. 30, 1978 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Linda Flora, REPORTER.
National Representatives: None.

CENTRALIA-CENTRAL CITY-WAMAC, ILL.

1—LOCATION: Marion, Clinton and Washington Counties (In St. Louis, Mo.-Ill. SMSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50.

2—TRANSPORTATION: Railroads: Illinois Central (pass. & frgt.); freight on CB&Q; Southern; Missouri & Illinois.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound & Gulf.
Airlines: Air Illinois.

3—POPULATION:
Corp. Cities: 70 Cen. 17,941; Loc. Est. 18,530
Centralia 70 Cen. 15,217; Loc. Est. 15,688
Central City 70 Cen. 1,377; Loc Est. 1,544
Wamac 70 Cen. 1,347; Loc. Est. 1,298
CZ ABC: (70) 20,059; (80) 20,700
RTZ-ABC: (70) 79,761; (80) 87,800
Counties:
Marion, 70 Cen. 38,986; Loc. Est. 42,902
Clinton, 70 Cen. 28,315; Loc. Est. 32,893
Washington 70 Cen. 13,780; Loc. Est. 16,279
SMSA: 70 Cen. 2,410,960; Loc. Est. 2,393,079
City & RTZ-ABC: (70) 99,820; (80) 108,500

4—HOUSEHOLDS:
Corp. Cities: 70 Cen. 6,482; Loc. Est. 7,521
Centralia 70 Cen. 5,414; Loc. Est. 6,387
Wamac 70 Cen. 460; Loc. Est. 583
Counties
Marion Co. 70 Cen. 13,502; Loc. Est. 17,162
Clinton Co. 70 Cen. 7,987; Loc. Est. 10,843
Washington Co. 70 Cen. 4,707; Loc. Est. 6,461
SMSA: 70 Cen. 699,860; Loc. Est. 853,344
City Zone ABC: (70) 7,076; (80) 8,210
RTZ-ABC: (70) 25,536; (80) 32,100
City & RTZ-ABC: (70) 32,612; (80) 40,300

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$133,000,000
Sav. & Loan Assns.	2	$32,000,000

6—PASSENGER AUTOS: Counties Marion 29,376; Clinton 18,762; Washington 9,273

7—ELECTRIC METERS: 9,093

8—GAS METERS: 7,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Railroad 650 ($138); Apparel 139; Candy 703; Hospital 700; Fiberglass 750; Food 227; Pipe Castings & Tubing 166.
Principal Industrial Pay Days: 13th and 28th.

10-CLIMATE: Min. & Max. Temp.—Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1. Last killing frost, Mar. 2.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers: Central City; Wamac; Locust and Calumet Sts.; Lincoln & 2nd Sts. Centralia Shopping Ctr., 1 mi, from downtown, Central Hdwr.; Ben Franklin; P.N. Hirsch; Singer; Radio Shack; Mode O'Day; Kirlin's; Nobil Shoes; Golde's Dept. Store woolworth; National Foot (open 7 days a week-9 a.m. to 9 p.m.; Sunday—noon to 6).
Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Downtown—Fri.; Shopping centers—every night (ex. Sun.)

13—RETAIL OUTLETS: Department Stores: Sears; Montgomery Ward; Hirsch; J.C. Penney.
Variety Stores: Kresge; Woolworth; Ben Franklin.
Discount Stores (CZ): Dobbs.
Chain Drug Stores (CZ): Lees.
Chain Food Supermarkets: Kroger; National; Altadonna's; Big John.
Other Chain Stores: Firestone, Western Auto; Singer; Natl. Cash Register; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Fredman; True Value Hardware.

14—NEWSPAPERS: SENTINEL (e-Mon. to Fri.) 18,232; (S) 18,705; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William Joy, Pub., Neil Puffer, Class Adv. Mgr., SENTINEL.
National Representatives: None.

CHAMPAIGN-URBANA, ILL.

1—LOCATION: Champaign County (In Champaign-Urbana—Rantoul, Ill. SMSA). E&P Map C-3, County Seat. Education Center. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2—TRANSPORTATION: Railroads: Ill. Central; Conrail; Norfolk & Western.
Airlines: Ozark, Britt.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Swallow; Illinois.

3—POPULATION:
Cities 70 Cen. 94,600; Loc. Est. 94,854
Champaign 70 Cen. 59,500; Loc. Est. 53,085
Urbana 70 Cen. 32,800; Loc. Est. 41,769
P.M.A. SMSA.-ABC: (70) 106,852; (80) 109,200
Bal.P.M.A.-ABC: (70) 137,788; (80) 135,700
Total Bal. P.M.A.-ABC: (70) 244,640; (80) 244,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen.26,410; Loc. Est. 33,217
Champaign 70 Cen. 16,954; Loc. Est. 18,944
Urbana 70 Cen. 9,456; Loc. Est. 14,273
P.M.A.SMSA-ABC: (70) 31,754; (80) 37,100
Bal. P.M.A.-ABC: (70) 42,440; (80) 48,000
Total Bal.P.M.A-ABC: (70) 74,194; (80) 85,100

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	10	$184,700,000
Commercial Banks	15	$690,000,000

6—PASSENGER AUTOS: County 87,625 (1978)

7—ELECTRIC METERS: Residence 43,578

8—GAS METERS: Residence 35,191

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Manufacturing 6,200; Construction 2,475; Trade 14,175; Services 9,025; Federal Govt. 28,925; All other non-manufacturing 2,550; Agriculture 1,850; University of Illinois 11,767; Total 87,017.
Principal Industrial Pay Days: 1st of month.

10-CLIMATE: Min. & Max. Temp.—Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18. Last killing frost, Apr. 29.

11—TAP WATER: Alkaline, softened; chlorinated and fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Market Pl. Mall	97	J.C. Penney, Bergners, Sears
Lincoln-Square	30	Carson Pirie Scott
Sunnycrest	20	Walgreen, I.G.A., K-Mart, Eisner
County Fair	36	Zayre, Goldblatt's
K-Mart Plaza	-	K-Mart

Principal Shopping Days: Mon. thru Sun.
Stores Open Evenings: Champaign: Mon., Sat.; Urbana: Mon., Sat.

13—RETAIL OUTLETS: Department Stores: Bergners, F.K. Robeson, Sears, J. C. Penney, Goldblatt's, Carson Pirie Scott; Zayre; K-Mart, Ayrway.
Variety Stores: Scott, Campus 10¢ Store; Huey's.
Chain Drug Stores (CZ): Walgreen 2, Osco 4, Cavett.
Chain Food Supermarkets: Eisner 5, Kroger 3, IGA 6.
Other Chain Stores: Baskin; Goodyear; Firestone; Goodrich; Spiegel (catalog); Carpetland.

14—NEWSPAPERS: NEWS GAZETTE (All Day) 49,023; (Sat. m) 48,523; (S) 51,138; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Phillip H. Gustafson, Adv. Dir. or Ben Crachiel, Adv. Mgr. NEWS-GAZETTE.
National Representatives: Texas Daily Press League, Inc.

CHARLESTON, ILL.

1—LOCATION: Coles County, E&P Map C-4, County Seat. Light manufacturing, railway division, college; agricultural ares; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. East south central part of state.

2—TRANSPORTATION: Railroads: Norfolk & Western; Conrail.
Airlines: Britt.
Motor Freight Carriers: 4.

3—POPULATION:
City 70 Cen. 16,421; Loc. Est. 19,400
City Zone, ABC: (70) 16,421; (80) 18,900
RTZ-ABC: (70) 21,531; (80) 21,000
county 70 Cen. 47,815; Loc. Est. 50,329
CZ & RTZ-ABC: (70) 37,952; (80) 39,900

4—HOUSEHOLDS:
City 70 Cen. 4,557; Loc. Est. 6,000
County 70 Cen. 15,240; Loc. Est. 18,200
City Zone-ABC: (70) 4,557; (80) 6,000
RTZ-ABC: (70) 7,509; (80) 8,600
CZ & RTZ-ABC: (70) 12,066; (80) 14,600

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$58,000,000
Sav. & Loan Assns.	4	$22,000,000

6—PASSENGER AUTOS: County 29,536

7—ELECTRIC METERS: Residence 3,876

8—GAS METERS: Residence 3,377

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Truck & Trailer Mfg. 370; Railroad 200; Shoes 435; Foundry 65; Const. 162; Printing, Bus. Forms 208; Ceramic & Stone Pdts. 313; Prefab. Bldgs. 75; Chem. Pdts. 29; Pkg. Systems 44; Electronic Parts 60.
Principal Pay Days: Fri., Sat., P.R. 11th & 26th, bimonthly, 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16. Last killing frost, Apr. 26.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Square and 1 block each direction from its 4 corners, S. on Rte. 130, 400-500 block W. Lincoln.
Neighborhood Shopping Centers: 4th to 7th Sts. on Lincoln St.; South on State Rd. 130, West on Rt. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Charleston Pl.	5	Eisners
Lincoln Village	1	Stop 'N Go
University Vil.	8	N.A.
Wilb Walker's	4	Ben Franklin, Coast-to-Coast

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Spurgeons.
Variety Stores: Well-Worth, Ben Franklin.
Chain Drug Stores (CZ): Walgreen, Osco, Sav-Mor.
Chain Food Supermarkets: Eisner, IGA, Walker's.
Other Chain Stores: Western Auto, Firestone, Montgomery Ward, Coast-to-Coast.

14—NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 6,698, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Betty Boyer, Pub., Robert S. Yamamoto, Adv. Dir., COLES COUNTY TIMES-COURIER.
National Representatives: Landon Associates, Inc.

CHICAGO, ILL.

1—LOCATION: Cook County (SMSA). E&P Map D-1, industrial, wholesale, educational, financial, research, transportation and agricultural sales center.

2—TRANSPORTATION: Railroads: Amtrak Headquarters-Rock Island (not affiliated with Amtrak).
Motor Freight Carriers: More than 300 intercity common motor carriers concerns. More than 1,100 local trucking companies.
Intercity Bus Lines: Continental Trailways, Greyhound; Indian Trail; Indiana Motor Bus; Peoria-Rockford Bus Co.
Airlines: Air Canada; Air France; Air Jamaica; Allegheny, american; Braniff, British Airways; Commutor; Continental; Delta; Eastern; Icelandic; Irish Int'l; KLM; Lufthansa; Midway; Mexicana; North Central; Northwest; Olympic; Ozark; Pan American; Piedmont; Scandanavian; Southern; Swiss Air; Trans World; United.
Approx. 613,000 scheduled planes handled; about 36,870,000 scheduled passengers handled.
Three Big Waterway Projects: St. Lawrence Seaway, Port of Chicago in Lake Calumet and Calumet-Sag Channel. Additional port facilities operational by the State of Indiana at Burns Harbor, Ind.

3—POPULATION:
Corp. City 70 Cen.:
3,369,359; Loc. Est. 2,868,655
Primary Mkt. Area ABC:
(70) 3,429,468; (80) 2,997,300
Balance in Primary Mkt. Area ABC:
(70) 4,182,846; (80) 4,662,500
Total Primary Mkt. Area ABC:
(70) 7,612,314; (80) 7,659,800
CZ ABC: (70) 3,429,468; (80) 2,997,300
RTZ-ABC: (70) 4,095,732; (80) 4,551,800
SMSA, 70 Cen. 6,978,733; Loc. Est. 7,036,828
County, 70 Cen. 5,493,529; Loc. Est. 5,224,890
City & RTZ-ABC: (70) 7,525,200; (80) 7,549,100
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,137,854; Loc. Est. 1,141,903
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA 70 Cen. 2,183,646; Loc. Est. 2,536,465
Primary Mkt. Area ABC:
(70) 1,160,474; (80) 1,159,100
Balance in Primary Mkt. Area ABC:
(70) 1,207,821; (80) 1,552,100
Total Primary Mkt. Area ABC:
(70) 2,368,295; (80) 2,711,200
CZ ABC: (70) 1,160,474; (80) 1,159,100
RTZ-ABC: (70) 1,183,196; (80) 1,516,200
City & RTZ-ABC: (70) 2,343,670; (80) 2,675,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn. (SMSA)	215	$15,285,029,000
Commercial Banks (SMSA)	396	$56,720,117,000

6—PASSENGER AUTOS: City 1,263,623
Cook Co. (Including Chicago) 2,872,576

7—ELECTRIC METERS: Res. 2,527,728
Lg. Comm. & Ind. 794
Small Comm. & Ind. 220,771

8—GAS METERS:
Residence 1,893,000; Comm. 113,000; Industrial 14,600.

9— PRINCIPAL INDUSTRIES (CZ): (SMSA-Cook, DuPage, Kane, Lake, McHenry & Will counties): Industry, Number of Employees (Av. Wkly. Wage):

CHICAGO—continued

Manufacturing 1,006,400 ($189); Wholesale Trade 218,800 ($207); Retail Trade 440,400 ($120); Elec. Mach. 151,500 ($151); Const. 145,200 ($316); Prim. Metals 139,500 ($229); Printing & Publishing 86,500 ($212); Food Products 85,300 ($192); Chemical Prod. 52,200 ($209); Rubber & Plastic Prod. 31,500 ($153)

There is an average of 3,138,000 people employed in the Chicago metropolitan area; Income from Wages and Salaries $34 billion annually. Retail trade $20.6 billion; Wholesale Trade $5[illegible].6 billion.

10-CLIMATE: Min. & Max. Temp.—Spring 32-80; Summer 65-95; Fall 55-85; Winter 10-30. First killing frost, Oct. 26. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline (Lake Michigan); fluoridated.

12—RETAILING: The SMSA has 83 separate and distinct retail shopping areas (384 shopping centers). The most important of these is the Chicago Loop. Principal office of Sears, Montgomery Ward, Alden's, Spiegel's located here.

Principal Shopping Days: Loop stores Sat. & Mon. Outlying stores Thurs., Mon., Sat. & Sun. Grocery stores do about [illegible]0% of week's business on Fri. and Sat. Thurs. ranks third.

Stores Open Evenings: Dept.-Mon. and Thu.

13—RETAIL OUTLETS: Marshall Field; Goldblatt Bros.; Carson Pirie & Scott; Wieboldt's; Sears; Montgomery Ward; J. C. Penney.

Marshall Field & Co.—12, plus 2 in Chicago & 10 in Suburbs (Aurora; Calumet City; Evanston; Lake Forest; Oak Brook; Oak Park; Park Forest; Schaumberg; Skokie; Vernon Hills).

Goldblatt Bros.—23 Stores—12 in Chicago and 11 in Suburbs (Hillside, Cresthill, Mt. Prospect, Park Forest, Hammond, Gary, Hillcrest, Markham, Addison, Niles, Waukegan, Elmwood Park), Gary, Hammond.

Wieboldt's—13 stores—4 in Chicago and 9 in Suburbs (Carpentersville; Evanston; Joliet; Lombard; Matteson; Mt. Prospect; Norridge; River Forest; Waukegan).

Montgomery Ward—18 stores—2 in Chicago and 16 in Suburbs (Evergreen Plaza; Deerfield; Mt. Prospect; Harvey; Lombard; North Riverside; Skokie; Wood Dale; Waukegan; Oak Park; Joliet; Gary; Munster; Matteson); Crystal Lake; St. Charles.

Sears—22 full line Stores—8 in Chicago and 14 in Suburbs (Aurora, Barwyn, Calumet City; Elgin; Joliet; Merrillville, Northbrook; Niles; Oak Brook; Orland Park, Park Forest, Schaumburg, Vernon Hills; Waukegan).

Carson Pirie Scott & Co.—13 Stores—1 in Chicago, 12 in Suburbs (Aurora, Chicago Heights, Evergreen Plaza, Hillside, Hammond, Lombard, Matteson, Mt. Prospect, North Riverside, Waukegan, Wilmette, Winnetka).

J. C. Penney—16 stores—3 in Chicago and 13 in Suburbs (Harvey, Lombard, Matteson, Merrillville, Niles, North Riverside, Schaumburg, Waukegan, Elgin, Joliet, Melrose Park, Gary, Hammond).

Major Discount & Variety Stores CZ: Community Family Centers, K-Mart, Treasury Stores, Venture, Woolco, Zayre.

Major Chain Food Stores: (Metro Area)—A&P, Dominick's, Eagle, Hillman's, Jewel, Kohl's, National, Aldi.

Major Cooperative Food Stores: (Metro Area)—Central, Certified, Grocerland, Progressive.

Major Chain Drug Stores: (Metro Area)—DeKoven, Ford Hopkins, Kare, Les-On, Medicare, Osco, Walgreen's.

14—NEWSPAPERS: Circulation, Local Contact for Advertising and Merchandising Data:

CALUMET (e) 8,417; sworn Mar. 31, 1980. Jerry Ballenger, Sales Dir., Representatives: None.

HERALD (m) 59,267; (S) 57,354; Mar. 31, 1980 ABC. R. Miller, Dir. of Adv., Paddock Publications. Representative U.S. Suburban Press, Inc.

DEFENDER Circ. (m-Mon. to Thur.) 20,780; (sat.) 20,646; Sept. 30, 1979 ABC (Latest statement available). David A. Young V.P./Dir. of Sales Rep.; Amalgamated Publishers, Inc.

SUN TIMES (m-Mon. to Fri.) 657,275; (Sat. m) 515,932; (S) 700,315; Mar. 31, 1980 ABC. Charles D. Fegert, Exec. V.P., Adv./Cir.; Own in New York, Detroit, Los Angeles, Atlanta & Miami Beach.

TRIBUNE (all day Mon. to Fri) 789,767; (Sat.), 660,465; (S) 1,146,474; Mar. 31, 1980 ABC. George H. Van Wagner, Dir. Adv., TRIBUNE Rep.; Own in New York, Detroit & Miami; West Coast; Western States Assoc.; Lenha Hawaii Inc., Towmar Representacions Profesionales, S.A.; Metropolitan Publishers Reps., Canada; Media House Ltd., Tokyo.

SOUTHTOWN ECONOMIST (e-Mon. to Fri.) 9,260 Paid, 30,258 Free; (S) 17,653 Paid, 30,501 Free; Sept. 30, 1979 VAC. John Carnahan V.P. Mktg.; Representative U.S. Suburban Press, Inc.

CLINTON, ILL.

1—LOCATION: DeWitt County. E&P Map C-3. County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2—TRANSPORTATION: Railroads: Ill. Cen.

3—POPULATION:
Corp. City Cen. 7,570; Loc. Est. 7,640
County 70 Cen. 16,975; Loc. Est. 17,546

4—HOUSEHOLDS:
City 70 Cen. 2,785; Loc. Est. 3,213
County 70 Cen. 5,857; Loc. Est. 6,983

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$57,927,000
Sav. & Loan Assns.	2	$50,000,000

6—PASSENGER AUTOS: County 9,526 (1978)

7—ELECTRIC METERS: Residence 3,940

8—GAS METERS: Residence 2,970

9— PRINCIPAL INDUSTRIES (CZ): I.C.R.R., China Mfg., Fertilizers; Auto Accessories; Revere Copper & Brass; Wallace Business; Todd Towel Service; American Gasket Co.

11—TAP WATER: Alkaline, treated, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Hickory Point Mall	15	J.C. Penney, Carson Pirie Scott, Bergner's
Eastland Center	21	Sears, Bergner's, J.C. Penney

Principal Shopping Days: Fri. & Sat.

Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Spurgeon's; Famous Cash; Klemm's.

Variety Stores: Ben Franklin; Gamble's.

Chain Drug Stores (CZ): Quimby's; Walgreen; Griffin Rexall; Prescription Drugs.

Chain Food Supermarkets: Kroger; Eisner; IGA.

14—NEWSPAPERS: JOURNAL-PUBLIC (e-Mon. to Fri.) 4,529; sworn Mar. 31, 1979. (Latest Statement Available).

Local Contact for Advertising and Merchandising Data: Contact Mick Pike, Gen. Mgr. JOURNAL-PUBLIC.

National Representatives: Landon Associates.

CRYSTAL LAKE, ILL.

1—LOCATION: McHenry County, 40 miles north-

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	39,215,003	48,517,999	51,045,038	4,117	2,527,832	2,319	6,736,978	8,897	10,020,924	5,379	8,620,967	7,815	5,136,790	7,065	2,952,571	6,354	2,298,787	20,704	4,645,464	2,645	1,768,646
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bloomington-Normal, Ill.	447,034	523,843	545,574	72	44,723	27	67,573	72	97,958	74	82,743	119	22,588	74	30,366	71	22,266	200	50,780	19	14,620
Champaign-Urbana-Rantoul, Ill.	609,900	702,383	728,536	69	50,284	31	107,216	93	128,144	86	112,135	116	78,349	102	34,778	111	33,514	259	77,287	26	23,619
Chicago, Ill.	25,207,565	31,400,664	33,065,998	1,815	1,259,045	1,114	4,507,867	5,247	6,228,788	2,160	5,285,429	3,741	3,014,839	4,441	2,182,275	3,424	1,524,28[illegible]	12,465	3,128,210	1,651	1,226,171
Davenport-Rock Island-Moline, Iowa-Ill.	1,422,385	1,743,993	1,844,540	151	107,749	70	282,843	246	350,196	229	333,157	315	212,890	225	77,858	237	83,504	780	177,404	77	65,835
Decatur, Ill.	507,583	591,909	615,703	61	45,701	29	99,790	81	118,872	89	118,249	71	59,053	74	27,898	77	27,254	199	49,537	22	14,983
Kankakee, Ill.	344,020	405,957	423,326	46	35,088	24	54,778	59	84,016	78	84,495	72	42,958	55	17,000	43	15,052	205	40,448	23	16,246
Peoria, Ill.	1,424,152	1,721,626	1,803,159	148	119,442	76	277,315	278	348,592	238	339,224	292	170,349	175	69,037	227	82,152	642	146,349	75	43,847
Rockford, Ill.	947,762	1,244,639	1,325,062	105	83,620	54	213,872	198	272,312	160	201,626	233	145,857	141	45,684	161	75,019	441	121,064	46	42,027
St. Louis, Mo.-Ill.	7,981,038	10,089,719	10,659,512	742	477,454	416	1,694,171	2,093	2,377,837	1,365	1,877,633	1,789	1,214,772	1,235	470,040	1,300	449,193	3,841	915,208	536	308,061
Springfield, Ill.	749,853	890,313	928,887	78	92,099	39	151,991	136	179,334	109	135,143	157	91,898	133	49,042	121	34,736	376	80,500	50	37,963
COUNTIES, Cities																					
ADAMS	230,410	284,569	299,202	28	18,323	14	41,216	52	63,701	49	54,485	56	24,122	45	17,049	58	16,373	162	27,040	12	11,311
Quincy	203,983	251,017	263,763	19	16,489	10	39,321	33	59,266	34	37,812	34	20,661	40	15,990	50	13,902	134	23,633	12	11,31[illegible]
ALEXANDER	34,636	42,339	44,436	3	1,077	8	5,630	18	9,008	10	5,923	21	11,041	16	1,264	4	1,189	36	5,691	4	1,015
Cairo	27,505	33,354	35,304	1	426	4	3,067	12	7,320	6	5,219	15	9,987	13	1,234	3	917	22	3,791	4	1,015
BOND	37,204	45,643	47,939	13	3,571	8	2,069	12	9,905	12	8,705	26	11,367	10	1,783	13	1,275	26	4,771	3	1,341
BOONE	73,706	101,183	108,663	13	9,927	6	3,773	20	27,607	19	22,632	26	19,185	11	2,985	13	3,920	38	9,571	4	2,851
Belvidere	61,860	83,271	89,047	9	7,762	4	3,245	14	20,845	15	21,562	20	15,080	11	2,985	11	3,274	28	6,744	3	2,692
BROWN	10,358	12,272	12,797	6	1,612	2	550	4	4,218	6	2,033	7	1,457	3	406	4	495	8	990	2	406
BUREAU	114,743	135,638	141,368	24	7,922	13	15,261	38	27,965	39	36,294	47	21,158	28	3,956	32	5,505	102	10,830	8	4,074
Spring Valley	21,999	25,465	26,620	4	840	1	1,158	8	6,357	5	10,083	8	3,797	9	611	6	1,002	16	1,015	1	502
CALHOUN	12,290	14,415	15,003	3	789	5	489	15	3,113	8	2,324	11	4,822	1	189	4	226	23	2,349	2	305
CARROLL	38,109	45,451	47,466	17	2,844	4	1,093	19	9,386	13	8,197	18	8,221	13	1,526	16	1,915	55	6,015	4	1,331
CASS	38,786	42,473	43,595	12	3,572	4	886	19	9,890	18	11,050	24	6,368	8	1,189	14	2,141	40	3,971	5	1,658
Beardstown	23,171	25,609	26,421	6	1,893	2	683	6	6,067	8	4,248	13	4,878	5	985	5	1,578	24	2,552	3	1,354
CHAMPAIGN	609,900	702,383	728,536	69	50,284	31	107,216	93	128,144	86	112,135	116	78,349	102	34,778	111	33,514	259	77,287	26	23,619
Champaign	305,919	401,039	370,715	18	17,133	10	56,360	30	55,722	34	66,977	39	32,906	61	25,342	58	23,816	116	40,131	11	13,765
Urbana	76,739	93,365	97,916	9	5,936	4	11,391	16	16,478	10	9,824	24	14,503	12	4,977	18	5,582	53	15,333	5	2,086
CHRISTIAN	105,385	132,837	140,249	28	11,827	11	8,471	34	38,530	30	23,878	42	16,518	30	8,917	28	7,782	82	8,618	13	4,555
Taylorville	62,770	80,848	85,708	9	5,915	4	6,412	11	20,384	15	16,943	14	7,450	17	6,249	19	6,658	34	5,101	7	3,115
CLARK	45,387	53,405	55,618	15	3,298	5	1,454	16	12,876	15	9,556	26	14,458	7	663	16	1,053	35	4,111	7	1,150
Casey	15,551	18,151	19,017	4	1,134	1	326	4	5,634	3	3,544	10	3,251	5	482	4	531	10	684	2	354
CLAY	43,106	46,268	47,303	14	3,707	12	2,498	19	14,116	26	9,490	16	4,466	15	2,465	16	1,826	22	2,622	2	1,115
Flora	30,682	[illegible]	33,516	6	2,655	7	2,123	8	8,541	16	7,850	8	2,966	13	2,242	10	1,515	13	1,631	1	736
CLINTON	[illegible]	[illegible]	91,963	28	19,526	7	3,424	41	19,252	23	15,315	24	9,064	17	3,614	24	3,707	79	8,022	7	1,668
COLES	191,065	220,507	[illegible]	24	11,797	14	32,160	39	41,581	53	49,153	42	28,190	42	10,740	44	10,425	88	16,468	13	9,124
Charleston	56,382	[illegible]	[illegible]	8	3,124	3	3,859	12	17,495	16	12,091	15	8,131	13	2,476	11	1,592	36	6,785	6	1,912
Mattoon	[illegible]	[illegible]	[illegible]	10	5,133	6	21,097	20	23,409	31	31,616	20	17,536	27	7,748	26	8,108	41	8,983	7	7,212
COOK	18,476,595	[illegible]	23,731,717	1,190	721,079	847	3,279,420	4,262	4,581,843	1,399	3,418,263	2,594	2,067,617	3,457	1,748,433	2,435	1,108,736	9,840	2,390,904	1,329	916,594
Arlington Heights	[illegible]	[illegible]	319,597	13	9,343	6	27,798	24	44,747	16	99,689	38	27,833	23	8,473	35	20,561	70	28,931	14	12,884
Bartlett	7,325	10,152	11,094	4	549	1	665	4	2,691			6	[illegible]	1	365			6	635	2	782
Buffalo Grove	26,870	37,693	41,300	4	3,227			6	8,662	4	536	2	2,132	7	1,799	8	4,984	4	1,304	2	1,860
Chicago	8,959,584	10,620,821	[illegible]	565	282,173	466	1,392,864	2,809	2,174,493	636	1,188,730	1,213	857,327	1,929	858,426	1,197	518,698	6,211	1,208,021	844	472,995
Des Plaines	248,370	354,274	383,374	19	12,455	7	41,687	36	73,331	26	88,431	52	51,578	34	18,710	21	3,058	105	43,033	15	14,735
Elk Grove Village	103,463	167,751	186,001	8	4,246	2	6,053	15	43,304	6	94,836	12	7,806	8	2,575	12	4,449	26	10,189	5	2,696
Hanover Park	59,569	80,506	87,485	4	2,081	4	21,668	8	11,980	2	6,655	8	8,727	15	5,296	9	1,223	40	13,592	3	2,896
Hoffman Estates	52,395	81,668	88,171	4	1,219	3	5,816	10	23,143	6	3,961	10	20,744	7	4,377	6	595	16	5,327	4	4,320
Mount Prospect	271,494	304,169	313,715	17	20,071	11	65,120	34	54,524	9	53,199	27	19,061	42	31,920	40	20,290	60	20,827	10	8,536
Palatine	86,977	124,765	132,643	9	8,599	8	13,140	15	32,115	10	4,477	17	15,838	16	4,894	17	8,009	36	10,723	6	6,913
Rolling Meadows	81,953	120,852	131,713	1	3,411	4	18,685	10	33,052	3	871	12	16,403	4	5,209	11	10,663	32	12,907	6	4,444
Schaumburg	565,774	754,036	816,790	12	11,292	11	241,587	46	96,223	19	141,934	30	35,029	95	95,518	49	57,657	78	41,214	10	12,476
Streamwood	25,826	36,030	38,825	3	1,724	2	6,520	5	8,801	4	2,526	8	6,264	5	3,771	5	2,762	15	3,314	3	2,943
Wheeling	105,536	152,197	165,002	9	12,026	2	5,337	19	45,470	12	36,744	21	11,893	10	4,267	16	14,751	46	19,963	5	2,867

west of Chicago on U.S. Highway 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2—TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connect Crystal Lake with all of Chicago Metropolitan area. Small airport has no commercial airline affiliation.

3—POPULATION:
Corp. City 70 Cen. 14,541; Loc. Est. 20,265
CZ ABC: (70) 14,541; (80) 20,900
Bal. Prim. Mkt. Area ABC: (70) 55,211; (80) 69,600
Total Prim. Mkt. Area ABC: (70) 69,752; (80) 90,500
County 70 Cen. 111,555; Loc. Est. 144,166

4—HOUSEHOLDS:
City 70 Cen. N/A; Loc. Est. 6,513
County 70 Cen. N/A; Loc. Est. 49,361
CZ ABC: (70) 4,143; (80) 6,800
Bal. Prim. Mkt. Area: (70) 20,631; (80) 23,800
Total Prim. Mkt. Area: (70) 20,631; (80) 30,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$104,643,126
Sav. & Loan Assn.	3	$126,504,221

6—PASSENGER AUTOS: County 104,296

7—ELECTRIC METERS: Residence 6,494

8—GAS METERS: Residence 2,173

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Retailing 1,228 ($170); Equipment Manufacturing 2,240 ($200); Printing 468 ($220); Farm Equip. & Landscaping 461 ($175); Utilities 583 ($240).
Principal Industrial Pay Days: Fri.

10—CLIMATE: Min. & Max. Temp.—Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25. Last killing frost, May 1.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 3 blocks downtown and a major shopping center (30 stores) at southeast edge of city. Neighborhood shopping centers along Highway 14.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Woodfield Mall	25	Sears, Field, Penney
Lakehurst Mall	20	Sears, Field, Penney
Meadowdale	10	Wieboldt's, Cook's
Spring Hill Mall	10	Sears, Fields, Bergner-Neise, J.C. Penney, Carson, Pirie & Scott

Principal Shopping Days: Fri., Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: Ward's, Joseph Spiess.
Discount Stores (CZ): K-Mart, Zayre.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Osco, Walgreen.
Other Chain Stores: Minnesota Fabrics, Krusoe & Cummins, Edward Hines Lumber; Armanetti Liquors, Darken's [illegible]orts, Kinney Shoes, Browse-A-Round Book[illegible]ars and Penney catalogue offices, Stuart's, Jackie's.

14—NEWSPAPERS: DAILY CRYSTAL LAKE HERALD (e Mon. to Fri.) 8,245; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Bittinger, Adv. Mgr., HERALD.
National Representatives: None.

DANVILLE, ILL.

1—LOCATION: Vermilion County, E&P Map D-3, County Seat. Agricultural and Industrial Center on Vermilion River and Lake Vermilion 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, Mo.; 95 mi. W of Indianapolis, Ind.

2—TRANSPORTATION: Railroads: Norfolk & Western; Baltimore & Ohio; Chicago & Eastern 14; Con rail; Louisville & Nashville.
Motor Freight Carriers: 15.
Intercity Bus Lines: Danville City, Southern Limited, Illini Coach, Swallow Coach.
Airlines: Allegheny Commuter.

3—POPULATION:
Corp. City 70 Cen. 42,570; Loc. Est. 41,871
CZ ABC: (70) 62,642; (80) 60,900
RTZ-ABC: (70) 82,528; (80) 83,700
County 70 Cen. 97,047; Loc. Est. 100,438
City & RTZ-ABC: (70) 145,170; (80) 144,600
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,886; Loc. Est. 17,054
County 70 Cen. 18,831; Loc. Est. 38,513
CZ ABC: (70) 20,927; (80) 23,300
RTZ-ABC: (70) 27,242; (80) 31,700
City & RTZ-ABC: (70) 48,169; (80) 55,000

5—BANKS: 5 Savings, Deposits $4,246,003,745

6—PASSENGER AUTOS: County 55,425

7—ELECTRIC METERS: Residence 32,866

8—GAS METERS: Residence 23,151

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Foundry 2,800; Ballasts 1,700; R.R. Eqpt. 450; Lift Trucks 600; Meat Casings 650; Hardware 300; Candy Mfg. N.A.; Clothing N.A.; Aerosol Pdts. N.A.; Vitamin Mfg. N.A.; Hair Accessories (Ann. Payroll $193,000,000; Employing 11,355).
Principal Industrial Pay Days: 15th & 30th.

10—CLIMATE: Min. & Max. Temp.—Mean Temp. Jan. 28-30@19, July 76-78@19. First killing frost, Oct. 16. Last killing frost, Apr. 24.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Vermillion St. 4 on Main St., and 2 on North St.
Neighborhood Shopping Centers: 2 blocks on Vermillion and Fairchild Sts., and 2 blocks on Main St. at Bismark St.
Shopping Center: K-Mart, 2700 N. Vermillion St.; Southgate, 1628 Georgetown Rd.; Zayre, Holiday Square, Bowman Ave.; Ayr-Way 2917 N. Vermillion, Village Mall (25 stores—Meis Dept. Stores).
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Bergners, Sears, Gerry's, Meis.
Variety Stores: S.S. Kresge.
Discount Stores: K-Mart, Zayre's, Ayr-Way, Ks Merchandise Mart.
Chain Drug Stores (CZ): Walgreen; Osco; Harding 5; Prescription Shop 3; Haag; SupeRx 2.
Chain Food Supermarkets: Kroger 2; Eisner 4; IGA; Foodliner 4; National 1; A&P 1; Eagle 2.
Other Chain Stores: Leaths' (furn.); Rhodes-Buford (furn.); Firestone; Singer Co.; Pittsburgh Paints; Sherwin-Williams Paint; Fannie May; Tru-value Hardware 3; Blacks Hardware; Ace Hardware.

14—NEWSPAPERS: COMMERCIAL-NEWS (e) 31,227; (S) 34,250; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Miller, Adv. Dir., COMMERCIAL NEWS.
National Representatives: Gannett Newspaper Advertising Sales.

DECATUR, ILL.

1—LOCATION: Macon County (SMSA), E&P Map C-3, County Seat. 174 mi. SW from Chicago. 123

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CRAWFORD	57,622	70,384	73,842	10	4,588	8	5,727	14	21,036	19	13,995	21	9,378	16	2,057	16	2,440	29	3,587	6	3,076
Robinson	41,296	49,822	52,664	7	4,331	5	4,542	6	14,369	11	11,221	10	3,904	13	1,708	8	1,386	17	3,018	4	2,512
CUMBERLAND	19,769	25,020	26,441	9	2,557	4	268	8	5,183	9	4,194	13	7,164	4	416	5	2,147	11	1,818	2	138
DE KALB	210,766	258,400	285,994	40	22,923	15	23,044	58	58,360	48	56,507	63	32,828	47	16,935	46	12,120	141	28,798	15	9,442
De Kalb	111,902	138,024	145,113	13	13,399	5	11,210	24	34,397	15	18,274	24	15,505	26	10,719	21	4,474	64	17,072	6	5,393
DE WITT	64,032	78,216	82,046	15	7,890	6	1,982	13	17,466	17	19,626	17	13,801	17	2,286	15	3,054	42	8,659	5	1,277
Clinton	45,167	54,484	57,590	9	5,506	3	1,620	9	13,207	13	14,887	9	9,915	11	1,638	7	1,087	22	5,927	4	892
DOUGLAS	73,885	90,809	95,687	16	4,937	8	1,411	20	19,374	21	13,074	25	23,634	16	9,054	18	10,207	33	5,284	6	3,739
DU PAGE	2,783,504	3,829,330	4,118,798	201	198,038	86	604,285	322	642,931	197	769,421	352	362,532	324	193,535	334	190,612	770	309,434	118	133,859
Wheaton	124,113	164,780	175,768	15	14,497	6	1,724	24	40,328	11	43,086	22	17,940	31	12,911	20	9,555	34	8,416	9	9,497
EDGAR	60,160	72,539	75,900	19	5,417	11	10,917	17	17,842	16	15,770	25	8,321	16	2,520	9	2,443	45	4,926	6	2,172
Paris	44,298	53,126	56,068	10	3,094	8	8,426	13	14,327	10	9,790	11	5,458	15	2,388	7	1,938	28	3,770	5	1,870
EDWARDS	18,902	21,678	22,454	14	3,628	4	212	10	5,594	12	5,449	12	2,043	6	607	11	1,099	14	1,074		
EFFINGHAM	151,889	185,544	194,720	22	17,795	16	15,150	22	30,543	34	31,868	48	52,610	32	7,154	34	9,066	61	15,951	5	1,955
Effingham	127,522	155,450	163,074	13	10,221	12	14,760	10	28,000	23	27,284	32	46,136	28	6,053	15	5,044	39	13,020	5	1,955
FAYETTE	66,379	75,507	78,113	20	6,708	11	7,869	27	18,859	26	10,517	27	10,448	12	2,776	18	1,881	37	5,384	4	2,555
FORD	51,073	58,037	60,027	9	5,184	5	2,416	20	14,922	21	11,381	29	9,511	9	2,449	17	1,082	28	4,519	6	1,716
Paxton	15,583	17,727	18,442	2	970	3	765	6	5,337	6	2,084	9	3,652	4	920	4	228	8	1,530	4	972
FRANKLIN	113,105	145,972	154,815	28	9,145	20	7,177	62	44,267	47	35,106	40	15,292	38	7,643	34	8,018	77	10,018	13	4,156
Benton	45,290	56,939	60,822	9	2,741	6	3,675	13	16,783	19	20,070	10	4,303	13	2,685	8	3,043	22	2,850	3	1,244
West Frankfort	39,412	51,024	54,894	7	3,204	5	2,246	23	17,406	18	7,856	12	6,220	11	2,105	17	3,646	19	3,074	4	1,487
FULTON	117,406	142,[illegible]48	148,965	30	12,024	20	9,625	42	38,557	40	30,780	48	16,932	27	7,782	37	8,008	77	9,979	11	3,541
Canton	68,452	80,927	84,340	7	3,090	6	8,635	13	19,738	18	18,430	17	9,619	16	6,603	21	5,039	28	4,883	4	2,113
GALLATIN	17,408	21,755	22,925	8	2,914	2	1,096	8	4,988	9	4,226	14	2,959	5	985	5	1,889	14	988	4	889
GREENE	34,499	40,357	41,971	14	2,999	6	1,086	24	12,803	14	7,448	21	6,279	13	1,493	16	1,688	34	2,605	7	1,851
GRUNDY	100,062	128,530	136,190	20	7,035	6	12,388	21	29,672	20	28,181	34	25,117	15	2,727	22	4,214	72	13,470	10	4,790
Morris	67,021	84,874	90,825	6	3,567	4	9,387	10	21,361	13	19,554	13	13,494	9	2,449	11	3,040	34	7,180	5	3,875
HAMILTON	22,145	24,366	25,037	6	2,220	8	1,653	10	6,062	9	5,322	14	3,727	3	316	2	540	8	603	2	1,035
HANCOCK	41,206	50,097	52,500	22	4,651	7	924	25	12,508	25	13,867	30	6,406	13	998	20	2,237	48	4,548	9	1,559
HARDIN	7,653	8,690	8,988	3	370	3	360	12	3,741	4	1,004	8	1,688	1	151	3	326	12	616	1	160
HENDERSON	10,447	10,869	11,047	6	1,223	2	196	11	1,832	8	2,182	10	2,860			5	400	22	1,602		
HENRY	170,987	199,995	208,014	42	12,504	18	12,722	40	47,105	45	40,162	59	37,838	41	11,668	34	7,429	113	17,403	9	6,818
Kewanee	62,571	71,179	73,632	15	3,132	4	10,327	16	18,726	14	10,304	16	7,602	20	7,878	12	3,661	39	4,792	4	3,747
IROQUOIS	90,055	98,267	100,816	24	8,160	9	4,737	29	22,962	31	19,143	45	17,713	19	3,330	28	4,179	88	9,160	7	1,810
Watseka	38,794	42,199	43,334	7	3,178	5	4,407	10	10,983	11	7,445	8	3,578	11	2,714	7	2,240	20	3,021	3	1,354
JACKSON	241,587	302,068	318,560	32	17,621	16	58,955	51	51,031	43	52,768	48	23,162	39	14,304	40	10,222	121	28,770	12	6,775
Carbondale	179,824	228,069	241,104	11	5,242	8	51,586	23	33,350	20	41,656	24	14,726	31	12,938	20	5,829	70	22,300	8	5,856
Murphysboro	39,805	43,781	44,997	13	5,652	5	5,499	11	11,290	13	5,112	11	4,629	8	1,366	11	1,374	20	3,002	4	919
JASPER	28,248	31,827	32,845	12	5,929	4	1,252	12	7,517	8	7,673	15	2,049	4	814	7	1,013	17	1,301	2	678
JEFFERSON	129,747	182,489	196,927	23	10,917	17	34,078	36	39,132	37	38,172	37	22,100	18	4,943	39	13,028	55	14,215	8	5,516
Mount Vernon	119,293	169,622	183,404	17	9,096	16	32,837	25	37,309	32	38,051	28	20,711	17	4,771	34	8,388	45	13,713	8	5,516
JERSEY	42,442	50,575	52,793	4	3,006	5	2,058	21	13,826	14	13,680	17	5,287	9	2,840	10	2,133	40	4,730	4	1,693
JO DAVIESS	43,939	58,406	62,326	20	5,991	8	1,248	23	11,556	10	9,934	24	8,199	12	760	11	939	89	10,392	6	1,975
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	18,556	24,568	26,324	5	729	5	1,489	23	9,024	7	4,389	12	3,734	5	547	3	483	13	1,279	3	559
KANE	1,094,895	1,363,756	1,395,217	110	95,480	49	211,952	163	254,257	126	240,864	220	148,053	184	67,681	184	62,991	407	111,655	52	44,187
Aurora	421,163	534,899	565,624	35	21,803	16	132,954	65	85,671	41	108,869	78	53,867	96	39,844	70	28,108	129	32,693	21	18,250
Elgin	333,904	430,436	456,493	26	34,737	11	60,455	31	79,562	35	94,090	54	33,700	32	14,915	39	21,556	87	27,925	13	17,675
KANKAKEE	344,020	405,957	423,326	46	35,088	24	54,778	59	84,016	78	84,495	72	42,958	55	17,000	43	15,052	205	40,448	23	16,246
Kankakee	204,826	225,336	231,530	14	8,582	11	49,060	24	42,542	35	44,153	31	15,210	38	14,743	23	10,740	84	17,323	15	11,756
KENDALL	63,534	85,530	91,501	14	10,163	2	3,217	10	25,652	20	11,335	26	13,652	12	3,500	14	4,925	40	9,554	4	4,711
KNOX	236,349	270,923	280,676	37	18,760	20	36,906	59	57,865	47	50,103	64	33,318	55	14,444	63	15,499	142	21,378	15	10,059
Galesburg	196,410	227,488	236,142	17	11,893	12	35,765	29	48,142	30	43,113	41	22,768	44	13,303	44	14,363	88	17,502	12	9,901
LAKE	1,565,211	1,971,499	2,081,521	144	131,097	64	244,912	229	390,651	210	466,873	278	217,848	299	112,205	259	96,566	742	173,428	73	67,165
North Chicago	26,155	35,346	37,866	3	1,888			6	7,623	6	1,390	11	7,075	2	1,215	2	686	55	10,759	1	1,138
Waukegan	374,307	457,404	459,389	22	17,426	15	86,717	45	78,367	44	94,997	43	35,451	85	34,064	52	22,827	139	32,971	15	15,208
LA SALLE	427,010	535,644	565,972	64	35,149	42	66,660	118	119,913	88	106,316	123	79,920	92	27,288	116	26,978	335	50,844	31	15,106
La Salle	44,902	106,305	49,373	6	502	5	5,912	14	10,503	8	7,374	19	9,194	11	1,901	13	2,100	49	4,271	3	922
Oglesby	8,058	8,744	8,972	2	220	2	399	7	2,658	1	33	5	985	6	1,080	7	1,335	17	1,445	2	533
Ottawa	126,457	178,061	192,138	16	12,409	8	13,210	23	36,554	21	45,047	31	33,607	17	8,264	23	8,560	72	14,273	8	7,631

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Peru	90,000	125,894	135,703	3	6,284	5	36,802	16	30,077	11	22,164	11	11,874	14	5,314	16	6,489	40	9,338	3	1,505
Streator	86,210	97,251	100,432	11	7,312	7	5,650	29	23,449	24	21,311	22	9,169	23	8,889	24	4,685	64	9,755	7	2,729
LAWRENCE	34,899	37,409	38,246	9	2,178	5	1,586	18	9,366	12	5,706	23	6,755	12	2,314	11	2,718	31	2,776	6	1,339
Lawrenceville	23,965	25,534	26,057	3	907	2	966	8	5,976	8	4,467	14	4,645	9	2,202	5	2,617	22	1,879	3	903
LEE	94,271	119,617	126,455	18	8,782	14	8,988	29	31,958	27	22,185	33	12,495	17	5,907	26	5,383	82	13,653	8	3,685
Dixon	66,943	85,156	90,087	10	6,895	8	8,135	16	25,211	14	8,060	20	7,765	14	5,401	16	4,271	47	9,619	5	3,014
LIVINGSTON	123,707	139,409	143,940	34	6,447	19	15,288	29	35,513	37	27,044	45	18,056	30	6,107	35	5,018	86	11,695	9	2,069
Pontiac	58,906	67,941	70,478	13	2,456	8	12,272	9	17,305	11	9,605	14	7,539	16	4,163	9	2,886	32	6,650	2	1,059
LOGAN	101,864	118,138	122,684	27	8,920	13	10,612	31	27,327	27	23,462	43	19,230	21	5,719	31	4,907	69	11,785	7	3,088
Lincoln	81,605	93,810	97,248	14	5,997	11	9,630	18	22,458	18	18,548	22	12,697	18	5,225	23	4,145	40	9,684	5	2,913
MCDONOUGH	124,013	137,841	141,960	27	11,141	16	14,874	25	28,290	21	24,718	44	15,890	33	8,416	29	6,984	69	14,814	9	4,050
Macomb	95,522	108,619	112,341	13	4,305	11	14,099	12	22,647	10	21,331	27	10,029	25	6,870	15	5,230	47	13,503	7	3,147
MCHENRY	483,680	642,824	686,432	81	49,551	20	45,241	100	136,983	89	187,796	108	76,331	86	25,259	84	19,801	275	51,776	24	24,046
Crystal Lake	105,869	164,850	181,563	11	12,837	6	29,684	17	35,163	12	24,656	21	18,025	28	13,824	25	6,330	34	9,908	3	6,517
Woodstock	66,389	86,173	91,534	13	11,338	2	6,106	12	18,781	6	12,227	14	14,836	12	3,014	12	5,686	35	6,266	4	3,136
MCLEAN	447,034	523,843	545,574	72	44,723	27	67,573	72	97,958	74	82,743	119	82,588	74	30,366	71	22,266	200	50,780	19	14,620
Bloomington	317,955	404,679	384,193	32	24,067	14	64,227	37	64,893	45	71,106	52	33,997	53	26,141	43	17,187	123	34,734	12	13,552
Normal	54,166	75,739	81,679	5	5,193	2	1,648	9	20,005	2	1,096	19	24,658	12	2,674	16	3,851	29	10,806	4	677
MACON	507,583	591,909	615,703	61	45,701	29	99,790	81	118,872	89	118,249	71	59,053	74	27,898	77	27,254	199	49,537	22	14,983
Decatur	467,524	533,556	552,301	38	35,215	26	97,815	61	101,833	74	108,167	55	50,583	67	26,720	60	24,817	162	44,604	21	14,853
MACOUPIN	123,380	167,446	179,359	36	17,403	18	9,188	54	43,337	37	41,042	59	22,538	34	5,380	35	6,327	116	13,890	17	5,689
MADISON	840,716	1,136,931	1,218,324	101	72,852	52	134,759	238	293,230	172	259,095	222	152,605	107	35,540	156	45,979	453	97,914	67	37,608
Alton	173,962	245,314	264,817	14	23,804	10	42,485	34	56,624	36	51,710	37	20,974	19	6,300	27	12,261	83	20,918	16	8,373
East Alton	44,166	60,184	64,543	3	1,999	4	16,893	11	17,679	14	7,943	10	4,193	12	3,749	8	2,369	17	4,211	2	2,976
Edwardsville	57,998	72,813	76,792	8	7,042	7	3,989	17	18,049	10	16,133	15	8,817	12	3,837	12	2,253	37	7,896	4	3,310
Wood River	69,549	74,170	75,679	3	7,739	1	7,516	17	10,137	11	28,239	9	6,420	8	2,290	8	3,365	29	5,140	4	1,351
MARION	163,266	210,994	225,232	30	10,492	19	24,415	51	51,956	49	43,757	61	27,723	40	13,834	41	9,687	98	16,108	12	5,258
Central City		43,862	58,482		2,403		7,699		16,267		18,013		8,637		1,022		1,330		1,877		6
Centralia	102,162	134,338	145,286	13	7,069	7	13,751	18	27,069	23	24,335	25	14,671	29	12,735	21	7,876	52	12,894	9	5,252
MARSHALL	30,122	31,920	32,548	11	4,377	5	1,723	14	7,813	9	6,412	17	4,277	10	1,131	7	575	31	3,144	3	1,336
MASON	49,939	51,261	51,951	16	4,578	9	3,734	20	12,766	16	8,610	24	7,689	10	1,054	10	1,870	53	4,689	4	1,093
MASSAC	38,146	46,530	48,801	8	3,176	7	2,671	17	10,744	19	10,290	16	8,842	9	1,270	7	919	29	4,387	5	2,290
MENARD	23,710	24,868	25,313	5	2,886	6	854	13	6,551	6	4,249	12	5,779	4	814	6	378	16	1,986	3	905
MERCER	35,111	41,013	42,662	15	2,864	4	992	19	9,243	13	6,719	24	10,632	12	2,016	15	1,876	36	3,231	6	869
MONROE	39,222	49,060	51,713	10	6,198	6	2,229	19	13,590	14	11,345	13	4,345	7	1,346	10	1,569	44	4,705	4	1,317
MONTGOMERY	97,993	107,126	109,927	21	5,680	14	10,093	35	25,021	47	24,786	48	15,595	33	4,758	17	3,664	79	8,982	10	3,169
Litchfield	42,293	46,361	47,717	7	2,453	3	5,157	9	10,100	18	9,198	16	6,794	13	2,057	9	2,551	18	3,748	4	1,464
MORGAN	147,610	170,172	176,501	27	11,705	14	21,793	28	38,290	39	36,693	39	19,473	26	8,000	36	5,594	69	13,211	13	7,585
Jacksonville	129,196	147,798	153,057	17	9,973	10	21,246	14	30,913	26	32,022	25	16,033	22	7,277	26	4,611	53	11,641	12	7,358
MOULTRIE	27,241	31,193	32,303	6	2,363	4	1,155	13	6,563	14	7,329	15	5,151	8	1,197	10	1,330	24	3,406	4	1,520
OGLE	102,500	124,691	130,721	29	10,014	13	4,689	36	32,904	29	25,456	49	19,842	23	4,756	34	3,814	88	11,817	11	3,584
PEORIA	875,186	1,069,676	1,122,844	76	71,968	50	223,039	144	181,432	114	167,442	147	85,566	116	49,259	128	54,118	410	95,423	45	27,206
Peoria	721,819	857,482	894,584	43	54,998	36	213,291	84	112,666	81	144,036	91	55,761	84	34,600	96	49,710	275	64,714	29	19,311
PERRY	53,895	69,966	74,323	15	5,666	10	4,875	22	21,232	15	9,316	21	11,707	19	3,312	14	2,759	33	5,441	6	3,579
Du Quoin	33,055	42,275	45,348	7	3,140	6	3,055	9	13,187	9	6,164	10	4,909	12	2,094	9	1,973	15	3,920	4	2,612
Pickneyville	19,204	24,831	26,706	6	2,391	4	1,820	8	7,174	4	2,928	8	6,125	7	1,218	4	752	12	1,309	2	967
PIATT	41,734	44,767	45,748	8	2,098	5	1,480	13	11,483	15	16,999	17	5,006	8	531	11	1,890	27	2,753	4	1,186
PIKE	45,638	55,308	57,927	18	9,934	10	2,124	27	12,337	19	10,763	29	8,820	12	1,748	9	1,332	37	4,052	5	1,983
POPE	4,189	5,623	6,009	1	401	1	391	7	1,505	3	1,935	2	420	2	55	1	255	4	534	1	70
PULASKI	12,219	15,904	16,900	7	1,463	2	1,025	19	5,359	5	2,549	16	3,130	5	237	4	381	16	1,068	4	432
PUTNAM	10,360	14,157	15,191	7	1,135			6	4,533	3	2,023	9	3,722	3	43	2	316	15	932	1	254
RANDOLPH	87,162	121,856	131,329	22	9,814	20	8,724	33	32,597	30	29,252	42	16,791	22	3,629	25	6,256	75	10,209	10	3,533
RICHLAND	61,575	71,216	73,942	11	7,767	9	4,795	17	18,212	18	13,040	20	8,717	14	4,049	25	3,457	21	4,706	4	1,369
Olney	52,707	59,367	61,279	9	7,189	8	4,242	8	11,265	14	12,988	16	6,458	13	3,747	18	3,150	18	4,288	4	1,369
ROCK ISLAND	636,533	743,554	773,169	52	42,589	29	117,713	109	147,406	118	154,802	118	70,357	93	30,400	91	27,555	362	79,843	32	27,658
East Moline	62,997	75,481	78,873	4	1,075	3	1,142	12	26,398	16	19,906	16	10,583	9	2,800	6	963	48	6,753	4	4,234
Moline	297,495	343,984	356,921	20	10,797	13	93,185	39	50,243	37	60,392	36	20,538	50	16,919	43	17,673	121	30,537	10	13,376
Rock Island	136,440	365,226	171,087	14	6,257	4	22,145	29	26,453	37	39,975	28	16,681	19	6,304	24	7,016	95	21,383	11	8,029
ST. CLAIR	813,618	1,011,775	1,067,887	74	48,617	43	220,539	215	219,221	165	189,095	166	96,694	141	54,522	133	41,452	479	88,385	65	28,867
Belleville	258,899	387,216	422,817	16	20,648	8	63,759	30	68,997	58	123,930	36	30,417	38	17,519	51	19,649	113	28,899	21	11,092
SALINE	88,350	102,385	106,413	20	6,656	11	10,845	30	29,087	26	15,675	39	9,892	24	4,657	26	6,274	43	6,490	14	4,666
Eldorado	24,799	25,526	25,768	1	849	3	2,235	6	8,262	9	4,279	11	3,210	6	755	8	2,259	10	1,112	4	1,622
Harrisburg	51,820	64,466	67,886	13	3,925	5	7,702	13	18,282	15	10,731	13	4,642	13	3,352	13	3,451	25	4,427	9	2,894
SANGAMON	726,143	865,445	903,574	73	89,213	33	151,137	123	172,783	103	130,894	145	86,119	129	48,228	115	34,358	360	78,514	47	37,058
Springfield	568,520	687,753	720,072	44	78,006	22	115,811	83	135,418	58	111,109	96	68,024	93	36,772	79	27,752	246	60,993	38	34,257
SCHUYLER	20,920	25,231	26,406	5	1,718	3	3,476	8	5,003	8	4,518	15	4,383	8	1,923	10	1,552	14	1,503	4	720
SCOTT	14,004	16,088	16,662	8	1,362	2	840	7	3,182	7	6,810	11	2,108	7	582	1	170	19	1,239	2	131
SHELBY	51,123	59,890	62,308	21	3,886	6	2,645	21	13,321	17	12,858	26	10,335	10	2,161	10	2,102	45	3,777	5	1,495
Shelbyville	28,630	32,978	34,427	6	1,110	6	2,645	6	8,054	8	7,992	7	3,682	8	1,784	4	993	18	2,122	5	1,495
STARK	12,145	12,672	12,876	9	1,762	3	160	12	3,274	9	3,877	6	636	3	71	4	122	13	1,213	2	152
STEPHENSON	150,954	191,005	201,839	27	13,601	14	31,230	44	45,387	37	37,017	40	20,174	22	7,309	43	9,416	89	15,326	6	7,282
Freeport	133,568	167,460	176,635	18	8,832	12	30,314	29	41,033	26	30,649	27	16,478	20	7,171	35	7,777	58	12,545	5	7,255
TAZEWELL	453,165	546,848	572,450	46	33,928	20	52,761	99	143,822	103	134,068	113	72,827	45	18,484	78	22,545	187	44,390	24	15,415
Pekin	195,957	225,042	233,165	10	4,904	7	26,013	31	64,386	41	49,806	42	24,342	29	9,113	24	10,125	47	14,972	9	6,291
UNION	41,498	55,159	58,835	10	3,270	8	1,637	25	16,356	13	15,492	22	7,871	13	2,432	10	2,087	28	3,500	5	1,604
VERMILION	307,695	358,749	372,923	49	23,427	23	47,992	73	84,071	72	65,866	93	41,382	50	21,036	65	16,217	185	32,009	23	13,735
Danville	208,620	241,087	250,176	20	14,260	11	41,979	37	46,111	35	39,137	43	24,182	36	18,030	32	10,359	99	23,312	15	11,660
Hoopeston	26,525	31,354	32,964	7	1,628	3	3,116	7	9,508	11	5,716	11	2,876	7	2,440	8	1,370	18	2,587	4	990
WABASH	41,693	48,324	50,165	9	3,388	4	1,925	10	10,992	15	12,874	18	5,788	13	2,620	10	1,674	19	3,602	3	1,192
Mount Carmel	40,601	46,726	48,768	8	3,065	4	1,925	8	10,547	15	12,874	15	5,268	13	2,620	10	1,674	18	3,564	3	1,192
WARREN	69,416	77,877	80,314	15	3,987	12	7,883	16	17,135	23	22,715	25	8,241	21	3,465	14	3,529	41	6,021	5	2,694
Monmouth	58,252	65,709	67,839	8	2,623	8	5,969	10	15,693	18	19,135	16	6,427	16	3,316	10	3,144	33	5,446	4	2,303
WASHINGTON	29,522	37,725	39,930	14	4,334	4	1,770	22	10,320	6	10,592	11	3,492	8	1,016	11	1,355	38	2,854	4	1,333
Wamac	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	56,540	66,613	69,383	17	14,319	12	3,565	18	14,695	28	14,149	22	6,994	12	2,785	14	2,462	30	2,804	3	766
WHITE	63,499	82,216	87,245	11	4,832	13	4,821	22	17,560	18	22,198	36	15,982	13	1,967	14	2,668	26	3,907	7	2,214
Carmi	46,792	59,844	64,195	6	3,424	6	3,959	9	13,362	11	16,662	14	9,650	10	1,745	9	1,888	18	2,911	4	1,581
WHITESIDE	215,066	283,402	302,038	37	25,915	17	46,275	57	54,634	50	58,931	50	29,063	37	15,665	50	14,903	104	20,953	13	9,611
Rock Falls	43,350	55,204	58,421	9	2,174	2	3,257	13	15,362	13	8,155	15	14,855	4	1,204	9	2,719	26	4,494	2	2,004
Sterling	110,900	181,692	167,946	9	4,470	9	41,565	20	29,068	18	33,294	12	7,227	23	13,504	23	8,718	40	10,530	6	6,775
WILL	803,680	999,423	1,052,313	89	63,800	48	122,057	171	222,123	139	202,212	189	142,458	91	35,162	128	45,583	431	91,013	55	40,320
Joliet	430,407	524,870	550,393	34	26,286	19	81,397	70	114,367	50	119,783	68	47,597	42	21,869	52	32,149	176	42,537	28	21,621
WILLIAMSON	169,779	221,572	235,574	28	23,717	17	19,033	52	53,362	32	43,353	56	27,814	47	14,983	41	12,508	81	13,008	15	8,291
Herrin	46,582	60,677	65,375	5	3,647	6	2,936	14	17,706	10	12,694	8	4,834	17	6,669	10	4,190	24	3,517	6	3,448
Marion	100,804	129,664	137,439	17	18,028	7	15,725	20	27,067	16	29,692	25	14,690	25	7,409	20	6,653	33	7,168	5	2,612
WINNEBAGO	874,056	1,143,456	1,216,399	92	73,693	48	210,099	178	244,705	141	178,994	207	127,672	130	42,699	148	71,099	403	111,493	42	39,176
Rockford	650,828	837,953	888,436	51	26,772	30	142,620	123	196,581	90	154,266	137	82,908	95	29,783	113	62,223	273	76,762	32	29,588
Rockton	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	14,215	18,843	20,385	1	625	2	3,393	6	5,291	11	1,081	7	3,990			3	349	15	1,631		
WOODFORD	95,801	105,102	107,865	26	13,546	6	1,515	35	23,338	21	37,714	32	11,976	14	1,294	21	5,489	45	6,536	6	1,226

mi. NE from St. Louis; 155 mi. W from Indianapolis. Agricultural Area; Soybean Center; Manufacturing.

2—TRANSPORTATION: Railroads: Norfolk and Western; B&O; Illinois Central; Pennsylvania; Illinois Terminal System.
Motor Freight Carriers: 41.
Intercity Bus Lines: Crown Transit, Continental Trailways.
Airlines: Ozark.

3—POPULATION:
Corp. City 70 Cen. 90,397; Loc. Est. 87,954
Primary Mkt. Area-ABC:
(70) 407,504; (80) 422,700
County/SMSA 70 Cen. 125,010
Loc. Est. 128,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 30,691; Loc. Est. 34,400
County/SMSA 70 Cen. 40,808; Loc. Est. 47,300
Primary Mkt. Area-ABC:
(70) 133,878; (80) 158,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$600,000,000
Sav. & Loan Assns.	4	$300,000,000

6—PASSENGER AUTOS: County 88,210

7—ELECTRIC METERS: Residence 39,220

8—GAS METERS: Residence 34,849

9— PRINCIPAL INDUSTRIES (CZ), Industry, Number of Wage Earners—Graders, Tractors 5,045; Corn-Soy Bean Processing 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250 Av. Wkly. Wage, all industry $280.

10-CLIMATE: Min. & Max. Temp.—Spring 27-93; Summer 43-94; Fall 1-81; Winter —1-73. First killing frost, Oct. 16. Last killing frost, Apr. 25.

11—TAF WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Water St., 8 on North Main St.; 2 on East Main, East Prairie, East William, East North Sts., Hickory Point Mall, Decatur/Forsyth, IL. 105 Stores anchored by Penney's, Bergner's and Carson Pirie Scott. Many chains such as Richman's, Lerner's The Limited, represented.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Brettwood Vlg	18	A&P
Colonial	19	Thrifty Drug
Fairview Plaza	25	Kresge's, Walgreen, Goldblatt's
Northgate Mall	12	Venture
Northland	9	Thrifty Drug
Pines	7	Wrigley, Walgreen
South Shores	8	Bergner's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept.—Mon., Fri. Food until 9 and Midnight.

13—RETAIL OUTLETS: Department Stores: Bergner's 2; Carson Pirie Scott; J. C. Penney; Montgomery Ward; Sears Roebuck; Goldblatt's.
Variety Stores: Woolworth 1; Kresge 1, Ben Franklin 4.
Discount Stores: Cousin Fred's; K-Mart 2; Venture.
Chain Drug Stores (CZ): Walgreen 2, Thrifty 2; SuperRx 1; Enloe's 2; Roth Johnsen 3; Raycraft 2; Wrigley 1; Osco 2.
Chain Food Supermarkets: Eisner 3; A&P 3, Kroger 3; Tolly's 4; General Grocer of Ill. (Bi-Rite); Eagle 2; Cloyd's 2.
Other Chain Stores: Leath Furn; Carson's; Zale's (Jewelry); Black (Hardware); Thom McAn (shoes); Newman's (Women's); Singer Co.; Firestone; Goodyear 2; Goodrich (tires, appliances); Hooker (Painter & Wallpaper); Sherwin-Williams (paint & wallpaper); Pittsburgh Plate Glass (glass, paint & wallpaper); Fannie May; Dutch Mill (candies); Barker's; Kinney; Wilkerson's (shoes); Hill Bros. (shoes); General Tire Co.; American Self Service (Shoes); Radio Shack; Team Electronics; Playback; Remnant House.

14—NEWSPAPERS: HERALD & REVIEW (m) 37,403; (e) 26,304; Comb. (m&e) 63,707; (S) 61,455; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. L. Zeaman, Adv. Mgr. HERALD & REVIEW.
National Representative: Branham/Newspaper Sales.

DE KALB, ILL.

1—LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2—TRANSPORTATION: Railroads: Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers: 11.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 32,949; Loc. Est. 32,644
City Zone ABC: (70) 40,792; (80) 40,800
RTZ-ABC: (70) 46,144; (80) 46,400
County 70 Cen. 71,654; Loc. Est. 69,948
City & RTZ-ABC: (70) 86,936; (80) 87,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,676; Loc. Est. 9,532
County 70 Cen. 19,646; Loc. Est. 23,812
City Zone ABC: (70) 10,300; (80) 11,900
RTZ-ABC: (70) 14,070; (80) 16,100
City & RTZ-ABC: (70) 24,370; (80) 28,000

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	5	$224,173,000
Sav. & Loan Assns.	2	$139,141,000

6—PASSENGER AUTOS: County 43,798

7—ELECTRIC METERS: Residence 9,200

8—GAS METERS: Residence 5,688

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly or Hourly Wage) Heavy Equipment 396 ($8.01); Fabricating 390 ($6.79) Agronomy Research 400 ($5.71); University Teaching Faculty 1,025 ($572, 9 months); University Staff 1,275 ($200); University Students 21,000.

10-CLIMATE: Min. & Max. Temp.—Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67; First killing frost, Oct. 11. Last killing frost, Apr. 3.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Centers: 6 blocks on two streets. 4 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
De Kalb Market	5	Jewel Food
De Val	6	Ace Hdwr.
Northland Pl.	9	Woolco, Mont. Ward
Junction	6	Brouhaha
Village Commons	4	VCB
Eagles	4	Eagle

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; M. F. Malone; Henderson's; Woolco; Schultz Bros.; Sears (catalog); Reliable.
Discount Stores: Woolco; K-Mart.
Chain Drug Stores (CZ): Lehan Walgreen 3; DeKoven Drugs.
Chain Food Supermarkets: Eagle; Jewel; Safari; Aldi.

14—NEWSPAPERS: CHRONICLE (e) 11,758; Mar. 31, 1980 ABC.
Note: The Chronicle began publishing a Sunday edition on May 4, 1980.
Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE.
National Representatives: Landon Associates Inc.

DES PLAINES, ILL.

1—LOCATION: Cook County, E&P Map D-1 (In Chicago SMSA). Suburban, residential, light industry. 18 mi. N.W. of downtown Chicago. On Hwys 90, 68, 83.

2—TRANSPORTATION: Railroads: Chicago & Northwestern.
Motor Freight Carriers: Almost all service this area.
Intercity Bus Lines: Nortran.
Airlines: O'Hare Airport (Chicago) 4 miles away. Pal-Waukee & Schaumburg private airports nearby.

3—POPULATION:
Corp. City 70 Cen. 57,239; (76) Sp. Cen. 58,650
Loc. Est. 58,650
CZ-ABC: (70) 57,239, (80) 55,600
SMSA: (70) Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 5,493,529; Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census City 16,790; Sp. Cen. 17,000
Loc. Est. 18,722
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA: 70 Cen. 2,183,646; Loc. Est. 2,536,465
CZ-ABC: (70) 16,790; (80) 18,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$309,516,000
Sav. & Loan Assn.	5	$328,028,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

9— PRINCIPAL INDUSTRIES (CZ): Machine Tool Mfg.; Steel Strapping; Electronics; Chemicals; Instruments; Oil Products.

10-CLIMATE: Min. & Max. Temp.—Spring 50-66; Summer 63-78; Fall 35-48; Winter 22-36. First killing frost, Oct. 11. Last killing frost, May 7.

11—TAP WATER: Artesian well water softened by city softening plant.

12—RETAILING: Principal Shopping Center: 10 square block area—200 stores.
Neighborhood Shopping Centers: No. of stores: Marketplace 15; Oakloaf Commons 12; Lee & Algonquin 14; Cumberland Plaza 12; Oakton & Lee 10; Dempster Plaza 20; Wishing Well Plaza 10; Des Plaines Mall 25.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Golf Mill (78)	5	Sears, J. C. Penney, Butera
Randhurst (86)	4	Carson Pirie Scott, Jewel, Wieboldt's, Montgomery Ward
Mt. Prospect Plz (39)	6	Marshalls, Kohl's, Dominick's
Old Orchard (60)	9	Marshall Field, Mont. Ward, Kresge, Walgreen, Kroger
Woodfield (235)	7	Marshall Field, Sears, J. C. Penney, Lord & Taylor

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Spiegler's.
Variety Stores: Brown's Department Store.
Chain Drug Stores (CZ): Walgreen 2; Osco 3; Rexall 3.
Discount Stores (CZ): Zayre; K-Mart 2; Saxon; J&E Discount.
Chain Food Stores: Jewel 3; Dominick's; A&P; Sapoznik 2; Butera.
Other Chain Stores: Goodyear; Ace Hardware; B. F. Goodrich; General Tire.

14—NEWSPAPERS: HERALD (m) 4,381; Comb. all Paddock Newspapers (m) 59,267; (S) 57,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

DIXON, ILL.

1—LOCATION: Lee County, E&P Map C-1. 98 mi. W of Chicago on U.S. 38 and State Highways 2, 26 and 52.

2—TRANSPORTATION: Railroads: Chicago Northwestern, Illinois Central (freight only).
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 18,147; Loc. Est 14,520
CZ ABC: (70) 18,147; (80) 14,500
RTZ-ABC: (70) 53,088; (80) 52,000
County 70 Cen. 37,947; Loc. Est. 36,544
City & RTZ-ABC: (70) 71,235; (80) 66,500

4—HOUSEHOLDS:
City: 70 Cen. 5,035; Loc. Est. 4,789
County: 70 Cen. 10,940; Loc. Est. 12,578
CZ ABC: (70) 5,035; (80) 4,600
RTZ-ABC: (70) 16,699; (80) 18,600
City & RTZ-ABC: (70) 21,735; (80) 23,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$70,000,000
Sav. & Loan Assns.	2	$23,000,000

6—PASSENGER AUTOS: County 21,126 (1978)

7—ELECTRIC METERS: Residence 6,594

8—GAS METERS: Residence 4,968

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Photo Mount 50; Daines 130; Caskets 55; Cut-Soles 88; Cement Mfg. 200; Auto Ignition 200; Packing Prod. 40; Paper Converters 65; Printing 275; Valve Mfg. 150; Warps Plastics 70; Food Prod. 175; Dixon State School 2,500; State Highway Dept. 575; Commercial Prod. 200; Electronics 750; Overhead Garage Doors 185; Public Utilities 559; Concrete Prod. 60; Misc. 300. Wholesalers & Dist. 100.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9. Last killing frost, Apr. 12.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on First St.; 2 blocks on Galena Ave.
Neighborhood Shopping Centers: N. Galena Ave.; Depot Ave.
Shopping Centers: Pamida Discount Center.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri. & Mon. (limited)

13—RETAIL OUTLETS: Department Stores: Spurgeon's; Kline's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Osco; Walgreen.
Chain Food Supermarkets: Eagle; Red Carpet Mkt., Food World; Super Value.
Other Chain Stores: True Value; Gibson's; Western Auto; Klines; Spurgeons; Coast to Coast; Sherwin Williams.

14—NEWSPAPERS: TELEGRAPH (e) 11,239; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas D. Shaw, Adv. Dir., TELEGRAPH.
National Representatives: None.

DU QUOIN-PINCKNEYVILLE, ILL.

1—LOCATION: Perry County, E&P Map C-5. 80 mi. SE of St. Louis; 70 mi. N of Cairo, Ill.; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2—TRANSPORTATION: Railroads: Ill. Cent.; Mo. Pac. P'ville.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound; Gulf, Mobile & Ohio.
Airlines: Ozark; Air Illinois.

3—POPULATION:
Cities 70 Cen. 10,068; Loc. Est. 10,303
Du Quoin 70 Cen. 6,691; Loc. Est. 6,834
Pinckneyville 70 Cen. 3,377; Loc. Est. 3,469
County 70 Cen. 19,757; Loc. Est. 21,988

4—HOUSEHOLDS:
Cities 70 Cen. 3,352; Loc. Est. 4,480
Du Quoin 70 Cen. 2,228; Loc. Est. 2,954
Pinckneyville 70 Cen. 1,124; Loc. Est. 1,536
County 70 Cen. 6,849; Loc. Est. 8,825

5—BANKS: Comm. 4-Est. Dep. $66,000,000

6—PASSENGER AUTOS: County 12,932

7—ELECTRIC METERS: Residence 4,250

8—GAS METERS: Du Quoin 2,417; Pinckneyville 1,350

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Coal Mining 950 ($250); Meat Pkg. 400 ($190); Apparel 325 ($100); Ry. 125 ($155); Timber 200 ($85); Const. 175 ($190); Metal Fabricating 500 ($135); Dairy Prod. 60 ($105); Phono Records 210 ($110); Aluminum 410 ($165).

10-CLIMATE: Min. & Max. Temp.—Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shopping Center; Pinckneyville; 4 on Square; 3 on Walnut; 2 on Main; 3 on Water.
Neighborhood Shopping Centers: Washington Hickory St.; retail outlets on U.S. 51 P'ville. E. Water and S. Main.
Principal Shopping Days: Fri., Sat., Wed.
Stores Open Evenings: Fri.
Stores Open Sundays: Food, drug, variety.

13—RETAIL OUTLETS: Department Stores: P. N. Hirsch (DuQ.); Wal-Mart (DuQ.); Friedman's; P. N. Hirsch (Pinckneyville).
Discount Stores (CZ): Value; Lot-O-Savings; Cousin Fred; H.L.'s Discount.
Variety Stores: Economy; Ben Franklin 2; Index Notion.
Chain Drug Stores: Bianco Rexall; Rexall; Walgreen 2; Revco Drug.
Chain Food Supermarkets: Kroger 2; Gann & Bender; Green's IGA; Perry County IGA; Food Park.
Other Chain Stores: Western Auto; Du Quoin Auto Supply; Linkon Auto Supply;; Dairies; New Era; Chester City; Paint: Sawyer Paint & Wallpaper.

14—NEWSPAPERS: CALL (e) 4,703; sworn Sept. 30, 1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: Glynn Duncan, Adv. Mgr., CALL.
National Representative: Landon Associates, Inc.

EAST ALTON, ILL.

See ALTON, ILL.

EAST DUBUQUE, ILL.

See DUBUQUE, IOWA

EAST MOLINE, ILL.

See MOLINE, ILL.

EDWARDSVILLE, ILL.

1—LOCATION: Madison County (In St. Louis, Mo.-Ill. SMSA). E&P Map B-4, County Seat. 18 mi. NE of East St. Louis. On U.S. Hwy 55; State Hwy 112,159,143.

2—TRANSPORTATION: Railroads: Wabash Nickel Plate; C&NW (freight); Ill. Terminal.
Motor Freight Carriers: 1.

3—POPULATION:
Corp. City. 70 Cen. 11,070; Loc. Est. 12,458
Primary Mkt. Area-ABC (70) 40,875 (80) 45,800
SMSA 70 Cen. 2,410,960; Loc. Est. 2,393,079
County 70 Cen. 250,934; Loc. Est. 243,282

4—HOUSEHOLDS:
City 70 Cen. 3,727; Loc. Est. 4,777
County 70 Cen. 78,470; Loc. Est. 88,142
SMSA 70 Cen. 699,860; Loc. Est. 856,806
Primary Mkt. Area-ABC (70) 13,017; (80) 16,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$120,000,000
Sav. & Loan Assn.	3	$100,000,000

6—PASSENGER AUTOS: County 137,816 (1978)

7—ELECTRIC METERS: Residence 7,047

8—GAS METERS: Residence 4,723

10-CLIMATE: First killing frost, Oct. 11. Last killing frost, Apr. 23.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).
Stores Upen Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: P. N. Hirsch; Gilk's; K-Mart.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Ballweg Walgreen; Schwartz's Rexall.
Chain Food Supermarkets: Kroger; National; IGA; Foodliner.

14—NEWSPAPERS: INTELLIGENCER (e) 7,518; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. L. Knox, Pub., INTELLIGENCER.
National Representatives: Branham/Newspaper Sales.

EFFINGHAM, ILL.

1—LOCATION: Effingham County, E&P Map G-4, County Seat. 200 mi. S of Chicago. 100 mi. NE of St. Louis. On U.S. routes 40 and 45; Interstate routes 70 and 57.

2—TRANSPORTATION: Railroads: Conrail; Ill. Central.

EFFINGHAM—continued

Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; Continental Trailways; C&H Coach and Trailways.

3—POPULATION:
Corp. City 70 Cen. 9,458; Loc. Est. 12,000
CZ ABC: (70) 9,458; (80) 11,300
RTZ-ABC: (70) 48,958; (80) 54,400
County (70) Cen. 24,608; Loc. Est. 31,224
City & RTZ-ABC: (70) 58,416; (80) 65,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 3,103; Loc. Est. 4,218
County 70 Cen. 7,584; Loc. Est. 11,150
CZ ABC: (70) 3,103; (80) 4,200
RTZ-ABC: (70) 15,673; (80) 20,000
City & RTZ-ABC: (70) 18,776; (80) 24,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	2	$49,000,000
Commercial Banks	3	$116,000,000

6—PASSENGER AUTOS: County 14,707 (1978)

7—ELECTRIC METERS: Residence 4,843

8—GAS METERS: Residence 3,490

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Air Conditioners 700; Prefab Homes 235; Gloves 160; Coats & Aprons 125; Meat Blocks & Tables 65; Asphalt 40; Auto Cranks and Cam Shafts 20; Refrigeration Coils and Clutch Plates 65; Commercial Printing 1,500.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Village Square Mall	40	Montgomery Ward
Westgate	8	T G & Y

13—RETAIL OUTLETS: Department Stores: Spegel; Sears; Montgomery Ward; Spurgeon's; Jansen's; Ellman's; P.N. Hirsch; J. C. Penney.
Variety Stores: G. C. Murphy, Scott's.
Chain Drug Stores (CZ): Effingham Walgreen; Rexall.
Discount Stores: Midstate; Sav-U.
Chain Food Supermarkets: Kroger; IGA; AG Stores 2; Eisner.

14—NEWSPAPERS: NEWS (e) 13,782; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS.
National Representatives: None.

ELDORADO, ILL.

1—LOCATION: Saline County, E&P Map C-5. 75 mi. WSW of Evansville, Ind. 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45, State Hwy. 142.

2—TRANSPORTATION: Railroads: CCC&StL, L&N; Ill. Cent.

3—POPULATION:
Corp. City 70 Cen. 3,876; Loc. Est. 6,310
County 70 Cen. 25,721; Loc. Est. 28,121

4—HOUSEHOLDS:
City 70 Cen. 1,571; Loc. Est. 2,963
County 70 Cen. 9,550; Loc. Est. 12,078

5—BANKS: 2 Commercial, Dep $11,878,000

6—PASSENGER AUTOS: County 16,435

7—ELECTRIC METERS: Residence 2,100

8—GAS METERS: Residence 2,230

9— PRINCIPAL INDUSTRIES (CZ): Coal Mining; Farming; Dairy Products; Oil.

13—RETAIL OUTLETS: Department Stores: Eldorado, P. N. Hirsch & Co.
Variety Stores: Muckley; Ben Franklin; Cousin Fred's.

14—NEWSPAPERS: JOURNAL (e) 2,874; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Arthur A. Foster, General Manager.
National Representatives: None.

ELGIN, ILL.

1—LOCATION: Cook and Kane Counties, E&P Map C-1 (in Chicago SMSA). Industrial and residential center. 38 mi. NW of Chicago and 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20). State 19, 25, 31, 58, the Northwest Tollway.

2—TRANSPORTATION: Railroads: Chicago, Milwaukee, St. Paul & Pacific, Union Pacific, Chicago & North Western, Elgin, Joliet & Eastern (Outer Belt Line).
Intercity Bus Lines: United Motor Coach; Northland Greyhound; Regional Trans. Authority.
Motor Freight Carriers: 19.

3—POPULATION:
Corp. City. 70 Cen. 55,691; Loc. 68,800
CZ ABC: (70) 62,727; (80) 71,300
RTZ-ABC: (70) 358,135, (80) 407,800
SMSA: (70) Cen. 6,978,733; Loc. Est. 7,250,000
Cook Co., 70 Cen. 5,493,529; Loc. Est. 5,750,300
Kane Co., 70 Cen. 251,005; Loc. Est. 285,400
City & RTZ-ABC: (70) 420,862, (80) 478,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 17,881; Loc. Est. 26,800
Cook Co. 70 Cen. 1,766,035; Loc. Est. 2,061,100
Kane Co. 70 Cen. 74,642; Loc. Est. 103,625
SMSA: 70 Cen. 2,183,646; Loc. Est. 2,650,500
CZ ABC: (70) 19,838; (80) 25,800
RTZ-ABC: (70) 97,745; (80) 127,800
City & RTZ-ABC: (70) 117,853; (80) 153,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$276,842,090
Sav. & Loan Assns	3	$377,481,100

6—PASSENGER AUTOS:
Kane Co. 166,280; Cook Co. 2,799,105

7—ELECTRIC METERS: Residence 23,845

8—GAS METERS: Residence 15,098

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Precision Lighting 28,686; Electric Prods, Belting, Tools, Automotive ($267 10).

10-CLIMATE: Min. & Max. Temp.—Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33. Last killing frost, May 1.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Chicago and Division Sts. and E. Highland Ave.; 6 on N. and S. Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N. and S. Spring Sts., and 1 on W. Chicago St. and N. State St. (Downtown shopping).
Neighborhood Shopping Centers: South St. (Sunset Park), National St., State St. and Walnut Ave., Dundee, Liberty and Congdon, and McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.
Shopping Centers: Town & Country (16 stores-Eagle); Wing Park Manor; Big Oak Plaza; Meadowdale; Woodfield Mall; Elgin Plaza; Kimco (10 stores); Spribg Hill (80 stores).
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Closed: Mon. morning.
Stores Open Evenings: Dept. Mon., Thu. & Fri. Food nightly.

13—RETAIL OUTLETS: Department Stores: Joseph Spiess, Ackemann's; J. C. Penney, Sears Roebuck, Wieboldt's (Meadowdale).
Discount Stores (CZ): Meadowdale, Clark's (Meadowdale); K-Mart; Zayre's.
Variety Stores: Woolworth; Ben Franklin 2.
Chain Drug Stores (CZ): Osco 4, SupeRx, Sun.
Chain Food Supermarkets: Eagle Foods 4; Gromer's 1; Jewel 3; K-Mart; Dominicks 2; Seven-Eleven 5.
Other Chain Stores: Kinney's; Carl's; Leath (furn)., Pittsburgh Plate Glass; Robert Hall, Ace Hardware; National Cash Register; Fanny May; Sears; V&S Hdwr. 2; Wickes Lumber.

14—NEWSPAPERS: COURIER-NEWS (e) 37,139; (s) 36,900, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rolland W. Walbaum, Gen. Adv. Mgr. COURIER-NEWS.
National Representatives: Sawyer-Ferguson-Walker inc.

ELK GROVE, ILL.

1—LOCATION: Cook County (in Chicago SMSA) E&P Map D-1. Suburban, residential and light industry 20 mi. N.W. of downtown Chicago.

2—TRANSPORTATION: Railroads: United Motor Coach & Nortran.
Motor Freight Carriers: 33.
Airlines: All at O'Hare Airport (Chicago) 4 miles distant. Pal-Waukee & Schaumburg private airport nearby.

3—POPULATION:
Corp. City (70) Cen. 21,907; (75) Sp. Cen. 25,303
Loc. Est. 30,000
CZ-ABC: (70) 24,505; (80) 27,300
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 5,493,529;
Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Cen. City 6,104; Sp. Cen. (76) 6,200
Loc. Est. 10,088
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA: 70 Cen. 2,183,646; Loc. Est. 2,536,465
CZ-ABC: (70) 6,102; (80) 7,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$141,050,000
Sav. & Loan Assn.	4	$41,183,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & MAx. Temp.—Spring 50-66; Summer 63-78; Fall 35-48; Winter 22-36. First killing frost, Oct. 11. Last killing frost, May 7. Total precipitation 33 inches.

11—TAP WATER: Hard, well water.

12—RETAILING: Principal Shopping Center: 8

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,113,894	11,344,409	42,475,188	102,722,214	4,191,041	24,510	15,059	3,124,869	1,443,376
STANDARD METROPOLITAN STATISTICAL AREAS									
Bloomington-Normal, Ill.	104,389	122,048	369,367	1,125,659	44,891	25,075	2,376	125,621	21,660
Champaign-Urbana-Rantoul, Ill.	163,281	157,629	617,027	1,572,871	54,705	28,752	2,043	105,654	8,272
Chicago, Ill.	6,978,733	7,039,358	27,686,547	65,330,944	2,571,634	25,404	5,487	142,727	81,583
Davenport-Rock Island-Moline, Iowa-Ill	362,638	380,901	1,335,545	3,828,575	140,893	27,174	4,213	75,473	121,521
Decatur, Ill.	125,010	128,558	492,782	1,176,803	49,041	23,996	1,101	54,461	3,714
Kankakee, Ill.	97,250	98,043	342,819	742,206	33,781	21,971	1,425	59,501	6,983
Peoria, Ill.	341,979	368,823	1,356,479	3,808,028	136,534	27,891	4,077	122,721	38,818
Rockford, Ill.	272,063	267,890	1,131,632	2,401,149	97,164	24,712	1,646	28,279	30,438
St. Louis, Mo.-Ill.	2,410,960	2,318,714	8,688,313	19,249,957	837,725	22,979	11,233	143,893	97,762
Springfield, Ill.	171,020	198,493	670,636	1,665,366	78,263	21,279	2,198	98,596	25,840
COUNTIES, Cities									
ADAMS	70,861	69,061	251,400	638,841	26,614	24,004	1,950	32,424	32,766
Quincy	45,288	40,437	162,040	381,714	16,224	23,528	•	•	•
ALEXANDER	12,015	11,467	43,945	68,246	4,800	14,218	275	5,877	719
Cairo	6,277	4,437	23,190	26,674	1,972	13,526	•	•	•
BOND	14,012	14,892	39,122	127,163	5,771	22,035	947	13,264	11,506
BOONE	25,440	27,006	88,186	225,903	9,634	23,449	652	15,012	11,519
Belvidere	14,061	17,603	50,715	151,644	6,573	23,071	•	•	•
BROWN	5,586	5,169	13,321	38,879	2,138	18,185	585	7,056	8,461
BUREAU	38,541	38,018	149,208	308,677	14,449	21,363	1,878	63,466	31,022
Spring Valley	5,605	5,880	21,037	46,285	2,195	21,087	•	•	•
CALHOUN	5,675	5,598	18,549	43,124	2,150	20,058	630	4,858	7,251
CARROLL	19,276	18,688	72,921	143,552	7,267	19,754	1,036	13,618	44,229
CASS	14,219	13,785	45,289	102,808	5,422	18,961	580	21,501	10,964
Beardstown	6,222	6,054	19,756	45,011	2,386	18,865	•	•	•
CHAMPAIGN	163,281	157,629	617,027	1,572,871	54,705	28,752	2,043	105,654	8,272
Champaign	56,532	63,486	221,388	613,281	22,748	26,960	•	•	•
Urbana	32,800	36,054	126,493	362,708	12,369	29,324	•	•	•
CHRISTIAN	35,948	37,363	137,989	286,893	14,774	19,419	1,353	69,097	8,296
Taylorville	10,927	11,377	47,680	100,719	4,800	20,983	•	•	•
CLARK	16,216	17,516	49,868	154,113	7,217	21,354	1,221	23,628	8,856
Casey	2,994	3,116	8,970	26,709	1,461	18,281	•	•	•
CLAY	14,735	15,055	47,084	125,425	6,168	20,335	894	12,075	5,059
Flora	5,283	5,037	16,955	42,148	2,120	19,881	•	•	•
CLINTON	28,315	33,629	76,452	217,920	11,164	19,520	1,187	16,391	25,761
COLES	47,815	49,920	149,638	410,676	19,109	21,491	1,073	39,685	6,768
Charleston	16,421	20,132	47,072	149,567	6,868	21,777	•	•	•
Mattoon	19,681	17,102	68,188	162,448	7,344	22,120	•	•	•
COOK	5,493,529	5,159,181	21,878,043	47,773,852	1,948,579	24,517	808	21,098	1,866
Arlington Heights	64,884	78,160	406,502	874,767	26,165	33,433	•	•	•
Bartlett	3,501	22,816	13,812	209,289	7,911	26,455	•	•	•
Buffalo Grove	11,799	23,910	52,563	247,665	6,886	35,966	•	•	•
Chicago	3,369,359	2,860,037	13,024,111	24,409,617	1,179,133	20,701	•	•	•
Des Plaines	57,239	59,000	295,983	604,332	21,120	28,614	•	•	•
Elk Grove Village	21,907	29,250	124,434	255,676	8,806	29,034	•	•	•
Hanover Park	11,916	25,387	47,446	235,036	6,991	33,620	•	•	•
Hoffman Estates	22,238	40,751	114,954	333,794	11,725	28,469	•	•	•
Mount Prospect	34,995	57,537	223,915	608,845	18,847	32,305	•	•	•
Palatine	25,904	35,540	156,816	347,269	11,184	31,051	•	•	•
Rolling Meadows	19,178	20,771	101,795	190,717	7,002	27,238	•	•	•
Schaumberg	18,730	137,511	81,268	1,387,312	42,841	32,383	•	•	•
Streamwood	18,176	24,472	83,136	168,896	6,807	24,812	•	•	•
Wheeling	14,746	23,609	76,821	208,049	7,865	26,453	•	•	•
CRAWFORD	19,824	20,877	75,164	195,287	8,677	22,506	917	17,054	7,480
Robinson	7,178	6,779	28,283	65,898	2,920	22,568	•	•	•
CUMBERLAND	9,772	11,127	29,289	94,918	4,248	22,344	1,017	16,462	7,351
DE KALB	71,654	69,496	255,0[illegible]	586,831	23,898	24,556	1,258	49,527	39,306
De Kalb	32,949	32,611	104,337	244,633	9,626	25,414	•	•	•

square block area (16 stores).
Neighborhood Shopping Centers: The Grove Mall (13 stores); Park 'N Shop (9 stores); Turner Ave. (6 stores); Devon & Tonne (9 stores); Landmeisr & Tonne (5 stores); Rohlwing & Devon (24 stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Golf Mill (78)	6	Sears, J.C. Penney, Kohl's, Butera
Oakbrook (70)	10	Marshall field, Sears, Jewel, Lord & Taylor
Yorktown (130)	10	Wieboldt's, J.C. Penney Jewel, Wielboldt's, Montgomery Ward, Carson Pirie Scott
Woodfield (235)	2	Marshall Field, Sears, J.C. Penney, Lord & Taylor

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS:
Discount Stores: The Village Store.
Chain Drug Stores: Walgreen, Osco, Stineway, DeKoven.
Chain Food Stores: A&P, IGA, Jewel, Butera.
Other Chain Stores: Goodyear; Ace HArdware; V&S Hardware; Sears; J. C. Penney.

14—NEWSPAPERS: HERALD (m) 3,933; Comb. all Paddock Newspapers (m) 59,267; (S) 57,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

FLORA, ILL.

1—LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi, S of Decatur and Champaign, U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2—TRANSPORTATION: Railroads: B&O.
Intercity Bus Lines: Greyhound; C&H Motor.

3—POPULATION:
City 70 Cen. 5,238; Loc. Est. 5,058
County 70 Cen. 14,735; Loc. Est. 15,421

4—HOUSEHOLDS:
City 70 Cen. 1,890; Loc. Est. 2,122
County 70 Cen. 5,168; Loc. Est. 6,297

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$35,000,000
Sav. & Loan Assn.	1	$6,000,000

6—PASSENGER AUTOS: County 7,584 (1978)

7—ELECTRIC METERS: Residence 2,559

8—GAS METERS: Residence 1,953

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Oil Industry 200; Wax Maker 40; Garment Factory 100; Steel Fabricating 80; Automotive Parts 300; Electronic Parts 100; Oil Field Service 100; Aluminum Cable 65.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING:
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri., Sat.; Food-weekdays.
Stores Open Sundays: 2 food & 5 dept.

13—RETAIL OUTLETS: Department Stores: P. N. Hirsch; Country Squire, Gentleman Shoppe; Peavler's; Cousin Fred's; True Valu Home Center; Furniture Stores; Richs Furniture; Vaughns Furniture.
Variety Stores. Jaco Variety; Ben Franklin Variety.
Chain Drug Stores: Sav-Mor.
Chain Food Supermarkets: IGA Foodliner; Huck's; Uebinger Furniture; V. S. Vanexy. Big John's.
Other Chain Stores: Sears (catalog); Montgomery Ward (catalog); Western Auto; Jakes Uniroyal Tire Store; Warfield-Beeson Goodyear.

14—NEWSPAPERS: CLAY COUNTY ADVOCATE PRESS (e-Mon to Fri.) 4,350; sworn Sep. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Rose Gill, Co.-pub., CLAY COUNTY ADVOCATE PRESS.
National Representatives: None.

FREEPORT, ILL.

1—LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Illinois. Misc. mfg. wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; state routes 75 and 26. 35 mi. from Mississippi River at Savanna, Ill.

2—TRANSPORTATION: Railroads: (passenger)—Amtrak via Illinois Central Gulf; (freight)—Illinois Central Gulf, Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers: 15.
Intercity Bus Lines: Greyhound; Scenic Stage; Badger Bus Lines.
Airlines: Charter.

3—POPULATION:
Corp. City 70 Cen. 27,736; Loc. Est. 24,200
CZ ABC: (70) 27,736; (80) 23,600
RTZ-ABC: (70) 60,583; (80) 61,200
County 70 Cen. 48,861; Loc. Est. 46,470
City & RTZ-ABC: (70) 88,319; (80) 84,800

4—HOUSEHOLDS:
70 Census City 9,580; Loc. Est. 9,806
County 70 Cen. 15,931; Loc. Est. 17,465
CZ ABC: (70) 9,580; (80) 9,300
RTZ-ABC: (70) 18,993; (80) 22,000
City & RTZ-ABC: (70) 28,573; (80) 31,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$142,257,692
Commercial Banks	3	$207,069,000

6—PASSENGER AUTOS: County 34,074

7—ELECTRIC METERS: Residence CZ 12,600

8—GAS METERS: 11,051

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Elec. Machinery 4,450; Fabricated Metal 350; Misc. Durable Goods 1,100; Nondurables 1,950; Food 125; Printing 175; Retail Trade 2,100; Finance/ins. 1,975; Wholesale 625; Mine & Constr. 600; Transp. & Pub. Util. 600; Service & Misc. Ind. 2,675; Local Gov. 1,800; State & Fed. Gov. 250; Elect. Eqpt. 3,833; Food Pdts. 304; Rubber & Plastics 1,361; Household Fixutres & Equip. 930; Insurance 1,241; Whls. & Ret. 668; Fabricated Metals 361; Paper Products 95; Banks 289; Service 969.
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25. Last killing frost, May 4.

11—TAP WATER: Alkaline, very hard; fluoricated.

12—RETAILING: Principal Shopping Center: 5 blocks on Stephenson St., includes a 10-yr. old 2-block Shopping Plaza; 4 on Main St., and cross streets betw. Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas: Spring St. from Walnut Ave. to State St.; South Galena Ave. from Spring St. to Float St.; South West Ave., between Empire Street and Belt Line, Linclon Mall Shopping Center. West on U.S. 20, South West Freeport Shopping Center, South West St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
S. West Ave. W.	(-)1½	TG&Y, Coast-to-Coast,
S. West Ave. E.	(-) 1½	Eagle, K-Mart, Jo Ann Fabric, Mays
Freeport Lincoln Mall (15)	1½	Sears, Penney, Eagle

Principal Shopping Days: Mon., Fri., Sat.
Stores Close: Mon. morning (Downtown).
Stores Open Evenings: Mon. & Fri.: Shopping Center & Major Chain, Mon. thru Fri.
Stores Open Sundays: Drugs, discounts, most foods.

13—RETAIL OUTLETS: Department Stores: Weise's; Penney; Sears; Spurgeon's.
Discount Stores: Jupiter; Farm and Fleet; K-Mart; TG&Y.
Variety Stores: Woolworth; TG&Y 2.
Chain Drug Stores (CZ): Walgreen; Osco; May's; Garity's Rexall.
Chain Food Supermarkets (CZ): Eagle Foods 2.
Other Chain Stores: Fannie May Candy; Leath Furn.; House of Lindberg Furn.; Lane's Women's Wear; Dalton Shoes; Nobil Shoes; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; Goodyear; True Value Hdwe,; Radio Shack; Hallmark; Gambles; Firestone; Fullerton Lumber; Payless Shoes; Patterson Lumber; House of Fabrics; Lillians Women's Wear; Paneling Unlimited; Chas. Ackerman; Farm & Fleet; Jo Ann Fabric.

14—NEWSPAPERS: JOURNAL-STANDARD (e-Mon. to Fri.) 18,190; (Sat. m) 18,368; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard Publications, Robert W. Marshall, JOURNAL-STANDARD.
National Representatives: Landon Associates, Inc.

GALESBURG, ILL.

1—LOCATION: Knox County, E&P Map B-2, County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. Chicago; 50 mi. Peoria; 50 mi. Quad Cities.

2—TRANSPORTATION: Railroads: Burlington Northern; SF.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways;

3—POPULATION:
Corp. City 70 Cen. 36,290; Loc. Est. 36,851
County 70 Cen. 60,939; Loc. Est. 61,344
Demographic Information Available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,940; Loc. Est. 14,350
County 70 Cen. 20,081; Loc. Est. 24,820

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$350,000,000
Commercial	4	$227,000,000

6—PASSENGER AUTOS: County 38,944

7—ELECTRIC METERS: Residence 13,820

8—GAS METERS: Residence 12,910

9— PRINCIPAL INDUSTRIES (CZ): Industy, Number of Wage earners (av. Wkly. Wage); Steel fabr 930 ($324); Power Mowers, Outboard motor parts & acces. 2,000 ($334); Rubber hose 840 ($341); Home Appliances 2600 ($310)
Principal Industrial Pay Days: Fri., 13 & 28.

10-CLIMATE: Min. & Max. Temp.—Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15. Last killing frost, Apr. 19.

11—TAP WATER: Unlimited, from Mississippi River (aquafier).

ILLINOIS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DE WITT	16,975	17,877	60,967	163,135	7,200	22,658	821	41,077	4,388
Clinton	7,570	7,478	26,840	67,366	3,189	21,124	•	•	•
DOUGLAS	18,997	20,330	62,577	177,467	7,731	22,955	946	47,108	5,702
DU PAGE	492,181	644,847	2,158,857	6,517,452	209,005	31,183	310	15,110	1,169
Wheaton	31,138	44,108	138,744	456,271	14,244	32,033	•	•	•
EDGAR	21,591	22,087	70,903	178,824	9,048	19,764	1,265	48,054	11,128
Paris	9,971	9,867	32,708	79,799	4,121	19,364	•	•	•
EDWARDS	7,090	8,132	22,039	66,496	3,496	19,021	572	8,792	8,805
EFFINGHAM	24,608	31,515	70,236	251,587	11,355	22,156	1,421	19,058	13,465
Effingham	9,458	11,919	29,600	103,395	4,373	23,644	•	•	•
FAYETTE	20,752	22,152	61,456	181,888	8,726	20,844	1,705	22,848	9,310
FORD	16,382	15,470	59,816	133,306	5,929	22,484	965	47,026	7,715
Paxton	4,373	4,174	16,039	36,129	1,645	21,963	•	•	•
FRANKLIN	38,329	43,657	139,188	333,066	19,147	17,395	884	10,493	4,094
Benton	6,833	7,693	25,429	60,147	3,427	17,551	•	•	•
West Frankfort	8,854	9,447	32,127	72,015	4,252	16,937	•	•	•
FULTON	41,900	45,148	161,547	352,737	18,165	19,418	1,616	25,434	18,364
Canton	14,217	14,076	57,173	116,724	5,909	19,754	•	•	•
GALLATIN	7,418	6,876	22,006	47,203	2,756	17,127	394	16,917	2,667
GREENE	17,014	17,253	47,227	137,001	6,883	19,904	1,076	26,891	26,172
GRUNDY	26,535	31,706	100,968	300,271	11,598	25,890	725	30,166	3,635
Morris	8,194	9,144	30,777	85,481	3,631	23,542	•	•	•
HAMILTON	8,665	9,754	20,588	70,948	4,163	17,043	890	13,873	3,723
HANCOCK	23,664	23,293	70,236	173,278	9,215	18,804	1,725	40,491	28,269
HARDIN	4,914	5,481	15,217	35,055	2,287	15,328	207	910	874
HENDERSON	8,451	8,874	24,582	66,060	3,408	19,384	620	20,999	15,133
HENRY	53,217	59,847	184,682	605,488	22,622	26,765	2,091	39,777	70,132
Kewanee	15,762	15,208	53,479	149,273	6,385	23,379	•	•	•
IROQUOIS	33,532	33,979	112,452	279,509	12,935	21,609	2,242	106,731	23,499
Watseka	5,294	5,209	17,802	42,965	2,180	19,709	•	•	•
JACKSON	55,008	53,802	170,908	410,395	19,395	21,160	915	11,642	4,893
Carbondale	22,816	24,122	70,831	182,877	8,090	22,605	•	•	•
Murphysboro	10,013	11,202	32,620	91,946	4,759	19,320	•	•	•
JASPER	10,741	11,758	29,370	104,240	4,426	23,552	1,199	20,426	9,292
JEFFERSON	31,848	38,302	114,273	309,225	15,712	19,681	1,313	12,850	6,088
Mount Vernon	16,382	17,488	63,701	156,278	7,434	21,022	•	•	•
JERSEY	18,492	20,884	57,999	171,032	7,408	23,087	813	19,787	11,215
JO DAVIESS	21,766	23,265	63,212	163,920	8,355	19,619	1,269	6,012	30,324
East Dubuque	2,408	2,683	6,993	18,904	910	20,774	•	•	•
JOHNSON	7,550	9,998	19,995	69,629	4,012	17,355	533	2,420	4,332
KANE	251,005	291,065	928,394	2,544,726	102,067	24,932	1,009	30,377	28,188
Aurora	74,182	81,434	269,303	703,041	30,081	23,372	•	•	•
Elgin	55,691	64,258	207,037	577,335	24,482	23,582	•	•	•
KANKAKEE	97,250	98,043	342,819	742,206	33,781	21,971	1,425	59,501	6,983
Kankakee	30,944	27,337	120,156	243,934	11,240	21,702	•	•	•
KENDALL	26,374	39,031	77,261	383,159	12,965	29,553	671	22,673	15,858
KNOX	60,939	62,380	195,654	548,737	24,139	22,732	1,506	36,939	31,231
Galesburg	36,290	32,153	116,117	282,701	12,447	22,712	•	•	•
LAKE	382,638	450,369	1,403,543	4,335,702	145,867	29,724	559	13,993	8,356
North Chicago	47,275	41,039	77,405	183,942	6,395	28,763	•	•	•
Waukegan	65,269	63,028	234,174	572,930	24,056	23,817	•	•	•
LA SALLE	111,409	108,856	441,938	940,849	40,785	23,069	2,529	101,850	20,562
La Salle	10,736	9,411	42,296	81,924	3,937	20,809	•	•	•
Ogelsby	4,175	4,128	15,935	34,330	1,605	21,389	•	•	•
Ottawa	18,716	17,032	78,046	157,446	6,519	24,152	•	•	•
Peru	11,772	10,970	48,626	97,905	4,089	23,944	•	•	•
Streator	15,600	14,173	60,819	120,162	5,549	21,655	•	•	•
LAWRENCE	17,522	18,334	62,330	141,230	7,325	19,281	677	16,180	3,807
Lawrenceville	5,863	5,341	20,990	41,406	2,222	18,635	•	•	•
LEE	37,947	36,445	144,720	282,113	12,681	22,247	1,545	50,069	24,289
Dixon	18,147	14,353	69,894	111,794	4,785	23,363	•	•	•

continued page 114

ILLINOIS MAP—Page 105

ILLINOIS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LIVINGSTON	40,690	42,012	148,788	364,572	15,337	23,771	2,137	94,785	20,234
Pontiac	10,595	11,806	41,987	110,334	4,686	23,545	*	*	*
LOGAN	33,538	30,712	108,975	266,705	11,540	23,111	1,215	60,393	12,329
Lincoln	17,582	13,865	56,207	119,089	5,267	22,610	*	*	*
MCDONOUGH	36,653	36,083	103,384	278,134	12,730	21,849	1,357	41,934	17,103
Macomb	19,643	23,930	53,743	170,734	7,367	23,176	*	*	*
MCHENRY	111,555	152,697	412,546	1,327,721	52,841	25,127	1,290	24,495	28,765
Crystal Lake	14,541	21,240	61,016	194,066	6,901	28,121	*	*	*
Woodstock	10,226	12,123	38,391	103,514	4,613	22,440	*	*	*
MCLEAN	104,389	122,048	369,367	1,125,659	44,891	25,075	2,376	125,621	21,660
Bloomington	39,992	43,738	147,308	439,320	18,578	23,647	*	*	*
Normal	26,396	39,537	84,944	326,325	11,274	28,945	*	*	*
MACON	125,010	128,558	492,782	1,176,803	49,041	23,996	1,101	54,461	3,714
Decatur	90,397	88,958	365,147	839,525	35,423	23,700	*	*	*
MACOUPIN	44,557	49,186	165,646	416,493	19,487	21,373	2,006	49,667	26,491
MADISON	250,934	244,212	914,505	2,049,168	89,517	22,891	2,038	33,592	15,219
Alton	39,700	31,404	140,370	257,570	12,245	21,035	*	*	*
East Alton	7,309	7,986	24,857	59,432	3,086	19,259	*	*	*
Edwardsville	11,070	12,552	43,602	118,259	4,875	24,258	*	*	*
Wood River	13,186	11,779	48,996	105,076	4,686	22,423	*	*	*
MARION	38,986	43,657	132,741	375,424	17,698	21,213	1,461	16,903	6,159
Central City	1,377	1,544	4,270	9,117	551	16,546	*	*	*
Centralia	15,217	16,040	56,107	154,388	6,617	23,332	*	*	*
MARSHALL	13,302	14,532	46,170	119,890	5,581	21,482	*	*	*
MASON	16,180	21,067	59,816	187,854	8,631	21,765	722	24,648	8,918
MASSAC	13,889	15,644	45,213	115,957	6,409	18,093	756	35,191	6,337
MENARD	9,685	12,522	35,659	92,385	4,941	18,698	624	5,160	4,572
MERCER	17,294	19,441	52,677	149,076	7,363	20,247	573	25,136	8,938
MONROE	18,831	20,275	53,151	152,645	7,268	21,002	1,231	32,077	26,066
MONTGOMERY	30,260	32,237	98,540	268,740	12,857	20,902	932	16,016	10,434
Litchfield	7,190	6,835	23,339	56,797	2,741	20,721	1,647	44,114	16,022
MORGAN	36,174	35,921	137,989	350,200	13,835	25,313	*	*	*
Jacksonville	20,553	17,426	77,721	170,640	6,584	25,917	1,182	43,722	18,684
							*	*	*
MOULTRIE	13,263	14,171	42,919	115,672	5,353	21,609	734	32,444	3,680
OGLE	42,867	43,807	145,438	356,746	16,053	22,223	1,686	37,353	47,866
PEORIA	195,318	200,649	847,391	2,090,460	76,328	27,388	1,426	30,620	10,333
Peoria	126,963	124,364	558,245	1,318,504	48,637	27,109	*	*	*
PERRY	19,757	22,205	60,871	181,587	8,931	20,332	879	10,769	5,555
Du Quoin	6,691	6,847	20,431	55,495	2,968	18,698	*	*	*
Pickneyville	3,377	3,478	10,412	28,462	1,544	18,434	*	*	*
PIATT	15,509	16,566	60,380	148,716	6,311	23,565	802	47,538	4,139
PIKE	19,185	19,325	59,521	157,872	7,896	19,994	1,537	30,154	39,174
POPE	3,857	5,098	9,296	31,342	2,089	15,003	396	2,130	2,849
PULASKI	8,741	8,918	22,635	47,281	3,489	13,551	385	5,047	2,529
PUTNAM	5,007	5,930	17,314	46,561	2,199	21,174	289	10,687	4,523
RANDOLPH	31,379	35,667	95,990	322,092	13,113	24,563	1,341	14,680	12,222
RICHLAND	16,829	17,868	60,967	140,347	6,927	20,261	743	13,087	4,814
Olney	8,974	8,765	33,236	73,782	3,397	21,720	*	*	*
ROCK ISLAND	166,734	160,771	612,800	1,786,794	60,381	29,592	948	15,410	15,693
East Moline	20,832	20,553	74,486	216,083	7,129	30,310	*	*	*
Moline	46,237	42,500	184,147	518,189	17,138	30,236	*	*	*
Rock Island	50,166	44,865	188,134	518,150	17,626	29,397	*	*	*
ST. CLAIR	285,199	281,359	959,907	2,179,101	100,054	21,779	1,621	32,974	12,403
Belleville	41,699	45,677	163,786	427,503	18,405	23,228	*	*	*
SALINE	25,721	28,444	84,629	225,461	12,397	18,187	697	10,785	2,680
Eldorado	3,876	6,260	12,112	47,124	2,987	15,776	*	*	*
Harrisburg	9,535	9,373	32,854	80,686	4,201	19,206	*	*	*
SANGAMON	161,335	185,971	634,977	1,572,981	73,322	21,453	1,625	73,460	16,902
Springfield	91,753	86,312	363,806	756,785	36,314	20,840	*	*	*
SCHUYLER	8,135	8,691	24,582	75,752	3,519	21,527	813	10,617	12,695
SCOTT	6,096	6,222	21,856	52,443	2,467	21,258	476	11,869	7,164
SHELBY	22,589	23,985	74,196	176,182	9,250	19,047	1,838	45,776	10,765
Shelbyville	4,597	4,604	14,864	33,291	1,963	16,959	*	*	*
STARK	7,510	7,505	24,345	59,383	2,870	20,691	554	27,404	7,773
STEPHENSON	48,861	47,034	175,449	374,288	17,899	20,911	1,611	14,927	49,136
Freeport	27,736	23,682	103,940	205,862	9,744	21,127	*	*	*
TAZEWELL	118,649	133,614	422,463	1,388,264	47,986	28,931	1,321	46,952	13,203
Pekin	31,375	32,490	112,893	345,724	12,566	27,513	*	*	*
UNION	16,071	17,397	50,183	133,825	7,044	18,998	847	8,161	4,313
VERMILION	97,047	99,095	371,337	879,482	38,357	22,929	1,697	77,989	10,360
Danville	42,570	40,928	169,727	385,624	16,830	22,913	*	*	*
Hoopeston	6,461	7,016	24,549	61,832	2,785	22,202	*	*	*
WABASH	12,841	14,098	47,342	114,987	5,506	20,884	413	10,969	3,763
Mount Carmel	8,096	8,567	30,481	71,356	3,393	21,030	*	*	*
WARREN	21,595	21,741	76,181	166,130	8,415	19,742	1,141	41,299	25,882
Monmouth	11,022	9,927	40,372	77,038	4,004	19,240	*	*	*
WASHINGTON	13,780	16,597	44,286	147,565	6,674	22,110	1,280	22,920	15,289
Wamac	1,347	1,294	4,329	11,505	588	19,566	*	*	*
WAYNE	17,004	18,526	55,646	152,862	7,673	19,922	1,540	22,164	8,668
WHITE	17,312	17,879	54,519	148,750	7,510	19,807	863	23,764	5,193
Carmi	6,033	5,735	19,201	48,220	2,452	19,666	*	*	*
WHITESIDE	62,877	64,679	202,998	500,754	23,181	21,602	1,595	31,463	41,239
Rock Falls	10,287	10,905	32,436	81,771	3,932	20,796	*	*	*
Sterling	16,113	17,543	54,346	144,200	6,491	22,215	*	*	*
WILL	247,825	341,199	905,164	2,831,491	113,275	24,997	1,511	37,654	13,239
Joliet	78,887	71,179	297,334	629,516	26,689	23,587	*	*	*
WILLIAMSON	49,021	56,863	149,838	461,154	23,484	19,637	726	3,252	2,378
Herrin	9,623	9,798	29,937	80,875	4,318	18,730	*	*	*
Marion	11,724	14,708	37,748	127,237	6,353	20,028	*	*	*
WINNEBAGO	246,623	240,884	1,043,446	2,175,246	87,530	24,851	994	13,267	18,919
Rockford	147,370	132,575	640,446	86,483	49,882	1,734	*	*	*
Rockton	2,099	2,412	8,881	21,781	921	23,649	*	*	*
South Beloit	3,804	3,795	14,953	31,840	1,486	21,427	*	*	*
WOODFORD	28,012	34,560	86,625	329,304	12,220	26,948	1,330	45,149	15,282

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1979 Cash Receipts as follows: From Crops $1,689,984,000; from Livestock & Livestock Products $2,255,844,000; Total $6,945,829,000.

*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

GALESBURG—continued

12—RETAILING: Principal Shopping Centers: 5 blocks on Main St.; 3 on Seminary; 3 on Kellogg, Prairie, 3 on Cherry, Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers: North Henderson St.; Grand Avenue; North Seminary; Mommouth Blvd. and East Main.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
N.Henderson	1	Giant, Doyle Furniture, Hornsby's Eagle, Wards, Kroger, K-Mart
Grand Ave.	1½	-
Sandburg Mall	1½	Sears, J.C. Penney, Bergners, Osco (57 stores)
N.Seminary	1	Giant
Mommouth	3/4	-
E. Main St.		Giant, Market Place Foods, Eagle
Fremont	-	Eagle

Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings: Mon. & Fri.; Food—Mon. thru Sat.
Stores Open Sundays: Discount, drug & supermarkets, Sandburg Mall.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Gamble's; Kline's; Sears; Bergner's, K-Mart, Miracle Mart. Hornsby's
Variety Stores: Kresge's.
Discount Stores (CZ): Wards, Kroger Family Center
Chain Drug Stores (CZ): Walgreen; Osco 2.
Chain Food Supermarkets: Giant 2; Aldi; Kroeger; Eagles 2; Independent Polands; Hi-Lo 2; Rons Super Value: Mels Red Fox; Market Place Foods.
Other Chain Stores: Leath's (furniture); R. Kinney; Spiegel (catalog); Montgomery Ward Western Auto: Sherwin-Williams; Zales; Gallenkamp Shoes; Mosenfelder & Son; Brooks Fashions; Walden Books; Super- America;

14—NEWSPAPERS: REGISTER-MAIL (e and Sat m) 21,033; sworn Mar. 31, 1980.

Local Contact for Advertising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL.
National Representatives: Landon Associates, Inc.

HANOVER PARK-STREAMWOOD-BARTLETT, ILL

1—LOCATION: Cook County, (in Chicago SMSA) E&P Map D-1, suburban residential 30 mi. N.W. of Chicago.

2—TRANSPORTATION: Railroads: Milwaukee Road.
Airlines: All at O'Hare Airport (Chicago).

3—POPULATION:
Villages 70 Cen. 33,593; Loc. Est. 421,183
Hanover Pk: (70) 11,916; Loc. Est. 59,679
Stream Wood: (70) 18,176; Loc. Est. 23,500
Bartlett: (70) 3,501; Loc. Est. 11,004
CZ-ABC: (70) 33,593; (80) 65,000
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 5,493,529; Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Villages 70 Cen. 7,953; Loc. Est. 27,618
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA 70 Cen. 2,183,646; Loc. Est. 2,536,465

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	7	$64,026,000
Commercial Banks	3	$77,341,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & Max. Temp.—Spring 50-66; Summer 63-78; Fall 35-48; Winter 22-36. First killing frost, Oct. 11. Last killing frost, May 7. Total precipitation 33 inches.

11—TAP WATER: Very hard, 24 to 28 grains per gallon.

12—RETAILING:
Neighborhood Shopping Centers: Streamwood Market Place (10 stores); Woodland Heights (10 stores); Streamwood Shopping Center (12 stores); Tradewinds Shopping Center (25 stores); Greenbrook Plaza (15 stores); Hanover Park 'n Shop (8 stores); Kohl's Food Shopping Center (6 stores); Park Plaza (7 stores); Old Salemwalk (8 stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Woodfield (235)	8	J.C. Penney, Lord & Taylor, Marshall Field, Sears
Downtown	6	Akemann's, Joseph Spiess,
Elgin (-)		Sears, Penney's

13—RETAIL OUTLETS:
Discount Stores: Woolco, Zayre; K-Mart.
Variety Stores: Ben Franklin; Ace Hardware; True Value Hardware.
Chain Drug Stores: Walgreen; Osco.
Chain Food Stores: Jewel; Dominick's; Kohl's; Dino's Super Market, A&P; Eagle Foods; Gorski's Food Fair.
Other Chain Stores: Home Value Center.

14—NEWSPAPERS: HERALD (m) 3,900; Comb all Paddock Newspapers (m) 59,267; (S) 57,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv, Paddock Publications.
National Representatives: USSPI.

HARRISBURG, ILL.

1—LOCATION: Saline County, E&P Map C-5, 70 mi. WSW of Evansville, Ind.; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. s of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2—TRANSPORTATION: Railroads: Conrail; Ill. Central.
Motor Freight Lines: 4.
Intercity Bus Lines: Southern Limited; Carbondale- Harrisburg; Brooks.

3—POPULATION:
Corp. City 70 Cen. 9,535; Loc. Est. 9,370
City Zone, Local Est. 11,500
Retail Trading Zone, Local Est. 36,285
County 70 Cen. 25,721; Loc. Est. 28,121
City & RTZ, Local Est. 47,785

4—HOUSEHOLDS:
City: 70 Cen. 3,175; Loc. Est. 4,135
County: 70 Cen. 9,550; Loc. Est. 12,078

5—BANKS: Savings 4, Est. Dep. $158,000,000
Commercial 3, Dep. $123,115,000

6—PASSENGER AUTOS: County 16,435

7—ELECTRIC METERS: Residence 5,479

8—GAS METERS: Residence 4,890

9— PRINCIPAL INDUSTRIES (CZ): Concrete Prod.; Coal; Cap. Mfg.; Metal Fabricating.
Principal Pay Days: Fri., 10, 20, 30.

10-CLIMATE: Min. & Max. Temp.—Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers: N. Main St. at R.R.; Granger & McKinley Ave.
Shopping Center: Parker (16 Stores—Ben Franklin, IGA, Sears).
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Harts; P.N. Hirsch.
Discount Stores (CZ): Bob's; Wal-Mart.
Variety Stores: Kresge; Federated; Ben Franklin.
Chain Drug Stores in C.Z.: Rainbow's Rexall.
Chain Food Supermarkets: Foodland; IGA; Colonial Mkts. 2.

14—NEWSPAPERS: REGISTER (e) 7,400; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Monte Hamilton, Gen. Adv. Mgr., REGISTER.
National Representatives: None.

HERRIN, ILL.
See CARBONDALE, ILL.

HOFFMAN ESTATES-SCHAUMBURG, ILL.

1—LOCATION: Cook County, E&P Map D-1 (In Chicago SMSA). Suburban, residential, light industry; 30 miles N.W. of downtown Chicago.

2—TRANSPORTATION: 33 Motor Freight Carriers. All airlines at O'Hare Airport-9 miles. Pal-Waukee & Schaumburg private airports nearby.

3—POPULATION:
Villages 70 Cen. 40,968;
(76-77) Sp. Cen. 77,158; Loc. Est. 91,546
Schaumburg: (70) 18,730; (76) Sp. Cen. 43,580; Loc. Est. 55,000
Hoffman Ests: (70) 22,238;
(77) Sp. Cen. 33,575; Loc. Est. 36,546
Villages-ABC: (70) 40,769; (80) 94,200
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 5,493,529; Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Villages-ABC: (70) 10,087; (80) 27,000
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA 70 Cen. 2,183,646; Loc. Est. 2,536,465

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$159,010,000
Sav. & Loan Assn.	9	$207,069,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & Max. Temp.—Spring 50-66; Summer 63-78; Fall 35-48; Winter 22-36. First killing frost, Oct. 11. Last killing frost, May 7. Total precipitation 33 ins.

11—TAP WATER: Hard.

12—RETAILING: Principal and Neighborhood Shopping Centers (No. of Stores): Gold Rose 31; Hoffman Estates Plaza 21; Weatherfield Commons 14; Town Square 15; Schaumburg Plaza 20; K-Mart Plaza 12; Weatherway Plaza 20; Churchill Square Plaza 16; Plaza de las Flores 11; Hippodrome 8; Wiseway Plaza 20.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Golf Mill (78)	18	Sears, Penney, Butera
Woodfield (235)	-	Marshall Field, Sears, Penney, Lord & Taylor
Randhurst (86)	9	Carson Pirie Scott, Jewel, Wieboldt's, Mont. Ward
Rolling Meadows (25)	4	Crawford, Jewel
Yorktown (130)	7	Carson Pirie Scott, Penney, Woolworth, Wieboldt's, Walgreen
Oakbrook Center (70)	10	Best, Bonwit Teller, Sears, Marshall Field, Kresge
Higgins (10)	-	A&P,

Principal Shopping Days: Thu., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores
Discount Stores: K-Mart, Unity Buying Service Merchandise.
Variety Store: Ben Franklin.
Chain Drug Stores: Osco 2; Walgreen 3; Rexall.
Chain Food Stores: Butera 3, Jewel 2, Eagle, Dominick's.
Other Chain Stores: V&S Hardware, Ace Hardware; True Value Hdwr.; Handyman Hardware.

14—NEWSPAPERS: HERALD (m) 9,804; Comb. all Paddock Newspapers (m) 59,267; (S) 57,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

HOOPESTON, ILL.

1—LOCATION: Vermillion County, E&P Map D-3. 100 mi. S of Chicago; 9 mi. W of Ill.-Ind. line. Sweet corn canning center.

2—TRANSPORTATION: Railroads: Norfolk & Western; L&N.
Motor Freight Carriers: 4.

3—POPULATION:
City 70 Cen. 6,461; Loc. Est. 6,787
City Zone, Local Est. 6,606
Retail Trading Zone, Local Est. 15,756
County 70 Cen. 97,047; Loc. Est. 100,438
City & Retail Trading Area 22,362
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,208; Loc. Est. 2,669
County 70 Cen. 32,940; Loc. Est. 38,513

5—BANKS: Comm., Est. Dep. $25,842,000

6—PASSENGER AUTOS: County 62,334

7—ELECTRIC METERS: Residence 2,325

8—GAS METERS: Residence 2,077

9— PRINCIPAL INDUSTRIES (CZ): Food Canning; Can Factory; Radio Parts; Malleable Casting; Transformers; Electric Component Systems; Canning Machy.; Industrial Kitchen Equip.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 22-87; Summer 44-94; Fall 13-91; Winter 7-62. First killing frost, Oct. 20. Last killing frost, May 7.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on Main St.; 1 on Market St.; 1 on Bar St.; 1 on First Ave. Shopping center with Gibson, Bloyd's, Eisner, McDonalds Rest. Intersection of Rts. 1 & 9.
Principal Shopping Days: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Spurgeon's; Worthen's.
Variety Stores: Schultz.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Don B. Walgreen; Weber's Rexall.
Chain Food Supermarkets: A&P; Grab-It-Here; Bloyd's; Eisner.

14—NEWSPAPERS: CHRONICLE-HERALD (e-Mon. to Fri.) 2,521; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Thomas E. Mills, Pub., or David Foster, Gen. Mgr., CHRONICLE-HERALD.
National Representatives: Landon Associates, Inc.

JACKSONVILLE, ILL.

1—LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, Ill.; on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2—TRANSPORTATION: Railroads: Norfolk & Western; CB&Q; GM&O.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Jacksonville.
Airlines: Brower.

3—POPULATION:
Corp. City 70 Cen. 20,553; Loc. Est. 17,606
CZ ABC: (70) 23,503; (80) 21,200
RTZ-ABC: (70) 62,364; (80) 62,100
County 70 Cen. 36,174; Loc. Est. 36,466
City & RTZ-ABC: (70) 85,867; (80) 83,300

4—HOUSEHOLDS:
City 70 Cen. 6,334; Loc. Est. 6,592
County 70 Cen. 11,368; Loc. Est. 13,624
CZ ABC: (70) 7,310; (80) 7,500
RTZ-ABC: (70) 21,190; (80) 24,100
City & RTZ-ABC: (70) 28,500; (70) 31,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$1,173,417
Sav. & Loan Assn.	3	$149,315,779

6—PASSENGER AUTOS: County 22,048

7—ELECTRIC METERS: 8,528

8—GAS METERS: 7,202

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Book Bindery 750; Food Proc. 650; Plastics 1,350; Records 500; 3 state institutions 1,788; Furniture 150; Chemicals 120; Misc. 245.
Principal Industray Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost Oct. 15. Last killing frost, Apr. 24.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 12 blocks on Central Park Plaza, W. State, E. State, N. Main and S. Main Sts.
Shopping Centers: Lincoln Square (22 Stores—Penney, A&P, Mont. Ward, Leath's, Klines.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Sears; Deppe's; Emporium; Gillespie's.
Variety Stores: Woolworth.
Discount Stores (CZ): Wal-Mart, Jack's, Jupiter, K-Mart.
Chain Drug Stores (CZ): Warge's Walgreen 2, Osco.
Chain Food Supermarkets: A&P; IGA; Bill's Star Mkt.; Aldi Foods; Jacksonville Foods; Earl's Super Value; Eagle.
Other Chain Stores: Kinney; Vicks, Hi-Lo, Andes Candies; Firestone; Goodrich; Gebhart's Auto; Cook Paint; Sherwin-Williams; Singer Sewing; Spiegel (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: JOURNAL (m-Tues. to Sat.) 8,731; COURIER (e-Mon. to Fri.) 8,946; comb (m&e) 17,677; JOURNAL (S) 18,263; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Judy Fay, Gen. Adv. Mgr. JOURNAL-COURIER.
National Representatives: None.

JOLIET, ILL.

1—LOCATION: Will County (in Chicago, Ill. SMSA) E&P Map D-2 County Seat. Industrial center.

2—TRANSPORTATION: Railroads: Santa Fe; Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers: 11.
Intercity Bus Lines: Greyhound; Continental; West Suburban Transit; Joliet Transit; Peoria-Rockford Lines.
Water Transportation: Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3—POPULATION:
Corp. City 70 Cen. 78,887; Loc. Est. 72,592
CZ ABC: (70) 131,988; (80) 173,800
RTZ-ABC: (70) 162,126; (80) 201,600
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 247,825; Loc. Est. 332,068
City & RTZ-ABC: (70) 294,114; (80) 375,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 25,342; Loc. Est. 26,907
County 70 Cen. 70,688; Loc. Est. 109,160
SMSA 70 Cen. 2,183,646; Loc. Est. 2,536,465
CZ ABC: (70) 40,124; (80) 60,300
RTZ-ABC: (70) 44,155; (80) 62,500
City & RTZ-ABC: (70) 84,279; (80) 122,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	7	$404,933,368
Commercial Banks	18	$598,000,000

6—PASSENGER AUTOS: County 209,306

7—ELECTRIC METERS: Res. Co. 84,500

8—GAS METERS: Res. Co. 71,347

9— PRINCIPAL INDUSTRIES (CZ): Food; Apparel; Pulp & Paper; Printing & Publishing; Petroleum Prods.; Fabricated Metals; Elect. Machy.; Chemicals; Wire, Roofing & Road Machy.

10-CLIMATE: Min. & Max. Temp.—Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12. Last killing frost, May 3.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts.
Neighborhood Shopping Centers: Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East; W. Jefferson & Caterpillar Dr.; Rts. 30 & I-55.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Gordon (6)	3	Jewel Food, Osco Drug
Hillcrest (38)	5	Walgreen, Goldblatts
Honiotes Bros. (7)	2	Food Mart
Jackson Pk Plaza (5)	1	Zayre, SuperRx
Jefferson Plaza (7)	2	-
Jefferson Sq. (67)	2	Wiebolts, Wards, Walgreens
Marycrest (19)	2	Dominicks Pool World
Westgate (8)	3	-
West Side (16)	2	B&B Food
Louis Joliet Mall (107)	7	Sears, Penney, Marshall Fields, Weise

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Monday & Friday.

13—RETAIL OUTLETS: Department Stores: Wiebolt's; Ward's; Goldblatt Bros.; Kline Bros.; Sears J.C. Penney; Service Merchandise; Marshall Field.
Discount Stores (CZ): Gaylord's; Zayre; K-Mart.
Variety Stores: Kresge; Woolworth.
Chain Drug Stores: Walgreen 3; Osco 4; SupeRx; Seltzer 4; J.D. Brown 2; Herath 1; Joliet Prescription 6; Safeway Drug.
Chain Food Supermarkets: A&P 3; Jewel 5; Eagle 2; Maichin's 2; Lee's 1; B&B Foods; Dominicks; Valley Foods.
Other Chain Store: Firestone; Goodrich; Lucky Auto Seat Covers; Mary Lester Fabric; Polk Bros.; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Spiegel (catalog); Gingiss Bros. 2; Neumode; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-way Liquors; Foremost Liquors; Country Squire; Bottom Half; Zales Jewelers; General Nutrition; Learner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14—NEWSPAPERS: HERALD-NEWS (e) 51,446; (S) 52,586; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George H. Fisk, Adv. Dir. HERALD-NEWS.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

KANKAKEE, ILL.

1—LOCATION: Kankakee County (SMSA). E&P Map D 2. Industrial Center. In rich farm land of Northern Illinois; 54.5 mi. from Chicago.

2—TRANSPORTATION: Railroads: Illinois Central; Conrail.
Motor Freight Carriers: 16.
Intercity Bus Lines: Continental Trailways; DeLuxe Trailways; Greyhound; Southern Limited; Victory.

3—POPULATION:
Corp. City 70 Cen. 30,944; Loc. Est. 25,630
CZ ABC: (70) 53,930; (80) 57,600
RTZ-ABC: (70) 97,672; (80) 95,510
Co/SMSA: 70 Cen. 97,250; Loc. Est. 96,723
City & RTZ-ABC: (70) 151,602; (80) 153,100

4—HOUSEHOLDS:
City: 70 Cen. 10,435; Loc. Est. 10,480
Co/SMSA: 70 Cen. 27,942; Loc. Est. 33,020
CZ ABC: (70) 16,327; (80) 19,400
RTZ-ABC: (70) 28,943; (80) 33,100
City & RTZ-ABC: (70) 45,270; (80) 52,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	6	$316,560,000
Sav. & Loan Assns.	3	$323,095,000

6—PASSENGER AUTOS: County 58,300 (1978)

7—ELECTRIC METERS: Residence 35,000

8—GAS METERS: Residence 24,750

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Home Appliances 900; Furniture 750; Outdoor Pdcts. 1,200; Paints 330; Plastic Floor Pdcts. 350; Food Processing 1,510; Water Heaters 1,100; Filing Equipment 325; Containers 320; Pharmaceuticals 750; Chemicals 565; Industrials Batteries 425; Bldg. & Drain Tile 30; Concrete Pdcts. 22; Metal Fabrications 720; Edible Oils 225; Waxes 140; Plastic Home Pdcts. 250; Educational Recordings 90; Steel Pdcts. 250; Seed Corn 28; Structural Steel Equip. 180; Orthopedic Braces 70.
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30. Last killing frost, Apr. 30.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers: Meadowview (50 shops-Woolworth, Penney, Sears, Walgreen); West Marycrest (3 stores-A&P); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.). 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1½ on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; Jeffrey St. Center, 1 on Jeffrey St.; 2 on E. Court St.; Stripmall, Corner Rte 50 North and North St.
Principal Shopping Days: Mon., Fri. & Sat.
Stores Open Evenings: Downtown Mon. & Fri.; Shopping Center every night.

13—RETAIL OUTLETS: Department Stores: Sears; Alden's; Montgomery Ward; J.C. Penney; Carson Pirie Scott.
Discount Stores (CZ): Bell Discount; K-Mart; Hornsby's; K's Mdse. Mart.
Variety Stores: Woolworth.
Chain Drug Stores: Walgreen's 2; Osco 2; Jaffe's 4; Ryan's 3; Econo 1.

Chain Food Supermarkets: A&P 2; Kroger; Thrif-T-Marts 3; Jewel; Eagle 1.

Other Chain Stores: Food: Fannie May Candies, Joe Tittle Meats; Clothing: Marshall's, Samuel's; Shoes: Ted's Shoes, Lewis Bros., Father & Son; Maling Shoes; Singer Co.; MAB Paints; D&D Paints; Wilson Paints.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 33,609; (S) 35,461; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Murphy, Genl. Adv. Mgr., JOURNAL.
National Representatives: Landon Associates, Inc.

KEWANEE, ILL.

1—LOCATION: Henry County (in Davenport-Rock Island-Moline SMSA), E&P Map B-2, Industrial and agricultural center, large hog producing area; Corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2—TRANSPORTATION: Railroads: Burlington Northern
Motor Freight Carriers: 4
Intercity Bus Lines: Trailways, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 15,762, Loc. Est. 14,800
CZ ABC: (70) 15,762; (80) 14,800
RTZ-ABC: (70) 50,809; (80) 52,500
SMSA 70 Cen. 362,638; Loc. Est. 378,340
County 70 Cen. 53,217, Loc. Est. 59,234
City & RTZ-ABC: (70) 66,571; (80) 67,300

4—HOUSEHOLDS:
City 70 Cen. 5,556, Loc. Est. 6,374
County 70 Cen. 17,226; Loc. Est. 22,203
SMSA 70 Cen. 114,835; Loc. Est. 138,527
CZ ABC: (70) 5,555; (80) 6,000
RTZ-ABC: (70) 16,490; (80) 19,400
City & RTZ-ABC: (70) 22,046, (80) 25,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$69,910,000
Sav. & Loan Assn.	2	$143,810,750

6—PASSENGER AUTOS: County 38,029

7—ELECTRIC METERS: Residence 5,422

8—GAS METERS: Residence 5,201

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners: Valves & Fittings 50; Boilers, Heat Exchangers 300; Farm Implements 250; Leather Goods 112; Steel Door Frames Alum. Windows 210; Heavy Equip. Trailers 450; Semi-Trailers, 70.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-92; Summer 45-97; Fall 25-89; Winter -15-66. First killing frost, Sept. 28. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: K-Mart; Carson Pirie Scott; J.C. Penney; Martha Brown; Sears; Spurgeon's.
Variety Stores: Jupiter, Osco; SuperRx.
Chain Food Supermarkets: Kroger; Super Valu; Eagle.
Other Chain Stores: Goodyear; Ace Hardware; Coast-to-Coast; Tru-Value; Radio Shack; Super America.

14—NEWSPAPERS: STAR-COURIER 9,615, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lillian Berlin, Nat'l Adv. Mgr., STAR-COURIER.
National Representatives: Branham/Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY, ILL.

1—LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County; E&P Map C-2. 100 mi. West and South of Chicago; 65 mi. NE of Peoria. 65 mi. W of Joliet. On Illinois deep waterway.

2—TRANSPORTATION: Railroads: CB&O; CMStP&P; IC; La Salle & Bureau County; Conrail.
Motor Freight Carriers: 6.
Intercity Bus Lines: Peoria-Rockford.

3—POPULATION:
Corp. Cities, 70 Cen. 32,288; Loc. Est. 30,452
CZ ABC: (70) 33,723; (80) 31,800
RTZ-ABC: (70) 44,485; (80) 43,200
Counties:
La Salle 70 Cen. 111,409; Loc. Est. 109,799
Bureau 70 Cen. 38,541; Loc. Est. 37,549
City & RTZ-ABC: (70) 78,208; (80) 75,000
Demographic information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 10,861; Loc. Est. 11,740
Counties:
La Salle 70 Cen. 35,767; Loc. Est. 40,801
Bureau 70 Cen. 12,525; Loc. Est. 14,050
CZ ABC: (70) 11,303; (80) 12,200
RTZ-ABC: (70) 14,341; (80) 15,900
City & RTZ-ABC: (70) 25,644; (80) 28,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$180,935,710
Sav. & Loan Assns.	5	$144,836,790

6—PASSENGER AUTOS: Counties—
La Salle 63,989 Bureau 21,435

7—ELECTRIC METERS: Residence 10,997

8—GAS METERS: Residence 11,235

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Cement 400 ($300); Electrical 650($225); Steel Workers 1,000 ($200); Plastics 500 ($250); Transmissions 800($300)
Principal Industrial Pay Days: Fri., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 22-96; Summer 43-96; Fall 12-90; Winter 15-59. First killing frost, Oct. 15. Last killing frost, May 1.

11—TAP WATER: La Salle—Alkaline: hard (untreated); Peru—Alkaline, soft; Oglesby—Alkaline, hard (iron removed); not fluoridated.

12—RETAILING: La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shopping centers, with neighborhood shopping centers adjoining each city.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Rt. 51(LaSalle)		Eagle Foods
Marquette (Peru)	6	Wagner Home Ctr., Dennier's Mkt.
Park Plaza(Peru)	5	Leath Furn., Eagles
Peru Mall	85	Montgomery Ward, J.C. Penney, Bergners.

Principal Shopping Days: Sat., Sun., Mon., Thurs.
Stores Open Evenings: Mon. and Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Bergner; Montgomery Ward.
Discount Stores (CZ): Jupiter; K-Mart.
Variety Stores: Woolworth;
Chain Drug Stores (CZ): Walgreens.
Chain Food Supermarkets: Dennier's; Ferretti's; Urbanowski's; Eagle; Gregorich's 4, Aldi.
Other Chain Stores: Dinney Shoe; Firestone; Sears Roebuck(catalog); Leslies Shoe; Maurices; Radio Shack; Zales Jewelers; Foxmoor; Stuarts; Bverly Music; Musicland; Spencers Gifts; Thom McAn; Brooks.

14—NEWSPAPERS: NEWS-TRIBUNE (e) 21,052; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L.A. Lesniak, Adv. Dir., NEWS-TRIBUNE.
National Representatives: Landon Associates, Inc.

LAWRENCEVILLE, ILL.

1—LOCATION: Lawrence County, E&P Map D-4, County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, Ind., on State Hwy. 1; U.S. Hwy. 50.

2—TRANSPORTATION: Railroads: St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines: Greyhound; Brooks.

3—POPULATION:
Corp. City 70 Cen. 5,863; Loc. Est. 5,386
County 70 Cen. 17,522; Loc. Est. 17,866

4—HOUSEHOLDS:
City 70 Cen. 2,136; Loc. Est. 2,225
County 70 Cen. 5,993; Loc. Est. 7,093

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$50,000,000
Sav. & Loan Assns.	2	$40,000,000

6—PASSENGER AUTOS: County 9,455(1978)

7—ELECTRIC METERS: Residence 3,033

8—GAS METERS: Residence 2,650

9— PRINCIPAL INDUSTRIES (CZ): Oil Refining; Telephone Equip. Mfg., Electric Refrigerator Components; Petroleum By-Products, Insurance.

11—TAP WATER: Alkaline, chemically softened, fluoridated.

12—RETAILING: Shopping Center: J'S Plaza (5 stores-IGA Mkt.).
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Western Auto; Montgomery Ward (catalog); Dick Fessel, Store for Men; Yosowitz; Black's Jewelry & Gift; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Abernathy Hardware; Tresslar's; Smith Sales; Millers TV & Wallpaper; Lawrenceville Sales; Coast-to-Coast Hdwr.; Hedde's Tots to Teens; The Gallery; Ace Hardware.
Chain Drug Stores: Sav-A-Lot; Hedde's Pharmacy; Studley's Rexall.
Discount Stores: Dollar General Store.
Chain Food Supermarkets: Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 4,979; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Josie L. Hayes, Adv. Mgr., RECORD.
National Representatives: None.

LINCOLN, ILL.

1—LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2—TRANSPORTATION: Railroads: G.M.&O.; Illinois Central.
Motor Freight Carriers: 8.
Intercity Passenger Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 17,582; Loc. Est. 14,380
CZ ABC: (70) 17,582; (80) 13,800
RTZ-ABC: (70) 15,956; (80) 15,100
County 70 Cen. 33,538; Loc. Est. 30,182
City & RTZ-ABC: (70) 33,538; (80) 28,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,365; Loc. Est. 5,404
County 70 Cen. 10,099; Loc. Est. 11,222
CZ ABC: (70) 5,366; (80) 4,800
RTZ-ABC: (70) 4,734; (80) 5,200
City & RTZ-ABC: (70) 10,099; (80) 10,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$95,027,000
Sav. & Loan Assns.	2	$1,713,175,586

6—PASSENGER AUTOS: County 16,614 (1978)

7—ELECTRIC METERS: Residence 7,061

8—GAS METERS: Residence 5,964

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Electric Controls 600 ($170); Corrugated Boxes 89 ($150); Store Fixtures 197 ($175); Farmland Ind. 15 ($140); Garment Factory 90 ($106).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16. Last killing frost, April 6.

11—TAP WATER: Neutral, very hard; floundated.

12—RETAILING: Principal Shopping Center: 23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago and Sangamon Sts.
Neighborhood Shopping Centers: Heritage Plaza (10 stores); Lincoln (9 stores); Keokuk; Kroger; Super X; Lincoln Plaza.
Principal Shopping Days: Mon., Tues., Fri., Sat.
Stores Open Evenings: Fri.; Shpg. Ctrs. Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; Montgomery Ward (catalog); Spurgeon's; J. C. Penney; Landauers; Gibson's; K-Mart; Wal-Mart.
Variety Stores: Woolworth; Ben Franklin.
Chain Food Supermarkets: Krogers; Alexander's; Eisner; Red Fox; Eagle; Tolly's.
Other Chain Stores: Super X; Haag Drug; Goodyear.

14—NEWSPAPERS: COURIER (e) 7,018; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: "Billie" Cheek, Nat'l. Adv. Mgr., COURIER.
National Representatives: None.

LITCHFIELD, ILL.

1—LOCATION: Montgomery County, E&P Map C-4. Agricultural and dairy center. Misc. mfg. South central part of Illinois; 232 mi. from Chicago; 57 mi. from St. Louis; 39 mi. from Springfield.

2—TRANSPORTATION: Railroads: Illinois Central; Chicago; Burlington Northern; Norfolk & Western; Conrail (freight).
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound, DeLuxe Trailways; Santa Fe Trailways.

3—POPULATION:
Corp. City 70 Cen. 7,190; Loc. Est. 6,865
County 70 Cen. 30,260; Loc. Est. 31,466

4—HOUSEHOLDS:
City 70 Cen. 2,545; Loc. Est. 2,724
County 70 Cen. 10,362; Loc. Est. 12,419

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$89,019,000
Sav. & Loan Assn.	1	$8,000,000

6—PASSENGER AUTOS: County 19,036

7—ELECTRIC METERS: Residence 2,765

8—GAS METERS: Residence 2,290

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Foods 125 ($120): Garment Mfg. 250 ($80); Farm Equip. 60 ($75); Athletic Eqpt. 190 ($149); Metal Workers 385 ($102); Paper Prod. 170 ($112).
Principal Industrial Pay Days: Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10. Last killing frost, Mar. 25.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on State St.; 6 on Union Ave.; 2 on Kirkham St.; 4 on Ryder St.; 3 on Edwards St.; 4 on Monroe St. on Route 66.
Nearby Shopping Center: Capri (1 mi.) IGA.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri., Grocery nightly.

13—RETAIL OUTLETS: Department Stores: Sherman's, P.N. Hirsch; Worley Wear; J.J. Newberry.
Discount Stores (CZ). Fashion Lane; Wal-Mart.
Chain Drug Stores: Sav-Mor; Mohr Pharmancy.
Chain Food Supermarkets (CZ): Kroger; Capri IGA 3; National Foods; Tom Boy.
Other Chain Stores: S&L Auto Supply; Western Auto; Montgomery Ward; Alexander Lumber; B. F. Goodrich; Radio Shack.

14—NEWSPAPERS: NEWS-HERALD (e) 5,329; sworn Sept. 30, 1979. (latest statement available)
Local Contact for Advertising and Merchandising Data: Fred W. Jones, Avd. Mgr., NEWS-HERALD.
National Representatives: None.

MACOMB, ILL.

1—LOCATION: McDonough County, on E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. fr. Chicago. On U.S. Hwys. 67; 136.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 19,643; Loc. Est. 25,364
CZ ABC: (70) 19,643; (80) 23,400
RTZ-ABC: (70) 41,686; (80) 40,600
County 70 Cen. 36,653; Loc. Est. 38,598
City & RTZ-ABC: (70) 61,329; (79) 65,000

4—HOUSEHOLDS:
City 70 Cen. 4,581; Loc. Est. 7,818
County 70 Cen. 10,265; Loc. Est. 13,661
CZ ABC: (70) 4,581; (80) 5,300
RTZ-ABC: (70) 14,220; (80) 17,000
City & RTZ-ABC: (70) 18,801; (80) 22,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$98,280,000
Sav. & Loan Assn.		$36,108,618

6—PASSENGER AUTOS: County 18,906

7—ELECTRIC METERS: Residence 5,983

8—GAS METERS: Residence 5,109

9— PRINCIPAL INDUSTRIES (CZ): (Number of Employees) Haeger Pottery 162; McGraw Edison 340; Bower Bearing 590; Western Illinois Univ. 1,390; (Enrollment 14,300); Hospital 321.

11—TAP WATER: Alkaline, hard.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; K-Mart; Sears; Penney; Spurgeon's; P.N. Hirsch; Scripps-Reno, Ring's.
Discount Stores (CZ): Adams; Farm King; Oscar's; T G & Y; Wal-Mart.
Chain Drug Stores (CZ): Osco Drug.
Chain Food Supermarkets: Kroger; Eagle; HyVee; Niemann Foods.

14—NEWSPAPERS: JOURNAL (e) 11,504; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullins, Adv. Dir., JOURNAL.
National Representatives: None.

MARION, ILL.

1—LOCATION: Williamson County, E&P Map C-5, County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2—TRANSPORTATION: Railroads: C&EI; IC; CB&Q, 2 miles west.
Airlines: Ozark (Williamson County Airport).
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Gulf Transport.

3—POPULATION:
Corp. City 70 Cen. 11,724; Loc. Est. 14,029
County 70 Cen. 49,021, Loc. Est. 54,367

4—HOUSEHOLDS:
City 70 Cen. 4,307; Loc. Est. 6,005
County 70 Cen. 17,252, Loc. Est. 22,272

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$88,975,000
Sav. & Loan	2	$23,000,000

6—PASSENGER AUTOS: County 35,223

7—ELECTRIC METERS: Residence 6,195

8—GAS METERS: Residence 4,166

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Electrical Rewinding; Stencil Equip.; Asphalt; Bottling 150; Marion VA Hosp. 300; City Hospital 229; Fed. Prison 240; $28,000,000 REA Power Plant 61; Div. Office General Telephone Co. 275; Recreation 120; Auto Supplies 165; Div. Office Ill. Public Service 133; Industrial Employment 1,800 in wild life area; Steel Fabricating Bldg. 200; Oil Processing 50; Laundry 35; Ill. State Div. Office 110; Mining Eqpmt. 60; UPS Terminal 25.

10-CLIMATE: Min. & Max. Temp.—Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline.

12—RETAILING: Principal Shopping Center: 6 blocks on 3 streets around public square and Westmore Plaza; Lincoln Square; Town & Country; Marion Shopping Plaza (15 stores).

13—RETAIL OUTLETS: Department Stores: Hirsch; Sherman; Wal-Mart.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Cline-Vick Parks (Walgreen); Campbell (Rexall); Revco; Medicare-Glaser.
Chain Food Supermarkets: IGA; Kroger; Food Towne; Big Star; Smalls; Boys.
Other Chain Stores: Goodyear; Kimmel (auto supply); Blankenship Auto Supply; Sears; Montgomery Ward; Wolohan Lumber; Coast-to-Coast; Western Auto; Ben Franklin; Lowell's.

14—NEWSPAPERS: REPUBLICAN (e) 5,173; sworn Sept. 30, 1979. (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN.
National Representatives: None.

MATTOON, ILL.

1—LOCATION: Coles County, on E&P Map C-4. Agricultural oil, industrial, manufacturing and railroad center. At junction of Illinois Central and Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana Ill.

2—TRANSPORTATION: Railroads: Illinois Central Gulf; Conrail.
Airlines: Ozark Air Lines.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound; Ill. TRansit.

3—POPULATION:
Corp. City 70 Cen. 19,681; Loc. Est. 17,293
CZ ABC: (70) 19,681; (80) 17,700
RTZ-ABC: (70) 32,209; (80) 36,700
County 70 Cen. 47,815; Loc. Est. 50,329
City & RTZ-ABC: (70) 51,890; (80) 54,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,885; Loc. Est. 7,331
County 70 Cen. 15,240; Loc. Est. 19,046
CZ ABC: (70) 6,886 (80) 7,100
RTZ-ABC: (70) 10,348; (80) 13,700
City & RTZ-ABC: (70) 17,234; (80) 20,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$130,712,000
Sav. & Loan Assn.	3	$119,000,000

6—PASSENGER AUTOS: County 29,536

7—ELECTRIC METERS: Residence 8,665

8—GAS METERS: Residence 8,665

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Brooms 100 ($125); Shoes 600 ($125); Road Machy. 1,000 ($92); Photo Flash Bulbs 2,000 ($150); Block Machy. 200 ($200); Metal Flex. Hose 110 ($80); Water & Air Transfer 500 ($175); Springs 400 ($225); Storage Bins 125 ($78); Printing 450 ($225).

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16. Last killing frost, Apr. 30.

11—TAP WATER: Alkaline, soft; fluoride added.

12—RETAILING: Principal Shopping Center: 10 blocks on six streets. A shopping center is located on east edge of city.
Nearby Shopping Centers: Interstate 57 & Rt. 16; Cross County Mall (35 stores-Walgreen; Arlan, J. C. Penney); Good Neighbor (8 stores-Ben Franklin, IGA).
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears; J.C. Penney; Young's; Spiegel; Neis.
Discount Stores (CZ): Mattoon; Warehouse Sales; Danner's; K-Mart.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Thrifty 9; Walgreen.

Chain Food Supermarkets (CZ): Eisner; Taylor's IGA 3; My Store 2; Wilb Walker.
Other Chain Stores: Myers Bros. (apparel); Shwer- Williams (paint); Gamble's; Coast-to-Coast Hdwr.; 1-Hour Martinizing; P.N. Hirsch; Lord's; Smith- Alsop Paints; Fred Smith Shoes; OK Tire Store; Eurste Auto Supply; Phipp's Shoes; Ace Hardware; Neal Tire Store; One Hour Cleaners; Claire's Boutique; Flair; General Nutrition; Harem Hosiery; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; Singer; So Fro Fabrics; Stuart's; Walden Book Store.

14—NEWSPAPERS: JOURNAL-GAZETTE (e) 12,151; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE.
National Representatives: Landon Associates, Inc.

MOLINE-
EAST MOLINE, ILL.
(Including contiguous Rock Island, Milan, Silvis)

1—LOCATION: Rock Island County, E&P Map B-2 (In Davenport-Rock Island-Moline, Iowa-Ill. SMSA). County Seat in western Illinois on Mississippi River. 168 mi. SW of Chicago, on Hwys. 6, 67; Illinois 5, 84, 92, 150; Interstate 80, 280, & 74.

2—TRANSPORTATION: Railroads: Burlington Northern; Davenport; Rock Island & Northwestern.
Motor Freight Carriers: Quad-Cities 40.
Intercity Bus Lines: Greyhound; River Trails Transit; Continental Trailways; Scenic Stage.
Airlines: United; Ozark; Mississippi Valley Commuter; Britt Commuter; Air Illinois Commuter.

3—POPULATION:
Corp. Area 70 Cen. 128,115; Loc. Est. 121,000
  Molin 70 Cen. 46,237; Loc. Est. 45,200
  Rock Island 70 Cen. 50,166; Loc. Est. 49,000
  East Moline 70 Cen. 20,832; Loc. Est. 20,500
  Milan 70 Cen. 4,873; Loc. Est. 6,350
CZ ABC: (70) 278,045; (80) 284,400
  In Illinois: (70) 156,547; (80) 152,100
  In Iowa: (70) 121,498; (80) 132,300
RTZ-ABC: (70) 164,662; (80) 176,100
City & RTZ-ABC: (70) 442,707; (80) 460,500
County 70 Cen. 166,734; Loc. Est. 163,900
SMSA 70 Cen. 362,638; Loc. Est. 378,100

4—HOUSEHOLDS:
Corp. Area 70 Cen. 42,198; Loc. Est. 42,000
County 70 Cen. 53,587; Loc. Est. 59,700
SMSA 70 Cen. 114,835; Loc. Est. 134,300
CZ ABC: (70) 88,743; (80) 103,400
  In Illinois (70) 50,649; (80) 56,200
  In Iowa (70) 38,092; (80) 47,200
RTZ-ABC: (70) 51,727; (80) 63,500
City & RTZ-ABC: (70) 140,470; (80) 166,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	33	$1,466,400,000
Sav. & Loan Assn.	10	$737,200,000

6—PASSENGER AUTOS:
County 120,325

7—ELECTRIC METERS: Res. 124,872

8—GAS METERS: Res. 119,41

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Total Employment 176,200 Manufacturing 44,125; (Farm Equip., Aluminum Mill). Non-manufacturing 87,750; Public Sector (Gov't.) 25,500. Average weekly wage approx. $329 (Mfg.)
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 7-93; Summer 46-92; Fall 14-95; Winter —13-42; Annual Rainfall 31.27 inches.

11—TAP WATER: From Mississippi River. Rock Island—Hard, slightly alkaline, fluoridated. Moline—Lime softened, fluoridated. East Moline—Partly softened, slightly alkaline, fluoridated. Davenport—Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Centers: Down town—Rock Island—(Great River Plaza) 2nd, 3rd, & 4th Aves. between 15th & 20th Sts. Moline —(Metro Center Plaza) 4th, 5th, & 6th Aves. bet. 12th & 20th Sts. E. Moline—15th, 16th & 17th Aves. bet. 7th & 13th Sts. Silvis—1st Ave. from 7th to 12th Sts. Milan—4th St. from 1st to 4th Ave. Davenport—4 blocks on 2nd St., 4 on 3rd St.; 3 on Brady-Main-Harrison. Bettendorf—State St. from 14th to 19th St.
Neighborhood Shopping Centers Include: Rock Island— 11th St. bet. 18th Ave. and 42nd Ave. incl. Watchtower Plaza at 11th St. & 39th Ave.; 30th St. bet. 14th and 18th Ave., 14th Ave. bet. 38th and 44th Sts. 18th Ave. bet. 17th St. & 45th St.; K-Mart, Blackhawk Rd. & 38th St. Moline, City Line Plaza, 1st St. & 19th Ave.; Uptown, 15th and 16th Sts. bet. 14th and 25th Aves.; Hiland, 23rd Ave. bet. 27th and 34th Sts.; King Plaza and Orchards Center, 23rd Ave. bet. 34th and 43rd St.; K-Mart 23rd Ave. & 48 St.; Venture Blackhawk Rd. and 20th St.; South Park Covered Mall (115 stores)—S. 16th St.; Moline-Green Valley, John Deere Express way and 41st Steet.; East Moline—Ridgewood, Colona Rd. at 7th St.; Kennedy Plaza, 3rd, & 41st Ave. Davenport—6 blocks on N. Harrison St., 8 blocks near Locust & Division Sts. in NW Davenport, Mid-Town Plaza, Brady & Locust; Northpark Covered Mall (90 stores)—No. Brady & Kimberly Rd., village Shopping Center, W. Kimberly Rd., Old Town Mall, 903 E. Kimberly Rd.; Westfair Shopping Center, W. Locust St. Venture, N. Brady & 30th St., Northgate Shopping Center, E. Kimberly Rd. & Eastern Bettendorf— Duck Creek Plaza, E. Kimberly Rd.; Cumberland Shopping Center, 23rd St. & Spruce Hills.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Hiland (Moline	2	Aldi, Haag
Uptown (Moline)	1	Uptown Bank, Maag
City Line Plz (Moline)	2	Jewel, Osco
Orchard Center (Moline)	3	Eagle, Community Savings
Kings Plaza (Moline)	3	Sears, Geifman, Trevor Hdwe, Target
K-Mart (Moline)	4	K-Mart
Green Valley (Moline)	4	Ardan's
Venture (Moline)	3	Venture Midwest Bank
South Park Mall (Moline)	3	Petersen's, Montgomery Ward, Younkers, J.C. Penney, Randall Foods
Southwest (Moline)	2	Hoist-Kakert
Kennedy Plaza (East Moline)	4	Jewel, Osco
Ridgewood (East Moline)	5	Geifman
11th St. (R.I.)	3	Geifman
30th St. (R.I.)	3	Eagle, Supreme TV
Watchtower Plaza (R.I.)	3	Eagle, Zayre
K-Mart (Rock Island)	3	K-Mart
Venture (Davenport)	3	Venture, Jewel Food
N.W. Davenport	3	Geifman N.W. Bank
Midtown Plaza (Davenport)	2	Aldi, Walgreen
Westfair (Davenport)	4	Randall Foods
Old Town Mall (Davenport)	3	Haag Drug
Northgate (Davenport)	4	Geifman
Village (Davenport)	4	Eagle, Supreme TV
Northpark Mall (Davenport)	4	Montgomery Ward, Penneys, Younkers
Duck Creek Plaza (Bettendorf)	5	Younkers, Target, Randall
Cumberland Sq. (Bettendorf)	4	Jewel, Osco

Principal Shopping Days: Dept. Stores—Mon., Fri. & Sat.; Food—Thu., Fri., Sat. & Sun.
Stores Open Evenings: Dept.—Mon. (limited number on Fri.) in Davenport, Moline & Rock Island; Fri. in E. Moline. Super Mkts.—Sunday thru Sat.
Stores Close: Mon. morning and Sat. evenings.
Stores Open Sundays: Discount; Super Mkts., Drugs; Shopping Malls.

13—RETAIL OUTLETS: Department Stores: McCabes; Younkers 3; Petersen-Harned von Maur 3; J.C. Penney 2; Sears 2; Montgomery Ward 2; Federated.
Discount and Gen. Merch. Stores (CZ): Venture 2; Target 2; Zayre; K-Mart 4.
Variety Stores (CZ): Ben Franklin 2; Kresge 1; Woolworth 2; Jupiter; Scott.
Chain Drug Stores: Haag 14; Walgreen 8; Osco 3; Medicine Shop 3; May's 1.
Chain Food Supermarkets: (Quad City); Eagle 11; Randall's 7; Geifman's 9; Jewel Food 4; 7-Eleven 19; Aldi 4; Convenient Foods 9.
Independent Buying Groups: Royal Blue 6; Jack & Jill 5; Super Valu 2; Certified 1.
Other Chain Stores: Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint 1; Iowa Paint 2; Glidden Paint 1; Interstate Book Store 2 Fannie May 4; Firestone 5; Modern Tire Serv. 2; Thom McAn 2; Bakers Shoes 1; Kinney 5; Lobers 2; Fashion 2; Richman Bros. 2; Singer Co. 2; 2; Mosenfelders 5; Ardans 2; Murray's 1.

14—NEWSPAPERS: MOLINE DISPATCH (e) 35,835; (S) 37,636; (Sat.) 35,779; Mar 31, 1980 ABC.
Local Contact for Advertising and Market Data: Al Roels, Gen. Mgr., MOLINE DISPATCH and ROCK ISLAND ARGUS.
National Representatives: Brannam/Newspaper Sales.

MONMOUTH, ILL.

1—LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, Ill. On State Hwy. 164; U.S. Hwy. 34 and 67.

2—TRANSPORTATION: Railroads: Burlington Northern.
Intercity Bus Lines: Crown Transit; Continental Trailways.
Airlines: Britt.

3—POPULATION:
Corp. City 70 Cen. 11,022; Loc. Est. 9,907
CZ ABC: (70) 11,022; (80) 9,900
RTZ-ABC: (70) 24,566; (80) 25,300
County 70 Cen. 21,595; Loc. Est. 21,527
City & RTZ-ABC: (70) 35,588; (80) 35,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,585; Loc. Est. 3,982
County 70 Cen. 6,938; Loc. Est. 8,306
CZ ABC: (70) 3,585; (80) 3,700
RTZ-ABC: (70) 8,041; (80) 9,400
City & RTZ-ABC: (70) 11,626; (80) 13,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$82,575,093
Sav. & Loan Assn.	2	$64,944,927

6—PASSENGER AUTOS: County 13,114

7—ELECTRIC METERS: Residence 4,500

8—GAS METERS: Residence 4,000

9— PRINCIPAL INDUSTRIES (CZ): industry, Number of Employees—RR 50; Pottery 244; Garments 200; Animal Food Ingredients 200; Boats 60; Warehouseing 150; Meat Packing 500; Farm Buildings 30.
Principal Pay Days: Thu., Fri., Sat.

10-CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 27.

11—TAP WATER: Alkaline, very hard; natural fluoridated.

12—RETAILING: Principal Shopping Center: Main St. and Hi Way 34 East.

13—RETAIL OUTLETS: Department Stores: Spurgeon's.
Variety Stores: Woolworth.
Discount Stores: Pamida; Farm King; K-Mart.
Chain Food Supermarkets: Barnes Bros.; Easter's Giant; Eagle's; Kroger.
Other Chain Stores: Gambles (hardware); Fullerton (lumber); Bowman Shoes; Goodyear; Ward's (catalog); True Value Hardware; Radio Shack; Super America (food Convenience); Dairy Queen (Fast Food); Hardee's (Fast Food); Les-on Drugs.

14—NEWSPAPERS: REVIEW-ATLAS (e) 6,211; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alan Crowley, Adv. Mgr., REVIEW-ATLAS.
National Representatives: None.

MORRIS, ILL.

1—LOCATION: Grundy County, E&P Map C-2, County Seat.

2—TRANSPORTATION: Railroads: CRI&P.
Motor Freight Carriers: 12.
Intercity Bus Lines: Rockford-Peoria.

3—POPULATION:
Corp. City 70 Cen. 8,194; Loc. Est. 8,919
County 70 Cen. 26,535; Loc. Est. 29,983

4—HOUSEHOLDS:
City 70 Cen. 2,803; Loc. Est. 3,515
County 70 Cen. 3,146; Loc. Est. 10,899

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$84,186,806
Sav. & Loan Assn.	2	$85,368,200
Commercial Banks	2	$120,004,000

6—PASSENGER AUTOS: County 20,375

7—ELECTRIC METERS: Residence 3,315

8—GAS METERS: Residence 2,935

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Employees (Weekly Wage)—Federal Paper Board 500 ($200); Nuclear Power Station 320 ($210); Amax Aluminum 500 ($200); Northern Petro 425 ($200).
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10. Last killing frost, May 5.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 Shopping Centers at North edge of Community.
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Spurgeon's, Baum's, Marben's.
Variety Stores: Hornsby Family Center.
Chain Drug Stores (CZ): Walgreen 2, Rexall 2.
Chain Food Supermarkets: National Tea; Kroger; Eagle.
Other Chain Stores: Bowman Shoes, Coast-to-Coast; Sears (catalog); Montgomery Ward (catalog); Goodyear; Tractor Supply Co.

14—NEWSPAPERS: HERALD (e) 7,404; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Thomas E. West, Pub., John Ringer, Adv. Mgr., HERALD.
National Representatives: None.

MOUNT CARMEL, ILL.

1—LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area—oil center. 145 mi. E of St. Louis; 250 mi. S. Chicago; 165 mi. SW of Indianapolis. On U. S. Highway 1, 15, 65.

2—TRANSPORTATION: Railroads: Southern; Conrail.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 8,096; Loc. Est. 8,105
County 70 Cen. 12,841; Loc. Est. 14,241

4—HOUSEHOLDS:
City 70 Cen. 2,815; Loc. Est. 3,206
County 70 Cen. 4,390; Loc. Est. 5,547

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$90,717,000
Sav. & Loan Assns.	3	$26,605,968

6—PASSENGER AUTOS: 7,889 (1978)

7—ELECTRIC METERS: Res. 3,456

8—GAS METERS: Residence 3,049

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroad 200 ($125-150); Total Mfg. 1,000 ($100-150); Oil 150 ($125-150); Elec. 50 ($125-150); Roof 80 ($100-125); Electronics 300 ($80-125); Mach. Mfg. 500 ($125-175); Clothing 200 ($70-100); Mining 200 ($225).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64; First killing frost, Nov. 17; Last killing frost, Mar. 6.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center: 8 blocks on Market St.
Neighborhood Shopping Centers: N. Market St.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Hirsch.
Variety Stores: Index Notion.
Discount Stores: Gibson, Last Stop Discount; Ary-Way.
Chain Drug Stores (CZ): Denton Rexall.
Chain Food Supermarkets: IGA; Red & White; Key Mkt.

14—NEWSPAPERS: REPUBLICAN-REGISTER (e-Mon. to Fri.) 4,727, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Michael Mosbarger, Adv. Mgr., REPUBLICAN-REGISTER.
National Representatives: American Newspaper Representatives, Inc.

MOUNT PROSPECT-
PROSPECT HEIGHTS,
ILL.

1—LOCATION: Cook County, E&P Map D-1, (In Chicago SMSA). Suburban, residential, 22 miles N.W. of downtown Chicago.

2—TRANSPORTATION: Railroads: Chicago & North Western.
Motor Freight Carriers: 33.
Bus Lines: Nortran.
Airlines: All at O'Hare Airport, 6 miles distance. Pal-Waukee & Schaumberg private airports nearby.

3—POPULATION:
Corp. City 70 Cen. 34,995;
  (77) Spec. Cen. 51,979; Loc. Est. 53,896
Mount Prospect-Prospect Hgts. combined ABC:
  (70) 48,328; (80) 67,000
Prospect Hts. Est. 11,344
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
Co. 70 Cen. 5,493,529; Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,415; Loc. Est. 23,350
County 70 Cen. 1,766,035; Loc. Est. 1,942,186

MOUNT PROSPECT—continued

SMSA: 70 Cen. 2,183,646; Loc. Est. 2,536,465
Mount Prospect-Prospect Hgts. combined ABC: (70) 12,944; (80) 20,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$366,259,000
Sav. & Loan Assns.	7	$224,370,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & Max. Temp.—Spring 50-66, Summer 63-78; Fall o5-48; Winter 22-36. First killing frost, Oct. 11. Last killing frost May 7. Total precipitation 33 inches.

11—TAP WATER: Well water, medium hard.

12—RETAILING: Principal Shopping Center: 20 square block area—(150 stores).
Shopping Centers: Mt. Prospect Plaza (33 stores); Randhurst (84 stores); Golf Plaza (12 stores); countryside Court (20 stores); Algonquin Road Plaza (11 stores); Colony Square Plaza (22 Stores).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Golf Mill (78)	8	Sears, Penney, Butera
Rolling Meadows(25)	4	Crawford, Jewel, Dominick's, Butera
Market Place(18)	3	Zayre, Dominick's
Wood field (235)	5	Marshall Field, Sears, Penney, Lord & Taylor

Principal Shopping Days: Thu., Fri. and Sat.
Stores Open Evenings: Thu. and Fri.

13—RETAIL OUTLETS:
Discount Stores (CZ): Courtesy; Treasury; Zayre.
Variety Stores: Kresge.
Chain Drug Stores: Walgreen; Sun, Osco.
Chain Food Stores: A&P; Jewel 2; Butera; Kohl's; Dominick's.

14—NEWSPAPERS: HERALD (m) 8,764; Comb. all Paddock Newspapers (m) 59,267, (S) 57,354; Mar. 31, 1980 ABC. (ten Paddock dailies)
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

MOUNT VERNON, ILL.

1—LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential Center. 75 mi. E of St Louis, Mo.; On A.P. Highway and Interstate I-57, I-64 & I-24.

2—TRANSPORTATION: Railroads: Louisville & Nashville, Southern, C&EI, Missouri Pacific.
Intercity Bus Lines: Greyhound.
Airline: Air Illinois.

3—POPULATION:
Corp. City 70 Cen. 16,382; Loc. Est. 17,387
CZ ABC: (70) 16,841; (80) 18,200
RTZ-ABC: (70) 32,983; (80) 37,400
County 70 Cen. 31,848; Loc. Est. 37,555
City & RTZ-ABC: (70) 49,824; (80) 55,600
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,670; Loc. Est. 7,279
County 70 Cen. 11,000; Loc. Est. 15,177
CZ ABC: (70) 5,991; (80) 7,400
RTZ-ABC: (70) 11,593; (80) 15,100
City & RTZ-ABC: (70) 17,584; (80) 22,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$160,272,943
Sav. & Loan Assn.	3	$395,736,190

6—PASSENGER AUTOS: County 18,602

7—ELECTRIC METERS: Residence 12,099

8—GAS METERS: Residence 10,923

9— PRINCIPAL INDUSTRIES (CZ): Electrical Apparatus; Knitting and Textile Mills; Foundries; Radiators; Tires; Locomotive.

11—TAP WATER: Fluoridated.

12—RETAILING: Principal Shopping Center: Downtown Retailers (50 stores); Park Plaza (12 stores); Times Square Mall (28 stores)
Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Mammoth; Wal-Mart; P.N. Hirsch; G. C. Murphy; Woolworth; Goodyear; Sears; J. C. Penney.
Discount Stores (CZ): Dobbs; Under Cost; Danner's; Wal-Mart; K-Mart
Variety Stores: G. C. Murphy

Chain Drug Stores (CZ): Rexall; SupeRx; Byrd Watson.
Chain Food Supermarkets: Kroger, IGA; Super-Value.

14—NEWSPAPERS: REGISTER-NEWS (e) 13,161; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bannerup, Adv. Mgr. REGISTER-NEWS.
National Representatives: Thomson Newspapers, Inc.

MURPHYSBORO, ILL.

See CARBONDALE, ILL.

NORMAL, ILL.

See BLOOMINGTON, ILL.

NORTH CHICAGO, ILL.

See WAUKEGAN, ILL.

OGLESBURY, ILL.

See LA SALLE, ILL.

OLNEY, ILL.

1—LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, Ind. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2—TRANSPORTATION: Railroads: B & O (Baltimore to St. Louis), Illinois Central.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 8,974; Loc. Est. 8,761
County 70 Cen. 16,829; Loc. Est. 17,875

4—HOUSEHOLDS:
City 70 Cen. 3,152; Loc. Est. 3,344
County 70 Cen. 5,592; Loc. Est. 6,826

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$51,000,000
Sav. & Loan Assn.	1	$16,000,000

6—PASSENGER AUTOS: County 11,948

7—ELECTRIC METERS: Residence 5,518

8—GAS METERS: Residence 5,015

9— PRINCIPAL INDUSTRIES (CZ): Oil Prod., Oil Field Supplies; Garments; Auto Supplies, Jr Wheel Goods; Chain Link Fence; General Telephone Dist. Office; Mfg. Bicycle Parts.

12—RETAILING:
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Six nights and until 6:00 pm on Sunday in new Shopping Center.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Sherman's, Don's; Sears; Hirsch.
Variety Stores: Tresslar's; Ben Franklin.
Chain Drug Stores: Sav-Mor 1; SupeRx.
Discount Stores: Pool Bargain Ctr., Jupiter, Gibson.
Chain Food Supermarkets: IGA, Red White; Big John's.
Other Chain Stores: Goodrich, Olney Paint & Wallpaper (Smith-Alsop); Richland Tire (Goodyear); Sav. Mor.; Western Auto; Fab 'n Trim.

14—NEWSPAPERS: MAIL (e) 7,493; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub. & Pres., Leah Winchester, Adv. Mgr., MAIL.
National Representatives: Landon Associates, Inc.

OTTAWA, ILL.

1—LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2—TRANSPORTATION: Railroads: Burlington (fght.).
Motor Freight Carriers: 3.
Intercity Bus Lines: Peoria Rockford.
Freight Steamship: 4.

3—POPULATION:
Corp. City 70 Cen. 18,716; Loc. Est. 19,500
PMA/City Zone ABC:
(70) 27,840; (80) 25,000
Balance Primary Mkt. Area-ABC:
(70) 49,655; (80) 53,300
Total Primary Mkt. Area-ABC:
(70) 77,495; (80) 78,300
County 70 Cen. 111,409; Loc. Est. 109,799
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,063; Loc. Est. 7,500
County 70 Cen. 42,100; Loc. Est. 40,801
PMA/City Zone ABC:
(70) 8,964; (80) 92,000
Balance Primary Area-ABC:
(70) 15,459; (80) 18,900
Total Primary Mkt. Area-ABC:
(70) 24,403; (80) 28,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$116,591,041
Sav. & Loan Assns.	2	$165,581,739

6—PASSENGER AUTOS: County 73,151

7—ELECTRIC METERS: Residence 7,888

8—GAS METERS: Residence 7,250

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Silica Sand 107 ($302); Tools-150 ($330); Pressed Glass 60 ($240); Plastics-230 (345); Chemicals 260 ($398); Auto Parts-172 ($233); Safety Glass 1075 ($356).
Principal Industrial Pay Days: Thu., & Fri.

10-CLIMATE: Min. & Max. Temp-Spring 32-88; Summer 45-95; Fall 14-94; Winter 6-65; First killing Frost 32, Oct. 13. Last killing Frost 21, May 9.

11—TAP WATER: Alkaline, degree water hardness 17 gr.; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (63 Stores); 3 on Columbus St.
Neighborhood Shopping Centers: State & Center St.; North LaSalle St. & Norris Dr.; Chestnut St. & Norris Dr.; W. Madison St. & Clay St; South Towne Mall Rte 23 & Mckinley Rd.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Naplate	2	Valesano's
South Ottawa	3/4	Newman's, Handy Foods, Eagle
Norris Drive	1½	SuperRx, Kroger's, Jim's, Plywood Minnesota, Value City
North Ottawa		Warehouse, Farm'n Fleet, Tractor Supply, Hines Lumber Co.

Principal Shopping Days: Thurs., Sat & Mon.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; Carson Pirie Scott; J. C. Penney; Famous; Spurgeons
Furniture (CZ): Anderman's; Thumm's; Turk's.
Discount Stores (CZ); Kmart; Value City
Variety Stores: Woolworth; Tykes.
Chain Drug Stores (CZ): Walgreen's SuperRx
Chain Food Supermarkets: A&P; Kroger's; Eagle; Warehouse.
Other Chain Stores: Montgomery Ward (Catalog); Farm & Fleet; Tractor Supply; Singer Co.; Gallen Kamp Shoes; Firestone; Variations; Leslie's Shoes; Fashion Shoe; Wit & Wisdom; Sue Ann Shoppe; Hines Lumber; Plywood Minn.; Royal Schwinn. Kirlin's; Hallmark; Maurices; Nobil Shoe; Radio Shack; Fashion Bug; Walden Books; the Fly; Spurgeons.

14—NEWSPAPERS: TIMES(e) 13,863; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres. /Pub., TIMES
National Representatives: Landon Associates, inc.

PALATINE-INVERNESS, ILL.

1—LOCATION: Cook County, E&P Map D-1 (In Chicago SMSA). Suburban, residential; 28 miles N. W. of downtown Chicago.

2—TRANSPORTATION: Railroads: Chicago & North Western; Nortran.
Motor Freight Carriers: 33.
Intercity Bus Lines: Nortran
Airlines: All at O'Hare Airport (Chicago) 12 miles distance. Pal-Waukee & Schaumburg private airports nearby.

3—POPULATION:
Corp. City 70 Cen. 25,904; Sp. Cen (76) 31,447
Loc. Est. 35,000
CZ-ABC: Village of Palatine plus Inverness, Forest Hills & Plum Grove: (70) 30,619; (80) 38,900
SMSA 70 Cen. 6,978,733; Loc. Est. 7,036,828
County 70 Cen. 5,493,529; Loc. Est. 5,224,890
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,688; (76) Sp. Cen. 10,200
Loc. Est. 10,700
County 70 Cen. 1,766,035; Loc. Est. 1,942,186
SMSA: 70 Cen. 2,183,646; Loc. Est. 2,536,465
CZ-ABC: Village of Palatine plus Inverness, Forest Hills and Plum Grove: (70)8,085
(80) 11,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$95,994,000
Sav. & Loan Assns.	3	$102,621,000

6—PASSENGER AUTOS: Co. 1,608,953 (excl. Chicago)

10-CLIMATE: Min. & Max. Temp.—Spring 50-66; Summer 63-78; Fall 35-48; Winter 22-36. First Killing frost, Oct. 11. Last killing frost, May 7. Total precipitation 33 inches.

11—TAP WATER: Medium hard.

12—RETAILING: Principal Shopping Center: 18 square block ars (123 stores).
Neighborhood Shopping Centers: Palatine Plaza (20 stores); Village Oasis (12); Winston Plaza (20); Willow Creek Shpg. Ctr. (7); Palatine Mall (15).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Randhurst(86)	8	Carson Pirie Scott, Jewel, Mont. Ward, Wieboldt's
Woodfield(235)	5	Marshall Field, Sears, J.C. Penney, Lord & Taylor
Mt. Prospect(39)	7	Kohl's, Dominickhh's
Rolling Meadows(25)	4	Crawford, Jewel
Countryside Mall(25)	.	

Principal Shopping Days: Thu., Fri. and Sat.
Stores Open Evenings: Mon., Thu. and Fri.

13—RETAIL OUTLETS:
Discount Stores (CZ): K-Mart; McDade.
Chain Drug Stores: Osco; Family Drugs; Walgreen.
Chain Food Stores: Dominick's; Jewel 2; Eagle; Treasure Island.
Other Chain Stores: Worldwide Liquors; V&C Hardware; Pittsburgh Paint; Hansen True Value; Ace Hardware.

14—NEWSPAPERS: HERALD (m) 6,969; Comb. all Paddock Newspapers (m) 59,267, (S) 57,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Miller, Dir. of Adv., Paddock Publications.
National Representatives: USSPI.

PARIS, ILL.

1—LOCATION: Edgar County, E&P Map D-14, County Seat.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 1.
Intercity Bus Lines: Southern Limited, Western Motor Lines.

3—POPULATION:
City 70 Cen. 9,971; Loc. Est. 9,876
County 70 Cen. 21,591; Loc. Est. 22,575

4—HOUSEHOLDS:
City 70 Cen. 3,644; Loc. Est. 4,053
County 70 Cen. 7,566; Loc. Est. 9,084

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$73,800,000
Sav. & Loan Assns.	2	$58,300,000

6—PASSENGER AUTOS: County 13,304

7—ELECTRIC METERS: Residence 9,585

8—GAS METERS: Residence 3,284

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23. Last killig frost, Apr. 10.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: Around square and block each side.
Neighborhood Shopping Centers: N. Main St.; Jefferson Ave.; East Jasper Street Merchants.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri., Mon.
Stores Open Sundays: Some.

13—RETAIL OUTLETS: Department Stores: Spurgeon's; K-Mart; J.C. Penney; P.N. Hirsch.
Variety Stores: Index; Woolwoth; Sandy's; Coast-to-Coast.
Chain Food Supermarkets (CZ): Kroger; Grab-It-Here; Bridwell's; Paris; Star Mkt.

14—NEWSPAPERS: BEACON-NEWS (e) 7,251; sworn Sept. 30, 1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: F. Ernestine Jenison, Asso. Pub./Bus. Mgr. or Paul J. Van Gilder, Gen. Adv. Mgr., BEACON-NEWS.
National Representatives: Landon Associates, Inc.

PAXTON, ILL.

1—LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; Interstate 57.

2—TRANSPORTATION: Railroads: Illinois Central main line; Chicago to New Orleans; Nickel Plate R.R.; Pecria to Sandusky, Ohio.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 4,373; Loc. Est. 4,191
County 70 Cen. 16,382; Loc. Est. 15,154

4—HOUSEHOLDS:
City 70 Cen. 1,459; Loc. Est. 1,655
County 70 Cen. 5,402; Loc. Est. 5,820

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$47,851,000
Sav. & Loan Assns.	2	$4,900,000

6—PASSENGER AUTOS: County 9,614

7—ELECTRIC METERS: Residence 1,600

8—GAS METERS: Residence 1,050

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Broom Mfg. 150 ($120); TV-Radio Transformers 220 ($75); Telephone Jacks 100 ($135); Cooling Tower Mfg. 100 ($230); Electronic Components N.A.

11—TAP WATER: fluoridated.

12—RETAILING:
Principal Shopping Days: Thu., Fri., and Sat.

13—RETAIL OUTLETS: Department Stores: Laybourns, Larsons, Garys, Fashion Fair.
Variety Stores: Index, Hornsby's, Priced Rite Discount.
Chain Food Supermarkets: IGA; Eisners; Tom's Market.
Other Chain Stores: Firestone; Western Auto; TruValue Hdwr.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 1,52[illegible]; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Herb Stevens, Pub., or Regina Naiss, Adv. Mgr., RECORD.
National Representatives: None.

PEKIN, ILL.

1—LOCATION: Tazewell County. (In Peoria SMSA). E&P Map C-3, County Seat. Industrial and agricultural center.

2—TRANSPORTATION: Railroads: C&IM; NYC; AT&SF; ill. Cen. (freight); C&NW (freight).
Intercity Bus Lines: Illini-Swallow; Peoria-Pekin. Two large river terminals, 1 airport, 34 motor freight carriers.

3—POPULATION:
Corp. City 70 Cen. 31,375; Loc. Est. 32,757
CZ ABC: (70) 36,469; (80) 38,000
RTZ-ABC: (70) 83,267; (80) 95,100
SMSA: 70 Cen. 341,979; Loc. Est. 368,508
County 70 Cen. 118,649; Loc. Est. 132,549
City & RTZ-ABC: (70) 119,736; (80) 133,100

4—HOUSEHOLDS:
70 Cen; City 10,417; Loc. Est. 12,515
County 70 Cen. 36,474; Loc. Est. 47,064
SMSA: 70 Cen. 108,134; Loc. Est. 135,025
CZ ABC: (70) 11,964; (80) 14,200
RTZ-ABC: (70) 25,199; (80) 33,200
City & RTZ-ABC: (70) 37,163; (80) 47,400

5—BANKS: 4 Savings, Dep. $83,741,135

6—PASSENGER AUTOS: County 77,478 (1978)

7—ELECTRIC METERS: Residence 14,085

8—GAS METERS: Residence 12,290

9— PRINCIPAL INDUSTRIES (CZ): Corn prod.; distilling; electricity; tractor; paper board and containers; tractor parts; machine tooling; food processing; iron foundry; non-ferrous metal processing; automotive parts; chemical.
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 11-88; Summer 43-96; Fall 10-89; Winter—16-59. First killing frost, Oct. 17. Last killing frost, Apr. 27.

11—TAP WATER: Neutral, very hard.

12—RETAILING: Principal Shopping Center: 6 blocks on Court St.; 4 Sts. intersect. Court; 3 blocks on Margaret.
Neighborhood Shopping Centers: Darby St.; 1500 Block on N. Eighth St. East Bluff and Sunset Hills.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pekin Mall		J.C. Penney, Zale's, P.M. Bergner, Mode O'Day, Sears
Market Square Plaza		Vogels, Thrifty Drug Sears

Principal Shopping Days: Mon. Fri., Sat.
Stores open Evenings: Department stores—Fri.; Food- Thurs. and Fri.

13—RETAIL OUTLETS: Department Stores: Penney; N. Reuling; K-Mart; Bergner's.
Discount Store: K-Mart.
Chain Drug Stores (CZ): Rexall 2; Walgreen.
Chain Food Supermarkets: Richard's; Kroger 2; Korsmeyer's; Vogel's; 14th St.; Eagle; Thompson's; Arnett's.
Other Chain Stores: Gamble's; Western Auto; Brown's; Montgomery Ward (catalog); Spiegel (catalog).

14—NEWSPAPERS: TIMES(e) 22,082; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Donald Meinen, Nat'l. Adv. Mgr., TIMES
National Representatives: Branham/Newspaper Sales.

PEORIA, ILL.

1—LOCATION: Peoria County. E&P Map C-3 (SMSA). County Seat. Industrial Center; Agricultural Area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis.

2—TRANSPORTATION: Railroads: Amtrak; Burlington Northern, C&NW; Ill. Central; Ill. Terminal N&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago, Illinois & Midland.
Motor Freight Carriers: 145.
Inter Bus Lines: Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Gulf Transport; Taylorville Transit; Peoria Charter, Inc.
Airlines: Ozark; Continental; Britt; Mississippi Valley; Illinois Air; Byerly; Mt. Hawley; Federal Express.

3—POPULATION:
Corp. City 70 Cen. 126,963; Loc. Est. 125,660
CZ ABC: (70)221,931; (80)227,300
RTZ-ABC: (70)212,053; (80)232,100
SMSA 70 Cen. 341,979; Loc. Est. 368,508
County 70 Cen. 195,318; Loc. Est. 202,791
City & RTZ-ABC: (70)433,984; (80)459,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 42,290; Loc. Est. 48,666
County 70 Cen. 63,323; Loc. Est. 76,392
SMSA 70 Cen. 108,434; Loc. Est. 135,025
CZ ABC: (70)70,506; (80)82,500
RTZ-ABC: (70)68,975; (80)86,500
City & RTZ-ABC: (70)139,481; (80)169,000

5—BANKS:	NUMBER	DEPOSITS
Comm. & Sav. Banks	14	$1,121,969,000
Sav. & Loan Assns.	16	$1,522,003,000

6—PASSENGER AUTOS: County 120,387 (1978)

7—ELECTRIC METERS: Res. 77,640

8—GAS METERS: Residence 64,447

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Earth Moving Eqpt. Diesel Eng. 33,500 ($421); Fences, Wire Products 1,400 ($276); Food Processing 4,125 ($333); Total Mfg. 51,500 ($377).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; Last killing frost, Apr. 26.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:
Primary Shopping Centers: Metro Central Business District; Northwoods; Westlake; Pekin Mall; Sheridan Village, Madison Park; Junction City; Metro Center.
Important Shopping Centers: University from Forrest Hill to Ward Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area: Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas: Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Plaza; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Cherrytree.
Principal Shopping Days: Sat., Fri., Sun.
Stores Open Evenings: Suburban-every evening & Sunday; Downtown-Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Carson, Pirie, Scott & Co.; Bergner's 4; Sears, Montgomery Ward; J. C. Penney 2; Szold's.
Discount Stores (CZ): K-Mart 3; Miracle Mart 4; Unclaimed Freight Stores: Venture; Murray's Jewelers; Ardan's Jewelers.
Variety Stores: Ben Franklin 2; Caskey's; Fogler; J & M; L's Sundries; Kresge; Prospect; Woolworth; Hornsby.
Chain Drug Store (CZ): Bogard's 5; Green 2; Walgreen 3; SupeRx 7; Dekroyft-Metz; W. R. Smith 2; Medicine Shoppe 2; Out X 4; Thrifty Rexall 2.
Chain Food Supermarkets (SMSA): Ben Schwartz (IGA) 5; Cardinal 5; Convenient Food Mart 18; Del Farm 3; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels 1; Aldi Foods; Stop & Save.
Women's Wear: Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Campbell; Kay Howard; Main Line; Nancy's Closet; Pines; D. Schaffer's; North & South; Stuart's; Paul Harris.
Men's Wear: Bachrach's; Bell Clothing 2, Ducky's Formal Wear; Gingess Formal Wear; Howard Heller; Johnson's 3; Just Jeans; Just Pants; National Shirt; Richman Bros.; The Taylor Shop; 20th Century Tuxedo; Schradzki's; Andreen-Nordwall; Seno Formal Wear.
Other Chain Stores: Sparr Store; Spiegel's; Bell Men's Wear; Mailing Bros.; Baker's Shoes; Life Stride; Mary Jane; Pappagallo; Thom McAn; Bass Shoe Factory Outlet; Dr. Scholl's; Kinneys, Fannie May 3, Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Blue Star Auto; Singer Co.; Carson's Jewelry.

14—NEWSPAPERS: JOURNAL STAR (All Day) 102,556; (S) 120,003; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald Menser, Adv. Dir., JOURNAL STAR.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

PERU, ILL.
See LA SALLE, ILL.

PINCKNEYVILLE, ILL.
See DU QUOIN, ILL.

PONTIAC, ILL.

1—LOCATION: Livingston County, E&P Map C-2. County Seat. Shipping center for county agricultural and dairy area. Misc. light manufacturing. No. Central part of state. Illinois State Penitentiary. 100 mi. from Chicago.

2—TRANSPORTATION: Railroads: Illinois Central Gulf; Amtrak.
Inter-City Bus Lines: Trailways, Greyhound.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 10,595; Loc. Est. 11,215
CZ-ABC: (70) 9,031; (80) 11,200
RTZ-ABC: (70) 33,801; (80) 32,200
County 70 Cen. 40,690; Loc. Est. 41,909
City & RTZ-ABC: (70) 42,832; (80) 43,400

4—HOUSEHOLDS:
City: 70 Cen. 3,087; Loc. Est. 4,410
County: 70 CEn. 12,426; Loc. Est. 15,131
CZ ABC: (70) 3,087; (80) 4,400
RTZ-ABC: (70) 10,072; (80) 10,900
City & RTZ-ABC: (70) 13,159; (80) 15,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$87,598,478
Sav. & Loan Assn.	1	$524,865,530

6—PASSENGER AUTOS: County 20,939 (1978)

7—ELECTRIC METERS: Residence 4,309

8—GAS METERS: Residence 4,122

9— PRINCIPAL INDUSTRIES (CZ): (Number of Wage Earners): Gloves 136; Printing 600; Shoe Heels 20; Furniture 450; Weed Mowers 40; Steel Prod. 450; State Penitentiary 450; Quarries 100; Diesel Motor Parts 400.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring —10-97; Summer 42-108; fall —2-96; Winter —24-75. First killing frost, Oct. 31. Last killing frost, Apr. 11.

11—TAP WATER: Aklaine, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main, Madison, Washington and Mill (around Square).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Vermillion Plaza	2	Spurgeon's, Neimann's K-Mart
Hornsby's	2	Hornsby's

Principal Shopping Days: Fri., Sat., & Mon.
Stores Open Evenings: Food Chains—every night and Sun.; others—Fri. & Sat.; Shopping Centers—till 9 p.m., Sun. till 6.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Spurgeon's; Hornsby's, K-Mart.
Discount Stores: Hornsby's, K-Mart, G.C. Murphy.
Chain Food Supermarkets: A&P, Don's Red Fox, Neimann's, Eisners.
Other Chain Stores: McDonald's, Long John Silvers, Convenient Foods; Montgomery Ward (catalog); Sears, Coast-to-Coast; Tru Value Hardware; Ace, NAPA, Safiran, Convenient; Radio Shack.

14—NEWSPAPERS: LEADER (e) 8,804; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchadising Data: William L. Alvey, Adv. Dir., LEADER.
National Representatives: None.

PROSPECT HEIGHTS, ILL.
See MOUNT PROSPECT, ILL.

QUINCY, ILL.

1—LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis, 220 mi. from Kansas City, 285 mi. from Chicago.

2—TRANSPORTATION: Railroads: Burlington-Northern; Norfolk & Western.
Motor Freight Carriers: 24.
Intercity Bus Lines: Jacksonville; Continental Trailways; Kirksville-Quincy.
Airlines: Ozark.

3—POPULATION:
Corp. City; 70 Cen. 45,288; Loc. Est. 45,300
CZ ABC: (70)51,373; (80)46,200
RTZ-ABC: (70)145,568; (80)143,900
County 70 Cen. 70,861; Loc. Est. 70,184
City & RTZ-ABC: (70)196,941; (80)190,100

4—HOUSEHOLDS:
City 70 Cen. 15,316; Loc. Est. 17,842
County 70 Cen. 23,105; Loc. Est. 26,301
CZ ABC: (70)17,079; (80)56,700
RTZ-ABC: (70)50,038 (80)56,700
City & RTZ-ABC: (70)67,117; (80)74,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$267,368,369
Sav. & Loan Assns.	3	$390,599,190

6—PASSENGER AUTOS: County 37,071 (1978)

7—ELECTRIC METERS: 22,878

8—GAS METERS: 17,645

9— PRINCIPAL INDUSTRIES (CZ): Chemical Stoves; Limestone Prod.; Food Prod.; Brass Prod.; Castings; Electric Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Eqpt. Patterns; Radio; TV; Communications Equipment.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1. Last killing frost, April 24.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Maine St., 1 in 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers: 17th and Broadway; 8th and State; 30th & Broadway.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
17th & Broadway	1	Merkel Hdwe
State & 8th	1/2	State St. Store Kroger, Sears
Quincy Mall	2½	Kroger, Radio Shack

Principal Shopping Days: Mon., Fri., Sat., Sun.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Sears, J.C.Penney; State Street Store; Bergner's.
Variety Stores: Ben Franklin; Woolworth.
Discount Stores: Jack's; Quincy Supply; K-Mart 2.
Chain Drug Stores (CZ): Walgreen; Skagg Drug; Brown's 3.
Chain Food Supermarkets: Kroger; Niemann Foods 3; Harmon's; IGA; Randall; Eagle; Hy-Wee.
Other Chain Stores: Cook's Paint; Kamber's (men's); Bowman Bros. (shoes); Carl Shoe; Firestone; Goodyear; Sherwin-Williams (paint); Jo An Fabrics; Schiff Shoe; S&H Green Stamps; Montgomery Ward (catalog); Wickes Lumber; Radio Shack; Hill Bros. Shoes: York Radio; Ace Hardware Kirlins, Inc., Barker Shoes, Black Mardware.

14—NEWSPAPERS: HERALD-WHIG (e-Mon. to Fri.) 30,967; (e-Sat.) 24,213; (S) 33,814; Mar. 31, 1979 ABC.
Local Contact for Advertising and Merchandising Data: Dave Laytham, Natl. Adv. Mgr., HERALD-WHIG.
National Representatives: Branham/Newspaper Sales.

ROBINSON, ILL.

1—LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago, 110 mi. W of Indianapolis; 150 mi. E of St. Louis, Mo.; 200 air mi. S of Chicago.

2—TRANSPORTATION: Railroads: Conrail; Gulf Central.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound, Detroit Special.

3—POPULATION:
Corp. City 70 Cen. 7,178; Loc. Est. 6,998
County 70 Cen. 19,824; Loc. Est. 20,773
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,662; Loc. Est. 2,990
County 70 Cen. 7,124; Loc. Est. 8,572

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	3	$25,190,459
Commercial Banks	5	$137,546,586

6—PASSENGER AUTOS: County 13,781

7—ELECTRIC METERS: Residence 8,688

8—GAS METERS: Residence 6,073

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of wage Earners (Av. Wkly. Wage); Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 ($126); Shoes 183 ($112); Aluminum Doors & Windows 107 ($186); Petro-Chemicals 68 ($215); Diversified Industries 248 ($176).
Principal Shopping Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-72; Summer 75-101; Fall 68-90; Winter 10.52. First killing frost, Nov 6. Last killing frost, Apr. 2.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks at Court House; 2 on E. Main; 5 on W. Main; 1 on W. Walnut.
Neighborhood Shopping Centers: West Gate; Outer E. Main & Route 33.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Westgate (8)	-	Gallo's Red & White
Barn Plaza(-)		
IGA(-)	-	Gibson

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Root's, P. N. Hirsch, Tresslar's; Gibson, Pool's.
Variety Stores: Index Notion.
Chain Drug Stores (CZ): Bertram's (Rexall); Kook & Link.
Chain Food Supermarkets: IGA food Center; Gallo's Red & White.

14—NEWSPAPERS: NEWS (e) 7,787, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Adv. Dir., NEWS.
National Representatives: None.

ROCK FALLS, ILL.
See STERLING, ILL.

ROCK ISLAND, ILL.
(including contiguous Milan, Moline, East Moline)

1—LOCATION: Rock Island County (In Davenport-Rock Island-Moline SMSA) E&P Map B-2, County Seat. In Western Illinois on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6, 67, Illinois 5, 84, 92, 150; Interstate 80, 280, & 74.

2—TRANSPORTATION: Railroads: Burlington Northern, Davenport; Rock Island & Northwestern.
Motor Freight Carriers: Quad Cities 40.
Intercity Bus Lines: Greyhound; River Trails Transit; Continental Trailways; Scenic Stage.
Airlines: United; Ozark; Mississippi Valley Commuter; Britt Commuter; Air Illinois Commuter.

3—POPULATION:
Corp. Area 70 Cen. 128,115; Loc. Est. 121,000
Rock Island 70 Cen. 50,166; Loc. Est. 49,000
Moline 70 Cen. 46,237; Loc. Est. 45,200
East Moline 70 Cen. 20,832; Loc. Est. 20,500
Milan 70 Cen. 4,873; Loc. Est. 6,350
CZ ABC: (70) 278,045; (80) 284,400
In Illinois (70) 156,547; (80) 152,100
In Iowa (70) 121,498; (80) 132,300
RTZ-ABC: (70) 164,662; (80) 176,100
City & RTZ-ABC: (70) 442,707; (80) 460,500
County 70 Cen. 166,734; Loc. Est. 163,900
SMSA 70 Cen. 362,638; Loc. Est. 378,100

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Area 70 Cen. 42,198; Loc. Est. 42,000
County 70 Cen. 53,587; Loc. Est. 59,700
SMSA 70 Cen. 114,835; Loc. Est. 134,300
CZ ABC: (70) 88,743; (80) 103,400
In Illinois 70 Cen. 50,648; (80) 56,200
In Iowa 70 Cen. 38,092; (80) 47,200

ROCK ISLAND—continued

RTZ-ABC (70) 51,727, (80) 63,500
City & RTZ-ABC (70) 140,470, (80) 166,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	33	$1,466,400,000
Sav & Loan Assn	10	$737,200,000

6—PASSENGER AUTOS: County 120,325

7—ELECTRIC METERS: Residence 124,872

8—GAS METERS: Residence 119,414

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners Total Employment 176,200, Manufacturing 44,625 (Farm Equip , Aluminum Mill) Non-manufacturing 87,750, Public sector (Gov't) 25,500 Average weekly wage approx. $329 (mfg)
Principal Industrial Pay Day Fri

10-CLIMATE: Min & Max Temp —Spring 7-93, Summer 46-92, Fall 13-42, Winter 14-95 First Annual Rainfall 31.27 inches

11—TAP WATER: From Mississippi River Rock Island—Hard, slightly alkaline, fluoridated East Moline—Parly softened, slightly alkaline, fluoridated Moline—Lime softened, fluoridated Davenport—Neutral, hard, fluoridated

12—RETAILING: Principal Shopping Centers Downtown Rock Island (Great River Plaza)-2nd, 3rd, & 4th Aves bet 15th & 20th Sts Moline (Metro Center Plaza)—4th, 5th & 6th Aves bet 12th & 20th Sts E Moline—15th, 16th, 17th Aves bet 7th & 13th Sts Silvis—1st Ave from 7th to 12th St Milan—4th St from 1st to 4th Ave Davenport—Principal Shopping Center—4 blocks on 2nd St , 4 on 3rd St , 3 on Brady-Main-Harrison Bettendorf —State St from 14th to 19th St
Neighborhood Shopping Centers Include Rock Island— 11th St bet 18th Ave and 42nd Ave incl Watchtower Plaza at 11th St & 39th Ave., 30th St bet 14th and 18th Ave , 14th Ave bet 38th and 44th Sts , 18th Ave bet 17th St & 45th St K-Mart, Blackhawk Rd & 38th St Moline; City Line Plaza, 1st St & 19th Ave , Uptown, 15th and 11th Sts bet 14th and 25th Aves , Hiland, 23rd Ave bet 27th and 34th Sts , King Plaza and Orchard Center, 23rd Ave bet 34th and 43rd St , K-Mart 23rd Ave & 48 St Venture, Blackhawk Rd , and 20th St., Southpark Covered Mall 115 Stores)-S 16th St , Moline, Green Valley, John Deere Expressway and 41st St , East Moline—Ridgewood Colona Rd at 7th St , Kennedy Plaza; 3rd St & 41st Ave., Davenport—6 blocks on N Harrison St., 8 blocks near Locust & Division Sts in NW Davenport, Mid-Town Plaza, Brady & Locust; Northpark Covered Mall (90 stores) No Brady & Kimberly Rd , Village Shopping Center, W Kimberly Rd , Old Town Mall, 903 E Kimberly Rd , Westfair Shopping Center, W Locust St., Venture, N Brady St & 30th St., Northgate Shopping Center, E Kimberly Rd & Eastern Bettendorf— Duck Creek Plaza, E Kimberly Rd , Cumberland Shopping Center, 23rd St & Spruce Hills

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
11th St (R I)	3	Geifman
30th St (R I)	3	Eagle, Supreme TV
Watchtower Plaza (R I)	3	Eagle, Zayre
K-Mart (Rock Island)	3	K-Mart
City Line Plaza (Moline)	2	Jewel, Osco
Hiland (Moline)	2	Aldi, Haag
Uptown (Moline)	1	Uptown Bank, Haag
Orchard Center (Moline)	3	Eagle, Community Savings
Kings Plaza (Moline)	3	Sears, Geifman, Trevor Hdwe , Target
K-Mart (Moline)	4	K-Mart
Green Valley	4	Ardan's
Venture	3	Venture
Moline		Midwest Bank
South Park Mall (Moline)	3	Petersen's, Mont Ward, Randall Foods, Younkers, J C Penney
Kennedy Plaza (East Moline)	4	Jewel, Osco
Ridgewood	5	Geifman
Venture (Davenport)	3	Venture, Jewel Food
Midtown Plaza (Davenport)	2	Aldi, Walgreen
Westfair (Davenport)	4	Randall Foods
Old Town Mall (Davenport)	3	Haag Drug
Northgate (Davenport)	4	Geifman
Village (Davenport)	4	Eagle, Supreme TV
Northpark Mall (Davenport)	4	Montgomery Ward, Penneys, Younkers
Duck Creek Plaza (Bettendorf)	5	Younkers, Target, Randall
Cumberland Sq (Bettendorf)	4	Jewel, Osco

Principal Shopping Days Dept Stores—Mon Fri, & Sat , Food—Thur , Fri , Sat & Sun
Stores Open Evenings Dept —Mon (limited number on Fri) in Davenport, Moline & Rock Island, Fri in E Moline Super Mkts —Sun thru Sat
Stores Close Mon morning and Sat evenings
Stores Open Sundays Discount, Super Mkts., Drug, Shopping Malls

13—RETAIL OUTLETS: Department Stores McCabes, Younkers 3, Petersen-Harned von Maur 3, J C Penney 2, Sears 2, Montgomery Ward 2, Federated
Discount and Gen. Merch. Stores (CZ) Venture 2, Target 2, Zayre, K-Mart 4
Variety Stores (CZ) Ben Franklin 2, Kresge 1, Woolworth 2, Jupiter, Scott
Chain Drug Stores Haag 14, Walgreen 8, Osco 3, Medicine Shop 3, May's 1
Chain Food Supermarkets (Quad-City) Eagle 11; Randall's 7 Geifman's 9, Jewel Food Stores 4; 7-Eleven 19, Aldi 4, Convenient Foods 9
Independent Buying Groups Royal Blue 6, Jack & Jill 5, Super Valu 2, Certified 1
Other Chain Stores Goodyear 5, Sherwin-Williams 2; Pittsburgh Paint 2, DeVoe Paint 1; Iowa Paint 2, Glidden Paint 1; Interstate Book Store 2, Fannie May 4 Firestone 5, Thom McAn 2; Bakers Shoes 1; Kinney 5; Lobers 1 , Fashion 1; Richman Bros 2, Singer Co 2

14—NEWSPAPERS: ROCK ISLAND ARGUS (e) 22,926, (S) 23,085, MOLINE DISPATCH (e) 35,826, (S) 37,636, Comb (e) 58,752, (S) (e) 60,721, Mar 31, 1980 ABC
Local Contact for Advertising and Market Data Al Roels, Gen Adv Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH
National Representatives Branham/Newspaper Sales

ROCKFORD, ILL.

1—LOCATION: Winnebago County, E&P Map C-1, (SMSA), 90 mi NW of Chicago, 17 mi S of Wisconsin boundary City bisected by Rock River

2—TRANSPORTATION: Railroads Amtrak, Chicago, Milwaukee, St Paul & Pacific, Chicago & North West, Burlington Northern
Motor Freight Carriers 55
Intercity Bus Lines Peoria-Rockford, Greyhound, Wisconsin Coach Lines
Airlines Ozark, 2 commuter lines

3—POPULATION:
Corp City 70 Cen 147,370; Loc Est 135,875
Primary Mkt Area ABC
(70) 483,891, (80) 468,500
County 70 Cen 246,623; Loc Est 236,346
SMSA 70 Cen 272,063; Loc Est 262,890
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 48,359; Loc Est 51,679
County 70 Cen 76,716; Loc Est 84,917
SMSA 70 Cen 84,494; Loc Est 94,323
Primary Mkt Area-ABC
(70) 150,542, (80) 166,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	25	$1,041,181,000
Sav & Loan Assns	6	$494,301,396

6—PASSENGER AUTOS: County 184,862

7—ELECTRIC METERS: Estimate 91,000

8—GAS METERS: Estimate 77,100

9— PRINCIPAL INDUSTRIES (CZ): 575 manufacturing establishments, 15 employ over 1,000 each
Principal Industrial Pay Days Fri

10-CLIMATE: First killing frost, Sept 20 Last killing frost, May 8

11—TAP WATER: Very hard

12—RETAILING: Principal Shopping Centers (Downtown Mall) 2 blocks on W State St plus feeder streets 1 block each direction
Neighborhood Shopping Centers Broadway, 7th St , S Main St , E State St , N Main and Auburn Sts , Alpine Rd

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alpine Village	20	Eagle Foods, May's Drug
Cherry Vale	95	Marshall Field, Sears H C Prange
Colonial Village	26	J C Penney, Chas V Weise
Downtown Mall	25	J C Penney, Osco Drugs
East Gateway Plaza	12	Pacemaker, Ben Franklin
Eastwind Mall	11	East Wind Hobby & Craft Shop
Highcrest	13	D J Stewart
Liberty Square	12	Last Straw Ice Cream Parlour, Lundgren's Camera Center
Meadow Mart	24	Walgreens Drug, Union Hall Discount
North Towne	44	Chas V Weise
Rockford Plaza	20	Goldblatt Bros
Rockton Avenue Centre	14	Logli Food Store
Southgate	12	K-Mart, Piggly-Wiggly
Belvidere Mall	6	Ace Hardware

Principal Shopping Days Mon , Fri , Sat Sun
Stores Open Evenings Department Stores—Mon -Fri , Food—Mon -Fri

13—RETAIL OUTLETS: Department Stores Goldblatt Bros ; Marshall Field & Co ; Montgomery Ward; J C Penney, H C Prange, Sears & Co ; Chas V Weise
Discount Stores Ardan Jewelers & Distributors, Giant Stores, Inc., Insurance Liquidators, K-Mart Prange-Way Discount; Union Hall
Variety Stores Woolworth, Ben Franklin
Chain Drug Stores (CZ) Walgreens 6, Lenz 4, Rexall 3, Osco 3; Nihan & Martin 2; One-Stop 4, Tru Valu 2, Lantow's 2
Chain Food Supermarkets Eagle 8, Hilander 3, IGA 6, Jewel 2, Logli 3, Pacemaker 6, Piggly-Wiggly 1, Aldi Discount Foods 2

14—NEWSPAPERS: REGISTER STAR (all day Mon to Fri) 76,414, (m-Sat) 75,191; (S) 85,367, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Harry Whipple, Adv Dir REGISTER STAR
National Representatives Gannett Newspaper Advertising Sales

ROCKTON, ILL.
See BELOIT, WIS.

ROLLING MEADOWS, ILL.

1—LOCATION: Cook County, E&P Map D-1 (In Chicago SMSA) Suburban, residential, 27 miles from downtown Chicago

2—TRANSPORTATION: Motor Freight Carriers 33 All Airlines at O'Hare Airport (Chicago), 11 miles, PalWaukee & Schaumburg Airports nearby

3—POPULATION:
Corp City 70 Cen 19,178, (74) Sp Cen 19,786
Loc Est 21,000
CZ-ABC (70) 19,178; (80) 20,400
SMSA 70 Cen 6,978,733, Loc Est [illegible],036,828
County 70 Cen 5,493,529, Loc Est 5,224,890
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 5,321, Loc Est 7,905
County 70 Cen 1,766,035, Loc Est 1,942,186
SMSA 70 Cen 2,183,646, Loc Est 2,536,465
CZ-ABC (70) 5,321, (80) 6,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$37,644,000
Sav & Loan Assn	4	$74,753,000

6—PASSENGER AUTOS: Co 1,608,953 (excl Chicago)

10-CLIMATE: Min & Max Temp —Spring 50-66, Summer 63-78, Fall 35-48, Winter 22-36 First killing frost, Oct 11 Last killing frost May 7 Total precipitation 33 inches

11—TAP WATER: Hard

12—RETAILING: Principal Shopping Center 18 square block area (75 stores)
Neighborhood Shopping Centers Southland (12 stores), Meadow Square (7 stores), Plum Grove (15 stores), Rolling Meadows Shopping Center (27 stores), Kirchoff Market (12 stores)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Randhurst (86)	6	Carson Pirie Scott, Montgomery Ward, Jewel, Wieboldt's
Woolfield (235)	3	Marshall Field, Sears, Penney, Lord & Taylor
Golf Mill (78)	12	Sears, Penney's, Butera
Mt Prospect Plaza (39)	7	Kohl's, Dominick's

Principal Shopping Days Thu , Fri and Sat
Stores Open Evenings Mon , Thu and Fri

13—RETAIL OUTLETS:
Discount Stores (CZ) Treasury
Chain Food Stores Butera, Jewel, Dominick's
Other Chain Stores Ace Hardware, Goodyear; Radio Shack; Woolco

14—NEWSPAPERS: HERALD (m) 3,341, Comb all Paddock Newspapers (m) 59,267, (S) 57,354; Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data R Miller, Dir. of Adv , Paddock Publications
National Representatives USSPI

SCHAUMBURG, ILL.
See HOFFMAN ESTATES, ILL

SHELBYVILLE, ILL.

1—LOCATION: Shelby County, E&P Map C-4, County Seat, 36 mi from Decatur, 108 mi from Chicago, 96 mi from St Louis Routes 16 and 128

2—TRANSPORTATION: Railroads Penn-Central; C&EI
Motor Freight Carriers 3

3—POPULATION:
Corp City 70 Cen 4,597, Loc Est 5,080
County 70 Cen 22,589; Loc Est 24,320

4—HOUSEHOLDS:
70—Cen City 1,661; Loc Est 2,158
County 70 Cen 7,513; Loc Est 9,366

5—BANKS: Comm 2, Dep $49,982,000

6—PASSENGER AUTOS: County 13,481

7—ELECTRIC METERS: Residence 2,205

8—GAS METERS: Residence 1,507

9— PRINCIPAL INDUSTRIES (CZ): Farm Eqpt , Plastic Cups; Hairpins

11—TAP WATER: Neutral, very hard

12—RETAILING: Principal Shopping Center Johnstowne Mall, Shelbyville, 3 stores, Con Dov Shopping Mall, Shelbyville, 5 stores, Downtown Mini-Mall
Principal Shopping Days Wed and Fri

13—RETAIL OUTLETS: Department Stores Jon's, P N Hirsch; Sears
Variety Stores Index; Ben Franklin
Chain Drug Stores (CZ) Walgreen; Rexall
Chain Food Supermarkets Bi-Rite, Eisner, IGA

14—NEWSPAPERS: UNION (e) 4,540, sworn Sept 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data George Frazier, Pub , UNION
National Representatives None

SOUTH BELOIT, ILL.
See BELOIT, WIS.

SPRING VALLEY, ILL.
See LA SALLE, ILL.

SPRINGFIELD, ILL.

1—LOCATION: Sangamon County, (In Springfield SMSA) E&P Map C-3 State Capital, County Seat Industrial, wholesale & agricultural center, 185 mi SW of Chicago; 100 mi NW of St Louis, on U.S. Highways 66, 36, 54, Interstate 55; State Highways 4, 29, 125, 104

2—TRANSPORTATION: Railroads Illinois Central; Gulf-Mobile & Ohio, Norfolk & Western (Wabash); B&O, Chicago & Illinois Midland, Illinois Terminal, Amtrak
Motor Freight Carriers 38 Intra-State & interstate Lines
Intercity Bus Lines Greyhound, Crown Transit, Gulf Transport
Airlines Ozark, Air Illinois; Britt, Charter service by Capitol Aviation

3—POPULATION:
Corp City 70 Cen 91,753, Loc Est 97,400
CZ ABC (70) 125,340; (80) 130,300
RTZ-ABC (70) 315,708; (80) 331,400
SMSA (70) Cen 171,020; Loc Est 187,100
County 70 Cen 161,335; Loc Est 175,900
City & RTZ-ABC (70) 441,048, (80) 461,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 32,616; Loc Est 39,500
County 70 Cen 54,374; Loc Est 67,700
SMSA 70 Cen 57,626, Loc Est 72,000
CZ ABC (70) 43,365, (80) 51,600
RTZ-ABC (70) 103,269, (80) 124,600
City & RTZ-ABC (70) 146,634, (80) 176,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	11	$1,040,461,000
Sav & Loan Assns	8	$429,853,000

6—PASSENGER AUTOS: County 104,355

7—ELECTRIC METERS: 62,462

8—GAS METERS: 48,786

9— PRINCIPAL INDUSTRIES (CZ): Machinery; Tractors, Road Machines, Farm Equipment, Flour and Feed Mills; Boilers (Fab Metal Prod.); Mattresses, Insurance, Finance Gov't Total Avg Employment 89,774

10-CLIMATE: Min & Max Temp.—Spring 42-62; Summer 64-87, Fall 44-69, Winter 21-37; First killing frost, Oct 10 Last killing frost April 16

11—TAP WATER: Neutral, soft Lake Springfield

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Capital City	23	Zayre, Woolworth, Kroger
Chatham Square	-	Stern's, The Hub, Remnant House, Vogue Pier 1 Imports
Fairhill's	20	Eisner-Osco
K-Mart Plaza		Kroger, K-Mart
Laketown	-	IGA, Mummert's
Sangamon	-	Myers Dept , A&P, JoAnn Fabrics
Town & Country	24	Kresge, Goldblatt, Woolco National
White Oaks Mall	120	Stix, Baer & Fuller, Famous-Barr, Montgomery Ward, Myers Bros , Sears

Principal Shopping Days Mon , Fri & Sat
Stores Open Evenings Downtown—Fri ; Shopping Ctrs & Discount Stores—Nightly
Stores Open Sundays Super Mkts , Shopping Centers, Discount Stores

13—RETAIL OUTLETS: Department Stores Stix, Baer & Fuller, Herndon's, Myers Bros , Sears Roebuck; J C Penney, Goldblatt's, Famous-Barr; Montgomery Ward
Discount Stores (CZ) K-Mart 3; Woolco; Zayre's
Variety Stores Kresge, Woolworth
Chain Drug Stores (CZ) Walgreen 2, Thrifty 8; Osco 3; SupeRx 3, Flynn Hippard 1; Mummert's 1; Schafer's 1, Watt Bros 4, Ideal
Chain Food Supermarkets Eisner 1, A&P 2, Kroger 5; National Food Stores 3, IGA 4; Red Fox 4; Eagle 2
Other Chain Stores Firestone, Goodyear; Goodrich; General Tires, Western Auto; Gebhardt, Inc., Midas Mufflers & Transmission; Hardware Stores, Black & Co ; Coast-to-Coast; Ace; V&S 2; Thom McAn, Kenney's, Gallenkamp; Nobils, Lobers; Hill Bros ; Scholl's; Hosiery; Neumode; Candy, Fannie

May; Kirlin's Candies; Sherwin-Williams; Pittsburgh; Cook's; Kay's Jewelry; Trading Stamps; S&H; Singer So Fro; Remnant House; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Botton Half, Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes, Foxmoor; Gordon's Jewelers; Gingess International; General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants, JoAnn Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland, Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop, Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casuals; Tinderbox Int.; Wdg's Restaurant; [illegible]; [illegible]; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; Sambo's; S.G. Adams; Baskin Robbins 3.

14—NEWSPAPERS: THE STATE JOURNAL-REGISTER (m-Mon. to Fri.) 58,973; (e) [illegible],198; Comb. (m&e) 71,171; (Sat. m) 71,531; (S) [illegible] Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William Charlton, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER.
National Representatives: Branham/Newspaper Sales.

STERLING-ROCK FALLS, ILL.

1—LOCATION: Whiteside County, E&P Map C-2. Industrial and agricultural center on Rock River 50 mi. NE of Rock Island and 110 mi. W of Chicago. On highways 5, 2, 30, 88.

2—TRANSPORTATION: Railroads: C&NW; CB&Q.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound.
Airlines: Britt.

3—POPULATION:
Corp. Cities 70 Cen. 26,400; Loc. Est. 29,457
Sterling 70 Cen. 16,113; Loc. Est. 17,457
Rock Falls 70 Cen. 10,287; Loc. Est. 12,000
CZ ABC: (70) 33,033; (80) 34,600
RTZ-ABC: (70) 46,151; (80) 44,100
County 70 Cen. 62,877; Loc. Est. 63,900
City & RTZ-ABC: (70) 79,184; (80) 78,700

4—HOUSEHOLDS:
70 Cen. Cities 8,311; Loc. Est. 10,300
County 70 Cen. 19,500; Loc. Est. 22,500
CZ ABC: (70) 10,214; (80) 12,300
RTZ-ABC: (70) 14,336; (80) 15,600
City & RTZ-ABC: (70) 24,550; 27,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$280,000,000
Sav. & Loan Assn.	2	$100,000,000

6—PASSENGER AUTOS: County 44,714

7—ELECTRIC METERS: Residence 10,600

8—GAS METERS: Residence 9,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Steel, Steel Prods. 3,500 ($200); Bldrs. Hdwr. 1,200 ($150); Bolts & Nuts 400 ($150), Barber Supplies 170; Foundries 100; Multiple Drink Mixers 40; Gears 50; Food Proc. 100.

10-CLIMATE: Min. & Max. Temp.—Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12. Last killing frost, May 1.

11—TAP WATER: Neutral, very hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 18 blocks in Sterling; 5 in Rock Falls; Sterling Northland Shopping Center (39 Stores-Weise's, J. C. Penney, Woolworth).
Neighborhood Shopping Centers: Sterling—4 blocks on 4th St.; 2 on Locust Ave. Rock Falls—5 blocks on 1st. Ave., and vicinity.
Stores Open Evenings: Downtown-Mon. & Fri.; Northland Mall-Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Harlan's; Sowle's; Kline's; Weise's; J. C. Penney.
Discount Stores (CZ): K-Mart; Belscot.
Chain Drug Stores: Walgreen.
Variety Stores: Woolworth.
Chain Food Supermarkets: Kroger's; Eagle, Super Valu; Aldi.
Other Chain Stores: Leslie's (shoes); Goodyear; Coast-to-Coast (hdwr. and auto supplies); Ace Hdwr.; D & E (furn. & appliances).

14—NEWSPAPERS: DAILY GAZETTE (e) 14,000; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David P. Grandon, Nat. Adv. Mgr., DAILY GAZETTE.
National Representatives: Landon Associates, Inc.

STREATOR, ILL.

1—LOCATION: LaSalle County, E&P Map C2. South end, LaSalle County. Agricultural area. Diversified manufacturing. 100 miles SW of Chicago; 225 mi. NE of St. Louis on State Highways 18,23.

2—TRANSPORTATION: Railroads: Santa Fe; Burlington; Wabash; Penn-Central; GM&O.
Motor Freight Carriers: 11.

3—POPULATION:
City 70 Cen. 15,600; Loc. Est. 14,[illegible]
CZ ABC: (70) 21,206; (80) 19,900
RTZ-ABC: (70) 33,954; (80) 35,000
County 70 Cen. 111,409; Loc. Est. 109,799
City & RTZ-ABC: (70) 55,160; (80) 54,900
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,230; Loc. Est. 5,586
County 70 Cen. 35,767; Loc. Est. 40,801
CZ ABC: (70) 6,920; (80) 7,400
RTZ-ABC: (70) 10,539; (80) 12,400
City & RTZ-ABC: (70) 17,459; (80) 19,800

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$155,188,000
Sav. & Loan Assns.	4	$83,437,000

6—PASSENGER AUTOS: County 73,151

7—ELECTRIC METERS: Residence 8,000

8—GAS METERS: Residence 6,974

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Glass 2,300 ($300); Pollution Equip. 200 ($280); Farm Equipment 400 ($268).
Principal Industrial Pay Days: Thurs. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13. Last killing frost, Apr. 26.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St., 1 block N. & S. on Bloomington, Park, Monroe, Vermillion & Sterling Sts., Westgate Plaza; Northtown.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Westgate Plaza	-	Hornsbys, Streator Food, Top-Save Disc.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Most on Fri.

13—RETAIL OUTLETS: Department Stores: Spurgeons; J. C. Penney.
Discount Stores (CZ): Top Save.
Variety Stores: G. C. Murphy, Jupiter, Hornsby.
Chain Food Supermarkets: Streator Food, Thompson Food Basket; Buehler; Meadow-King, Thrif-T-Mart; Baldwin's; Kroger; Novotneys; Bi-Rite.

14—NEWSPAPERS: TIMES-PRESS (e) 11,709, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bur A. Edwards, Adv. Dir., TIMES-PRESS.
National Representatives: Landon Associates, Inc.

TAYLORVILLE, ILL.

1—LOCATION: Christian County, E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2—TRANSPORTATION: Railroads: Norfolk and Western B&O; C&IM.
Motor Freight Carriers: Inman, Allied Van Lines.
Intercity Bus Lines: Continental Trailways; Perky Transit.

3—POPULATION:
City 70 Cen. 10,927; Loc. Est. 11,508
CZ ABC: (70) 12,341; (80) 12,600
RTZ-ABC: (70) 26,395; (80) 27,300
County 70 Cen. 35,948; Loc. Est. 37,586
City & RTZ-ABC: (70) 38,736; (80) 39,900

4—HOUSEHOLDS:
City 70 Cen. 3,784; Loc. Est. 4,794
County 70 Cen. 12,108; Loc. Est. 14,680
CZ ABC: (70) 4,341; (80) 5,100
RTZ-ABC: (70) 8,659; (80) 10,200
City & RTZ-ABC: (70) 13,000; (80) 15,300

5—BANKS:	NUMBER	DEPOSITS
Saving Banks	2	$20,346,859
Sav. & Loan Assns.	2	$68,928,805
Commercial	2	$95,980,000

6—PASSENGER AUTOS: County 21,869

7—ELECTRIC METERS: Residence 5,424

8—GAS METERS: Residence 4,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Farm Equipment 420, Grain & Seed Processing 133, Plastics 41, Mining Machinery 200, Coal Mining 1,000, Greeting Cards 225, Paper Manufacturing 200, Dairy 60, Electricity 30, Telephone 50, Newspaper 60, Masonry 15.

10-CLIMATE: Min. & Max. Temp.—Spring 40-85; Summer 65-100; Fall 35-85; Winter 10-50.

11—TAP WATER: Alkaline, 10 degrees hardness raw; 6 degrees hardness after treatment.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Jewell	9	Frank's Food Fair, True Value Hardware, Mode O'Day A&P
Grand Plaza	12	A&P, Pamica

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mondays and Fridays.

13—RETAIL OUTLETS: Department Stores: Sherman's Blakely's, J.C. Penney; Montgomery Ward; Sears (catalog); Hirsch; Cato.
Variety Stores: F. W. Woolworth.
Discount Stores (CZ): Sav-Mor; Pamida.
Chain Drug Stores (CZ): Rexall; Walgreen, Sav-Mor.
Chain Food Supermarkets: A&P; Kroger; IGA.

14—NEWSPAPERS: BREEZE-COURIER (e) 8,902; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Marylee Cooper, Adv. Dir., BREEZE-COURIER.
National Representatives: Landon Associates, Inc.

URBANA, ILL.
See CHAMPION, ILL.

WAMAC, ILL.
See CENTRALIA, ILL.

WATSEKA, ILL.

1—LOCATION: Iroquois County, E&P Map D-2, County Seat. 38 mi. SE of Kankakee; 50 mi. N of Danville. On Route 24, E. and W. and Route 1, N. and S., also on Iroquois River.

2—TRANSPORTATION: Railroads: TP&W RR; C&EI RR.
Intercity Bus Lines: Greyhound Bus.

3—POPULATION:
Corp. City 70 Cen. 5,294; Loc. Est. 5,308
County 70 Cen. 33,532; Loc. Est. 34,424

4—HOUSEHOLDS:
City 70 Cen. 1,800; Loc. Est. 2,195
County 70 Cen. 10,886; Loc. Est. 12,952

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$36,000,000
Sav. & Loan Assns.	2	$45,000,000

6—PASSENGER AUTOS: County 17,712 (1978)

7—ELECTRIC METERS: Residence 2,712

8—GAS METERS: Residence 1,526

9— PRINCIPAL INDUSTRIES (CZ): Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agriculture Hdwe; Business Forms. Total 1,700 emp. $4.8 million ann. payroll.

12—RETAILING:
Shopping Center: Value Village; K Mart.
Principal Shopping Days: Sun., Sat., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Gambles.
Discount Stores: Value Village; K mart.
Variety Stores: Ben Franklin; Bakers.
Chain Drug Stores: Trudeau; Walgreen; Pickens; Rexall.
Food Supermarkets: Scotchman's; 6-12; Rudy's; T-Mart; Quality.
Other Chain Stores: Coast to Coast; Montgomery Wards (Catalog); Sears (Catalog); Bowman Shoes; Lasser's Furniture; Gagnon's Firestone; McCord's; Goodyear; True Value Hardware.

14—NEWSPAPERS: TIMES-REPUBLIC (e) 3,012; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William Harper, Gen. Mgr. or Bette Knapp, Adv. Dir., TIMES-REPUBLIC.
National Representatives: Landon Associates, Inc.

WAUKEGAN-NORTH CHICAGO, ILL.

1—LOCATION: Lake County (In Chicago SMSA). E&P Map D-1; NE corner of Illinois. County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center, Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Memorial Airport.

2—TRANSPORTATION: Railroads: Chicago & Northwestern, EJ&E (freight only.)
Motor Freight Carriers: 12.
Intercity Bus Lines: Regional Transit Authority.

3—POPULATION:
Corp. Cities 70 Cen. 112,544; Loc. Est. 104,608
Waukegan 70 Cen. 65,269; Loc. Est. 62,378
N. Chicago 70 Cen. 47,275; Loc. Est. 42,230
CZ ABC: (70) 109,046; (80) 97,000
RTZ-ABC: (70) 254,001; (80) 315,600
SMSA 70 Cen. 6,978,733; Loc. Est. 7,077,808
County 70 Cen. 382,638; Loc. Est. 437,158
City & RTZ-ABC: (70) 363,047; (80) 412,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Waukegan 70 Cen. 20,065; Loc. Est. 23,647
N. Chicago 70 Cen. 6,219; Loc. Est. 6,536
County 70 Cen. 102,947; Loc. Est. 140,248
SMSA 70 Cen. 2,183,646; Loc. Est. 2,536,465
City Zone ABC: (70) 26,370; (80) 27,700
RTZ-ABC: (70) 71,051; (80) 98,900
City & RTZ-ABC: (70) 97,421; (80) 126,600

5—BANKS:	NUMBER	DEPOSITS
Commercial	9	$575,190,897
Sav. & Loan Assns.	8	$748,537,563

6—PASSENGER AUTOS: County 320,219

7—ELECTRIC METERS: Residence 28,000

8—GAS METERS: County, Res. 62,725

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Pharmaceuticals 5,300; Metal Prods. 4,740, Stone, Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620, Boat Bldg. 853, Printing and Office Supp. 984, Paper Prods. 646, Rubber Prods. 580, Tanning 409; Chemical 367, Hospital Supply.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15. Last killing frost, May 10.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Genesee St.; 2 blocks adjacent on Washington St., Waukegan Shpg. Plaza, 36 stores, Belvidere Mall, 35 stores, Lakehurst, 118 stores, Century Town, 125 stores.
Neighborhood Shopping Centers: 3 blocks on Washington St.; 4 on 10th St., 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Waukegan Plaza	3½	Goldblatt's, Dominick's, Suburbia Hdwr.,Polk Bros., Mid West Tire Walgreen, Globe Dept., Woolworth
Lakehurst	-	Gallenkamp, Lerner's; Lane Bryant, J. C. Penney, Hotte Shoppes, Carson, Pirie & Scott, Weibolt's, Baskin
Lewis Ave.	3	Eagle's Discount Royal Tires
Grand Ave.	4	A&P, Jewel Food, Osco Drug, Baskin-Robbins
Belvidere Mall	3½	Montgomery Ward, Fannie May, Walgreen
Century Town Hawthorne		Marshall Fields, Sears, Lord & Taylor, Brentano's, Richman Bros.

Stores Close: Fri. & Mon. mornings.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon. and Fri.
Stores Open Sundays: Shopping centers, discount, & chain drug.

13—RETAIL OUTLETS: Department Stores: Globe, Hein's, Sears, Montgomery Ward; J. C. Penney, Goldblatt's; Polk Bros., Wiebolt's, Carson, Pirie & Scott, Lord & Taylor, Marshall Fields; Baskins; Richmond Bros.; Storeys Men's Shop.
Variety Stores: Woolworth 2.
Discount Stores (CZ): Bell Discount; Big 11; Zayre, K-Mart.
Chain Drug Stores (CZ): Druce Rexall 4; Osco 3; Walgreen 3.
Chain Food Supermarkets: IGA 3, A&P 2, Jewel Food 3, CO-OP 4, Eagles 2, Dominick's.

Other Chain Stores: Andes Candies, Schiff Shoes 2, Erwin's Jewelers, Fannie May, Goodrich; Kinney Shoes, Polk Bros., Midwest Tire 2, Neumode Hosiery; Suburbia Hdwr., U.S. Royal Tire; Ace Hdwr., Huber Glass, Coloramic Tile; Singer Co., Glidden Paint; Sherwin-Williams Paint, Leath Furniture.

14—NEWSPAPERS: NEWS-SUN (e) 43,739; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Roy L. Dupuis, Gen'l Adv. Mgr., NEWS-SUN.
National Representatives: None.

WEST FRANKFORT, ILL.

1—LOCATION: Franklin County, E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago; 100 mi. SE of St. Louis.

2—TRANSPORTATION: Railroads: Served by C&EI, IC and Chic. Burlington & Quincy RRs.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.
Airlines: Ozark, Air Illinois.

3—POPULATION:
Corp. City 70 Cen. [illegible]; Loc. Est. 9,220
County 70 Cen. [illegible]; Loc. Est. 43,678

4—HOUSEHOLDS:
City 70 Cen. [illegible]; Loc. Est. 4,107
County 70 Cen. [illegible]; Loc. Est. 18,950

5—BANKS. 3 Commercial, Dep. $92,773,000

6—PASSENGER AUTOS: County 22,121 (1978)

7—ELECTRIC METERS: Residence 4,271

8—GAS METERS: Residence 3,323

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Minning 2,318 ($175-$350). Pleasure Boat Mfg. 260 ($200), Other Manufacturing 550 ($150-$180).

10-CLIMATE: Min. & Max. Temp.—Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11—TAP WATER: Neutral, soft.

12—RETAILING:
Shopping Center: South Gate (10 stores).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: P.N. Hirsch.
Variety Stores: Ben Franklin; Gibson's; Grandpa John's.
Chain Food Supermarkets: Glenn's; Big John's; Tri-Us.
Other Chain Stores: Fred Campbell; Walker; Fashion Shop; Rosalie; Esther Shop; Harris's; Sears (catalog); Spiegel (catalog); Montgomery Ward (catalog); Mode O'Day.

14—NEWSPAPERS: AMERICAN (e) 4,305; sworn Mar. 31,1980.

WEST FRANKFORT—continued

Local Contact for Advertising and Merchandising Data L J Perrotto, AMERICAN
National Representatives None

WHEATON, ILL.

1—LOCATION: Du Page County (in Chicago SMSA) E&P Map D-1, County Seat 25 mi W of Chicago Educational center On U S Hwy 64, 2 mi from Illinois Tollway (e & w)

2—TRANSPORTATION: Chicago & North Western R R ; West Town Bus Line, 3 Motor Freight Carriers
Airport O'Hare Int'l, Du Paga County Airport

3—POPULATION:
Corp City 70 Cen 31,138, Loc Est 45,300
CZ ABC (70) 31,138, (80) 42,800
RTZ-ABC (70) 287,867, (80) 367,200
SMSA 70 Cen 6,978,733 Loc Est 7,250,000
County 70 Cen 492,181, Loc Est 600,500
City & RTZ-ABC (70) 319,005, (80) 410,000
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen 89,557, Loc Est 15,150
County 70 Cen 136,251; Loc Est 189,600
SMSA 70 Cen 2,183,646, Loc Est 2,650,500
CZ ABC (70) 8,557, (80) 13,400
RTZ-ABC (70) 76,804, (80) 112,600
City & RTZ-ABC (70) 85,361, (80) 126,000

5—BANKS: 3 Commercial Dep $220,703,000
Savings & Loan Assn 1 Dep $145,662,308

6—PASSENGER AUTOS: County 384,979

7—ELECTRIC METERS: Residence 18,101

8—GAS METERS: Residence 12,042

9— PRINCIPAL INDUSTRIES (CZ): Insurance, Ptg & Pub ; Engineering, Film, Windows, Chemicals Religious organizations

10-CLIMATE: Min & Max Temp —Spring 40-55, Summer 66-81, Fall 47-62, Winter 18-32 First killing frost, Oct 11 Last killing frost, May 6

11—TAP WATER: Alkaline, very hard

12—RETAILING: Principal Shopping Center 20 blocks on Wesley Front, Willow, Hale, Wheaton Sts.; Hawthorne, RTZ, Dowtown Glen Ellyn, Glen Ellyn Market Plaza, Northland Shopping Center
Nearby Shopping Center Oakbrook (10 miles), Yorktown (8 miles), Fox Valley (8 miles), Marshall Field, Sears, Kresge's, Woodfield Mall
Principal Shopping Days Thu , Fri , Sat , Sun
Stores Open Evenings Mon , Thu , Fri

13—RETAIL OUTLETS: Department Stores Scott-Sloan, McAllister-Wallace, K-Mart, Turnstyle
Variety Stores Woolworth
Discount Stores Turnstyle, K-Mart
Chain Drug Stores (CZ): Walgreen; Rexall; Osco; Hawthorne 2.
Chain Food Supermarkets (RTZ) Jewel 4, Sunnyside, IGA, Walt's, Convenient Food Marts; Frank's 3, Open Pantry, White Hen 3, Dominick's 2, Eagle 1
Other Chain Stores Goodyear Firestone Sears (Catalog Surplus)

14—NEWSPAPERS: JOURNAL (e-mon to fri) 6,25[illegible] Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Rolland W Walbaum, Nat'l Adv Mgr , JOURNAL
National Representatives Sawyer-Ferguson-Walker Co., Inc

WHEELING, ILL.

1—LOCATION: Cook County, E&P Map D-1 (In Chicago SMSA) Suburban, residential, light industry, 30 miles NW of downtown Chicago

2—TRANSPORTATION: Railroads Soo Line (freight)
Intercity Bus Lines Nortran
Airlines All at O'Hare Airport (Chicago) 14 miles Pal-Waukee & Schaumburg private airports nearby

3—POPULATION:
Corp City 70 Cen 14,746, (78) Sp Cen 18,050
Loc Est 22,491
Wheeling Village-ABC (70) 14,746 (80) 20,900
SMSA 70 Cen 6,978,733, Loc Est 7,036,828
County 70 Cen 5,493,529, Loc Est 5,224,890
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 4,014 (76) Sp Cen 4,200
Loc Est 7,374
County 70 Cen 1,766,035, Loc Est 1,942,186
SMSA 70 Cen 2,183,646, Loc Est 2,536,465
Wheeling Village-ABC (70) 4,014, (80) 6,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$147,809,000
Sav. & Loan Assn	17	$17,515,000

6—PASSENGER AUTOS: 1,608,953(excl, Chicago)

10-CLIMATE: Min & Max Temp —Spring 50-66, Summer 63-78, Fall 35-48, Winter 22-36 First killing frost, Oct 11 Last killing frost, May 7 Total Precipitation 33 inches

11—TAP WATER: Medium Hard

12—RETAILING: Principal Shopping Center 4 square block area (25 stores)
Neighborhood Shopping Centers Dunhurst, 12 stores, Lynn Plaza, 18 stores, Wheeling Shopping Center, 10 stores

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Randhurst (86)	9	Mont Ward, Wieboldt's, Carson Pirie Scott, Jewel
Buffalo Green (-)	3	Elm Farm, Scott's Variety
Woodfield (235)	8	Marshall Field, Sears, Penney, Lord & Taylor
Northpoint (31)	5	Turnstyle, Walgreen, Jewel
Hawthorn Center (140)	12	Sears, Marshall Field, Lord & Taylor

Principal Shopping Days Thu., Fri & Sat
Stores Open Evenings Mon , Thu & Sat

13—RETAIL OUTLETS:
Variety Stores Ben Franklin
Chain Drug Stores Kare, Rexall; Dominick's, Osco; Mark
Discount Stores (CZ) Mark Distribution, K-Mart
Chain Food Stores A&P
Other Chain Stores V&S Hardware, Sears (catalog); Jewel (catalog), Ace Hardware, Wicke's Furniture, Steven's Bedding

14—NEWSPAPERS: HERALD (m) 2,073, Comb all Paddock Newspapers (m) 59,267, (S) 57,354, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data R Miller, Dir of Adv , Paddock Publications
National Representatives USSPI

WOOD RIVER, ILL.

See ALTON, ILL

WOODSTOCK, ILL.

1—LOCATION: McHenry County (In Chicago SMSA) E&P Map C-1, County Seat industrial, dairying and residential center Geographical center of county, 51 mi NW of Chicago On U S Hwy 14, State Hwys 120, 47 and 176

2—TRANSPORTATION: Railroads C&NW Regional Transportation Authority
Motor Freight Carriers 9

3—POPULATION:
Corp City 70 Cen 10,226, Loc Est 11,914
County 70 Cen 111,555, Loc Est 144,166
SMSA 70 Cen 6,978,733, Loc Est 7,036,828
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen 3,349; Loc Est 4,485
County 70 Cen 33,083; Loc Est 49,361
SMSA 70 Cen 2,183,646, Loc Est 2,536,465

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$99,247,000
Sav & Loan Assn	2	$350,000,000

6—PASSENGER AUTOS: County 104,296

7—ELECTRIC METERS: Residence 4,500

8—GAS METERS: Residence 3,569

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Die Casting, Machine Shop, Electrical Parts, Wood Working, Lamp Shade Mfg , Electrical Research, Pickle Canning, Steel Fabricating

10-CLIMATE: Min & Max Temp —Spring 30-78, Summer 50-102, Fall 10-86, Winter— 20-56

11—TAP WATER: Alkaline, soft

12—RETAILING:
Principal Shopping Days Fri and Sat
Stores Open Evenings Fri

13—RETAIL OUTLETS: Department Stores Ackemenn's
Variety Stores Schultz Bros
Discount Stores Hornsby
Chain Drug Stores Walgreen
Chain Food Supermarkets A&P, Eagle

Other Chain Stores Bowman Shoe, Sears (catalog), Sherwin-Williams, Ace Hardware, True Value Hardware, Farm & Fleet, Plywood Minnesota

14—NEWSPAPERS: SENTINEL (e) 8,284, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data William Burfeindt, Pub or Steve Hunter Ass't-to-Pub , SENTINEL
National Representatives None

Markets change every year. So do their newspapers. For the latest on personnel, rates, mechanical requirements, you need the
Editor & Publisher
YEAR BOOK

INDIANA SURVEYS

INDIANA STANDARD METROPOLITAN STATISTICAL AREAS

Anderson, Ind.—Madison County
Bloomington, Ind.—Monroe County
Cincinnati, Ohio-Ky.-Ind.—Clermont, Hamilton and Warren Counties, Ohio, Boone, Campbell and Kenton Counties Ky , Dearborn County, Ind
Elkhart, Ind—Elkhart County
Evansville, Ind.-Ky.—Gibson, Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky
Fort Wayne, Ind—Adams, Allen, DeKalb and Wells Counties
Gary-Hammond-East Chicago, Ind.—Lake and Porter Counties
Indianapolis, Ind—Boone, Hamilton, Hancock, Hendricks Johnson, Marion, Morgan and Shelby Counties
Kokomo, Ind—Howard and Tipton Counties
Lafayette-West Laylayette, Ind—Tippecanoe County
Louisville, Ky.-Ind.—Bullitt, Jefferson and Oldham Counties, Ky ; Clark and Floyd Counties, Ind
Muncie, Ind—Delaware County
South Bend-Mishawaka, Ind—Marshall and St Joseph Counties
Terre Haute, Ind.—Clay, Sullivan, Vermillion and Vigo Counties

STANDARD CONSOLIDATED STATISTICAL AREA

Chicago-Gary, Ill.-Ind.—Standard Consolidated Statistical Area includes the Chicago, Ill SMSA and the Gary-Hammond-East Chicago, Ind SMSA.
Cincinnati-Hamilton, O.-Ky.-Ind.—Includes Cincinnati O-Ky-Ind SMSA, Hamilton-Middletown, O SMSA

INDIANA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	456	417	464
5-14 Years	1,076	875	810
15-24 Years	918	1,030	906
25-44 Years	1,223	1,537	1,676
45-64 Years	1,031	1,056	1,015
65 and Over	492	587	611
TOTAL	5,196	5,504	5,482

Based on U S Census

INDIANA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg Mat Hdwr	625	994	1,394
General Mdse	1,694	2,393	3,365
Food	2,400	3,665	5,194
Automobiles	2,419	4,168	4,757
Gasoline Stations	968	1,702	3,078
Apparel	484	737	1,061
Furniture	535	787	1,065
Eat-Drink Places	904	1,520	2,062
Drugs	422	640	888
Total Sales	11,467	18,266	25,413

Source U S Business Census 1972, 1977 and Releases by the Dept of Commerce

ANDERSON, IND.

1—LOCATION: Madison County, E&P Map C-3, County Seat Mfg center, agricultural area, college town 35 mi from Indianapolis

2—TRANSPORTATION: Railroads Amtrak(frght), Central Indiana (freight)
Motor Freight Carriers 30
Intercity Bus Lines Greyhound, Trailways, ABC

3—POPULATION:
City 70 Cen 70,787, Loc Est 69,500
CZ ABC (70) 70,787, (80) 70,400
RTZ-ABC (70) 73,744, (80) 73,700
County/SMSA
70 Cen 138,451; Loc Est 135,639
City & RTZ-ABC (70) 144,531, (80) 144,100

4—HOUSEHOLDS:
City 70 Cen 26,190; Loc Est 26,051
County/SMSA 70 Cen 23,710; Loc Est 50,305
CZ ABC (70) 23,710, (80) 26,900
RTZ-ABC (70) 22,360, (80) 25,700
City & RTZ-ABC (70) 46,070, (80) 52,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$340,733,909
Sav & Loan Assns	2	$313,602,571

6—PASSENGER AUTOS: County 74,074

7—ELECTRIC METERS: Residence 33,785

8—GAS METERS: Residence 28,884

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Automotive 19,700($382), Packaging Machy 90 ($261), Corrugated Containers 417 ($289), Meat Packaging 410 ($320), Periodical Pub 223 ($289)

10-CLIMATE: Min & Max Temp —Spring 25-60, Summer 60-97, Fall 15-60, Winter 5-50 First killing frost, Oct 15 Last killing frost, May 15

11—TAP WATER: Alkaline hard, fluoridated

12—RETAILING: Principal Shopping Center 11 blocks on Meridian, Main and Jackson Sts., Mounds Mall, Hwy 32 & 109, Holiday Shopping Plaza
Neighborhood Shopping Centers 38th & Main, Cross & Broadway, E 8th & S R 109, E 10th & S R and Park Rd., 29th and Main, S R 67 & Columbus Ave , 109 BY-Pass No of Hwy 32 Several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southdale	9	K-Mart, Guarantee Auto Hook Drug, Radio Shack, Marsh
Ayr-Way	11	Payless, Ayr-Way
Edgewood Plaza	8	Hook's Drug
Edgewood Shops	5	Edgewood Sporting
Holiday Plaza		Eavey, Joan Fabrics,
Mounds Mall	24	SuperRx, H P Wasson Dept, Montgomery Ward, Penney

Principal Shopping Days Fri., Sat & Sun
Stores Open Evenings Downtown Dept Mon. & Fri , Food and Shopping Centers Every Evening

13—RETAIL OUTLETS: Department Stores Sears, Montgomery Ward, Weilers, Wasson's, J C Penney
Variety Stores Woolworth
Discount Stores (CZ) K-Mart, Thrift Dollar Store, Ayr-Way;
Chain Drug Stores (CZ) Hook's 6, Haag's 1; Gwinn's 5, Marsh 2, Dearing Drug 2; May Drug; Beacon Drive In 1; SuperRx
Chain Food Supermarkets "Super 6" 2, Payless 4, Preston, Safeway 3, Marsh-Foodliner 3, Eavey 1, Harvest Markets 3
Other Chain Stores Zale (jewelry), Butler (shoes); Goodyear (auto), Firestone (auto); Schiff Shoes, Nobil Shoes, Merit Shoes, Regal Shoes, Paul Harris

14—NEWSPAPERS: HERALD (m) Tue to Sat 21,444, BULLETIN (e) 16,726, Comb (m&e) 38,170, HERALD (S) 23,801, Mar 31, 1980 ABC
Local Contact for Advertising and Merchadising Data Allen Utterback, Nat'l and Retail Adv Mgr , HERALD
National Representatives Branham/Newspaper Sales

ATTICA, IND.

1—LOCATION: Fountain County, E&P Map B-3 29 mi E of Danville, Ill 23 mi W Lafayette

2—TRANSPORTATION: Railroads Norfolk & Western

3—POPULATION:
City 70 Cen 4,262; Loc Est 3,938
County 70 Cen 18,257; Loc Est 18,104

4—HOUSEHOLDS:
City 70 Cen 1,415, Loc Est 1,474
County 70 Cen 6,046, Loc Est 6,864

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	1	$27,000,000
Sav & Loan Assn	1	550,000

6—PASSENGER AUTOS: County 9,663

7—ELECTRIC METERS: Residence 1,560

8—GAS METERS: Residence 1,444

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Radio 750 ($125); Steel 1,750 ($170), Batteries 150 ($165)

10-CLIMATE: Min & Max Temp —Spring 50-75, Summer 77-105, Fall 50-75, Winter -5-40 First killing frost, Oct 10 Last killing frost, May 5

11—TAP WATER: Neutral, hard, not fluoridated

12—RETAILING: Principal Shopping Center 6 blocks on 3 streets
Principal Shopping Days Mon., Fri , Sat

13—RETAIL OUTLETS: Department Stores Newmark's, P N Hirsch,
Variety Stores Index Notion, Swadley
Chain Drug Stores in CZ Rexall, Hooks

Chain Drug Supermarkets Kroger, Star Market; IGA

14—NEWSPAPERS: LEDGER-TRIBUNE (e-Mon to Fri) 1,832, sworn Sept 28, 1979 (Latest Statement Available)
Local Contact for Advertising and Merchandising Data Mary Stingle, LEDGER-TRIBUNE
National Representatives None

AUBURN, IND.

1—LOCATION: De Kalb County (In Fort Wayne SMSA) E&P Map C-2, County Seat 23 mi N by E of Fort Wayne on I-69, 20 mi S of Indiana Toll Road

INDIANA MAP.—page 124

2—TRANSPORTATION: Railroads B&O, Conrail

3—POPULATION:
City 70 Cen. 7,337; Loc. Est. 8,450
SMSA 70 Cen. 361,984; Loc. Est. 386,140
County 70 Cen. 30,837; Loc. Est. 32,690

4—HOUSEHOLDS:
City 70 Cen. 2,446; Loc. Est. 3,206
County 70 Cen. 4,466; Loc. Est. 11,609
SMSA 70 Cen. 111,697; Loc. Est. 137,254

5—BANKS: 2 Commercial, Dep. $69,399,000 2 Sav. & Loan Assns. Dep. $29,000,000

6—PASSENGER AUTOS: County 17,609

8—GAS METERS: Res. City 1,800

9— PRINCIPAL INDUSTRIES (CZ). Industry, Number of Wage Earners—Auto Parts (650); Metal Parts (575); Printing (350); Rubber Pdts. (600); Dairy Pdts. (25), Utilities (150).

10-CLIMATE: Min. & Max. Temp.—Spring 35-65, Summer 52-95, Fall 25-65, Winter 0-35. First killing frost, Oct. 10. Last killing frost, May 5.

11—TAP WATER: 19 Grains hard.

12—RETAILING: Principal Shopping Center: 2 Blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center: Auburn Plaza (1 mile west).

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Seats, Lord's, Newberry's.

Variety Stores: Newberry's.
Chain Food Supermarkets: IGA, Super Dollar, Kroger.

Other Chain Stores: Boston Store, Gamble's, Mel's Thrigty Sales, Robert's Shoes, Shine's Shoes, Western Auto.

14—NEWSPAPERS: STAR (e) 6,061, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR.
National Representatives: None.

BEDFORD, IND.

1—LOCATION: Lawrence County, E&P Map B-4, County Seat. Limestone Center of the World 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450.

2—TRANSPORTATION: Railroads: L&N, Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers: 7.
Intercity Passenger Bus Lines: Greyhound; Capitol and Great Lakes.

3—POPULATION:
Corp. City 70 Cen. 13,087; Loc. Est. 16,200
CZ ABC: (70) 20,160; (80) 21,900
RTZ-ABC: (70) 38,988; (80) 42,100
County 70 Cen. 38,038; Loc. Est. 40,975
City & RTZ-ABC: (70) 59,148; (80) 64,000

4—HOUSEHOLDS:
City: 70 Cen. 4,646; Loc. Est. 6,126
County; 70 Cen. 12,576; Loc. Est. 15,647
CZ ABC: (70) 6,895; (80) 8,500
RTZ-ABC: (70) 12,514; (80) 15,600
City & RTZ-ABC: (70) 19,409; (80) 24,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$33,718,000
Savings Banks	3	$139,412,000
Sav. & Loan Assn.	1	$30,968,000

6—PASSENGER AUTOS: Co. 19,600

7—ELECTRIC METERS: Residence 9,650

8—GAS METERS: Residence 8,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Foundry 1,380($400); Limestone 295($250); Metal 410($255); Textile 270($124); Crane Naval Depot 1,200 ($270); Electronics 875($225); Transportation Equipment 750($234).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers: Bedford Shopping Plaza, Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic: Stone City Plaza, W. 16th St.; Danner's Shopping Center, W. 16th St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Mitchell	11	Ben Franklin, Mills
Orleans	15	Mark's
Paoli	23	Bargain Barn
Bedford Plaza	-	Hook's, Jay C, Big Blue
Danner's	-	3-D, Mills, Taylor Drug
StoneCity Mall	27	K-Mart, Hook's J.C. Penney

Principal Shopping Days: Saturdays, Fridays.
Stores Open Evenings: Dept.-Mon., Fri., Food-Nightly.
Stores Open Sunday: Food stores, discount variety stores.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Woolworth.
Discount Stores (CZ): Danner's 3-D; Bi-Low; George's, K-Mart.
Variety Stores: K-Mart.
Chain Drug Stores (CZ): Hook 2, Taylor's, Crowder's 3.
Chain Food Supermarkets: Jay C, Thrift-E; Mill's (2), I.G.A. Foodliner; Kroger.
Other Chain Stores: Firestone; Diana Shops (apparel), Sears (catalog); Western Auto, Goodyear; Montgomery Ward (catalog); Radio Shack; Walden books, Regis Beavty Salons; The Sound Shop.

14—NEWSPAPERS: TIMES-MAIL (e) 14,640; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL.
National Representatives: Landon Associates, Inc.

BICKNELL, IND.

1—LOCATION: Knox County, E&P Map B-4. 14 mi. northeast of Vincennes; 100 mi. southwest of Indianapolis, 90 mi. from Terre Haute; 70 mi. from Evansville.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound, Indianapolis-Vincennes Coach.

3—POPULATION:
City 70 Cen. 3,717; Loc. Est. 3,551
County 70 Cen. 41,546; Loc. Est. 40,713

4—HOUSEHOLDS:
City 70 Cen. 1,434; Loc. Est. 1,563
County 70 Cen. 13,692; Loc. Est. 15,675

5—BANKS: 2 Comm., Deposits N.A.

6—PASSENGER AUTOS: County 20,690

7—ELECTRIC METERS: Residence 1,797

8—GAS METERS: Residence 1,439

9— PRINCIPAL INDUSTRIES (CZ): Ladies Garment 135 ($40), Mobile Homes 150 ($90).
Principal Pay Days: Sat., 8th & 22nd.

10-CLIMATE: Min. & Max. Temp.—Spring 44-63, Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21. Last killing frost, Apr. 19.

11—TAP WATER: Alkaline, soft; not fluroidated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St., 2 blocks on Second St.

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Mayfair; Osborne's Ladies; Dunn's Men's Wear; Bickness Shoes; House of Bargains; D&M Drug; Risley & Son Furniture; Stremming Jewelry; Carpet Outlet.
Variety Stores: Tresslar's.

Discount Stores (CZ): House of Bargains; Sebring's Furniture.
Chain Food Supermarkets: IGA, Red & White.

14—NEWSPAPERS: KNOX COUNTY NEWS (e-Mon. to Fri.) 2,960, sworn Sept. 30, 1977 (Latest Statement Advailable).
Local Contact for Advertising and Merchandising Data: B. H. Terry, Pub., KNOX COUNTY NEWS.
National Representatives: None.

BLOOMFIELD, IND.

1—LOCATION: Greene County, E&P Map B-4, County Seat. 44 mi. southeast of Terre Haute; 25 mi. west of Bloomington and 80 mi. southwest of Indianapolis.

2—TRANSPORTATION: Railroads: Conrail; Illinois Central.
Motor Freight Carriers: 3.

3—POPULATION:
City 70 Cen. 2,565; Loc. Est. 2,621
Retail Trading Zone, Local Est. 11,522
County 70 Cen. 26,894; Loc. Est. 29,340

4—HOUSEHOLDS:
City 70 Cen. 998; Loc. Est. 1,273
County 70 Cen. 9,497; Loc. Est. 11,793

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	1	$53,000,000
Sav. & Loan Assn.	1	$26,000,000

6—PASSENGER AUTOS: County 14,034

7—ELECTRIC METERS: Residence 1,171

8—GAS METERS: 1,078

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Brick (N/A); Door Stops & Lifting Jacks 60 ($160).
Principal Pay Days: Fri., Sat., 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 48-65, Summer 74-103, Fall 64-87, Winter 10-50. First killing frost, Oct. 13. Last killing frost, Apr. 22.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on town square.
Neighborhood Shopping Centers: South Washington St., Hwy. 231 South, South Seminary and Mill Sts. East Main St.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Close: Wed. afternoonds.
Stores Open Evenings: Fri. & Sat.

13—RETAIL OUTLETS: Pielemeier Drugs, True Value Hardware, Pattys Flowers & Gifts, Sears Catalog Store, Bloomfield Furniture, Cardinal Inn, PJB Fashions, IGA Foodliner, Ace Hardware, Ben Franklin, South Plaza Branch Bank, The Landing Restaurant, Shawnee Professional Summer Theatre, Hollars Feed Mill, Hord Auto Parts, Southern Steakhouse, Floyd Petroleum, Laundro Centre, Garwood TV, Baults Shur Fine Market, Bloomfield Hardware & Appliance, Williams Shopping Center, Whites Regal Foods, Jerrells Jewelry, Family Pharmacy, Kens Barber Shop, Farmers Shoes, Freelands Apparel, Connies Beauty Salon, Flowers by Janice, Richland Mobile Homes, Bloomfield Liquors, A & L Chevrolet, Russ Tire Service, H & H Motors.
Larger Food Stores: Whites Regal Foods, Bloomfield IGA Foodliner.

14—NEWSPAPERS: WORLD (e-Mon. to Fri.) 3,657, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD.
National Representatives: None.

BLOOMINGTON, IND.

1—LOCATION: Monroe County, E&P Map B-4, County Seat. Limestone shipping, misc. mfg. recreational and education center; S. Central part of state; 49 mi. from Indianapolis, 90 mi. from Louisville; 220 mi. from Chicago.

2—TRANSPORTATION: Railroads: Illinois Central (frgt.), L & N System.
Motor Freight Carriers: 7.
Intercity Passenger Bus Lines: Greyhound.
Airlines Serving City: Britt Commuter; USAir.

3—POPULATION:
Corp. City 70 Cen. 43,262; Loc. Est. 53,959
County 70 Cen. 85,221; Loc. Est. 94,400
Herald-Telphone
CZ-ABC: (70) 67,115; (80) 76,300
RTZ-ABC: (70) 37,698; (80) 41,100
City & RTZ-ABC: (70) 104,813; (80) 117,400
Sunday Herald-Times
Bloomington ABC-CZ: (70) 67,115; (80) 76,300
Bedford ABC-CZ: (70) 20,160 (80) 21,900
Demographic information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 12,040; Loc. Est. 21,500
County 70 Cen. 25,045; Loc. Est. 32,000
Herald-Telephone
CZ-ABC: (70) 19,752; (80) 25,700
RTZ-ABC: (70) 11,891; (80) 14,800
City & RTZ-ABC: (70) 31,643; (80) 40,500
Sunday Herald-Times
Bloomington ABC-CZ: (70) 19,752; (80) 25,700
Bedford ABC-CZ: (70) 6,895; (80) 8,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$234,921,339
Sav. & Loan Assns.	2	$136,098,744
Credit Union	1	$50,399,198

6—PASSENGER AUTOS: County 42,220

7—ELECTRIC METERS: Res. Co. 32,076

8—GAS METERS: Res. CZ 13,251

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Electrical, Machinery, TV and Appliances 6,008 ($260); Stone Quarries & Mills 261 ($325); Indiana University 29,162 degree enrollment, 7,547 employees ($325).
Principal Pay Days: 1, 15, 30; Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 58-100; Fall 25-85; Winter—20-70. First killing frost, Oct. 21. Last killing frost, Apr. 22.

11—TAP WATER: Neutral, soft, fluoridated.

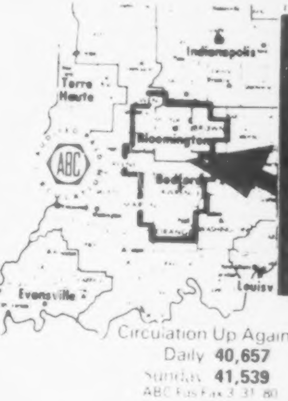
12—RETAILING: Principal Shopping Centers: 48 blocks on 8 sts. 4 Square, 15 Walnut, 12 College, 4 Kirkwood, 4, 6th, 3, 4th, 6, 7th and Gentry.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
College Mall	48	H. P. Wasson Dept., Sears, Ayr-way
Northgate	7	IGA, Value-Plus
Crosstown	12	7-Eleven
Eastland Plaza	13	Kroger, Service Mdse., JoAnn Fabrics, Hooks
Southgate	6	Marsh Foodliner, Hooks
Highland Village	6	Marsh Superstore, IGA, 3-D Discount, Value Plus
Westbury Village	6	Westbury Furn., Whse. Carpet, Eberle Hdwe.

Principal Shopping Days: Department Stores—Sun., Fri., Sat., Food—Fri. and Sat.
Stores Open Evenings: Dept.-Fri., Food, Drugs and Shopping Centers-every evening.

13—RETAIL OUTLETS: Department Stores: Aldens; Schmalz, J.C. Penney; H. P. Wasson; Sears; Wm. H. Block.
Variety Stores: Jupiter, Ben Franklin.
Discount Stores: Ayr-Way, K-Mart; Service Merchandise; 3-D Discount.
Chain Drug Stores (CZ): Hooks 3; Haag; Walgreen; SuperRx 2; Osco; Valu-Plus 2.
Chain Food Supermarkets: Eisner; Kroger 2; Marsh Foodliner 2; Standard No-Frills; IGA 6; 7-Eleven 3.
Other Chain Stores: Firestone; U.S.; Guarantee Auto; Goodyear; Fleenor Auto; Montgomery Ward; Regal Shoes; Kinney Shoes; Butler Shoes; Webster's Men's Wear; JoAnn Fabrics; Monique Fabrics; Carpetland, U.S.A.; Brooks Fashions; Diana Shops; Morrison's; Three Sisters; Goodman Jewelers; Shane Jewelers; Avis Rent-A-Car; Hertz Rent-A-Car; Paul Harris 2; Radio Shack; Playback; Circus World; Village Pantry 2.



BLOOMINGTON – BEDFORD
ABC
Total Retail 181,400 People
Trade Area 64,600 Households
OUR UNDUPLICATED DAILY-SUNDAY REACH CUME IN TRADE AREA: 80%*
with FREQUENCY, for example, among readers in the Monroe County SMSA of:
5.17 out of 6 Weekdays
3.71 out of 4 Sundays

Circulation Up Again!
Daily 40,657
Sunday 41,539
ABC Pub Fax 3-31-80

What Better Target Marketing Tool?

Even with large numbers of non-local college students in households, our **AGE REACH** is **62%** of 18-24s, **83%** of 25-34s, **91%** of 35-49s, **96%** of 50-64s and **95%** of 65 and over in Monroe SMSA households.

TM Really Means Finding Buyer Prospects

84% of all Food
86% of Drugs & Rx
90% of Furniture
90% Women's Clothes
92% of Appliances
91% of Automobiles
90% of Tires & Acc.

purchasers in our SMSA were our readers!*

FOR MOST PRODUCTS THE BEST PROSPECTS ARE READERS OF THE DAILY NEWSPAPER. Target YOUR prospects in OUR area with US!

BLOOMINGTON
The Herald-Telephone

BEDFORD
The Times-Mail

BLOOMINGTON—BEDFORD
Sunday Herald-Times

Specify Bloomington—Bedford Metro Newspapers On Your Media List

BLOOMINGTON—continued

14—NEWSPAPERS: HERALD-TELEPHONE (e) 26,024; HERALD-TIMES (S) 41,539, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James Snodgress, VP/Adv., HERALD-TELEPHONE, HERALD-TIMES.
National Representatives: HERALD-TELEPHONE/ HERALD-TIMES: Landon Associates, Inc.

BLUFFTON, IND.

1—LOCATION: Wells County, (In Fort Wayne SMSA). E&P Map C-2, County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2—TRANSPORTATION: Railroads: Norfolk & West.
Intercity Passenger Bus Lines: Trailways, Indiana Railroad Line.
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 8,297; Loc. Est. 8,424
SMSA 70 Cen. 361,984; Loc. Est. 386,140
County 70 Cen. 23,821; Loc. Est. 25,187

4—HOUSEHOLDS:
City 70 Cen. 2,856; Loc. Est. 3,239
County 70 Cen. 7,529; Loc. Est. 9,221
SMSA 70 Cen. 111,697; Loc. Est. 137,254

5—BANKS: 2 comm., Dep. $85,000,000

6—PASSENGER AUTOS: County 13,731

7—ELECTRIC METERS: Residence 3,720

8—GAS METERS: Residence 2,695

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Small Electric Motors 1100 ($270); Gray Iron Casting 350 ($250); Farm Machy. 110 ($220); Pretzel 80 ($130); Portable Feed Mills 80 ($220); Canning 50 ($150); Metal Stamping 25 ($250); Stone Quarry Prod. 30 ($240); Rubber 400 ($140); Glass 750 ($280).
Principal Industrial Pay Days: Thur.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost Oct. 8. Last killing frost, May 6.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St., 3 on Market St.; 2 on Johnson St.
Principal Shopping Days: Thurs., Fri., Sat.
13—RETAIL OUTLETS: Department Stores: J.C. Penney; K-Mart.
Variety Stores: G.C. Murphy, Progress.
Discount Stores (CZ): Surplus Variety Sales; Jack's Surplus City.
Chain Drug Stores: Hook's
Chain Food Supermarkets (CZ): Heyerley's Maloley's; Standard.
Other Chain Stores: True Value Hardware; Ace Hardware; Haiflich's Shoes.

14—NEWSPAPERS: NEWS-BANNER (e) 5,444; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER.
National Representatives: None.

BRAZIL, IND.

1—LOCATION: Clay County, E&P Map B-4 (In Terre Haute SMSA). County Seat. WC part of state. 16 mi. NE of Terre Haute, 55 mi. SE of Indianapolis.

2—TRANSPORTATION: Railroads: Conrail, L&N.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: US Air.

3—POPULATION:
City 70 Cen. 8,163, Loc. Est. 8,300
SMSA 70 Cen. 175,143; Loc. Est. 174,163
County 70 Cen. 23,933; Loc. Est. 25,453

4—HOUSEHOLDS:
City 70 Cen. 2,914; Loc. Est. 2,950
County 70 Cen. 8,283; Loc. Est. 10,201
SMSA 70 Cen. 57,912; Loc. Est. 68,220

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	1	$23,920,000.00
Commercial Banks	3	$149,725,000.00

6—PASSENGER AUTOS: County 12,500

7—ELECTRIC METERS: Res. County 12,300

8—GAS METERS: Residence 3,775

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Clay Products 100 ($225); Coal Mining 450 ($450); Retail & Clerical 1,100 ($140); Semi-Truck Trailer Mfg. 450 ($300); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($275); Farming & Agriculture 835 ($400).
Principal Pay Days: Fri., 10 & 25.

10-CLIMATE: Min. & Max. Temp.—Spring 45-75, Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, medium soft.

12—RETAILING: Principal Shopping Center: Downtown, 2 mi, along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil plaza Shopping Plaza at East edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Dept. Fri. & Sat.; Food, Nightly.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Pell's Bargain Mart
Variety Stores: G.C. Murphy; Danners 3-D Store, A to Z Store.
Chain Drug Stores: Rexall; Hooks, Haag.
Chain Food Supermarkets: IGA; Kroger; Super-Valu.
Other Chain Stores: Western Auto, Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14—NEWSPAPERS: TIMES (e) 5,582, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Assoc. Pub., TIMES.
National Representatives: None.

CHESTERTON, IND.

1—LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond-East Chicago, SMSA). Northern part of State.

2—TRANSPORTATION: Railroads: Penn-Central; C.&O.; EI&E.
Motor Carriers: 4.

3—POPULATION:
City 70 Cen. 6,177; Loc. Est. 8,500
SMSA 70 Cen. 633,367; Loc. Est. 657,841
County 70 Cen. 87,114; Loc. Est. 113,308

4—HOUSEHOLDS:
City 70 Cen. 1,907; Loc. Est. 3,065
County 70 Cen. 24,625; Loc. Est. 37,610
SMSA 70 Cen. 184,649; Loc. Est. 221,669

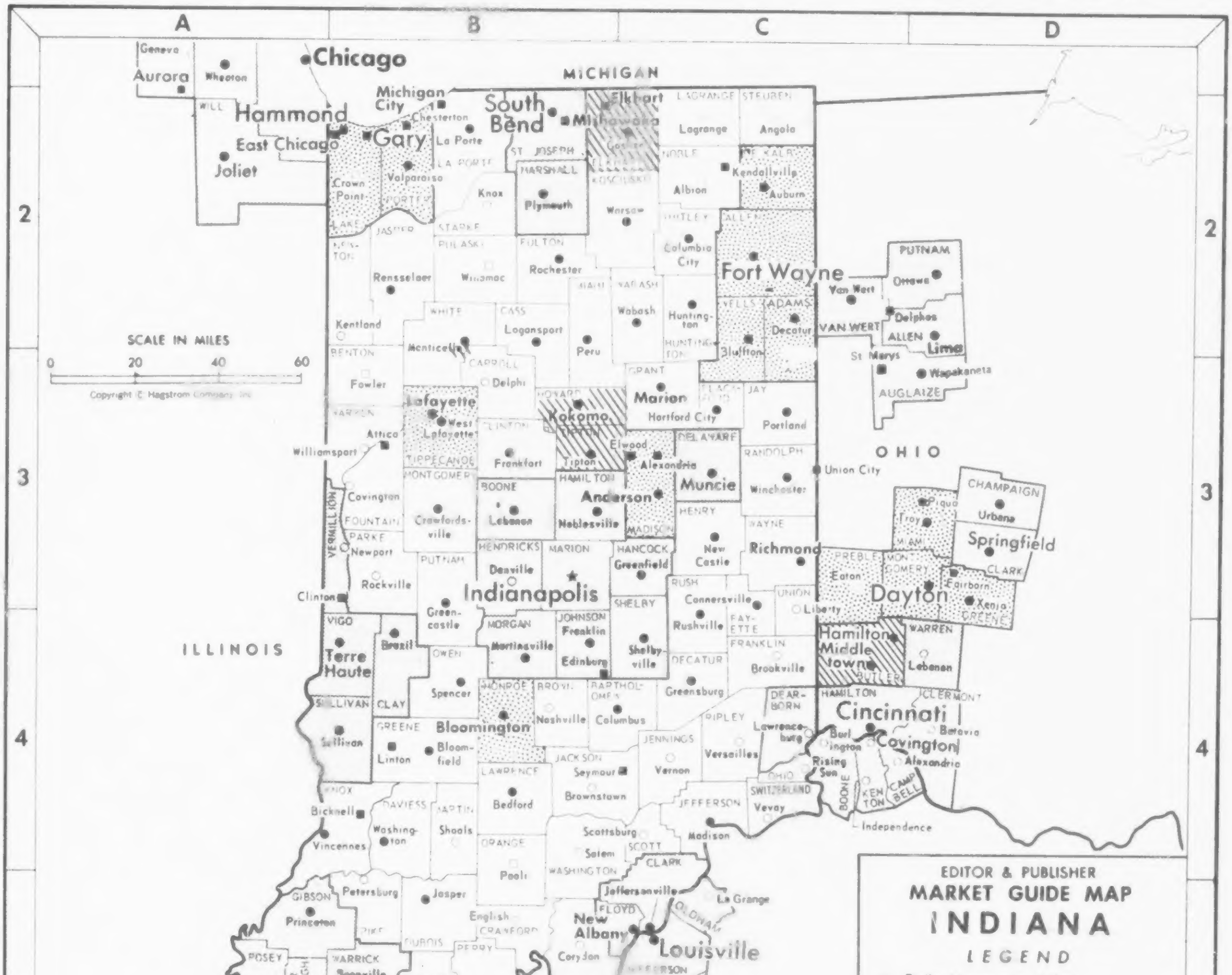
5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$81,081,000
Sav. & Loan Assn.	1	Est. $85,000,000

6—PASSENGER AUTOS: County 63,328

12—RETAILING: Shopping District Calumet Rd and Broadway; Indian Oak Mall, Ind. 49 By-Pass.

13—RETAIL OUTLETS:
Variety Stores: Ben Franklin.

Chain Drug Stores (CZ): Hook's; Walgreen Agency.
Supermarkets: Smedman's; Big T.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EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
20
40
60
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Wheaton
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Michigan City
Chesterton
La Porte
Valparaiso
Crown Point
South Bend
Mishawaka
Elkhart
Goshen
Plymouth
Warsaw
Kendallville
Auburn
Fort Wayne
Columbia City
Huntington
Decatur
Bluffton
Rochester
Logansport
Peru
Wabash
Marion
Hartford City
Portland
Kokomo
Lafayette
West Lafayette
Frankfort
Tipton
Elwood
Alexandria
Anderson
Muncie
Winchester
Union City
Noblesville
Lebanon
Crawfordsville
Indianapolis
New Castle
Richmond
Greenfield
Connersville
Rushville
Shelbyville
Franklin
Martinsville
Greencastle
Brazil
Terre Haute
Clinton
Sullivan
Spencer
Bloomington
Bloomfield
Linton
Nashville
Columbus
Greensburg
Seymour
Bedford
Vincennes
Washington
Jasper
Evansville
Owensboro
Henderson
New Albany
Jeffersonville
Louisville
Madison
Lawrenceburg
Cincinnati
Covington
Hamilton
Middletown
Dayton
Springfield
Lima
Van Wert

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 4,214; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE.
National Representatives: None.

CLINTON, IND.

1—LOCATION: Vermillion County, E&P Map B-3 (In Terre Haute SMSA). Agricultural, Manufacturing, Chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis.

2—TRANSPORTATION: Railroads: L&N R.R.
Motor Freight Carriers: 4.

3—POPULATION:
Corp. City 70 Cen. 5,340; Loc. Est. 5,750
City Zone, Local Est. 11,725
Retail Trading Zone, Loc. Est. 18,250
SMSA 70 Cen. 175,143; Loc. Est. 176,000
County 70 Cen. 16,793; Loc. Est. 17,500
City & Ret. Trading Area; Loc. Est. 29,000

4—HOUSEHOLDS:
City 70 Cen. 2,093; Loc. Est. 2,265
County 70 Cen. 6,014; Loc. Est. 7,345
SMSA 70 Cen. 57,912; Loc. Est. 68,220

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$60,734,160
Sav. & Loan Assn.	1	$12,130,000.00

6—PASSENGER AUTOS: County 9,600

7—ELECTRIC METERS: Res. 3,783; County 4,727

8—GAS METERS: County/Res. 2,831

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners and (Av. Wkly. Wage)—Clothing 215 ($90); Collieries 70 ($300); Phonograph Records 173 ($150); Aluminum Fabrication 72 ($183); Chemical 41 ($215); Plastics 75 ($110); Printing ($143).
Principal Pay Days: Fri., Sat.; 8th & 23rd.

10-CLIMATE: Min. & Max. Temp.—Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15. Last killing frost, May 8.

11—TAP WATER: Neutral, very hard.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 5 on N. 9th St.; 6 on side sts. off Main.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Rosenblatt's; J.C. Penney; G.C. Murphy.
Variety Stores: Horney's.
Chain Food Supermarkets: Harris; IGA; Magnabosco's

14—NEWSPAPERS: CLINTONIAN (e-Mon. to Fri.) 5,119; sworn Sept. 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN.
National Representatives: None.

COLUMBIA CITY, IND.

1—LOCATION: Whitley County, E&P Map C-2, County Seat. Small mfg. center. 150 mi. form Chicago, 110 mi. from Indianapolis.

2—TRANSPORTATION: Conrail; Greyhound Bus, 5 Motor Freight Carriers.

3—POPULATION:
City 70 Cen. 4,911; Loc. Est. 5,120
County 70 Cen. 23,395; Loc. Est. 25,525

4—HOUSEHOLDS:
City 70 Cen. 1,734; Loc. Est. 2,028
County 70 Cen. 7,299; Loc. Est. 9,166

5—BANKS: 3 Comm., Est. Dep. $35,000,000

6—PASSENGER AUTOS: County 13,504

7—ELECTRIC METERS: Residence 2,431

8—GAS METERS: Residence 1,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—Metal Working 541($275), Weatherhead-Dana($275), Textile 275; Electronics 100.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 16-92, Summer 46-99; Fall 12-91; Winter-15-59. First killing frost, Oct. 27. Last killing frost, May 27.

11—TAP WATER: Very hard, fluoridated naturally.

12—RETAILING: Principal Shopping Center: 3 blocks on Van Buren, 2 on Main St., 1 on Market St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Columbia Plaza	10	Sears, P. N. Hirsch, Western Auto, Haffner 5c /, $1.00 store, Thronburg Drugs
N. Main Plaza		
Colombia Sq.	-	Kroger, Schultzs Family store, Coast-to-coast, Guaranteed Auto., Haag Drug

Principal Shopping Days: Fri., Sat.
Stores Close: Thu. afternoon.
Stores Open Evenings: Friday.

13—RETAIL OUTLETS: Department Stores: Flox, Hirsch.
Variety Stores: Schultz Bros., Haffner's.
Chain Drug Stores (CZ): Hagg Drug, Thombugg's Walgreen.
Chain Food Supermarkets (CZ): Kroger; IGA; William 3; Scott's Discount Foods 4.
Other Chain Stores (CZ): Gamble, Firestone, Western Auto; Sears Roebuck (catalog); Guaranteed Auto, Coast-to-Coast.

14—NEWSPAPERS: COMMERCIAL MAIL POST (e) 5,774; sworn Mar 31, 1980.
Local contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIAL MAIL POST.
National Representatives: None.

COLUMBUS, IND.

1—LOCATION: Bartholomew County, E&P Map C-4, County Seat. Industrial, agricultural center.

2—TRANSPORTATION: Railroads: Penn-Central.
Motor Freight Carriers: 24.
Intercity Bus Lines: Greyhound; Columbus Municipal Transit System.

3—POPULATION:
Corp. City 70 Cen. 26,457; Loc. Est. 29,213
CZ ABC: (70) 34,520; (80) 37,400
RTZ-ABC: (70) 73,016, (80) 81,600
County 70 Cen. 57,022; Loc. Est. 60,280
City & RTZ-ABC: (70) 107,536; (80) 119,000

4—HOUSEHOLDS:
City 70 Cen. 8,912; Loc. Est. 11,051
County 70 Cen. 17,414, Loc. Est. 21,236
CZ-ABC: (70) 11,058; (80) 13,700
RTZ-ABC: (70) 20,715; (80) 26,300
City & RTZ-ABC: (70) 31,773; (80) 40,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$184,270,446
Sav. & Loan Assn.	2	$279,565,251

6—PASSENGER AUTOS: County 35,290

7—ELECTRIC METERS: Residence 17,421

8—GAS METERS: Residence 10,093

9— PRINCIPAL INDUSTRIES (CZ): industry, Number of Wage Earners (Av. Wkly. Wage)—Heavy Mach. 9,000 ($210); Elec. Apl. 2,720 ($165); Elec. Motors 675 ($180).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-73; Summer 61-87; Fall 49-74, Winter 25-44. First killing frost, Oct. 13. Last killing frost, May 1.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Washington St. and including Court House Mall.
Neighborhood Shopping Centers: 4 blocks on State St.; 1 block at 17th and Home Sts., 4 blocks at 25th and Central Sts., U.S. 31 and Road 46; U.S. 31 South and Beam Road.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
25th Street	3	Northside Drugs, Kroger, Scott
16th & Home	2	Main Drugs, Parker Mkt.
E. State St.	1	Coffman Drugs, Jay C. Grocery
Eastbrook Columbus	3	Standard, Hook's Taylor Drugs, Danner's, P. Harris, Hill's, Penney
Northern Village	3	Ayr-Way, Fleener's Thrif-T-Mart
Holiday Center	5	Marsh Supermarket, Holiday Drugs
Courthouse Ctr		Sears, Osco Drugs, Hilman Jwlry.
West Hill	2	3D Discount, Hook Rug, Jay C Grocery

Principal Shopping Days: Thurs., Fri. and Sat.
Stores Open Evenings: Fri. and Mon.

13—RETAIL OUTLETS: Department Stores: Penny, Sears.
Variety Stores: G. C. Murphy, Scott's (Ben Franklin), Danner's.
Discount Stores (CZ): Hill's; Ayr-Way; 3D Discount.
Chain Drug Stores (CZ): Northside Walgreen 2, Hook's Dependable 3; Taylor's 1, Osco Drugs.
Chain Food Supermarkets: A&P; Kroger; Jay C 3; Standard; Alliance 2; Marsh 2; Thrif-T-Mart; Handi Foods 2.
Other Chain Stores: Western Auto; Goodyear; Goodrich, Guarantee Auto, Harold's; Sherwin-Williams; Lane's, Nationwide Auto; Montgomery Ward.

14—NEWSPAPERS: REPUBLIC (e) 22,386; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David A. Miller Marketing Dir., REPUBLIC.
National Representatives: Landon Associates, Inc., U.S. Suburban Press.

CONNERSVILLE, IND.

1—LOCATION: Fayette County, E&P Map C-3, County Seat. Trade center for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis and Dayton.

2—TRANSPORTATION: Railroads: B&O, Conrail; Nickel Plate (freight only).
Motor Freight Carriers: 11.
Intercity Bus Lines: Greyhound, Hines Coach.

3—POPULATION:
Corp. City 70 Cen. 17,604; Loc. Est. 17,232
County 70 Cen. 26,216; Loc. Est. 27,837

4—HOUSEHOLDS:
City 70 Cen. 5,862; Loc. Est. 6,769
County 70 Cen. 9,994; Loc. Est. 10,160

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$60,000,000
Sav. & Loan Assn.	2	$40,000,000

6—PASSENGER AUTOS: 13,733

7—ELECTRIC METERS: Residence 6,800

8—GAS METERS: Residence 5,385

9— PRINCIPAL INDUSTRIES (CZ): Metal Fab. 8,000 emp. $161.38 Aver. Weekly Wage.
Principal Pay Days: Fri., Wed.

10-CLIMATE: Min. & Max. Temp.—Summer 70-76; Winter 20-41. First killing frost, Oct. 7. Last killing frost, May 3.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Central Ave., connecting streets.

Neighborhood Shopping Centers: Connersville Plaza, 30th St.; K-Mart; 3-D; Grand View Center, 30th St.; Grand Plaza.
Principal Shopping Days: Sat., Thu., Fri., Mon.
Stores Open Evenings: Grandview Center; Connersville Plaza, 3 Discount Stores and Chain Drug Stores. All downtown Fri. eve.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, P. N. Hirsch; 3D, K-Mart.
Variety Stores: Woolworth.
Discount Stores: Val's.
Chain Food Supermarkets: Cox; Standard; Mace; IGA.
Other Chain Stores: Guarantee Tire; Rogers Jewelry; Holthouse Furniture; Montgomery Ward (catalog); Sears (catalog); Fabrific Fabrics; Western Auto; Fabric Circle, U.S.A.

14—NEWSPAPERS: NEWS-EXAMINER (e) 8,300 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data; Charles E. Morris, Dir., NEWS-EXAMINER.
National Representatives: Landon Associates, Inc.

CRAWFORDSVILLE, IND.

1—LOCATION: Montgomery County, E&P Map B-3, County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2—TRANSPORTATION: Railroads: Conrail, L.&N.
Motor Freight Carriers: 4.
Intercity Bus Lines: Ilini-Swallow, American Stages.

3—POPULATION:
City 70 Cen. 13,842; Loc. Est. 14,100
CZ ABC: (70) 13,842; (80) 13,900
RTZ-ABC: (70) 42,352; (80) 44,000
County 70 Cen. 33,930, Loc. Est. 34,072
City & RTZ-ABC: (70) 56,194; (80) 57,900

4—HOUSEHOLDS:
City 70 Cen. 4,683; Loc. Est. 5,804
County 70 Cen. 11,044; Loc. Est. 12,932
CZ ABC: (70) 4,683; (80) 5,400
RTZ-ABC: (70) 13,571; (80) 16,300
City & RTZ-ABC: (70) 18,254; (80) 21,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$169,641,000
Sav. & Loan Assn.	3	$101,892,000

6—PASSENGER AUTOS: County 17,790

7—ELECTRIC METERS: Residence 7,600

8—GAS METERS: Residence 5,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Steel 500 ($205); Printing 6,100 ($175); Metal 762 ($174); Plastics 325 ($164); Warehouse/Shipping 130 ($155).
Principal Industrial Pay Days: Thurs-, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 15. Last killing frost, April 28.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on Washington; 3 on Main; 4 on Market; 3 on Green.
Neigoorhood Shopping Centers: South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
So. Blvd. Plaza	1	Montgomery Ward, Kroger, Loeb's, J.C. Penney, Golden Rule, Ayr-Way
S Washington St.	1/2	A&P
West on U.S. 136	1½	Pauls
Shelley Square	1	Lighting Ctr.
Countryside Plaza	1	3-D, Kroger, Haag

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.; Blvd. Mall—every evening to 9 P.M.

13—RETAIL OUTLETS: Department Stores: Rapps, Montgomery Ward; J.C. Penney; Ayr-Way, Loeb's.
Variety Stores: G.C. Murphy; Danner's.
Discount Stores: Pool's; 3-D.
Chain Drug Stores (CZ): Rexall 3; Medi-Save; Hook 3; SuperRx, Haag.
Chain Food Supermarkets: A&P; Kroger 2; Standard; Shoprite.
Other Chain Stores: Gallenkamp (shoes); Goodyear; Goodrich; Andies (candy); Sherwin-Williams (paint) Paul Harris; Hillman Jewelry; Sears (catalog); Radio Shack.

14—NEWSPAPERS: JOURNAL-REVIEW (e) 11,016; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Simonds, Adv. Dir., JOURNAL-REVIEW.
National Representatives: Landon Associates, Inc.

DECATUR, IND.

1—LOCATION: Adams County (In Fort Wayne SMSA). E&P Map C-2, County Seat. Residential Center: 22 mi. SSE of Fort Wayne and 6 mi. from the Ohio State line. U.S. Hwys. 27, 33, 224.

2—TRANSPORTATION: Railroads: Norfolk & Western; Conrail.
Intercity Bus Lines: ABC.
Motor Freight Carriers: 1.

3—POPULATION:
Corp. City 70 Cen. 8,445; Loc. Est. 8,364
County 70 Cen. 26,871, Loc. Est. 29,399
SMSA 70 Cen. 361,984; Loc. Est. 386,140

4—HOUSEHOLDS:
City 70 Cen. 2,719; Loc. Est. 3,129
County 70 Cen. 7,982; Loc. Est. 10,106
SMSA 70 Cen. 111,697; Loc. Est. 137,254

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	2	$60,000,000
Commercial Banks	2	$66,643,542

6—PASSENGER AUTOS: County 14,564

7—ELECTRIC METERS: Residence 4,013

8—GAS METERS: Residence 2,730

9— PRINCIPAL INDUSTRIES (CZ): Motors, Soybean Processing; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Frozen Waffles; Paint; Concrete Products and Vaults; Tools and Dies; Edible Oil.

10-CLIMATE: Min. & Max. Temp.—Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14. Last killing frost, May 15.

11—TAP WATER: Softened to 9 grains.

12—RETAILING: Principal Shopping Centers: Village Green, 6 stores; Decatur Plaza, 8 stores; Gerbers, 6.
Principal Shopping Days: Wed. & Fri.
Stores Open Evenings: Fri.

12—RETAILING: Niblick, P.N. Hirsch, Sears (catalog). Val Dept. Store.
Discount Stores (CZ): Val Dept. Store, K-Mart.
Chain Food Supermarkets: Gerber's 2, Scott's; IGA, Hammond's.
Chain Drug Stores (CZ): Revco; Hook's; Village Phcy.
Other Chain Stores: TSC; Sherwin-Williams; Ream Steckback; Western Auto; Coast-to-Coast; Radio Shack.

14—NEWSPAPERS: DEMOCRAT (e) 5,940 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dick D. Heller, Jr., Pres. & Gen. Mgr., Mark Miller, Adv. Mgr., DEMOCRAT.
National Representatives: American Newspaper Representatives, Inc.

EAST CHICAGO, IND.

See HAMMOND, IND.

ELKHART, IND.

1—LOCATION: Elkhart County. E&P Map B-2. In N. Central part of state, 4 mi. S of Indiana-Michigan state line, 101 mi. E of Chicago. Manufacturing center for diversified products. Agricultural, dairy and fruit area.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Motor Freight Carriers: 16 terminals; 38 carriers.
Intercity Passenger Bus Lines: Greyhound; ABC, Northern Indiana Transit; Indiana Motor Bus.
Airlines: Air Wisconsin.

3—POPULATION:
Corp. City 70 Cen. 43,152; Loc. Est. 47,757
CZ ABC: (70) 76,690; (80) 84,900
RTZ-ABC: (70) 82,893; (80) 89,700
County 70 Cen. 126,529; Loc. Est. 135,663
City & RTZ-ABC: (70) 159,583; (80) 174,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Census: 14,360; Loc. Est. 18,460
County 70 Cen. 44,200; Loc. Est. 48,809
CZ ABC: (70) 24,134; (80) 30,600
RTZ-ABC: (70) 25,119; (80) 30,700
City & RTZ-ABC: (70) 49,253; (80) 61,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$511,649,178
Sav. & Loan Assn.	2	$323,334,447

ELKHART—continued

6—PASSENGER AUTOS: County 74,820

7—ELECTRIC METERS: Residence 32,192

8—GAS METERS: Residence 21,117

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Fab. Metals 4,200 ($168); Musical Instruments 1,600 ($199); Chem. & Allied Prods. 3,100 ($220); Electrical Machy. 1,800 ($181); Non-Elect. Macy. 1,025 ($201); Mobile Homes 7,250 ($199); Furniture & Fixtures 1,200 ($139); Lumber & Wood Pdts. 700 ($137); Rubber & Plastics 590 ($161); Apparel 525 ($93).

10-CLIMATE: Min. & Max. Temp.—Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10. Last killing frost, May 10.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St.; Pierre Moran Mall (53 stores); Concord Mall (80 stores).
Neighborhood Shopping Centers: (Number of Stores); Parkmor Plaza 15; Easy Shopping Place 16; Bacon Hill 8; Bower St. 4; Nappanee St. 12; bypass 8.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Concord Mall	2	Ward's, Robertson's, Penney
Easy	1	Drake, W.W. Wilt
Parkmor	1	Hirsch, Martin, Ben Franklin
Pierre Moran	2	Kroger, Sears, Carson Pirie Scott
Shop Easy Place	1	Cooks & Kroger, SuperRx
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill		Wilt Food Ctr.
Concord Mall (80 stores)		Robertson's, McCrory Penney Mont. Ward, Kinney, Regal
K-Mart (4 stores)		K-Mart
Pierre-Moran (53 stores)		Kroger Sears, Hook Drug
University Park Mall (100 stores)	14	Sears, J.C. Penney, J.L. Hudson, Ayres

Principal Shopping Days: Thu. thru Sun.
Stores Open Evenings: Most shopping centers every evening. Sunday 'til 6 pm.

13—RETAIL OUTLETS: Department Stores: Ziesel's 2; Drake's; Robertson's; Sears; J. C. Penney; Montgomery Ward; Carson Pirie Scott 3.
Discount Stores: K-Mart; Cook's.
Variety Stores: Ben Franklin; P.N. Hirsch; Perry 2.
Chain Drug Stores (CZ): Judd's 6; Hook 3; Super Rx 2; Newman 2; Osco 2; Revco; Alick's.
Chain Food Supermarkets: W. W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores: Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; General Nutrition; JoAnn Fabrics; McCory; Milady Shop; National Shirt; Orange Bowl; Soundmasters; Spencer Gift; Parklane Hosiery; Bresler's; Fleenor Auto; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Spiegel (catalog); Fleet Supply; Alden (Catalog); Paul Harris; Wig Fair; Singer Co.; SoFro; Nobel Shoes; Walden Books; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Regal Shoe; Grinnell; Ganto's.

14—NEWSPAPERS: TRUTH (e Mon.-Sat) 29,623; (Sat. m) 30,911, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising data: Dan Grady, Adv. Dir.; Ron Schmansice, Sales Promo/Mkt., TRUTH.
National Representatives: Branham/Newspaper Sales.

ELWOOD, IND.

1—LOCATION: Madison County, E&P Map C-3 (In Anderson SMSA). 39 mi. NE of Indianapolis. On State Hwy. 13, 28, 37.

2—TRANSPORTATION: Railroads: Norfolk & Western.
Intercity Bus Lines: Wards.

3—POPULATION:
City 70 Cen. 11,196; Loc. Est. 10,748
County/SMSA
70 Cen. 138,451; Loc. Est. 135,639

4—HOUSEHOLDS:
City 70 Cen. 3,590; Loc. Est. 4,339
County/SMSA 70 Cen. 44,190; Loc. Est. 50,305

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	3	$60,000,000
Sav. & Loan Assn.	1	$27,000,000

6—PASSENGER AUTOS: County 74,074

7—ELECTRIC METERS: Residence 4,144

8—GAS METERS: Residence 4,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Can Mfg. 321; Jet Engine Blades 750; Tools & Dies 70; Glass 25; Auto Water Pumps 200; Buffing Wheels and Custom Jewelry 220; Electronic Tuners 70; Wire Harnesses 350; Metal Plating 300; Slitting 165.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Shopping Centers: Elwood Plaza (4 stores-Tradeway Discount,); Rte. 13, K-mart Plaza, K-mart; Coast to Coast Hardware, Carters Super Market, SupeRx.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: R.L. Leeson; J.C. Penney; K-Mart.
Variety Stores: Dollar General Stores.
Discount Stores (CZ): T-Way.
Chain Drug Stores (CZ): Hook's 2; SupeRx.
Chain Food Supermarkets: Marsh Foodliner; Carters Super Market.
Other Chain Stores: Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Montgomery Ward (Catalog); Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Clark Appliances; Fox TV & Appliances; Borger Chef; Foots Tire.

14—NEWSPAPERS: CALL-LEADER (e) 5,158 sworn Mar. 31, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Robert E. Nash, Adv. Dir., CALL-LEADER.
National Representatives: None.

EVANSVILLE, IND.

1—LOCATION: Vanderburgh County, (In Evansville, Ind-Ky SMSA). E&P Map A-5. 165 mi. S of Indianapolis, 168 mi. E of St. Louis, 160 mi. NW of Nashville, and 125 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64, State Hyws. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

2—TRANSPORTATION: Railroads: Louisville & Nashville; Illinois Central; Gulf; Southern; Conrail.
Motor Freight Carriers: 23.
Intercity Bus Lines: Greyhound; Wabash-Arrow Lines; Evansville & Ohio Valley Ry.; Gulf Transit.
River Barge Lines: 5.
Airlines: U.S. Air, Eastern, Delta.

3—POPULATION:
Corp. City 70 Cen. 138,764; Loc. Est. 133,566
CZ ABC: (70) 162,556; (80) 153,900
RTZ-ABC: (70) 289,135; (80) 318,900
SMSA 70 Cen. 284,959; Loc. Est. 294,300
County 70 Cen. 168,772; Loc. Est. 160,200
City & RTZ-ABC: (70) 451,691; (80) 472,800

4—HOUSEHOLDS:
City 70 Cen. 46,404; Loc. Est. 53,031
County 70 Cen. 54,771; Loc. Est. 57,200
SMSA 70 Cen. 91,696; Loc. Est. 103,700
CZ ABC: (70) 53,031; (80) 57,400
RTZ-ABC: (70) 92,023; (80) 115,900
City & RTZ-ABC: (70) 145,054; (80) 173,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$753,680,000
Commercial Banks	4	$960,678,385

6—PASSENGER AUTOS: County 90,985

7—ELECTRIC METERS: 114,149

8—GAS METERS: 61,228

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Furniture & Fixtures 2,000; Fabricated Metal Products 3,700; Machinery 11,913; Refrigeration & Air-Conditioning Equipment 9,600; Misc. Durable Goods 8,300; Food Products 2,800; Textile & Apparel 1,453; Printing & Pub. 1,900; Rubber & Mics. Plastics 3,700; Glass 250; All Other Nondurable Goods 4,200; Mining 2,400; Construction 6,200; Trans., Comm. & Utilities 6,300; Wholesale & Retail Trade 21,300; Finance Ins. & Real Estate 4,000; Services 21,400; Government 12,300; All Other Nonagricultural 8,900; Agricultural 1,400.

10-CLIMATE: Min. & Max. Temp.—Spring 28-91; Summer 45-99; Fall 21-92; Winter —9-70. First killing frost, Oct. 24. Last killing frost, May 10.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 21 blocks Riverside to 7th, Vine to Locust.
Neighborhood Shopping Center: Number of Stores: Ayr-Way North (17); Covert & Lodge (11); Covert & Vann (2); Fairlawn (6); Harrison Village (5); K-Mart (4); K-Mart Plaza (5); K-Mart South (4); Lawndale (17); North Park (31); Ross (13); Schnucks-Walgreen (2); Shamrock Acres (20); Town Center (24); Village Square Mall (4); Weinbach (16); West Side (N.A.); West Side Plaza (8); Town Center Mall (15); Lincoln and Weinbach; Covert and Lodge; Lawndale; North Park; Division & Weinbach; Morgan & Boeke; Westside; Washington Square (41); Plaza East (12); Plaza West (4); North Brook (14); Eastland Mall (6).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ross Center	4	Spaldings
Town Center Mall	4	Kuester's
West Side	2	Moutoux, Jerry's
Covert & Lodge	3	Simpson's
Lincoln & Weinbach	3	Wesselman's
Lawndale	6	Evansville Store, Ayr-Way, Haag Drugs, De Jongs, Wesselman's
North Park	5	De Jongs, Kuester's, Sears, Wesselman's
North Brook	5	Schnucks Walgreen, Strouse's Baby Shop
Division & Weinbach	3	Wesselman's Weinbach's Heyden & Steber
Washington Sq.	6	Sears, Stewart's
Eastland Mall	6	J. C. Penney, Service Merchandise
Morgan & Boeke	4	K-Mart
Diamond Ave. & St. Joe	6	K-Mart
S. 41 & Southlane Dr.		
Washington & Green River	6	Schnucks, Walgreen
Plaza West	4	Woolco, Great Scot
Plaza East	7	Woolco, Great Scot
North First Ave.	5	Ayr-Way

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Department Stores—Fri. Downtown Shopping Center, Mon-Sat.

13—RETAIL OUTLETS: Department Stores: Sears Evansville Store, Stewart's, J. C. Penney.
Variety Stores: Woolworth, Kresge, Ben Franklin.
Chain Drug Stores (CZ): Naborhood 2, Haag 14, SuperRx 2, Walgreen 2, Osco 2, Hooks 3.
Chain Food Supermarkets: Jerry's 4, Wesselman's 10, Columbia, Great Scot 4, Simpson's 1, Key [illegible], Spaulding's 6, Schnucks 2.

INDIANA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,266,271	23,757,510	25,412,752	2,535	1,394,089	1,183	3,364,740	4,254	5,194,318	3,784	4,757,201	4,867	3,077,900	2,948	1,060,684	3,554	1,065,008	8,523	2,061,942	1,255	888,100
STANDARD METROPOLITAN STATISTICAL AREAS																					
Anderson, Ind.	476,933	566,453	594,797	72	30,766	31	89,479	91	125,807	108	124,414	122	58,974	71	25,115	114	25,197	222	50,093	35	22,878
Bloomington, Ind.	302,016	382,158	406,387	35	23,022	11	54,293	58	85,701	56	59,114	74	44,880	65	27,259	69	19,718	128	37,446	17	17,069
Cincinnati, O.-Ky.-Ind.	4,754,713	6,094,641	6,494,438	440	245,020	204	1,137,611	1,661	1,445,531	547	1,017,798	1,030	753,093	639	247,501	706	286,324	2,341	624,102	311	200,372
Elkhart, Ind.	538,497	661,416	699,067	69	38,459	32	90,181	112	134,047	112	178,047	116	76,391	87	26,671	108	26,194	226	55,507	34	27,956
Evansville, Ind.-Ky.	1,055,812	1,362,715	1,453,827	141	96,634	67	199,241	241	280,053	241	258,543	274	162,902	157	94,827	204	69,487	560	123,462	71	47,134
Fort Wayne, Ind.	1,374,078	1,733,787	1,845,125	148	79,676	82	296,851	198	350,348	274	359,190	300	200,171	246	88,919	287	90,289	560	177,416	90	57,556
Gary-Hammond-East Chicago, Ind.	2,147,832	2,718,972	2,891,559	186	134,032	84	373,751	433	675,862	337	509,332	475	366,065	313	137,138	288	128,939	1,001	242,291	149	105,894
Indianapolis, Ind.	4,427,493	6,419,531	7,011,825	421	318,474	219	1,018,591	819	1,316,180	613	1,251,390	927	796,665	594	255,728	732	281,981	1,592	560,461	252	232,349
Kokomo, Ind.	397,483	490,653	518,097	52	27,122	25	90,888	88	99,241	69	101,421	91	52,914	77	26,335	81	23,318	177	43,854	25	18,063
Lafayette-West Lafayette, Ind.	419,324	535,748	570,631	48	30,194	16	113,804	63	109,395	62	89,972	79	54,105	60	20,540	63	31,133	190	55,070	26	23,469
Louisville, Ky.-Ind.	3,099,125	3,866,679	4,122,672	279	196,735	145	638,062	855	877,709	465	731,997	669	461,822	389	169,877	471	192,668	1,300	377,616	215	138,493
Muncie, Ind.	439,682	561,915	598,537	76	30,251	15	76,284	98	120,403	107	126,311	95	66,893	81	23,122	92	29,405	194	49,838	26	23,975
South Bend-Mishawaka, Ind.	974,620	1,204,715	1,274,875	128	59,386	47	178,059	218	253,326	182	255,786	232	138,556	154	62,021	197	60,972	494	117,649	63	42,856
Terre Haute, Ind.	684,453	873,288	930,198	93	54,485	42	115,682	156	148,397	107	149,581	176	109,748	86	46,173	99	27,919	339	61,124	36	27,576
COUNTIES, Cities																					
ADAMS	85,296	106,421	115,400	20	10,230	10	13,594	19	23,658	38	25,373	28	11,585	21	3,869	23	5,910	41	9,976	7	4,107
Decatur	62,417	75,074	79,293	13	8,349	6	8,998	11	15,971	27	18,595	16	7,565	14	2,629	12	2,260	27	7,119	4	2,587
ALLEN	1,140,396	1,439,718	1,530,079	96	59,353	57	271,058	133	270,431	188	286,376	216	166,509	189	76,819	220	74,810	437	152,351	70	47,051
Fort Wayne	867,619	1,095,126	1,163,757	58	30,275	45	232,858	96	186,409	136	225,570	151	104,220	153	67,411	165	61,454	339	122,999	56	38,402
BARTHOLOMEW	245,228	304,612	322,738	24	21,727	12	44,384	53	66,546	49	55,707	58	43,926	38	12,173	59	17,044	87	24,584	13	9,987
Columbus	214,383	267,698	283,896	20	21,363	9	43,059	34	59,169	41	51,593	41	26,191	36	12,120	52	15,931	75	20,897	12	9,656
BENTON	21,865	28,064	29,926	12	2,552	3	208	12	7,258	9	6,874	21	5,492	3	395	7	586	24	2,148	5	1,250
BLACKFORD	39,548	53,596	57,772	11	8,709	4	1,812	20	16,378	15	10,172	19	8,559	12	2,134	11	2,084	22	3,163	3	2,070
Hartford City	32,433	43,465	47,142	8	6,358	2	1,477	14	12,596	11	9,173	14	6,374	10	2,003	9	1,946	17	2,898	2	1,815
BOONE	107,645	153,898	164,432	23	9,937	10	7,077	33	30,626	27	24,355	35	40,505	21	7,119	22	4,817	49	10,336	10	7,995
Lebanon	61,216	77,548	82,466	10	5,632	4	6,538	20	18,109	18	16,152	20	12,906	12	5,012	11	2,686	23	5,897	5	2,935
BROWN	13,501	17,259	18,391	5	857	1		10	2,962	6	1,484	10	2,666	5	299	4	601	21	4,258	3	351
CARROLL	38,733	49,233	52,395	11	6,542	4	909	18	13,586	9	15,800	16	5,751	9	732	7	920	22	3,306	6	1,829
CASS	139,892	172,773	182,793	29	10,144	13	26,804	39	37,563	37	36,374	43	19,012	28	6,450	32	9,255	63	14,945	9	7,918
Logansport	126,601	157,246	166,539	19	8,868	9	26,465	31	34,158	30	31,413	29	15,350	27	6,424	28	9,143	70	13,630	7	7,738

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Other Chain Stores: Shoes; Burt's Baynham's, Barker's, Kinney's, Women's Apparel; Three Sisters; Shoes: Rieckens 2; Ties: Firestone, United Raben, General, Goodyear, Fabric; Jo Ann Fabrics, Cloth World, Fabrific, Fabs; Hardware: Kuesters, TSC; Heyden-Steber.
Other: Singer Center; Sherwin-Williams; Color Tile; Pittsburgh Plate Glass; Glidden Paint; Radio Schack; Playback; Red Spot.

14—NEWSPAPERS: COURIER (m) 62,747; PRESS (e) 43,768; Comb. (m&e) 106,515; COURIER and PRESS (S) 116,302; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ribert Kelley, Mgr. Gen. Adv., COURIER and PRESS.
National Representatives: Story & Kelly Smith, Inc.

FORT WAYNE, IND.

1—LOCATION: Allen County (In Fort Wayne SMSA). E&P Map C-2, County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33 and 30; Interstate 69; State Hwys. 1, 3, 14, 37 and 327. 160 mi. to Chicago; 156 to Detroit, 105 to Toledo; 117 to Indianapolis.

2—TRANSPORTATION: Railroads: Amtrak, Conrail; Norfolk & Western.
Motor Freight Carriers: 59.
Intercity Bus Lines: ABC: Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines: Delta; United; Air Wisconsin.

3—POPULATION:
Corp. City 70 Cen. 178,021; Loc. Est. 190,480
CZ ABC: (70) 238,941; (80) 248,900
RTZ-ABC: (70) 463,274; (80) 496,300
County 70 Cen. 280,455; Loc. Est. 293,150
SMSA 70 Cen. 361,984; Loc. Est. 377,300
City & RTZ-ABC: (70) 702,215; (80) 745,200

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 57,627; Loc. Est. 68,343
County 70 Cen. 85,720; Loc. Est. 99,915
SMSA 70 Cen. 111,697; Loc. Est. 128,660
CZ ABC: (70) 74,464; (80) 88,700
RTZ-ABC: (70) 141,425; (80) 173,600
City & RTZ-ABC: (70) 215,889; (80) 262,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$1,593,465,000
Sav. & Loan Assns.	4	$435,772,000

6—PASSENGER AUTOS: County 156,088

7—ELECTRIC METERS: Res. City & Suburbs 79,215

8—GAS METERS: Res., County 66,861

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Elec. Mach. & Equip. 13,500($331); Automotive Equip. 5,900($380); Non-Electrical Mach. 6,800 ($364); Food Products 4,400($304).

10-CLIMATE: Min. & Max. Temp.—Spring 50-71 Summer 62-83; Fall 31-51; Winter 20-36. First killing frost, Oct. 17. Last killing frost, Apr. 26.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington and Jefferson Sts.
Neighborhood Shopping Centers: Washington Blvd. and Broadway; Calhoun St. and Pontiac St.; Wells St. and Fourth St.; Huestis Ave. and Broadway; Calhoun St. & Williams St.; State Blvd. and Crescent Ave.; Main St. and Osage St.; Calhoun St. and Rudisill Blvd.; Williams St. and Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Anthony Wayne Village	2¾	Maloley's
Broadway-Taylor	1¼	Rogers Mkts.
Canterbury	4	Rogers Mkts.
Casselwood Ctr.	4	Maloley's
Coliseum Place	2½	King's, Scott's
Covington Plaza	4	Maloley's
Del Mart Plaza	5½	White Swan
Diplomat Plaza	3¼	Scott's
East State	2½	Maloley's
Georgetown Sq.	4½	Rogers Mkts.
Glenbrook	2½	L.S. Ayres, Sears, J.C. Penney, Ayr-Way
Hazelwood Plaza	2½	Nobbson Village
Homewood	2¾	Leath Furniture
K-Mart North	3	K-Mart
K-Mart South	4½	K-Mart
K-Mart East	2½	K-Mart
K-Mart West	2	K-Mart
Lincoln Plaza	5	Kroger
Maplewood Plaza	5	Maloley's
New Haven Plaza	7	Maloley's
North Anthony	2½	Maloley's, Rogers Mkts.
Northcrest	3	Mont. Ward, Kroger
Northwood	5	Kroger, Ayr-Way
Oakbrook & Quimby Village	2¼	King's, Maloley's
Park West	2	Scott's, Mr. Wiggs
Pine Valley	8½	Scott's
Riviera Plaza	4¼	Maloley's
Rogers So. Anthony	3½	Rogers Mkts.
Rudisill-Calhoun	2¼	Sear's, Hutners, Maier's; Maloley's
Southgate Plaza	2¾	Kroger
Southtown Mall	4½	L.S. Ayres, Penney's, Montgomery Ward
Statewood Plaza	2¾	Scott's
Time Corners	4	Rogers Mkts.
Uncommons	2½	Indiana Bank
Washington Sq.	3¾	Rogers Mkts.
West State Plaza	1½	Woolworth, Maloley's
Westland Mall	4	Leath Furniture
White Swan	8	White Swan Groc.

Principal Shopping Days: Wed., Fri., Sat.; Drug & Discount Stores Open Sun.
Stores Open Evenings: Dept.—Mon., Wed., Fri.; Food, Discount & Shopping Centers—Every evg.

13—RETAIL OUTLETS: Department Stores: L.S. Ayres 2; Sears 2; Montgomery Ward 2; J.C. Penney 2.

Variety Stores: Murphy 1; Belmont 5; Woolworth; Barrett 2. Dollar General 2
Chain Drug Stores (CZ): Hook's 14; Revco 5; Walgreen 6; Gerding 1; Keltsch 8, Vita-Fair 3; Chronister 4.
Discount Stores (CZ): Ayr-Way 3; King's 3; K-Mart 4; Mr. Wiggs 3; TSC; Tepe, O.G. Wilson 2; Fleet Supply.
Chain Food Stores (CZ): Kroger 3; Rogers Mkts. 10; Maloley Bros. 13; Scott's 7; Burger Dairy 2; Didier Bros. 1; Hep's Dairy Stores 1; Pio 2, 7-11 Stores 3.
Other Chain Stores: Shoes; Buster Brown; Fayva; Florsheim, Scholl's, Thom McAn, Kinney, Baker, Rega, Hill, Hanover, Martin, Fisher, Gallenkamp; Clothing; Baskin, Redwood & Ross, Chess King, Richman Bros; Jewelers; Kay, Rost; Auto Supplies; Rps Auto Parts; Western Auto, Shane Goodrich, Goodyear Firestone, NAPA, Nationwide, Women's Apparel; Casual Corner, Foxmoor, Plaza U, Susies Casuals, Paul Harris, Lerner's, House of Fabrics (Yd. goods) Jo-Ann Fabrics, So Fro Fabrics, Neumode; S&H Green Stamps; M&M Gold Stamps; Top Value Stamps; Hallmark; Singer; Fannie May Candy; Hickory Farms; Spencer Gifts; Radio Shack; Coast-to-Coast Hdw.; Tru Value Hdwe.; Tsc Stores; Frank's Nursery; Bldg. Mats.: Furrows, Wickes, Sutherland, 84 LBR.; Tandy Leather Goods; Bresslers, Baskin-Robbins (Ice Cream).

14—NEWSPAPERS: JOURNAL-GAZETTE (m) 60,093; NEWS-SENTINEL (e) 71,705; Comb (m&e) 131,798; JOURNAL GAZETTE (S) 103,903; Mar. 29, 1980
Local Contact for Advertising and Merchandising Data: Norbert V. Booker, Nat'l Advertising Manager or Bryan Boggess, Nat'l. Sales Coordinator, Fort Wayne Newspapers, Inc., agent for the NEWS-SENTINEL and JOURNAL-GAZETTE.
National Representatives: Knight-Ridder Newspaper Sales

FRANKFORT, IND.

1—LOCATION: Clinton County, E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2—TRANSPORTATION: Railroads: Norfolk & Western, Conrail; Louisville & Nashville.
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 14,956; Loc. Est. 13,795
County 70 Cen. 30,547; Loc. Est. 30,955

4—HOUSEHOLDS:
City 70 Cen. 5,584; Loc. Est. 5,440
County 70 Cen. 10,969; Loc. Est. 11,902

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$172,519,000
Sav. & Loan Assn.	2	$75,939,795

6—PASSENGER AUTOS: County 15,869

7—ELECTRIC METERS: Res. (City) 5,300

8—GAS METERS: Residence 6,100

9— PRINCIPAL INDUSTRIES (CZ): Brass Fixtures; Porcelain Products; Resistors; Foods; Cigars; Candy, Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Cabinets; Electric Wire Harness, Aluminum & Steel Fabrication.
Principal Pay Days: Fri., 10th & 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13. Last killing frost, Apr. 27.

11—TAP WATER: Alkaline.

12—RETAILING: Principal Shopping Center: 4 sides of Square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (4 stores); East Wabash Commercial Strip (12 stores).
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.; others daily.

13—RETAIL OUTLETS: Department Stores: Thrasher's; J.C. Penney; Sears; Freedman's; Val Discount; K-Mart; Montgomery Ward.
Variety Stores: Woolworth.

Chain Drug Stores (CZ): Hook; Merritt (Rexall); Marsh Drug.
Chain Food Supermarkets: Kroger; Marsh Foods; Ranch Mkt.

Other Chain Stores: Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furniture; Coast-to-Coast; Cato; Mode O Day.

14—NEWSPAPERS: TIMES (e) 8,114; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Mgr.
National Representatives: Landon Associates, Inc.

FRANKLIN-GREENWOOD, IND.

1—LOCATION: Johnson County (In Indianapolis SMSA). E&P Map B-4. Franklin 20 mi. S of Indianapolis, Greenwood 10 mi. S of Indianapolis. Education and agricultural center.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City (Franklin, Greenwood Whiteland, New Whiteland) 70 Cen. 11,477; Loc. Est. 13,348
Primary Mkt. Area-ABC: (70)33,861; (80)43,300
RTZ-ABC: (70)27,277; (80)34,900
SMSA 70 Cen. 1,111,173; Loc. Est. 1,160,214
County 70 Cen. 61,138; Loc. Est. 78,042
Total Primary Mkt. Area & RTZ-ABC:
(70)61,138; (80)78,200

4—HOUSEHOLDS:
Copr. City (Franklin, Greenwood, Whiteland, New Whiteland) 70 Cen. 3,530; Loc. Est. 4,779
Primary Mkt. Area-ABC: (70)9,818; (80) 14,300
SMSA 70 Cen. 346,896; Loc. Est. 417,158
County 70 Cen. 17,373; Loc. Est. 26,395
RTZ-ABC: (70)7,555; (80)11,100
Total Primary Mkt. Area & RTZ-ABC:
(70)17,373; (80)25,400

5—BANKS: Commercial; 4 Savings & Loan Assns.; Deposits $281,311,562.

6—PASSENGER AUTOS: County 40,620

7—ELECTRIC METERS: Residence 28,000

8—GAS METERS: Residence 26,500

9— PRINCIPAL INDUSTRIES (CZ): Automotive Parts; Electrical Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10-CLIMATE: Min. & Max. Temp.—Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12. Last killing frost, Mar. 31.

11—TAP WATER: Alkaline, med. hard.

12—RETAILING: Principal Shopping Center: 25 blocks on 8 streets; Greenwood Center (63 Units); Northwood Center (15 Units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Wilgro	8	Haag Drug,
Greenwood Plaza	8½	Walker, Worth's Food
Greenwood Park	9	Sears, Woolco, L. S. Ayres
Northwood	-	Murphy's Mart, Guarantee Auto, Kroger, Haag Drug
Ayr-Way Mall		Ayr-Way, Kroger, Mr. Wagg's

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: All Fri.; Shopping Centers nightly ex. Sat (closed Sun.)

13—RETAIL OUTLETS: Department Stores: Newkirk's; Whitesides; Walker's; L. S. Ayres; Sears.
Discount Stores: Franklin; Murphy's Mart; Val's; Greenwood: K-Mart; Woolco; Zayre, Ary-Way; Value City.
Variety Stores: Franklin Edwards; Greenwood; Danners; Woolworth.
Chain Drug Stores: Franklin; Hook's, Haags; Greenwood; SuperRx; Hooks; Haags.

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FRANKLIN-GREENWOOD—continued

Chain Food Stores: Franklin; Standard; Kroger; Regal; IGA; Marsh; Rays; Greenwood; Shurfine; Marsh; Big E.
Other Chain Stores: Guarantee Auto; Western Auto; Lord's Greenwood; Goodyear; Dutch Mill; Singer Co.; Firestone; Woolco.

14—NEWSPAPERS: JOURNAL (e) 13,450, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sullivan, Adv. Mgr., JOURNAL.
National Representatives: Landon Associates, Inc.

GARY, IND.

1—LOCATION: Lake County, E&P Map B-2 (In Gary-Hammond-East Chicago SMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S. of Chicago. U.S. Hwys. 6, 12, 20, 30; Interstate Hwys. 80-90 (Ind. Toll Road), 94, 95; State Hwys. 51, 53, 55 & 65 end in Gary; I-65.

2—TRANSPORTATION: Railroads: Main lines of Conrail; Baltimore & Ohio; Michigan Central; The Indiana Harbor Belt Line; Elgin, Joliet and Eastern; Chicago, South Shore and South Bend Railroads.
Motor Freight Carriers: 62 Intra-State & Inter-State lines.
Intercity Bus Lines: Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines: Limousine Service to Chicago Airport.

3—POPULATION:
Corp. City 70 Cen. 175,415; Loc. Est. 159,412
Cz ABC: (70) 295,813; (80) 287,700
Bal. Primary Mkt. Area ABC: (70) 134,271; (80)159,800
County 70 Cen. 546,253; Loc. Est. 539,300
SMSA 70 Cen. 633,367; Loc. Est. 645,600
Total Primary Mkt. Area ABC: (70)430,084; (80)-447,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 51,598; Loc. Est. 54,900
County 70 Cen. 160,024; Loc. Est. 174,500
SMSA 70 Cen. 184,649; Loc. Est. 207,800
CZ ABC (70) 84,306; (80) 93,300
Bal. Primary Mkt. Area ABC:
(70) 38,159; (80) 52,500
Total Primary Mkt. Area ABC
(70) 122,465; (80) 145,800

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	15	N.A.
Sav. & Loan Assns.	18	N.A.

6—PASSENGER AUTOS: County 275,425

7—ELECTRIC METERS: 64,600

8—GAS METERS: 56,845

9— PRINCIPAL INDUSTRIES (CZ): Steel and Related Indus. 96,000 emp. $450 Wkly.

10-CLIMATE: Min. & Max. Temp.—Spring 21-90; Summer 46-96; Fall 12-94; Winter —8-67. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11—TAP WATER: Fluoridated, soft, filtered.

12—RETAILING: Principal Shopping Center: Southlake Mall, U.S. 30 and Mississippi St.
Downtown: B'way, 4th to 9th Ave., Washington St., 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks—38.
Neighborhood Shopping Centers: Midtown B'way; 9th Ave. to 26th Ave.; Tolleston; 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total—12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total—2 blocks. Brunswick: 4,400 to 5,700 blocks on West 5th Ave. Total—13 blocks. Glen Park; B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks—30 Grant St.; 30th Ave. to 37 Ave. total blocks—7. Miller-Aetna; 2 on Aetna St.; Melton Rd., Benton to Howard Sts. Dunes Hwy; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total—46. Following township areas: Ross Center, Portage, Hobart, Griffith, Black Oak.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Tri-City Plaza	9	Jewel, Lyttons
Turkey Creek Plaza	2	Venture, Jewel
Crossroads Plaza	15	Walgreen's, Tittle's, Zayre

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
CLARK	333,556	414,362	438,980	31	21,493	19	98,563	80	74,113	56	81,843	90	63,664	32	13,803	44	13,106	117	31,016	15	15,285
Jeffersonville	90,881	106,973	112,112	9	6,930	8	9,301	28	21,380	21	27,407	27	15,167	11	2,100	12	1,772	51	12,059	7	6,112
CLAY	75,287	92,071	97,243	16	5,557	8	4,621	30	18,417	17	26,774	25	20,217	11	3,195	14	1,709	37	4,983	6	3,704
Brazil	53,423	65,233	69,169	6	3,594	5	3,638	13	15,329	11	17,025	15	15,632	9	2,864	7	899	20	2,850	5	3,352
CLINTON	85,783	105,406	111,426	15	6,366	9	7,894	27	27,396	29	23,292	35	15,370	19	4,486	24	4,555	58	8,542	10	4,614
Frankfort	72,538	89,678	94,904	8	3,297	6	7,710	17	24,115	26	22,772	22	12,311	19	4,486	23	4,513	44	6,413	6	3,894
CRAWFORD	12,441	15,422	16,334	5	1,596	4	435	16	5,475	5	1,921	12	3,186	5	334	8	703	14	970		
DAVIESS	70,407	92,528	99,129	15	6,234	8	14,675	28	22,651	19	16,632	33	12,727	22	6,227	24	3,728	42	7,016	10	4,391
Washington	50,534	67,905	73,057	7	3,113	6	11,330	14	17,452	12	11,695	18	7,898	19	5,454	19	3,304	30	5,468	8	3,586
DEARBORN	72,321	88,613	93,635	14	5,029	10	3,058	29	23,926	23	16,015	24	14,373	15	2,640	18	4,082	56	8,587	9	5,891
DECATUR	72,761	90,523	95,951	18	4,866	7	8,389	19	21,280	20	20,559	30	20,202	17	2,549	18	2,706	29	7,099	4	1,287
Greensburg	67,807	84,699	89,843	15	4,704	6	8,129	11	19,548	19	20,337	21	17,411	17	2,549	14	2,632	23	6,671	3	1,216
DE KALB	87,085	109,782	116,634	20	6,246	9	7,785	30	34,761	23	26,948	34	13,783	18	4,326	27	3,954	53	9,161	8	3,751
Auburn	48,203	60,437	64,515	9	3,608	3	5,143	13	18,160	9	13,995	14	5,914	12	3,177	13	2,212	22	6,063	4	2,716
DELAWARE	439,682	561,915	598,537	76	30,251	15	76,284	98	120,403	107	126,311	95	66,893	81	23,122	92	29,405	194	49,838	26	23,975
Muncie	350,829	449,117	478,508	50	21,195	12	75,706	72	96,657	77	98,566	68	37,326	59	18,561	74	22,449	164	43,584	20	22,343
DUBOIS	124,496	166,774	179,339	20	11,218	12	13,868	29	30,707	25	64,573	36	16,728	22	6,092	23	7,211	65	13,584	8	3,273
Jasper	91,904	126,239	136,373	9	5,964	7	12,277	12	19,025	13	57,468	16	9,349	13	4,901	17	6,196	32	9,076	4	3,183
ELKHART	538,497	661,416	699,067	69	38,459	32	90,181	112	134,047	112	178,047	116	76,391	87	26,671	108	26,194	226	55,507	34	27,958
Elkhart	328,733	407,004	430,842	26	18,085	14	72,874	57	75,737	60	108,770	62	51,548	51	18,442	49	11,399	126	33,773	21	18,149
Goshen	91,751	111,119	117,140	15	6,826	7	4,577	24	28,063	25	27,286	21	15,029	19	4,667	24	4,439	45	8,916	6	4,978
FAYETTE	70,049	84,830	89,420	10	2,464	6	8,450	33	24,009	25	9,819	20	9,926	16	3,493	20	3,676	39	8,718	6	5,582
Connersville	67,629	82,171	86,671	9	2,411	5	8,147	24	22,538	22	9,590	18	9,713	15	3,446	18	3,613	38	8,672	6	5,582
FLOYD	152,293	189,347	200,626	29	9,516	4	6,367	61	55,779	33	35,095	46	26,284	15	13,352	37	14,964	84	16,117	14	7,522
New Albany	140,220	173,401	183,523	21	8,553	4	6,367	51	48,777	30	34,301	37	23,340	13	12,910	32	14,311	68	14,646	13	7,390
FOUNTAIN	64,850	79,186	83,612	20	7,522	6	2,115	27	20,841	21	22,711	33	10,870	12	1,650	15	1,122	46	7,118	9	3,907
Attica	27,781	33,399	35,271	6	1,518	4	1,372	11	9,305	11	12,235	12	4,215	5	962	3	263	15	1,953	5	2,135
FRANKLIN	27,695	35,890	38,349	7	2,527	4	1,361	22	13,617	20	6,766	15	3,944	7	312	4	1,359	29	3,307	1	534
FULTON	45,509	55,831	59,001	16	3,456	7	3,238	22	16,001	21	13,250	25	8,366	15	1,532	12	1,769	34	3,936	5	2,497
Rochester	31,704	38,639	40,950	5	726	3	1,969	11	12,931	14	9,147	15	6,345	14	1,461	4	566	18	2,662	3	1,808
GIBSON	85,924	107,129	113,569	23	10,848	14	16,900	26	17,974	31	18,715	43	15,870	21	5,051	22	3,031	54	9,370	9	3,950
Princeton	52,945	65,146	69,213	8	4,815	7	13,526	11	9,270	14	14,078	18	5,948	14	4,784	12	2,096	23	4,289	5	2,726
GRANT	255,664	312,825	330,367	43	22,390	12	34,318	67	72,166	68	72,631	67	37,653	48	16,879	61	14,620	144	25,817	23	15,095
Marion	219,668	269,787	285,106	30	19,674	8	33,465	42	60,978	59	64,781	44	27,825	39	16,083	51	12,737	96	20,619	17	12,432
GREENE	71,051	89,350	94,900	24	10,878	9	6,944	21	20,125	30	16,302	39	17,161	21	3,780	16	1,934	56	5,821	6	3,066
Bloomfield	18,106	23,200	24,898	7	5,695	1	181	5	2,940	7	3,168	13	6,582	7	1,259	4	464	10	1,154	1	568
Linton	39,711	48,794	51,821	10	2,059	5	6,274	8	12,832	14	12,403	11	5,909	10	2,075	7	927	23	3,189	2	1,783
HAMILTON	174,733	226,512	241,997	45	20,277	10	5,139	44	59,450	33	51,015	49	31,428	36	7,727	50	12,253	87	21,042	18	10,828
Noblesville	62,802	80,799	86,178	13	4,172	2	4,547	12	26,226	11	18,575	19	11,759	13	3,652	10	3,483	28	6,283	8	5,837
HANCOCK	91,730	117,080	124,703	23	7,761	8	6,858	22	31,373	25	27,081	44	22,206	11	1,222	28	4,580	44	7,662	10	6,368
Greenfield	71,608	92,301	98,492	14	6,594	6	6,428	10	25,637	15	22,968	25	15,630	6	727	16	2,670	22	6,233	6	5,090
HARRISON	50,266	62,583	66,332	15	4,749	10	4,428	19	19,440	26	11,242	22	10,171	3	664	12	3,483	42	4,351	4	1,671
HENDRICKS	156,966	204,745	219,087	23	12,278	12	4,936	35	57,506	25	42,741	48	52,164	23	3,206	40	5,854	53	12,674	9	10,115
HENRY	150,715	182,004	191,749	23	10,225	18	16,895	42	42,629	58	37,654	52	29,762	27	6,874	43	11,093	74	13,689	9	5,703
New Castle	114,831	138,801	146,247	16	8,011	9	15,568	28	37,153	41	27,155	30	14,454	21	6,079	26	9,548	47	10,563	8	5,255
HOWARD	359,974	439,483	463,878	43	24,845	21	84,020	72	85,106	59	89,357	71	45,360	65	23,884	69	22,443	156	40,243	21	16,474
Kokomo	346,024	424,169	448,034	39	24,322	19	83,764	65	83,068	58	88,144	60	38,838	63	23,570	63	20,522	148	39,449	20	15,849
HUNTINGTON	104,817	131,431	139,510	26	11,330	10	10,467	35	30,003	29	25,000	43	25,248	17	4,717	35	4,472	49	7,960	8	4,560
Huntington	74,361	94,210	100,188	14	7,707	7	9,401	17	25,676	18	14,585	23	11,797	16	4,653	25	3,746	32	6,081	6	4,171
JACKSON	120,123	143,115	150,373	28	16,695	13	12,027	38	32,694	27	24,588	46	27,852	17	7,989	28	4,977	60	10,479	10	4,391
Seymour	95,906	114,240	120,015	18	15,177	9	11,699	21	22,668	18	19,399	25	20,588	16	7,818	19	3,428	38	7,665	7	4,308
JASPER	85,705	106,233	112,506	23	15,036	8	6,295	21	20,940	20	17,165	41	26,084	20	5,233	16	2,039	42	8,095	7	4,047
Rensselaer	40,434	49,289	52,241	7	5,233	4	3,356	9	12,172	10	9,287	17	8,062	9	2,360	7	1,482	20	5,138	4	2,804
JAY	57,398	70,308	74,277	18	3,785	6	1,721	15	21,915	19	14,052	32	12,675	14	2,988	18	3,920	39	5,055	4	2,476
Portland	37,787	43,483	45,381	10	2,811	3	157	8	14,979	15	8,588	14	7,438	10	2,571	13	2,248	22	3,562	3	2,405
JEFFERSON	100,231	123,538	130,660	24	12,910	13	13,093	29	29,479	25	26,168	32	12,975	20	4,907	22	6,065	43	7,956	10	4,562
Madison	86,412	106,837	113,056	16	8,312	9	12,399	16	25,417	24	23,829	22	10,174	20	4,907	17	5,916	36	7,408	9	3,909
JENNINGS	39,672	50,267	53,461	14	4,082	3	842	18	15,049	14	11,912	17	9,611	7	1,073	12	1,596	19	2,792	2	2,304
JOHNSON	235,529	298,027	317,001	43	15,667	18	77,268	52	54,072	44	55,022	70	46,688	32	10,613	53	8,608	94	21,938	14	11,040
Edinburg	22,441	27,743	29,510	5	1,747	1	706	7	7,517	6	6,911	10	7,034	3	178	6	559	12	1,085	2	1,494
Franklin	47,059	59,647	63,446	7	4,802	6	4,927	11	18,018	11	5,781	19	12,017	8	2,922	10	1,985	27	5,811	4	4,527
KNOX	145,604	187,617	200,199	27	21,020	16	33,178	50	38,389	44	36,123	51	19,831	25	6,101	35	8,128	87	14,645	16	8,803
Bicknell	13,101	15,909	16,845	3	531	2	628	4	3,745	8	6,099	6	1,262	2	800	2	629	10	998	1	860
Vincennes	117,596	152,738	163,222	17	19,675	12	32,079	30	26,057	30	29,603	29	15,500	23	5,301	29	6,640	60	12,343	12	6,335
KOSCIUSKO	170,876	219,524	234,109	40	17,270	18	19,890	55	52,365	62	45,986	66	30,871	36	8,664	50	8,930	99	18,957	16	9,378
Warsaw	108,737	141,022	150,652	20	13,627	9	16,907	20	32,831	28	28,484	22	14,394	22	6,855	27	7,335	34	10,548	6	5,347
LAGRANGE	51,413	67,799	72,695	20	11,931	7	3,049	22	14,337	20	11,499	23	11,954	10	665	13	1,808	31	5,686	5	2,093
LAKE	1,866,821	2,377,689	2,531,587	143	113,728	70	338,323	380	587,358	283	455,803	388	301,326	276	129,885	236	115,294	868	203,035	124	90,254
East Chicago	94,651	116,694	123,451	11	7,094	2	5,486	48	28,131	13	25,772	26	16,247	20	6,576	12	4,405	121	13,333	11	6,856
Gary	338,688	416,806	440,738	30	13,420	13	45,594	97	97,057	54	86,867	98	61,736	47	14,948	60	20,703	205	41,508	26	17,024
Hammond	371,679	516,183	488,557	27	14,883	10	66,271	69	115,059	55	64,640	80	60,383	47	28,587	47	27,691	185	41,512	22	14,891
LA PORTE	382,774	464,876	490,315	43	26,592	22	75,827	91	103,846	81	90,110	104	67,008	60	22,965	73	17,949	189	36,040	20	17,941
La Porte	134,330	160,830	169,176	18	6,865	9	13,399	27	39,094	[illegible]	36,028	40	28,193	16	9,529	30	7,318	64	10,242	11	6,271
Michigan City	216,429	266,231	281,457	16	12,344	11	61,401	46	60,271	42	50,472	41	24,141	42	13,413	34	10,023	93	21,318	9	11,670
LAWRENCE	123,443	150,908	159,364	20	9,499	16	15,870	39	40,485	52	31,662	48	18,983	25	7,507	31	6,972	46	9,254	10	7,231
Bedford	95,741	117,259	123,877	17	7,880	9	14,333	24	30,656	35	21,968	29	13,501	22	6,448	20	5,986	35	6,871	8	5,645
MADISON	476,933	566,453	594,797	72	30,766	31	89,479	91	125,807	108	124,414	122	58,974	71	25,115	114	25,197	222	50,093	35	22,878

Village S/C	34	J.C. Penney, Kresge, Mont. Ward
12/20 Plaza	3	K-Mart, Tittle's, Zayre
Southlake Mall	126	Sears, J. C. Penney, Carson Pirie Scott, L. S. Ayres
Dunes Plaza	4	Zayes, K-Mart
Broadway Plaza	9	May Family Ctr., Wiseway
Liberty Sq.	12	Jacobsens
80th Place	10	Ivy Tree
Century Mall	40	Wards, Goldblatts
Twin Towers Mall	12	Ardrean Imports
Griffith Park Plaza	16	Venture
Portage Mall	40	Coast to Coast
County Seat Mall	36	K-Mart
Marquette Mall	59	J.C. Penney-Sears-C.P. Scott
Indian Oak Mall	26	Hooks

Principal Shopping Days: Mon., Thu., Fri., Sat.

Stores Open Evenings: Shopping Centers Mon. through Sun.

13—RETAIL OUTLETS: Department Stores: in Gary: Goldblatts, Mays in Valparaiso—Lowenstine's, J. C. Penney, Sears, Miller's

Leading Variety Stores: Kresge, Harveys Mart

Discount Stores: Zayre, Venture, May Family Ctr, K-Mart

Chain Drug Stores (CZ): Walgreen 4; Walgreen Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.

Chain Food Supermarkets: A&P-5, Jewel 3, Wiseway-4, Tittles-5, Buy Low-7, Thrift-T-Mart-6, Tip Top-1, Save More-3, Wilco-1, Candiano s-2, Eagle, Strack & Van Til, Sterks

Other Chain Stores: Richman Bros, Danners, Aldies, Coronet, Thom McAn, Dr. Scholl, Kinneys, Sax Shoes, Firestone, Goodyear, General Tire, Goodrich Tire, Western Tire, Blue Star Auto Stores, Fannie May, Dutch Mill Candies, Buschs Jewelry, Singer Co., Sherwin-Williams, Pittsburgh Paints, Newmode Hosiery, S & H Green Stamps, Spiegel Catalog.

14—NEWSPAPERS: POST-TRIBUNE (e) 83,721; (S) 88,848; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: John Corbett, Nat'l. Adv. Mgr., POST-TRIBUNE.

National Representatives: Knight-Ridder Newspaper Sales, Inc.

GOSHEN, IND.

1—LOCATION: Elkhart County, E&P Map C-2, County Seat. On U.S. Hwy. 33; State Hwy. 15. 12 mi. S. of E. West Ind. toll road.

2—TRANSPORTATION: Railroads: Conrail. B&O rail, B&O.

Motor Freight Carriers: 6

Intercity Bus Lines: Middlebury; Indiana Motor Bus.

3—POPULATION:
Corp. City 70 Cen. 18,004; Loc. Est. 18,982
CZ ABC: (70)18,004; (80)19,700
RTZ-ABC: (70)46,790; (80)52,000
County 70 Cen. 126,529; Loc. Est. 135,663
City & RTZ-ABC: (70)64,794; (80)71,700

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,631; Loc. Est. 7,096
County 70 Cen. 46,419; Loc. Est. 48,809
CZ ABC: (70)5,631; (80)7,400
RTZ-ABC: (70)14,199; (80)17,700
City & RTZ-ABC: (70)19,830; (80)25,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Bank	2	$213,002,220
Sav. & Loan Assn.	1	$209,811,438

6—PASSENGER AUTOS: County 74,820

7—ELECTRIC METERS: Residence 6,820

8—GAS METERS: Residence 5,508

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Employees (Av. Wkly. Wage) Rubber Plants 1,148 ($237); Controls 1,758 ($193); Farm Equipment 815 ($183); Recreation Vehicle 1,088 ($240)

10-CLIMATE: Min. & Max. Temp.—Spring 21-75; Summer 60-98.1; Fall 15-82; Winter —5-50. First killing frost, Oct. 10. Last killing frost, May 10.

11—TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12—RETAILING: Principal Shopping Center: 21 blocks on 6 sts. Downtown; Shopping Centers—Linway Plaza, Chicago Pike Plaza, Peddler's Vil-

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Anderson	275,436	331,286	348,730	42	20,796	17	56,521	45	63,798	59	56,956	60	34,052	40	18,080	69	19,312	131	36,691	18	13,645
Elwood	52,644	60,079	62,931	7	2,567	5	8,364	14	15,527	16	17,555	18	8,761	10	2,032	14	167	26	3,254	4	2,602
MARION	3,427,062	5,128,371	5,635,554	227	232,381	142	893,674	561	999,691	398	989,837	611	559,276	433	212,702	481	235,378	1,160	463,811	176	171,563
Indianapolis	3,271,611	4,903,479	5,389,904	210	217,615	134	871,277	526	938,070	373	956,617	565	521,040	410	205,215	460	228,060	1,090	439,125	166	161,713
MARSHALL	128,561	157,944	166,944	36	11,431	10	6,981	30	33,629	39	46,048	43	26,152	29	7,609	39	6,446	62	11,097	12	6,114
Plymouth	68,920	84,701	89,961	14	5,896	4	6,459	10	19,064	18	19,205	18	11,925	15	5,699	19	[illegible]	30	7,022	4	2,735
MARTIN	26,241	32,398	34,279	5	441	5	1,134	10	9,248	8	8,287	12	7,298	4	280	6	2,405	22	2,278	3	290
MIAMI	87,284	110,353	117,308	22	6,805	7	11,887	29	24,307	31	26,285	39	16,186	20	4,110	32	4,554	58	8,617	5	4,564
Peru	74,003	94,320	100,420	11	4,167	6	11,440	17	20,408	24	22,226	24	13,686	17	3,948	22	3,670	40	7,139	5	4,564
MONROE	302,016	382,158	406,387	35	23,022	11	54,293	58	85,701	56	59,114	74	44,880	65	27,259	69	19,718	128	37,446	17	17,069
Bloomington	277,730	352,506	375,458	29	17,651	9	54,232	46	73,995	51	58,371	62	39,342	62	27,143	64	19,461	113	34,506	14	15,626
MONTGOMERY	108,067	139,529	148,961	26	8,577	14	18,959	27	35,526	32	26,894	45	15,938	23	6,692	29	6,168	64	11,587	10	6,152
Crawfordsville	94,157	122,503	130,974	12	4,046	11	18,738	17	33,274	30	24,543	28	13,627	23	6,692	17	5,063	41	10,280	9	5,410
MORGAN	114,749	146,547	156,113	16	4,300	12	11,503	37	49,810	28	27,439	40	24,057	16	4,108	30	5,503	57	13,121	7	6,053
Martinsville	59,966	75,742	81,000	7	2,018	7	8,235	20	23,348	14	17,093	20	11,239	10	3,027	21	4,094	26	5,523	4	3,084
NEWTON	34,568	42,433	44,858	8	3,184	3	213	15	10,859	12	8,314	22	7,506	7	1,838	10	1,511	29	3,765	7	2,543
NOBLE	81,282	99,880	105,581	26	7,820	10	6,256	28	26,910	34	22,355	36	15,238	14	3,691	23	3,622	55	7,636	11	4,190
Kendallville	44,981	54,670	57,900	6	3,013	5	4,909	7	14,250	16	13,635	10	5,939	11	3,319	11	2,414	16	3,868	4	2,810
OHIO	4,758	6,532	7,061	2	107	2	15	6	4,476			2	1,173	3	249	1	83	7	353	1	25
ORANGE	37,839	47,590	50,553	13	5,643	6	1,942	26	15,316	20	8,325	17	8,155	18	1,213	11	800	24	2,275	7	2,259
OWEN	21,909	26,934	28,473	7	936	3	219	13	8,192	11	5,041	19	7,590	8	152	7	605	18	1,992	2	756
Spencer	20,434	24,926	26,423	4	608	2	204	8	7,754	10	4,951	12	6,652	5	148	4	554	15	1,928	2	756
PARKE	32,796	41,717	44,414	12	4,650	6	1,192	25	12,720	9	6,756	20	8,132	5	272	3	635	28	2,551	4	1,320
PERRY	48,809	60,455	64,008	11	3,281	12	7,293	26	17,554	13	9,660	24	5,855	13	2,179	17	4,348	45	6,076	7	2,209
PIKE	27,996	33,324	35,019	8	1,918	5	678	15	7,811	10	7,693	19	10,732	8	397	12	1,391	15	1,719	3	826
PORTER	281,011	341,283	359,972	43	20,304	14	35,428	53	88,504	54	53,529	87	64,739	37	7,253	52	13,645	133	39,256	25	15,640
Chesterton	35,911	43,154	45,568	6	3,249	1	708	7	10,883	6	7,056	15	13,231	10	811	8	1,681	23	2,973	4	2,178
Valparaiso	150,677	182,656	192,531	14	5,622	8	31,414	22	43,345	26	35,148	32	21,190	18	5,336	30	9,359	44	20,998	10	6,856
POSEY	50,906	65,893	69,688	20	3,948	9	6,349	17	13,932	17	18,933	23	9,698	13	2,056	14	2,585	41	5,215	5	2,240
Mount Vernon	34,406	42,256	44,872	7	2,929	5	1,598	5	10,028	10	12,990	8	5,171	10	1,812	9	2,040	20	2,809	3	1,575
PULASKI	27,885	35,824	38,202	10	3,037	4	1,066	9	5,692	20	12,902	17	5,418	8	1,449	5	1,312	24	2,618	5	[illegible]
PUTNAM	69,676	86,193	91,238	22	10,439	9	6,192	24	22,361	19	16,223	32	10,972	12	2,308	20	2,873	38	7,208	7	3,080
Greencastle	55,004	67,312	71,414	10	7,843	5	5,366	12	17,422	11	15,260	13	6,055	9	2,143	15	2,620	22	5,493	5	2,681
RANDOLPH	63,865	76,835	80,888	23	5,958	8	4,065	29	22,454	15	17,043	31	10,561	22	4,124	20	2,451	48	4,940	9	4,045
Union City	20,122	24,255	25,633	8	1,888	3	1,418	9	8,888	5	4,121	7	3,303	6	831	6	444	11	1,392	2	1,601
Winchester	28,161	33,303	35,024	4	1,044	3	2,071	5	8,011	6	10,438	8	3,196	11	2,651	7	1,361	16	2,012	4	2,127
RIPLEY	57,638	70,162	74,038	18	8,025	8	2,181	26	20,478	20	13,945	28	10,036	15	1,490	15	2,656	41	5,110	6	2,519
RUSH	50,864	61,599	64,937	7	5,128	8	3,755	21	14,615	13	17,586	24	9,627	9	945	8	2,854	26	3,371	3	1,003
Rushville	40,605	48,814	51,550	5	2,272	7	3,400	14	12,887	10	14,512	15	7,739	7	786	5	2,045	16	2,538	3	1,003
ST. JOSEPH	846,059	1,046,771	1,107,931	92	47,955	37	171,078	188	219,697	143	209,738	189	112,404	125	54,412	158	54,526	432	106,552	51	36,742
Mishawaka	201,289	249,959	264,703	14	11,503	9	28,801	34	59,410	32	73,221	41	20,765	28	9,333	40	12,410	99	26,008	10	7,731
South Bend	501,252	734,260	651,949	39	15,831	22	128,768	98	116,605	57	109,421	88	62,204	79	39,285	75	30,322	245	60,270	31	21,785
SCOTT	48,882	61,150	64,871	14	3,635	11	3,617	20	17,828	16	12,562	19	12,764	7	1,175	15	2,003	22	3,674	6	1,716
SHELBY	119,079	144,351	152,938	21	15,873	7	12,136	35	33,652	33	33,900	30	20,341	22	9,031	28	4,908	48	9,877	8	8,387
Shelbyville	105,709	132,172	140,177	14	13,833	[illegible]	12,136	26	31,223	25	31,005	23	18,649	22	9,031	24	4,636	41	9,541	6	7,551
SPENCER	41,841	51,513	54,486	13	2,391	5	664	19	12,450	19	13,164	26	14,819	7	848	11	2,349	34	3,047	4	1,524
STARKE	61,398	74,871	79,047	19	5,508	14	9,800	21	17,734	17	13,087	22	17,671	6	2,127	8	948	43	5,789	4	1,882
STEUBEN	93,418	116,750	123,867	25	9,954	5	3,558	34	22,606	38	20,551	39	27,721	23	5,723	15	2,191	59	12,870	7	3,086
SULLIVAN	43,310	53,926	57,158	16	3,791	5	3,466	22	11,671	12	11,107	27	12,971	11	2,001	9	1,332	41	3,142	6	2,044
Sullivan	30,845	37,825	40,152	10	3,246	2	3,272	9	7,348	9	10,429	11	5,090	10	1,933	5	1,105	18	1,883	3	1,734
SWITZERLAND	7,400	9,540	10,181	2	331	3	386	9	4,389	4	2,042	5	890	3	354	5	426	6	405	1	131
TIPPECANOE	419,324	535,748	570,631	48	30,194	16	113,804	63	109,395	62	89,972	79	54,105	60	20,540	63	31,133	190	55,070	26	23,469
Lafayette	310,062	441,897	425,173	27	18,519	13	87,493	38	88,030	43	76,372	51	34,297	53	18,520	43	24,074	117	34,571	19	14,769
West Lafayette	71,974	92,523	98,700	12	4,553	2	21,664	12	15,465	10	1,302	18	16,057	6	1,974	13	5,749	52	14,894	6	8,041
TIPTON	37,509	51,170	54,219	9	2,277	4	6,868	16	14,135	10	12,064	20	7,554	12	2,451	12	875	21	3,611	4	1,589
Tipton	34,318	42,351	45,029	6	1,701	3	5,566	11	10,786	9	11,153	15	5,886	10	2,141	9	709	13	3,409	4	1,589
UNION	11,114	13,855	14,694	3	3,786	2	77	10	3,617	5	1,273	7	2,678	5	330	3	361	9	1,409	1	15
VANDERBURGH	703,243	895,579	953,277	59	56,135	23	158,098	116	173,068	141	149,304	138	89,335	85	68,244	125	52,761	345	89,980	42	33,190
Evansville	656,566	822,351	873,958	55	31,676	21	142,243	108	160,917	129	145,422	123	78,889	81	66,510	114	51,798	321	84,084	40	31,443
VERMILLION	40,314	53,468	57,389	15	4,357	6	3,091	23	17,275	11	12,799	21	9,812	6	2,236	8	629	42	3,175	4	905
Clinton	27,603	36,066	38,887	7	3,007	4	2,497	10	13,614	7	10,113	11	2,951	4	1,806	8	629	21	1,484	2	642
VIGO	525,542	673,823	718,408	46	40,780	23	104,504	81	101,034	67	98,901	103	66,748	58	38,741	68	24,249	219	49,824	20	20,923
Terre Haute	425,227	538,103	572,252	36	28,185	16	72,756	58	96,682	43	56,831	79	51,374	47	33,391	62	19,829	172	37,773	16	16,268
WABASH	107,034	131,118	138,543	26	14,171	12	13,743	36	29,608	27	26,620	36	17,832	24	5,023	32	6,691	54	9,179	14	5,632
Wabash	69,338	85,068	89,907	13	6,889	7	11,394	21	19,051	17	16,835	20	10,880	15	4,075	18	5,119	37	7,160	8	2,961
WARREN	6,471	7,759	8,166	3	1,310	1	24	8	2,324	2		6	1,709			2	585	10	1,207	1	69
WARRICK	76,343	104,066	112,299	18	11,052	9	3,473	33	33,899	23	28,171	33	15,877	13	3,138	18	1,291	46	6,045	6	2,554
WASHINGTON	40,733	51,877	55,237	13	6,410	5	2,584	22	16,364	20	11,244	21	5,842	7	1,783	15	1,939	18	2,681	3	1,474
WAYNE	293,670	369,301	392,143	35	14,065	23	71,275	70	71,988	78	82,126	70	54,289	42	10,154	46	11,864	116	28,207	17	13,584
Richmond	238,085	297,547	315,505	22	8,856	18	70,112	43	57,831	56	70,982	41	28,801	36	9,776	36	8,660	88	22,952	14	11,116
WELLS	61,301	77,866	83,012	12	3,847	6	4,314	16	21,498	25	20,493	22	8,294	18	3,905	17	5,615	29	5,928	5	2,647
Bluffton	47,620	60,600	64,494	8	2,637	5	3,917	6	16,250	17	12,373	13	6,672	16	3,667	13	5,206	20	5,366	3	2,371
WHITE	66,516	85,874	91,658	19	10,620	9	8,213	23	21,490	27	15,550	30	11,004	17	2,511	18	2,676	55	8,589	6	3,972
Monticello	48,345	61,840	66,338	8	7,056	7	7,157	13	15,992	20	11,719	13	6,812	12	2,098	13	2,431	35	6,019	3	2,821
WHITLEY	66,790	84,214	89,476	13	6,899	10	3,695	20	23,871	28	21,011	26	13,237	14	2,095	24	2,597	43	6,369	6	3,936
Columbia City	42,179	53,499	57,272	6	5,530	7	3,394	9	16,611	17	7,789	15	9,680	12	2,013	20	2,421	25	4,117	3	2,743

GOSHEN—continued

lage, Concord Mall.
Principal Shopping Days: Thu., Fri., Sat., Sun.
Stores Open Evenings: Mon., Thu., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Robertson's; Kline's; Spurgeon's; J. C. Penney.
Variety Stores: G. L. Perry; G. C. Murphy; Maley's; McCrory.
Chain Drug Stores: Walgreen; Judd's; Hook's; Osco.
Chain Food Supermarkets: Kroger; Hardings; IGA.
Other Chain Stores: Harlan's; Western Auto; Sears; K-Mart; Guarantee Auto; Sherwin-Williams Paint; Hill Bros.; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet.

14—NEWSPAPERS: NEWS (e) 13,880; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS.
National Representatives: None.

GREENCASTLE, IND.

1—LOCATION: Putnam County, E&P Map B-3. County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 bet. U.S. Hwys. 36 & 40.

2—TRANSPORTATION: Railroads: Conrail; Lousville & Nashville.
Intercity Bus Lines: Trailways.

3—POPULATION:
City 70 Cen. 8,852; Loc. Est. 8,887
County 70 Cen. 26,932; Loc. Est. 28,538

4—HOUSEHOLDS:
City 70 Cen. 2,548; Loc. Est. 2,991
County 70 Cen. 7,859; Loc. Est. 10,157

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$97,681,000
Sav. & Loan Assn.	1	$25,000,000

6—PASSENGER AUTOS: County 13,019

7—ELECTRIC METERS: Residence 2,956

8—GAS METERS: Residence 2,650

9— PRINCIPAL INDUSTRIES (CZ): Crushed Stone and Agricultural Limestone; IBM; Mallory Capacitors; Greencastle Mfg. Co. (Foundry); Lone Star Industries (cement).

11—TAP WATER: Hard

12—RETAILING:
Principal Shopping Days: Thu., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Prevo's; Montgomery Ward; J.C. Penney; Adler's; Troyer's; Greenco; Schultz Bros.
Variety Stores: Murphy's; Pool's.
Chain Drug Stores: SuperRx; Hook's; Haag.
Chain Food Supermarkets: A&P; Kroger; Marsh;

14—NEWSPAPERS: BANNER-GRAPHIC (m&e) 5,747; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Publisher, BANNER-GRAPHIC.
National Representatives: Landon Associates

GREENFIELD, IND.

1—LOCATION: Hancock County (In Indianapolis SMSA), E&P Map C-3. County Seat. Mostly residential.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 4.

3—POPULATION:
Corp. City 70 Cen. 9,986; Loc. Est. 12,583
CZ-ABC: (70) 9,986; (80) 12,400
RTZ-ABC: (70) 25,110; (80) 31,700
SMSA 70 Cen. 1,119,173; Loc. Est. 1,160,214
County 70 Cen. 35,096; Loc. Est. 43,148
City & RTZ-ABC: (70) 35,096; (80) 44,100

4—HOUSEHOLDS:
City 70 Cen. 3,231; Loc. Est. 4,600
County 70 Cen. 10,792; Loc. Est. 15,500
SMSA 70 Cen. 346,896; Loc. 417,158
CZ ABC: (70) 3,231; (80) 4,600
RTZ-ABC: (70) 7,561; (80) 10,900
City & RTZ-ABC (70) 10,792; (80) 15,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$156,984,000
Sav. & Loan Assn.	1	$183,000,057

6—PASSENGER AUTOS: County 23,442

7—ELECTRIC METERS: Residence 3,527

8—GAS METERS: Residence 2,242

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Pharmaceuticals 655 ($200); Textiles 250 ($120); Machy. 170 ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11—TAP WATER: Hard; natural fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 3 on State; 2 on East; 1 on North; Northgate, 10 blocks north downtown; 2 on N. State; 3 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Meadows	20	Kroger's, P.N. Hirsch, 3-D, Hook Drug
Northgate	15	Ben Franklin, Marsh Mkt.
Weston Village	12	A&P, Hook Drug, K-Mart

Principal Shopping Days: Fri. and Sat.
Stores Open Evenings: Downtown Fri.-Shopping Centers. Mon.-Sat.

13—RETAIL OUTLETS: Department Stores: P.N. Hirsch; Dollar.
Variety Stores: Danner Bros.; Ben Franklin.
Discount Stores: K-Mart; 3-D.
Chain Drug Stores: Hook's, SuperRx 1; Reasner's.
Chain Food Supermarkets (CZ): A&P; Marsh Foodliner; Ranch Mkt.; Kroger; Ernie's 2.
Other Chain Stores: Coast-to-Coast Hardware; Radio Shack; Big-Blue; True-Value Hardware.

14—NEWSPAPERS: REPORTER (e) 6,052; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Morris Percifield, Adv. Mgr., REPORTER.
National Representatives: Landon Associates, Inc.; U.S. Suburban Press, Inc.

GREENSBURG, IND.

1—LOCATION: Decatur County, E&P Map C-4, County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U. S. Hwys. 421, 1-74.

2—TRANSPORTATION: Railroads: CCC&StL; Conrail.
Motor Freight Carriers: 3.
Intercity Bus Lines: Southeastern Trailways.

3—POPULATION:
Corp. City 70 Cen. 8,620; Loc. Est. 8,473
City Zone ABC: (70) 8,620; (80) 8,800
RTZ-ABC: (70) 21,977; (80) 24,200
City & RTZ-ABC: (70) 30,597; (80) 33,000
County 70 Cen. 22,738; Loc. Est. 24,824
Demographic Information (partial) available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,902; Loc. Est. 3,460
City Zone ABC: (70) 2,902; (80) 3,400
RTZ-ABC: (70) 6,546; (80) 8,300
City & RTZ-ABC: (70) 9,448; (80) 11,700
County 70 Cen. 7,014; Loc. Est. 8,857

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$142,249,069
Sav. & Loan Assn.	2	$27,895,567

6—PASSENGER AUTOS: County 11,096

7—ELECTRIC METERS: Residence 4,850

8—GAS METERS: Residence 3,171

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) -Bearings 891 ($246); Cement Products 8 ($250); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Pdts. 325 ($256); Heat Infra 34 ($200); Automatic Hoists 100 ($224); Meat Processing 30 ($396).

10-CLIMATE: Min. & Max. Temp.—Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-56.

11—TAP WATER: Softened; fluoridated.

12—RETAILING:
Nearby Shopping Centers: Greensburg Plaza, 10 blocks from downtown; Hook's Drug, North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Minear's, Inc.; Lerman Bros.; Little Angel's; Golden Rule Store; Stewart's Dress Shop; Lord's Apparel; Todd's Men-Boy's.
Variety Stores: G. C. Murphy; Dollar General; County Supply; Pleak's Hdwr.
Discount Stores: Val Discount; TG&Y; K-Mart.
Chain Food Supermarkets (CZ): Marsh; Ranch 5; IGA.

14—NEWSPAPERS: NEWS (e) 6,569; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George W. Williams, Pub., NEWS.
National Representatives: None.

GREENWOOD, IND.

See FRANKLIN, IND.

HAMMOND-EAST CHICAGO, IND.

1—LOCATION: Lake County (In Gary-Hammond-East Chicago SMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys 41, 6, 12, 20; Interstate 94, 80, 90; West end of Indiana toll road.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers: 104.
Intercity Passenger Bus Lines: Greyhound; Trailways.
Lake Shipping: East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. northwest of downtown Hammond.
Airlines: 45 minutes drive to Chicago's O'Hare Int'l. Airport; Midway Airport—commercial & Private.

3—POPULATION:
70 Cen. 154,772; Loc. Est. 139,119
Hammond 70 Cen. 107,790; Loc. Est. 99,546
East Chicago 70 Cen. 46,982; Loc. Est. 39,573
County 70 Cen. 546,253; Loc. Est. 544,533
SMSA 70 Cen. 633,367 Loc. Est. 657,841
CZ ABC: (70) 292,612; (80) 306,100
Bal. Prim. Mkt. Area-ABC:
(70) 86,237; (80) 73,200
Total Bal. Mkt. Area-ABC:
(70) 378,849; (80) 379,300

4—HOUSEHOLDS:
Hammond 70 Cen. 34,186; Loc. Est. 36,621
E. Chicago 70 Cen. 14,639; Loc. Est. 14,286
County 70 Cen. 160,024; Loc. Est. 184,059
SMSA 70 Cen. 186,649; Loc. Est. 221,669
CZ ABC: (70) 88,982; (80) 105,400
Bal. Prim. Mkt. Area ABC:
(70) 22,973; (80) 22,500
Total Bal. Mkt. Area-ABC:
(70) 111,955; (80) 127,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Hammond	3	$517,306,880
East Chicago	2	$N.A.
Highland	1	$66,763,991
Whiting	3	$161,786,078
Calumet City (Ill.)	2	$72,434,060
Lansing (Ill.)	2	$117,971,832
Total Bank Deposits		$1,089,607,841
Sav. & Loan Assns.		$872,298,762

6—PASSENGER AUTOS: County 275,425

7—ELECTRIC METERS: Res. CZ 112,166

8—GAS METERS: Res. CZ 84,116

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel Mills 34,900 ($463); Fabricators, Foundries 4,100 ($438); Oil Refineries 3,240 ($406); Chemical 2,850 ($423).

10-CLIMATE: Min. & Max. Temp.—Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20. Last killing frost, Apr. 16.

11—TAP WATER: Alkaline, medium hard; fluoridated; source, Lake Michigan.

12—RETAILING: Principal Shopping Center: Downtown Hammond—8 blocks on Hohman Ave., 3 blocks on State St., 2 blocks on Sibley.
Neighborhood Shopping Centers: Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue.
Other City Zone Shopping Areas: East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting: Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Lansing: 6 blocks on Ridge Rd., 3 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd.; 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
River Oaks West	5	Venture, A&P
River Oaks (Cal. City)	5	Sears, Marshall Field, Minas
Woodmar (Ham'd)	4	Carson Pirie Scott
Wentworth Woods (Cal. City)	2½	Woolworth
Columbia (Ham'd)	2	Zayre's, Jewel
Calumet (Munster)	4	Montgomery Ward, Sterks
So. Lake Mall (Merrillville)	14	Sears, Carson's, Penney, Minas, L.S. Ayres
Century Mall (Merrillville)	13	Montgomery Ward, Goldblatts

Principal Shopping Days: Mon., Thurs., Fri., Sat.
Stores Open Sundays: Discount, drug, some food and dept. stores.
Stores Open Evenings: Downtown Hammond: Monday, Thursday, Friday; Woodmar: Mon. thru Fri.; River Oaks: Mondays thru Fridays; Goldblatts, May Dept., Zayre, K-Mart, Community Discount, Saxon: Mon. thru Fri.; So. Lake: Mon. thru Sat.

13—RETAIL OUTLETS: Goldblatt's; Edward C. Minas Co. J.C. Penney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall Field & Co.; L.S. Ayres.
Discount Stores (CZ): K-Mart 3, Zayre 1; May Dept.; Venture 3; Saxon; Toys R Us;
Variety Stores: S.S. Kresge; Newberry's; Woolworth.
Chain Drug Stores (CZ): Walgreen's 5; Osco 2; Ribordy's 5; DeKoven; Physician's Phcy. 3; SuperRx; Harbor Phcy. 2; Stolz-Calaldi 2.
Chain Food Stores (CZ): A&P 5; Wiseway 3; De Locks 7; Thrif-t-mart 3; Strack-Van Tils 4; Burgers 4.
Other Chain Stores in CZ: Apparel: Winkleman's, Baskin, Maurice L. Rothschild, Country Seat, Richman, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Stuart's, Lerner's; Chas. A. Stevens, Red Robin; Shoes: Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Thayer McNeil, Frank's, Baker's, Chandler's, Joseph Salon, Dr. Scholl, Favia; Furniture: L. Fish, Wickes, John M. Smyth; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car. X, Bayco, Mr. Rusty; Music: Radio Shack 8; Paint: Glidden's, Pittsburgh Plate Glass, $2 Bill's, Sherwin-Williams; Candy: Fanny May 2; Jewelry: Lebolt, C. D. Peacock; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile; Ace Hardware 4, True Value Hardware 3.

14—NEWSPAPERS: TIMES: (e-mon. to fri.) 66,709; (S) 74,527; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William A. Lostoski, Adv. & Marketing Director, TIMES.
National Representatives: Knight-Ridder Newspaper Sales.

HARTFORD CITY, IND.

1—LOCATION: Blackford County, E&P Map C-3, County Seat. Agricultural and manufacturing center. Northeast part of state.

2—TRANSPORTATION: Conrail; N&W R.R. (freight); Trailways Bus.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. City 70 Cen. 8,207; Loc. Est. 8,164
County 70 Cen. 15,888; Loc. Est. 15,604

4—HOUSEHOLDS:
City 70 Cen. 2,757; Loc. Est. 3,210
County 70 Cen. 5,181; Loc. Est. 5,839

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$44,000,000
Sav. & Loan Assn.	3	$24,000,000

6—PASSENGER AUTOS: County 8,054

7—ELECTRIC METERS: Residence 5,100

8—GAS METERS: Residence 2,700

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper 370 ($120); Woodworking 50 ($113); Glass 130 ($111); Thermo-Fax 625 ($118).

10-CLIMATE: Min. & Max. Temp.—Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7. Last killing frost, Apr. 12.

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING: Principal Shopping Center: Public Square and 1 block in each direction.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Marsh	-	N.A.
North Walnut St.	2	Hook Drugs, TSC

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Val Discount.
Variety Stores: G.C. Murphy.
Chain Drug Stores: Hook's 1; MARSH 1.
Chain Food Supermarkets: Marsh; Joe's IGA 3.
Other Chain Stores: Goodyear; TSC;—True Value.

14—NEWSPAPERS: NEWS-TIMES (e) 3,000; sworn May 1, 1980.
Local Contact for Advertising and Merchandising Data: Charles A. Rickett, Gen. Mgr; George Pettigrew, Ad. Mgr. NEWS-TIMES.
National Representatives: None.

HUNTINGTON, IND.

1—LOCATION: Huntington County, E&P Map C-2, County Seat. Situated 94 mi. NE of Indianapolis; 22 mi. SW of Fort Wayne. NE Part of State, 160 mi. from Chicago.

2—TRANSPORTATION: Railroads: Norfolk & Western.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 16,217; Loc. Est. 14,862
County 70 Cen. 34,970; Loc. Est. 36,034

4—HOUSEHOLDS:
City 70 Cen. 5,392; Loc. Est. 5,750
County 70 Cen. 11,069; Loc. Est. 13,298

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$69,000,000
Sav. & Loan Assns.	2	$12,000,000

6—PASSENGER AUTOS: County 18,435

7—ELECTRIC METERS: Residence 8,600

8—GAS METERS: Residence 5,128

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electronics 2,124; Rubber Goods 267; Asbestos Goods 200; Heating Air Cond. 225; Cranes 100; Steel Pdts. 92; Chemical 122; Ptg. 342; Ice Cream 80; Av. hourly wage, $3.52.

10-CLIMATE: Min. & Max. Temp.—Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11. Last killing frost, May 4.

11—TAP WATER: Neutral, softened; not fluoridated.

12—RETAILING: (No. of Stores)—6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers: E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (7).
Principal Shopping Days: Thurs., Fri., Sat. & Sun.
Stores Open Evenings: Dept.-Nightly. Food-Nightly.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; K-Mart; Ayr-Way.
Variety Stores: P. N. Hirsch, K-Mart.
Chain Drug Stores (CZ): SuperRx; Hooks.
Chain Food Supermarkets: Bob's; Marsh Foodliner; Stop 'N' Go Dairies 6; Maloley's.
Other Chain Stores: Nobil; Wards; Burger Dairy Stores; Sears; Guarantee Auto Stores.

14—NEWSPAPERS: HERALD-PRESS (e-Mon. to Fri.), 9,148; (S) 9,474; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Bruss. Adv. Dir., HERALD-PRESS.
National Representatives: None.

INDIANAPOLIS, IND.

1—LOCATION: Marion County (SMSA). E&P Map B-3. State capital, County Seat. industrial, wholesale, retail, cultural, medical and educational center. On White River in geographical center of state. 184 mi. from Chicago; 112 mi. from Cincinnati.

2—TRANSPORTATION: Railroads: Amtrak; Chessie Systems; Louisville & Nashville; Conrail; Illinois Central; Norfolk & Western Ry. Co.
Motor Freight Carriers: 65.
Intercity Bus Lines: ABC, Greyhound; Indiana Motor Bus; Metro Bus System; Indianapolis & Vincennes; Continental Trailways; Trailways.
Airlines: Air Wisconsin; U.S. Air; Britt; American; Eastern; Ozark; TWA; Delta.

3—POPULATION:
Corp. City 70 Cen. 774,743; Loc. Est. 752,000
CZ ABC: (70) 792,299; (80) 763,100
SMSA 70 Cen. 1,111,173; Loc. Est. 1,200,000
County 70 Cen. 793,590; Loc. Est. 806,000
RTZ-ABC: (70) 822,877; (80) 927,300
City & RTZ-ABC: (70) 1,615,176; (80) 1,690,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 235,772; Loc. Est. 259,300
County 70 Cen. 251,522; Loc. Est. 290,600
SMSA 70 Cen. 346,896; Loc. Est. 413,000
CZ ABC: (70) 251,522; (80) 277,300
RTZ-ABC: (70) 253,126; (80) 325,500
City & RTZ-ABC: (70) 504,648; (80) 602,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$4,848,002,000
Sav. & Loan Assn.	9	$1,359,581,502

6—PASSENGER AUTOS: County 431,004

7—ELECTRIC METERS: Res. CZ 323,756

8—GAS METERS: Res. CZ 198,627

9— PRINCIPAL INDUSTRIES : (SMSA) Industry, Number of Wage Earners (Av. Wkly. Wage)- Primary Metals 3,100 ($332.73); Fabricated Metals 10,900 ($256.94); Nonelectrical Machinery 16,200 ($323.33); Electrical Machinery 19,900 ($299.44); Transportation Equipment 28,100 ($444.70); Food Products 7,900 ($269.00); Paper & Allied Products 3,600 ($256.89); Printing & Publicshing 9,600 ($293.28); Chemicals 10,500 ($362.95); Rubber & Misc. & Plastic Products 4,300 (NA); Construction 23,900 (NA); Trans. Comm. & Utilities 32,700 (NA); Trade 136,900 (NA); Finance, Insurance & Real Estate 38,500 (NA); Service, Misc. & Mining 92,700 (NA); Government 89,300 (NA); Stone, Clay, Glass Products 2,700 (NA).

10-CLIMATE: Min. & Max. Temp. (30 yr. av.)—Spring 49-73; Summer 60-84; Fall 32-52; Winter 24-42. First killing frost, Oct. 23. Last killing frost, Apr. 24.

11—TAP WATER: Alkaline, hard, fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12—RETAILING: Principal Shopping Center: Downtown—8 blocks on Washington St.; 5 on Market St.; 4 on Ohio St.; 6 on Massachusetts Ave.; 3 on Indiana Ave.; 1 on Capitol Ave.; 6 on Illinois St.; 3 on Meridian St.; 2 on Pennsylvania St.; 2 on Delaware St.

Suburban Shopping Centers (CZ)

Super Regional: (700,00 sq. ft. or more of selling space). *Completely covered mall centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Castleton Square*	13	Kroger, Lazarus, J.C. Penney, Sears, L. Strauss, SuperRx Drugs, Woolworth's
Glendale*	6¾	L.S. Ayres, Wm. H. Block, Hook's Drugs, Standard-Del Farm, L. Strauss
Greenwood Park*	8½	L.S. Ayres, Kroger, Lazarus, Sears, L. Strauss, SuperRx Drugs, Woolworth's
Lafayette Square*	5½	L.Ayres, Wm. H. Block, Lazarus, G.C. Murphy, J. C. Penney, Sears, SuperRx Drugs, Kroger
Washington Square*	9½	L.S. Ayres, Wm. H. Block, Lazarus, J.C. Penney, Sears, SuperRx Drugs, Kroger

Regional: (100,000 to 699,999 sq. ft. of Selling Space)

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Ayr-Way East	6¾	Ayr-Way
Ayr-Way Greenwood	11	Ayr-Way, Kroger
Ayr-Way Northwest	8	Ayr-Way, SuperRx Drugs
Ayr-Way South	3¾	Ayr-Way, SupeRx Drugs,
Ayr-Way Washington East	7½	Ayr-Way, SuperRx Drugs
Ayr-Way Washington West	6	Ayr-Way
Ayr-Way West	3	Ayr-Way, SuperRx Drugs
Belaire	27½	Danner's, Montgomery Ward, J.C. Penney
Castleton Plaza	13	Specialty Shops
Chapel Hill	8	A & P, Hook's Drugs
Devington	35½	Haag Drugs, Kroger, Standard-Del Farm
Eagledale Plaza	4	Hook's Drugs, Marsh, Zayre ADI Foods
Eastgate*	6	Standard-Del Farm F.W. Woolworth
Esquire Plaza	8½	Standard-Del Farm, Zayre
"500" Center	4	Specialty Stores
Georgetown Plaza	5½	Specialty Stores
Honeycreek	4	Specialty Stores
Irvington Plaza	4¼	Haag Drugs, Kroger
Keystone at the Crossing*	10	Specialty Stores
Keystone Plaza	5½	Ayr-Way, Hook's Drugs, Marsh
Keystone Square	15	Ben Franklin, Haag Drugs, Marsh
Levitz Complex	8	Specialty Stores
Linwood Square	3½	Kroger, SuperRx Drugs, Zayre
Marwood Plaza	5½	Hook's Drugs, Kroger
Meadows	4½	Hook's Drugs, Kroger, G. C. Murphy, Standard-Del Farm
Noblesville Square	20	Danner's, Marsh
Nora Plaza	8½	Hook's Drugs, Kroger, Standard-Del Farm, Ayr-Way
Norgate	8	Hook's Drugs, Preston-Safeway, Woolco
Shadeland Plaza	6	Kroger, SuperRx Drugs, Woolco
North Eastwood	8½	Hook's Drugs, Kroger
Southern Plaza	4½	Wm. H. Block, Hook's Drugs, Kroger, J.C. Penney, Standard-Del Farm, F.W. Woolworth
Speedway	6	Hook's Drugs, S.S. Kresge, Kroger, J.C. Penney, Standard-Del Farm, Woolco
Twin-Aire	2½	Haag Drugs, S.S. Kresge, Standard-Del Farm
Village	19	Ben Franklin, Hook's Drugs, Kroger

Sub-Regional: (Less than 100,000 sq. ft. of selling space, but having a minimum of 50,000 sq. ft. of selling space)

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Arlington Square	6½	Big E Warehouse Foods, Osco Drug
Augusta Plaza	8	Hook's Drugs, Marsh
Beechcrest Square	4	Kroger, SuperRx Drugs
Brightwood Plaza	6	Hook's Drugs, Standard-Del Farm
Carson Square	5½	Standard-Del Farm
Churchman Hill Plaza	5	A & P, Hook's Drugs
Creston Village Square	8¼	Mr. D's Food Mkt., Haag Drugs
English Shoppes	2½	A & P, Hook's
Gerogetown Square	6½	A & P, Hook's Drugs
Greenbriar	12	Hook's Drugs, Standard-Del Farm
Green Meadows	21	Kroger, SuperRx Drugs
Lakewood Village Shoppes	6	Big E Warehouse Foods, Osco Drugs
Madison Square	6½	Hook's Drugs, Standard-Del Farm
Margate Plaza	8½	Specialty Stores
Meridian North	10	Kroger
Northbrook	12	Marsh
Northgate	20	Ben Franklin, Marsh
Northview	9½	Specialty Stores
Plainfield Plaza	13	Danner's, Hook's Drugs, Marsh
Post Plaza	9	Haag Drugs, Marsh
10th and Arlington	6	Standard-Del Farm
Washington Shoppes	10	Haag Drugs
Westlane	8	Standard Del-Farm
Windridge Center	5½	Specialty Stores
Windsor Village	5	Haag Drugs

13—RETAIL OUTLETS: (CZ): Department Stores: L. S. Ayres 5, Wm. H. Block 5, Lazarus 4, J. C. Penney 6, Sears 5.
Discount Stores: Ayr-Way 10, K-Mart 9, Liberty Bell 2, Murphy Mart 2, Value City 2, Woolco 4, Zayre 5.
Variety Stores: S. S. Kresge 2, G. C. Murphy 3, F. W. Woolworth 4.
Chain Drug Stores: Fairco 4, Haag 20, Hook's 46, Mi-Lo 3, Osco 8, SuperRx 12, Value Plus 2.
Chain Food Supermarkets: A & P 10, Big E Warehouse Foods 8, I. G. A. 4, Kroger 25, Marsh 14, Preston-Safeway 9, Richard's and Walt's 5, 7-Eleven 6, Shurfine Food Centers 4, Standard-Del Farm 31.
Convenience Food Stores: Majik Markets 14, O'Malia 1, Short Stop Mkts. 3, Stop-N-Go Foods 5, Village Pantry 38.
Other Chain Stores: Auto Suppliers: Carquest, CarX, Fleenor, Firestone, Guarantee, Hiway Parts, NAPA, Nationwise, Goodyear, Kelly-Springfield, Midas Muffler, Precision Transmission, Western Auto. Bakeries: Cookie Factory, Dunkin' Donuts, Jeanne Marie. Roselyn, Tiffany. Candy: Fannie May, Russell Stover. Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Lindner's. Jewelers: Goodman, Kay, Rost, Tammey, Zale's. Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn. Men's Apparel: Bottomhalf, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, Roly's, Silverman's, L. Strauss, Style Store for Big & Tall, Thoroflare. Women's Apparel: Catherine's Stout Shoppes, Dorothy's, Foxmoor Casuals, Frederick's of Hollywood, Jean Lauder's, Lemon Tree, Lerner, Limited, Morrison's, Paul-Harris, Roth's, Stuart's, Sycamore Shops. Furniture Stores: Kittle's 2, Value City 2. Hardware: Ace 9, Central 4, True Value 8.

14—NEWSPAPERS: STAR (m) 215,858; NEWS (e) 143,449; COMB. (m&e) 359,307; STAR (S) 357,694; March 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR and NEWS. P.O. Box 145. (317) 633-1132.
National Representatives: Million Market Newspapers, Inc., Metropolitan Sunday Newspapers, Inc. (representing Sunday and Metro Comics), The Leonard Co. (Hawaii, Missippi Gulf Coast and Caribbean resort areas).
Canadian Representatives: American Publishers Representatives, Ltd.

JASPER, IND.

1—LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis, 57 mi. NE of Evansville; 79 mi. W of Louisville.

2—TRANSPORTATION: Railroads: Southern (freight).
Motor Freight Carriers: 6.
Intercity Bus Lines: Eastern Greyhound.

3—POPULATION:
Corp. City 70 Cen. 8,641; Loc. Est. 11,293
County 70 Cen. 30,934; Loc. Est. 34,389
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 2,504; Loc. Est. 3,825
70 Cen. 8,592; Loc. Est. 11,079

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$256,385,000
Sav. & Loan Assns.	2	$12,317,976

6—PASSENGER AUTOS: County 17,087

7—ELECTRIC METERS: Residence 4,157

8—GAS METERS: Residence 2,267

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 298; Apparel 68; Lumber Wood Prod. 911; Furn. 1,397; Ptg. & Pub.30; Chemical 29; Rubber 125, Coal, Stone, Clay & Glass 124; Primary Metals 5, Fabric Metals 114; Machy. (except elec.) 42; Transp. Equip. 78. Avg. Wkly Wage, ($210).

10-CLIMATE: Min. & Max. Temp.—Spring 27-99; Summer 42-105; Fall 4-99; Winter —4-70.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal area: Vicinity of Court House Square.
Neighborhood Shopping Districts: U.S. 231-South; Vicinity of Bartley and Sixth St. Northwood Park addition; Highway 162 S.
Shopping Centers: North Plaza (18 stores); 3-D Plaza (Southgate Industries) 11 stores.
Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Mon., Wed. & Fri., five Supermarkets open on Sunday.

13—RETAIL OUTLETS: Department Stores: Schneider's; Reising's; Modern.
Variety Stores: J.J. Newberry; Ben Franklin Family Center.
Discount Stores: Danner's 3-D Center, K-Mart.
Chain Drug Stores: Hooks.
Chain Food Supermarkets: IGA 4, Red & White; Dippel's.
Other Chain Stores: Sears; Sherwin-Williams; Cato's; Montgomery Ward, Jewel Tree (Hallmark House); Guarantee Auto, Sound of Music (Radio Shack).; Gamble's, Tru-Value Hdw.

14—NEWSPAPERS: HERALD (e) 11,189; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD.
National Representatives: None.

JEFFERSONVILLE, IND

1—LOCATION: Clark County (In Louisville, Ky-Ind SMSA). E&P Map C-5, County Seat. On Ohio River opp. Louisville, Ky.

2—TRANSPORTATION: Railroads: Conrail; B&O.
Motor Freight Carriers: 10.

3—POPULATION:
City 70 Cen. 20,008; Loc. Est. 25,600
County 70 Cen. 75,876; Loc. Est. 88,000
SMSA 70 Cen. 867,330; Loc. Est. 887,046

4—HOUSEHOLDS:
City 70 Cen. 6,498; Loc. Est. 8,717
County 70 Cen.23,249; Loc. Est. 32,246
SMSA 70 Cen. 267,993; Loc. Est. 316,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Saving & Loan	1	$82,000,000
Commercial	3	$171,079,270

6—PASSENGER AUTOS: County 47,091

7—ELECTRIC METERS: County 24,599

8—GAS METERS: County 17,116

9— PRINCIPAL INDUSTRIES (CZ): Chemicals; Textiles; Ordnance; Foundries; Wood Prod., U.S. Census Bureau; Jeff Boat Works, Colgates.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:

Nearby Shopping centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Conner's	11	General Store
Gateway Plaza	6	Gateway
Grant Plaza	7	Winn-Dixie
Greentree	42	J.C. Penney
Youngstown	30	Bacon's
K-Mart Plaza	9	K-Mart
Value City	3	Value City
Wyckshire	7	Schmidt's
Eastgate	3	K-Mart

Stores Open Evenings: In Shopping Centers.
Principal Shopping Days: Thu., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Bacon's; J. C. Penney, Sears. Ben Snyders; Danner's.
Variety Stores: Woolworth's, Thrift Dollar Store.
Discount Stores: K-Mart, Consolidated Sales; AyrWay.
Chain Drug Stores (CZ): Taylors; Bills Discount; Walgreen; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco.
Chain Food Supermarkets: Key Market; Krogers; Gateway; A&P; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; Cliff's, One-Stop Mart.
Other Chain Stores: Goodyear; Russell Stovers; Allen Shoes; Bond Clothes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; National Shirt; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Tape Centre; Singer Co.; Walgreen's; Will Sales; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World.

14—NEWSPAPERS: NEWS (e) 17,194; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jessie Napier, Adv. Mgr., NEWS.
National Representatives: None.

KENDALLVILLE, IND.

1—LOCATION: Noble County, E&P Map C-2, Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6, State Hwy 3.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound;

3—POPULATION:
City 70 Cen. 6,838; Loc. Est. 6,800
County 70 Cen. 31,382; Loc. Est. 33,782

4—HOUSEHOLDS:
City 70 Cen. 2,232; Loc. Est. 2,800
County 70 Cen. 9,696; Loc. Est. 12,052

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$73,000,000
Sav. & Loan Assn.	2	$16,000,000

6—PASSENGER AUTOS: County 17,000

7—ELECTRIC METERS: Residence 2,800

8—GAS METERS: Residence (City) 1,929

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 600 ($200); Water System 275 ($280); Metal Foundries 875 ($310); Furniture Spring 150 ($260); Machine Shops 275 ($230); Electrical Parts 800 ($170).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11. Last killing frost, May 5.

11—TAP WATER: Hard; fluoridated, Softened.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 2 on Mitchell; 2 on William.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Foodtown	10	Val Discount Center
Publix	11	Mont. Ward, Hirsch, Haffner's; Maloley's; Coast-to-Coast.
Kendallville Plaza	1	Murphey's Mart

Principal Shopping Days: Mon., Tue., Fri., Sat.
Stores Close: Jewelry Stores Wed. afternoon.
Stores Open Evenings: All stores Friday night, shopping centers 6 nights, chain supermarkets 7 nights.
Stores Open Sunday: Chain supermarkets, shopping center stores, Penney's, Murphy's downtown.

13—RETAIL OUTLETS: Department stores: Fisher's, J. C. Penney, Hirsch, Sears, Murphy's Mart, Val Discount.
Variety Stores: G. C. Murphy, Haffner's, American Discount.
Chain Drug Stores (CZ): Hook's, Fischer's Rexall, Chronister's Walgreen.
Chain Food Supermarkets: Maloley's, Harman's IGA; Big Blue Market.
Other chain stores: Cato, Mode O' Day, Tru-Value, Hallmark, H.W.I. Hardware, Montgomery Ward (catalog). Coast-to-Coast, Goodyear, Firestone, Carquest, NAPA.

INDIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,195,332	5,503,942	16,820,089	43,985,540	1,999,202	22,002	92,349	1,536,448	1,023,658
STANDARD METROPOLITAN STATISTICAL AREAS									
Anderson, Ind.	138,451	137,653	469,114	1,060,764	51,509	20,594	1,444	31,252	8,845
Bloomington, Ind.	85,221	89,265	214,619	921,770	32,266	28,568	585	1,936	2,910
Cincinnati, O.-Ky.-Ind.	1,385,653	1,404,332	4,816,152	13,819,618	509,118	27,144	6,035	39,600	23,663
Elkhart, Ind.	126,529	138,990	496,196	1,209,937	50,506	23,956	1,727	15,329	29,265
Evansville, Ind.-Ky.	284,959	306,886	915,845	2,463,827	115,546	21,323	3,854	94,862	31,925
Fort Wayne, Ind.	361,984	394,725	1,242,999	3,341,075	141,653	23,586	5,980	87,264	59,632
Gary-Hammond-East Chicago, Ind.	633,367	661,658	2,008,566	4,997,792	225,375	22,175	1,528	36,871	10,805
Indianapolis, Ind.	1,111,173	1,178,177	3,922,084	10,058,922	426,558	23,582	8,153	147,434	68,744
Kokomo, Ind.	99,848	104,249	331,860	878,198	38,243	22,964	1,745	44,647	19,875
Lafayette-West Lafayette, Ind.	109,378	112,211	361,198	1,222,791	39,440	31,004	1,088	27,365	11,353
Louisville, Ky.-Ind.	867,330	892,495	2,867,984	6,704,847	321,188	20,875	3,594	22,621	18,134
Muncie, Ind.	129,219	124,009	383,801	917,667	45,030	20,379	1,173	21,572	9,655
South Bend-Mishawaka, Ind.	280,031	286,631	967,838	2,031,683	104,820	19,383	2,650	34,151	25,874
Terre Haute, Ind.	175,143	176,308	556,824	1,436,655	69,812	20,579	3,119	54,712	18,249
COUNTIES, Cities									
ADAMS	26,871	29,819	81,709	225,006	10,319	21,805	1,404	19,528	21,726
Decatur	8,445	8,357	25,086	61,603	3,150	19,557	•	•	•
ALLEN	280,455	305,763	981,593	2,650,938	109,930	24,115	2,011	31,874	18,159
Fort Wayne	178,021	182,696	606,572	1,549,779	70,010	22,137	•	•	•
BARTHOLOMEW	57,022	61,788	192,179	500,494	21,925	22,828	941	18,375	8,455
Columbus	26,457	29,883	96,094	267,526	11,388	23,492	•	•	•
BENTON	11,262	11,096	39,420	93,868	[illegible]	23,508	719	42,853	5,532
BLACKFORD	15,888	15,172	52,461	108,105	5,725	18,883	558	6,853	4,621
Hartford City	8,207	8,160	26,955	57,834	3,231	17,900	•	•	•
BOONE	30,870	36,252	89,953	304,673	13,635	22,345	1,179	22,688	13,091
Lebanon	9,766	10,289	26,499	76,800	3,902	19,682	•	•	•
BROWN	9,057	11,044	21,624	73,874	4,017	18,390	219	548	655
CARROLL	17,734	18,909	50,974	148,365	7,146	20,762	1,042	29,164	31,202
CASS	40,456	40,448	144,378	324,301	15,382	21,083	1,172	25,490	12,773
Logansport	19,255	16,823	69,605	137,807	7,247	19,016	•	•	•
CLARK	75,876	[illegible]	250,428	501,288	33,412	15,003	991	8,084	4,659
Jeffersonville	20,008	23,373	66,424	127,649	8,851	14,422	•	•	•
CLAY	23,933	[illegible]	67,964	203,927	10,528	19,370	873	13,830	6,232
Brazil	8,163	[illegible]	22,613	54,540	2,944	18,526	•	•	•
CLINTON	30,547	30,323	93,099	236,634	11,787	20,076	1,025	26,147	14,675
Frankfort	14,956	13,934	43,728	106,389	5,552	19,162	•	•	•
CRAWFORD	8,033	9,184	22,988	52,207	3,514	14,857	600	1,518	3,294
DAVIESS	26,602	27,410	82,204	216,618	10,283	21,066	1,375	19,987	23,679
Washington	11,358	10,220	38,360	91,839	4,362	21,054	•	•	•
DEARBORN	29,430	34,807	87,954	206,416	12,509	16,501	957	2,882	3,493
DECATUR	22,738	24,302	59,250	226,695	8,711	26,024	1,069	20,889	20,548
Greensburg	8,620	9,198	24,390	95,822	3,743	25,600	•	•	•
DE KALB	30,837	33,137	103,480	246,005	11,832	20,791	1,276	12,100	8,521
Auburn	7,337	8,673	25,054	65,520	3,307	19,813	•	•	•
DELAWARE	129,219	124,009	383,801	917,667	45,030	20,379	1,173	21,572	9,655
Muncie	69,082	85,734	190,708	598,569	31,546	18,974	•	•	•
DUBOIS	30,934	35,149	84,259	230,050	11,407	20,167	1,129	8,750	39,051
Jasper	8,641	11,122	26,377	81,853	3,798	21,552	•	•	•
ELKHART	126,529	138,990	496,196	1,209,937	50,506	23,956	1,727	15,329	29,265
Elkhart	43,152	48,994	177,259	453,827	19,129	23,725	•	•	•
Goshen	18,004	19,204	67,371	158,086	7,251	21,802	•	•	•
FAYETTE	26,216	27,686	88,697	199,480	10,245	19,471	601	7,245	8,123
Connersville	17,604	17,119	60,814	127,223	6,819	18,657	•	•	•
FLOYD	55,622	61,399	157,918	335,936	[illegible]	14,869	555	2,287	1,705
New Albany	38,402	37,200	109,465	204,988	14,635	14,007	•	•	•
FOUNTAIN	18,257	18,216	56,454	132,825	7,074	18,777	785	21,840	6,589
Attica	4,262	3,908	13,060	28,239	1,498	18,851	•	•	•
FRANKLIN	16,943	19,891	39,706	136,417	6,756	20,192	1,091	7,378	10,690
FULTON	16,984	18,679	59,911	167,952	7,342	22,876	1,104	14,339	13,891
Rochester	4,631	4,209	16,119	37,342	1,822	20,495	•	•	•
GIBSON	30,444	33,582	91,952	247,092	13,054	[illegible]	938	27,612	13,401
Princeton	7,431	10,596	23,239	80,724	4,599	[illegible]	•	•	•
GRANT	83,955	81,912	248,871	612,811	29,193	20,992	1,148	24,510	14,232
Marion	39,607	40,506	117,622	297,392	15,050	19,760	•	•	•
GREENE	26,894	28,984	74,227	241,136	11,999	20,096	1,169	11,482	7,443
Bloomfield	2,565	2,882	7,271	24,627	1,303	18,900	•	•	•
Linton	5,450	5,131	14,652	41,582	2,303	18,056	•	•	•
HAMILTON	54,532	87,911	165,914	778,964	30,985	25,140	1,061	18,916	11,263
Noblesville	7,548	12,793	19,624	92,687	5,021	18,460	•	•	•
HANCOCK	35,096	44,443	107,954	359,261	15,953	23,147	976	20,500	5,842
Greenfield	9,986	12,534	28,357	93,975	4,434	21,194	•	•	•
HARRISON	20,423	27,278	56,470	181,072	9,699	18,669	1,653	6,440	12,540
HENDRICKS	53,974	71,839	160,252	611,755	25,203	24,273	1,247	16,937	10,260
HENRY	52,603	54,847	173,221	421,896	20,343	20,739	1,338	23,164	11,047
New Castle	21,215	19,883	69,451	151,976	7,876	19,296	•	•	•
HOWARD	83,198	88,388	278,905	705,776	32,317	21,839	981	22,469	10,490
Kokomo	44,042	53,994	143,772	419,991	20,903	20,092	•	•	•
HUNTINGTON	34,970	36,257	116,293	285,112	13,616	20,939	1,168	19,563	9,980
Huntington	16,217	15,004	54,345	121,521	5,906	20,576	•	•	•
JACKSON	33,187	36,489	90,278	288,248	13,534	21,298	1,249	15,823	22,439
Seymour	13,352	13,892	37,078	112,862	5,261	21,453	•	•	•
JASPER	20,429	26,437	56,971	216,271	9,166	23,595	1,025	43,044	22,476
Rensselaer	4,688	5,183	13,675	44,351	2,121	20,910	•	•	•
JAY	23,575	23,755	74,280	170,712	9,239	18,477	1,353	13,879	9,986
Portland	7,115	6,767	22,005	47,735	2,904	16,438	•	•	•
JEFFERSON	27,006	29,211	69,166	221,856	10,284	21,573	1,219	8,617	3,884
Madison	13,081	12,505	37,023	109,955	4,701	23,390	•	•	•
JENNINGS	19,454	22,063	43,428	152,566	7,428	20,539	903	8,127	11,763
JOHNSON	61,138	81,811	186,198	654,760	27,966	23,413	961	16,420	9,003
Edinburg	4,906	6,350	14,463	49,195	2,311	21,287	•	•	•
Franklin	11,477	13,915	33,608	[illegible]	5,036	21,247	•	•	•

KENDALLVILLE—continued

14—NEWSPAPERS: NEWS-SUN (e) 6,464; sworn Sept. 30, 1979 (Latest available Statement)
Local Contact for Advertising and Merchandising Data: Ron Ensley; Adv. Mgr. NEWS-SUN.
National Representatives: None.

KOKOMO, IND.

1—LOCATION: Howard County, (SMSA), E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31-35-22; 50 mi. N of Indianapolis; 155 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and misc. manufacturing center.

2—TRANSPORTATION: Railroads: Penn-Central (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers: 21.
Interstate Bus Lines: Trailways; Indiana Motor Bus.

3—POPULATION:
Corp. City 70 Cen. 44,042; Loc. Est. 54,310
CZ ABC: (70) 53,282; (80) 61,700
RTZ-ABC: (70) 71,523; (80) 69,000
County 70 Cen. 83,198; Loc. Est. 87,995
City & RTZ-ABC: (70) 124,805; (80) 130,700

4—HOUSEHOLDS:
City 70 Cen.; 14,915; Loc. Est. 20,831
County 70 Cen. 26,181; Loc. Est. 31,906
CZ ABC: (70) 17,661; (80) 23,400
RTZ-ABC: (70) 21,185; (80) 23,000
City & RTZ-ABC: (70) 38,846, (80) 46,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$265,340,964
Sav. & Loan Assns.	3	$204,453,214

6—PASSENGER AUTOS: County 49,056

7—ELECTRIC METERS: Residence 42,359

8—GAS METERS: Residence 27,771

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Stone, Clay, Glass 326; Primary Metals 5,515; Fabricated Metals 587; Machy. (ex. Elec.) 434; Electric Machy. 11,000; Trans. Equip. 6,500; Av. Wkly. Wage Mfg. $250.

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. Date of first killing frost, Oct. 10. Date of last killing frost, May 10.

11—TAP WATER: Acid, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 3 on Walnut St; 3 on Sycamore; 3 on Buckeye.
Neighborhood Shopping Centers: 2 blocks on Main & Markland; 1 block at North & Webster. Forest Park Shopping Center—19 Stores, Bank, Restaurant, 2 Service Stations; Maple Crest Plaza Spg. Ctr.—South Edge of City 24 Stores, 2 Service Stations, Restaurant; Terrace Plaza—15 Shops, Bank & Restaurant; Kokomo Mall—21 Stores & Services; Jackson Square—7 units; Regency Plaza—6 units; T-way Plaza—11 units, Markland Mall—40 enclosed units; Colonial Plaza, est edge of city, 15 units. Markland Plaza—12 units; Olds Plaza—15 units. Proposed: Westgate Shopping Center, Southwest edge of city; Essex Square, East edge of city; Northgate, Northeast edge of city; Westbrook Plaza, Southwest of city.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Closed: Wed. some.
Stores Open Evenings: Dept.—Fri. Food Chains— Every evg., Sun. to 6, Shop. Centers— every evg.

13—RETAIL OUTLETS: Department Stores: Carol Ann 2; Maher's; Golightly's; H. P. Wasson (Goldblatts); Stanley's; Sears Roebuck; Montgomery Ward; Penney; Spiegel's; Wm. H. Block Co.; Service Merchandise.
Variety Stores: Kresge; G. C. Murphy; Ben Franklin 2; Schultz Bros.
Discount Stores: Ayr-Way; K-Mart; T-Way; Hills.
Chain Drug Stores (CZ: Hook 6; Muir's; Haag Rexall 2; Sico; Hutto 2; SuperRx; MArsh.
Chain Food Supermarkets: Kroger 3; Marsh Food Liner 2; STandard (Nat'l) 2; A&P 3; Mace's Stop-N-Go 8; Whitacres.
Other Chain Stores: Firestone; Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes, A&G Millinery; Royce Shoes; Guarantee Auto Supply; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors; Coast To Coast Hdw.; Ace Hardware; Greggs Inc.; Carpetalk; Carpetland U.S.A.; Sherwin Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zales Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14—NEWSPAPERS: TRIBUNE (e) 29,846; (S) 30,021; Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Hoffmann, Adv. Mgr., TRIBUNE.
National Representatives: Branham/Newspaper Sales.

LAFAYETTE-WEST LAFAYETTE, IND.

1—LOCATION: Tippecanoe County (SMSA). E&P Map B-3, County Seat. 125 mi. SE of Chicago, 62 mi. NW of Indianapolis. On Wabash River. Agricultural, industrial, educational and cultural center.

2—TRANSPORTATION: Railroads: Norfolk and Western; Louisville & Nashville.
Motor Freight Carriers: Over 30.
Intercity Bus Lines: Greyhound; Indiana Motor Bus; Trailways.
Airlines: Air Wisconsin.

3—POPULATION:
Corp. Cities 70 Cen. 64,112; Loc. Est. 72,206
CZ ABC: (70) 64,112; (80) 72,700
RTZ-ABC: (70) 169,582; (80) 175,000
County/SMSA 70 Cen. 109,378; Loc. Est. 111,402
City & RTZ-ABC: (70) 233,694; (80) 247,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 20,925; Loc. Est. 27,445
County/SMSA 70 Cen. 32,320; Loc. Est. 38,890
CZ ABC: (70) 20,925; (80) 27,100
RTZ-ABC: (70) 51,474; (80) 60,500
City & RTZ-ABC: (70) 72,399; (80) 87,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns	2	$137,840,534
Commercial Banks	4	$518,421,965

6—PASSENGER AUTOS: County 55,690

7—ELECTRIC METERS: Residence 37,263

8—GAS METERS: Residence 22,969

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metal Prods. 3,000; Pre Fab Homes 879; Electrical Prods. 982; Food 400; Antibiotics 900; Others 3,826.
Principal Pay Days: 1st & 15th; Metal and Rubber Prods., Fri. & Wed.; Others, Thu., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 61-82; Fall 42-63; Winter 22-40. First killing frost, Oct. 18, 1976. Last killing frost, Apr. 29, 1977.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Main; 5 on Columbia; 2 on Ferry; 3 on Third; 4 on Fourth.
Neighborhood Shopping Centers: 2 blocks on State and Northwestern (West Lafayette); 2 on Main at 16th and South; 1 on 15th at Howell; 1 on Earl Ave. at South; 1 at Elmwood & Greenbush; 1 on Teal Ave.; 1 S. 4th St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Jefferson Square	10	Kroger, Danner Bros.
K-Mart	-	K-Mart
Lafayette Square	14	Woolco, Marsh Mkt.
Market Square	34	Ayre's, Eisner, Kresge
Purdue Center	16	Nichol's Thriftway Mkt.
Three Sons	-	Standard Mkt.
Tippecanoe Mall	55	Montgomery Ward, Osco Drug, Wm. H. Block, J.C.Penney
Wabash Shores	6	Marsh Mkt.
Zayre	5	Zayre
Ayrway Plaza	9	Kroger, Ayrway

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Thu., Sat.

13—RETAIL OUTLETS: Department Stores: Loeb's 2; Sears; J.C. Penney; L.S. Ayres; Rapp's; Montgomery Ward, Block's.
Leading Variety Stores: Danner's.
Chain Drug Stores (CZ): Hooks 5; Arth 4; Haag 2; Marsh Drug; Osco 2; Goodnight's; Wells-Yeager-Best 2
Chain Food Supermarkets: Kroger 3; National Tea Standard 1; Eisner 3; Marsh Foodliner 2; Pay-Less 2.
Discount Stores (CZ): Zayre; Woolco; K-Mart 2; Ayr-Way.
Other Chain Stores: Shoes: Gallenkamp, Fayva, Butler, Nobil, Englin's, Kinney's, El-Bee, Regal, Thom McAn; Auto Supply: Firestone, Fleenors, Guarantee Auto; Clothing: Stuart's, Paul Harris, Brook's, Foxmoor, Richman Brothers, Bottom Half, Just Jeans; Confectionery: Fannie May; Glass: Pittsburgh Plate Glass; Paint: Smith Alsop, Sherwin-Williams, Glidden.

14—NEWSPAPERS: JOURNAL & COURIER (e) 40,875; (S) 39,935; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James F. Klaiber, Gen. Adv. Mgr., JOURNAL & COURIER.
National Representatives: Gannett Newspaper Advertising Sales.

LA PORTE, IND.

1—LOCATION: La Porte County, E&P Map B-2, County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from east-west toll road; 60 mi. SE of Chicago; 26 mi. W of South Bend, Ind. On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2—TRANSPORTATION: Railroads: Conrail, branches of The Chessie Systems and Norfolk & Western.
Intercity Bus Lines: Indiana Motor.

3—POPULATION:
Corp. City 70 Cen. 22,140; Loc. Est. 20,873
CZ ABC: (70) 25,816; (80) 26,000
RTZ-ABC: (70) 92,897; (80) 95,200
County 70 Cen. 105,342; Loc. Est. 108,404
City & RTZ-ABC: (70) 118,713; (80) 121,200
Demographic Information available from Newspaper. See paragraph 14.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KNOX	41,546	41,241	114,853	327,991	16,096	20,377	1,035	35,512	13,734
Bicknell	3,717	3,536	10,018	27,416	1,578	17,374	*	*	*
Vincennes	19,867	18,711	54,351	145,213	7,175	20,239	*	*	*
KOSCIUSKO	48,127	58,103	150,544	556,539	21,735	25,606	1,775	20,435	46,923
Warsaw	7,506	11,235	24,835	113,796	4,530	25,121	*	*	*
LAGRANGE	20,890	26,027	58,969	167,609	8,462	19,807	1,471	12,260	29,307
LAKE	546,253	542,934	1,735,210	4,064,921	185,523	21,911	754	18,507	6,045
East Chicago	46,982	39,010	136,532	267,462	14,253	18,765	*	*	*
Gary	175,415	150,837	506,445	1,020,417	52,007	19,621	*	*	*
Hammond	107,888	97,930	362,775	780,785	36,460	21,415	*	*	*
LA PORTE	105,342	109,433	336,544	897,897	39,010	23,017	1,132	27,560	10,785
La Porte	22,140	21,597	74,289	188,099	8,661	21,718	*	*	*
Michigan City	39,369	42,660	120,397	337,022	15,097	22,324	*	*	*
LAWRENCE	38,038	41,394	116,868	299,252	15,963	18,747	1,043	4,092	6,854
Bedford	13,087	14,669	44,120	116,754	6,031	19,359	*	*	*
MADISON	138,451	137,653	469,114	1,060,764	51,509	20,594	1,444	31,252	8,845
Anderson	70,787	66,857	239,222	515,419	26,291	19,604	*	*	*
Elwood	11,196	9,665	34,087	64,392	3,639	17,695	*	*	*
MARION	793,590	763,425	2,985,932	6,634,699	280,310	23,669	602	11,857	3,399
Indianapolis	744,743	686,360	2,786,487	6,080,726	252,474	24,085	*	*	*
MARSHALL	34,986	41,159	108,945	270,567	15,168	17,838	1,488	16,293	16,811
Plymouth	7,561	7,981	23,405	51,473	3,156	16,310	*	*	*
MARTIN	10,969	11,137	23,782	69,663	3,905	17,839	456	2,199	4,465
MIAMI	39,246	39,050	108,333	277,401	14,049	19,745	1,136	19,483	15,099
Peru	14,139	13,020	39,622	94,357	5,246	17,986	*	*	*
MONROE	85,221	89,265	214,619	921,770	32,266	28,568	585	1,936	2,910
Bloomington	43,262	53,387	101,956	494,971	18,418	26,874	*	*	*
MONTGOMERY	33,930	34,431	115,318	277,031	13,160	21,051	1,247	28,146	15,151
Crawfordsville	13,842	14,669	47,222	117,141	5,840	20,058	*	*	*
MORGAN	44,176	52,953	114,938	396,810	18,042	21,994	915	11,884	6,346
Martinsville	9,723	11,324	24,359	81,710	4,330	18,871	*	*	*
NEWTON	11,606	14,825	34,982	126,714	5,550	22,831	570	37,538	8,035
NOBLE	31,382	34,221	90,952	246,150	12,376	19,889	1,393	12,145	14,999
Kendallville	6,838	6,796	19,782	48,795	2,572	18,972	*	*	*
OHIO	4,289	5,309	11,836	37,751	1,987	18,999	300	1,474	1,267
ORANGE	16,968	17,806	42,720	111,412	6,800	16,384	763	4,325	8,172
OWEN	12,163	14,945	28,626	116,359	5,766	20,180	777	4,400	3,809
Spencer	2,553	2,601	6,009	20,251	1,152	17,579	*	*	*
PARKE	14,600	15,703	41,978	104,286	6,186	16,858	774	13,962	7,112
PERRY	19,075	18,819	44,985	117,232	6,664	17,592	627	1,997	3,696
PIKE	12,281	12,818	34,982	100,688	5,231	19,248	558	8,193	4,521
PORTER	87,114	118,724	273,356	932,871	39,852	23,408	774	18,364	4,760
Chesterton	6,177	8,993	19,383	70,662	3,278	21,556	*	*	*
Valparaiso	20,020	24,093	63,905	192,495	8,456	22,764	*	*	*
POSEY	21,740	25,955	76,608	184,780	9,456	19,541	870	24,890	5,791
Mount Vernon	6,770	7,783	24,016	55,780	2,956	18,870	*	*	*
PULASKI	12,534	13,590	36,980	117,064	5,052	23,172	905	26,891	10,217
PUTNAM	26,932	30,339	77,659	313,165	10,948	28,605	1,219	13,198	14,127
Greencastle	8,852	8,891	23,682	85,148	3,029	28,111	*	*	*
RANDOLPH	28,915	28,941	85,956	214,941	11,282	19,052	1,546	27,088	13,411
Union City	3,995	3,782	11,779	27,858	1,546	18,019	*	*	*
Winchester	5,493	4,913	16,303	36,430	2,087	17,456	*	*	*
RIPLEY	21,138	23,497	57,176	166,953	8,402	19,871	1,404	10,336	9,792
RUSH	20,352	20,115	56,970	192,755	7,277	26,488	1,058	26,540	20,399
Rushville	6,686	6,948	18,336	65,229	2,660	24,522	*	*	*
ST. JOSEPH	245,045	245,472	858,893	1,761,116	89,652	19,644	1,162	17,858	9,063
Mishawaka	35,517	40,558	121,681	280,841	16,570	16,949	*	*	*
South Bend	125,580	108,009	450,754	812,163	42,367	19,170	*	*	*
SCOTT	17,144	20,245	40,895	144,783	7,052	20,531	555	5,496	1,853
SHELBY	37,797	39,543	110,943	308,000	14,464	21,294	1,212	28,232	9,540
Shelbyville	15,094	13,674	43,225	104,743	5,320	19,689	*	*	*
SPENCER	17,134	19,211	40,895	136,998	6,767	20,245	1,020	11,331	12,528
STARKE	19,280	22,006	46,007	170,691	7,931	21,522	631	13,903	3,633
STEUBEN	20,159	24,283	71,206	175,635	9,274	18,938	797	6,295	9,749
SULLIVAN	19,889	20,131	61,405	150,378	8,309	18,098	901	17,783	4,321
Sullivan	4,683	4,356	14,448	32,516	1,951	16,666	*	*	*
SWITZERLAND	6,306	7,110	17,052	50,841	2,769	18,361	763	3,925	2,811
TIPPECANOE	109,378	112,211	361,198	1,222,791	39,440	31,004	1,088	27,365	11,353
Lafayette	44,955	51,155	157,283	587,274	20,171	29,115	*	*	*
West Lafayette	19,157	22,222	72,422	272,873	7,861	34,712	*	*	*
TIPTON	16,650	15,861	52,955	172,422	5,926	29,096	764	22,178	9,385
Tipton	5,313	5,019	16,511	53,311	2,029	26,275	*	*	*
UNION	6,582	7,171	20,798	54,379	2,690	20,215	412	7,790	8,085
VANDERBURGH	168,772	169,765	573,581	1,437,100	64,662	22,225	479	12,688	2,280
Evansville	138,764	131,154	463,782	1,095,090	51,826	21,130	*	*	*
VERMILLION	16,793	17,637	51,317	137,780	7,432	18,539	483	10,138	3,906
Clinton	5,340	5,026	16,105	38,749	2,348	16,503	*	*	*
VIGO	114,528	112,541	376,138	944,570	43,543	21,693	862	12,961	3,790
Terre Haute	70,335	59,685	223,270	488,790	24,277	20,134	*	*	*
WABASH	35,553	36,858	104,945	302,853	13,511	22,415	1,246	20,835	28,652
Wabash	13,379	12,805	40,722	110,387	5,007	22,047	*	*	*
WARREN	8,705	11,711	22,374	81,595	4,314	18,914	629	28,448	3,877
WARRICK	27,972	37,419	73,110	287,088	13,377	21,461	649	9,949	4,645
WASHINGTON	19,278	21,906	47,030	142,506	8,035	17,736	1,427	8,842	16,584
WAYNE	79,109	75,015	239,876	582,815	28,198	20,669	1,164	21,975	14,954
Richmond	43,999	43,774	132,792	334,082	17,427	19,170	*	*	*
WELLS	23,821	26,006	76,217	219,126	9,572	22,892	1,289	23,762	11,226
Bluffton	8,297	8,542	25,280	69,587	3,304	21,061	*	*	*
WHITE	20,995	23,367	66,259	186,875	8,949	20,882	947	38,319	15,379
Monticello	4,669	8,068	15,482	65,007	3,073	21,154	*	*	*
WHITLEY	23,395	26,654	74,280	200,197	9,728	20,579	1,283	14,563	12,932
Columbia City	4,911	5,116	15,094	37,196	2,061	18,048	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1979 Cash Receipts as follows: From Crops $2,419,831,000; from Livestock & Livestock Products $1,722,352,000; Total $4,142,183,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

LA PORTE—continued

4—HOUSEHOLDS:
City 70 Cen 7,500; Loc Est 8,292
County 70 Cen 31,697; Loc Est 38,246
CZ ABC: (70) 8,639; (80) 9,900
RTZ-ABC: (70) 27,138; (80) 31,900
City & RTZ-ABC: (70) 35,577; (80) 41,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$164,791,000
Savings Banks	1	$37,817,000
Sav & Loan Assns	2	$82,223,691

6—PASSENGER AUTOS: Co 55,235

7—ELECTRIC METERS: Residence 10,253

8—GAS METERS: Residence 9,086

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners: Farm mach 1200; Sponge Rubber and Urethane Foam Prods 500; Gray Iron and Semi-Steel Casting 270; Plastic Prods 85; Clothing 130; Furniture 385; Picture Frames 50; Food Slicing & Packaging Machines 200; Precision Castings 880; Home Appl Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 400; Machine Shops 100; Foods 325; Corrugated Cartons 100; Caskets 100; Molded Plastics 25

11—TAP WATER: Neutral, hard, flouridated

12—RETAILING: Principal Shopping Centers: 6 blocks on Lincoln Way plus side streets
Neighborhood Shopping Center: One Stop Shop Center (8 units); Westside, 3 blocks on State Road 2

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Maple Lane Mall	1 5	K-Mart, A&P
Marquette Mall	12	Penney's, Sears
Dunes Plaza	12	K-Mart

Principal Shopping Days: Fri., Sat
Stores Open Evenings: Fri., shopping centers, every night

13—RETAIL OUTLETS: Department Stores: Levine's, Penney's
Discount Stores (CZ): Wonderland, K-Mart
Variety Stores: Woolworth's, Harvey, Danner's
Chain Drug Stores (CZ): Hook's 2, Hilbish, Ribordy Drug, Medicine Shoppe
Chain Food Supermarkets: A&P, Kroger, Five Star, Al's Supermarkets
Other Chain Stores: TG&Y, Sears Roebuck, G.R. Kinney Shoes, Firestone, Goodyear, M.A.B. Delaney Furniture, Montgomery Ward Automotive Center, Catalog & Service, Radio Shack, Northwest Fabrics, Nobil Shoes, Newman's

14—NEWSPAPERS: HERALD-ARGUS (e) 13,533, 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: T. P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS
National Representatives: Landon Associates, Inc

LEBANON, IND.

1—LOCATION: Boone County, E&P Map B-3 (In Indianapolis SMSA) County Seat 24 mi NW of Indianapolis, 165 mi SE of Chicago At intersection of U.S. Hwys 5, 52, I-65 and State Hwys 32 and 39 Light Manufacturing center
Rich agriculture

2—TRANSPORTATION: Railroads: Conrail
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound, Trailways

3—POPULATION:
Corp. City 70 Cen 9,766; Loc Est 10,053
SMSA 70 Cen 1,111,173; Loc Est 1,160,214
County 70 Cen 30,870; Loc Est 35,186

4—HOUSEHOLDS:
City 70 Cen 3,213; Loc Est 3,772
County 70 Cen 9,879; Loc Est 13,095
SMSA 70 Cen 346,896; Loc Est 417,158

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$115,000,000
Sav & Loan Assn	1	$44,904,574

6—PASSENGER AUTOS: County 20,000

7—ELECTRIC METERS: Res 5,605

8—GAS METERS: Res 5,457

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Filters 300 ($200); Wheel Brake Drums 190 ($200); Industrial Blowers 160 ($200); Business Forms 140 ($200); Plastics 100 ($120)

10-CLIMATE: Min & Max Temp —Spring 35-70, Summer 70-98; Fall 40-76, Winter 15-62 First killing frost, Oct 25 Last killing frost, May 2

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center: 4 blocks on Main, Lebanon, Washington & Meridian (around square); also 1 block S W off square, 2 blocks on Indianapolis Ave., State Road 39 N at city limits, 14 on W South St. at city limits
Principal Shopping Days: Fri., Sat

Shopping Centers: Northfield Kroger, Hook's Drug, Ace Hardware, K-Mart, Shoe World, Radio Shack, Gallery Books, Associates Finance, Laundrymat, Beauty Shop, Kawaski, Horsey's, Healthcliff's, Boone's (Food), Body Shop

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, J. C. Penney, K-Mart, 3-D
Chain Food Supermarkets: A&P, Standard, IGA, Kroger's
Chain Drug Stores: Hook's 1; E. W. Star 1
Other Chain Stores: Ace Hdwr.; Brunt's (men's clothing); Sargent-Gerke (paint); Goodyear

14—NEWSPAPERS: REPORTER (e) 6,653, sworn Sept 29, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER
National Representatives: None

LINTON, IND.

1—LOCATION: Greene County, E&P Map B-4 In western part of County, 33 mi SE of Terre Haute; 90 mi SW of Indianapolis

2—TRANSPORTATION: Railroads: Served by the Ill. Central; Chicago, Milwaukee & St Paul, branches of the CI&L ("Monon"); Conrail
Motor Freight Carriers: 2
Intercity Bus Lines: Blue Bird & Wabasn Valley

3—POPULATION:
Corp. City 70 Cen 5,450; Loc Est 5,158
City Zone, Local Est 8,126
Retail Trading Zone, Local Est 33,995
County 70 Cen 26,894; Loc Est 28,886
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 2,090; Loc Est 2,283
County 70 Cen 9,497; Loc Est 11,793

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$60,000,000

6—PASSENGER AUTOS: County 14,034

7—ELECTRIC METERS: Residence 2,730

8—GAS METERS: Residence 2,445

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Electrical 500 ($125); Textile 350 ($95); Mining 800 ($180); Machine Shops 120 ($120)

10-CLIMATE: Min & Max Temp —Spring 40-85, Summer 70-102; Fall 20-85, Winter 5-55

11—TAP WATER: Neutral, hard; not fluoridated

12—RETAILING: Principal Shopping Centers: 3-D Shopping Center 7 units open every night; Westside Shopping Area 8 units
Principal Shopping Days: Sat., Fri
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Hooks, P. N. Hirsch, Sears; Rhodenbeck's, Pirtle's, Danners 3-D
Variety Stores: G. C. Murphy, Western Auto; Guarantee Auto, Woolworth

Chain Food Supermarkets: Kroger, IGA 3, Shurway, Red & White

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 6,327, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Mitch Faulkner, Pub. & Nat'l Adv. Mgr., CITIZEN
National Representatives: Landon Associates, Inc

LOGANSPORT, IND.

1—LOCATION: Cass County, E&P Map B-2, County Seat Shipping, agricultural, Livestock, dairy, meat processing, industrial railroad, and trucking center; Wholesale center for northcentral part of state 117 mi. to Chicago, 70 mi. south of South Bend, Ind and 72 mi north of Indianapolis

2—TRANSPORTATION: Railroads: Conrail Norfolk & Western
Motor Freight Carriers: 4
Intercity Passenger Bus: Indiana Motor Bus, Municipal Airport

3—POPULATION:
Corp. City 70 Cen 19,255; Loc Est 16,899
CZ ABC: (70) 20,536; (80) 19,700
RTZ-ABC: (70) 95,269; (80) 95,700
County 70 Cen 40,456; Loc Est 40,009
City & RTZ-ABC: (70) 115,805; (80) 115,400
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 6,870; Loc Est 7,195
County 70 Cen 12,990; Loc Est 15,059
CZ ABC: (70) 7,303; (80) 8,000
RTZ-ABC: (70) 29,823; (80) 34,300
City & RTZ-ABC: (70) 37,126; (80) 42,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$185,453,000
Sav & Loan Assn	2	$86,759,000

6—PASSENGER AUTOS: County 20,738

7—ELECTRIC METERS: Residence 5,765

8—GAS METERS: Residence 6,250

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Elec. Controls Mfg 1150 ($185); Meat Processing 863 ($278); Air & Hydraulic Operated Machine Tools 135 ($238); Mech Springs 525 ($268); Rubber Prod-Automotive 439 ($237); Aluminum Dye Cast, Heat Treating & Machine Shop 105 ($160); Electric Stor Bat 263 ($240); Cement Mfg 115 ($295); Switches & Relays Automotive Elect Components 508 ($170); Aluminum Dye Castings 15 ($185); Custom Stamping Press & Slide 340 ($235); Friction Products Mfg 165 ($240); Screw Machine Products 30 ($168); Conrail & Norfolk & Western R.R. 332 ($257); Springs 70 ($232); Milling 76 ($215); Concrete Blocks 20 ($173); Oil Coolers 90 ($180); Seeders 21 ($163); Repair Railroad Cars 46 ($172)
Principal Pay Days: Thurs., Fri

10-CLIMATE: Min & Max Temp —Spring 20-95, Summer 47-98; Fall 11-84 Winter -18-59 First killing frost Nov 23 Last killing frost, May 16

11—TAP WATER: Alkaline, very hard, fluoridated

12—RETAILING: Principal Shopping Area: 4 blocks on Broadway, 2 on Market St., 1 on North St., 7 on intersecting sts
Neighborhood Shopping Areas: 1 block at 13th and Broadway, 2 on North 3rd St., 1 at Wilkinson and West Market, 1 at Burlington Ave and Colfax

Shopping Centers (Corp. City): Logansport Mall, U.S. Route 24, East, 3 miles from downtown Includes—Sears Roebuck, J. C. Penney, Woolworth, Nobil Shoes, JoAnn Fabrics, Fox's Jewelry, Paul Harris, Sire Shop Men's & Boy's Wear, Bresler 33 Flavors; National Bank Branch, Household Finance, Thee Ole Dog House; Gallenkamp Shoes, Walden Book Store; B & F Family Shoes; Jack McKinney Appliances, The Gift Box; Regis Beauty Salon; Shirley's Boutique, Musicland, Radio Shack, Sarco; Family Pet Center; Bickel's, Fayva Shoes, Jewelry Hut, Peanut Shack, Pants Explosion, General Telephone Phone Mart, Super Shirt; 2 mi. from downtown, on U.S. 24 Eastgate includes Hook's, K-Mart; Commercial Credit, F & M Branch Bank, Wickes Bldg
Supplies, Eastgate Barber Shop; Eastgate Beauty Shop; Payless Shoes, Federal Credit Union, Laundromat; on U.S. 24 East Class Plaza, 2½ miles from downtown Includes—Danners 3-D; A&P, Haag Drugs, The Movies et Cass Plaza, White Flash Auto Parts, Sunshine Children's Wear; Fox Photo
Principal Shopping Days: Department Stores—Mon., Fri & Sat.; Food—Thurs., Fri & Sat
Stores Close: Downtown Shpg Ctr Wed p.m
Stores Open Evenings: Downtown Shopping Area Fri All Shopping Areas Nitely, Food Nitely

13—RETAIL OUTLETS: Department Stores: Golden Rule, J. C. Penney's, Montgomery Ward, Sears Roebuck, Woolworth, Schmitt-Kloepter
Discount Stores (CZ): K-Mart Danners 3-D
Variety Stores: Woolworth, Total Discount
Chain Drug Stores (Corp. City): Hook's 3, Haag
Chain Food Supermarkets: A&P, Standard, Marsh, Ranch
Other Chain Stores (Corp. City) -GallenKamp Shoes, Wickes (Bldg Supplies), Indiana Cashway Stores (Bldg Supplies), Fashion Shop (women's), Carrico Furniture; Sire Shop Men's & Boy's Wear York (Associated Cotton Shops), Musicland, Radio Shack, Palmer's Jewelry, Inc., Fox's Jewelry, JoAnn Fabrics, Walden Book Store; Paul Harris; Regis Beauty Salon

14—NEWSPAPERS: PHAROS-TRIBUNE (e-Mon to Fri.) 16,141, (S) 16,546, Mar 31 1980 ABC
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE
National Representatives: Landon Associates, Inc

MADISON, IND.

1—LOCATION: Jefferson County, E&P Map C-4, County Seat Residential center On Ohio River, 44 mi NE of Louisville; 7k mi SW of Cincinnati 85 mi SE of Indianapolis Free bridge over Ohio River connects Indiana Hwy 7, U.S. 421, 56 and 62, Kentucky Hwy 36, 42 and U.S. 71

2—TRANSPORTATION: Railroads: Conrail
Intercity Bus Lines: Greyhound, White Star
Motor Freight Carriers: 3
Freight Steamship Lines: Barges, 2

3—POPULATION:
Corp. City 70 Cen 13,081; Loc Est 12,373
County 70 Cen 27,006; Loc Est 28,023
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 3,987; Loc Est 4,617
County 70 Census, 7,890; Loc Est 9,808

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$156,821,420
Sav & Loan Assn	2	$78,512,610

6—PASSENGER AUTOS: County 13,412

7—ELECTRIC METERS: Residence City 4,280 County 10,479

8—GAS METERS: Residence 4,226

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners (Av. Wkly. Wage)—Work clothes 189 ($120); Shoes 421 ($121); Metal Heating Equipment 323 ($131); Hydraulic Lifts 116 ($126); Electric Motors Fractional 547 ($141); Heavy Raod MAchinery 421 ($142); Metal Products 76 ($100); Auto Parts, 431 ($124); Silicones, 326 ($131); Electric Generation 156 ($151); Electric Organs 613 ($129); Government Proving Ground ($141); Chemicals 320 ($129)

11—TAP WATER: Alkaline, hard

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Parking Spaces**	**Principal Store and/or Supermarket**
Clifty Plz	420	Gateway, P.N. Hirsch, Firestone
Madison W Plz	990	K-MArt, Big Blue, Hughes Farm
Madison E Plz	**1,020**	TG&Y, Jay C Super, Haag Drug, Shappiro's

Principal Shopping Days: Fri and Sat
Stores Open Evenings: Fri and Mon

13—RETAIL OUTLETS: Department Stores: Mills; P. N. Hirsch, Louisville Store, Dollar General
Variety Stores: TG&Y 2, G. C. Murphy, Danners 3-D; K-Mart
Discount Stores: Danners 3-D
Chain Drug Stores (CZ): Harpers Rexall, Inglis Walgreen, Hook's; Haag's, Lomark

Chain Food Supermarkets: Kroger, Jay-C, Jay's Hilltop 2, Gateway; IGA
Other Chain Stores: Goodyear, Firestone, Western Auto, Lord's, Paris Style, Montgomery Ward, Thrift Dollar; Kiddletown; Sears, Merit Shoe, Singer Co.; Plaza Shop; Bi-N-Save, Lomark, Big Blue, Guarantee Auto, Hill's Shoes

14—NEWSPAPERS: COURIER (e) 9,346; sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data: Don R. Wallis, Publisher, COURIER
National Representatives: Landon Associates, Inc

MARION, IND.

1—LOCATION: Grant County, E&P Map B-3, County Soat Industrial and agricultural center NE of Indianapolis, midway between Chicago and Columbus and Cincinnati (160 mi.), Detroit and St Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.)

2—TRANSPORTATION: Railroads: C&O, Norfolk & Western, Conrail
Motor Freight Carriers: 28
Intercity Bus Lines: Greyhound, Indiana Motor Bus; Hines Coach, Twin City

3—POPULATION:
Corp. City 70 Cen 39,607; Loc Est 41,468
CZ ABC: (70) 65,912; (80) 66,200
RTZ-ABC: (70) 67,048; (80) 65,400
County 70 Cen 83,955; Loc Est 85,000
City & RTZ-ABC: (70) 132,960; (80) 131,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 12,467; Loc Est 15,230
County 70 Cen 25,417; Loc Est 28,880
CZ-ABC: (70) 20,272; (80) 23,300
RTZ-ABC: (70) 20,618; (80) 23,000
City & RTZ-ABC: (70) 40,890; (80) 46,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$225,266,407
Sav & Loan Assn	2	$176,324,534

6—PASSENGER AUTOS: County 42,400

7—ELECTRIC METERS: Res County 28,000

8—GAS METERS: Res County 17,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Workers—all Mfg 17,455 (Av Wkly Wage ($192) Automotive 4,936; Radio & TV 2,802 Glass 1,886, Wire 749, Paper Pdts 645, Iron Fdy 1,287, Plastics 899; Misc 4,251

10-CLIMATE: Min & Max Temp —Spring 36-61, Summer 58-86; Fall 17-72, Winter 6-65 First killing frost, Sept Last killing frost, Apr

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center: First through Seventh Sts., Washington and Adams Sts
Neighborhood Shopping Centers (Number of Units); K-Mart (4); K-Mart Center (9), Marion Plaza (8); Northgate (7), North Park Mall (40), Panorama (2), So Marion Plaza
Principal Shopping Days: Fri & Sat
Stores Open Evenings: Every evening ex Sun

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Sears Roebuck, Meis Dept Store

Discount Stores (CZ): Mr Wiggs, K-Mart, Hills
Variety Stores: Newberry,
Chain Drug Stores (CZ): Hooks 4, Haag, Revco, Marsh 2
Chain Food Supermarkets: Marsh 2; Kroger 1; Standard 2, Hank's 2, Doles IGA
Other Chain Stores: Firestone, Goodyear, Guarantee Tire, Schiff Shoes 2, Village Furniture, Pic Way Shoes, Montgomery Ward Catalog, Hart's Shoes, Mary Carter Paint, Coast To Coast Hardware

14—NEWSPAPERS: CHRONICLE-TRIBUNE (m) 23,843, (S) 26,962 Mar 30, 1980
Local Contact for Advertising and Merchandising Data: F. Max Crotser Adv. Dir., CHRONICLE-TRIBUNE
National Representatives: Gannett Newspaper Advertising Sales

MARTINSVILLE, IND.

1—LOCATION: Morgan County, (in Indianapolis SMSA) E&P Map B-4, County Seat Situated 30 mi SW of Indianapolis State Hwy 37, 67, 39, 252, 44

2—TRANSPORTATION: Railroads: Penn-Central
Intercity Bus Lines: Greyhound; Vincennes

3—POPULATION:
Corp. City 70 Cen 9,723; Loc Est 11,356
CZ ABC: (70) 9,723; (80) 11,500
RTZ-ABC: (70) 21,899; (80) 26,200
SMSA 70 Cen 1,111,173; Loc Est 1,160,214
County 70 Cen 44,176; Loc Est 51,276
city & RTZ-ABC: (70) 31,622; (80) 37,700

4—HOUSEHOLDS:
City 70 Cen 3,136; Loc Est 4,286
County 70 Cen 12,900; Loc Est 17,260
SMSA 70 Cen 346,896; Loc Est 417,158

CZ ABC (70) 3,163, (80) 4,300
RTZ-ABC (70) 6,238, (80) 8,500
City & RTZ-ABC (70) 9,401, (80) 12,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$29,939,801
Sav & Loan Assn	1	$15,580,231

6—PASSENGER AUTOS: County 26,218

7—ELECTRIC METERS: Residence 3,299

8—GAS METERS: Residence 2,989

9— PRINCIPAL INDUSTRIES (CZ): Furniture, Wood Products, Fisheries and Fish Hatcheries, Brick, Cabinets

11—TAP WATER: Alkaline, hard, fluoridated

12—RETAILING:
Shopping Center Martinsville Plaza on 3(By-Pass
Principal Shopping Days Fri, Sat
Stores Open Evenings Mon & Fri

13—RETAIL OUTLETS: Department Stores Penney, Sears Roebuck's, Lord's, Schmalz's
Variety STores Newberry, Kivett's
Discount Stores Dollar General, Danner's 3D, K-Mart
Chain Drug Stores Hook's
Chain Food Supermarkets (CZ) Kroger, A&P, Schwab's IGA

14—NEWSPAPERS: REPORTER (e) 7,424, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Wendell Holt, Adv Dir REPORTER
National Representatives: U S S Suburban Press

MICHIGAN CITY, IND.

1—LOCATION: LaPorte County, E&P Map B-2 Agricultural and manufacturing center 55 mi from Chicago

2—TRANSPORTATION: Railroads CI & LRR Co Monon (freight), Chesapeake and Ohio (Pere Marquette Dist), Chicago South Shore and South Bend, Conrail, Nickel Plate Road (freight), Norfolk & Western
Motor Freight Carriers 4
Intercity Bus Lines Greyhound, Indian Motor

3—POPULATION:
Corp City 70 Cen 39,369, Loc Est 45,300
CZ ABC (70) 45,180, (80) 47,400
RTZ-ABC (70) 72,337, (80) 76,700
County 70 Cen 105,342, Loc Est 109,000
City & RTZ-ABC (70) 117,517, (80) 124,100

4—HOUSEHOLDS:
City 70 Cen 11,695, Loc Est 16,505
County 70 Cen 31,697, Loc Est 38,246
CZ ABC (70) 13,928, (80) 16,000
RTZ-ABC (70) 22,293, (80) 26,900
City & RTZ-ABC (70) 35,591, (80) 42,[illegible]00

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm & Sav Banks	3	$274,691,543
Sav & Loan Assn	4	$109,705,253

6—PASSENGER AUTOS: County Est 54,000

7—ELECTRIC METERS: Res 20,886

8—GAS METERS: Res (CZ) 18,643

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Mining Equip 1,400 ($150), Heating & Furn Equip 800 ($150), Auto Accessories 1,335 ($150), Curled Hair & Furn 1,064 ($140), Garment 735 ($140)
Principal Industrial Pay Day Fri

10-CLIMATE: Min & Max Temp —Spring 38-60, Summer 60-84, Fall 40-64, Winter 16-38 First killing frost, Oct 10 Last killing frost, May 4

11—TAP WATER: Hard (133 ppm)

12—RETAILING: Principal Shopping Center 10 blocks on Franklin St & 1 each Way on side sts

Neighborhood Shopping Centers 6 blocks on So Franklin St; 3 on E Michigan St, 2 on W 10th St, (Marquette Mall), Sears, J C Penney, Carson-Pirie-Scott (83 stores), (Dunes Plaza), K-Mart (28 stores), (Evergreen Plaza) Carpet Center (31 stores)
Shopping Centers Seven-Store Park & Shop Center at Coolspring & Franklin Sts, one mile So of downtown area Parking for 310 cars Major Outlets Hook's Drug, Color Tile Nine-Store East Side Shopping Center at E Michigan St & Carroll Ave 1¼ miles SE of Downtown area Parking for 600 cars.
Major Outlets K&M Foods & Hook's Drug, 83 store Marquette Mall Intersection U.S 20 & U.S 421 (Franklin Street) in Michigan City—Parking 2,500 cars

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Park & Shop	2	Hook's Drug, Ace Hwr
East Side	1¼	Hooks, Jim's, Ace Hwr
Marquette Mall	2½	Sears, J C Penney, Carson, Pirie & Scott
Dunes Plaza	-	K-Mart
Karwick Plaza	2	Jim's, Hocks, Danner Bros
Evergreen Plz	3	Carpet Center, Evergreen Sports

Principal Shopping Days Mon, Fri, Sat
Stores Open Evenings Mon Sat, Marquette Mall, Chain Food, Drugs and Discounts open Mon thru Sat evenings

13—RETAIL OUTLETS: Department Stores 212 Bargain Ctr, J C Penney, Sears, Carson, Pirie & Scott
Variety Stores Harvey's 2, Danner Bros 2
Discount Stores (CZ) Hwy 212 Bargain Center, K-Mart, 3-D, Aldis
Chain Drug Stores (CZ) Hooks 3 Walgreen 1

Chain Food Supermarkets A&P, Al's Thrift-Market 2, Jewel Tea, Jim 3
Other Chain Stores Singer Co, Goodyear, Firestone, Rowley's, Kaplans, Baker Shoe, Ace Hardware, Kinney Shoe, Fox Jewelry, Lerner Shops, Fayva Shoes, So Fro Fabrics, Minnesota Plywood, Fannie May Candies

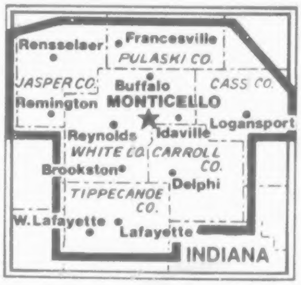
14—NEWSPAPERS: NEWS-DISPATCH (e) 18,146, (Sat m) 18,724, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Rob Reyner, Adv Mgr, NEWS-DISPATCH
National Representatives Landon Associates, Inc

MISHAWAKA, IND.
See SOUTH BEND, IND.

MONTICELLO, IND.

1—LOCATION: White county, E&P Map B-2, 84 mi NW of Indianapolis, 107 mi SE of Chicago U S Hwy 24,421, State Hwy 39,119

2—TRANSPORTATION: Railroads L&N, Monon; Effner branch of Penna; Indiana Motor Bus



Monticello Herald-Journal (e) 5,897 sworn 9/30/80

3—POPULATION:
City 70 Cen 4,869, Loc Est 7,840
County 70 Cen 20,995, Loc Est 22,832

4—HOUSEHOLDS:
City 70 Cen 1,627, Loc Est 2,946
County 70 Cen 7,065, Loc Est 8,626
5—BANKS: 2 Comm, Est Dep $79,000,000
1 Savings & Loan $45,000,000

6—PASSENGER AUTOS: County 12,349

9— PRINCIPAL INDUSTRIES (CZ): Radio Cabinets, Automotive Supplies, Textiles, Paper Prod, Machinery, Welding, Cosmetics, Rotary Tools

13—RETAIL OUTLETS: Department Stores Miller's, M-B
Variety Stores Ben Franklin, Al White, Barr's
Chain Drug Stores (CZ) Dodd-Rexall, Holder's, Raub's, Hook's
Chain Supermarkets (CZ) A&P 1, Brinery's 1, Sixbey's 1, Garden City Food 1
Other Chain Stores The Toggery (men's), King's (men's), Bob Hughes (men's), David's (women's), Adler's (women's), Ford's (women's)

14—NEWSPAPERS: HERALD-JOURNAL (e) 5,897, sworn Sept 30, 1980
Local Contact for Advertising and Merchandising Data D.D Raper, Pub., HERALD-JOURNAL
National Representatives None

MOUNT VERNON, IND.

1—LOCATION: Posey County, (In Evansville, Ind-Ky SMSA) E&P Map A-5 County Seat Residential, manufacturing and oil shipping terminal center 15 mi SW of Evansville, Ind. Junction Indiana State Roads 62,69 Wabash river bridge connecting Ind 62 and Illinois Rt 141

2—TRANSPORTATION: Railroads Louisville & Nashville
Motor Freight Carriers All major Midwest truck lines
Intercity Bus Lines Evansville & Ohio Valley Line

3—POPULATION:
Corp City 70 Cen 6,770, Loc Est 7,314
SMSA 70 Cen 284,959, Loc Est 288,000
County 70 Cen 21,740, Loc Est 24,500

4—HOUSEHOLDS:
City 70 Cen 2,226, Loc Est 2,741
County 70 Cen 7,465, Loc Est 9,252
SMSA 70 Cen 91,796, Loc Est 113,328

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$94,000,000
Sav & Loan Assn	3	$477,000,000

6—PASSENGER AUTOS: County, 12,565

7—ELECTRIC METERS: (Res inc Sub) 8,601

8—GAS METERS: (Res) 2,192

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Oils and Gasoline 550 ($250); Wheat and Corn Mills 225 ($200); Polycarbonate Resin 1,000 ($300), Garment Mfg 100, Fabrication 75 ($200), Cyl Gas Mfg 10 ($175), Roofing Materials 158 ($175), Pharmaceuticals 300 ($400)

10-CLIMATE: Min & Max Temp —Spring 50-80, Summer 75-95, Fall 48-85, Winter 15-45

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING:
Shopping Centers Gerber's, Lutterman's, Southwind Shopping Center
Principal Shopping Days Thurs., Fri., Sat
Stores Open Evenings Fri

13—RETAIL OUTLETS: Department Stores Roth's, P.N Hirsch, K-Mart
Chain Drug Stores in CZ Mt Vernon Pharmacy (Rexall), Hook's, Revco
Chain Food Supermarkets IGA, Bi-Rite (Gerber's), Lutterman's, Hironimus, Wesselman's
Other Chain Stores Western Auto, Lord's, Mode O'Day, index

14—NEWSPAPERS: DEMOCRAT (e) 3,660 sworn April 28, 1980
Local Contact for Advertising and Merchandising Data Landmark Community Newspaper
National Representatives None

MUNCIE, IND.

1—LOCATION: Delaware County (In Muncie SMSA), E&P Map C-3, County Seat Industrial and agricultural center 55 mi. from Indianapolis, 210 mi. from Chicago

2—TRANSPORTATION: Railroads Norfolk & Western, C&O (freight), Conrail
Motor Freight Carriers 44
Intercity Bus Lines ABC Coach, Trailways, Greyhound
Air Lines U.S Air, Commuter

3—POPULATION:
Corp City 70 Cen 69,082, Loc Est 80,284
CZ ABC (70) 87,469, (80) 95,100
RTZ-ABC (70) 131,790, (80) 125,200
County/SMSA 70 Cen 129,219,
Loc Est 124,080
City & RTZ-ABC (79) 219,259, (80) 220,300

4—HOUSEHOLDS:
City 70 Cen 26,999, Loc Est 29,305
County 70 Cen 23,399, Loc Est 44,[illegible]
CZ ABC (70) 26,999, (80) 33,600
RTZ-ABC (70) 41,680, (80) 45,400
City & RTZ-ABC (70) 68,679, (80) 7[illegible],000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$429,518,000
Sav & Loan Assn	2	$316,896,000

6—PASSENGER AUTOS: County 78,677

7—ELECTRIC METERS: Residence 44,191

8—GAS METERS: Res Muncie only 20,460

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Automotive, Batteries Transmissions, etc 7,853 ($344), Glass Prod 950 ($228), Electrical 1,685 ($219), Precision Forgings 250 ($205)

10-CLIMATE: Min & Max Temp —Spring 55-72, Summer 70-100, Fall 56-78, Winter 0-48 First killing frost, Oct 5 Last killing frost, May [illegible]

11—TAP WATER: Alkaline, very hard

12—RETAILING: Principal Shopping Center 14 blocks on Walnut St, 7 blocks on Main St, 5 blocks on Mulberry St, Muncie Mall, North Broadway and McGalliard
Neighborhood Shopping Centers Southway Plaza, State Roads 67 & 3, south of Muncie, North Gate, NE part of Muncie, State Hwys 35 & 67, Northwest Plaza, 2000 block N on Wheeling Ave, Madison Street, 28 blocks along S Madison St, Village, 1600 block on University Ave, Westside, 27, 28, 2900 blocks west on Jackson St on Tillotson Ave., Suburban Centre, 2500 block on Wheeling Avenue, Meadows, 1000 block on West JAckson, County Village, 4700 block on Wheeling Ave., 600 Court, 600 Blk-Tillotson Ave Bethel & Chadam Lane

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Muncie Mall	3	Sears, L S Ayres, Penneys
Village	2	Collegienne
Northwest Plaza	3	Marsh, Haag, King's
Southway Plaza	3	Marsh, Hook's, King's
Northgate Center	2	H&H Rexall
South Walnut Street	2	K-Mart, Ross
Tillotson	1½	Marsh, Ross
Meadows		Zayre, Payless
Broadway	-	K-Mart
Northgate	-	10 Stores
Country Village	-	Leath's
Westside	-	17 Stores
Bethel & Chadam Lane		2 Stores

Principal Shopping Days Fri, Sat, Mon
Stores Open Evenings Dept—Fri, Food—Nightly, Downtown—Mon & Fri
Stores Open Sundays Food, Drug, Shpg Ctrs

13—RETAIL OUTLETS: Department Stores Ball Stores, Penney, Sears, Hoyt Wright Co, Collegienne Shops, L S Ayres
Variety Stores TG&Y (Scotts), K-Mart
Chain Drug Stores (CZ) Osco 2, Owl 2, Haney, Spartan West, Marsh Drug 4 Haag
Discount Stores (CZ) King's, Zayre K-Mart 2, Ary-Way Kokomo Bargain Center
Chain Food Supermarkets A L Ross 3, Wise 2, Shurway, Eavey, Marsh 11, Working Man's Store, Cap Warehouse Grocery Outlet
Other Chain Stores Sears, J C Penney, Singer Co, Father & Sons Shoes, Kinney Shoes, National Shirt Co, Regal Shoes, Zale's Jewelers, Paul Harris, So Fro Fabrics, Mode O'Day, Musicland, Brooks, Goodyear Tire & Rubber, MCL, Tobacco Village, Neumode Hosiery, Russell Stover Candies, Tiffany Bakery, Century Stores, Athlete's Foot, Connie's Shoes, Reader's World, Bottom Half, Things Remembered

14—NEWSPAPERS: STAR (m) 29,334, PRESS (e) 17,893, Comb (m&e) 47,227, STAR (S) 33,143, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Michael F Grimes, Ad Dir, Wayne Botkin, Dir, Spec Proj, Charlotte Grubb Nat'l Ad Mgr STAR and PRESS
National Representatives Story & Kelly Smith, Inc

NEW ALBANY, IND.

1—LOCATION: Floyd County, E&P Map C-5 (In Louisville, Ky-Ind SMSA) Industrial Center On north bank of Ohio River, 112 mi S of Indianapolis, 7mi NW of Louisville, Ky On U.S Hwys 31W, 150, 460M I-64, I-265, State Hwys 62, 64, 111, 231

2—TRANSPORTATION: Railroads B&O; L&N, K&IT, Southern; Ill Central; C&O; Conrail
Motor Freight Carriers 6
Intercity Bus Lines Home Transit, Greyhound, Salem Coach
Airlines American, Eastern, Piedmont, Ozark, TWA and Delta at Standiford Field, Louisville, Ky

3—POPULATION:
Corp City 70 Cen 38,402, Loc Est 36,691
CZ ABC (70) 38,402, (80) 36,800
RTZ-ABC (70) 58,419, (80) 73,400
SMSA 70 Cen 867,330, Loc Est 887,046
County 70 Cen 55,622, Loc Est 59,494
City & RTZ-ABC (70) 96,821, (80) 110,200

4—HOUSEHOLDS:
City 70 Cen 12,815, Loc Est 14,278
County 70 Cen 17,571, Loc Est 21,696
SMSA 70 Cen 267,993, Loc Est 316,200
CZ ABC (70) 12,816, (80) 14,100
RTZ-ABC (70) 17,393, (80) 25,200
City & RTZ-ABC (70) 30,209, (80) 39,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$155,000,000
Sav & Loan Assn	2	$138,225,000

6—PASSENGER AUTOS: County 31,838 (1979)

7—ELECTRIC METERS: Residence 14,850

8—GAS METERS: Residence 10,044

9— PRINCIPAL INDUSTRIES (CZ): Agriculture, Lumbering, Shipping, Plywood, Veneer, Furn, Clothing, Fertilize, Machy, Baskets, Stoves, Stokers Refrigerated Dough Prod, 58 establishments, 3,700 emp $30,184,000 wages annually

10-CLIMATE: Min & Max Temp —Spring 49-65, Summer 69-88, Fall 50-69, Winter 28-46

11—TAP WATER: Alkaline, hard

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Colonial Manor	7	Kroger
New Albany Plaza	12	Rose's, Winn-Dixie
Twin Daisy #1	8	Furniture Liquidators
University Mall		
Highlander Point		Otto Drugs, Jay-C Grocery

Principal Shopping Days Mon, Fri, Sat
Stores Open Evenings Mon, Fri, Shopping cen-

- White County's only daily newspaper and greatest advertising medium.
- One of top agricultural counties in Indiana
- Indiana's largest summer resort area
- New downtown area after 1974 tornado.

Monticello Daily Herald-Journal

(219) 583-5121
P.O. Box 409
Monticello, IN 47960

NEW ALBANY—continued

ters every evening.

13—RETAIL OUTLETS: Department Stores: Fair; Ayrway K-Mart; Rose's; Penney's; Value City; Sears' Holiday Gifts; Montgomery Ward (catalog); Bacon's.
Variety Stores: Book's.
Discount Stores (CZ): Shop & Save; C.P. Sales; Will Sales.
Chain Drug Stores (CZ): T P Taylor, Walgreen's Mill Discount; Medicine Shoppe 1; Otto Drugs.
Chain Food Supermarkets: A&P; Krogers 2; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; IGA; Great Scot; Jay-C Grocery.
Other Chain Stores: Ace Hardward; Furniture Liquidators; Cloth World; Goodyear; Firestone; S & T Hdwr.; ABC Hdwr.; Evans Furn.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 10,762; LEDGER-TRIBUNE (S) 11,365, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. Robert Stathas, TRIBUNE.
National Representatives: Thomson Newspapers, Inc.

NEW CASTLE, IND.

1—LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis, on Interstate 70; State Hwys. 3, 38, 103, 234.

2—TRANSPORTATION: Railroads: Norfolk & Western (freight) Conrail.
Motor Freight Carriers: 9.
Intercity Bus Lines: ABC.

3—POPULATION:
Corp. City 70 Cen. 21,215; Loc. Est. 19,979
CZ ABC: (70) 27,860; (80) 27,300
RTZ-ABC: (70) 38,687; 40,800
County 70 Cen. 52,603; Loc. Est. 55,013
City & RTZ-ABC: (70) 66,547; (80) 68,100

4—HOUSEHOLDS:
City: 70 Cen. 7,168; Loc. Est. 7,818
County: 70 Cen. 16,612; Loc. Est. 20,160
CZ ABC: (70) 8,872; (80) 9,800
RTZ-ABC: (70) 12,139; (80) 14,800
City & RTZ-ABC: (70) 21,011; (80) 24,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$116,000,000
Sav. & Loan Assn.	2	$190,000,000

6—PASSENGER AUTOS: County 27,467.

7—ELECTRIC METERS: Res. 7,540.

8—GAS METERS: Residence 6,614.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel Prods. 4,000 ($275); Folding Doors 500 ($200); Brake Linings 300 ($225).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8. Last killing frost, May 5.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Broad St., 4 on Main St.; 2 on 14th St., and about 4 other blocks.

Neighborhood Shopping Centers: 18th St. and Grand Ave.
Shopping Centers (No. of Stores): New Castle Plaza (10) (Murphy's Mart); Payne Village (5) (Ben Franklin); Riley Center (12); Becker, K-Mart.
Principal Shopping Days: Fri., Mon.
Stores Open Evenings: Fri., Mon.

13—RETAIL OUTLETS: Department Stores: Sears J.C. Penney.
Variety Stores: Ben Franklin.
Discount Stores (CZ): Val Discount, Dollar Stores; K-Mart, Murphy's Mart.
Chain Drug Stores (CZ): Hook 3; Lomark.

Chain Food Supermarkets (CZ): Marsh Foodliner; Standard; Becker Bros. Master Mkts; Kroger.
Other Chain Stores (CZ): Schiff's; Paul Harris; Firestone, Goodyear; Smith-Alsop Paint; Montgomery Ward Catalog; True Value Home Auto; Guarantee; Sherwin-Williams; Radio Shack.

14—NEWSPAPERS: COURIER-TIMES (e) 14,154, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William Bailey, Adv. Mgr., COURIER-TIMES.
National Representatives: Landon Associates, Inc.

NOBLESVILLE, IND.

1—LOCATION: Hamilton County, (In Indianapolis SMSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2—TRANSPORTATION: Railroads: Central Indiana; Norfolk & Western.
Motor Freight Carriers: 3.
Intercity Bus Lines: ABC.

3—POPULATION:
Corp. City 70 Cen. 7,548; Loc. Est. 13,500
Retail Trading Zone, Loc. Est. 53,000
SMSA 70 Cen. 1,111,173; Loc. Est. 1,200,000
County 70 Cen. 54,532; Loc. Est. 80,000
City & RTZ Loc. Est. 76,200

4—HOUSEHOLDS:
City 70 Cen. 2,672; Loc. Est. 4,149
County 70 Cen. 16,453; Loc. Est. 28,000
SMSA 70 Cen. 346,896; Loc. Est. 424,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$274,700,000
Sav. & Loan Assn.	1	$104,080,961

6—PASSENGER AUTOS: Co. Est. 44,200.

7—ELECTRIC METERS: Residence 4,532.

8—GAS METERS: Residence 3,304.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Rubber Prods. 1260 ($325); Plastics 125 ($245); Castings 380 ($245).
Principal Industrial Pay Days: Mon., Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16. Last killing frost, May 1.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center: Noblesville Square.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Plaza		Mitee Handy, A&P, Ribordy Drugs, Hook's Drug, Danners Variety
Castleton		Lazarus, J.C. Penney, Sears, Kroger
Western Plaza		O'Malia Mkt., Sherwin-Williams, Reasner's
Noblesville Square		Marsh Super Mkt., Marsh Drugs, Danners, Mitee Handy; Radio Shack, Baskin-Robbins, Payless Shoes

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.; Food-every evening and Sunday.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, E.H. Willits.
Variety Stores: G.C. Murphy, Danner's.

Chain Drug Stores (CZ): Corner Rexall, Hook, Reasner's, Ribordy's.
Chain Food Supermarkets: A&P, O'Malia's, Marsh.
Other Chain Stores: Firestone, Goodyear; True Value; Sears (catalog); Burger Chef; Smith's Jewelry; McDonald's; Guarantee Auto; Mister Clark's Appliances; White Flash Auto Parts; Jeanne Marie Bakery; Roselyn Bakery; Lindner's; Dairy Queen; Falvey; Sherwin-Williams; Clancy's Restaurants; Jim Dandy Restaurants; Mac's Steak House; Perkin's Pancake House; Pizza Hut; Long John Silver; Taco Tico; Kentucky Fried Chicken.

14—NEWSPAPERS: LEDGER (e) 8,289; sworn Sep. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Robert Bardonner, Adv. Mgr., LEDGER.
National Representatives: None.

PERU, IND.

1—LOCATION: Miami County, E&P Map B-2. County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. north of Indianapolis, 70 mi. south of South Bend, 146 mi. from Chicago. In center of north half of Indiana on U.S. Hwy. 24 (E. to Fort Wayne, W. to Illinois) and U.S. 31 (N. to South Bend, S. to Indianapolis). On State Hwy. 19 Important motor freight terminal.

2—TRANSPORTATION: Railroads: Division HQ for Chesapeake and Ohio, Chicago to Cincinnati Division, Norfolk & Western (from Detroit, 220 miles, to St. Louis, 313 mi.) (from Indianapolis, 70 mi. to Chicago, 146 mi.). Terminal Point, with switching yards for both railroads.
Motor Freight Carriers: 10.
Intercity Bus Lines: Indiana Motor, Southeastern Trailways.
Airlines: US Air, Air Wisconsin (at Ft Wayne, Lafayette, Indianapolis, South Bend), Delta, United, Republic, Britt.

3—POPULATION:
City 70 Cen. 14,139; Loc. Est. 13,240
County 70 Cen. 39,246; Loc. Est. 38,828

4—HOUSEHOLDS:
City 70 Cen. 4,753; Loc. Est. 5,277
County 70 Cen. 11,959; Loc. Est. 13,837

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$116,000,000
Sav. & Loan Assn.	2	$78,654,000

6—PASSENGER AUTOS: County 19,809.

7—ELECTRIC METERS: Residence 8,500.

8—GAS METERS: Res., County 8,000.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroads 400 ($400); Furniture Mfg. 450 ($160) Metals 175 ($200); Heating Equip. 200($180); Plastics 125 ($160); Fabricated Metal Prod. 225 ($200). Paper Prod. 175 ($140). Elect. Machy. & Eqipt. 900 ($240).

10-CLIMATE: Min. & Max. Temp.—Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25. Last killing frost, Apt. 1.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Broadway, 2 on Wabash; 2 on Miami, 2 on Second, 2 on Third, 2 on Main; 2 on Fifth, 1 on Sixth.

Neighboring Shopping Centers: Main & Grant; Main & Benton.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Broadway Plaza	17	J.C. Penney, Hook Drug
Peru	3	Clark's, Five Star, Ribordy Drug
Sherwood Sq.	4	Hook's Drugs, K-Mart, Kroger, Super X
Eastwood Square	3	Scotts Food Center

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. aft. (June, July, Aug.)

13—RETAIL OUTLETS: Dept. Stores: J.C. Penney, Clarks Discount, K-Mart.
Variety Stores (Corp. City): Ben Franklin.
Chain Drug Stores: Hook's 2, Ribordy, Super X.
Discount Stores: Clark's, K-Mart.
Chain Food Supermarkets (CZ): Kroger; Thrif-T-Mart; Five Star.
Other Chain Stores: Goodyear, Goodrich, Cato; Gallenkamp; Montgomery Ward Catalog.

14—NEWSPAPERS: TRIBUNE (e) 9,202; (Sat.) 9,353; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Kathryn Davison, Natl. Adv. Mgr., TRIBUNE.
National Representatives: Landon Assoc. Inc.

PLYMOUTH, IND.

1—LOCATION: Marshall County (In South Bend SMSA). E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30 and 31, 90 mi. to Chicago; 65 mi. to Ft. Wayne; 24 mi. to South Bend; 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfrs.

2—TRANSPORTATION: Railroads: (freight only)—Conrail (mainline), Chicago to Pittsburgh; Conrail (branch): South Bend to Indianapolis; Branch Nickel Plate, Michigan City to Indianapolis.
Motor Freight Carriers: 22.
Intercity Bus Lines: Greyhound, Indiana Motor Bus.

3—POPULATION:
City 70 Cen. 7,661; Loc. Est. 8,225
County 70 Cen. 34,986; Loc. Est. 40,204
SMSA 70 Cen. 280,031; Loc. Est. 280,994
Demographic Information available from Chamber of Commerce.

4—HOUSEHOLDS:
City 70 Cen. 2,579; Loc. Est. 3,209
County 70 Cen. 11,014; Loc. Est. 14,632
SMSA 70 Cen. 86,680; Loc. Est. 101,682

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$171,808,257
Sav. & Loan Assn.	2	$10,465,169

6—PASSENGER AUTOS: County 19,809.

7—ELECTRIC METERS: Residence 3,421.

8—GAS METERS: Residence 2,725.

9— PRINCIPAL INDUSTRIES (CZ): Industry—Radiators, Dairy Products, Foundry, Door Mfg. Co.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elec. Wiring; Elec. Converters, Canning, Plastics, Corugated Boxes, Concrete Pipes & Culverts, Mobile Homes, Soft Drink Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8. Last killing frost, May 6.

11—TAP WATER: Neutral, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 3½ blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas: North on Business #31, 5 stores; East on Jefferson & Kingston, 25 stores.
Shopping Centers: Plymouth Plaza (Ben Franklin Store) ½ mile East; Plymouth Center (Murphy's Mart, Kroger's) 1 mi. North.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward (catalog), J.C. Penney, Bosworth's, Lauer's, Treats.
Variety Stores: Sears (Catalog), Harvey's, Murphy Mart, Ben Franklin.
Drug Stores (CZ): People's Walgreen; Meister Drug; Revco; Hook's.
Food Supermarkets: G&G; Kroger; Dave's.
Other Chain Stores: Firestone; Sherwin-Williams (paint); Arvensen's Hdwr.; Carl Sheets Elec.; Kline's Appliance.

14—NEWSPAPERS: PILOT-NEWS (e) 9,198, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: J. Paige Ledford, Natl. Adv. Mgr., PILOT-NEWS.
National Representatives: Landon Associates, Inc.

PORTLAND, IND.

1—LOCATION: Jay County, E&P Map C-3, County Seat. Residential & Industrial center. 42 mi. N of Richmond; 50 mi. S of Ft. Wayne; On U.S. Hwy. 27, State 26 & 67.

2—TRANSPORTATION: Railroads: Served by Lake Erie & Western branch of Norfolk & Western.
Motor Freight Carriers: 6.
Intercity Bus Lines: ABC.
Airlines: Charter Service at Municipal Airport (3,200 ft. paved strip).
Corp. City 70 Cen. 7,115; Loc. Est. 6,851
CZ ABC (70) 7,115; (80) 6,800
RTZ-ABC (70) 25,360; (80) 26,700
County 70 Cen. 23,575; Loc. Est. 23,634
City & RTZ-ABC: (70) 32,475; (80) 33,500

4—HOUSEHOLDS:
City 70 Cen. 2,600; Loc. Est. 2,884
County 70 Cen. 7,832; Loc. Est. 9,026
CZ ABC: (70) 2,608; (80) 2,900
RTZ-ABC: (70) 7,813; (80) 9,400
City & RTZ-ABC: (70) 10,421; (80) 12,300

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assns.	1	N.A.
Commercial	3	$112,000,000

6—PASSENGER AUTOS: County 11,856.

7—ELECTRIC METERS: Residence 3,072.

8—GAS METERS: Residence 2,791.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Steering wheels and Molded rubber 150; Drop forgings 465; Work garments 500; Soybean proc. 125; Plastics 85; Brooms 100; Food 125; Quarrying 45; Constr. 65; Ptg. & pub. 43; Feed milling 100; Mobile homes 115; Av. Wkly. Wage (Mfg.) $192.50.

10-CLIMATE: Min. & Max. Temp.—Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11—TAP WATER: Alkaline, very hard; city has water softening plant.

12—RETAILING:
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Weiler Bros.
Variety Stores: G.C. Murphy; Sutton's.
Discount Stores (CZ): Jack's Surplus City; 3D.
Chain Drug Stores: Hooks 1; Haags.
Chain Food Supermarkets: Marsh, Ludwig.
Other Chain Stores: Western Auto Associate; Sear's (catalog); Montgomery Ward (catalog); Cato; Holthouse Furn.; Goodyear; Economy Millinery; Rodefeld's Auto; Sutton's True Value Hardware.

14—NEWSPAPERS: COMMERCIAL-REVIEW (e) 6,124; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Adv. Mgr., COMMERCIAL-REVIEW.
National Representatives: None.

PRINCETON, IND.

1—LOCATION: Gibson County. E&P Map A-5, County Seat. 28 mi. N of Evansville, 116 mi. W of Louisville, Ky., 156 mi. SW of Indianapolis, 160 mi. E of St. Louis. On U.S. Hwy. 41, State 64.

2—TRANSPORTATION: Railroads: L&N and Southern.
Motor Freight Carriers: 8.
Intercity Bus Lines: Central Greyhound, Southeastern Trailways, Suburban Lines; Wabash Valley.
Airlines: Eastern, Delta, U.S. Air; Eastern, (Evansville airport).

3—POPULATION:
Corp. City 70 Cen. 7,431; Loc. Est. 10,114
CZ ABC: (70) 7,431; (80) 9,200
RTZ-ABC: (70) 26,425; (80) 26,600
County 70 Cen. 30,444; Loc. Est. 33,268
City & RTZ-ABC: (70) 33,856; (80) 35,800

4—HOUSEHOLDS:
City 70 Cen. 2,753; Loc. Est. 4,367
County 70 Cen. 10,099; Loc. Est. 12,842
CZ ABC: (70) 2,753; (80) 3,900
RTZ-ABC: (70) 8,548; (80) 9,800
City & RTZ-ABC: (70) 11,301; (80) 13,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$176,564,692.13
Sav. & Loan Assn.	5	$32,877,271.84

6—PASSENGER AUTOS: County 16,389.

7—ELECTRIC METERS: Residence 3,965.

8—GAS METERS: Residence 3,335.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 186.

10-CLIMATE: Min. & Max. Temp.—Spring 60-80, Summer 80-95; Fall 30-80; Winter 20-60.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Shopping Center: 3-D Plaza (13 Stores).
Principal Shopping Days: Fri., Sat., Wed.
Stores Open Evenings: Discounts, Groc. & Drug-Mon.-Sat.; Downtown-Mon.-Fri.

13—RETAIL OUTLETS: Department Stores: Sears, J.C. Penney, Hirsch, Gilbert-Stephens, Wanda's, Franks.
Variety Stores: G.C. Murphy; Index Notion, 3-D.
Chain Drug Stores (CZ): Rexall 3, Walgreen, Hooks.
Chain Food Supermarkets: Key Mkt., Gaston's, IGA, Red & White 2, Super Valu.
Other Chain Stores: General Dollar Stores, Western Auto; Goodyear; Sherwin-Williams, Firestone.

14—NEWSPAPERS: CLARION (e-Mon. to Fri.) 7,227; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Larry W. Hiatt, Pres./Pub., CLARION.
Representatives: None.

RENSSELAER, IND.

1—LOCATION: Jasper County. E&P Map B-2. County Seat. In Northwestern Indiana, 72 mi. SE from Chicago. On U.S. Hwy. 231 and Indiana 114, 3 mi. E. of I-65.

2—TRANSPORTATION: L&N Railroad; Indiana Motor Bus. Hard-surfaced airport runway (1965).

3—POPULATION:
City 70 Cen. 4,688; Loc. Est. 4,688
County 70 Cen. 20,429; Loc. Est. 26,363

4—HOUSEHOLDS:
City 70 Cen. 1,615; Loc. Est. 2,014
County 70 Cen. 5,832; Loc. Est. 9,070

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$47,026,514
Sav. & Loan Assn.	1	$1,425,965

6—PASSENGER AUTOS: County 12,050

7—ELECTRIC METERS: Residence 1,756

8—GAS METERS: Residence 1,308

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Crushed Stone, Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Eqpt.; Plastic Table Tops; Casework.

11—TAP WATER: Alkaline; softened to 4 grains of hardness.

12—RETAILING:
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears Roebuck.
Variety Stores: Schultz Bros.
Chain Drug Stores (CZ): Rexall, Hooks, Ribordy.

Cahin Food Supermarkets: A&P, Tom's; Elsner's.

14—NEWSPAPERS: REPUBLICAN (e) 3,800; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: K.B. Robinson, Pub., REPUBLICAN.
National Representatives: None.

RICHMOND, IND.

1—LOCATION: Wayne County, E&P Map C-3, County Seat. Manufacturing center; Agricultural area. 3 mi. W of Ohio state line; 290 mi. SE of Chicago; 68 mi. E of Indianapolis; 40 mi. W of Dayton; 58 mi. NW of Cincinnati; on U.S. Hwy. I-70, 40, 27 & 35; State Hwy. 21, 38, 227, 627 & 121.

2—TRANSPORTATION: Railroads: Conrail, Chesapeake & Ohio.
Motor Freight Carriers: 39, with 9 terminals.
Intercity Bus Lines: ABC Coach; Continental Trailway; Greyhound.
Airlines: TWA; United; American; Lake Central; Eastern; Delta; US Air (Dayton, Ohio Airport).

3—POPULATION:
Corp. City 70 Cen. 43,999; Loc. Est. 43,538
CZ ABC: (70) 53,484; (80) 52,200
RTZ-ABC: (70) 115,232; (80) 118,300
County 70 Cen. 79,109; Loc. Est. 75,420
City & RTZ-ABC: (70) 168,716; (80) 170,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,889; Loc. Est. 17,193
County 70 Cen. 25,243; Loc. Est. 28,098
CZ ABC: (79) 17,420; (80) 19,500
RTZ-ABC: (70) 36,361; (80) 42,800
City & RTZ-ABC: (70) 53,781; (80) 62,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. (18 Br.)	2	$219,739,134
Sav. & Loan Assn.	3	$110,362,242

6—PASSENGER AUTOS: County 38,637

7—ELECTRIC METERS: Residence 17,216

8—GAS METERS: Residence 11,503

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machy. ex. elec. 2,992 ($272); Trans. Eqpt. 1,301 ($256); Elect. Machy. 637 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 21-92; Summer 40-92; Fall 4-81; Winter 7-73.

11—TAP WATER: 18 Grains per Gallon; fluoridated.

12—RETAILING: Principal Shopping Center: 4 block promenade on Main St.
Neighborhood Shopping Centers: 16th & E. Main; W. 5th & Main; 3400 E. Main; U.S. 40E. Garwood Rd.; S. W. 18th and National Road West; Salisbury Road & U.S. 40 West; 2400 National Road.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
West Side	1½	Long's
East End	1/2	Haag Drug
Ravinia-Plaza	2	Fleenor's
Gateway	3	Ayr-Way, Sears, MacDonald Sales Center
Richmond Sq.	3	J. C. Penney, Wards, Kroger
Kings Plaza	3½	Warehouse Foods, King's, Jo Ann Fabrics, Revco Drug

Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Downtown—Mon. & Fri.; Sprmkts. nightly; Shopping Centers nightly.

13—RETAIL OUTLETS: Department Stores: Knollenberg's; J. C. Penney; Sears Roebuck; Montgomery Ward; Elder-Beerman.
Discount Stores: Ayr-Way; Mr. Wiggs; K-Mart 2; King's.
Variety Stores: F. W. Woolworth; L. M. Veach.
Chain Drug Stores (CZ): Hook's 4; Rexall 2; Haag; Thrift; Vita Fair; Phillips; Revco.
Chain Food Supermarkets: Thornburgs Super Value; Kroger 2; National Tea (Standard), Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk 3; Warehouse Foods; Witt's Food Stores.
Other Chain Stores: Firestone; Goodyear; Thom McAn; Gallenkamp Shoe; Val-U; Goodrich; Smith-Alsop; Sherwin-Williams (Paint, Wallpaper); Nobil Shoe; Paul Harris; Hanover Shoe; Radio Shack; Golden Rule Fashions; Zales Jewelers; Stuart's; Spencer Gifts; Jo Ann Fabrics; Roger Jewelers; Brooks Fashions; TSC Stores; House of Fabrics; 84 Lumber; Cashway Lumber; Big Blue.

14—NEWSPAPERS: PALLADIUM-ITEM (e-Mon. to Fri.) 25,101; (m-sat) 25,632; (S) 29,404; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Brooks Johnson, Adv. Dir., PALLADIUM-ITEM.
National Representatives: Gannett Newspaper Advertising Sales.

ROCHESTER, IND.

1—LOCATION: Fulton County, E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2—TRANSPORTATION: Railroads: Indiana Interstate Railway Co. (freight); Norfolk and Western (freight).
Motor Freight Carriers: 6.
Intercity Bus Lines: Indiana Motor.

3—POPULATION:
Corp. City 70 Cen. 4,631; Loc. Est. 4,245
County 70 Cen. 16,984; Loc. Est. 17,911
Demographic Information is available from Newspaper. Seeparagraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 1,671; Loc. Est. 1,826
County: 70 Cen. 5,730; Loc. Est. 7,008

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$76,946,052
Sav. & Loan Assns.	1	$67,024,956

6—PASSENGER AUTOS: County 8,800

7—ELECTRIC METERS: Residence 2,500

8—GAS METERS: Residence 1,823

9— PRINCIPAL INDUSTRIES (CZ): Food; Metal Pdts.; Dairy Pdts.; Men's Clothing; Business Forms.
Principal Industrial Pay Days: Tues.; Fri.

10-CLIMATE: First killing frost, Oct. 9. Last killing frost, May 1.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shopping Center (south edge).
Stores Close: Thurs. afternoon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Spurgeon's; P.N. Hirsch; 3-D Discount Stora.
Variety Stores: Schultz.
Chain Drug Stores: Hook's 1; Ribordy 1; SupeRx 1.
Chain Food Supermarkets: Kroger; IGA; Witt's.

14—NEWSPAPERS: SENTINEL (e) 4,635; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL.
National Representatives: None.

RUSHVILLE, IND.

1—LOCATION: Rush County, E&P Map C-4, County Seat. Manufacturing Center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2—TRANSPORTATION: Railroads: B&O, Norfolk & Western; (all freight lines).
Motor Freight: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,686; Loc. Est. 5,719
CZ ABC: (70) 6,686; (80) 7000
RTZ-ABC: (70) 13,666; (80) 13,400
County 70 Cen. 20,352; Loc. Est. 20,114
City & RTZ-ABC: (70) 20,352; (80) 20,400

4—HOUSEHOLDS:
City 70 Cen. 2,219; Loc. Est. 2,539
County 70 Cen. 6,253; Loc. Est. 7,175
CZ ABC: (70) 2,219; (80) 2,700
RTZ-ABC: (70) 4,034; (80) 4,500
City & RTZ-ABC: (70) 6,253; (80) 7,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$75,000,000
Sav. & Loan Assn.	1	$26,000,000

6—PASSENGER AUTOS: County 9,410

7—ELECTRIC METERS: Residence 2,464

8—GAS METERS: Residence 2,417

9— PRINCIPAL INDUSTRIES (CZ): Furniture, Piston Rings, Air Conditioning 1,200 employees $120 avg. wage.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11—TAP WATER: Neutral (pH 6.5); 10 grains hard; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on two streets.
Shopping Center: Northwood Plaza (8 Stores—Marsh Foods; Hook Drugs; Ben Franklin); Rushville plaza (5 stores—Krogers, Revco, 3-D, Coast-to-Coast, Howe).
Principal Shopping Days: Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Department Stores—Fri., Food—Daily & Sunday.

13—RETAIL OUTLETS: Department Stores: P.N. Hirsch; Minear's; Val Discount.
Drug Stores: Hook's; Waite; Rushville Phcy.
Variety Stores: 3-D; Ben Franklin.
Chain Food Supermarkets: Kroger; Marsh.

14—NEWSPAPERS: REPUBLICAN (e) 4,289; 1980 ABC.
Local Contact for Advertising and Merchandising Data: William B. Trinble, III Publisher, REPUBLICAN.
National Representatives: None.

SEYMOUR, IND.

1—LOCATION: Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville, 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31, Interstate 65.

2—TRANSPORTATION: Railroads: Conrail; B&O main line (fgt.); Milwaukee Road (fgt. only).
Interstate Bus Lines: Greyhound.
Motor Freight Carriers: 23.

3—POPULATION:
Corp. City 70 Cen. 13,352; Loc. Est. 13,657
CZ ABC: (70) 13,352; (80) 14,000
RTZ-ABC: (70) 47,257; (80) 52,400
County 70 Cen. 33,187; Loc. Est. 35,585
City & RTZ-ABC: (70) 60,609; (80) 66,400

4—HOUSEHOLDS:
City 70 Cen. 4,416; Loc. Est. 5,127
County 70 Cen. 10,583; Loc. Est. 13,084
CZ ABC: (70) 4,416; (80) 5,300
RTZ-ABC: (70) 14,509; (80) 18,400
City & RTZ-ABC: (70) 18,925; (80) 23,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$77,766,000
Sav. & Loan Assn.	2	$187,819,900

6—PASSENGER AUTOS: County 18,115

7—ELECTRIC METERS: 5,281

8—GAS METERS: Residence 4,833

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Heavy Machy. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Avg. Min. & Max. Temp.—Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 24.

11—TAP WATER: Alkaline, hard, fluroridated.

12—RETAILING: Principle Shopping Center: 5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several shorter shopping centers adjoining city's main section of business.
Shopping Centers (No. of Stores): Danner-3D (3); Jackson Park (13); West Towne Plaza (3).
Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Mon. & Fri., Center open nightly.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; J. C. Penney.
Discount Stores (CZ): Discount City; Thrift Dollar Stores; Danner-3D; Dollar General.
Variety Stores: Murphy; K-Mart.
Chain Food Supermarkets: Jay-C 2, IGA; Noltings Super Valu 3; Beefking 2.
Other Chain Stores: Goodyear; Paris Style; Hook Drugs; Montgomery Ward; Taylor Drugs; Guarantee Auto; Revco Drug.

14—NEWSPAPERS: TRIBUNE (e) 9,688, Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Main, Adv. Mgr., TRIBUNE.
National Representatives: Landon Associates, Inc.

SHELBYVILLE, IND.

1—LOCATION: Shelby County (In Indianapolis SMSA). E&P Map C-4, County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, State Hwys. 9, 44,244.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 15,094; Loc. Est. 15,600
CZ ABC: (70)15,094, (80)13,700
RTZ-ABC: (70)23,248, (80)26,000
SMSA 70 Cen. 1,111,173, Loc. Est. 1,160,214
County 70 Cen. 37,797; Loc. Est. 39,085
City & RTZ-ABC: (70)38,342, (80)39,700

4—HOUSEHOLDS:
City 70 Cen. 5,119; Loc. Est. 5,249
County 70 Cen. 11,874; Loc. Est. 14,134
SMSA 70 Cen. 346,986; Loc. Est. 417,158
CZ ABC: (70)5,120; (80)5,300
RTZ-ABC: (70)6,939; (80)9,000
City & RTZ-ABC: (70)12,059; (80)14,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$190,688,662
Sav. & Loan Assn.	2	$38,607,664

6—PASSENGER AUTOS: County 22,452

7—ELECTRIC METERS: Residence 18,450

8—GAS METERS: Residence 5,515

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Elec. Equip. 60; Fiber Glass 650; Paper-Plastics 580; Furn. 275; Mowers 50; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Dresses 275; Auto-Aircraft Seals 300; Alum. Doors-Windows 175 Records 55; Business Forms 100; Smith's 20; Camper Parts 150; Electric Motors 60, Kitchen Cabinets 50. Avg. Wkly. Wage, $254.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Shopping Centers: Belair (16 stores—J. C. Penney, K-Mart, Gallenkamp; Montgomery Ward; Danners; Radio Snack; Nationwide Auto) Ayr-Way (16 Stores-Kroger; Haags; Hook's; Thriftmart; Ranch; Guarantee Auto; God fathers).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.; Shopping centers nightly.
Stores Open Sundays: Most supermarkets and shopping centers.
Stores Close: Some Wed. afternoon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Sears, Wards; Ayr-Way, K-Mart.
Variety Stores: G.C. Murphy; Danner's, Majors.
Chain Drug Stores (CZ): Haag, Hook's 2; Lomark.
Chain Food Supermarkets: Standard, Kroger; Thriftmart; Allied Grocers; Ranch, Thomas.
Other Chain Stores: Gamble's; Firestone, Diana; PPG; Sherwin-Williams; Paul Harris; Big Blue; Jo Ann, Radio Shack, Goodyear; Nationwide Auto; Mode-O-Day.

14—NEWSPAPERS: NEWS (e) 10,703; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS.
National Representatives: Landon Associates, Inc.; USSPI.

SOUTH BEND-MISHAWAKA, IND.

1—LOCATION: St. Joseph County (In South Bend SMSA). E&P Map B-2. Industrial, wholesale and educational center. NW part of state, 4 mi. S of Michigan state line, 86 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Road.

2—TRANSPORTATION: Railroads (Passenger)—Amtrak; Chicago South Shore/South Bend Electric Road; (Freight)—Conrail; Chessie System; Grand Trunk Western/Canadian National; Norfolk & Western; New Jersey, Indiana & Illinois.
Motor Freight Carriers: 48.
Intercity Bus Lines: Indian Trails; South Bend Public Transportation Corp.; Greyhound; Indiana Motor Bus, Cardinal.
Airlines: United, Republic, Air Wisconsin, Britt Airways, Midstate Airline.

3—POPULATION:
Corp. Cities 70 Cen. 161,097; Loc. Est. 156,200
South Bend (70) 125,580; Loc. Est. 117,300
Mishawaka (70) 35,517; Loc. Est. 38,900
CZ ABC: (70) 218,150; (80) 208,500
RTZ-ABC: (70) 363,307; (80) 389,900
County 70 Cen. 245,045; Loc. Est. 240,200
SMSA 70 Cen. 280,031; Loc. Est. 278,900
City & RTZ-ABC: (70) 581,457; (80) 598,400

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 53,333; Loc. Est. 55,700
County 70 Cen. 75,666; Loc. Est. 80,600
SMSA 70 Cen. 86,680; Loc. Est. 94,000
CZ ABC: (70) 67,769; (80) 74,000
RTZ-ABC: (70) 112,642; (80) 138,200
City & RTZ-ABC: (70) 180,411, (80) 212,200

5—BANKS: 7 Banks, 6 Savings & Loans.

6—PASSENGER AUTOS: County 130,000

7—ELECTRIC METERS: South Bend 77,647

8—GAS METERS: South Bend 35,557

9— PRINCIPAL INDUSTRIES (CZ): (SMSA, St. Joseph and Marshall Counties)—Industry, Number of Wage Earners; Total Mfg. 34,600; Transportation Equip. 9,900; Machinery ex. electrical 7,900; Elec. Machy. 2,500; Primary Metals 1,500. Nondurable goods 8,500. Non-manufacturing 79,100.

10-CLIMATE: Temp—summer avg. 71, winter avg. 31. Normal annual precipitation 35.7 inches. Normal annual snowfall, 68.5 inches.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center (South Bend)—9 blocks on Michigan St., 8 on Main; 7 on Lafayette Blvd., 2 on LaSalle and 3 on Colfax Ave., 3 on Washington; 4 on Jefferson; 3 on Wayne, Western and Monroe Sts.; 2 on Lincoln way. (Mishawaka)—7 blocks on Main, 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
N. Village	22	
Scottsdale	106	L.S. Ayres, Ayr-Way, Montgomery Wards
University Park	107	L.S. Ayres, Sears, Penney's, J.L. Hudson

Neighborhood Shopping Centers: 100 Center, Lincolnway W. at Center St., Mishawaka; Greenwoods, Ironwood Dr. & Rt. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Square, Logan and McKinley, South Bend; Hartman Plaza, Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plaza, Ireland & Ironwood Rds; LaSalle Square, Bendix Dr. & Ardmore; College Square, Logan & McKinley, Mishawaka; University

SOUTH BEND—continued

Center, Grape at Rt. 23, Mishawaka.
Store Hours South Bend, Downtown daily 10-6, Thursday 10-9, closed Sundays; Mishawaka, open Fri. evgs., Some Tues. evgs., Self-Service Dept. Stores in Shopping Centers open to 10 p.m. daily & varying hours Sun.; Super Mkts., South Bend and Mishawaka open to 9 p.m., Mon. thru Sat., and to 4 p.m. Sun.

13—RETAIL OUTLETS: Department Stores Penney 2, Robertson's, Sears, Goldblatt's, L.S. Ayer's 2, Montgomery Ward, J.L. Hudson.
Discount Stores (CZ) Brite Way, Cook's, K-Mart 3, Ayr-Way 3. Variety Stores: McLellan, Ben Franklin 3.
Chain Drug Stores (CZ) Hook's 6, Osco 2, Don's 3, Vita Fair, Darnell's, Merricks, Medicine Shoppe.

Chain Food Supermarkets Kroger 7, A & P 2, Certified 12, Central Food Stores 4, IGA 5, W. W. Wilt 3, Martin's 7, Park N' Shop 2.
Other Chain Stores (CZ): Clothing: Richman Bros., Gilbert's, Redwood & Ross, Tie Rack, Women's Apparel: Lerner's, Lane Bryant, The Bagpiper, Casual Corners, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, Ups N' Downs, The Village Scene, Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn, Jewelry: Fox's, Gordon's, Rost, Shifrin Willens; Candies: Fannie Mae, Dutch Mill; Bakeries: Weber, Nickles; Tire Stores: Goodrich, Goodyear, Firestone.

14—NEWSPAPERS: TRIBUNE (e) 106,270; (S) 125,754; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petermann, Gen. Adv. Mgr., TRIBUNE.
National Representatives: Story & Kelly-Smith, Inc.

SPENCER, IND.

1—LOCATION: Owen County, E&P Map B-4, County Seat. 25 mi. from Greencastle, 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy 231; State Hwys. 43, 46, 67.

2—TRANSPORTATION: Railroads Conrail.
Motor Freight Carriers 2
Airlines U.S. Air at Bloomington, American, Eastern, TWA, United, Delta at Indianapolis.
Intercity Bus Lines Indianapolis & Vincennes.

3—POPULATION:
City 70 Cen. 2,553; Loc. Est. 2,600
County 70 Cen. 12,163; Loc. Est. 14,200

4—HOUSEHOLDS:
City 70 Cen. 941; Loc. Est. 1,100
County 70 Cen. 3,985; Loc. Est. 5,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	1	$52,000,000
Sav. & Loan Assn.	1	$9,850,000

6—PASSENGER AUTOS: County 5,500

7—ELECTRIC METERS: Residence 1,200

9— PRINCIPAL INDUSTRIES (CZ): Insulative Moldings, Agricultural & Building Stone, Printing, Metal Signs, Tarpaulins, Canvas Products, Tents, Boat Covers, Camping Equipment, Chemical Toilets, Surgical Supplies.

10-CLIMATE: Min. & Max. Temp.—Spring 16-86, Summer 50-107, Fall 27-93, Winter—4-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

12—RETAILING: Principal Shopping Center 4 blocks on Public Sq. and one block each way.
Principal Shopping Days Fri., Sat.
Stores Close Wed. aft.
Stores Open Evenings Furniture Fri.; Food nightly & Sun.

13—RETAIL OUTLETS: Department Stores
Variety Stores Tresslar's, Money's Variety.
Chain Drug Stores in City Zone Rexall, Spartan.
Chain Food Supermarkets IGA, Red & White, Shur-Fine.

14—NEWSPAPERS: WORLD (e-Mon. to Fri.) 3,651, sworn sept 30, 1979 (Latest available statement)
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD.
National Representatives None.

SULLIVAN, IND.

1—LOCATION: Sullivan County (In Terre Haute, Ind. SMSA). E&P Map B-4, County Seat. 27 mi. S of Terre Haute. 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwy. 154.

2—TRANSPORTATION: Railroads L&N, Ill. Central.
Motor Freight Carriers 6
Intercity Bus Lines Wabash Valley, Arrow, Greyhound.

3—POPULATION:
City 70 Cen. 4,683; Loc. Est. 4,384
SMSA 70 Cen. 175,143; Loc. Est. 174,163
County 70 Cen. 19,889; Loc. Est. 20,614

4—HOUSEHOLDS:
City 70 Cen. 1,806; Loc. Est. 1,925
County 70 Cen. 7,000; Loc. Est. 8,342
SMSA 70 Cen. 57,912; Loc. Est. 68,220

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$38,500,000
Sav. & Loan Assn.	1	$5,000,000

6—PASSENGER AUTOS: County 9,827

7—ELECTRIC METERS: Residence 2,298

8—GAS METERS: Residence 1,389

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Rubber 290 ($110).

11—TAP WATER: Neutral, hard, not fluoridated.

12—RETAILING: Shopping Center for County. Stores Close Thu. aft., open Fri. to 8 p.m.
Principal Shopping Days Fri., Sat.

13—RETAIL OUTLETS: Department Stores Roots, Tindall's.
Variety Stores Index Notion, Tindall's.
Chain Drug Stores (CZ) Rexall, Hooks.
Chain Food Supermarkets Baesler's, Super Valu, Red & White, Shurway, Key Market.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 5,315; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Rex Pierce, Pub., TIMES.
National Representatives None.

TERRE HAUTE, IND.

1—LOCATION: Vigo County (SMSA) E&P Map B-4, County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for West Central Indiana and Eastern Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago, 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2—TRANSPORTATION: Railroads Conrail, L&N, CM&StP (freight).
Motor Freight Carriers 24
Intercity Bus Lines Greyhound; Trailways.
Airlines U.S. Air, Britt.

3—POPULATION:
Corp. City 70 Cen. 70,335; Loc. Est. 59,500
City Zone ABC: (70) 78,093; (80) 70,700
RTZ-ABC: (70) 175,179; (80) 184,200
County 70 Cen. 114,528; Loc. Est. 110,326
SMSA 70 Cen. 175,143; Loc. Est. 174,163
City & RTZ-ABC: (70) 253,272; (80) 254,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 25,966; Loc. Est. 23,980
County 70 Cen. 36,615; Loc. Est. 42,335
SMSA 70 Cen. 57,912; Loc. Est. 68,220
City Zone ABC: (70) 25,966; (80) 27,000
RTZ-ABC: (70) 58,518; (80) 70,400
City & RTZ-ABC: (70) 84,484; (80) 97,400

5—BANKS:	NUMBER	DEPOSITS
Saving Bank	1	$66,478,331
Sav. & Loan Assns.	6	$198,095,177
Commercial Banks	3	$433,796,002

6—PASSENGER AUTOS: County 54,058

7—ELECTRIC METERS: Residence 34,655

8—GAS METERS: Residence 27,433

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($201); Chem. and Allied Prod. and Plastics 1,41,1 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prod. and Printing 2,061 ($195).

10-CLIMATE: Min. & Max. Temp.—Spring 18-50, Summer 50-95, Fall 30-60, Winter 0-50. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, 240 to 325 ppm.; not fluoridated.

12—RETAILING: Principal Shopping Center 7 blocks on Wabash Ave.; 2 on 7th St., 2 on 6th St., 1 on 5th.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
12 Points	2	SuperValu, Hooks
Meadows	2	Penney, Woolworth, Kroger
Southland	2½	K-Mart, IGA
North Plaza	2½	Woolco, No Frills, Kroger,
K-Mart Plaza	1 1/3	IGA
East Wabash	1¼	Standard Hooks, No Frills
Honey Creek Sq.	4	Sears, Roots, Osco Drug, G.C. Murphy, Meis, Great Scot
S. 3rd St.		Mont. Ward
Riverside Plaza	4	Woolco
Towne So. Plaza	4¼	Service Mdse., Kroger, Sav-On, Cloth World

Principal Shopping Days Mon., Thu., Sat.
Stores Open Evenings Mon., Thu.

13—RETAIL OUTLETS: Department Stores: Root Store, Meis Bros., Brown Shoe Co., Montgomery Ward, Schultz, Sears, J.C. Penney.
Variety Stores Woolworth, Danners, G. C. Murphy.
Chain Drug Stores (CZ) Hook 5, Osco 1, Haags 3.
Discount Stores K-Mart 2, Woolco 2, Service Merchandise.
Chain Food Supermarkets (CZ) Kroger's 4, A&P 1, No Frills 2, Super Valu 1, IGA 5, Great Scot 2, Bi-Rite.
Other Chain Stores Fannie May (candy); Firestone; Diana Shoes; Krasner's Bros. (ladies readywear); Nobil's Shoes, Darlene Shoe, Levitt Millinery; Singer Co., Hill Shoes, Barker's (ladies' shoes); General Tire; Sherwin-Williams Paint, Pittsburgh P&G, M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes, Bresier's Ice Cream, Hallmark Cards, Orange Julius; Radio Shack, Service Mdse., Cloth World.

14—NEWSPAPERS: STAR (m) 24,278; TRIBUNE (e) 21,580, comb. (m&e) 45,858; TRIBUNE-STAR (S) 45,405, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frederick E. Kraly, Nat. Adv. Mgr., or Russell L. Howard, Adv. Dir., TRIBUNE & STAR.
National Representatives Landon Associates, Inc.

TIPTON, IND.

1—LOCATION: Tipton Countu. County Seat. E&P Map B-3.

2—TRANSPORTATION: Railroads Norfolk & Western.
Motor Freight Carriers 1
Intercity Bus Lines Indiana R.R., Hines Coach.

3—POPULATION:
Corp. City 70 Cen. 5,313; Loc. Est. 5,033
County 70 Cen. 16,650; Loc. Est. 16,073

4—HOUSEHOLDS:
City: 70 Cen. 1,813; Loc. Est. 2,010
County: 70 Cen. 5,350; Loc. Est. 5,930

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$74,986,000
Sav. & Loan Assns.	2	N.A.

6—PASSENGER AUTOS: County 8,784

7—ELECTRIC METERS: Residence 3,295

8—GAS METERS: Residence 1,848

9— PRINCIPAL INDUSTRIES (CZ): City Zone Auto Piston Rings, Steel Parts Mfg., Food Can., Poultry & Livestock Equip., Seed Corn.

10-CLIMATE: First killing frost, Oct. 13. Last killing frost, Apr. 27.
Principal Industrial Pay Days Friday.

11—TAP WATER: Neutral, very hard, fluoridated.

12—RETAILING: Principal Shopping Center 4 blocks on Jefferson St., 2 S. on Main, 2 N. on Main.
Principal Shopping Days Fri., Sat., Mon.
Stores Close Wed. afternoon.
Stores Open Evenings Dept. Stores, Friday; Food, Fri. and Sat.

13—RETAIL OUTLETS: Department Stores J.C. Penney.
Variety Stores Danner Bros., Val-U Center.
Chain Drug Stores Marsh, Hook's.
Chain Food Supermarkets Marsh Foodliners, Carter's, McGraw's.
Other Chain Stores Adlers Style Shop, J.P. Falvey.

14—NEWSPAPERS: TRIBUNE (e) 3,805; sworn Mar. 31, 1979.
Local Contact for Advertising and Merchandising Data: Clyde Bayne, Adv. Mgr., TRIBUNE.
National Representatives None.

VALPARAISO, IND.

1—LOCATION: Porter County. E&P Map B-2 (in Gary-Hammond-East Chicago SMSA). County Seat. Agricultural, Dairy and Manufacturing center, college city. N.W. Part of state. 55 mi. from Chicago; 145 mi. from Indianapolis.

2—TRANSPORTATION: Railroads Conrail, Grand Trunk, Norfolk and Western.
Motor Freight Carriers 4
Intercity Bus Lines Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 20,020; Loc. Est. 22,207
SMSA 70 Cen. 633,367; Loc. Est. 657,841
County 70 Cen. 87,114; Loc. Est. 113,308
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,872; Loc. Est. 7,712
County 70 Cen. 24,626; Loc. Est. 37,610
SMSA 70 Cen. 184,649; Loc. Est. 221,669

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$291,234,728
Sav. & Loan Assn.	1	$265,674,665

6—PASSENGER AUTOS: 63,328

7—ELECTRIC METERS: 10,060

8—GAS METERS: 8,094

9— PRINCIPAL INDUSTRIES (CZ): Type of industry—Ball, Roller Bearings, Permanent Magnets, Electrical Specialties, Novelty Aprons, Food Proc. Machy., Extruded Aluminum Prod., Bearing Screws, Fibreglas Tanks, Can Manufacturing; Resin mfg.
Principal Industrial Pay Days Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 7-87, Summer 36-104, Fall 16-90, Winter-20-67. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center 7 blocks on Lincolnway, 3 on Franklin St., 3 on Washington St., 2 on Lafayette, 2 on Michigan, 4 on Indiana, 2 on Jefferson; 83 store mall 15 miles northeast, 122 store mall 15 miles west.
Neighborhood Shopping Centers 7 blocks on Lincolnway near Roosevelt, 8 on Calumet; Bush to Glendale, 31 store plaza 2 miles north.
Principal Shopping Days Fri., Sat.
Stores Open Evenings Mon., Fri.

13—RETAIL OUTLETS: Department Stores Lowenstine's, J.C. Penney, Sears, Fetla's, Miller's Mart, K-Mart; Montgomery Ward.
Variety Stores Harvey's, Danner's, 3-D.
Chain Drug Stores (CZ) Sievers (Rexall), Gil, Ribordy, Hook 3, Medicine Shoppe 1, Walgreen 2.
Chain Food Supermarkets Certified 3, Spartan 1, Eagle 1, Scot Lad 1, Foodliner 1.
Other Chain Stores Singer Co., Firestone, Sherwin-Williams Paints, Goodyear, Falvey's, Paramount Shoes, Owens Auto Supplies, Coronet, Valpo Paint & Wallpaper (Smith-Alsop), TSC Store, Fayva, Paul Harris, Minn Fabrics.

14—NEWSPAPERS: VIDETTE-MESSENGER (e) 13,149, (Sat m.) 13,149, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Vincent V. Anderson, Gen. Mgr. or Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER.
National Representatives Landon Associates, Inc.

VINCENNES, IND.

1—LOCATION: Knox County, E&P Map B-4, County Seat. Agricultural and Industrial Center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 and 150, Indiana 61 and 67.

2—TRANSPORTATION: Railroads B&O, L&N.
Motor Freight Carriers 18
Intercity Bus Lines Greyhound, Indianapolis-Vincennes; Vincennes Transit (charter only).

3—POPULATION:
City 70 Cen. 19,867; Loc. Est. 19,418
CZ ABC: (70) 24,388; (80) 22,500
RTZ-ABC: (70) 49,232; (80) 48,600
County 70 Cen. 41,546; Loc. Est. 40,713
City & RTZ-ABC: (70) 73,620; (80) 71,100

4—HOUSEHOLDS:
City 70 Cen. 6,515; Loc. Est. 7,345
County 70 Cen. 13,692; Loc. Est. 15,675
CZ ABC: (70) 7,775; (80) 8,200
RTZ-ABC: (70) 17,064; (80) 19,300
City & RTZ-ABC: (70) 24,839; (80) 27,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$214,142,000
Sav. & Loan Assns.	3	$133,750,000

6—PASSENGER AUTOS: County 20,690

7—ELECTRIC METERS: Residence 9,673

8—GAS METERS: Residence 7,470

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage), Batteries 410 ($300), Paper Products 100 ($218), Glass Fabrication 275 ($210), Auto Seat Assembly 220 ($240), Steel Fabrication 150 ($265), Magnet Wire 249 ($240).

10-CLIMATE: Av. Temp. Winter 34, Summer 79, Rainfall 42 in. annual. Winds Southwesterly.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING:
Principal Shopping Days Sun., Fri., Thu.
Stores Open Evenings Fri.

13—RETAIL OUTLETS: Department Stores Gimbel (Gamble-Skogmo), Montgomery Ward, J. C. Penney, Hills (Interstate), Walgreen's, Central Hardware, Finke's.
Variety Stores Tresslar's.
Discount Stores Danner's 3D, K-Mart.
Chain Food Supermarkets Kroger, IGA, Standard Del Farms, Harold's.

14—NEWSPAPERS: SUN-COMMERCIAL (e-Mon. to Fri.) 14,551; (S) 15,882, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Nat'l Adv. Mgr., SUN-COMMERCIAL.
National Representatives: Landon Associates, Inc.

WABASH, IND.

1—LOCATION: Wabash County. E&P Map C-2. County Seat. Industrial, agricultural & residential center on Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24, State Hwys. 15 and 13.

2—TRANSPORTATION: Railroads Norfolk & Western (pass. & frt.), Conrail.
Intercity Bus Lines Southeastern Trailways.

3—POPULATION:
Corp. City 70 Cen. 13,379; Loc. Est. 12,553
County 70 Cen. 35,553; Loc. Est. 35,774
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 4,367; Loc. Est. 4,839
County: 70 Cen. 10,856; Loc. Est. 12,931

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	5	$164,000,000
Sav. & Loan Assn.	2	$45,000,000

6—PASSENGER AUTOS: County 18,050

7—ELECTRIC METERS: Residence 9,994

8—GAS METERS: Residence 3,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Rubber 2,000 ($240), Electronics 2,000 ($210), Rock Wool 750 ($200), Paperboard Containers 750 ($190); Metals 400 ($200).

10-CLIMATE: Min. & Max. Temp.—Spring 25-80, Summer 50-95, Fall 15-75, Winter 5-60. First killing frost, Sept. 15. Last killing frost, Apr. 30.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center 2 blocks each on Wabash, Canal, Miami and Market Sts., Wabash Village Shopping Mart on U.S. Hwy. 24, Central Shoppers Mall on Hwy. 15.
Principal Shopping Days Dept. stores-Thurs., Fri., Sat.; Food stores-Thurs., Fri., Sat.
Stores Close 40% Wed. Afternoon.

The Washington Times-Herald

"Where industry, agriculture and tourism meet"

DONREY MEDIA GROUP

13—RETAIL OUTLETS: Department Stores J C Penney, Hirsch, Robin Hood, K-Mart
Variety Stores Danner
Chain Drug Stores (CZ) Gachenheimer 4, Hooks
Chain Food Supermarkets Kroger, Marsh, Clark's, Finer Food 3
Other Chain Stores Resneck's, Val-U, Leath (Furniture), Moore's, Smith-Alsop, Ream, Steckbeck (Paint), Tractor Supply Co, Firestone, Goodyear, Farm Bureau

14—NEWSPAPERS: PLAIN DEALER (e) 8,404, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Rex Lutz, Adv Dir, PLAIN DEALER
National Representatives Landon Associates, Inc

WARSAW, IND.

1—LOCATION: Kosciusko County, E&P Map, C-2 County Seat. Agriculture, manufacturing, and center of No. Indianalake resort area. 42 mi. W of Fort Wayne, 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30. State Hwy. 15, 25

2—TRANSPORTATION: Railroads Conrail
Motor Freight Carriers 27
Intercity Bus Lines Greyhound; Indiana Motor
Airport Day & Night Service, Lighted, Hard Surface, Charter Flights, Warsaw Municipal

3—POPULATION:
Corp. City 70 Cen. 7,506, Loc. Est. 11,061
CZ ABC (70) 17,073, (80) 21,200
RTZ-ABC (70) 60,040, (80) 66,400
County 70 Cen. 48,127, Loc. Est. 56,528
City & RTZ-ABC (70) 77,113, (80) 87,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,554, Loc. Est. 4,404
County 70 Cen. 15,369, Loc. Est. 20,881
CZ ABC (70) 5,376, (80) 7,700
RTZ-ABC (70) 18,992, (80) 24,100
City & RTZ-ABC (70) 24,368, (80) 31,800

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	4	$205,000,000
Sav. & Loan Assn	2	$5,300,000

6—PASSENGER AUTOS: County 30,545

7—ELECTRIC METERS: Res. CZ 13,456

8—GAS METERS: Res. CZ 7,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Manufacturing 7,500 ($300), includes Food and Kindred Products, Furniture and Fixtures, Printing and Publishing, Chemicals and Allied Products, Rubber and Plastics Products, Stone, Clay, and Glass Products, Primary Metal, (Iron and Steel and Gray Iron Foundries), Fabricated Metal Products, Machinery, Transportation Equipment, Orthopedic, Instruments and Related Products; Transportation and Other Public Utilities 800 ($250); Retail Trade 1,200 ($200); Finance, Insurance and Real Estate 362 ($165); Services 1,000 ($175)
Principal Industrial Pay Days Fri

10-CLIMATE: Min. & Max. Temp.—Spring 26-74, Summer 59-98, Fall 28-78, Winter 15-52. First killing frost, Oct. 13. Last killing frost, May 5

11—TAP WATER: Neutral, hard; fluoridated

12—RETAILING: Principal Shopping Centers 30 blocks on Center, Indiana, Market, Buffalo, Lake and Main Sts.
Neighborhood Shopping Centers E. Center, E. Market; So. Buffalo, E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West

13—RETAIL OUTLETS:
Variety Stores Schultz, Harvey's, W. R. Thomas
Discount Stores Harvey's; Wonder; Schultz, Clinton, Big T; 3D, K-Mart; Woolco
Chain Drug Stores (CZ) Hook's Walter's, Thorburg, Brennan's, Rexall, Walgreen
Chain Food Supermarkets (CZ) Kroger; Marsh; Burger, Owen's; Sarbee's
Other Chain Stores Guarantee Auto, Western Auto; Firestone; Glover's; Sears; Kimm Paints; Gambles; Montgomery Ward (catalog); Ream-Stec-heck; Ace; Goodyear; Faley's; P.N. Hirsch; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; J.C. Penny (catalog)

14—NEWSPAPERS: TIMES-UNION (e) 12,592, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Dean Tucker, Adv. Mgr., TIMES-UNION
National Representatives None

WASHINGTON, IND.

1—LOCATION: Daviess County, E&P Map B-4, County Seat. Agricultural center halfway (170 mi.) between Cincinnati and St. Louis; 90 mi. NW of Louisville, Ky.; 100 mi St of Indianapolis; 250 mi. S of Chicago, 57 mi. NE of Evansville. On U.S. Hwys. 50, 150. State Hwys. 57, 257

2—TRANSPORTATION: Railroads Big Four Freight, Conrail (N & S) Chessie System (E & W)
Motor Freight Carriers 3
Intercity Bus Lines Blue Bird, Greyhound

3—POPULATION:
Corp. City 70 Cen. 11,358, Loc. Est. 10,199
CZ ABC (70) 11,358, (80) 10,200
RTZ-ABC (70) 37,487, (80) 37,600
County 70 Cen. 26,602, Loc. Est. 26,638
City & RTZ-ABC (70) 48,845; (80) 47,800
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Cen. City 4,067; Loc. Est. 4,279
70 Cen. County 8,549; Loc. Est. 9,846
CZ ABC (70) 4,067; (80) 4,200
RTZ-ABC (70) 11,770; (80) 13,600
City & RTZ-ABC (70) 15,837; (80) 17,800

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	4	$137,000,000
Sav. & Loan Assns	2	$42,875,000

6—PASSENGER AUTOS: County 13,150

7—ELECTRIC METERS: Residence 6,995

8—GAS METERS: 4,370

9 · PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Clothing 150 ($175); Rail Repair 400 ($240) Ball Bearings 350 ($260) Food Processing 275 ($160), Brick Veneer 150 ($190)
Principal Industrial Pay Days Fri

10-CLIMATE: Min. & Max. Temp.—Spring 29-50, Summer 46-96, Fall 45-80, Winter 0-42. First killing frost, Oct. 23. Last killing frost, Apr. 17

11—TAP WATER: Alkaline, soft, not fluoridated

12—RETAILING: Principal Shopping Center 5 blocks on Main St., 4 on VanTrees, 4 on South St.; East 50 Shopping center, 3-D, K-Mart

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
East 50	1/2	Jay-C, Williams, Rexall Allison Electric
3-D Plaza	1	Danner's, Shurway, Hook's, K-Mart, Radio Shack, Cato T & Js TV Sales & Serv.

Principal Shopping Days Fri., Sat.
Stores Open Evenings Fri.
Stores Open Sundays Drugs, Grocery, Discount

13—RETAIL OUTLETS: Department Stores J.C. Penney, Montgomery Ward, Sears
Variety Stores G. C. Murphy, Yeager Hardware, Danner's, Dollar General, Lords Hardware
Discount Stores 3-D; K-Mart
Chain Drug Stores(CZ) Williams Rexall 2, Hook's
Chain Food Supermarkets (CZ) IGA, Jay C Red & White 3, Shurway Food Center
Other Chain Stores Larkin's, Paris Style, MBA Paints, Sherwin-Williams, Big Blue Stores, Home Outfitters

14—NEWSPAPERS: TIMES-HERALD (e) 11,170; Mar. 31, 1980 ABC
Local Contact for Advertising Data: Lars Purdue, TIMES-HERALD
National Representatives Landon Associates, Inc.

WEST LAFAYETTE, IND.

See LAFAYETTE, IND.

WINCHESTER, IND.-UNION CITY, O.

1—LOCATION: Randolph, Ind. and Darke County Ohio, E&P Map C-3. 32 mi. E of Muncie, 52 mi. from Dayton. On State Hwy. 277, 32, 28; Ohio 71 and 47

2—TRANSPORTATION: Railroads Conrail
Motor Freight Carriers 7

3—POPULATION:
Corp. Cities 70 Cen. 7,301; Loc. Est. 6,932
Winchester 70 Cen. 5,493; Loc. Est. 4,962
Union City 70 Cen. 1,808; Loc. Est. 1,970
Counties
Randolph (Ind.) 70 Cen. 28,915; Loc. Est. 29,882
Darke (O.) 70 Cen. 49,141; Loc. Est. 57,413

4—HOUSEHOLDS:
Winchester, Ind. 70 Cen. 2,458; Loc. Est. 2,070
Union City, O.-Ind. 70 Cen. 1,379; Loc. Est. 759
Randolph Co., Ind. 70 Cen. 9,645, Loc. Est. 11,438
Darke Co., O., 70 Cen. 15,246; Loc. Est. 20,612

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	9	$161,000,000
Sav. & Loan Assn	2	$12,000,000

6—PASSENGER AUTOS: (Counties): Randolph (Ind) 14,807; Darke (O.) 32,422

7—ELECTRIC METERS: Residence 8,838

8—GAS METERS: Residence 4,816

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Body Co. 1,118, Furniture 200; Leather 200, Small Motors 553, Metal Supplies 1,200, Glass 2,128

10-CLIMATE: Min. & Max. Temp.—Spring 54-62, Summer 67-84, Fall 53-60; Winter 12-55

11—TAP WATER: Hard, not fluoridated

12—RETAILING: Principal Shopping Days Fri., Sat.
Stores Open Evenings Fri., Many Daily

13—RETAIL OUTLETS: Department Stores J.C. Penney, P.N. Hirsch, Boston Store 2
Discount Stores (CZ) Val Discount
Variety Stores Danner's, G. C. Murphy, Ben Franklin, Pieman's, True Value Hardware
Chain Drug Stores (CZ) Hook's 2
Chain Food Supermarkets Marsh

14—NEWSPAPERS: NEWS-GAZETTE (e) 5,097, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Greg Howell, Adv. Mgr., NEWS-GAZETTE
National Representatives None

IOWA SURVEYS

IOWA STANDARD METROPOLITAN STATISTICAL AREAS

Cedar Rapids, Iowa—Linn County
Davenport-Rock Island-Moline, Iowa-Ill.—Scott County, Iowa.; Henry and Rock Island Counties, Ill.
Des Moines, Iowa—Polk and Warren Counties
Dubuque, Iowa—Dubuque County
Iowa City—Johnson County
Omaha, Neb.-Iowa—Douglas and Sarpy Counties, Neb.; Pottawattamie County, Iowa
Sioux City, Iowa-Neb.—Woodbury County, Iowa; Dakota County, Neb.
Waterloo-Cedar Falls, Iowa—Black Hawk County

IOWA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	233	204	233
5-14 Years	574	444	405
15-24 Years	478	538	471
25-44 Years	612	797	892
45-64 Years	579	583	564
65 and Over	349	385	392
TOTAL	2,825	2,954	2,957

Based on U.S. Census

IOWA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	398	800	1,113
General Mdse	749	1,164	1,622
Food	1,234	1,969	2,767
Automobiles	1,231	2,231	2,524
Gasoline Stations	593	954	1,711
Apparel	272	408	581
Furniture	266	450	604
Eat-Drink Places	450	806	1,085
Drugs	192	275	379
Total Sales	5,876	9,833	13,567

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce

AMES, IOWA

1—LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S)

2—TRANSPORTATION: Chicago & Northwestern R.R., Greyhound Bus, Jefferson Transportation (bus)
Motor Freight Carriers 7

3—POPULATION:
Corp. City 70 Cen. 39,505; Loc. Est. 46,625
CZ ABC (70) 39,505, (80) 44,600
RTZ-ABC (70) 26,533; (80) 28,900
County 70 Cen. 62,783; Loc. Est. 67,196
City & RTZ-ABC (70) 66,038; (80) 73,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Cen. City 10,716; Loc. Est. 15,327
County 70 Cen. 18,296; Loc. Est. 23,460
CZ ABC (70) 10,717; (80) 13,800
RTZ-ABC (70) 8,582; (80)10,600
City & RTZ-ABC (70) 19,299 (80) 24,400

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$170,500,000
Sav. & Loan Assn	4	$130,534,000

6—PASSENGER AUTOS: County 35,200

7—ELECTRIC METERS: Residence 12,900

8—GAS METERS: Residence 12,250

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners —State Univ. 6,095; Iowa Hwy. HQ. 1,100; Federal Gov't. 740; Electronics 600; Sport Clothing 96; Grain Equipment 15; Transportation Center 1,000; Heavy Equipment 78; Food Mfg. 40; Meat Wholesale 64; Equipment Mfr. 1,250; Chemicals 150

10-CLIMATE: Min. & Max. Temp.—Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5. Last killing frost, May 1

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center 4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers 6 blocks on North Grand Ave., 2 blocks on Lincoln Way, 1 on Welch, Campustown, located 2½ miles west of downtown; K-Mart Plaza, 3½ miles west of downtown; Lincoln Plaza, 2 blocks South of Main St. (Target, Safeway, TG&Y); North Grand Center, 2 miles North (Younkers, J. C. Penney, Sears, Zales)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lincoln Plaza	2 blks	Target, Safeway, TG&Y
North Grand	2	Younker's, Penney, Gallenkamp, Sears
Campustown	3½	K-Mart
West Ames	3½	N.A.

Principal Shopping Days Sat., Sun., Thurs.
Stores Open Evenings Dept.—Mon. & Fri., Food, every evening; Campustown, Mon.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Younkers, Sears, TG&Y, Target
Chain Food Supermarkets Fareway, Randall's, HyVee 2, Safeway, Warehouse Market
Other Chain Stores Goodyear, Firestone, Woolworth's, Fastco Drug; A. J. August; Mary Lester's; Baskin Robbins; Maurice's; Earl May; Big Bear; Drug Town

14—NEWSPAPERS: TRIBUNE (e) 10,721, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Verle H. Burgason, Adv. Dir., TRIBUNE
National Representatives Iowa Daily Press Assn

ATLANTIC, IOWA

1—LOCATION: Cass County, E&P Map B-3, County Seat. Agricultural area of 40 mi. radius. SW part of state; 60 mi. to Omaha; 89 mi. to Des Moines; 440 mi. to Chicago

2—TRANSPORTATION:
Motor Freight Carriers 6
Intercity Bus Lines Over-land-Greyhound

3—POPULATION:
Corp. City 70 Cen. 7,306, Loc. Est. 7,513
County 70 Cen. 17,007, Loc. Est. 16,913

4—HOUSEHOLDS:
City 70 Cen. 2,648, Loc. Est. 3,112
County 70 Cen. 5,933, Loc. Est. 6,867

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	2	$33,281,000
Commercial Banks	2	$93,238,000

6—PASSENGER AUTOS: County 10,323

7—ELECTRIC METERS: Residence 3,046

8—GAS METERS: Residence 2,834

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Feed Mfg. 270 ($195), Steel Bldg. Const. 210 ($183); Street & Road Const. 710
Principal Industrial Pay Days Fri

10-CLIMATE: Min. & Max. Temp.—Spring 18-91, Summer 33-98, Fall 5-82, Winter 17-62. First killing frost, Oct. 5. Last killing frost April 16

11—TAP WATER: Alkaline med. soft, fluoridated

12—RETAILING: Principal Shopping Center 5 blocks on Chestnut St.; 4 blocks on Walnut
Neighborhood Shopping Centers East and West Seventh Sts., Highway 6, Atlantic Plaza (12 units)
Principal Shopping Days Thurs., Sat.
Stores Open Evenings Thurs., Groc and Discount Stores nightly

13—RETAIL OUTLETS: Department Stores C. R. Anthony, J.C. Penney, Spurgeon's, Graham's
Variety Stores Woolworth, Ben Franklin, Bonnesen's
Discount Stores (CZ) Wheeler's, Cappel Impl., Pamida, Alco
Chain Food Supermarkets Safeway, Hy-Vee, Super Valu
Other Chain Stores Earl May Seed & Nursery; Brown's Shoe Fit, Montgomery Ward, Davis Paint; Bair's Firestone; Goodyear, Singer Co., Fullerton Lumber; Seifert's, Tober's, Sears (catalog); Gamble's; Western Auto, Payless Cashway Lumber

14—NEWSPAPERS: NEWS-TELEGRAPH (e) 7,597, sworn Sept. 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: Robert Bredensteiner, Adv. Mgr., NEWS-TELEGRAPH
National Representatives Iowa Daily Press Assn

BETTENDORF, IOWA

See DAVENPORT, IOWA

BOONE, IOWA

1—LOCATION: Boone County, E&P Map B-2, County Seat 42 mi. N of Des Moines. On U.S. Hwy. 30; State Hwy. 60.

2—TRANSPORTATION: Railroads: Chicago & North Western.
Motor Freight Carriers: 5
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 12,468; Loc. Est. 12,385
County 70 Cen. 26,470; Loc. Est. 26,633
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,386; Loc. Est. 5,085
County 70 Cen. 8,649; Loc. Est. 10,255

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$70,089,500
Commercial Banks	2	$65,835,488

6—PASSENGER AUTOS: County 16,111

7—ELECTRIC METERS: Residence 4,823

8—GAS METERS: Residence 4,418

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—R.R. 300 ($300); Wire & Iron 150 ($180); Refrigeration 85 ($180); Steel 50 ($115); Envelopes 50 ($175); Misc. 225 ($165).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: First killing frost, Oct. 4. Last killing frost, May 6.

11—TAP WATER: Hard

12—RETAILING: Principal Shopping Center: 21 blocks on Story; 11th St.; 10th, 9th, 8th, 7th and 6th Sts. also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Spurgeon's;
Variety Stores: P.M. Place.
Discount Stores: Gibson's; Alco
Chain Drug Stores (CZ): Osco, Walgreen.
Chain Food Supermarkets: Fareway, Safeway, Super Valu.
Other Chain Stores: Big Bear, Tradehome Shoes.

14—NEWSPAPERS: NEWS-REPUBLICAN (eS) 6,224; sworn Oct. 1, 1977. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Walt Handy, Pub., NEWS-REPUBLICAN.
National Representatives: Iowa Daily Press Assoc.

BURLINGTON, IOWA

1—LOCATION: Des Moines County, E&P Map D-3, County Seat. Agricultural, dairy area; manufacturing & wholesale center, 206 mi. W of Chicago; 227 mi. N of St. Louis; 290 mi. E. of Omaha; 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2—TRANSPORTATION: Railroads: Burlington-Northern, Rock Island.
Motor Freight Carriers: 13.
Intercity Bus Lines: Continental.
Airlines: Ozark, Mississippi Valley Airline
Water: Mississippi River Barge Lines.

3—POPULATION:
Corp. City 70 Cen. 32,366; Loc. Est. 27,957
CZ ABC: (70) 35,505; (80) 30,800
RTZ-ABC: (70) 107,757; (80) 107,800
County 70 Cen. 46,982; Loc. Est. 44,565
City & RTZ-ABC: (70) 143,262; (80) 138,600

4—HOUSEHOLDS:
City 70 Cen. 11,159; Loc. Est. 11,225
County 70 Cen. 15,693; Loc. Est. 17,154
CZ ABC: (70) 12,161; (80) 12,100
RTZ-ABC: (70) 35,456; (80) 40,700
City & RTZ-ABC: (70) 47,617; (80) 52,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$147,722,614
Commercial Banks	3	$199,796,000

6—PASSENGER AUTOS: County 27,332

7—ELECTRIC METERS: Residence 11,162

8—GAS METERS: Residence 10,611

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Ordinance 1,169; Electrical 2,190; Food Products 350; Heavy Machy. 2,140; Furniture 500; Retail Trade 3,990; Wholesale Trade 860.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 39.5-60.5, Summer 62.8-84.2, Fall 42.8-64.2, Winter 17.3-34.8. First killing frost, Oct. 18. Last killing frost, April 20.

11—TAP WATER: Alkaline, moderately hard avg. 10 grains; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd and 4th Sts., Fairway Shopping Center, Mt. Pleasant St. & Roosevelt Rd.; Hwys. 34 & 61; Westland Mall, Gear Ave. West Burlington.
Neighborhood Shopping Areas: Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Fairway	2	Mont. Ward, Younker's
K-Mart Plaza	2	K-Mart Dep't.
Westland Mall	2	JC Penney, Younkers, Woolworth's

Principal Shopping Days: Mon., Fri.
Stores Open Evenings: Dept.—Mon.-Fri. Food-Every night.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, Montgomery Ward; J.C. Penney; J.S. Schramn, Jack's; Younkers; K-Mart.
Variety Stores: Woolworth.
Discount Stores: Jack's; K-Mart; Woolworth's.
Chain Drug Stores: Osco 1; Sutter 2; Drug Fair.
Chain Food Supermarkets (CZ): Aldi 2, Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.; Benner Tea 21.
Other Chain Stores: Kinney's (shoes); Brown Shoe; Firestone; Goodyear; Singer Ctr.; Smith, Alsop; Coast-To-Coast; Payless; Schiff Shoes; Fanny Farmer, Kirlins, Nobil's Shoes; Radio Shack; B 5; Chumleys Rest; So-Fro Fabrics; Lord's Jewelers; Zales Jewelers; The Land of Oz; General Nutrition.

14—NEWSPAPERS: HAWK EYE (e-Mon. to Fri.) 20,150; (S) 21,847; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Dir., Adv. HAWK EYE.
National Representatives: Iowa Daily Press Assn.; Southwest Dailies.

CARROLL, IOWA

1—LOCATION: Carroll County, E&P Map B-2, County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2—TRANSPORTATION: Railroads: Chicago & North Western.
Motor Freight Carriers: 5
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 8,716; Loc. Est. 9,556
County 70 Cen. 22,912; Loc. Est. 23,766

4—HOUSEHOLDS:
City 70 Cen. 2,560; Loc. Est. 3,301
County 70 Cen. 7,164; Loc. Est. 8,114

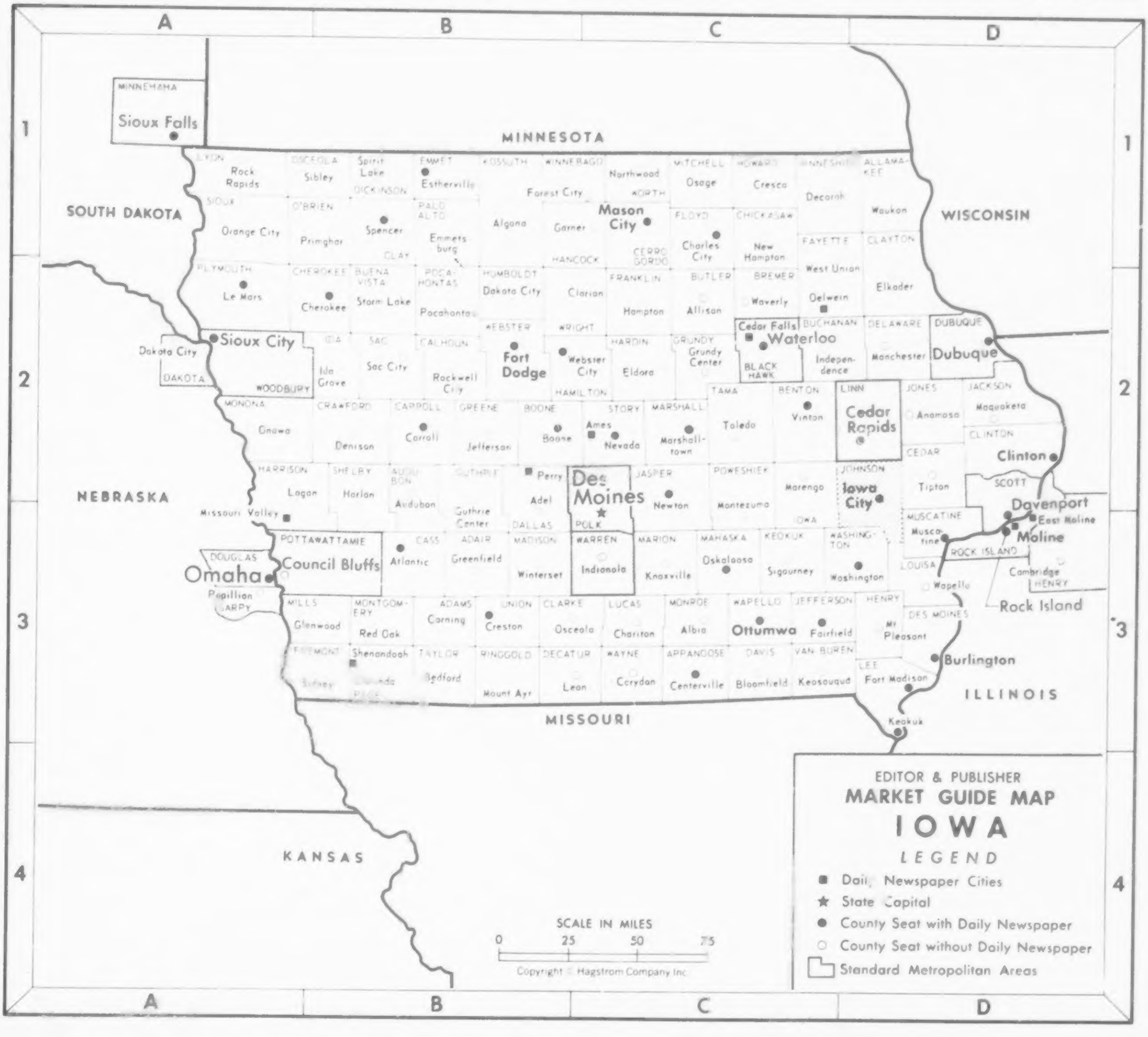
5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$61,145,000
Sav. & Loan Assn.	2	$65,457,000

6—PASSENGER AUTOS: County 13,139

7—ELECTRIC METERS: Residence 3,550

8—GAS METERS: Residence 2,956

9— PRINCIPAL INDUSTRIES (CZ): Industry, Num-



IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,832,778	12,607,960	13,566,592	2,184	1,112,953	921	1,622,339	2,529	2,766,922	2,159	2,523,820	3,424	1,710,515	2,009	581,337	2,311	604,062	6,193	1,084,802	708	378,518
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Iowa	628,354	833,783	902,664	80	70,427	25	166,747	107	181,002	91	150,040	146	84,133	59	22,256	124	46,576	293	79,784	36	29,485
Davenport-Rock Island-Moline, Iowa-Ill.	1,422,385	1,743,993	1,844,540	151	107,749	70	282,843	246	350,196	229	333,157	315	212,890	225	77,858	237	83,504	780	177,404	77	65,835
Des Moines, Iowa	1,429,232	1,883,356	2,037,664	155	138,787	68	328,905	229	400,941	211	347,472	302	225,117	254	98,249	247	85,079	635	162,893	60	37,470
Dubuque, Iowa	356,968	468,042	505,484	40	39,188	18	92,319	69	94,415	52	85,305	79	50,243	50	16,423	68	30,911	197	42,961	15	16,355
Iowa City, Iowa	272,157	329,603	350,598	36	29,378	12	39,635	41	68,665	49	50,391	61	39,523	42	21,042	62	19,435	133	34,206	13	12,569
Omaha, Neb.-Iowa	1,972,604	2,492,025	2,655,298	207	101,711	86	446,683	371	523,992	306	462,167	440	272,847	257	117,700	324	164,755	976	272,215	119	90,560
Sioux City, Iowa-Neb.	451,370	524,154	553,811	67	38,221	27	76,231	124	120,495	88	87,883	113	71,658	62	23,851	89	26,027	286	50,069	30	21,129
Waterloo-Cedar Falls, Iowa	546,162	688,639	738,176	80	49,132	26	114,574	103	132,229	90	146,448	120	72,064	90	36,548	94	33,248	247	56,249	21	20,713
COUNTIES, Cities																					
ADAIR	30,108	38,581	41,495	12	3,712	4	779	11	7,558	10	6,780	17	13,542	8	855	4	662	22	2,741	4	872
ADAMS	10,958	14,550	15,753	5	863	2	757	9	5,072	5	2,488	7	1,907	4	1,262	2	258	10	856	2	470
ALLAMAKEE	38,598	50,611	54,657	17	6,248	8	1,633	14	14,563	17	10,746	20	5,241	17	3,206	12	1,327	52	4,700	4	956
APPANOOSE	47,338	61,145	65,839	20	6,260	8	8,734	18	14,432	16	10,971	24	7,612	17	4,113	12	2,857	35	3,893	2	1,291
Centerville	43,801	56,422	60,629	12	4,318	8	8,734	12	14,035	13	10,807	16	6,659	17	4,113	11	2,371	24	3,430	2	1,169
AUDUBON	24,672	34,949	38,316	12	3,759	3	670	9	8,064	8	9,296	12	6,003	7	1,460	9	2,055	24	2,562	4	1,056
BENTON	54,432	75,218	82,080	26	8,728	6	1,377	23	16,661	15	17,437	38	16,825	13	3,755	20	4,736	60	6,396	5	1,867
Vinton	22,165	30,879	33,783	7	3,605	4	948	6	7,604	7	4,701	12	6,768	5	1,736	6	2,029	17	2,436	2	1,288
BLACK HAWK	546,162	688,639	738,176	80	49,132	26	114,574	103	132,229	90	146,448	120	72,064	90	36,548	94	33,248	247	56,249	21	20,713
Cedar Falls	171,184	217,497	233,452	23	11,548	8	28,369	31	39,592	25	62,275	29	15,948	35	12,198	30	14,145	69	19,128	5	5,815
Evansdale	5,810	7,456	8,005	2	638	1	188	7	3,048	3	548	6	1,486	2	272	4	93	6	925	1	107
Waterloo	345,690	540,620	472,228	43	33,158	15	85,757	54	81,709	54	79,652	71	49,511	51	23,869	60	18,838	149	34,418	15	14,791
BOONE	70,372	83,570	88,522	22	6,894	10	5,579	21	22,950	16	19,266	25	8,124	19	[illegible]	18	6,640	46	5,535	9	4,660
Boone	56,062	66,082	69,891	14	3,786	7	5,416	13	17,541	12	17,289	15	5,785	14	[illegible]	11	5,354	33	5,246	6	2,623
BREMER	64,591	77,211	81,905	25	10,741	6	2,714	15	20,634	23	13,216	30	12,415	21	3,411	19	3,066	50	5,132	4	1,604
BUCHANAN	50,709	65,856	71,003	19	7,929	7	4,190	15	18,025	15	15,456	30	8,316	10	1,594	13	2,062	56	6,097	5	1,723
BUENA VISTA	77,616	106,270	115,758	20	11,941	14	7,716	17	21,599	16	19,789	33	[illegible]	16	6,256	13	5,690	51	10,296	6	2,526
BUTLER	31,044	[illegible]	40,073	22	7,930	6	[illegible]	22	6,699	10	6,457	31	5,603	7	624	18	1,819	30	2,645	3	462
CALHOUN	40,955	57,303	62,667	18	7,663	6	1,591	14	11,765	19	20,387	22	9,437	9	3,188	19	1,519	34	2,830	4	1,336
CARROLL	88,415	120,968	131,881	25	13,064	10	12,795	25	25,485	20	25,268	39	23,254	20	5,050	21	4,943	72	9,260	6	1,779
Carroll	67,151	87,206	94,025	10	6,629	6	12,469	10	18,729	12	19,321	20	12,925	16	4,223	9	3,765	34	5,676	4	1,257
CASS	68,459	86,516	92,794	16	8,817	14	7,430	18	18,510	18	14,616	34	[illegible]	22	5,835	16	2,757	54	7,618	8	2,833
Atlantic	50,576	64,317	68,897	11	7,562	9	7,237	6	8,246	9	10,099	22	13,982	18	5,585	11	2,201	28	5,442	7	2,646
CEDAR	48,788	61,344	65,733	21	7,522	6	2,363	19	16,947	18	13,983	28	13,908	11	1,637	12	1,383	39	3,682	4	547
CERRO GORDO	218,078	258,574	273,884	38	21,138	16	44,827	42	51,461	41	46,717	66	31,585	42	14,714	44	9,236	138	24,356	14	6,870
Mason City	171,289	200,883	212,281	26	14,802	11	43,760	23	37,965	36	42,878	40	15,298	26	11,274	32	7,867	88	16,634	10	5,604
CHEROKEE	54,531	71,434	77,144	13	6,318	7	5,306	13	21,973	17	12,696	20	8,863	23	6,260	14	3,479	36	4,279	7	2,490
Cherokee	44,997	58,864	63,486	9	4,757	7	5,306	6	20,382	13	10,301	8	[illegible]	21	5,825	8	3,187	19	2,771	5	1,919
CHICKASAW	38,062	51,231	55,620	14	5,792	6	1,713	19	13,907	11	9,391	23	12,227	10	2,448	9	1,333	40	4,243	5	933
CLARKE	30,520	41,996	45,801	8	2,874	3	2,724	5	9,818	10	8,882	18	13,180	8	539	6	824	14	2,381	3	675
CLAY	83,565	105,767	113,460	24	8,816	9	13,101	18	20,592	15	22,836	28	11,110	21	6,481	29	5,285	55	9,769	6	3,068
Spencer	78,862	99,349	106,471	14	7,058	8	12,923	10	19,280	13	22,636	17	9,209	19	6,127	26	5,203	39	9,053	6	3,068
CLAYTON	44,629	67,104	74,423	22	10,760	11	1,769	24	14,847	12	18,636	32	8,697	11	2,149	20	5,077	48	6,610	4	1,433
CLINTON	211,630	267,596	286,996	28	16,090	14	42,217	52	60,509	39	62,714	53	27,186	19	8,046	54	13,059	144	22,955	11	8,387
Clinton	168,380	208,587	222,779	16	10,472	10	40,710	30	44,397	21	42,113	31	19,766	15	7,752	36	11,171	92	17,683	7	7,420
CRAWFORD	59,102	80,118	87,103	21	7,456	5	6,218	21	21,483	17	16,354	33	11,590	14	5,358	19	[illegible]	57	8,555	5	1,625
DALLAS	78,650	92,991	98,425	29	11,821	12	8,528	25	25,877	29	22,248	38	9,843	20	2,668	22	2,806	57	6,442	7	1,667
Perry	40,378	47,834	50,319	10	[illegible]	8	[illegible]	10	15,436	10	9,832	10	2,100	9	1,977	10	1,819	22	3,364	3	1,065
DAVIS	22,112	32,023	35,262	8	[illegible]	3	2,171	5	6,193	8	8,789	11	6,614	9	1,655	8	552	15	2,001	2	59
DECATUR	18,178	23,623	25,481	7	[illegible]	3	914	12	7,088	8	2,425	17	6,192	10	1,478	6	608	13	1,533	3	1,108
DELAWARE	48,684	69,060	75,745	18	11,646	8	5,272	19	16,795	9	14,144	29	8,811	17	3,761	7	1,330	51	4,737	6	2,146
DES MOINES	175,012	228,762	247,121	27	19,641	12	43,398	42	51,864	34	31,430	44	25,321	29	8,172	39	16,608	93	19,412	12	12,260
Burlington	135,931	169,500	181,284	13	3,169	11	35,032	29	47,175	26	23,791	32	17,754	17	4,729	30	12,864	76	16,411	10	8,926
DICKINSON	59,917	73,055	77,798	17	16,825	10	3,878	23	13,082	15	9,688	22	7,696	29	6,401	14	2,518	58	7,085	6	2,308
DUBUQUE	356,968	468,042	505,484	40	39,188	18	92,319	69	94,415	52	85,305	79	50,243	50	16,423	68	30,911	197	42,961	15	16,355
Dubuque	317,392	415,122	448,120	30	28,644	13	91,756	57	83,506	41	72,197	58	43,901	48	14,825	57	28,712	152	36,311	14	16,246
EMMET	44,985	54,836	58,405	18	5,216	7	5,912	14	11,241	12	12,619	17	9,299	11	4,089	11	1,550	24	3,707	3	1,623
Estherville	39,657	48,389	51,300	10	3,835	5	5,321	8	9,937	10	11,884	11	7,976	10	3,959	9	1,452	15	2,916	2	1,433
FAYETTE	75,014	97,142	104,663	24	7,023	12	9,888	34	22,789	20	22,810	34	13,133	22	4,347	19	4,621	60	7,242	9	2,886
Oelwein	35,672	46,429	50,015	8	2,714	8	8,839	10	12,226	8	7,020	11	4,441	16	3,249	11	1,434	23	3,266	5	2,045
FLOYD	61,952	74,331	78,912	17	6,175	7	7,335	11	18,258	15	14,293	33	13,606	16	2,999	12	2,231	38	4,924	4	1,238
Charles City	50,637	60,123	63,695	11	3,083	6	6,498	5	17,031	9	10,502	18	10,507	15	2,849	10	2,057	19	3,593	3	990
FRANKLIN	34,218	43,238	46,370	9	5,174	4	1,935	16	9,529	9	8,868	14	8,731	8	1,798	13	1,436	26	3,288	3	986
FREMONT	15,620	19,076	20,328	12	2,061	2	317	9	4,032	6	3,623	13	4,410	7	572	9	725	29	1,793	3	1,201
GREENE	28,611	38,556	41,867	14	6,552	5	3,117	13	9,431	8	7,190	17	5,397	10	2,123	8	724	25	3,051	2	882
GRUNDY	32,547	38,695	41,009	8	2,387	4	530	17	8,678	13	8,899	24	7,744	10	1,573	16	3,728	32	2,811	3	1,505
GUTHRIE	21,077	31,821	35,333	11	2,089	8	1,736	11	6,462	13	6,098	16	8,118	5	564	9	2,428	26	4,003	3	973
HAMILTON	55,385	71,778	77,374	13	4,930	5	3,593	15	15,562	14	13,918	28	17,581	16	3,877	18	3,455	45	6,867	5	1,727
Webster City	37,386	48,086	51,652	6	3,246	3	2,395	9	13,242	11	11,465	13	4,660	14	3,479	12	2,887	24	3,711	4	1,444
HANCOCK	30,044	38,440	41,326	17	5,926	4	1,559	17	7,611	9	8,335	15	6,966	7	1,474	11	2,536	29	2,661	3	1,458
HARDIN	75,734	95,423	102,262	38	15,414	9	3,936	24	22,776	29	22,943	35	9,065	31	5,243	37	5,000	59	6,561	9	2,596
HARRISON	52,967	73,144	79,791	22	4,838	6	1,416	19	15,221	11	27,066	28	8,943	10	1,920	10	1,876	49	5,372	7	2,597
HENRY	56,066	67,256	71,390	17	5,593	10	5,581	13	15,215	20	[illegible]	23	8,759	17	3,800	15	2,670	36	4,788	5	2,088
Mount Pleasant	44,621	53,553	56,530	9	2,749	6	4,732	9	13,434	12	13,449	11	5,983	17	3,800	11	2,400	19	3,817	4	1,930
HOWARD	26,872	36,687	39,932	15	6,275	8	1,901	9	8,209	6	6,318	18	3,717	6	1,514	8	1,451	36	3,098	2	847
HUMBOLDT	36,468	45,875	49,144	17	[illegible]	7	2,200	15	12,649	17	11,195	17	5,795	13	2,352	[illegible]	[illegible]	27	3,173	3	1,317
IDA	21,493	28,991	31,482	9	3,596	4	1,426	9	6,139	10	7,442	10	[illegible]	7	645	5	738	17	2,103	4	1,091
IOWA	50,822	65,640	70,715	14	2,650	15	3,115	11	13,209	13	7,743	31	15,884	9	967	10	2,260	38	15,384	6	1,667
JACKSON	52,733	73,036	79,726	24	6,819	[illegible]	4,327	24	19,290	16	13,643	33	10,483	18	3,773	20	4,215	54	7,523	5	2,408
JASPER	108,354	140,322	151,223	23	14,482	15	9,854	23	30,974	29	29,981	51	28,266	20	6,363	28	5,789	67	10,456	13	5,451
Newton	80,935	104,185	112,137	16	8,599	10	8,762	8	24,641	17	25,596	27	14,688	18	6,101	19	4,699	34	7,602	9	5,102
JEFFERSON	49,448	62,524	67,046	12	4,372	7	6,617	13	16,564	20	13,839	19	7,935	13	3,595	12	2,452	26	3,140	2	1,983
Fairfield	46,731	59,177	63,326	9	3,357	7	6,617	12	16,071	16	12,772	18	7,773	12	3,488	8	2,138	20	2,901	2	1,983
JOHNSON	272,157	329,603	350,598	36	29,378	12	39,635	41	68,665	49	50,391	61	39,523	42	21,042	62	19,435	133	34,206	13	12,569
Iowa City	215,305	266,114	284,122	21	17,198	10	38,448	27	52,586	32	42,133	42	28,720	41	20,955	46	13,917	91	28,057	9	10,569
JONES	49,806	70,123	76,787	22	8,130	7	3,193	15	13,324	21	19,894	32	12,159	15	2,163	19	2,631	49	5,021	6	2,569
KEOKUK	30,719	39,545	42,560	18	6,152	6	1,497	15	6,245	15	12,093	31	5,799	5	619	11	2,066	35	3,002	3	808
KOSSUTH	81,449	106,319	114,688	27	11,276	10	6,896	21	17,484	19	41,327	26	10,040	16	4,029	16	4,930	42	7,062	5	1,738
LEE	161,398	191,622	203,141	29	16,055	16	24,734	43	46,889	39	39,209	55	24,435	33	8,031	38	9,405	91	12,954	13	6,609
Fort Madison	68,611	78,172	82,169	13	6,413	7	7,690	16	20,083	12	17,308	25	9,697	15	4,538	14	2,821	31	4,618	7	2,956
Keokuk	77,976	92,213	97,626	9	6,617	7	16,734	16	21,870	19	19,001	15	9,292	17	3,444	17	2,895	42	6,299	5	3,469
LINN	628,354	833,783	902,664	80	70,427	25	166,747	107	181,002	91	150,040	146	84,133	59	22,256	124	46,576	293	79,784	36	29,485
Cedar Rapids	523,613	721,427	741,275	50	54,508	16	146,398	73	137,054	62	134,616	93	61,149	43	19,057	89	38,884	216	66,173	28	23,641
Marion	53,146	78,125	86,267	10	5,511	2	4,859	8	29,618	10	7,444	15	8,426	7	1,971	17	6,741	22	8,163	5	5,114

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CARROLL—continued

ber of Wage Earners (Av. Wkly. Wage)—Ladder & Farm Impl. 40 ($200); Soft Drink Mfg. 44 ($200); Hospital 315 ($125); Trucking 185 ($250); Elect control Mfg. 650 ($200); Ham Canning Facility 225 ($200).

Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on 2sts., 2 suburban areas. Westgate Mall.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Discount, Variety, Food-every evening to 9; others—Fri.

13—RETAIL OUTLETS: Department Stores: Penney; Spurgeon's;
Variety Stores: Sernett's.
Discount Stores: Pamida, K-Mart.
Chain Food Supermarkets: Safeway, Fareway B&H, Super Valu.
Other Chain Stores: Coast-To-Coast; Western Auto; Star Walgreen Drug, S&S Store; Earl May Garden Center; Sherwin-Williams; Tractor Supply Co.; Firestone; Montgomery Ward (catalog); Sears (catalog); Beno's.

14—NEWSPAPERS: TIMES-HERALD (e) 7,031; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD.
National Representatives: Iowa Daily Press Assn.

CEDAR FALLS, IOWA

1—LOCATION: Black Hawk County, (in Waterloo-Cedar Falls SMSA) E&P Map C-2. On Cedar River, 7 mi. NW of Waterloo. On U.S. Hwy. 20, 218; State Hwy. 57, 58.

2—TRANSPORTATION: Railroads: Illinois Central Gulf; Chicago North Western.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound, Jefferson, Iowa Coach.
Airlines: Ozark, Mississippi Valley.

3—POPULATION:
Corp. City 70 Cen. 29,597; Loc. Est. 36,000
County/SMSA 70 Cen. 132,916;
Loc. Est. 139,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,975; Est. 11,741
County/SMSA 70 Cen. 39,638; Loc Est. 49,600

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$116,885,880
Sav. & Loan Assn.	2	$94,643,707

6—PASSENGER AUTOS: County 79,962

7—ELECTRIC METERS: Residence 13,565

8—GAS METERS: Residence 8,590

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners— Pump Mfg. 926; Farm Equipment 345; University of Northern I Iowa 1,650; Engineering 114; Tool and Die 279; Corrugated Box 47.

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 70-100; Fall 25-85; Winter -15-50. First killing frost, Oct. 4. Last killing frost, May 4.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St. and 2 on side streets.
Neighborhood Shopping Centers: 23rd and College; Highway 218 East; East 18th.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
College Square	2	Montgomery-Ward, Woolco, Younkers, Donaldsons
Crossroads	9	Sears, Penney's Donaldsons, Hy Vee
Black Hawk Vlg	2	Eagle, Donaldsons, Sears
Cedarloo	3	Wickes
College Hill	2	University Book & Supply
College-Square		Younkers, Woolco, Mont Ward, Zales, Kinney's, Walgreens
Valley Park		9 Stores

Stores Open Evenings: Mon.-Fri.
Stores Open Sundays: In shopping centers.

13—RETAIL OUTLETS: Department Stores: Donaldsons, Younker Bros., Montgomery Ward, Woolco.
Variety Stores: Woolworth, Harrison's, Walgreens.
Discount Stores: Woolco.
Chain Drug Stores (CZ): Mays, Walgreen.
Chain Food Supermarkets: Eagle, Hy Vee; Jack & Jill.

14—NEWSPAPERS: RECORD (m-Tues. To Sat.) 4,137, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dave Tansey, Adv. Dir., RECORD.
National Representatives: Iowa Daily Press Assn., Story & Kelly-Smith, Inc.

CEDAR RAPIDS-MARION, IOWA

1—LOCATION: Linn County, (SMSA) E&P Map D-2, County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N. On U.S. Hwys. 30, 151, 218; State Hwys. 11, 13, 64, 149, 150, 84.

2—TRANSPORTATION: Railroads: Cedar Rapids & Iowa City; CMStP&P, Chicago & Northwestern; Ill. Central; Waterloo R.R. Co.
Motor Freight Carriers: 24.
Intercity Bus Lines: Greyhound, Jefferson Trans.; Missouri Transit; Iowa Coaches, Continental Trailways Bus.
Airlines: United; Ozark, Mississippi Valley Airlines.

3—POPULATION:
Corp. Cities 70 Cen. 128,670; Loc. Est. 126,884
Cedar Rapids (70) 110,642; Loc. Est. 106,802
Marion (70) 18,028; Loc. Est. 20,082
CZ ABC: (70) 131,899, (80) 129,700
RTZ-ABC: (70) 237,342; (80) 251,700
SMSA/County
70 Cen. 163,213; Loc. Est. 163,433
City & RTZ-ABC: (70) 369,241; (80) 381,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 41,051; Loc. Est. 46,854
County 70 Cen. 50,855, Loc. Est. 58,975
CZ ABC: (70) 41,970; (80) 47,000
RTZ-ABC: (70) 73,371; (80) 89,100
City & RTZ-ABC: (70) 115,341; (80) 136,100

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$832,423,547
Commercial Banks	8	$643,181,780

6—PASSENGER AUTOS: County 98,607

7—ELECTRIC METERS: Residence 52,344

8—GAS METERS: Residence 49,715

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Durable Goods 22,100 ($332); Fabric. Metal 1,400 ($305); Machinery 19,200 ($337); Transportation 1,900 (NA); Non-Durable 7,500 ($341); Food 5,500 ($368).

10-CLIMATE: Min. & Max. Temp.—Spring 15-95; Summer 36-103; Fall 0-99; Winter 25-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Downtown Shopping District: 5 blks. on 1st, 2nd, 3rd and 4th Ave., East; 4 blks. on 1st, 2nd, 3rd, 4th and Kth Streets East.
Shopping Centers (No. of Stores): Lindale Mall (38); Town & County (17), First Ave. East at 36th St. and 44th St.; May's City (6), 16th Ave. at 31st St. S.W.; Vernon Village 5, Mt. Vernon Rd. and 34th to 36th Sts.; Cedar Hills (6), Johnson Ave. at Jacolyn Dr. N. W. (5), Park Towne Square (10) 42nd St. and Center Pt. Rd., Westdale Mall (125) Hwy 149 & Wilson Ave. SW.
Neighborhood Shopping Areas: 2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on

IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LOUISA	25,427	32,807	35,324	11	2,771	5	651	13	7,522	13	10,932	12	5,544	4	1,329	7	1,128	28	3,529	3	939
LUCAS	29,531	42,614	46,890	4	1,570	6	4,201	14	12,507	11	7,719	14	6,868	10	3,003	11	1,841	19	2,245	2	1,221
LYON	28,478	40,008	43,7[illegible]2	14	6,129	3	777	18	10,590	9	9,453	15	5,781	4	790	8	2,341	30	3,529	3	716
MADISON	33,569	41,443	44,242	11	4,654	7	1,651	8	10,789	11	11,258	16	4,650	13	1,868	7	1,046	27	4,203	5	1,392
MAHASKA	73,582	93,971	101,027	19	9,642	6	8,934	19	23,290	20	12,350	25	15,282	18	5,770	16	4,190	52	6,5[illegible]7	3	1,828
Oskaloosa	64,515	80,921	86,672	12	6,978	5	8,389	11	19,870	16	11,448	20	14,163	18	5,770	12	3,897	34	5,274	3	1,828
MARION	72,813	92,125	98,835	23	8,093	18	8,047	28	23,611	24	17,712	32	15,467	22	4,694	18	3,393	52	8,609	5	2,261
MARSHALL	155,506	182,241	192,610	29	18,170	14	24,748	37	40,427	35	32,548	46	20,653	37	9,607	34	8,130	91	16,123	8	7,273
Marshalltown	146,351	171,503	181,257	23	14,848	10	24,626	27	38,801	31	30,687	35	18,375	35	9,149	31	7,992	72	15,193	8	7,273
MILLS	34,793	46,573	50,499	8	2,460	5	3,463	13	10,589	10	13,648	20	6,402	11	1,650	6	3,749	30	3,396	3	1,249
MITCHELL	27,566	35,930	38,760	17	6,861	5	1,259	21	7,601	12	7,133	19	6,087	10	1,465	10	1,146	24	2,248	3	1,118
MONONA	34,476	41,851	44,527	13	3,768	5	857	17	10,948	8	10,194	19	5,745	10	999	9	1,778	39	3,430	8	2,604
MONROE	23,018	30,381	32,846	6	871	4	1,714	12	9,032	10	10,004	11	3,735	7	1,487	7	533	18	1,765	4	1,072
MONTGOMERY	40,654	49,925	53,235	12	3,773	8	5,514	15	14,265	15	9,716	18	7,065	14	2,488	10	1,700	24	3,310	4	2,066
MUSCATINE	165,172	214,670	231,550	27	17,172	7	13,641	33	42,868	28	51,256	48	48,200	26	11,286	31	7,424	82	15,488	6	6,829
Muscatine	108,452	135,252	144,656	18	9,828	6	12,471	24	37,669	20	23,310	30	17,096	21	10,687	24	6,126	57	10,913	3	4,827
O'BRIEN	58,090	79,774	86,934	30	9,280	9	6,302	19	16,361	19	19,622	32	11,747	18	5,289	19	3,126	38	5,613	6	2,332
OSCEOLA	16,974	23,762	25,993	9	2,582	3	754	8	4,427	9	4,754	10	4,184	7	1,315	8	865	19	2,386	3	758
PAGE	67,932	82,155	87,355	21	6,523	9	9,511	14	18,729	15	16,104	29	11,414	25	7,068	19	4,384	41	4,418	8	2,534
Shenandoah	37,331	44,343	46,680	8	4,244	4	5,579	5	10,172	11	7,945	11	3,586	14	4,693	9	2,482	20	1,673	5	1,489
PALO ALTO	34,978	45,983	49,681	16	9,473	4	973	16	10,680	9	9,548	19	6,273	8	2,110	11	1,087	35	3,838	7	1,319
PLYMOUTH	81,227	114,503	125,418	20	10,707	9	5,847	22	30,423	21	27,086	38	19,179	18	5,284	10	3,043	62	8,887	6	2,310
Le Mars	52,560	73,624	80,645	8	4,286	5	5,353	7	24,148	9	17,164	16	11,091	14	4,478	5	1,472	28	5,386	3	1,296
POCAHONTAS	32,838	41,417	44,386	13	5,551	6	1,025	16	12,507	13	9,808	20	4,271	8	855	18	2,331	23	2,946	2	667
POLK	1,359,014	1,791,653	1,938,711	133	132,142	60	323,171	210	371,649	198	321,569	270	209,846	241	94,271	228	83,332	601	158,074	56	36,577
Des Moines	971,429	1,233,001	1,323,186	89	92,105	46	248,119	153	251,275	144	208,817	180	119,162	163	67,991	157	57,702	436	109,664	43	28,315
POTTAWATTAMIE	257,678	317,021	338,545	43	11,690	19	41,484	65	74,591	52	70,494	95	56,732	33	8,231	41	10,002	160	33,490	22	14,460
Council Bluffs	220,521	261,435	276,911	28	9,030	13	41,312	44	63,129	39	63,573	48	33,185	26	7,690	27	9,058	102	23,211	17	12,290
POWESHIEK	61,912	79,747	85,869	18	4,328	11	4,581	15	17,059	19	14,803	31	23,444	15	3,751	19	3,454	33	5,860	7	2,384
RINGGOLD	14,856	20,945	22,947	7	1,082	3	956	9	4,727	5	5,679	14	4,236	4	1,256	4	325	12	1,507	3	737
SAC	35,618	44,668	47,835	16	8,303	10	1,127	20	9,975	19	10,760	32	6,760	12	1,345	14	1,101	42	3,995	4	902
SCOTT	614,865	800,444	863,357	57	52,656	23	152,408	97	155,685	66	138,193	138	104,695	91	35,790	112	48,520	305	80,158	36	31,359
Bettendorf	115,054	144,642	154,983	8	10,379	6	35,516	20	37,025	9	13,680	28	18,692	13	2,360	21	10,347	43	14,459	5	4,913
Davenport	452,448	660,273	640,503	41	37,424	14	108,563	63	104,977	51	122,263	87	57,591	77	33,392	84	37,956	217	58,329	26	25,456
SHELBY	36,135	50,230	54,875	22	6,274	6	5,669	16	10,741	15	11,559	21	8,351	10	1,72[illegible]	12	874	34	4,465	5	1,653
SIOUX	82,712	122,158	135,039	28	12,018	12	2,174	34	21,574	28	36,811	30	26,568	27	5,959	38	7,133	50	8,340	8	3,011
STORY	224,836	295,199	318,975	37	23,099	17	46,037	40	61,269	40	54,449	61	32,560	53	16,275	55	15,378	125	32,788	14	5,879
Ames	183,017	245,615	266,467	17	14,085	11	44,860	22	50,039	25	43,025	29	25,758	41	14,676	38	12,317	92	29,814	8	4,363
Nevada	19,277	22,639	22,759	8	3,980	1	168	6	4,987	9	8,[illegible]11	8	1,827	5	909	4	457	6	689	3	995
TAMA	42,291	54,588	58,788	23	7,044	10	2,507	24	3,174	17	13,258	28	11,057	11	1,323	13	2,500	51	5,774	4	1,073
TAYLOR	12,658	16,462	17,752	11	2,078	6	795	11	4,921	6	2,361	13	2,817	6	1,016	5	277	19	1,621	2	582
UNION	47,276	60,336	64,831	18	6,637	8	6,299	13	18,029	16	10,819	20	7,549	13	3,498	13	1,951	36	4,308	6	1,627
Creston	44,443	56,276	60,368	15	6,232	7	6,010	7	16,712	15	10,571	14	5,941	12	3,399	11	1,917	29	3,957	4	1,606
VAN BUREN	13,633	17,131	18,353	15	3,797	4	447	15	3,150	4	1,375	21	4,439	2		4	307	17	1,829	2	749
WAPELLO	137,616	176,318	189,581	21	15,583	12	23,301	33	46,363	30	25,253	48	23,785	18	5,907	31	10,907	82	14,242	8	7,067
Ottumwa	128,746	163,835	175,907	15	12,583	9	23,218	24	44,521	26	23,917	37	18,923	18	5,907	28	10,164	70	13,414	8	7,067
WARREN	70,218	91,703	98,953	22	6,645	8	5,734	19	29,292	13	25,903	32	15,271	13	3,978	19	1,747	34	4,819	4	893
WASHINGTON	64,767	79,757	85,102	20	8,048	12	6,529	18	15,603	19	17,490	33	9,913	14	4,697	21	4,515	47	7,633	8	2,000
Washington	42,459	52,370	55,673	12	4,319	7	5,203	8	12,641	12	10,270	9	4,233	14	4,697	11	3,265	20	4,311	6	1,620
WAYNE	16,159	21,424	23,197	11	3,202	5	897	13	5,545	3	2,504	18	6,523	3	424	3	130	15	1,217	4	741
WEBSTER	203,649	245,927	261,424	35	20,615	12	45,142	47	43,400	40	52,400	60	28,681	33	10,369	50	14,666	110	17,200	13	7,239
Fort Dodge	187,156	225,417	239,490	23	17,749	11	45,017	29	40,078	34	47,527	38	22,703	31	9,598	45	14,401	86	15,493	12	6,585
WINNEBAGO	37,804	44,568	47,139	19	6,066	8	2,866	18	9,648	13	10,577	16	4,489	9	1,215	23	2,588	31	3,788	6	1,515
WINNESHIEK	52,462	74,558	81,798	12	4,736	6	3,773	29	19,284	19	17,236	29	6,937	14	5,458	24	5,332	53	5,905	4	1,846
WOODBURY	400,058	439,379	458,622	63	35,375	26	75,922	110	98,030	62	71,884	93	46,373	60	23,215	81	22,712	255	38,517	25	17,001
Sioux City	373,272	404,040	420,407	47	32,376	19	75,103	87	91,920	51	60,440	71	39,114	57	22,051	73	22,385	198	33,848	22	16,344
WORTH	17,894	23,320	25,154	11	3,296	3	702	9	6,066	11	3,913	10	2,605	4	237	4	1,995	22	1,695	4	822
WRIGHT	44,893	48,716	50,706	19	4,299	7	1,440	20	14,026	15	12,128	18	4,665	24	2,798	22	2,399	39	3,282	7	1,532

16th Ave. S.W., 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Town & Country	36 blks	Arden
Kenwood	32 blks	Pidgeon's
Lindale Mall	50 blks	Sears Younkers,
May's City	32 blks.	Killian's
16th Avenue	15 blks	Giant, May Drug,
Vernon Village	36 blks	Eagle
Parktowne Sq	38 blks	May's
Target		Target Discount
Cedar Hills		Me Too Mkt.
K-Mart/Cedar Mall		K-Mart
K-Mart Plaza		K-Mart
Lindale		4Stores
Westdale Mall		J.C. Penney, Montgomery Ward, Younkers

Stores Open Evenings: Downtown, Mon. & Thurs. Shopping Centers, every nite. Super Mkts., Sun. & every nite.

13—RETAIL OUTLETS. Department Stores: Killian's; Younker's; Armstrong's; Martin's; Sears Montgomery Ward, J.C. Penney; Smulekoff's; The Giant, K-Mart; Target; Kiecks; Killian's, Peterson; Harned Von Maur.
Variety Stores: Woolworth.
Discount Stores (CZ): K-Mart, Target; The Giant.
Chain Drug Stores (CZ): Drugtown 4, Paramount 6, Osco 3; May's 6.
Chain Food Supermarkets: Eagle 4; Me Too 5; Super Valu 3; Warehouse Mkt. 1; HyVee 8; Econo-Mart 1.
Other Chain Stores: Auto Supplies, Goodrich; Goodyear; Firestone; Coast to Coast. Shoes: Barker's, Baker's Kinney; Women's Apparel: Seifert's, Wolf's, Young Fashions, Brook's, Neumode Hosiery, Sears Roebuck, Paint: Standard Glass & Paint, Sherwin-Williams, Iowa Paint, Pittsburgh Plate Glass, Seed's: Earl May; Mary Lester Fabrics; Northwest Fabrics; So-Fro Fabrics. Fabs.

14—NEWSPAPERS: GAZETTE (e. Mon. to Fri.) 68,800; (S) 76,504, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jon Kemmerer, Nat'l. AdV. Dept., GAZETTE.
National Representatives: Branham/Newspaper Sales, Iowa Daily Press Assn.

CENTERVILLE, IOWA

1—LOCATION: Appanoose County, E&P Map C-3, County Seat. Agricultural, industrial and residential, 90 mi. S and E of Des Moines, 100 mi. W of Burlington. State Hwys. 2, 60.

2—TRANSPORTATION: Railroads: CRI&P, CB&O.
Motor Freight Carriers: 4

3—POPULATION:
Corp. City 70 Cen. 6,531, Loc. Est. 6,850
County 70 Cen. 15,007, Loc. Est. 15,603

4—HOUSEHOLDS:
City 70 Cen. 2,452, Loc. Est. 2,865
County 70 Cen. 5,355, Loc. Est. 5,995

5—BANKS: 2 Commercial Dep. $88,323,867

6—PASSENGER AUTOS: County Est. 11,748

7—ELECTRIC METERS: Residence, 3,384

8—GAS METERS: Residence 2,441

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Farm equipment 60 ($185); Feed Processing 15 ($180); Utility Hd. 175 ($250); Culvert Fabrication 27 ($200); Foundry 70 ($185); Haydite Processing 26 ($190); Plastic Food Ptg. 350 ($200); Radiators 160 ($220); Fireplace Equipment 208 ($220).

10-CLIMATE: Min. & Max. Temp.—Spring 40-59, Summer 65-88, Fall 36-60, Winter 22-43.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, Mo	25	Comstock, HyVee

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: S&L; Spurgeons, J.C. Penney.
Variety Stores: Ben Franklin.
Discount Stores: Gibson's, Matco.
Chain Drug Stores (CZ): City Drug, Walgreen, Owl Rexall.
Chain Food Supermarkets: Hy-Vee, Super Valu.
Other Chain Stores: Coast-to-Coast, Gamble's; Western Auto; Firestone; Brown Shoe—Fit, Sears (catalog); Montgomery Ward (catalog); Mode O'-Day.

14—NEWSPAPERS: IOWEGIAN & CITIZEN (e-Mon. to Fri.) 5,180; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Roger Bryant, Exec. Publisher, IOWEGIAN & CITIZEN.
National Representatives: Iowa Daily Press Assn.

CHARLES CITY, IOWA

1—LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center. Northeast part of State; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2—TRANSPORTATION: Railroads: Illinois Central; Milwaukee; Iowa Terminal Ry.
Motor Freight Carriers: 8
Intercity Bus Lines: Jefferson

3—POPULATION:
Corp. City 70 Cen. 9,268; Loc. Est. 8,941
City Zone 11,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 3,201; Loc. Est. 3,623
County: 70 Cen. 6,392; Loc. Est. 7,596

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$205,750,476
Commercial Banks	3	$107,638,000

6—PASSENGER AUTOS: County 15,230

7—ELECTRIC METERS: Residence 3,714

8—GAS METERS: Residence 3,131

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Farm Mach. 1,460 ($350); Animal Health Pdts. 402 ($285); Nursery 95 ($140).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-57, Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2. Last killing frost, Apr. 26.

11—TAP WATER: Neutral, very hard; fluoridated.

12—RETAILING: Principal Shopping Centers: 6 blocks on Main St.; 2 on Clark; 2 on Kelly; 2 on Blunt; 1 on 2nd St.; 1 on Gilbert St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cendar Mall	31	Hy-Vee
Red Owl Family Ctr.		Super Mkt

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept., Fri. & Mon., Food, 6 nights.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Spurgeons.
Discount Store: Red Owl Family Center, Gibson, K-Mart.
Variety Stores: Thomson's Ben Franklin.
Chain Drug Stores (CZ): Kruse, Red Owl; Medicine Chest.
Chain Food Supermarkets: Red Owl, Fareway Stores, Southside; Hy-Vee.
Other Chain Stores: Montgomery Ward (order store), Sears (order store), Brown's Shoe Fit Co.; Stevensons/Trade Home,Damons Too, Coach House Roberts, Villa, Hanson Tire; Dorfman Auto Supply, Sieg Co.; McGregor Furniture.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 4,311; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS.
National Representatives: American Newspaper Representatives, Inc., Iowa Daily Press Assoc.

CHEROKEE, IOWA

1—LOCATION: Cherokee County, E&P Map B-2, County Seat.

2—TRANSPORTATION: Railroads: Ill. Central.
Motor Freight Carriers: 7
Intercity Bus Lines: Iowa Coaches

3—POPULATION:
Corp City 70 Cen. 7,272, Loc. Est. 6,579
County, 70 Cen. 17,269, Loc. Est. 16,436

4—HOUSEHOLDS:
City: 70 Cen. 2,450, Loc. Est. 2,637
County: 70 Cen. 5,497, Loc. Est. 5,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$65,932,000
Sav. & Loan Assn.	2	$56,350,000

6—PASSENGER AUTOS: County 9,764

7—ELECTRIC METERS: Residence 2,646

8—GAS METERS: Residence 2,422

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Farm Imp. 280 ($225); Meat Packing 800 ($360).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 18-68, Summer 55-79, Fall 26-79, Winter 0-38. First killing frost, Oct. 8. Last killing frost, May 20.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main and Second St.; North Star Plaza (7 stores—variety, disc.), Southside Shopping Center (7 stores—grocery, disc.).
Principal Shopping Days: Wed., Thurs., Fri.
Stores Open Evenings: Thurs., Food and discount-nightly.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Hawley Allison, Spurgeon's, Bomgaar's.
Discount Stores: Gibson's, Alco, K-Mart.
Chain Drug Stores: McWilliams, Drug Town.
Chain Food Supermarkets: Fareway, Hy-Vee; Super Valu.
Other Chain Stores: Coast-to-Coast, Brown Shoe; Sears; Earl May, Montgomery Ward, Casey's General Store; Kum & Go, The Clothes Peddler, Fusfield's, Thermo Gas Co., Payless, Hardees.

14—NEWSPAPERS: TIMES (e). 4,708, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Gary Barnes, Adv. Mgr., TIMES.
National Representatives: Iowa Daily Press Assn.

CLINTON, IOWA

1—LOCATION: Clinton County, E&P Map D-2, County Seat. Manufacturing and agricultural center. Extreme E point in Iowa; 138 mi. W of Chicago, 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2—TRANSPORTATION: Railroads: Burlington Northern; CMSt. P&P; C&NW; CRI&P. Mississippi River Municipal Barge Terminal.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; River Trails Transit; Scenic Stage, Clinton Municipal Transit Authority.
Airlines: Mississippi Valley

3—POPULATION:
Corp. City 70 Cen. 34,719; Loc. Est. 33,110
CZ ABC: (70) 34,719; (80) 32,700
RTZ-ABC: (70) 85,467; (80) 90,000
County 70 Cen. 56,749; Loc. Est. 58,257
City & RTZ-ABC: (70) 120,186; (80) 122,700

4—HOUSEHOLDS:
City 70 Cen. 11,277; Loc. Est. 12,555
County 70 Cen. 17,707; Loc. Est. 21,022
CZ ABC: (70) 11,277 (80) 12,100
RTZ-ABC: (70) 26,699 (80) 32,100
City & RTZ-ABC: (70) 37,946; (80) 44,200

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn	3	$99,431,187
Commercial Banks	3	$141,507,000

6—PASSENGER AUTOS: County 33,672

7—ELECTRIC METERS: Residence 11,913

8—GAS METERS: Residence 9,818

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Avg. Wkly. Wage) Corn Processing 1,279 ($305), Cellophane and Clysar Mfg. 1,093 ($300), Railroading & Car Repair 595 ($275), Structural Steel 147 ($260), Steel Tubing & Parts 270 ($272), Garments 285 ($205), Paper Cartons & Labels 861 ($237), Chemical Products 495 ($295), Coupon Clearing 579 ($175), Wire Products 293 ($218), Plastic Pipe 350 ($270), Automotive Parts 191 ($215), Herbicides 40 ($236), Sheet Metal 112 ($241), Animal By-Products 70 ($240), Seed Processing & Packaging 83 ($190), Plastic Forming 52 ($175), Caramel Coloring Syrups 25 ($267), Dressed & Canned Poultry 249 ($191), Metal Screen & Doors 106 ($227).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 22-82, Summer 55-92, Fall 21-84, Winter 8-38. First killing frost, Oct. 19. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on S 2nd St., 2 on S 3rd St., 3 on 5th Ave. S; 3 on 6th Ave. S, 2 on 4th Ave. S.
Neighborhood Shopping Centers: 8 blocks on Main Ave., 4 on S 4th St., 2 on Camanche Ave., 100 Block N & S on 2nd St.
Principal Shopping Days: Mon., Fri., & Sat.
Stores Open Evenings: Dept., Chain & Variety, Mon. & Fri., Food, nightly.

13—RETAIL OUTLETS: Department Stores: Petersen Harned Von Maur; Kline's; J. C. Penney, Montgomery Ward, Sears.
Discount Stores (CZ): Paul's Target, K-Mart.
Variety Stores: Woolworth, Main Ave.
Chain Drug Store: Bond-Walgreen's, Osco.
Chain Food Supermarkets: Eagle Food Centers 3, IGA (Affiliates) 3; Randall's Super Valu, Jewel Food; Kopp's 4; Red & White, Aldi Foods.
Other Chain Stores: Singer Co.; Firestone; Diamond Paint; Sherwin-Williams, Cobb Optical Co., Kinney Shoe; Brown's Shoe-Fit; Kirk's Jewelry; Fullerton Lumber; Eclipse Lumber, Radio Shack; Plywood Minnesota; Farm & Fleet.

14—NEWSPAPERS: HERALD (e) 22,468, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: D. H. Cunningham, Adv. Dir., HERALD.
National Representatives: Branham/Newspaper Sales.

COUNCIL BLUFFS, IOWA

1—LOCATION: Pottawattamie County, (In Omaha, Neb.-Iowa SMSA). E&P Map A-3, County Seat. Railroad center. Miscellaneous light manufacturing. Western edge of Iowa overlooking Missouri River.

2—TRANSPORTATION: Railroads: Burlington Northern, Illinois Central; Rock Island; Union Pacific, Milwaukee; Chicago & Northwestern.
Motor Freight Carriers: 6
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: United; Frontier; Braniff, Ozark, North Central; Eastern; T W A.

3—POPULATION:
Corp. City 70 Cen. 60,348; Loc. Est. 56,759
CZ ABC: (70) 60,348; (80) 58,000
RTZ-ABC: (70) 68,674; (80) 72,100
County 70 Cen. 86,991; Loc. Est. 86,726
SMSA 70 Cen. 542,646; Loc. Est. 581,833
City & RTZ-ABC: (70) 129,022; (80) 130,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 18,948; Loc. Est. 20,537
County 70 Cen. 26,778; Loc. Est. 30,777
SMSA 70 Cen. 185,216; Loc. Est. 206,054
CZ ABC: (70) 18,948; (80) 20,800
RTZ-ABC: (70) 21,288; (80) 25,900
City & RTZ-ABC: (70) 40,236; (80) 46,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$259,369,647
Sav. & Loan Assn.	3	$302,395,770

6—PASSENGER AUTOS: County 59,584

7—ELECTRIC METERS: Residence 23,431

8—GAS METERS: Residence 20,070

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Transp. & Public Utilities 2,900, Mfg. 2,800; Finance Insurance Real Estate 890; Wholesale and Retail Trade 5,710; Government 4,130.

10-CLIMATE: Min. & Max. Temp.—Spring 52-72, Summer 68-90, Fall 31-72, Winter 20-38. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Broadway between 1st & 7th Sts., Midlands Mall Broadway & Main St.
Neighborhood Shopping Centers: 5 blocks on Broadway near 20th & 25th Sts.; Broadway: 28th to 35th St., 16th Ave. bet. 7th & 8th Sts.; Bluff's Plaza-3 stores; Sundel Plaza-6 Stores, Bluffs Northway Shop. Ctr., 16th St. & I-29.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept—Mon. and Thu; Mallevery night.

13—RETAIL OUTLETS: Department Stores: John Beno; J. C. Penney, Richman-Gordman, Marcus, Sears; Brandies; Philips.
Variety Stores: Kresge.
Discount Stores: K-Mart.
Chain Drug Stores (CZ): Walgreen 2; Skagg's 1; Drug Town 2.
Chain Food Supermarkets: Safeway 2, Hinky Dinky 2, Super Valu 2; Hy Vee 2.
Other Chain Store: Firestone, Goodrich, Goodyear; Montomery Ward (catalog); Tractor Supply, Payless Shoes; Kinney Shoes; So-Fro Fabrics; Zales Jewelry.

14—NEWSPAPERS: NONPAREIL (e-Mon. to Fri.) 19,[illegible]14; (Sat e) 16,913; (S) 20,317; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kent A. Johnson, Adv. Dir., NONPAREIL.
National Representatives: Thomson Newspapers, Inc., Iowa Daily Press Association.

CRESTON, IOWA

1—LOCATION: Union County, E&P Map B-3, County Seat. Farm area in south central Iowa, livestock, dairying. 80 mi. SW of Des Moines, 100 mi. E of Omaha. On U.S. Hwy. 34, State Hwy. 25.

2—TRANSPORTATION: Chicago, Burlington & Quincy R.R. 2 Motor Freight Carriers, All Weather Airport, 5,000 Ft. Runway.

3—POPULATION:
Corp. City 70 Cen. 8,234, Loc. Est. 7,827
County 70 Cen. 13,557, Loc. Est. 13,403

4—HOUSEHOLDS:
City 70 Cen. 3,020, Loc. Est. 3,276
County 70 Cen. 4,774, Loc. Est. 5,429

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$75,500,000
Sav. & Loan Assn.	1	$43,965,127

6—PASSENGER AUTOS: County 7,870

7—ELECTRIC METERS: Residence 4,165

8—GAS METERS: Residence 2,908

9— PRINCIPAL INDUSTRIES (CZ): Burlington R.R. Shop and Operating Personnel, Light Machinery; Feed Mixing, Concrete Block; Electric Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Airplane Parts). Anhydrous Ammonia Mfg., Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days: Fri., Sat., 17th and last day of month.

10-CLIMATE: Min. & Max. Temp.—Spring 18-101, Summer 47-101, Fall 15-84, Winter 10-55. First killing frost, Oct. 10. Last killing frost, May 2.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers: Hwy. 34 & Sumner, Hwy. 25 & Townline, Hwy. 25 and Sumner and Sheldon.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Shopping Centers every evg. ex. Sunday.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Spurgeon Merc.
Variety Stores: P. M. Place, Ben Franklin, K-Mart.
Discount Stores (CZ): Farm Home & Supply; Pamida.
Chain Food Supermarkets: Hy-Vee, Fareway, Super Valu.
Other Chain Stores: Montgomery Ward (catalog), Coast-to-Coast, Goodyear, Tractor Supply Co., Sears (catalog).

14—NEWSPAPERS: NEWS-ADVERTISER (e-Mon. to Fri.) 6,897, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandsing Data: H. E. Roberts, Pub., O. L. Lesan, Adv. Mgr., NEWS-ADVERTISER.
National Representatives: Iowa Daily Press Assn.

DAVENPORT-BETTENDORF, IOWA

1—LOCATION: Scott County, (SMSA). E&P Map D-3, County Seat. Small manufacturing. On W bank of Mississippi River, 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67, State Hwy. 122, 22 and 74 & Interstate 80.

2—TRANSPORTATION: Railroads: Davenport; Burlington Northern.
Motor Freight Carriers: 40.
Intercity Bus Lines: Continental Trailways, Greyhound; River Trails Transit. Scenic Stage.
Airlines: United, Ozark; Mississippi Valley; Britt. Air Illinois.

3—POPULATION:
Corp. Cities
70 Cen. 120,595; Loc. Est. 128,610
Davenport (70) 98,469; Loc. Est. 101,320
Bettendorf (70) 22,126. Loc. Est. 27,290
CZ ABC: (70) 278,045; (80) 284,400
In Iowa: (70) 121,498; (80) 132,300
In Illinois: (70) 156,547; (80) 152,100
RTZ-ABC: (70) 358,655; (80) 380,800
SMSA: (70) 362,638: Loc. Est. 378,340
County 70 Cen. 142,687; Loc. Est. 157,360
City & RTZ-ABC: (70) 636,700; (80) 665,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 37,828; Loc. Est. 47,200
County 70 Cen. 44,022; Loc. Est. 53,500
SMSA 70 Cen. 114,835; Loc. Est. 138,527
CZ-ABC: (70) 88,740; (80) 103,400
In Iowa: (70) 38,092; (80) 47,200
In Illinois: (70) 50,648 (80) 54,700
RTZ-ABC: (70) 112,934. (80) 137,300
City & RTZ-ABC: (70) 201,674; (80) 240,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	33	$1,466,400,000
Sav. & Loan Assns.	10	$737,200,000
Commercial Banks	6	N/A

6—PASSENGER AUTOS: Co. 111,531; SMSA 302,880

7—ELECTRIC METERS: Res. 124,872

8—GAS METERS: Residence 119,414

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (SMSA) Total Employment 172,200; Mfg. 44,625; (farm equipment, aluminum milling) Non-Manufacture 87,750; Sector 25,500. Average Wkly Wage $329.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring -7-93, Summer 40-92; Fall -13-42, Winter -7-63. Annual Rainfall 31.27.

11—TAP WATER: From Mississippi River. Davenport—Neutral, hard, fluoridated. Rock Island—Hard, slightly alkaline, fluoridated. Moline—Lime softened, fluoridated.

12—RETAILING: Principal Shopping Center: Davenport—4 blocks on 2nd St., 4 on 3rd St., 3 on Brady-Main Harrison; N. Brady bet. 30th St. & Kimberly Rd. Northpark—between Harrison and Brady on West Kimberly; Northgate Eastern & Kimberly. Bettendorf—State St. from 14th to 19th St.; Duck Creek Plaza. **Downtown Rock Island:** 2nd, 3rd, & 4th Aves. bet. 15th & 20th Sts. Moline— 4th, 5th & 6th Aves. bet. 12th & 20th Sts. K-Mart—23 Ave. & 48 St. Southpark (115 stores)—16th St. & John Deere Expressway. E. Moline—15th, 16th & 17th Aves. bet. 7th & 13th Sts. Silvis—1st Ave. from 7th to 12th St. Milan—4th St. from 1st to 4th Ave.
Neighborhood Shopping Centers: Davenport—6 blocks on North Harrison St., 8 near Locust & Division Sts. in NW Davenport. Village 27 units, & Venture shopping area on N. 18th in Bettendorf. Westfair, 9 units. Rock Island—9th & 11th St. bet. 6th and 8th Ave.; 11th St. bet. 18th Ave. and 42nd Ave. including Watchtower Plaza, 30th St. bet. 14th and 18th Aves.; 14th Ave. bet. 38th and 44th Sts., k-Mart, Blackhawk Rd. & 38th St. Moline—Uptown—15th and 16 Sts. bet. 14th and 25th Aves., Hiland, 23rd Ave. bet. 27th and 34th Sts.; King Plaza and Orchard Center 23rd Ave. bet. 34th Sts. and 43rd St.; Venture Blackhawk Rd. and 20th St.; Southwest, Green Valley, John Deere Expressway & 41th st.
East Moline-Ridgewood, Colona Rd. at 7th St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
N.W. Davenport	3	Geifman's
W. Locust	5	Randall's
Midtown Plaza	2	Aldi, Walgreen
Northgate	3	Interstate Book Store Strum, Geifman's
Spring St. & Kimberly Rd	3	Eagles
Northpark	3	Penney, Younker's, Mont. Ward
Cumberland Sq.	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Venture, Jewel, Osco
Bettendorf	2	HAAG
Village (Dav.)	4	Supreme, Eagles
K-Mart	4	K-Mart
Old Town Mall	3	HAAG, Playback, Sherwin-Williams
Duck Creek Plaza (Bett.)	5	Younkers Target Randalls
Venture	3	Venture
Hiland (Mol.)	2	Aldi, HAAG
Uptown (Mol.)	1	Uptown Bank, HAAG
Orchard Ctr. (Mol.)	3	Community Savings, Eagle
City Line Plaza	2	Jewel/Osco
K-Mart (No. 1)		K-Mart; Jewel/Osco
King's Plaza (Mol.)	3	Geifman's, Trevor, Sears
Venture (Mol.)	3	Venture
Southpark	4	Peterson's, Younkers's Randall's, Mont. Ward, J.C. Penney
Green Valley	4	Ardens
Ridgewood (E. Mol)	5	Geifmans
Kennedy (E. Mol.)	4	Jewel-Osco
30th (R.I.)	2	Eagle, Supreme
11th St. (R.I.)	3	Geifman
Watchtower Plaza (R.I.)	3	Eagle, Zayre

Principal Shopping Days: Dept. Stores—Mon., Fri. and Sat.; Food: Thurs., Fri., Sat. & Sun.
Stores Open Evenings: Dept.—Mon. & Fri. in Davenport, Moline & Rock Island; Fri. in E. Moline.
Super Mkts.: Every evg., Mon. thru Sun.
Stores Close: Mon. morning and Sat. evgs.
Stores Open Sundays: Discount, Super Mkts., Drug., Shopping Malls.

13—RETAIL OUTLETS: Department Stores—McCabes; Younkers 3; Petersen Harned von Maur 3; Penney 2, Sears 2; Montgomery Ward 2.
Discount Stores (CZ): Venture 2; Zayre; Target 2; K-Mart 4.
Variety Stores: Ben Franklin 2; Kresge 1; Woolworth 2; Jupiter.
Chain Drug Stores (CZ): HAAG 14, Bond-Walgreen 8; Osco 3, Main at Locust Phcy. 1; Medicine Shoppe 3; Stewart 2; Mays 1.
Chain Food Supermarkets (Quad-Cities): Eagle 11, Randall's 7; Geifman's 9; Tri-City 3, Jewel 4; 7-11 19, Aldi 4, Convenient 9.
Independent Buying Groups: Royal Blue 6, Jack & Jill 5; Super Valu 2; Certified 1.
Other Chain Stores: Fannie May 4, Firestone 5; Thom McAn 2; Goodyear 5, Bakers 1; Kaybee 2; Kinney 5, Lober's; Western Auto 2; Fashion 1;

IOWA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,825,379	2,954,185	9,223,587	23,583,172	1,103,712	21,367	129,404	2,770,290	3,504,995
STANDARD METROPOLITAN STATISTICAL AREAS									
Cedar Rapids, Iowa	163,213	164,761	624,943	1,377,187	60,085	22,921	2,019	35,124	30,681
Davenport-Rock Island-Moline, Iowa-Ill.	362,638	380,901	1,335,545	3,828,575	140,893	27,174	4,213	75,473	121,521
Des Moines, Iowa	313,562	336,537	1,162,287	3,057,441	127,549	23,971	2,857	47,657	32,785
Dubuque, Iowa	90,609	93,264	280,693	752,815	29,675	25,369	1,804	7,438	60,217
Iowa City, Iowa	72,127	75,944	216,335	633,914	28,135	22,531	1,482	20,083	38,590
Omaha, Neb.-Iowa	542,646	591,389	1,953,584	4,672,514	212,006	22,040	3,195	60,173	140,497
Sioux City, Iowa-Neb.	116,189	120,489	434,926	921,686	44,657	20,639	2,308	45,870	78,563
Waterloo-Cedar Falls, Iowa	132,916	138,401	479,532	1,186,527	48,627	24,401	1,509	38,985	31,598
COUNTIES, Cities									
ADAIR	9,487	10,317	26,558	83,945	4,144	20,257	1,278	17,046	28,684
ADAMS	6,322	6,408	19,588	44,339	2,564	17,293	873	9,285	18,902
ALLAMAKEE	14,968	16,465	35,176	98,781	5,861	16,854	1,233	6,448	34,615
APPANOOSE	15,007	16,023	40,056	108,519	6,667	16,277	963	8,080	8,809
Centerville	6,531	6,418	17,368	43,306	2,864	15,121	*	*	*
AUDUBON	9,595	9,603	27,365	64,818	3,688	17,575	1,082	16,005	41,956
BENTON	22,885	25,088	69,536	187,944	9,494	19,796	1,696	47,795	46,244
Vinton	4,845	5,204	14,298	37,862	2,166	17,480	*	*	*
BLACK HAWK	132,916	138,401	479,532	1,186,527	48,627	24,401	1,509	38,985	31,598
Cedar Falls	29,597	37,434	108,756	316,048	11,921	26,512	*	*	*
Evansdale	5,038	5,180	18,345	44,822	1,699	26,381	*	*	*
Waterloo	75,533	79,711	279,116	701,846	30,047	23,358	*	*	*
BOONE	26,470	27,101	80,162	208,814	10,589	19,720	1,416	50,083	25,385
Boone	12,468	12,266	39,938	100,737	5,117	19,687	*	*	*
BREMER	22,737	25,321	66,666	198,030	9,166	21,605	1,462	23,948	27,345
BUCHANAN	21,762	23,656	57,445	161,679	8,145	19,850	1,546	31,943	33,130
BUENA VISTA	20,693	20,957	60,485	174,256	8,113	21,479	1,364	44,686	41,187
BUTLER	16,953	18,197	48,107	129,793	6,895	18,824	1,627	33,128	33,284
CALHOUN	14,287	[illegible]	45,936	101,346	5,637	17,979	1,311	50,811	26,810
CARROLL	22,912	[illegible]	66,651	162,866	8,329	19,554	1,525	30,957	71,298
Carroll	8,716	[illegible]	27,694	69,217	3,463	19,988	*	*	*
CASS	17,007	[illegible]	53,083	136,274	7,092	19,215	1,270	18,827	39,964
Atlantic	7,306	7,533	23,344	60,528	3,140	19,276	*	*	*
CEDAR	17,655	18,928	49,316	157,832	7,115	22,183	1,482	33,940	53,477
CERRO GORDO	49,223	48,720	174,714	390,007	18,853	20,687	1,185	44,603	26,141
Mason City	30,379	30,525	110,044	249,693	12,110	20,619	*	*	*
CHEROKEE	17,269	16,665	47,559	129,758	6,235	20,811	1,226	30,540	70,009
Cherokee	7,272	6,514	20,330	51,486	2,626	19,606	*	*	*
CHICKASAW	14,969	16,014	40,368	101,857	5,673	17,955	1,339	20,315	26,877
CLARKE	7,581	8,432	25,353	62,034	3,496	17,744	901	6,354	11,051
CLAY	18,464	20,733	57,129	161,921	7,976	20,301	1,105	34,476	37,723
Spencer	10,278	11,992	32,878	95,867	4,764	20,123	*	*	*
CLAYTON	20,606	21,314	53,467	134,523	7,929	16,966	1,857	13,384	56,291
CLINTON	56,749	59,700	185,680	488,360	21,793	22,409	1,736	26,413	65,056
Clinton	34,719	32,783	120,329	289,808	12,604	22,993	*	*	*
CRAWFORD	19,198	19,227	50,718	140,019	7,385	18,960	1,663	24,558	56,937
DALLAS	26,085	29,980	80,352	236,173	11,593	20,372	1,401	40,292	25,935
Perry	6,906	7,293	20,682	55,855	3,096	18,041	*	*	*
DAVIS	8,207	9,259	22,745	64,635	3,751	17,231	988	8,952	14,004
DECATUR	9,737	10,053	26,586	56,153	4,016	13,982	903	7,721	13,716
DELAWARE	18,770	19,739	46,164	129,590	6,602	19,629	1,524	15,692	62,329
DES MOINES	46,982	46,218	169,056	395,796	18,034	21,947	874	22,740	14,775
Burlington	32,366	27,571	116,702	237,714	11,262	21,108	*	*	*
DICKINSON	12,565	15,155	36,055	115,516	6,146	18,795	766	21,472	24,876
DUBUQUE	90,609	93,264	280,693	752,815	29,675	25,369	1,804	7,438	60,217
Dubuque	62,309	62,288	201,887	529,638	20,642	25,658	*	*	*
EMMET	14,009	14,012	43,311	95,595	5,125	18,653	825	29,907	20,778
Estherville	8,108	8,321	25,338	57,382	3,072	18,679	*	*	*
FAYETTE	26,898	26,278	79,322	181,368	9,721	18,657	1,874	32,422	51,655
Oelwein	7,735	7,656	23,289	53,951	3,188	16,923	*	*	*
FLOYD	19,860	20,735	67,041	151,291	7,835	19,310	1,233	32,567	22,847
Charles City	9,268	8,828	34,105	70,875	3,593	19,726	*	*	*
FRANKLIN	13,255	14,108	45,711	100,978	5,677	17,787	1,321	44,922	37,465
FREMONT	9,282	9,413	31,487	72,511	3,898	18,602	909	33,048	14,852
GREENE	12,716	12,388	41,439	101,759	5,014	20,295	1,186	49,530	27,014
GRUNDY	14,119	14,892	40,176	116,571	5,771	20,199	[illegible]	44,722	35,951
GUTHRIE	12,243	12,783	33,122	87,761	5,154	17,028	1,346	21,723	25,215
HAMILTON	18,383	18,096	[illegible]	136,997	7,065	19,391	1,312	49,642	40,599
Webster City	8,488	7,845	21,950	58,732	3,120	18,824	*	*	*
HANCOCK	13,492	14,327	36,227	98,064	5,580	17,574	1,340	44,096	30,141
HARDIN	22,248	22,122	69,416	174,787	8,816	19,826	1,344	48,862	47,056
HARRISON	16,240	17,026	47,387	124,564	6,707	18,572	1,430	30,209	24,909
HENRY	18,114	18,668	53,569	146,915	7,298	20,131	1,068	23,560	19,873
Mount Pleasant	7,007	6,466	20,382	50,052	2,534	19,752	*	*	*
HOWARD	11,442	11,513	29,354	84,715	4,306	19,674	1,101	14,058	21,946
HUMBOLDT	12,519	13,098	42,662	92,300	4,850	19,031	989	42,743	21,375

Singer Co. 2; S&H Green Stamps 2; Richmond Bros. 2; Just Pants 2; Seiferts 2; Paul Harris 2; Walden Books 2; Coach House Gifts 2; So-Fro Fabrics 3.

14—NEWSPAPERS: QUAD-CITY TIMES (All Day) 64,328; (S) 82,596, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bill Johnston, Display Adv. Mgr., QUAD-CITY TIMES.
National Representatives: Branham/Newspaper Sales.

DES MOINES, IOWA

1—LOCATION: Polk County, (In Des Moines SMSA). E&P Map C-2, Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2—TRANSPORTATION: Railroads: Rock Island Chicago Northwestern; Norfolk & Western; Burlington Northern.
Motor Freight Carriers: 66.
Intercity Bus Lines: Trailways; Brothers; Inter-City Airport Transit; Sedalia-Marshall-Booneville Stage Line; Greyhound; Jefferson.
Airlines: Braniff International; United; Ozark; Mississippi Valley; American; Hughes Air West.

3—POPULATION:
Corp. City 70 Cen. 201,404; Loc. Est. 190,676
CZ ABC: (70)274,409; (80)290,200
RTZ-ABC: (70)883,592; (80)896,700
SMSA-70 Cen. 313,562; Loc. Est. 334,037
County 70 Cen. 286,130; Loc. Est. 298,690
City & RTZ-ABC: (70)1,158,001; (80)1,186,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City: 70 Cen. 68,506; Loc. Est. 76,339
County: 70 Cen. 93,415; Loc. Est. 113,163
SMSA: 70 Cen. 101,427; Loc. Est. 125,230
CZ ABC: (70)89,744; (80)108,000
RTZ-ABC: (70)288,959; (80)335,200
City & RTZ-ABC: (70)378,703; (80)443,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	24	$2,674,538,000
Sav. & Loan Assns	9	$1,841,000,000

6—PASSENGER AUTOS: 184,818

7—ELECTRIC METERS: 103,868

8—GAS METERS: 82,087

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Mfg. 26,900 ($342.68); Trnsp. 11,900 ($NA); Food 2,800 ($320); Printing 6,200 ($326.52).
Principal Pay Days: Fri., Mon., 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring —7-72; Summer—45-97; Winter—9-62; Fall—19-90; 1st killing frost Oct. 28. Last killing frost April. 21.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal shipping center is East 7th to West 12th on Walnut, Locust, and Grand Aves.
Neighborhood Shopping Centers: Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; University at University Ave. and 24th St.; Uptown at University Ave. and 42d St.; Ingersoll at Ingersoll Ave. (28th to 38th Sts.); Roosevelt at Chamberlain and 42d Sts.; Southwest 9th at Park Ave. and 9th St.; Park Fair at Second & Euclid; Merle Hay Mall at Merle Hay & Douglas; McNeal at Merle Hay and Urbandale; East Gate at E. 14th and Euclid; Sherwood Forest at 74th and Hickman; Fairmont Plaza (E. 26 & Euclid); Wakonda Shpg. Ctr. (4200 Fleur); Westown (I-35 & 22nd WDM); Southgate (S.E. 14th & Indianola Road); Franklin Plaza, 49th and Franklin Ave.; Thompson Plaza Triangle (2700 Douglas Ave.); Oliver Plaza Triangle (2700 Douglas Ave.); Oliver Plaza (23rd & Euclid Ave.); Valley West (I. 235 & 35th, WDM); South Ridge Mall; S.E. 14th & E. Army Post Rd., Village Green (2nd & Grand, WDM).
Principal Shopping Days: Department Stores—Mon., Fri. and Sat.; Food Stores—Fri. & Sat.
Stores Open Evenings: Downtown-Mon., Neighborhood-Fri.; Shopping Centers-Monday-Friday; Food-Every night till 9 or later and most of Sun.

13—RETAIL OUTLETS: Department Stores: Younkers 7; Brandeis 2; Sears 2; Penney 2; Montgomery Ward 2; Bond's of Beaverdale; Kleins; Petersen Harned VanMaur.
Discount Stores (CZ): K-Mart; Target 3; Woolco 2; K-Mart 4; ½ Price Store, Richman-Gordman 2; Ardans.
Variety Stores: Kresge 2; Woolworth 2; Ben Franklin Places; Claytons 3.
Chain Drug Stores (CZ): Walgreen 5; Drug Mart 5; Medicine Chest 5; Rexall 4; Dahl's 9; Target 3; Drug Town 3; Union Prescription Center 2.

Chain Food Supermarkets: Hy-Vee 10 Super Valu 9; Hinky Dinky 2; Dahl's 9; Git-N-Go 10; Safeway 8; AG 3. Quick Trip 16; 7-119.

Other Chain Stores: Jewelry: Helzberg, Plumbs 3; Ginsbergs 2; Josephs 2; Keepsake 2; Zales 4; Shoes: Bakers 4; Florsheims 2; Kinney 6; Payless 3; Flynn 2; Gallenkamp 2; Thom McAn 2; Clothing: Richman 52; Forman & Clark 2; Arnolds 4; Paul Harris 2; Seiferts 3; Mavrices 3; Casval Corner 3.

14—NEWSPAPERS: REGISTER (m) 210,577; TRIBUNE (e) 82,201; Comb. (m&e) 292,778; REGISTER (S) 390,537, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Roy Follett, Adv. Dir., REGISTER and TRIBUNE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

DUBUQUE, IOWA-EAST DUBUQUE, ILL.

1—LOCATION: Dubuque County in Iowa; Jo Daviess County in Illinois, E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151. State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2—TRANSPORTATION: Railroads: Amtrak; Burlington Northern; Ill. Central Gulf; Chicago North Western; Milwaukee.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; River Trails; Iowa Coaches; Tri State Tours.
Airlines: Ozark; Beyer Aviation; Mississippi Valley; Tri-State Flite.

3—POPULATION:
Corp. Cities
70 Cen. 64,717; Loc. Est. 63,611
Dubuque 70 Cen. 62,309; Loc. Est. 60,951
E. Dubuque 70 Cen. 2,408; Loc. Est. 2,660
CZ ABC: (70)64,717; (80)63,500
RTZ-ABC: (70)138,437; (80)150,200
Counties
Dubuque Co. (Ia.) 70 Cen. 90,609; Loc. Est. 95,651
Jo Daviess Co. (Ill.) 70 Cen. 21,766; Loc. Est. 22,940
SMSA 70 Cen. 90,609; Loc. Est. 95,651
City & RTZ-ABC: (70)203,154; (80)213,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 17,370; Loc. Est. 20,969
Dubuque Co. (Ia.) 70 Cen. 24,279; Loc. Est. 30,136
Jo Daviess Co. (Ill.) 70 Cen. 6,724; Loc. Est. 8,141

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
IDA	9,283	9,093	27,814	82,347	3,582	22,989	931	20,429	40,936
IOWA	15,419	15,202	38,558	102,560	5,736	17,880	1,259	19,182	38,989
JACKSON	20,839	23,587	58,719	167,485	8,295	20,191	1,481	7,511	44,148
JASPER	35,425	37,887	121,572	305,925	14,551	21,024	1,890	35,469	46,352
Newton	15,619	15,356	58,877	140,893	6,252	22,536	*	*	*
JEFFERSON	15,774	15,192	48,417	119,906	6,142	19,522	953	14,880	15,535
Fairfield	8,715	8,243	25,854	62,880	3,516	17,884	*	*	*
JOHNSON	72,127	75,944	216,335	633,914	28,135	22,531	1,482	20,083	38,590
Iowa City	46,850	50,044	139,443	416,652	18,717	22,261	*	*	*
JONES	19,868	20,269	59,749	143,170	7,194	19,901	1,429	17,189	53,871
KEOKUK	13,943	13,700	40,176	91,263	5,428	16,813	1,394	21,509	31,900
KOSSUTH	22,937	23,598	64,229	155,182	8,330	18,629	2,057	90,443	55,455
LEE	42,996	43,630	153,872	349,011	16,642	20,972	1,145	17,204	21,017
Fort Madison	13,996	12,928	52,244	110,314	5,151	21,416	*	*	*
Keokuk	14,631	13,403	54,035	108,835	5,446	19,984	*	*	*
LINN	163,213	164,761	624,943	1,377,187	60,085	22,921	2,019	35,124	30,681
Cedar Rapids	110,642	106,039	433,311	931,550	40,090	23,236	*	*	*
Marion	18,028	20,405	70,530	173,111	7,138	24,252	*	*	*
LOUISA	10,682	12,410	32,965	93,111	4,688	19,862	795	22,887	13,256
LUCAS	10,163	10,674	31,249	73,779	4,435	16,636	930	5,467	12,607
LYON	13,340	13,771	33,548	94,554	4,941	19,137	1,403	20,548	66,533
MADISON	11,558	13,530	32,965	103,152	5,481	18,820	1,312	15,849	20,595
MAHASKA	22,177	23,389	70,437	162,832	9,499	17,142	1,452	22,523	44,966
Oskaloosa	11,224	10,479	39,112	81,568	4,545	17,947	*	*	*
MARION	26,352	30,018	77,263	226,233	11,218	20,167	1,378	14,483	30,775
MARSHALL	41,076	42,365	137,729	341,399	16,182	21,097	1,400	43,397	31,810
Marshalltown	26,219	27,642	92,839	234,856	10,954	21,440	*	*	*
MILLS	11,832	13,901	30,402	124,209	5,365	23,152	797	22,146	21,001
MITCHELL	13,108	12,898	37,086	89,863	4,710	19,079	1,131	22,849	34,691
MONONA	12,069	12,322	36,055	91,481	4,925	18,575	1,250	35,171	30,676
MONROE	9,357	9,749	26,784	63,824	3,912	16,315	853	5,094	11,182
MONTGOMERY	12,781	13,616	40,832	111,608	5,785	19,293	872	17,144	24,195
MUSCATINE	37,181	40,873	119,436	343,644	15,204	22,602	1,191	23,820	23,460
Muscatine	22,405	23,725	74,750	205,355	9,277	22,136	*	*	*
O'BRIEN	17,522	18,092	52,538	128,039	6,897	18,564	1,376	38,022	68,169
OSCEOLA	8,555	8,173	23,778	57,144	3,062	18,662	911	22,537	39,684
PAGE	18,537	20,019	59,207	156,129	8,491	18,388	1,221	24,291	28,519
Shenandoah	5,968	6,747	19,412	53,588	3,055	17,541	*	*	*
PALO ALTO	13,289	13,647	34,177	95,917	4,934	19,440	1,125	45,423	30,419
PLYMOUTH	24,322	25,368	61,854	179,406	8,970	20,001	2,097	34,323	96,706
Le Mars	8,159	9,422	20,104	64,561	3,436	18,790	*	*	*
POCAHONTAS	12,757	11,831	38,116	84,145	4,480	18,782	1,275	51,524	32,057
POLK	286,130	300,267	1,089,949	2,766,268	114,954	24,064	1,284	32,847	13,018
Des Moines	201,404	188,621	753,571	1,714,245	76,434	22,428	*	*	*
POTTAWATTAMIE	86,991	87,366	307,783	863,697	31,401	27,505	1,972	40,550	80,901
Council Bluffs	60,348	57,299	212,796	568,460	21,001	27,068	*	*	*
POWESHIEK	18,803	19,548	53,569	153,147	7,392	20,718	1,375	26,101	30,769
RINGGOLD	6,373	6,739	15,805	48,226	2,884	16,722	951	8,626	17,710
SAC	15,573	15,073	48,271	121,799	5,828	20,899	1,351	37,646	69,132
SCOTT	142,687	160,283	538,063	1,436,293	57,890	24,811	1,174	20,286	35,696
Bettendorf	22,126	29,446	91,877	293,430	9,675	30,329	*	*	*
Davenport	96,469	103,206	367,788	924,232	39,222	23,564	*	*	*
SHELBY	15,528	15,519	38,789	110,355	5,435	20,305	1,426	26,980	49,345
SIOUX	27,996	32,393	66,076	212,619	10,955	19,408	2,153	32,879	161,581
STORY	62,783	68,683	191,610	564,163	24,247	23,267	1,417	50,210	26,488
Ames	39,505	46,127	120,175	372,972	15,274	24,419	*	*	*
Nevada	4,952	5,804	16,798	52,990	2,402	22,061	*	*	*
TAMA	20,147	20,814	56,659	145,951	7,930	18,405	1,740	42,710	41,119
TAYLOR	8,790	8,702	25,338	54,516	3,688	14,782	1,050	10,147	16,874
UNION	13,557	14,050	38,116	95,511	5,756	16,593	866	7,713	16,760
Creston	8,234	[illegible]	25,053	57,819	3,420	16,906	*	*	*
VAN BUREN	8,643	9,064	22,771	54,611	3,713	14,708	1,020	11,795	11,933
WAPELLO	42,149	41,059	155,896	307,809	16,371	18,802	1,032	14,610	12,051
Ottumwa	29,610	26,162	108,833	203,508	10,861	18,738	*	*	*
WARREN	27,432	36,270	72,338	291,173	12,595	23,118	1,573	14,810	19,767
WASHINGTON	18,967	19,256	54,599	150,338	7,293	20,614	1,310	25,725	39,987
Washington	6,317	6,646	17,817	50,839	2,796	18,183	*	*	*
WAYNE	8,405	8,623	23,693	59,495	3,800	15,657	946	11,769	15,016
WEBSTER	48,391	47,553	169,636	358,621	17,636	20,335	1,596	69,421	24,711
Fort Dodge	31,263	29,159	114,158	233,759	10,989	21,272	*	*	*
WINNEBAGO	12,990	14,331	40,054	110,768	5,582	19,844	1,000	33,559	15,894
WINNESHIEK	21,758	22,393	54,516	155,792	7,508	20,750	1,815	11,449	47,385
WOODBURY	103,052	103,530	395,896	802,802	38,762	20,711	1,865	37,589	69,737
Sioux City	85,925	84,932	335,746	672,860	32,055	20,991	*	*	*
WORTH	8,968	9,582	28,582	77,416	3,822	20,255	961	27,313	18,723
WRIGHT	17,294	17,524	61,034	162,287	6,871	23,619	1,215	58,102	21,322

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1979 Cash Receipts as follows: From Crops $3,729,000,000; from Livestock & Livestock Products $5,818,000,000. Total $9,548,974,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

DUBUQUE—continued

SMSA 70 Cen. 24,279; Loc. Est. 30,136
CZ ABC: (70)18,023; (80)20,200
RTZ-ABC: (70)39,058; (80)48,700
City & RTZ-ABC: (70)57,081; (80)68,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$423,596,027
Sav. & Loan Assn	2	$228,403,393

6—PASSENGER AUTOS: Counties— Dubuque, Ia. 48,310; Jo Daviess, Ill. 12,386

7—ELECTRIC METERS: Residence 19,514

8—GAS METERS: Residence 18,420

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Woodworking 285; Industrial Machy., 9,315; Meat Packing; Food & Kindred Prods., 3,202; Metal Working; Fabricated Metal Parts 2,132.
Principal Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 38-57; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 16. Last killing frost, Apr. 19.

11—TAP WATER: Alkaline, soft (ph 8.8); fluoridated.

12—RETAILING: Principal Shopping Center: 15 blocks on Main St. (2nd to 14th); Locust St. (4th to 9th); Kennedy Road (Hwy. 20 to Asbury Rd.); (Hwy. 20 West).
Neighborhood Shopping Areas: University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomberg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter Road & Asbury); Intersection (Hill & West 5th); So. Locust (Dodge to Railroad Ave.); Hwy. 52 North.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Plaza 20	3	K-Mart, Randall
Kennedy Mall	5	Rosheks, Wards, Younkers, Woolworth, Ardan
Warren Plaza	5	Target, Randalls

Principal Shopping Days: Department Stores—Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings: Central Ave. Stores, Stampfers—Mon., & Fri., Penney, Roshek, Sears, Ward, Younkers, Theisen—Mon. thru Fri.; K-Mart, Zayre, Target and most Supermarkets, every evening. Most stores [illegible] to 5.

13—RETAIL OUTLETS. Department Stores: Roshek's; Stampfer's; J. C. Penney; Montgomery Ward; Sears; K-Mart; Zayre; Younkers; [illegible] Target.
Discount Stores: K-Mart; Zayre; Target; Ardan.
Variety Stores: Kresge; Woolworth.
Chain Drug Stores (CZ): Hartig-Rexall 4; Walgreen; Osco; Mays; Nabors.
Chain Food Supermarkets: Eagle Food 3; Randall's 2; Thompson's 10.
Other Chain Stores: Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes: Barker's, Kinney, Tradehome, Payless, Gallenkamp, Schiff Country Cobbler; Women's Apparel: Lerner Shops; Neumode; Seiferts; Men's Apparel: Gildner's, A. J. August; Singer Co.; Zale Jewelry; Musicland; So-Fro Fabrics; Maurice's; North West Fabric; Ardan.

14—NEWSPAPERS: TELEGRAPH-HERALD (e-Mon. to Fri.) 39,165; (S) 42,024; Mar. 31, 1980 ABC.
Local Contact for Advertising and Market Data: David A. Lewis, Adv. Dir., TELEGRAPH-HERALD.
National Representatives: Branham/Newspaper Sales; Iowa Daily Press Association.

ESTHERVILLE, IOWA

1—LOCATION: Emmet County, E&P Map B-1. On west fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City, 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2—TRANSPORTATION: Railroads: Rock Island.
Motor Freight Carriers: 5.
Intercity Bus Lines: Fort Dodge Line; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 8,108, Loc. Est. 8,303
County 70 Cen. 14,009; Loc. Est. 13,687

4—HOUSEHOLDS:
City 70 Cen. 2,523; Loc. Est. 3,006
County 70 Cen. 4,325; Loc. Est. 4,911

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$25,856,854
Sav. & Loan Assn	2	N.A.

6—PASSENGER AUTOS: County, 7,809

7—ELECTRIC METERS: Residence 2,473

8—GAS METERS: Residence 2,700

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Meat Packing 600, Produce [illegible]stock Feeds 125; Fertilizer 35.
Principal Pay Days: Tues., Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on 4 Sts.
Neighborhood Shopping Centers: E. Central Ave. Plaza—7 Stores.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Christensen; ALCO; Pamida; Sears; J. C. Penney; Anthony's.
Variety Stores: Ben Franklin; ALCO; Pamida.
Chain Drug Stores: Hoyt Super Rexall 3; Estherville Drug (Snyder).
Chain Food Supermarkets: Hy-Vee; Fareway, Inc.; Harold's Red Owl; Mike's; Super Valu.
Other Chain Stores: Firestone; Montgomery Ward (catalog) ; Our Own Hardware; Coast-to-Coast.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 3,140; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Mgr., NEWS.
National Representatives: American Newspaper Representatives; Iowa Daily Press Association.

EVANSDALE, IOWA

See WATERLOO, IOWA

FAIRFIELD, IOWA

1—LOCATION: Jefferson County, E&P Map D-3. Educational and Manufacturing Center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2—TRANSPORTATION: Railroads: Rock Island; Burlington Ry.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 8,715; Loc. Est. 8,283
County 70 Cen. 15,744, Loc. Est. 14,980

4—HOUSEHOLDS:
City 70 Cen. 2,996; Loc. Est. 3,457
County 70 Cen. 3,490; Loc. Est. 5,933

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$58,941,000
Sav. & Loan Assn.	1	$32,423,000

6—PASSENGER AUTOS: 8,597

7—ELECTRIC METERS: Residence 3,371

8—GAS METERS: Residence 2,894

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Foundry 754 ($190); Automotive 370 ($180); Heavy Equipment 2[illegible]2 ($[illegible]85); Textiles 146 ($110); Plastics 200 ($1[illegible]); Job Manufacturing 134 ($154).
Principal Industrial Pay Days: Wed. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7. Last killing frost, Apr. 27.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Central Square.
Neighborhood Shopping Centers: 5 blocks on Hwy. 34 W.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Spurgeon's.
Variety Stores: Harrison's; Ben Franklin.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Rexall.
Chain Food Supermarkets: Hy-Vee; Mayne's; Super Valu; IGA Foodliner.
Other Chain Stores: Brown Shoe, Western Auto; Gamble's; Coast-to-Coast; TSC, Martha Brown.

14—NEWSPAPERS: LEDGER (e) 5,491; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David Scolatti, Pub., LEDGER.
National Representatives: Iowa Daily Press Assn.

FORT DODGE, IOWA

1—LOCATION: Webster County, E&P Map B-2. County Seat. Farming, meat packing, farm machinery, gypsum; 385 mi. to Chicago.

2—TRANSPORTATION: Railroads: Ill. Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers: 12.
Intercity Bus Lines: Greyhound; Sioux.
Airlines: Ozark.

3—POPULATION:
Corp. City 70 Cen. 31,263, Loc. Est. 29,481
CZ ABC: (70) 31,263; (80) 29,000
RTZ-ABC: (70) 112,705; (80) 108,400
County 70 Cen. 48,391; Loc. Est. 47,235
City & RTZ-ABC: (70) 143,968; (80) 137,400

4—HOUSEHOLDS:
City 70 Cen. 10,112; Loc. Est. 10,980
County 70 Cen. 15,282; Loc. Est. 17,322
CZ ABC: (70) 10,112; (80) 10,800
RTZ-ABC: (70) 35,949; (80) 39,200
City & RTZ-ABC: (70) 46,061; (80) 50,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$251,072,252
Sav. & Loan Assns	2	$111,984,214

6—PASSENGER AUTOS: County 28,658

7—ELECTRIC METERS: Residence 10,052

8—GAS METERS: Residence 9,366

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Farm Machy. 212; Meat Packing 1,134; Gypsum 691; Biological 319.

10-CLIMATE: Min. & Max. Temp.—Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3. Last killing frost, May 4.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Central Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Crossroads	70	Sears, Penney, Younker's
Wood Plaza	10	Target
K-mart	1	K-mart

Principal Shopping Days: Dept. Stores—Mon., Fri., Sat., Sun. Food—Thu., Fri., Sat.
Store Close: Downtown—Mon. a.m.
Stores Open Evenings: Downtown—Mon. & Thu.; Shpg. Center—5 Nites; Food—every night & Sunday.

13—RETAIL OUTLETS: Department Stores: Boston; Younkers; Sears; Penney; Fantles; Target; K-mart.
Variety Stores: Woolworth; Big Bear.
Discount Stores: Kmart; Target.
Chain Drug Stores (CZ): Disco; Walgreen.
Chain Food Supermarkets: Fareway; Safeway; Randalls; Warehouse Mkt.; Hy Vee.
Other Chain Stores: G. R. Kinney Shoe; Barkers Shoes; Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams Paint; Zale's Jewelry; Earl May Seed; Payless Shoes; So-Fro Fabrics; Big Bear; Lazy M Shoes; Coast to Coast; Foxmoor; Thom McAn; Lerners; Country Cobbler; Hickory Farms; Seiferts; Maurices; Mr Mark The Closet; Radio Shack; Musicland; Connies Shoes; Northwest Fabrics; The Bottom Half; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle.

14—NEWSPAPERS: MESSENGER (e) 26,010 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L. Jay Smith, Adv. Dir., MESSENGER.
National Representatives: Landon Associates, Inc.; Iowa Daily Press Assn.

FORT MADISON, IOWA

1—LOCATION: Lee county, E&P Map D-3. County Seat. 20 mi. SW of Burlington on Mississippi River, in SE part of the state. On U.S. Hwy. 61, State Hwys. 103, 88.

2—TRANSPORTATION: Railroads: Santa Fe, Burlington-Northern.
Motor Freight Carriers: 21.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 13,996, Loc. Est. 12,669
County 70 Cen. 42,996, Loc. Est. 42,950

4—HOUSEHOLDS:
City 70 Cen. 4,654; Loc. Est. 4,985
County 70 Cen. 13,953, Loc. Est. 16,201

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$84,780,000
Sav. & Loan Assn	2	$34,212,000

6—PASSENGER AUTOS: County Est. 24,142

7—ELECTRIC METERS: Residence 5,600

8—GAS METERS: Residence 4,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Aluminum pie plates and trays, 19; Ammonium molybdate Products 90; Transmission towers and power switchyard structures 66; Sterile canned meat products 650; Steel buildings 30; Electrical indicating instruments 15; Drawn, seamless aluminum cans 90; Hair care products 300; Anhydrous ammonia, carbon dioxide, nitric acid, ammonium nitrate 210; Paper corrugating medium 137; Decorating and protective finish paints 379; Van trailers 550; Wheels, hand trucks, automotive safety equipment 176; Manufactures lumber 35; Modify van trailers 20; Pens, pencils, marking instruments 1,382; Furniture 39; Fertilizer 296.

10-CLIMATE: Min. & Max. Temp.—Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Shopping Centers: Fort Plaza Shopping Center, 5 miles from downtown, west city limits (5 stores).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Spurgeon's; Jack's; TG&Y; Gamble's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Your Drug; Rashid Rexall; Lampe Walgreen; Sav-Rite; Valley Clinic.
Chain Food Supermarkets: Greenwald's; Easter Foods; Aldi's; Hy-Vee.
Other Chain Stores: Sears (catalog); Montgomery Ward (catalog); J. C. Penney (catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Mode O'Day; Glasgow, Ltd.; Hesse's; Finley's; Boylan's; Western Auto.

14—NEWSPAPERS: DEMOCRAT (e) 7,779; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: George H. Fisher, Pub., DEMOCRAT.
National Representatives: Iowa Daily Press Assn.

IOWA CITY, IOWA

1—LOCATION: Johnson County, E&P Map D-2. County Seat. Agricultural and educational center. SE center of state—55 mi. W of Davenport on U.S. Hwys. 6,218; State Hwy. 1; Interstate 80.

2—TRANSPORTATION: Railroads: (Freight only)— Crandic.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound; Missouri Transit; Continental Trailways.
Airlines: Ozark; United; Mississippi Valley (Cedar Rapids Airport—20 mi.).

3—POPULATION:
Corp. City 70 Cen. 46,850; Loc. Est. 49,700
CZ ABC: (70)54,245; (80)56,700
RTZ-ABC: (70)33,000; (80)37,200
County 70 Cen. 72,127; Loc. Est. 75,300
City & RTZ-ABC: (70)87,245; (80)93,900

4—HOUSEHOLDS:
City 70 Cen. 14,766; Loc. Est. 18,300
County 70 Cen. 22,491; Loc. Est. 27,600
CZ ABC: (70)17,300; (80)20,600
RTZ-ABC: (70)9,859; (80)12,800
City & RTZ-ABC: (70)27,159; (80)33,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$318,969,976
Sav. & Loan Assns	3	$80,000,000

6—PASSENGER AUTOS: County 40,995

7—ELECTRIC METERS: Residence 25,000

8—GAS METERS: Residence 22,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Univ. of Iowa 4,522; State Hosp. 1,969; Vet. Hosp. 670; Printing 270; Contracting 542; Drug Prod. Mfg. 230; Toothbrush Mfg. 380; Feeds 255; Foam Rubber 170; Release Paper 50; Electronic Equipment 125.
Principal Industrial Pay Days: 1st & 16th.

10-CLIMATE: Min. & Max. Temp.—Spring 15-50; Summer 50-100; Fall 5-50; Winter —20-25. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11—TAP WATER: Neutral, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Sycamore Mall	50	Killian Dept., Sears, Walgreen
Towncrest	-	Drug Fair
Wardway Plaza	6	Eagle's Mkt., Mont. Ward
K-Mart	-	K-Mart, Aldi Foods

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon. and Thu. Food, every eve. and Sun.
Stores open Sundays: 2 Drug, Food, Mall Stores & J. C. Penney.

13—RETAIL OUTLETS: Department Stores: Younker's, J. C. Penney, Sears, Montgomery Ward, Killians.
Discount Stores (CZ): K-Mart TG&Y Family Center.
Variety Stores: TG&Y.
Chain Drug Stores (CZ): Osco; May's 1; Drug Fair 3; Pearson's 2; Walgreen 1; Drug Town 2.
Chain Food Supermarkets: Randall's Super Valu 2; HyVee Food Stores 4; Eagle 2.
Other Chain Stores: Firestone, Goodyear, Pittsburgh, Sherwin-Williams, Gallenkamp, Kwik Shop, Walden Book, A. J. August, Musicland, Maurice's, Seifert's; Younkers, Dean's; Radio Shack; Kirlin's; Radio World.

14—NEWSPAPERS: PRESS-CITIZEN (e) 17,209, Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Geoffrey T. White, Adv. Dir., PRESS-CITIZEN.
National Representatives: Iowa Daily Press Assn.; Gannett Newspaper Advertising Sales.

KEOKUK, IOWA

1—LOCATION: Lee County, E&P Map D-3. County Seat. Diversified manufacturing center surrounded by rich farming area. Extreme SE corner of Iowa. 117 mi. N of St. Louis; 180 mi. SE of Des Moines, 240 mi. SW of Chicago. On W bank of Mississippi on Hwys. U.S. 61 and 218; Hwy. 136 across Mississippi to Illinois.

2—TRANSPORTATION: Railroads: Chicago, Burlington & Quincy; Chicago Rock Island & Pacific; Norfolk & Western; TP&W (freight); Santa Fe, Conrail.
Motor Freight Carriers: 1[illegible]
Airlines: Non-Commercial facilities.
Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 14,631, Loc. Est. 13,621
CZ ABC: (70) 14,631; (80) 13,400
RTZ-ABC: (70) 45,637; (80) 44,200
County 70 Cen. 42,996; Loc. Est. 42,950
City & RTZ-ABC: (70) 60,268 (80) 57,600

4—HOUSEHOLDS:
City 70 Cen. 5,007; Loc. Est. 5,466
County 70 Cen. 13,953; Loc. Est. 16,201
CZ ABC: (70) 5,007; (80) 5,200
RTZ-ABC: (70) 14,855; (80) 16,500
City & RTZ-ABC: (70) 19,862; (80) 21,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$129,578,000
Sav. & Loan Assn	2	$9,000,000

6—PASSENGER AUTOS: County 24,142

7—ELECTRIC METERS: Residence 6,103

8—GAS METERS: Residence 5,031

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Steel Castings 450; Iron Alloys 450; Corn Prod. 450; Rubber Prod. 950; Industrial Cast Parts 150; Fiber Boxes 200; Lumber 17; Food 200.
Principal Industrial Pay Days: Fri. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 52-71;

Summer 63-84, Fall 36-54, Winter 19-33. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on Main with one on S 5th, Keosippi Plaza (32 stores inside shopping mall, including Montgomery Ward and Penney); Discount Shopping Center, 3 blocks, 20th & Main to 23rd & Main includes K-Mart, Pamida, Easter Foods, MacDonald's.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.; Food nightly, Mall, Discounters & Grocers ½ day Sun.; shopping centers nightly.

13—RETAIL OUTLETS: Department Stores: P.N.Hirsch, J.C. Penney; Montgomery Ward.
Discount Stores (CZ): Big Bear; Pamida; K-Mart, Irwin Phillips.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Osco, J & S. Walgreen.
Chain Food Supermarkets: Denholm's IGA, Hy Vee-1; Easter Food; Niemann Foods.
Other Chain Stores: Sears (catalog); McLaughlin Auto; Mode O'Day; Sherwin-Williams; Chanen's; Goodyear; Stevenson's; Gallenkamp; NoBil Shoes; JoAnn Fabric; Kirlin's Candies; Hardee's; Kentucky Fried Chicken; Country Kitchen; Pizza Hut; Cassano's; MacDonald's.

14—NEWSPAPERS: GATE CITY (e) 7,504, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. W. Nelson, Adv. Dir., DAILY GATE CITY.
National Representatives: Iowa Daily Press Assn.

LE MARS, IOWA

1—LOCATION: Plymouth County, E&P Map A-2, County Seat. Agricultural area; in NW Iowa; 25 mi. N of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75 and State Hwys. 60 and 3.

2—TRANSPORTATION: Railroads: Chicago, St. Paul, Minneapolis & Omaha; Ill. Central.
Motor Freight Carriers: 4.
Intercity Bus Lines: Midwest Coaches, Iowa Coaches.
Airlines: Local airport, charter service available.

3—POPULATION:
Corp. City 70 Cen. 8,159; Loc. Est. 9,315
County 70 Cen. 24,322; Loc. Est. 25,485

4—HOUSEHOLDS:
City 70 Cen. 2,534; Loc. Est. 3,345
County 70 Cen. 7,167; Loc. Est. 8,873

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	1	$30,149,000
Savings Banks	1	$43,437,000
Sav. & Loan Assn	3	$374,524,000

6—PASSENGER AUTOS: 13,616

7—ELECTRIC METERS: Residence 2,537

8—GAS METERS: Residence 2,350

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Ice Cream & Dairy 275 ($250); Women's Sportswear 20 ($130); Overalls 100 ($130); Abrasive Discs 18 ($225); Well Digging Machines 15 ($225); Insurance 90 ($150); Feed Mill 50 ($230); Const. 75 ($225); Ready Mix Concrete 17 ($190); Packing Plant 75 ($290); Food Processing 100 ($275).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-95, Summer 34-106, Fall—5-95, Winter—36-65. First killing frost, Oct. 10. Last killing frost, Apr. 28.

11—TAP WATER: Natural, medium hardness.

12—RETAILING: Principal Shopping Center: 14 blks. on 4 Sts.
Neighborhood Shopping Center: 3 on Hwy. 75 S., 2 on Hwy. 75 N.
Principal Shopping Days: Wed. Thu., Fri., Sat.
Stores Open Evenings: Thu., Supermarkets—Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Spurgeon's.
Variety Stores: Harrison's, Ben Franklin.
Chain Food Supermarkets (CZ): HyVee, Fareway.
Other Chain Stores: Bomgaars (farms supplies), Gambles (gen. mdse.); Coast-to-Coast (gen. mdse.); Goodyear, Ward's (gen. mdse.), Sears (gen. mdse.), Pamida (gen. mdse.), Alco (gen. mdse.).

14—NEWSPAPERS: SENTINEL (e-Mon. to Fri.) 5,754; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Carter A. Pitts, Bus. Mgr., Pub., SENTINEL.
National Representatives: Iowa Daily Press Assn.

MARION, IOWA
See CEDAR RAPIDS, IOWA

MARSHALLTOWN, IOWA

1—LOCATION: Marshall County, E&P Map C-2, County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo, 50 mi. to Des Moines, 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On Hwys. U.S. 30,330; Iowa 14.

2—TRANSPORTATION: Railroads: C&NW.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound.
Airport: State/Municipal.

3—POPULATION:
Corp. City 70 Cen. 26,219; Loc. Est. 27,230
CZ ABC: (70) 26,219; (80) 27,600
RTZ-ABC: (70) 62,851; (80) 65,300
County 70 Cen. 41,076; Loc. Est. 42,881
City & RTZ-ABC: (70) 89,070; (80) 92,900

4—HOUSEHOLDS:
City 70 Cen. 8,765; Loc. Est. 10,801
County 70 Cen. 13,286; Loc. Est. 16,120
CZ ABC: (70) 8,762; (80) 10,600
RTZ-ABC: (70) 20,313; (80) 24,000
City & RTZ-ABC: (70) 29,075; (80) 34,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & State Banks	3	$210,420,000
Sav. & Loan Assn	3	N.A.

6—PASSENGER AUTOS: County 31,600

7—ELECTRIC METERS: Residence 10,076

8—GAS METERS: Residence 9,145

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Heating Equip. 685; Oil & Gas Controls 3,074.
Principal Industrial Pay Days: 1st & 15th, Fridays.

10-CLIMATE: Min. & Max. Temp.—Spring 21-97; Summer 34-97; Fall 8-97; Winter -20-65. First killing frost, Oct. 9. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft, flouridated.

12—RETAILING: 11 blocks on Main Street and intersecting streets, open Mon. evenings; some on Sundays and Thursdays.
Shopping Centers (No of Stores): N. 13th St., S. 3rd Ave. and Olive St., Center & Olive Sts., Center & Southridge.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Marshalltown Mall	50	Yonkers, Sears, Woolco, J.C. Penney, Walgreen's
Meadow Lane	10	Mont. Ward, Hy Vee

Principal Shopping Days: Mon., Thu., Sat., Sun.
Stores Open Evenings: Mon., Thu., Sun. Aft., Supermarkets open each evening.

13—RETAIL OUTLETS: Department Stores: Younkers, Fantle's, Spurgeon's, Montgomery Ward, J. C. Penney.
Variety Stores: Kresge.
Chain Drug Stores (CZ): Osco, Drug Town, Gregor's, Walgreen, Medicine Chest.
Discount Stores: Woolco.
Chain Food Supermarkets: Fareway, Randalls, Cliftons, Smitty's, Hy-Vee.
Other Chain Stores: Kinneys (shoes), Sears Roebuck; Firestone, Goodyear, Newton's (jewelry), Coast to Coast, S&H Green Stamps, Seifert's, Matt Furniture, Nichols & Green, Musicland, Stuart's Mode-O-Day; Baskin Robbins, Gallenkamp Shoes, Coach House, Walden Book, General Nutrition Center; Acme Piano; Maurices; Toy Fair, McGregor Furniture, Shepherd of The Hills, Flower Market, Hal's, Karmel Korn, Radio Shack, Stevensons; Sunflower; Tobers, Trouser Works, Zales, As You Like it, Bottomhalf, Gildner's, Corn Dog Factory, So Fro Fabrics, Lamasters, Bobby Rogers, Crazy Top Shop, Flame'N Skewer, Donutland; Long John Silver; Fantle's, Leath Furniture.

14—NEWSPAPERS: TIMES-REPUBLICAN (e) 15,817, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Julie Noid, Natl. Adv. Mgr. or Karl D. Melcher, Adv. Dir., TIMES-REPUBLICAN.
National Representatives: Iowa Daily Press Assn.

MASON CITY, IOWA

1—LOCATION: Cerro Gordo County, E&P Map C-1, County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines, 130 mi. from Minneapolis.

2—TRANSPORTATION: Railroads: Chicago, Milwaukee, St. Paul & Pacific; Chicago, Rock Island & Pacific, Chicago Northwestern, Iowa Terminal RR.
Motor Freight Carriers: 31.
Intercity Bus Lines: Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines: Ozark.

3—POPULATION:
Corp. City 70 Cen. 30,379; Loc. Est. 30,196
CZ ABC: (70) 37,567; (80) 38,200
RTZ-ABC: (70) 152,705, (80) 91,200
County 70 Cen. 49,233; Loc. Est. 48,392
City & RTZ-ABC: (70) 190,272, (80) 129,400

4—HOUSEHOLDS:
City 70 Cen. 10,270; Loc. Est. 11,859
County 70 Cen. 16,279; Loc. Est. 18,535
CZ ABC: (70) 12,982; (80) 14,800
RTZ-ABC: (70) 29,900 (80) 33,700
City & RTZ-ABC: (70) 42,882; (80) 48,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Sav. & Loan Assn	2	$115,088,220

6—PASSENGER AUTOS: County 30,314

7—ELECTRIC METERS: Residence 12,405

8—GAS METERS: Residence 11,368

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Total: 22,170; Mfg 3,410; Non-Mfg 18,760.
Principal Pay Days: Fri.; 3rd, 4th, 5th, 15th thru 19th.

10-CLIMATE: Min. & Max. Temp.—Spring -16-99, Summer 40-102; FAll -13-98; Winter -20-64.

11—TAP WATER: Very hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on Federal Ave., 4 each on 6 side streets.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
K-Mart Plaza	1	K-Mart
Sears Mason City	17	Sears, Target
Willowbrook	24	Sprugen, Hy-Vee
Regency Shopping Center	11	Drug Town, Hy-Vee

Neighborhood Shopping Centers: 1300 to 1500 No. Federal, 1400-1700 So. Federal.
Principal Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: All Mon.; Some Thu., Shopping Ctr. every night.
Stores Open Sundays: Supermarkets, Sears, K-Mart, Target.

13—RETAIL OUTLETS: Department Stores: Stevenson's; Damon's; Younkers, Penney's, Sears Roebuck; Raizes; K-Mart, Target.
Variety Stores: S.S. Kresge; Ben Franklin.
Discount Stores (CZ): Osco, Drug Town.
Chain Food Supermarkets: Fareway; Safeway, Hy Vee (2); Super Valu; Warehouse Market; Grupps (2).
Other Chain Stores: Shoes: Tradehome, Merit, Nichols & Green, Payless, Walkers. Auto: Goodyear, Coast to Coast, J & L, Aroc, paint: Sherwin-Williams, Iowa, Paint, Morris, diamond, Pittsburgh, Cooks; Clothing: Buttreys, Gildners, St. Paul Clothiers, St. Clair-Starks, Three Sisters; Furniture: McGregoer; Fanny Farmer Candy, Earl May, T.S.C.

14—NEWSPAPERS: GLOBE-GAZETTE (e) 22,606, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Johnson, Adv. Dir., GLOBE-GAZETTE.
National Representatives: Branham/Newspaper Sales, Iowa Daily Press Association.

MT. PLEASANT, IOWA

1—LOCATION: Henry County, E&P Map D-3, County Seat. Agricultural, insurance and shopping center. Situated 28 mi. NW of Burlington. Junction of U.S. 34 and 218.

2—TRANSPORTATION: Railroads: Burlington Northern; Amtrak.
Motor Freight Carriers: Arledge.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Census 7,007; Loc. Est. 7,263
City Zone, Local Est. 9,913
Retail Trading Zone, Local Est. 42,647
County 70 Cen. 181,114; Loc. Est. 18,718
City & RTZ, Loc. Est. 45,741

4—HOUSEHOLDS:
City 70 Cen. 2,262; Loc. Est. 2,814
County 70 Cen. 5,917; Loc. Est. 7,081

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$95,737,000
Sav. & Loan Assn	1	$122,510,068

6—PASSENGER AUTOS: 10,562

7—ELECTRIC METERS: Residence 3,010

8—GAS METERS: Residence 2,942

9— PRINCIPAL INDUSTRIES (CZ): Engrg. & Mfg., Bus Bodies; Electronics-Metal & Prefabrication; Communication Cable; Envelope Mfg.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING:
Principal Shopping Days: Fri. & Mon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Spurgeon's, Pamida Discount.
Variety Stores: Hoaglin's, Harrison's.
Chain Drug Stores (CZ): Rexall, Valu-Rite.
Chain Food Supermarkets: Hy-Vee, Super-Valu.

14—NEWSPAPERS: NEWS (e) 4,394, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Neil Wikel, Adv. Mgr., NEWS.
National Representatives: Landon Associates, Inc.; Iowa Daily Press Ass.

MUSCATINE, IOWA

1—LOCATION: Muscatine County, E&P Map D-3. At most westerly point on the Mississippi in Iowa, thus bringing it nearer to most interior Iowa points. On U.S. Hwy. 61; State Hwy. 26, 38.

2—TRANSPORTATION: Railroads: CMStP&P.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental, American.
Barge Lines: Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3—POPULATION:
Corp. City 70 Cen. 22,405; Loc. Est. 24,365
CZ ABC: (70) 22,405; (80) 23,700
RTZ-ABC: (70) 48,288; (80) 51,600
County 70 Cen. 37,181; Loc. Est. 40,821
City & RTZ-ABC: (70) 70,693; (80) 75,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 7,401; Loc. Est. 9,401
County 70 Cen. 11,840; Loc. Est. 15,013
CZ ABC: (70) 7,401; (80) 9,000
RTZ-ABC: (70) 15,254; (80) 18,600
City & RTZ-ABC: (70) 22,655, (80) 27,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$483,000,000
Sav. & Loan Assn	2	$55,000,000

6—PASSENGER AUTOS: County 22,738

7—ELECTRIC METERS: Residence 9,563

8—GAS METERS: Residence 8,629

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): 54 diversified industries including: Chemicals and allied industries 2,500($275), Food Proc. 1,000 ($200), Fab. Metals Products 1,000 ($275); Heavy Const, Printing 75($250), Utilities 200($250), Consulting Engineers 425($425); Machinery 250($200); Button Mfg. 140($200); Mining, Sand and Gravel 250($160), Grain and Feed Proc. 250($400).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Av. Temp.—Spring 63, Summer 74, Fall 49; Winter 28. first killing frost Oct. Last killing frost in late April.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Second St.; 5 on Third St.; 11 on sts. connecting Second and Third Sts.
Neighborhood Shopping Centers: Muscatine Plaza, Woolworth, on Park Ave. (Walgreen, Hy Vee Foods) 5 blocks on Mulberry Ave., 3 on Hershey Ave., 6 on Grandview Ave.; 2 on Park Ave.
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Mon. thru Fri. Food, every evg.
Stores Open Sundays: Some food, drug & hdwr, Muscantine Plaza-evgs. to 9 & Sun. til 5 p.m.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Woolworth, Petersen's.
Variety Stores: Woolworth; Jupiter.
Discount Stores: Gibson's.
Chain Food Supermarkets: Sun-Mart 3, Foodland; Hy-Vee.
Chain Drug Stores: Stiles, Walgreen.
Other Chain Stores: Spurgeon's, Sieg (auto supplies); Sherwin-Williams, Goodrich, Firestone, Western Auto.

14—NEWSPAPERS: JOURNAL (e) 11,960; Mar 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: Grey Veon, Mkt. Dir., JOURNAL.
National Representatives: Branham/Newspaper Sales, Iowa Daily Press Assn.

NEVADA, IOWA

1—LOCATION: Story County, E&P Map C-2, County Seat. Located practically in geographical center of Iowa in excellent farm territory.

2—TRANSPORTATION: Railroads: Chicago Northwestern, E&W, Rock Island, N&S.
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 4,952; Loc. Est. 5,731
County 70 Cen. 62,783; Loc. Est. 67,196
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,703; Loc. Est. 2,354
County 70 Cen. 18,296; Loc. Est. 23,460

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$40,243,000
Sav. & Loan Assn	1	$12,079,936

6—PASSENGER AUTOS: County 35,468

7—ELECTRIC METERS: 4,500

8—GAS METERS: 3,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Brick and Tile 25 ($130); Printing 500 ($130); Fertilizer Mfg. ($145).
Principal Industrial Pay Days: 15th, 31st & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-90, Summer 40-100, Fall 4-86, Winter 12-61. Date of first killing frost, Oct. 16. Last killing frost, Apr. 9.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.
Principal Shopping Days: Mon., Wed., Sat.
Stores Open Evenings: Mon.
Stores Open Sundays: 1 groc.; 1 variety; 1 farm & home.

13—RETAIL OUTLETS: Department Stores: Scudder's, Ambroses.
Variety Stores: Ben Franklin; Johnson Hdwr.
Chain Drug Stores (CZ): Daehler Rexall; Gandrup Walgreen.
Chain Food Supermarkets: Super-Valu, Fareway.
Other Chain Stores: Western Auto; True Value Hardware, Our Own Hdwr.

14—NEWSPAPERS: JOURNAL (e) 3,666, sworn Mar. 31, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Bonita Adams, Adv. Dir., JOURNAL.
Naitonal Representatives: Iowa Daily Press Assn.

NEWTON, IOWA

1—LOCATION: Jasper County, E&P Map C-2, County Seat. Residential center. 35 mi. E by N of Des Moines; 320 mi. W of Chicago. On Interstate Hwy. 180.

NEWTON—continued

2—TRANSPORTATION: Railroads CRI&P
Motor freight Carriers 2

3—POPULATION:
Corp City 70 Cen 15,619, Loc Est 15,719
County 70 Cen 35,425, Loc Est 37,013

4—HOUSEHOLDS:
City 70 Cen 5,401, Loc Est 6,341
County 70 Cen 11,609, Loc Est 14,112

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$80,000,000
Sav & Loan Assn	1	$28,000,000

6—PASSENGER AUTOS: County 22,087

7—ELECTRIC METERS: Residence 7,300

8—GAS METERS: Residence 4,526

9— PRINCIPAL INDUSTRIES (CZ): City Zone Washing Machines, Dryers, Heavy Machinery, Advertising, Novelties, Cheese

10-CLIMATE: Min & Max Temp —Spring 35-70, Summer 75-100, Fall 32-75, Winter—-20-40 First killing frost, Oct 15 Last killing frost Apr 1

11—TAP WATER: Softened

12—RETAILING: Principal Shopping Center Downtown Newton
Shopping Center Newton (2 mi./25 stores—Younkers Dept)
Principal Shopping Days Fri., Sat., Mon.
Stores Open Evenings Dept—Mon., Food—Mon thru Sat., Drug-nightly
Stores Open Sundays Grocery, Discount

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J C Penney, Spurgeon's, Younker's, K-Mart, Big Bear, Farm & Home Store, Alco
Variety Stores Woolworth, Jupiter Discount
Chain Drug Stores (CZ) Powers Rexall, Nollen 3, Drugtown
Chain Food Supermarkets Safeway, Super Valu, Hy Vee
Other Chain Stores Goodyear, Mode O'Day, Earl May Seed

14—NEWSPAPERS: NEWS (e-Mon to Fri) 7,756, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data John De Grado, Adv Mgr., NEWS
National Representatives Iowa Daily Press Assn

OELWEIN, IOWA

1—LOCATION: Fayette County, E&P Map C-2 Retail and industrial center (19 industries), NE part of State, 250 mi. to Chicago, 200 to Minneapolis, 350 to Omaha, 753 to Kansas City

2—TRANSPORTATION: Railroads Chicago North Western (division point)
Motor Freight Carriers 16
Intercity Bus Lines Scenic Hawkeye Stages, Jefferson Blue Lines

3—POPULATION:
County 70 Cen 26,898, Loc Est 25,938
Corp City 70 Cen 7,735, Loc Est 7,654

4—HOUSEHOLDS:
County 70 Cen 8,364, Loc Est 9,522
City 70 Cen 2,661, Loc Est 3,154

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$59,901,978
Sav & Loan Assn	2	$29,318,700

6—PASSENGER AUTOS: County 14,151

7—ELECTRIC METERS: Residence 2,863

8—GAS METERS: Residence 3,613

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Railroads 210 ($270), Air Cleaners 141 ($345), Mineral Feed 32 ($165), Hybrid Corn 25 ($155), Farm Equipment 45 ($220), Grain and Cereal Processing 12 ($205), Rawson Controls 15 ($148), Plastic Dishes 81 ($165), Railroad Car Rebuilding 65 ($225), Plastic Tile and Tubing 30 ($190), Belt Conveyors 30 ($210), Tools and Dies 15 ($265)
Principal Industrial Pay Days Air Cleaners, Thu., Railroad, 10th and 25th Others, Sat

10-CLIMATE: Min & Max Temp —Spring 50-80 Summer 65-109, Fall 45-83, Winter -36-59 First killing frost, Oct 15 Last killing frost, May 1

11—TAP WATER: Neutral, hard, fluoridated

12—RETAILING: Principal Shopping Center 4 blocks on Frederick, 2 on Charles, 3 on 1st St, 2 on 1st Ave E
Neighborhood Shopping Centers 1 block at Frederick & 10th S and N. East Charles at 8th Ave

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fairbank	7	Harm's Furn
Maynard	8	Maynard Co-op
Arlington	18	Arlington Co-op
Fayette	17	Bill's Super Val

Principal Shopping Days Thur., Fri., Sat
Stores Open Evenings Thu

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J C Penney, Spurgeon's, Conner's, Gibson's, Ace Hardware, K-Mart
Farm Stores Mobile Farm Center, Big Bear Farm Fleet, American Farm Store
Variety Stores F W Woolworth, Ben Franklin
Chain Food Supermarkets Fareway, IGA, Super Value

14—NEWSPAPERS: REGISTER (e) 7,276, sworn—Mar. 31, 1980
Local Contact for Advertising and Merchandising Data Victor Gallo, Adv Mgr., or Mike Mahoney, Gen Mgr., REGISTER
National Representatives Iowa Daily Press Assn.; Thomson Newspaper Inc

OSKALOOSA, IOWA

1—LOCATION: Mahaska County, E&P Map C-3, County Seat. Residential Center; 60 mi. SE of Des Moines. On U.S. Hwy. 163, 63 and Iowa 92 and 137, 30 mi. south of interstate 80.

2—TRANSPORTATION: Railroads: Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,244, Loc. Est. 10,465
City Zone-Loc. Est. 11,758
County 70 Cen. 22,177; Loc. Est. 22,565
City & RTZ: Loc. Est. 65,799

4—HOUSEHOLDS:
City 70 Cen. 4,0[illegible]8; Loc. Est. 4,468
County 70 Cen. 7,543, Loc. Est. 9,039

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$82,000,000
Sav. & Loan Assn	3	$45,000,000

6—PASSENGER AUTOS: County 12,705

7—ELECTRIC METERS: County (Res.) 14,000

8—GAS METERS: County (Res.) 14,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Machinery 575, Textiles 290

10-CLIMATE: Min. & Max. Temp.—Spring 38-60, Summer 61-83; Fall 41-63; Winter 13-32.

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center Downtown District: ATPIC Mall, located 18 blocks east of downtown district, (12 stores)
Principal Shopping Days: Fri & Sat

13—RETAIL OUTLETS: Department Stores Sears Roebuck; Montgomery Ward, Alsop's: J C Penney; Graham's; Spurgeon's
Variety Stores: Woolworth
Discount Stores: Pamida; K-Mart
Chain Drug Stores (CZ): Drug Fair
Chain Food Supermarkets Hy-Vee, Easters Super Valu; Fareway, Jack and Jill
Other Chain Stores Firestone, Goodyear, Western Auto; Coast-to-Coast; Brown Shoes, Big Bear, Siefert's, Earl E. May; Maurice's

14—NEWSPAPERS: HERALD (e) 6,917, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Ben Shurett, Publisher, HERALD.
National Representatives Iowa Daily Press Association.

OTTUMWA, IOWA

1—LOCATION: Wapello County, E&P Map C-3, SE Iowa. Industrial and agricultural center. 75 mi. W of Mississippi River, 42 mi. N of Missouri state line

2—TRANSPORTATION: Railroads Burlington Northern, CMSt P&P, CRI&P, Norfolk & Western
Motor Freight Carriers 51
Intercity Bus Lines Greyhound, Missouri Transit, Continental Trailways
Airlines Mississippi Valley

3—POPULATION:
Corp. City 70 Cen 29,610, Loc. Est 25,746
City Zone ABC (70) 29,610, (80) 2[illegible] 800
RTZ-ABC (70) 94,274, (80) 93,800
County 70 Cen 42,149, Loc Est 40,050
City & RTZ-ABC (70) 123,884, (80) 119,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 10,487, Loc Est 10,600
County 70 Cen 14,352, Loc Est 15,300
City Zone ABC (70) 10,487, (80) 10,500
RTZ-ABC (70) 31,614, (80) 36,100
City & RTZ-ABC (70) 42,101, (80) 46,600

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav & Loan Assn	2	$39,418,000
Commercial Banks	3	$156,020,000

6—PASSENGER AUTOS: County 24,888

7—ELECTRIC METERS: Residence 12,041

8—GAS METERS: Residence 10,828

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners—Meats 6,500, Farm Machy 1,457, Electronic Parts 200, Poultry Equip 160, Dairy Prod 126, Livestock Feed 32, Packing House Equip 60, Gen'l Const 120, Brick & Tile 52, Potato Chips 45, Mining & Const Tools 45, Bakery Prod 265, Pre-built homes 125 ($123), Auto Parts 300
Principal Pay Days Thurs., Fri., 1 & 15

10-CLIMATE: Min & Max Temp —Spring 40-62, Summer 63-86, Fall 42-65, Winter 17-35, First killing frost, Oct 12 Last killing frost, Apr 24

11—TAP WATER: Alkaline, soft

12—RETAILING: Principal Shopping Center 29 blocks on 8 Sts
Neighborhood Shopping Areas Jefferson & Pennsylvania, North Gate Shopping Center, Southgate Shopping Center (Hwy 34)
Principal Shopping Days Thurs., Sat
Stores Open Evenings Department—Mon., Thu., Fri., Food—Supermarkets and discount every night.
Stores Open Sundays: Supermarkets, drug and discount

13—RETAIL OUTLETS: Department Stores Sears (catalog & auto appl.), Younker's, J C Penney, Big Bear Store, Graham's, Spurgeon's
Variety Stores: Kresge.
Chain Drug Stores (CZ) Osco, May's
Discount Stores: Target, Pamida K-Mart
Chain Food Supermarkets. Aldi's, Cal's, Jack & Jill, Hy Vee 2, Easters 1, Fareway, Warehouse Market
Other Chain Stores Goodyear, Goodrich, Kinney Shoes, Kaybee, Newton's Jewelry, Sherwin-Williams, McGregor Furniture, Western Auto, Gamble's, Seifert's (women's apparel), Walker's Shoes, McWilliams Drug, Tractor Supply Co., Big Bear, Radio Shack, Firestone

14—NEWSPAPERS: COURIER (e) 17,906, March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Michael Drey, Sales Mgr., COURIER
National Representatives Branham/Newspaper Sales, Iowa Daily Press Assn.

PERRY, IOWA

1—LOCATION: Dallas County, E&P Map B-2 Agricultural shipping center. Misc. small manufacturing center. W. central part of state, 367 mi. from Chicago, 42 mi. from Des Moines. On state Hwys 141 and 144.

2—TRANSPORTATION: Railroads Chicago Northwestern.
Intercity Bus Lines SCL Coaches, Fort Dodge
Airlines Modern Municipal Lighted Airport

3—POPULATION:
Corp. City 70 Cen. 6,906, Loc. Est. 7,200
City Zone, Local Est. 7,600
Retail Trading Zone, Local Est. 18,450
County 70 Cen. 26,085, Loc. Est. 29,122
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,479, Loc. Est. 3,052
County, 70 Cen. 8,603, Loc. Est. 11,159

5—BANKS: 2 Savings, Dep. $82,200,000

6—PASSENGER AUTOS: County 20,252

7—ELECTRIC METERS: Residence 3,957

8—GAS METERS: Residence 2,390

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemical Fertilizer 20 ($200), Hybrid Seed Corn 14 ($180), Farm Cultivator Sweeps & Shovels 38 ($220); Ice Cream 42 ($180), Castings 65 ($180), Drop Forged Pdts., 67 ($240), Pork Processing 800 ($408), Candy 8 ($160)
Principal Industrial Pay Days 1st, 2nd, 15th

10-CLIMATE: Min & Max Temp.—Spring 36-70, Summer 64-102, Fall 25-64, Winter 20-52 First killing frost, Oct 8 Last killing frost, May 2

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center 4 blocks on 2nd St., 2 on Willis Ave
Neighborhood Shopping Centers 3 blocks on E. Willis Ave. First Perry Plaza, East Perry Plaza
Principal Shopping Days Wed., Fri., Sat
Stores Open Evenings Dept. Fri., Food Nitely

13—RETAIL OUTLETS: Department Stores J C Penney, Spurgeon's
Variety Stores Ben Franklin
Discount Stores Perry Discount, Wheeler's Farm Supply, Alco, P. M. Place
Chain Drug Stores (CZ) Walgreen, Rexall, Drug Mart
Chain Food Supermarkets Fareway, Hy Vee
Other Chain Stores Gamble's, Spurgeon's, Mode O'Day (women's apparel), Sear Roebuck (Catalog), Montgomery Ward (Catalog)

14—NEWSPAPERS: CHIEF (e-Mon. to Fri.) 3,398, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Barry Sanders, Adv. Mgr., CHIEF
National Representatives Iowa Daily Press Assn

SHENANDOAH, IOWA

1—LOCATION: Page County, E&P Map B-3 Agricultural Center, 65 mi. SE of Omaha, 95 mi. N of St. Joseph, Mo., 145 mi. SW of Des Moines. On State Hwys. 2 and 48, U.S. Hwy. 59

2—TRANSPORTATION: Railroads On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western
Inter-City Bus Trailways

3—POPULATION:
Corp. City 70 Cen 5,968, Loc Est 6,518
City Zone, Local Est 6,550
Retail Trading Zone, Local Est 15,270
County 70 Cen 18,537, Loc Est 19,320
City & Retail Trading Area, Local Est 32,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 2,328, Loc Est 2,932
County 70 Cen 6,571, Loc Est 8,142

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial & Saving	2	$60,174,053
Sav & Loan Assn	2	$44,324,271

6—PASSENGER AUTOS: 10,396

7—ELECTRIC METERS: Residence 2,698

8—GAS METERS: Residence 2,560

9— PRINCIPAL INDUSTRIES (CZ): Seeds, Nurseries, Hatcheries, Hybrid Corn, Gloves, Farm Equip., Agricultural Chemicals, Aluminum & Steel Gates, Eaton (Div. of Fuller Transmissions) 562

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING:
Stores Open Evenings Thu
Stores Open Sunday Discount, Grocery, Woolworth, Alco, Penney, Spurgeon, Pamida

13—RETAIL OUTLETS: Department Stores Penney, Gamble's, Western Auto, Spurgeon's, Woolworth, Coast-to-Coast
Discount Stores (CZ) Farm Supply, Gibson's
Variety Stores Woolworth, Gibson's, Alco
Chain Food Supermarkets (CZ) Super Valu, Safeway, Hy-Vee, IGA

14—NEWSPAPERS: SENTINEL (e-Mon. to Fri.) 3,890, Sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data John Tinley, Pub., SENTINEL
National Representatives American Newspaper Representatives, Inc., Iowa Daily Press Assn.

SIOUX CITY, IOWA

1—LOCATION: Woodbury County (in Sioux City Iowa-Neb SMSA) E&P Map A-2 Trading center of 49 county agricultural area, 501 mi. from Chicago, 104 mi. from Omaha, 196 mi. from Des Moines, 268 mi. from Minneapolis

2—TRANSPORTATION: Railroads Chicago Northwestern, Burlington Northern, Chicago Milwaukee, Illinois Central
Motor Freight Carriers 40
Intercity Bus Lines Arrow, Des Moines, Springfield & Southern, Sedalia, Marshall, Boonville, Greyhound, Continental, Sioux Lines
Airlines Ozark, Republic
River Barge Lines 2 Sioux City, New Orleans, Federal Barge Lines

3—POPULATION:
Corp. City 70 Cen. 85,925, Loc. Est. 85,526
CZ ABC (70)96,915, (80)98,700
RTZ-ABC (70)244,833, (80)245,800
County 70 Cen. 103,052, Loc. Est. 104,235
SMSA 70 Cen. 116,189, Loc. Est. 121,218
City & RTZ-ABC (70)341,748, (80)344,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 27,619, Loc. Est. 31,924
County 70 Cen. 32,834, Loc. Est. 31,596
SMSA 70 Cen. 36,745, Loc. Est. 44,499
CZ ABC (70)30,918, (80)36,000
RTZ-ABC (70)76,109, (80)87,300
City & RTZ-ABC (70) 107,027, (80) 123,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Bank	9	$385,742,115
Sav. & Loan Assn	3	$163,230,063
Commercial Banks	8	$385,199,853

6—PASSENGER AUTOS: County 55,470

7—ELECTRIC METERS: 33,154

8—GAS METERS: 30,139

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Meat Packing 2,890 ($250), Food Proc. 1,860 ($182), Metal Fabricating & Machinery 2,740 ($150), Other Mfg. 2,400 ($149)
Principal Pay Days 1st & 15th

10-CLIMATE: Min. & Max. Temp.—Spring —19-105, Summer 44-111, Fall 5-108, Winter—35-89 First killing frost, Oct. 27. Last killing frost, Apr. 27

11—TAP WATER: Alkaline, very hard, constant 56 temp., not fluoridated

12—RETAILING: Principal Shopping Centers 10 blocks on 4th and 5th Sts., 6 on 6th St., and 6 on West 7th St, Southern Hills Mall, Hwyzo
Neighborhood Shopping Areas So. St. Aubin and Morningside Ave., 27th and Pierce Sts., 20th and Pierce Sts., Cecelia and Jay Sts., Riverside Blvd. and Military Road, Floyd Ave. & 41 St. shopping Cntr., 29 & Hamilton

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southern Hills Mall	80	Target,Sears younkers
Sunset Plaza	2	Woolco, IGA Superstore
K-Mart Plaza	1	K-Mart
River-View Mall		N.A.
Sunset Plaza	25	Woolco, Piggly Wiggly, Bostwick's
Transit Ave Ctr	25	N.A.
Transit Plaza	9	

Principal Shopping Days Department—Fri., Sat., Mon., Food—Fri., Sat.
Stores Open Evenings Food Mon. thru Sat., Downtown Mon., Wed., Thu. & Fri., Shopping Centers Mon. thru Sat., Furniture Mon., Thu. & Fri.

13—RETAIL OUTLETS: Department Stores Younker's, Sears, Penney, Bostwick-S&L, Walgreen's, Woolco, K-Mart, Kresge, TG&Y, Richman Gordman, Target
Discount Stores Woolco, K-Mart
Chain Drug Stores (CZ) White's 1, Walgreen 2, Sioux Thrifty 2
Chain Food Supermarkets Sunshine Food 5, Safeway 3, Hinky Dinky 2, Cohn 12, IGA-3, Schwartz 1, Hi-Vee 1
Other Chain Stores (Corp. City Limits) Barker's Shoe, Fantie's (women's apparel), Firestone, Goodyear, International Harvester, G. R. Kinney Shoes, Remington Rand, Royal Typewriter, Par-

kinson Music; Sieg-Sioux (auto supplies); Singer Co.; Smith-Corona (typewriters); Walker's (shoes); Zales Jewelers, Mary Lester Fabrics; Radio Shack, Team Electronics, Northwest Fabrics; National Payless Shoes, Ardan's

14—NEWSPAPERS: JOURNAL (m) 57,309; (Sat e & Holidays) 57,020 (S) 49,791, Mar 31, 1980 ABC
Local Contact for Advertising Jerry Dunning Adv Dir, JOURNAL
National Representatives Branham/Newspaper Sales, Iowa Daily Press Association

SPENCER, IOWA

1—LOCATION: Clay County, E&P Map B-1, County Seat Distributing point of NW Iowa, S edge of Iowa's Great Lakes, 180 mi NW of Des Moines, 180 mi SW of Minneapolis Little Sioux & Ocheyedan Rivers merge within city limits

2—TRANSPORTATION: Railroads Chicago, Milwaukee & St Paul; Chicago & Northwestern
Motor Freight Carriers 5
Intercity Bus Lines Greyhound, Scenic Hawkeye

3—POPULATION:
Corp City 70 Cen 10,278; Loc Est 11,656
County 70 Cen 18,464; Loc Est 19,745

4—HOUSEHOLDS:
City 70 Cen 3,527; Loc Est 4,587
County 70 Cen 6,097; Loc Est 7,532

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan Assns	2	$52,698,475
Commercial Banks	3	$58,316,986

6—PASSENGER AUTOS: County 11,681

7—ELECTRIC METERS: Residence 3,600

8—GAS METERS: Residence 3,450

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage) Hydrostatic Engines 500($200); Meat Packing 240 ($205); Metal Fabricating 275 ($130); Metal Assembly 125 ($154); Wood Fabricating 150 ($128); Apparel 135 ($100)

10-CLIMATE: Min & Max Temp—Spring 22-42; Summer 40-85; Fall 30-60, Winter 20-52 First killing frost, Oct 3 Last killing frost, May 9

11—TAP WATER: Softness 16 PPM

12—RETAILING: Principal Shopping Center 7 blocks on Grand Ave

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Spencer	18	Younkers Dept., Safeway
Southpark Mall	40	J C Penney, Bostwicks, Woolco

Principal Shopping Days Fri and Sat
Stores Open Evenings All stores Mon., shopping center, Mon thru Sat

13—RETAIL OUTLETS: Department Stores Bostwicks; Feldman's; Montgomery Ward, Pamida, J.C Penney; Winslows, Younkers, Sernett's, Eddie Quinn's, Squire Shoppe
Discount Stores Gibson's; K-Mart; Woolco
Variety Stores Neisners
Chain Drug Stores Rexall Star Drug, Walgreen
Chain Food Supermarkets Hy-Vee, Spencer Super Valu, Safeway
Other Chain Stores Gambles, Sears Roebuck, S&H Green Stamps, Coast-to-Coast; Matt Furniture, Kinney Shoes; Brown's Shoe Fit, Singer Co

14—NEWSPAPERS: REPORTER (e) 4,170, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Jeanne Gentry-Sieh, Adv Dir REPORTER
National Representatives American Newspaper Representatives, and Iowa Daily Press Assn

VINTON, IOWA

1—LOCATION: Benton County, E&P Map C-2, County Seat Agricultural center, 32 mi NW of Cedar Rapids 34 mi SE of Waterloo On U S Hwy 218

2—TRANSPORTATION: Railroads CRI&P
Intercity Bus Lines Jefferson

3—POPULATION:
Corp City 70 Cen 4,845, Loc Est 4,973
County 70 Cen 22,885, Loc Est 23,987

4—HOUSEHOLDS:
City 70 Cen 1,700, Loc Est 2,039
County 70 Cen 7,357 Loc Est 8,943

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$51,711,000
Sav & Loan Assn	1	$3,445,000

6—PASSENGER AUTOS: County 13,369

7—ELECTRIC METERS: Residence 1,894

8—GAS METERS: Residence 1,735

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage) Farm Equipment 150 ($180) Industrial Cooling 80 ($170); Food Processing 60 ($180)

11—TAP WATER: Neutral, hard

12—RETAILING: Stores open Thu evenings
Principal Shopping Days Thu & Sat

13—RETAIL OUTLETS: Department Stores Sears, Montgomery Ward
Variety Stores Ben Franklin, Feller's
Chain Food Supermarkets (CZ) Fareway, Me-Too
Other Chain Stores Western Auto, Goodyear, Family Foods

14—NEWSPAPERS: CEDAR VALLEY TIMES (e-Mon. to Fri.) 3,678, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Merlin Alpers, Adv Mgr., CEDAR VALLEY TIMES
National Representatives American Newspaper Representatives, Inc

WASHINGTON, IOWA

1—LOCATION: Washington County, E&P Map D-3, County seat in Southeastern part of state 248 rail mi from Chicago

2—TRANSPORTATION: Railroads CB&Q, CMStP&P, CRI&P
Motor Freight Carriers 3
Intercity Bus Lines Trailways

3—POPULATION:
Corp City 70 Cen 6,317; Loc est 6,618
County 70 Cen 18,967, Loc Est 19,139
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 2,300, Loc Est 2,600
County 70 Cen 6,136; Loc Est 7,184

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$50,242,000
Sav & Loan Assn	2	$35,500,000

6—PASSENGER AUTOS: County 11,754

7—ELECTRIC METERS: Res County 6,926

8—GAS METERS: Residence 4,772

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Wkly Wage)—Valves Foundry & Machine Shop 271 ($200), Steel Wire Prods 60 ($200), Calendars 400 ($180), Soybean Oil & Feeds 5 ($160), Concrete Products 70 ($160), Seedcorn,, Agronomy Research 38 ($240) (more than 150 detasselers in season), Turnbuckles & Steel Wire Fabrication 50, Industrial Valves 100; Ind Cooling System & Heat Exchanger—85
Principal Industrial Pay Days Fri

10-CLIMATE: Min & Max Temp—Spring 0-98, Summer 53-100, Fall 0-95; Winter —12-61 First killing frost, Sept 20 Last killing frost, Mar 25

11—TAP WATER: Alkaline, very hard, naturally fluoridated

12—RETAILING: Principal Shopping Center 4 blocks on Square and 8 blocks surrounding
Principal Shopping Days Thurs., Sat
Stores Open Evenings Dept—Thu., Food—7 days

13—RETAIL OUTLETS: Department Stores Montgomery Ward, Spurgeons, J C Penney, Ben Franklin; Harrisons
Variety Stores Thomassen's, Ben Franklin
Discount Stores (CZ) Oershiein Distributing, Pamida, Drug Fair; Discount Drugs
Chain Food Supermarkets Fareway, Hy-Vee, Jack & Jill

14—NEWSPAPERS: JOURNAL (e) 5,756 sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Darwin Sherman, Adv Mgr., JOURNAL
National Representatives Iowa Daily Press Assoc

WATERLOO-CEDAR FALLS-EVANSDALE, IOWA

1—LOCATION: Black Hawk County (In Waterloo-Cedar Falls, SMSA) E&P Map C-2 Agriculture, manufacturing and dairy center NE part of state 300 mi to Chicago, U.S Hwys 63, 218, 20 State Hwys 197, 57

2—TRANSPORTATION: Railroads Illinois Central, Chicago, North Western, Waterloo RR
Motor Freight Carriers 14
Intercity Bus Lines Greyhound; Arrow Coach, Jefferson, Iowa Coach, Waterloo & Cedar Falls
Airlines Ozark, Mississippi Valley

3—POPULATION:
Corp Cities 70 Cen 110,168, Loc Est 118,612
CZ ABC (70) 111,925, (80) 120,700
RTZ-ABC (70) 236,271, (80) 233,900
County/SMSA 70 Cen 132,916,
Loc Est 136,993
City & RTZ-ABC (70) 348,196, (80) 354,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 33,500; Loc Est (80) 41,700
County/SMSA 70 Cen 39,638, Loc Est 46,700
CZ ABC (70) 33,924, (80) 41,700
RTZ-ABC (70) 73,434, (80) 83,200
City & RTZ-ABC (70) 107,358, (80) 124,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$350,546,240
Sav & Loan Assn	4	$440,263,221

6—PASSENGER AUTOS: County 79,962

7—ELECTRIC METERS: 31,848

8—GAS METERS: 27,696

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Farm Equip 18,800, Meat Packing 2,000, Ordnance 625, Truck Mixers 325

10-CLIMATE: Min & Max Temp—Spring 40-59 Summer 60-100, Fall 36-63, Winter 23-34 First killing frost, Oct 4 Last killing frost, May 5

11—TAP WATER: Alkaline, hard

12—RETAILING: Principal Shopping Center Crossroads—S E edge of Waterloo, Downtown East Side
Neighborhood Shopping Centers W 9th and Mitchell, La Porte Rd and Mitchel Kimball and Ridgeway Logan Ave and Donald

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Crossroads Ctr	82	Sears, J.C Penney, Donaldsons
College Sq	70	Mont Ward, Woolco, Younkers
Kimball	8	Ben Franklin, S&S Meats
Logan Plaza	6	May Drug, Eagle Food
Villa	12	Ben Franklin

Principal Shopping Days Department—Mon Thu., Fri., Sat., Shopping Centers-daily, Food-Thu., Fr., Sat
Stores Open Sundays Shopping centers, drug, discount and food
Stores Open Evenings Downtown-Mon, Food chains-every night, Shopping centers-nightly ex Sat & Sun

13—RETAIL OUTLETS: Department Stores J C Penney, Sears, Donaldsons, Montgomery Ward, Younkers
Discount Stores (CZ) K-Mart, Woolco, Ardans
Variety Stores Kresge, Woolworth, Ben Franklin 4
Chain Drug Store (CZ) Osco 2, May, 2, Walgreens 2
Chain Food Supermarkets Eagles 4, Super-Valu 5, HyVee 5
Other Chain Stores Endicott Johnson Shoes, Kinney Shoes, Zales

14—NEWSPAPERS: COURIER (e-Mon. to Fri.) 54,307, (S) 57,231, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data David E Tansey, Ret Adv Mgr or Robert E Mullen, Natl Adv Mgr., COURIER
National Representatives Story & Kelly Smith Inc.; Iowa Daily Press Assn

WEBSTER CITY, IOWA

1—LOCATION: Hamilton County, E&P Map B-2, County Seat Agricultural & residential center 70 mi NW of Des Moines, 20 mi E of Ft Dodge On U S Hwy 20, State 17, 9 mi to U S 69, 12 miles to I-35

2—TRANSPORTATION:
Motor Freight Carriers 6
Intercity Bus Lincs Greyhound

3—POPULATION:
Corp City 70 Cen 8,488, Loc Est 8,057
CZ ABC (70) 8,488, (80) 8,000
RTZ-ABC (70) 23,810; (80) 22,100
County 70 Cen 18,383, Loc Est 17,759
City & RTZ-ABC (70) 32,298, (80) 30,100

4—HOUSEHOLDS:
City 70 Cen 2,922; Loc Est 3,162
County 70 Cen 6,159, Loc Est 6,846
CZ ABC (70) 2,922, (80) 3,100
RTZ-ABC (70) 7,901, (80) 8,400
City & RTZ-ABC (70) 10,823, (80) 11,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$28,000,000
Sav & Loan Assn	2	$30,000,000

6—PASSENGER AUTOS: County 10,871

7—ELECTRIC METERS: Residence 3,528

8—GAS METERS: Residence 3,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av Wkly Wage)—Washer Mfg 900 ($204), Metal Castings 100 ($150), Packing Plant 125 ($150), Steel Bldg 50 ($150), Printing ($155), Scoreboards 50 ($135)
Principal Industrial Pay Days Fri

10-CLIMATE: Min & Max Temp—Spring 32-60, Summer 70-95, Fall 40-78, Winter 20-45 First killing frost, Nov 1 Last killing frost, Apr 1

11—TAP WATER: Alkaline, soft

12—RETAILING: Principal Shopping Center 8 blocks on 2nd St 4 blocks along side streets
Principal Shopping Days Thurs., Fri Sat
Stores Open Evenings Dept Thu., Food Nitely

13—RETAIL OUTLETS: Department Stores J C Penney, Osweiler's, Lubbers, Masmar's, Pringle's, Home Appliance
Variety Stores Ben Franklin
Chain Drug Stores (CZ) Williams Walgreen 1, Olson Pharmacy
Chain Food Supermarkets Fareway, HyVee Foods, Dunn's Super Value
Other Chain Stores Hunter Oil & Gas, Derby Oil & Gas, Spurgeon's (ready-to-wear), Gamble's, Goodyear, Coast-to-Coast, Pamida, OK Hardware, Casey's

14—NEWSPAPERS: FREEMAN JOURNAL (e) 4,527, March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Michael A Grandstaff, Publisher, FREEMAN-JOURNAL
National Representatives Landon Associates, Inc, Iowa Daily Press Assn

KANSAS SURVEYS

KANSAS STANDARD METROPOLITAN STATISTICAL AREAS

Kansas City, Mo Kans.—Class, Clay, Jackson, Platte and Ray Counties, Mo., Johnson and Wyandotte Counties, Kans

Lawrence, Kan.—Douglas County

Topeka, Kans.—Jefferson, Osage and Shawnee Counties

Wichita, Kans.—Butler and Sedgwick Counties

KANSAS POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	175	167	185
5-14 Years	441	348	324
15-24 Years	406	452	388
25-44 Years	502	654	718
45-64 Years	460	472	447
65 and Over	265	313	316
TOTAL	2,249	2,408	2,378

Based on U S Census

KANSAS RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg Mat Hdwr	293	517	724
General Mdse	640	991	1,390
Food	970	1,522	2,151
Automobiles	1,089	1,839	2,093
Gasoline Stations	456	661	1,193
Apparel	228	369	530
Furniture	224	365	493
Eat-Drink Places	316	596	807
Drugs	141	192	265
Total Sales	4,765	7,696	10,634

Source U S Business Census 1972, 1977 and Releases by the Dept of Commerce

ABILENE, KAN.

1—LOCATION: Dickinson County, E&P Map C-2, County Seat Milling, Steel fabricating, agriculture and tourist center, 160 mi W Kansas City, Mo

2—TRANSPORTATION: Railroads Union Pacific, Santa Fe, Rock Island
Motor Freight Carriers 5
Intercity Bus Lines Continental, Greyhound

3—POPULATION:
City 70 Cen 6,661, Loc Est 6,520
County 70 Cen 19,993, Loc Est 21,563

4—HOUSEHOLDS:
City 70 Cen 2,516, Loc Est 3,267
County 70 Cen 7,081, Loc Est 9,250

5—BANKS: 3 Commercial, Dep $62,258,000

6—PASSENGER AUTOS: County 12,070

7—ELECTRIC METERS: Residence 3,461

8—GAS METERS: Residence 28,812

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Milling 100 Machine Shop 200, Steel Mfg (new) 200, Steel Fabricating 225
Principal Industrial Pay Days Fri., Sat

10-CLIMATE: Min & Max Temp—Spring 35-65, Summer 75-105, Fall 40-70, Winter 0-40 First killing frost, Oct 13 Last killing frost, May 10

11—TAP WATER: Alkaline, Medium hard, not fluoridated

12—RETAILING: Principal Shopping Center 12 blocks on 4 sts
Neighborhood Shopping Center North Buckeye, South Cedar, South First St & West Third, South Buckeye
Principal Shopping Days Thu Fri Sat
Stores Open Evenings Thu

13—RETAIL OUTLETS: Department Stores Montgomery Ward, Sears Roebuck, J C Penney; Hamburg, Gambles, Add-A-Tooch of Furniture, Pinkhams, Shockey & Landes Furn & Mdwe., Belle Springs Furniture Galleries
Variety Stores Ben Franklin
Discount Stores Alco Gibsons
Chain Food Supermarkets Zey's IGA, Boogaarts, Cummings Jack & Jill

14—NEWSPAPERS: REFLECTOR-CHRONICLE (e) 5,655, (Sat m) 5,655, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Henry B Jameson, Pub., or V L Sadowski, Adv Mgr REFLECTOR-CHRONICLE
National Representatives None

ARKANSAS CITY, KAN.

1—LOCATION: Cowley County, E&P Map C-3 So Central part of state on Arkansas River 285 mi SW of Kansas City U S Hwys 166, 77, I-35

2—TRANSPORTATION: Railroads Santa Fe, Frisco, Missouri Pacific, Amtrak

ARKANSAS CITY—continued

Intercity Bus Lines Continental, MKO
Motor Freight Carriers 6

3—POPULATION:
Corp City 70 Cen 13,216, Loc Est 11,748
County 70 Cen 35,012, Loc Est 35,836

4—HOUSEHOLDS:
City 70 Cen 4,886, Loc Est 5,150
County 70 Cen 12,007, Loc Est 14,497

5—BANKS:	**NUMBEP**	**EST. DEPOSITS**
Commercial	2	$69,6[illegible]00
Sav. & Loan Assn	2	$86,000,000

6—PASSENGER AUTOS: County 19,515

7—ELECTRIC METERS: City 5,942

8—GAS METERS: Residence 6,085

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Meat Packing 811 ($330); Oil Refining 345 ($260); Flour Milling 220 ($190); Aircraft Mfg. 699 ($200); Railroad 300 ($250); Jet Engine Overhaul 384 ($215); Mobile Homes Mfg. 152 ($180).
Principal Industrial Pay Days Fri., 1st and 15th.

10-CLIMATE: Av. annual temp., 58.4; Jan. 33.9; July 80.8; Av. Annual precipitation 33.18 inches; snow 9.1 inches

11—TAP WATER: Alkaline, very hard

12—RETAILING: Principal Shopping Center 6 blocks on Summit St., 2 on 6 cross streets
Neighborhood Shopping Centers The Plaza, 2 miles north on Summit St., TG&Y Family Center
Principal Shopping Days Mon., Thu., Sat
Stores Open Evenings Thu

13—RETAIL OUTLETS: Department Stores Newman Dry Goods, J.C. Penney, Sears, C.R. Anthony's, Litwin's, Montgomery Ward, Halligan's
Variety Stores Woolworth, TG&Y
Discount Stores (CZ) K-Mart
Chain Drug Stores (Cz) Graves
Chain Food Supermarkets Safeway; Dillon Boogaart's, Food Fair
Other Chain Stores Oklahoma Tire, Firestone, Mode O'Day

14—NEWSPAPERS: TRAVELER (e) 6,901, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Greg Mountain, Adv. Mgr., TRAVELER
National Representatives Southwest Dailies

ATCHISON, KAN.

1—LOCATION: Atchison County, E&P Map D-1, County Seat. 22 mi. SW of St. Joseph, Mo.; 50 mi. NW of Kansas City, Mo. On U.S. Hwys. 59, 73, State Hwys. 4, 7, 9 & 45.

2—TRANSPORTATION: Railroads Santa Fe, Rock Island; Missouri Pacific; Northern
Motor Freight Carriers 18
Intercity Bus Lines Trenton-St. Joseph
Freight Steamship Lines 2

3—POPULATION:
Corp. City 70 Cen. 12,565; Loc. Est. 10,804
CZ ABC (70)12,565; (80)10,400
RTZ-ABC (70)14,172; (80)15,000
County 70 Cen. 19,165; Loc. Est. 18,228
City & RTZ-ABC (70)26,737; (80)25,400

4—HOUSEHOLDS:
City 70 Cen. 3,794; Loc. Est. 3,920
County 70 Cen. 5,832; Loc. Est. 6,733
CZ ABC (70)3,794; (80)3,600
RTZ-ABC (70)4,666; (80)5,600
City & RTZ-ABC (70)8,460; (80)9,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$114,566,000
Sav. & Loan Assn	2	$125,404,245

6—PASSENGER AUTOS: County 9,300

7—ELECTRIC METERS: Res. 4,700

8—GAS METERS: Residence 4,608

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Foundry and Machine Shop 997 ($360); Milling 160 ($220); Alcohol 349 ($335); Mops 75 ($140); Sporting Goods 49 ($145)

10-CLIMATE: Min. & Max. Temp.—Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost Oct. 18. Last killing frost, Apr. 14.

11—TAP WATER: Neutral, hard; not fluoridated

12—RETAILING: Principal Shopping Center 4 blocks on Commercial and Main Sts. (3½ Blocks Mall Area); W. Main St., E. Atchison, Mo., 10th & Sky Way
Shopping Center Atchison Mall (45 stores—Sears, TG&Y, Mont. Ward, Ramsay's Dept., J. C. Penney, Litwin's Dept.); Coast-to-Coast; Domann (Walgreen Outlet)
Principal Shopping Days Mon., Thurs., Fri., Sat.
Stores Open Evenings Thurs.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J. C. Penney, Sears, Ramsey's
Variety Stores TG&Y
Discount Stores Pamida
Chain Food Supermarkets Safeway, Arensberg Foods 2, Van Dyke Grocery
Other Chain Stores Ramsay's, Litwin's, Firestone, Goodrich

14—NEWSPAPERS: GLOBE (e-Mon. to Fri.) 6,413, (S) 6,696; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Harvey L. Buckley, Adv. Mgr., GLOBE
National Representatives Thomson Newspapers

AUGUSTA, KAN.

1—LOCATION: Butler County, E&P Map C-3 (In Wichita SMSA). Residential Center, 20 mi. E of Wichita, Kan.; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers

2—TRANSPORTATION: Railroads Frisco and Santa Fe
Intercity Bus Lines Continental; Greyhound

3—POPULATION:
City 70 Cen. 5,977; Loc. Est. 7,900
County 70 Cen. 38,658; Loc. Est. 44,107
SMSA 70 Cen. 389,352; Loc. Est. 388,886

4—HOUSEHOLDS:
City 70 Cen. 1,725; Loc. Est. 2,746
County 70 Cen. 12,625; Loc. Est. 16,720
SMSA 70 Cen. 125,051; Loc. Est. 145,042

5—BANKS: Comm., Est. Dep. $47,000,000

6—PASSENGER AUTOS: County 25,756

7—ELECTRIC METERS: Residence 2,130

8—GAS METERS: Residence 2,152

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Waga Earners—Mobil Refinery 485, Criss Optical Mfg. Co. 25, Knebler Construction, 300, Heist Maint. Inc. 57, Guy Industries 17, Hizey Valve 21, Magic Focus 15

11—TAP WATER: Neutral, hard

12—RETAILING:
Shopping Center Augusta Plaza (12 stores-IGA).
Principal Shopping Days Mon., Wed., Fri. & Sat.
Stores Open Evenings All on Thu.

13—RETAIL OUTLETS: Department Stores C. R. Calverts, [illegible]aros True Value Home Center
Chain Drug Stores(CZ) Rexall, Walgreen
Chain Food Supermarkets Safeway, IGA, Dillon's
Other Chain Stores Mode O'Day, Opal's Fabrics, Jack's Mens Wear, The Style Shop, G.R. Calvert Dept. Stores

14—NEWSPAPERS: GAZETTE (e) 3,075, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, GAZETTE
National Representatives None

BELOIT, KAN.

1—LOCATION: Mitchell County, E&P Map B-1, County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24; State Hwys. 9; 14

2—TRANSPORTATION: Railroads Union Pacific and Missouri Pacific branches
Intercity Bus Lines Continental

3—POPULATION:
Corp. City 70 Cen. 4,121; Loc. Est. 4,300
City Zone, Local Est. 4,300
County 70 Cen. 8,010; Loc. Est. 8,356

4—HOUSEHOLDS:
City 70 Cen. 1,444 Loc. Est. 1,709
County 70 Cen. 2,772 Loc. Est. 3,403

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$35,000,000
Saving & Loans	3	$135,000,000

6—PASSENGER AUTOS: County 4,708

7—ELECTRIC METERS: Residence 1,961

8—GAS METERS: Residence 1,775

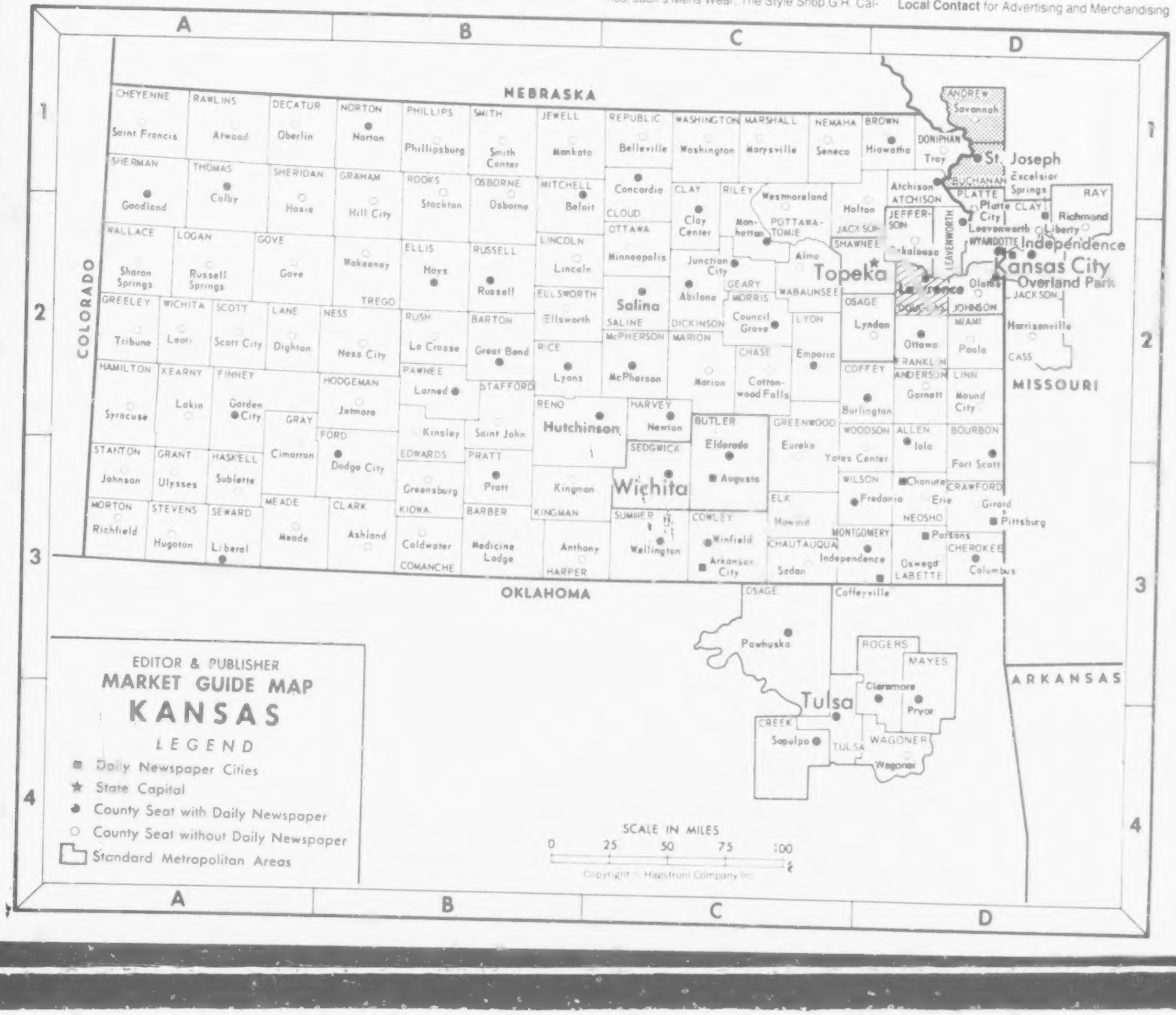
9— PRINCIPAL INDUSTRIES (CZ): Agriculture, Poultry, Dairy Prods., Livestock Feed Mill, Cement Block Plant; Concrete Prod., Farm Implement Manufacturing.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Days Wed., Thurs., Sat.
Principal Shopping Center Beliot Square (4 stores)

13—RETAIL OUTLETS: Department Stores J.C. Penney, Mill Street Emporium.
Variety Stores Duckwall's, Ben Franklin
Chain Drug Stores (CZ) Bunch Drugs, S&S Rexall
Chain Food Supermarkets Boogaarts, Beloit I.G.A., Torr's Hy-Cias
Other Chain Stores Gamble's, Western Auto, Sears (catalog), Grerf Jewlers, Cook Jewlry Montgomery Ward (catalog)

14—NEWSPAPERS: CALL (e) 3,126, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising



Data: Steve H. Thompson, Ad. Mgr., CALL
National Representatives: Landon Associates, Inc.

BURLINGTON, KAN.

1—LOCATION: Coffey County, E&P Map D-2. County Seat. 60 mi. from Topeka. On U.S. Highway 75, off Interstate-135S

2—TRANSPORTATION:
Motor Freight Carriers: 2

3—POPULATION:
Corp. City 70 Cen. 2,099; Loc. Est. 3,250
County 70 Cen. 7,397; Loc. Est. 8,523

4—HOUSEHOLDS:
City 70 Cen. 801; Loc. Est. 1,750
County 70 Cen. 2,744; Loc. Est. 3,697

5—BANKS: 2 Commercial. Dep. $68,000,000

6—PASSENGER AUTOS: County 6,120

7—ELECTRIC METERS: Residence 1,803

8—GAS METERS: Residence 1,603

9— PRINCIPAL INDUSTRIES (CZ): Site of Kansas first Nuclear power plant to be completed 1982. Weekly Salary ($316). Counter Top mfg. at Gridley.

10-CLIMATE: First killing frost, Oct. 17. Last killing frost, Apr. 19

11—TAP WATER: Alkaline, moderately hard, fluoridated

12—RETAILING: Principal Shopping Center: 2 blocks each side of 3rd St., 4 blocks each side of Neosho. City of New Strawn—4 miles North
Principal Shopping Days: Wed., Sat

13—RETAIL OUTLETS:
Discount/Department Stores: S&S Discount
Variety Stores: Duckwalls
Chain Drug Stores: Cooksey & Crisp
Chain Food Supermarkets: IGA 1, AG 2
Other Chain Stores: Firestone, Pro-Hwd., Mode O'Day, Quick Shop, Get-N-Go 1

14—NEWSPAPERS: REPUBLICAN (e-Mon. to Fri.) 2,686, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Homer Owens, Ret. Adv. Dir., REPUBLICAN
National Representatives: None

CHANUTE, KAN.

1—LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39

2—TRANSPORTATION: Railroads: AT&SF, MKT (freight only)
Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 10,341; Loc. Est. 10,200
CZ ABC: (70) 10,341; (80) 10,000
RTZ-ABC: (70) 14,866; (80) 15,700
County 70 Cen. 18,612; Loc. Est. 19,175
City & RTZ-ABC: (70) 25,207; (80) 25,700

4—HOUSEHOLDS:
City: 70 Cen. 3,818; Loc. Est. 4,225
County 70 Cen. 6,566; Loc. Est. 7,815
CZ ABC: (70) 3,818; (80) 4,200
RTZ-ABC: (70) 5,014; (80) 6,100
City & RTZ-ABC: (70) 8,832; (80) 10,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$97,800,000
Sav. & Loan Assn.	1	$42,600,000

6—PASSENGER AUTOS: County 10,271

7—ELECTRIC METERS: 6,200

8—GAS METERS: 4,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Cement Plant 125 ($210); Oil Ref. & Prod 35 ($185); Railroad 85 ($185); Heavy Equip. Mfg. 250 ($180); Electronics 500 ($160); Wood Pdts. 130 ($170)
Principal Industrial Pay Days: every other week

10-CLIMATE: Min. & Max. Temp.—Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20. Last killing frost, April 2

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main, 2 on Lincoln; 2 on Grant; 2 on Highland
Neighborhood Shopping Centers: 14th and Santa Fe; and on West Cherry
Principal Shopping Days: Tues., Thurs., Fri.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Ragons; J. C. Penney; Montgomery Ward, Litwins
Discount Stores: Pamida; Wal-Mart; Revco Drug
Chain Food Supermarkets: Self-Service Foodtown; Rooster's Thriftway; Pence IGA; Pamida
Other Chain Stores: Sears Roebuck (catalog); Davis Paint; Sherwin-Williams; Goodyear; Montgomery Ward; Mode O'Day; Singer.

14—NEWSPAPERS: TRIBUNE (e) 5,936; March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Bruce Royce, Adv. Mgr., TRIBUNE
National Representative: Southwest Dailies.

CLAY CENTER, KAN.

1—LOCATION: Clay County, E&P Map C-2, County Seat. NC part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2—TRANSPORTATION: Railroads
Intercity Bus: Trailways.
Motor Freight Carriers: 3

3—POPULATION:
Corp. City 70 Cen. 4,963; Loc. Est. 5,174
County 70 Cen. 9,890; Loc. Est. 10,380

4—HOUSEHOLDS:
City 70 Cen. 1,892; Loc. Est. 2,262
County 70 Cen. 3,589; Loc. Est. 4,335

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$51,996,432.00
Sav. & Loan Assn.	1	$19,540,182.94

6—PASSENGER AUTOS: County 5,646

7—ELECTRIC METERS: Residence 2,125

8—GAS METERS: City Res. 2,175

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Poultry, Dairy 35 ($90); Livestock Feeds 67 ($145); Wood Working 90 ($116); Metal Working 402 ($140); Mill Equip. 75 ($95); Housebuilders 50 ($128)
Principal Pay Days: 1st and 15th; Sat.

10-CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 26

11—TAP WATER: Alkaline, very hard, not fluoridated

12—RETAILING: Principal Shopping Center: 30 blocks on 4th, 5th and 6th; Grant; Lincoln; Court; Dexter
Neighborhood Shopping Centers: West Crawford, Clay Center Plaza
Stores Open Evenings: Thu.
Principal Shopping Days: Tues., Fri., Sat

13—RETAIL OUTLETS: Department Stores: Browne's; J. C. Penney; J.M. McDonald
Variety Stores: Duckwalls; Gibson's; TG&Y
Chain Food Supermarkets: Thriftway, Boogaart's, Clay Center IGA Foodliner
Other Chain Stores: Plainsman Supply

14—NEWSPAPERS: DISPATCH (e) 3,911; sworn Mar. 31,1980
Local Contact for Advertising and Merchandising Data: Dean F. Hixon, Ass't. Mgr., DISPATCH
National Representatives: Landon Associates, Inc.

COFFEYVILLE, KAN.

1—LOCATION: Montgomery County, E&P Map D-3. Manufacturing Center. 3 mi. N of Okla. Line, 60 mi. W of Mo. Line, 135 mi. from Wichita, 75 mi. from Tulsa, 171 mi. from Kansas City. On Hwy. 166, 169

2—TRANSPORTATION: Railroads: MK&T, MP, AT&SF
Motor Freight Carriers: 7
Intercity Bus Lines: Continental, Greyhound, M K & O Trailways, Kansas Trails

3—POPULATION:
Corp. City 70 Cen. 15,116; Loc. Est. 15,735
CZ ABC: (70) 16,898; (79) 15,600
RTZ-ABC: (70) 27,869; (79) 29,400
County 70 Cen. 39,949; Loc. Est. 44,264
City & RTZ-ABC: (70) 44,767; (79) 45,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 5,575; Loc. Est. 5,778
County: 70 Cen. 14,573; Loc. Est. 17,069
CZ ABC: (70) 6,184; (80) 6,700
RTZ-ABC: (70) 10,036; (80) 12,400
City & RTZ-ABC: (70) 16,220; (80) 19,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$129,664,249
Sav. & Loan Assn.	1	$108,244,633

6—PASSENGER AUTOS: County 22,806

7—ELECTRIC METERS: Residence 8,436

8—GAS METERS: Residence 5,527

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Power Transmissions 1,300, Pattern Shops & Foundries 675, Refinery 405, Chemicals & Pigments 250, Oil Field Equipment 854, Recreational Vehicles & Furnishings 95, Meat Packing 78, Printing & Publishing 78, Machine Shops 110, Flour Mfg 51, Riding Mowers 90, Printed Assembly 250, Flour Mills 69.

10-CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 15

11—TAP WATER: Alkaline, semi-hard

12—RETAILING: Principal Shopping Center: 3 blocks on 8th St., 3 on 9th St., 2 on Maple; 5 on Walnut. (105 Units)
Neighborhood Shopping Centers: 11th St. Mall (7 units); East 8th Shop Area (16 units); Centerville (6 units)
Principal Shopping Days: Sat., Thu., Fri., Mon
Stores Open Evenings: Thu
Stores Open Sundays: Grocery, Variety and Discount

13—RETAIL OUTLETS: Department Stores: H. W. Read's, J. C. Penney, Westco, Econo-Mart
Discount Stores (CZ): Wal-Mart, T.G.&Y., Gibson.
Chain Drug Stores (CZ): Rexall, Revco Inc.
Chain Food Supermarkets: Foodtown, Nu Way, Safeway, Elmore's IGA
Other Chain Stores: Oklahoma Tire, Litwins, Westco, Singer Co., Firestone, Baily Farm Stores, Sears Roebuck, Montgomery Ward, Goodyear, Coast-to-Coast, Bynum's, B.F. Goodrich

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 9,220, (S) 9,815, March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., JOURNAL
National Representatives: Gannett Newspaper Advertising Sales

COLBY, KAN.

1—LOCATION: Thomas County. County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. NW corner of state 250 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24,1-70; State Hwy. 25

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 8
Intercity Bus Lines: Trailways, Greyhound
Airlines: Air Midwest

3—POPULATION:
Corp. City 70 Cen. 4,658, Loc. Est. 5,999
County 70 Cen. 7,501, Loc. Est. 8,852

4—HOUSEHOLDS:
Corp. City 70 Cen. 1,521, Loc. Est. 2,252
County 70 Cen. 2,444. Loc. Est. 3,335

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan Assns.	2	N.A.
Commercial Banks	2	N.A.

6—PASSENGER AUTOS: County 4,800

7—ELECTRIC METERS: Residence N/A

8—GAS METERS: Residence N/A

9— PRINCIPAL INDUSTRIES (CZ): N.A.
Principal Pay Days: Fri., Mon

10-CLIMATE: Average annual temperature 51 deg. (Jan. av. 28deg., July av. 77deg.)

11—TAP WATER: Alkaline, hard

12—RETAILING: Principal Shopping Center: 4 blks on Main, Colby Plaza (3 stores) and South Range (to Interstate 70,¾ mi. of stores)

13—RETAIL OUTLETS: Department Stores: J.C. Penney
Discount Stores (CZ): TG&Y, Duckwall's
Chain Drug Stores (CZ): Rexall, Walgreen
Chain Food Stores (CZ): IGA, Bestyet, Boogaart's
Other Chain Stores: Goodyear, Goodrich, Coast-to- Coast, Gamble's, Handi-Mart, Loves, Snappy's, McDonald's

14—NEWSPAPERS: FREE PRESS (m) 3,651 (Sat) 3,760, sworn Sept. 30,1979 (latest statement available)
Local Contact For Advertising and Merchandising Data: Nick Partsch, Pub., FREE PRESS
National Representatives: Landon Associates, Inc.

COLUMBUS, KAN.

1—LOCATION: Cherokee County, E&P Map D-3. County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69. State Hwys. 7, 96

2—TRANSPORTATION: Railroads: Frisco, MKT
Motor Freight Carriers: 1
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 3,356, Loc. Est. 3,183
County 70 Cen. 21,549, Loc. Est. 22,238

4—HOUSEHOLDS:
City 70 Cen. 1,330, Loc. Est. 1,404
County 70 Cen. 7,677. Loc. Est. 9,172

5—BANKS: 2 Commercial. Dep. $51,340,000 1-Savings & Loan

6—PASSENGER AUTOS: County 11,268

7—ELECTRIC METERS: Residence 1,457

8—GAS METERS: Res. & Com. 1,762

9— PRINCIPAL INDUSTRIES (CZ): Bldg. Const., Textiles, Vacation Trailers, Chemicals, Auto parts Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 18-80, Summer 50-117; Fall 12-102; Winter 30-60. First killing frost, Oct. 24. Last killing frost, Apr. 9

11—TAP WATER: Neutral, soft

12—RETAILING: Principal Shopping Center
Central square and adjoining streets
Principal Shopping Days: Thu., Fri., Sat

13—RETAIL OUTLETS: Department Stores: J.C. Penney
Variety Stores: Ben Franklin, Adam's
Chain Food Supermarkets: Town & Country 1, IGA
OTher Chain Stores: Montgomery Ward (catalog), Sears (catalog), ITCO, NAPA Auto Store, Westco Furniture, True Value

14—NEWSPAPERS: ADVOCATE (e-Mon. to Fri.) 3,348; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: J.M. Lacy, Bus. Mgr., ADVOCATE
National Representatives: None

CONCORDIA, KAN.

1—LOCATION: Cloud County, E&P Map C-1. County Seat. Agricultural, wholesale & health center. 210 mi. W of Kansas City on U.S. Hwy. 81, State 9, 28

2—TRANSPORTATION: Railroads: Mo. Pac., CB&O, AT&StF
Motor Freight Carriers: 5
Intercity Bus Lines: Continental Trailways

3—POPULATION:
City 70 Cen. 7,221, Loc. Est. 7,320
County 70 Cen. 13,466, Loc. Est. 13,742
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,454, Loc. Est. 2,966
County 70 Cen. 4,613; Loc. Est. 5,547

5—BANKS: Comm. 3; Est. Dep. $61,122,000

6—PASSENGER AUTOS: County 6,938

7—ELECTRIC METERS: Residence 2,460

8—GAS METERS: Residence 2,540

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees—Food 150, Feed 20, Concrete Prod. 35, Brick 95, Metal 165

10-CLIMATE: Min. & Max. Temp.—Spring 21-74, Summer 62-92, Fall 30-81, Winter 17-42

11—TAP WATER: Alkaline, very hard

12—RETAILING:
Principal Shopping Days: Thu., Sat
Nearby Shopping Centers: Alco Plaza—Discount Store

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, J.C. Penney, J.M. McDonald's, Bon Marche, Gambles
Variety Stores: Gibson's-Alco; Banner 5-10
Chain Drug Stores: Rexall, Walgreen
Chain Food Supermarkets: Boogaarts 2, IGA
Other Chain Stores: Coast-to-Coast; Western Auto; Mode O'Day; Goodyear

14—NEWSPAPERS: BLADE-EMPIRE (e-Mon. to Thu.) 3,793, sworn Sept. 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: Art Lowell, Pres., BLADE-EMPIRE
National Representatives: None

COUNCIL GROVE, KAN.

1—LOCATION: Morris County, E&P Map C-2. County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56. State Hwys. 13, 57

2—TRANSPORTATION: Mo. Pac. RR, Motor Freight Carriers

3—POPULATION:
City 70 Cen. 2,403; Loc. Est. 2,413
County 70 Cen. 6,432; Loc. Est. 6,566
City & Retail Trading Area, Local Est. 9,000

4—HOUSEHOLDS:
City 70 Cen. 900 Loc. Est. 917
County 70 Cen. 2,315, Loc. Est. 2,271

5—BANKS: Commercial 2. Dep. $24,080,875

6—PASSENGER AUTOS: County 3,680

7—ELECTRIC METERS: Residence 840

8—GAS METERS: Residence 796

9— PRINCIPAL INDUSTRIES (CZ): Railroad, Milling, Dairying, Sporting Goods, Concrete Products; Plastic Items; Sheetmetal Products

10-CLIMATE: Ave. Annual Temp. 52, Jan. 28, July 77

11—TAP WATER: Alkaline, soft

12—RETAILING: Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Blims
Variety Stores: Duckwall's
Chain Food Super Markets: IGA, Thriftway, Super Saver
Other Chain Stores: Western Auto, True Valve, Rexall, Montgomery Ward (catalog), Sears (catalog)

14—NEWSPAPERS: REPUBLICAN (e-Mon. to Fri.) 3,058, Sworn Sept. 30, 1979 (latest statement available)
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN
National Representatives: None

DODGE CITY, KAN.

1—LOCATION: Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, Missouri and same E of Denver, Colorado

2—TRANSPORTATION: Railroads: Santa Fe, Rock Island
Motor Freight Carriers: 14
Intercity Bus Lines: Greyhound, Continental, Bickel; Green Diamond
Airlines: Air Midwest

3—POPULATION:
Corp. City 70 Cen. 14,127, Loc. Est. 18,061
CZ ABC: (70) 16,475; (80) 18,500
RTZ-ABC: (70) 74,493; (80) 87,700
County 70 Cen. 22,587; Loc. Est. 25,128
City & RTZ-ABC: (70) 90,968; (80) 106,200

4—HOUSEHOLDS:
City 70 Cen. 4,703; Loc. Est. 6,110
County 70 Cen. 7,098; Loc. Est. 9,056
CZ ABC: (70) 5,270; 780) 6,800
RTZ-ABC: (70) 23,259; (80) 31,300
City & RTZ-ABC: (70) 28,529; (80) 38,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$145,000,000
Sav. & Loan Assn.	4	$440,000,000
Federal Credit Union	1	$16,000,000

6—PASSENGER AUTOS: County 13,993

7—ELECTRIC METERS: Residence 6,282

KANSAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,696,381	9,932,503	10,634,222	1,487	723,685	623	1,390,370	2,082	2,151,270	2,027	2,093,198	2,466	1,193,190	1,681	529,904	1,929	493,004	4,268	807,286	592	265,226
STANDARD METROPOLITAN STATISTICAL AREAS																					
Kansas City, Mo.-Kans.	4,904,078	6,160,208	6,591,463	490	274,062	265	1,128,182	1,035	1,234,214	845	1,286,631	933	692,927	783	322,996	787	261,691	1,975	559,861	246	169,009
Lawrence, Kans.	199,066	252,708	269,710	36	23,740	13	28,694	33	57,272	36	44,044	47	26,446	37	15,185	51	12,633	105	22,660	12	4,807
Topeka, Kans.	653,446	868,927	928,989	74	74,296	36	127,328	133	177,874	152	166,706	171	101,444	98	39,109	136	38,448	294	68,152	43	60,920
Wichita, Kans.	1,502,114	2,071,044	2,246,442	175	137,011	70	321,274	262	415,[illegible]48	297	461,731	328	205,475	259	134,558	289	103,092	777	205,078	73	51,571
COUNTIES, Cities																					
ALLEN	40,833	47,608	49,970	17	4,954	7	5,205	18	12,770	23	8,521	17	5,277	17	2,449	8	1,206	42	4,923	4	677
Iola	32,058	37,291	39,035	10	3,118	4	4,971	10	9,823	15	6,490	9	3,562	11	2,172	7	1,157	27	4,363	2	46[illegible]
ANDERSON	16,684	19,729	20,773	10	2,486	2	599	11	5,466	6	3,235	11	2,726	7	1,170	7	1,301	19	1,756	2	353
ATCHISON	48,614	61,652	65,800	11	4,770	4	5,952	18	15,813	18	13,011	17	6,271	12	5,122	6	1,508	27	4,395	6	2,309
Atchison	46,774	59,770	63,872	10	4,649	4	5,952	14	15,408	17	12,813	13	5,250	12	5,122	6	1,508	25	4,305	6	2,309
BARBER	19,162	23,246	24,596	6	1,760	5	586	15	5,133	11	6,417	12	5,634	5	451	7	1,041	15	821	4	1,203
BARTON	134,329	171,097	182,750	28	9,993	12	26,475	36	33,629	29	43,764	38	20,933	37	9,879	33	8,236	68	12,435	12	2,926
Great Bend	117,292	150,704	161,230	19	8,282	8	25,337	22	27,913	23	39,831	23	17,148	32	9,363	22	7,031	43	10,[illegible]33	7	2,768
BOURBON	49,829	62,083	66,009	11	4,100	6	7,151	17	15,584	13	15,440	17	5,555	15	3,433	15	2,804	28	4,177	5	1,444
Fort Scott	47,983	59,635	63,519	8	3,734	6	7,151	13	14,939	11	14,746	13	5,232	15	3,433	13	2,694	24	4,053	5	1,444
BROWN	28,371	32,873	34,468	6	2,163	5	1,748	15	9,195	15	8,363	18	5,559	10	1,079	10	1,180	25	1,732	5	1,155
Hiawatha	18,241	21,020	21,946	1	1,100	2	1,134	6	5,723	9	6,066	7	2,173	7	890	8	1,043	13	1,159	3	885
BUTLER	109,490	153,488	167,053	27	8,846	9	7,360	29	39,601	36	41,732	50	22,211	23	6,018	31	12,159	68	13,145	9	3,108
Augusta	39,926	54,886	59,873	8	4,090	1	1,390	4	10,654	13	20,288	12	6,636	7	1,665	14	7,783	18	3,977	5	474
El Dorado	45,718	65,153	71,141	11	3,340	5	5,691	8	21,272	14	8,907	16	5,608	13	4,051	14	4,341	32	6,939	4	2,634
CHASE	7,166	9,597	10,364	3	515			4	1,461	3	453	7	5,803	4	564	4	173	5	788	1	146
CHAUTAUQUA	7,185	9,484	10,205	4	959	4	520	9	2,681	6	1,845	10	2,232	2	306			9	741	3	459
CHEROKEE	43,815	55,718	59,504	15	2,678	8	1,334	33	22,478	24	10,928	25	6,467	12	1,925	22	2,761	52	4,898	8	2,215
Columbus	16,930	21,147	22,552	4	696	3	669	7	6,573	12	7,306	7	994	5	1,032	10	1,579	10	1,153	1	657
CHEYENNE	7,931	9,310	9,7[illegible]5	5	361	1	275	7	3,284	7	2,491	7	391	5	558	5	476	11	813	2	60
CLARK	6,852	7,750	8,095	4	2,898			4	1,154	3	843	5	2,018	3	96	7	443	7	363	1	142
CLAY	29,394	34,893	36,762	6	4,281	2	1,254	10	6,755	12	8,381	15	6,501	8	1,741	6	1,600	22	2,027	3	378
Clay Center	26,183	30,996	32,600	5	4,027	2	1,254	6	5,782	11	8,131	10	4,621	8	1,741	5	1,504	13	1,567	3	378
CLOUD	39,794	45,325	47,373	18	4,844	8	4,051	18	10,286	14	9,184	19	6,376	13	2,798	11	2,326	38	3,134	4	792
Concordia	31,877	36,250	37,708	8	2,829	6	3,535	11	8,255	10	7,713	11	4,780	12	2,688	10	2,219	23	2,430	3	691
COFFEY	17,231	20,202	21,229	9	1,890	4	1,262	10	4,772	8	4,904	20	3,238	4	180	7	1,119	15	1,255	3	1,126
COMANCHE	5,876	6,985	7,364	8	918	2	195	7	1,926	4	1,144	7	1,995	2	232	4	131	8	512	2	116
COWLEY	104,286	127,934	135,662	20	9,932	9	12,138	20	31,294	37	26,926	48	13,892	35	8,428	42	6,139	67	8,491	10	5,766
Arkansas City	53,712	68,645	73,361	6	4,618	4	7,869	9	17,197	16	12,525	20	6,343	16	4,197	19	4,332	35	5,340	4	3,398
Winfield	37,901	44,511	46,793	11	3,114	2	4,101	8	13,127	15	6,251	21	4,961	18	3,983	15	1,473	22	2,807	5	2,313
CRAWFORD	105,937	131,360	139,580	31	11,709	14	21,507	44	35,202	32	20,163	38	12,166	24	4,770	27	8,452	76	12,286	10	2,166
Pittsburg	78,927	99,053	105,499	15	9,073	12	18,262	23	25,696	24	12,799	18	8,935	23	4,509	19	5,930	51	10,877	7	1,513
DECATUR	14,154	17,430	18,505	3	956	4	394	7	3,736	6	2,918	15	5,445	4	676	8	1,106	14	1,308	2	563
DICKINSON	53,277	66,095	70,251	21	6,781	11	4,859	25	16,070	17	12,781	33	14,499	21	3,162	17	1,256	36	3,667	8	1,501
Abilene	33,710	41,470	44,056	10	3,845	6	3,200	13	9,992	11	9,582	19	7,470	13	2,207	9	821	16	2,351	4	937
DONIPHAN	18,855	22,863	24,208	7	4,283	3	331	14	8,033	4	1,382	14	7,121			5	318	19	1,363	3	467
DOUGLAS	199,066	252,708	269,710	36	23,740	13	28,694	33	57,272	36	44,044	47	26,446	37	15,185	51	12,633	105	22,660	12	4,807
Lawrence	184,328	234,667	250,578	31	20,401	12	28,572	27	53,695	31	42,252	36	20,760	35	13,119	45	12,336	91	21,889	10	4,556
EDWARDS	12,002	12,666	13,036	5	382	2	420	7	2,800	5	4,015	6	1,786	4	490	4	553	12	1,268	2	188
ELK	5,150	6,984	7,552	5	557	1	342	10	1,567	4	2,032	9	1,462	2	312	[illegible]	83	8	464	3	81
ELLIS	122,698	151,261	160,506	15	16,121	10	18,523	29	29,841	30	34,202	42	15,195	29	8,202	42	9,572	68	13,796	4	3,575
Hays	114,307	141,033	149,671	11	14,434	8	17,626	21	27,154	27	33,885	33	12,956	27	7,910	37	8,983	61	12,973	2	2,701
ELLSWORTH	16,525	19,522	20,156	7	1,591	2	528	8	5,475	8	2,625	16	6,116	5	339	4	619	18	1,430	2	351
FINNEY	110,442	133,813	141,532	22	13,504	5	18,701	16	29,207	20	34,020	20	9,425	28	9,403	23	7,955	43	8,607	5	1,712
Garden City	108,439	131,860	139,552	19	12,644	5	18,70	14	28,299	20	34,020	19	9,410	27	9,251	23	7,955	42	8,595	5	1,712
FORD	110,088	139,795	149,228	22	13,044	7	23,558	26	28,178	32	27,938	30	12,966	31	8,644	34	9,818	47	11,361	7	1,627
Dodge City	106,710	136,309	145,655	20	12,716	7	23,558	20	26,991	27	26,980	28	12,721	31	8,644	34	9,818	43	11,084	6	1,560
FRANKLIN	60,470	75,444	80,277	19	9,882	4	5,515	21	19,416	23	13,071	22	10,599	21	4,031	19	2,130	45	4,669	6	1,122
Ottawa	53,950	67,729	72,151	12	7,193	3	5,467	14	17,774	20	12,868	18	9,668	19	3,862	15	1,916	32	3,768	5	1,030
GEARY	85,357	101,048	106,385	6	3,928	7	18,345	21	19,309	41	20,487	28	13,121	19	4,377	17	6,354	64	10,443	5	585
Junction City	83,335	98,289	103,397	6	3,928	7	18,345	21	19,309	39	19,867	26	12,703	19	4,377	17	6,354	59	9,937	5	585
GOVE	12,842	15,818	16,797	5	912	3	2o1	4	2,941	7	2,395	12	6,583	1	380	6	393	11	1,577	2	679
GRAHAM	13,309	17,183	18,408	8	2,862	2	423	9	4,581	4	4,542	9	3,027	3	311	6	448	10	605	3	270
GRANT	28,124	31,612	32,935	6	2,711	2	3,284	6	8,304	5	8,933	7	2,749	10	1,885	4	1,067	12	1,822	3	462
GRAY	14,074	17,113	18,110	4	2,948	2	181	7	5,477	3	4,758	3	1,391	2	501	4		11	591	2	866
GREELEY	3,592	3,992	4,154	2	622			2	971		422	4	1,109	2	145			4	411		
GREENWOOD	19,425	26,878	29,184	6	2,219	3	1,446	11	7,063	10	4,682	20	6,805	9	1,120	10	704	19	1,524	6	598
HAMILTON	8,755	9,383	9,689	2	347	2	297	4	1,858	4	4,202	3	891	4	231	3	92	8	574	1	226
HARPER	21,945	27,002	28,650	9	2,393	7	2,000	10	5,298	14	6,658	14	4,408	11	1,439	11	1,477	18	2,278	5	1,245
HARVEY	85,191	101,757	107,343	20	10,657	9	7,115	27	25,466	22	17,207	34	15,807	18	5,496	20	2,940	52	8,346	6	2,996
Newton	64,351	78,412	83,013	9	4,081	5	4,919	13	21,513	19	17,049	22	9,069	17	5,293	15	2,443	36	6,386	6	2,996
HASKELL	5,747	5,772	5,888	2	716			4	2,344	2	487	4	1,151	5	356			9	443	3	68
HODGEMAN	2,869	3,480	3,685	3	107	1		3	764	2	337	6	1,482	2	34	1	330	6	369	1	41
JACKSON	31,606	35,762	37,318	7	1,245	6	1,225	10	7,069	11	12,967	18	6,074	6	1,368	7	706	22	1,900	3	690
JEFFERSON	17,506	26,023	28,672	10	2,388	2	416	13	7,889	11	2,683	15	9,036	2	26	7	627	21	1,789	4	508
JEWELL	6,478	8,068	8,583	4	1,027	5	321	8	1,986	2	845	8	1,451	3	472	6	277	14	1,028	1	563
JOHNSON	1,080,385	1,488,432	1,614,515	99	65,890	47	334,607	167	241,403	141	322,267	144	144,243	195	89,662	205	90,607	318	109,466	43	33,881
Olathe	136,839	187,137	202,659	15	23,770	8	34,864	18	25,592	32	42,105	19	23,944	17	2,598	33	13,339	46	16,993	7	5,631
KEARNY	6,176	7,063	7,388	3	1,254			6	2,365	1	1,163	5	1,393			2	143	7	515	1	241
KINGMAN	19,796	24,564	26,704	13	2,077	3	1,441	14	7,944	6	6,599	12	2,237	5	902	6	1,058	16	1,844	3	423
KIOWA	11,409	13,770	14,559	3	943	3	605	3	3,347	9	2,397	10	3,471	4	360	6	648	11	1,611	2	285
LABETTE	70,885	87,716	92,561	22	9,358	5	8,518	26	22,536	30	19,162	25	11,062	18	4,459	27	3,570	39	4,831	9	1,375
Parsons	54,172	68,968	73,643	10	8,450	3	7,355	14	17,835	19	14,213	15	5,740	16	4,384	15	3,026	21	3,951	6	1,219
LANE	5,518	6,649	7,025	5	525	3	473	4	2,152	4	1,167	3	852	1	116	5	208	6	430	2	126
LEAVENWORTH	116,468	145,020	154,185	20	9,693	13	20,341	36	36,086	32	30,239	37	16,576	24	5,187	36	8,131	65	9,[illegible]10	[illegible]	3,978
Leavenworth	97,935	122,496	130,128	5	3,868	10	19,568	27	29,350	26	29,365	24	11,211	23	5,086	30	7,323	44	8,358	6	3,972
LINCOLN	9,838	12,299	13,095	8	243	4	839	6	3,282	4	2,769	9	3,675	2	259	5	554	10	554	1	310
LINN	16,754	20,855	22,178	7	1,358	1	135	13	6,449	7	6,649	10	3,772	5	251	6	550	19	1,281	3	130
LOGAN	13,284	18,062	19,536	5	1,676	5	1,617	6	5,491	9	4,576	6	1,557	8	994	4	729	7	714	3	360
LYON	108,940	141,224	151,364	21	6,648	7	22,928	24	30,143	33	29,469	40	17,079	23	8,559	26	7,244	60	14,656	6	2,564
Emporia	104,623	136,062	146,005	18	5,992	7	22,928	18	29,752	30	29,469	29	14,240	23	8,559	24	7,244	50	14,274	6	2,564
MCPHERSON	72,901	91,806	97,900	25	8,542	10	6,008	27	22,448	29	17,450	32	16,098	17	4,793	23	4,310	53	8,640	9	2,277
McPherson	52,484	68,528	73,559	12	5,567	4	5,715	14	17,476	18	12,221	13	9,567	15	4,601	15	3,815	30	[illegible]826	5	1,9[illegible]5
MARION	31,658	36,617	38,391	7	2,849	3	895	18	8,411	10	7,553	25	10,365	12	969	17	1,868	26	2,268	6	438
MARSHALL	38,493	48,067	51,136	14	5,614	7	2,299	17	10,419	19	9,382	24	5,765	11	2,361	9	6,673	35	2,122	6	1,580
MEADE	8,852	11,387	12,189	4	1,083	1	365	5	3,589	7	3,321	5	1,968	3	10	6	511	8	485	2	238
MIAMI	47,199	65,954	71,739	17	6,717	6	2,437	17	22,738	17	13,744	19	10,023	17	2,403	17	3,236	23	3,433	5	1,912
MITCHELL	30,459	37,787	40,161	9	2,412	7	2,244	11	5,770	10	10,422	16	10,743	6	883	12	1,569	19	2,661	4	726
Beloit	22,420	27,573	29,290	7	1,877	5	1,936	4	3,980	6	8,405	7	5,514	6	883	10	1,443	11	2,183	3	639

DODGE CITY—continued

8—GAS METERS: Residence 6,194

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 600 ($180), Machinery 250($250); Power 200 ($300); Tourist 35 ($50); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10-CLIMATE: Min. & Max. Temp.—spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25. Last killing frost, Apr. 15.

11—TAP WATER: Hard; not fluoridated, chlorinated.

12—RETAILING: Principal Shopping Center: Wyatt Earp Blvd. W from Central 5 blocks, 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Northridge	4	Long's Dept., Dillon & Sons Groc.
Village Square	42	Penney, Woolworth, McDonalds
Comanche Plaza		TG&Y, Revco, Otasco, IGA, Hardees, Anthonys

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Eckles; McDonalds, Penney; Litwins; Anthonys

Discount Stores (CZ): Wells-Dick Furniture; Gibson's; Alco Stores; TG&Y; Revco Drug.
Variety Stores: Woolworth; TG&Y.
Chain Drug Stores (CZ): Anderson's Rexall; Palace Rexall.
Chain Food Supermarkets: Dillons 2, Safeway, Pay Day 1GA 2.
Other Chain Stores: Sears; Firestone; Goodrich; Mode O'Day; Uniroyal; Goodyear.

14—NEWSPAPERS: GLOBE (e) 8,901; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE.
National Representatives: None.

EL DORADO, KAN.

1—LOCATION: Butler County, E&P Map C-3 (In Wichita SMSA). County Seat. Agriculture, oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpk. On U.S. Hwy. 54, 77; State Hwy. 13,196; Kansas Tpk.

2—TRANSPORTATION: Railroads: Santa Fe, Missouri Pacific.
Motor Freight Carriers: 4
Intercity Bus Lines: Continental.

3—POPULATION:
City 70 Cen. 12,308; Loc. Est. 11,327
SMSA 70 Cen. 389,352; Loc. Est. 388,886
County 70 Cen. 38,658; Loc. Est. 44,107

4—HOUSEHOLDS:
City 70 Cen. 4,323; Loc. Est. 4,641
County 70 Cen. 12,265; Loc. Est. 16,720
SMSA 70 Cen. 125,051; Loc. Est. 145,042

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$[illegible]339,000
Sav. & Loan Assn.	2	$[illegible],450,000

6—PASSENGER AUTOS: County 25,7[illegible]

7—ELECTRIC METERS: Residence 8,8[illegible]

8—GAS METERS: Residence 4,638

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, (Av. Wkly. Wage)—Refinery 956 ($260); Kansas Aluminum 100 ($175); Union Tankcar 69 ($200).
Principal Pay Days: 1st, 10th, 15th & 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8. Last killing frost, Apr. 12.

11—TAP WATER: Alkaline, moderately soft, fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on 6 streets.
Neighborhood Shopping Centers: 600 N. Main 2300-2600 W. Central.
Stores Open Evenings: Dept. Thu.; Food Nitely.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Litwins; McDonald's; Farm n' Home; K-T Oil Co.; P.N. Hirsch.
Discount Stores: Pamida, TG&Y, Wal-Mart.
Variety Stores: Family Center.
Chain Drug Stores (CZ): Graves, Revco.
Chain Food Supermarkets: Thriftway, Safeway; Dillon's; Boogaarts.
Other Chain Stores: Sears (catalog); Wards Tire & Catalog; Otasco; Western Auto.

14—NEWSPAPERS: TIMES (e) 5,541; sworn Mar. 31, 19[illegible].
Local Contact for Advertising and Merchandising Data: Allen H. Swartzell, Gen. Mgr.
National Representatives: None.

EMPORIA, KAN.

1—LOCATION: Lyon County, E&P Map C-2, County Seat. On Cottonwood and Neosho Rivers, 50 mi. SW of Topeka, 119 mi. SW of Kansas City.

2—TRANSPORTATION: Railroads: Santa Fe, Amtrak.
Motor Freight Carriers: 9
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 23,327; Loc. Est. 23,540
CZ-ABC: (70) 23,327; (80) 24,300
RTZ-ABC: (70) 27,408; (80) 31,100
County 70 Cen. 32,071; Loc. Est. 38,852
City & RTZ-ABC: (70) 50,735; (80) 55,400

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,611; Loc. Est. 9,617
County 70 Cen. 10,427; Loc. Est. 13,659
CZ-ABC: (70) 7,611; (80) 9,100

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONTGOMERY	150,424	190,938	203,775	25	2,311	16	21,262	55	48,148	54	39,718	46	16,334	45	10,446	47	7,168	76	11,005	13	6,228
Coffeyville	71,153	90,512	96,639	13	6,043	5	11,888	21	24,048	26	18,677	21	7,998	25	7,631	17	3,241	36	6,703	7	1,918
Independence	63,802	[illegible],850	86,249	9	5,872	4	9,246	21	17,070	21	17,939	15	5,192	14	2,145	24	3,590	25	3,444	4	3,078
MORRIS	14,661	18,123	19,249	6	1,758	2	535	9	4,177	8	4,465	15	3,648	6	502	6	606	15	1,377	2	352
Council Grove	8,384	10,771	11,567		757		482		2,681		3,621		1,881		234		240		903		84
MORTON	9,166	10,605	11,118	2	332	1	502	4	3,006	6	3,776	7	2,040	3	112	3	277	6	613	1	210
NEMAHA	25,543	30,839	32,593	14	3,114	5	1,584	18	8,656	18	6,995	23	3,511	14	1,627	10	1,243	22	1,752	3	822
NEOSHO	67,498	87,619	93,927	13	7,163	8	11,765	20	17,074	19	23,199	28	11,054	13	2,703	24	5,096	50	7,071	7	1,797
Chanute	59,250	77,503	83,202	8	6,37[illegible]	6	11,207	12	14,086	15	20,709	19	8,699	12	2,606	19	4,881	40	6,332	5	1,551
NESS	9,428	12,534	13,500	5	320	2	114	5	3,620	8	3,486	8	2,011	5	809	3	349	12	972	1	251
NORTON	21,954	28,770	30,901	7	2,463	5	2,264	10	6,095	12	6,358	15	4,497	7	2,225	9	1,969	22	1,788	2	475
Norton	20,450	26,613	28,667	5	2,199	4	2,093	6	5,558	12	6,358	9	3,731	7	2,225	8	1,887	15	1,626	2	475
OSAGE	29,029	35,092	37,115	10	4,494	6	242	18	10,016	19	7,904	18	6,920	5	583	13	1,552	25	1,849	7	660
OSBORNE	14,773	18,445	19,634	19	4,672	2	340	11	3,714	7	2,556	9	4,234	5	1,178	5	830	9	1,038	2	522
OTTAWA	13,411	15,366	16,075	8	665	3	194	11	3,201	9	5,652	8	3,631	2	400	7	385	13	819	3	601
PAWNEE	26,975	30,901	32,319	10	2,887	3	6,408	8	7,298	10	6,003	8	2,729	8	1,467	5	1,363	16	2,328	3	369
Larned	25,750	29,552	30,819	8	2,663	3	6,408	6	6,591	9	5,770	7	2,597	8	1,467	5	1,363	14	2,214	3	369
PHILLIPS	19,338	25,481	27,398	10	2,241	3	978	13	7,831	10	5,038	13	2,969	8	1,864	9	2,025	15	1,552	3	562
POTTAWATOMIE	28,446	31,498	32,743	14	4,301	6	673	16	8,844	21	6,838	17	5,461	3	682	14	1,053	32	2,300	6	1,223
PRATT	41,468	51,480	54,717	13	6,617	4	6,385	16	13,083	15	9,921	11	5,410	10	2,572	13	2,196	22	3,477	4	1,014
Pratt	40,286	49,[illegible]21	53,133	9	6,339	4	6,385	14	12,441	14	9,661	10	5,217	10	2,572	13	2,196	20	3,353	4	1,014
RAWLINS	7,490	8,650	9,067	9	770	2	301	7	2,556	5	2,129	7	1,599	3	172	3	357	9	363	1	174
RENO	247,101	294,295	310,285	46	24,796	13	41,969	50	66,422	58	51,740	66	27,446	32	16,467	59	15,758	140	24,163	12	8,054
Hutchinson	219,256	264,349	279,340	28	18,902	11	39,522	34	62,998	43	42,298	47	22,925	31	16,229	51	15,546	112	22,336	11	7,741
REPUBLIC	15,812	18,745	19,742	9	1,972	4	1,094	12	5,877	7	2,646	12	2,181	7	1,067	7	1,062	20	1,772	3	[illegible]6
RICE	25,207	31,809	33,920	10	2,340	3	1,551	9	8,046	8	5,864	23	6,079	10	1,805	11	1,024	22	2,072	7	1,391
Lyons	17,194	21,658	23,146	5	1,654	1	677	4	6,126	5	4,007	10	4,007	6	1,727	6	531	9	988	3	871
RILEY	156,637	189,153	199,974	28	13,611	9	30,842	34	38,821	38	28,347	46	25,279	27	9,045	42	11,012	82	23,389	10	3,067
Manhattan	148,522	178,285	188,252	25	12,597	8	28,455	30	36,173	32	26,736	37	24,324	27	9,045	41	10,829	73	21,601	9	3,009
ROOKS	15,347	20,389	21,976	8	1,558	4	312	12	5,396	7	1,776	20	6,921	9	867	10	896	19	1,308	5	729
RUSH	9,150	10,249	10,680	10	2,476	2	320	7	1,575	2	197	8	2,630	2	183	3	986	17	760	3	228
RUSSELL	28,237	35,886	38,308	6	1,365	3	2,207	11	8,661	12	10,533	17	4,666	5	2,022	11	1,364	35	2,794	5	802
Russell	24,681	31,259	33,452	[illegible]	1,258	3	2,207	5	6,407	10	9,697	13	4,373	5	2,022	9	1,246	21	2,111	4	726
SALINE	209,348	264,457	281,993	24	15,922	12	41,178	32	53,876	53	59,998	54	34,693	50	13,937	52	14,303	98	22,326	13	3,369
Salina	206,323	261,219	278,670	21	15,836	12	41,178	30	53,734	52	59,951	48	32,901	49	13,924	51	14,293	91	21,197	13	3,369
SCOTT	22,026	24,674	25,705	9	2,927	2	1,998	6	5,556	7	4,656	6	3,797	13	1,333	7	1,981	12	1,161	1	324
SEDGEWICK	1,392,624	1,917,556	2,079,389	148	128,165	61	3[illegible]914	233	375,747	261	419,999	278	183,264	236	128,540	258	90,933	709	191,933	64	48,463
Derby	28,617	37,759	40,806	4	817	3	5,784	6	10,674	5	11,902	8	4,155	3	1,834	5	1,477	16	2,858		
Haysville	7,771	10,450	11,343	3	263	1	384	5	4,449	4	1,947	3	1,710	4	329	1	71	8	1,074	2	240
Wichita	1,241,419	1,710,984	1,855,676	106	96,256	51	302,[illegible]92	183	326,346	217	370,499	218	147,787	217	124,193	221	82,026	617	179,420	58	47,064
SEWARD	88,256	106,462	112,486	18	8,440	7	12,253	21	21,926	18	25,068	22	9,592	33	9,646	24	6,557	34	8,040	4	1,778
Liberal	85,157	102,493	108,240	16	7,317	7	12,253	20	20,350	18	25,068	21	8,924	33	9,646	24	6,557	33	7,603	4	1,737
SHAWNEE	606,911	807,812	863,202	54	67,414	28	126,670	102	159,969	122	156,119	138	85,488	91	38,500	115	36,269	248	64,514	32	59,752
Topeka	584,958	747,498	798,754	47	57,540	26	114,796	94	143,964	109	154,684	121	69,180	89	38,413	110	35,691	232	62,137	31	56,307
SHERIDAN	6,756	7,639	7,975	5	1,493	3	404	5	1,994	2	673	3	812	1	22	3	379	5	409	1	233
SHERMAN	36,713	42,909	45,064	12	6,123	3	4,048	7	8,186	14	9,832	13	4,968	7	2,327	9	2,245	17	3,201	2	496
Goodland	36,647	42,898	44,981	12	6,123	3	4,048	5	8,112	14	9,832	13	4,968	7	2,327	9	2,245	17	3,201	2	496
SMITH	16,313	19,030	19,984	5	1,350	5	1,217	10	7,196	10	3,353	13	3,685	6	634	6	270	17	806	2	295
STAFFORD	12,817	15,206	16,025	6	1,305	1		7	5,264	7	2,5[illegible]3	14	4,289	6	211	6	454	17	942	3	262
STANTON	3,661	3,973	4,114	1				3	2,644	2	73	1	567	1		2	267	6	435	1	106
STEVENS	13,020	15,388	16,197	7	2,229	1	432	4	4,098	6	3,973	6	1,267	4	651	5	159	4	604	2	458
SUMNER	51,337	60,429	63,555	24	4,227	9	4,593	24	16,407	27	10,565	35	9,167	20	2,630	26	3,914	37	4,664	11	2,841
Wellington	30,206	35,294	36,990	12	2,313	4	4,385	9	10,202	13	7,430	12	2,704	15	1,938	8	2,283	14	1,662	6	1,531
THOMAS	35,796	45,098	48,074	13	3,356	5	3,071	8	10,653	12	8,572	15	8,011	12	2,475	10	1,571	27	4,096	3	797
Colby	33,183	41,684	44,517	11	3,170	4	2,848	5	9,209	12	8,572	11	7,241	12	2,475	9	1,515	21	3,341	3	797
TREGO	13,443	14,767	15,332	5	1,812	1	560	8	3,097	4	1,657	7	4,862	4	268	2	76	11	1,019	3	308
WABAUNSEE	8,706	11,521	12,412	6	1,279	1		9	1,631	3	646	13	5,132	1	60	2	193	15	2,034	2	175
WALLACE	5,830	6,417	6,663	5	1,178			3	1,174	2	1,072	5	1,199	3	148	3	534	3	546	1	173
WASHINGTON	17,224	20,334	21,411	12	1,489	2	756	9	4,879	7	1,524	14	5,724	2	148	9	1,572	20	1,437	3	503
WICHITA	9,271	9,608	9,853	3	924	1	137	7	2,274	5	4,063	1	891	7	351	1	72	10	542	2	98
WILSON	22,605	27,721	29,394	11	2,221	3	1,660	12	9,693	12	4,468	16	2,904	10	1,279	8	762	23	1,350	4	1,390
Fredonia	13,323	16,383	17,403	6	1,417	3	1,481	7	5,354	5	2,332	6	1,701	4	689	3	343	8	833	2	610
WOODSON	9,228	11,697	12,487	5	215	3	310	5	2,541	6	3,069	11	3,971	3	136	4	409	12	847		
WYANDOTTE	546,060	686,380	731,359	54	36,520	31	104,784	151	174,376	101	149,51[illegible]	133	85,388	74	26,858	88	25,389	244	53,512	29	9,861
Kansas City	517,876	655,493	699,337	49	35,752	29	99,184	145	167,035	93	139,688	126	83,351	71	26,302	84	25,276	232	52,092	25	8,722

EMPORIA—continued

RTZ-ABC (70) 9,621, (80) 12,400
City & RTZ-ABC (70) 17,232, (80) 21,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$120,504,393
Sav. & Loan Assn.	3	$60,326,700

6—PASSENGER AUTOS: County 17,814

7—ELECTRIC METERS: Res. & Bus. 12,827

8—GAS METERS: Res. & Bus. 8,316

9— PRINCIPAL INDUSTRIES (CZ): R.R., Cattle Manufacturing, Farming, Food Processing, Hospitals, Banking, Meat Packing, Mobile Homes, Education.

Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 14 blocks on Sixth Ave., 13 on Commercial St., 4 on Merchant St., 5 on Mechanic St., 7 on Twelfth Ave., 2 on Fifth Ave., 2 on 7th Ave., 3 on Fourth Ave., 2 on Neosho St.
Shopping Center: Flint Hills Village, 22 stores; Emporia West Plaza, 8 stores.
Principal Shopping Days: Fri.
Stores Open Evenings: Wed.; Flint Hills Snpg. Ctr. Nightly & Sunday.

13—RETAIL OUTLETS: Department Stores: Newman's; Montgomery Ward; J. C. Penney.
Variety Stores: Woolco, K-Mart, TG&Y, David's.
Drug Stores: Berg & Frost 2, Graves, Prescription Center Red-X, Hill's Apothcary, David's, Revco.
Chain Food Supermarkets: A&P, Reeble's 2, Econo Foods; Safeway; Gene's IGA, Dillon's 2, Price Chopper.

14—NEWSPAPERS: GAZETTE (e) 11,834, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Elizabeth Robinson, Adv. Mgr., GAZETTE.
National Representatives: Landon Associates, Inc.

FORT SCOTT, KAN.

1—LOCATION: Bourbon County, E&P Map D-3, County Seat. Dairy, agricultural center & small manufacturing center; SE part of State 96 mi. S of Kansas City, Mo. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2—TRANSPORTATION: St. Louis & San Francisco R.R., Missouri Kansas Texas R.R., Trailways Bus.
Motor Freight Carriers: 9

3—POPULATION:
City 70 Cen. 8,967; Loc. Est. 9,511
County 70 Cen. 15,215; Loc. Est. 16,344

4—HOUSEHOLDS:
City 70 Cen. 3,504; Loc. Est. 3,800
County 70 Cen. 5,665; Loc. Est. 6,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$92,805,528
Sav. & Loan Assn.	1	$36,665,000

6—PASSENGER AUTOS: County 8,777

7—ELECTRIC METERS: Residence 4,400

8—GAS METERS: Residence 4,123

9— PRINCIPAL INDUSTRIES (CZ): Work Clothes; Cement, Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies, Midwestern Distribution.

10-CLIMATE: Min. & Max. Temp.—Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on five streets.
Shopping Center: Wal-Mart (Wal-Mart Discount, Foodtown).
Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Thu.
Stores Open Sundays: Groceries, Drugs & Discount.

13—RETAIL OUTLETS: Department Stores: Montoomery Ward, J.C. Penney, Calhoun's, Sears Roebuck, Litwin's.
Variety Stores: Ben Franklin.
Discount Stores: Wal-Mart.
Chain Food Supermarkets: Quik trip; 7-Eleven; Foodtown; Whitesides 2.
Other Chain Stores: Goodrich, Singer Co., Midwest Auto, Sherwin-Williams, Marshall Auto, Western Auto.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Sat.) 5,771; sworn Sept 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Jim King, Adv. Mgr., TRIBUNE.
National Representatives: Southwest Dailies.

FREDONIA, KAN.

1—LOCATION: Wilson County, E&P Map C-3, County Seat. Agricultural Center. 145 mi. from Kansas City on State Hwys. 39, 96 and 47.

2—TRANSPORTATION: Railroads: Frisco, SF, MP.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 3,080; Loc. Est. 2,923
County 70 Cen. 11,317; Loc. Est. 12,244

4—HOUSEHOLDS:
City: 70 Cen. 1,174; Loc. Est. 1,310
County: 70 Cen. 4,199; Loc. Est. 5,286

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	2	$50,000,000
Sav. & Loan	1	$76,000,000

6—PASSENGER AUTOS: County 6,341

7—ELECTRIC METERS: 1,450

9— PRINCIPAL INDUSTRIES (CZ): Cement; Brick; Printing; Soybean Processing; Foundry.

12—RETAILING:
Retail Shopping Center: Hwy. 47 East City Limits Fredonia Plaza Housing, Foodtown, TG&Y,

13—RETAIL OUTLETS: Department Stores: Mode O' Day; Cooks.
Discount Stores: TG&Y; Coast to Coast; Western Auto, True Value, Trustworthy.
Chain Food Stores: Foodtown 1; Fredonia IGA; Self Service; Papon's IGA.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 2,050, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: J. Carl Hill, Editor; Dallas M. Roark, Publisher HERALD.
National Representatives: Landon Associates, Inc.

GARDEN CITY, KAN.

1—LOCATION: Finney County, E&P Map A-2, 324mi. SE of Denver, Colo., 400 mi. SW of Kansas City on U.S. Hwys. 50, 156 and 83.

2—TRANSPORTATION: Railroads: Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers: 1
Intercity Bus Lines: Continental.
Airlines: Air Midwest.

3—POPULATION:
Corp. City 70 Cen. 14,790; Loc. Est. 21,250
CZ ABC: (70) 14,708, (80) 19,900
RTZ-ABC: (70) 37,670, (80) 45,300
County 70 Cen. 19,029; Loc. Est. 24,000
City & RTZ-ABC: (70) 52,378, (80) 65,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,397; Loc. Est. 7,150
County 70 Census 5,800; Loc. Est. 8,450
CZ ABC: (70) 4,397, (80) 6,800
RTZ-ABC: (70) 11,553, (80) 15,900
City & RTZ-ABC: (70) 15,950, (80) 22,700

5—BANKS: 3. Deposits $126,663,300

6—PASSENGER AUTOS: County 13,313

7—ELECTRIC METERS: Residence 6,092

8—GAS METERS: Residence 6,968

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Construction 675 ($150); Beef Packing 350 ($185); Irrigation 210 ($170); Agricultural Machinery 150 ($180); Cattle Feeding 200 ($150); Plastic Pipe 70 ($160).

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Most on Thu.

13—RETAIL OUTLETS: Department Stores: Anthony; McDonald; J.C. Penney; Sears Roebuck; Calhoun's.
Discount Stores: Gibson.
Variety Stores: Alco, Woolworth, K-Mart.
Chain Drug Stores (CZ): Prescription Center 1.
Chain Food Supermarkets: Dillon's; Wall's IGA; Safeway; Dart 12; Dart-In 3; Kwik Shop 2; Loves (2); 7-11 (2); Garden City; IGA.
Other Chain Stores: Sweetbriar Shops; Mode O'-Day; Dairy Queen; Coast to Coast; Otasco; Firestone; Bailly's Big R.

14—NEWSPAPERS: TELEGRAM (e) 9,757; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Le Roy Allman Adv. Mgr., TELEGRAM.
National Representatives: Landon Associates.

GOODLAND, KAN.

1—LOCATION: Sherman County, E&P Map A-2, County Seat. Residential Center. 200 mi. E of Denver; State 27; Interstate 70.

2—TRANSPORTATION: Rock Island RR; Greyhound Bus; Air Midwest.
Motor Freight Carriers: 4

3—POPULATION:
City 70 Cen. 5,510; Loc. Est. 6,286
County 70 Cen. 7,792; Loc. Est. 8,549

4—HOUSEHOLDS:
City 70 Cen. 1,859; Loc. Est. [illegible]489
County 70 Cen. 2,552; Loc. Est. 3,231

5—BANKS: Comm. 2; Dep. $57,669,000

6—PASSENGER AUTOS: County 4,613

7—ELECTRIC METERS: Residence 3,000

8—GAS METERS: Res. 2,230

9— PRINCIPAL INDUSTRIES (CZ): Great Western Sugar Co.; Railroad Shops; Building Materials; Laundry; Ready Mix Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Construction; 4 Livestock Feedlots.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Principal Shopping Days: Wed., Thu., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, J.M. McDonald, Schneider's, Goodland Clothing, Elliott's, Collage, Gambles.
Discount Stores: Alco; Gibson's.
Chain Food Supermarkets: Safeway, Boogaart's; Larry's IGA.
Other Chain Stores: Mode O'Day, Twila's, Fabric Shop, Montgomery Ward, Sears, Tipton Hdwr., Jacobs Appliance, Malper Drug, Plainsman Supply; Fixsen's TV-Appliance, Price Right Meat Mkt., Caldwell's.

14—NEWSPAPERS: NEWS (e-Mon. to Fri., S) 3,065, (S) 3,065; sworn Sept. 30, 1979 ((Latest statement available)
Local Contact for Advertising and Merchandising Data: Robert R. McCants, Gen. Mgr., NEWS.
National Representatives: None.

GREAT BEND, KAN.

1—LOCATION: Barton County, E&P Map B-2, County Seat. Industrial, oil and wheat center. 120 road mi. NW of Wichita. On U.S. Hyws. 56, 281, 156; State Hwys. 4, 96.

2—TRANSPORTATION: Railroads: Atchison, Topeka & Santa Fe.
Motor Freight Carriers: 12
Intercity Bus Lines: Continental, Tri-State.
Airlines: Air Midwest.

3—POPULATION:
Corp. City 70 Cen. 16,133; Loc. Est. 16,338
County 70 Cen. 30,663; Loc. Est. 32,446

4—HOUSEHOLDS:
City 70 Cen. 5,257; Loc. Est. 6,155
County 70 Cen. 9,816; Loc. Est. 12,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$130,899,201
Sav. & Loan Assn.	3	$325,894,012

6—PASSENGER AUTOS: County 20,023

7—ELECTRIC METERS: Res. City 7,600

8—GAS METERS: Residence 8,127

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Production 1,030 ($212); Marlette Coach 200 ($214); O'Neill Tank 139 ($189); GB Manufacturing 75 ($160); Fuller Brush 630 ($178).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 24.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Great Bend Plaza	8	IGA
Westgate	10	Dillion's
Zarah Mall	10	Brass Buckle
Village Mall	8	Alco
Mini Mall	7	Ruths

Neighborhood Shopping Centers: Washington; Crescent Park, West Tenth, Westgate (West Broadway), Village Mall; Plaza.
Principal Shopping Days: Thurs. and Sat.
Stores Open Evenings: Thurs. and Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Isern-Lutschg, Sears, Calhoun's.
Discount Stores (CZ): Gibson, Mammel's, Wells, Furniture Whse.; Alco, TG&Y, K-Mart.
Chain Drug Stores: Self-Service, Revco.
Chain Food Supermarkets: Dillion's 2, Mammel's 2, Boogaart's 1, Payday IGA, Food-For-Less.
Other Chain Stores: Sweetbriar, McCoy's Shoes, TG&Y 2, Otasco, Goodyear Tire Center, Brown's Shoes, Gibson Hallmark Gifts, Hirsch, Ward's, Mode O'Day, Disco-mode, True Value Hdwr.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 11,804, (S) 11,958, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert B. Werner, Publisher TRIBUNE.
National Representatives: Southwest Dailies.

HAYS, KAN.

1—LOCATION: Ellis County, E&P Map B-2, County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183, Interstate 70.

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 3
Intercity Bus Lines: Greyhound, Trailways.
Airlines: Air Midwest.

3—POPULATION:
Corp. City 70 Cen. 15,396; Loc. Est. 17,836
CZ ABC: (70) 15,396, (80) 18,400
Primary Mkt. Area ABC:
(70) 53,991, (80) 56,600
Balance in PMA-ABC: (70) 38,595 (80) 38,200
County 70 Census 24,730; Loc. Est. 22,278

4—HOUSEHOLDS:
City: 70 Cen. 4,832; Loc. Est. 6,596
CZ ABC: (70) 4,832, (80) 6,600
County: 70 Cen. 7,247; Loc. Est. 9,536
Primary Mkt. Area ABC: (70) 17,037, (80) 20,300
Balance in PMA-ABC: (70) 12,205, (80) 13,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$124,952,136
Sav. & Loan Assn.	3	$217,000,000

6—PASSENGER AUTOS: County 14,326

7—ELECTRIC METERS: Residence 6,479

8—GAS METERS: Residence 5,744

9—PRINCIPAL INDUSTRIES (CZ): Trade Construction, Gov., Mining, 3,753 emp., Baxter Travenol Laboratories 1,100 emp., University payroll over 10 million.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15. Last killing frost, Apr. 29.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 18 blocks on Main and adjoining streets, several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Centennial	13	Tempo, Boogarts Groc.
Hillcrest	7	Dillon & Calhouns
The Mall	32	McDonald Dept., Safeway, Skagg's, J. C. Penney
Alco Plaza	2	Alco Discount

Principal Shopping Days: Thurs.
Stores Open Evenings: Downtown-Thurs. Shopping Centers—Every Evening.

13—RETAIL OUTLETS: Department Stores: Wiesner's, J. M. McDonald, J. C. Penney, Calhoun's.
Variety Stores: Ben Franklin, Woolworths.
Discount Stores (CZ): Gibson's, Tempo, Alco, K-Mart.
Chain Drug Stores: Skagg's.
Chain Food Supermarkets: Dillon's, Safeway, Mammel's, Boogaart's, Jack & Jill, Mini Mkts. 11.
Other Chain Stores: Sears (catalog), Montgomery Ward (catalog), Sweetbriar, Firestone, Brown Shoe Fit Co., Western Auto, Oklahoma Tire, Tempo, J V Mens Wear, Goodyear.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 13,074, (S) 13,501, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Haas, Adv. Mgr., NEWS.
National Reperesentatives: None.

HIAWATHA, KAN.

1—LOCATION: Brown County, E&P Map D-1, County Seat. Residential Center. 100 mi. from Kansas City. U.S. 45 miles From St. Joseph, Missouri. Hwys. 36, 73, 159.

2—TRANSPORTATION: Railroads: Union Pacific and Missouri Pacific.
Motor Freight Carriers: 6
Bus Lines: Greyhound.

3—POPULATION:
City: 70 Cen. 3,365; Loc. Est. 3,834
County: 70 Cen. 11,685; Loc. Est. 12,320

4—HOUSEHOLDS:
70 Cen. City 1,319; Loc. Est. 1,901
70 Cen. County 4,215; Loc. Est. 5,099

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	2	$55,000,000
Sav. & Loan Assn.	1	$11,000,000

6—PASSENGER AUTOS: County 6,424

7—ELECTRIC METERS: Residence 1,901

8—GAS METERS: Residence 1,555

9— PRINCIPAL INDUSTRIES (CZ): Ind., Number of Workers (Av. Wkly. Wage)— Wood Mfg. 360 ($170); Hand Tools 137 ($180); Farm Supplies 40 ($155); Food 37 ($150); Telephone 98 ($300).

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 50-100; Fall 40-75; Winter -1-60.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: Between 1st and 10th St. on Oregon St. (45 Stores) and 16 blocks on 1st St. (17 stores). Walmart to open in Oct. 1980 one mile west on Oregon St.
Principal Shopping Days: Wed. & Sat.
Stores Open Evenings: Banks until 6 pm on Fri., Pamida 8 pm Mon-Sat; Tile Drugs until 7:30 pm Daily.

13—RETAIL OUTLETS: Department Stores: Glynn's; Family Fashions; Hiawatha Farm & Home Discount.
Variety Stores: Ben Franklin.
Discount Stores: Pamida, Walmart (Oct. 1980).
Chain Food Supermarkets: Safeway, Lindys, Thriftway.
Other Chain Stores: Coast-to-Coast Sonic, Dairy Queen, Sears (catalog), Montgomery Ward (catalog).

14—NEWSPAPERS: WORLD (e-Mon. to Fri.) 3,422, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David J Cazalet, Gen. Mgr., WORLD.
National Representatives: Landon Associates, Inc.

HUTCHINSON, KAN.

1—LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, Mo. Wholesale center.

2—TRANSPORTATION: Railroads Rock Island; Missouri Pacific, Amtrak, Santa Fe
Motor Freight Carriers 21
Intercity Bus Lines Continental Trailways
Airlines Air Midwest

3—POPULATION:
City 70 Cen. 36,885, Loc. Est. 51,600
County 70 Cen. 60,765, Loc. Est. 65,058
City Zone ABC (70)46,510, (80)52,600
RTZ-ABC (70)139,402; (80)142,300
City & RTZ-ABC (70)185,912, (80)194,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 14,905, Loc. Est. 19,400
County 70 Cen. 23,330, Loc. Est. 25,143
City Zone ABC (70)15,514, (80)20,100
RTZ-ABC (70)46,844, (80)54,900
City & RTZ-ABC (70)62,358; (80)75,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$287,707,983
Sav. & Loan Assn.	3	$156,936,858

6—PASSENGER AUTOS: County 37,830

7—ELECTRIC METERS: Residence 19,738

8—GAS METERS: Residence 17,197

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 6400 ($303), Mining 150 ($333), Contract Construction 1,425 ($360), Transportation, Electric, Gas, etc. 1,225 ($327)
Principal Per Days 1st and 15th

10-CLIMATE: Min. & Max. Temp.—Spring 46-63, Summer 66-88, Fall 44-61, Winter 26-41. First killing frost, Oct. 20. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, hard, not fluoridated

12—RETAILING: Principal Shopping Center 6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers 13th & Main Sts.; 27th & Main Sts., 5th & Adams St., South Hutchinson, 4th & Pershing, 30th & Plum

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alco Plaza	2	Alco, Harper's IGA
Larkland	11	Interstate Electronics
Northgate	12	Duckwalls, Calhoun's, Dillon Super Mkt.
Sears Plaza	5	Sears, Walgreens, Zales

Principal Shopping Days Dept. Mon., Thu. Food Wed., Fri., Sat., Food open nightly & Sun.

13—RETAIL OUTLETS: Department Stores Wiley's, Montgomery Ward, Pegues, Anthony's, Meschke (Mens), Long's, Sears Roebuck, Penney's, Calhoun's, Biles & Long (Mens)
Discount Stores (CZ) Gibson's, Alco 2, Skagg's, K-Mart
Variety Stores Woolworth, Ben Franklin 3
Chain Drug Stores Walgreen, Coberly 2, Fraese, Self-Service 1, Medicine Shoppe 1
Chain Food Supermarkets Dillon's 10, Jack & Jill 2, Safeway 1, Risley's IGA 1, Harper's IGA 1, Warehouse Mkt. 1
Other Chain Stores Firestone, Goodrich, Otasco, Western Auto, Zale's Jewelers, Sweetbriar

14—NEWSPAPERS: NEWS (ALL DAY) 44,357, (S) 47,024, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Richard D. Popp, Adv. Dir., NEWS
National Representatives Southwest Dailies

INDEPENDENCE, KAN.

1—LOCATION: Montgomery County, E&P Map D-3, County Seat. Agricultural, manufacturing, oil and gas area, SE part of State; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2—TRANSPORTATION: Railroads Santa Fe, Missouri Pacific
Motor Freight Lines 5
Intercity Bus Lines Greyhound; Continental
Airlines Air Midwest

3—POPULATION:
City 70 Cen. 10,347; Loc. Est. 9,802
City Zone ABC (70) 10,347, (80) 10,400
RTZ-ABC (70) 26,654, (80) 27,600
County 70 Cen. 39,949, Loc. Est. 41,063
City & RTZ-ABC (70) 37,0[illegible], (80) 38,000

4—HOUSEHOLDS:
City 70 Cen. 3,890, Loc. Est. 4,369
County 70 Cen. 14,569, Loc. Est. 17,377
City Zone ABC (70) 3,890, (80) 4,500
RTZ-ABC (70) 9,856, (80) 11,800
City & RTZ-ABC (70) 13,746, (80) 16,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$74,882,917
Sav. & Loan Assn.	1	$36,252,604

6—PASSENGER AUTOS: County 22,806

7—ELECTRIC METERS: Residence 5,416

8—GAS METERS: Residence 5,130

9— PRINCIPAL INDUSTRIES (CZ): Oil products and movement 745, cement mfg. 330, beverage truck body mfg. 195, Electric Mtr. mfg. 385, farm machinery mfg. 52, automotive electrical replacement part mfg. 940, gas light mfg. 72, Precast concrete construction 21

10-CLIMATE: Min. & Max. Temp.—Spring 44-68, Summer 66-87, Fall 47-73, Winter 24-47. First killing frost, Oct. 26. Last killing frost, Apr. 19.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center 6 blocks on Penn. Ave., 6 on Main St., 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Reed-Gibson-2 blocks 5 stores plus medical cent. TG&Y and Kmart 20 blocks west on hiway 160.
Principal Shopping Days Thur., Fri., Sat.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, C. R. Calvert, Gamble's, J. C. Penney, Litwin's, Westco Home Center
Discount Stores Gibson's, K-Mart, TG & Y
Chain Drug Stores (CZ) Defever-Osborn Rexall
Chain Food Supermarkets Safeway, Foodtown, Nu-Ways, Convenient Marts, IGA, Jiffy Mart, Quik-Trip, Grewell's
Other Chain Stores Firestone, Okla. Tire, Mode O'Day (women's wear).

14—NEWSPAPERS: REPORTER (e-Mon. to Fri.) 8,208, (S) 8,651, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: E. H. Marshall, Adv. & Bus. Mgr., REPORTER
National Representatives Southwest Dailies

IOLA, KAN.

1—LOCATION: Allen County, E&P Map D-2, County Seat. Shopping and distribution center for farming area. 10[illegible] mi. S of Kansas City, Mo. and 115 mi. E of Wichita, Kan., at intersection of U.S. Hwys. 169 and 54.

2—TRANSPORTATION: Railroads Santa Fe, Missouri Pacific
Motor Freight Carriers 6
Intercity Bus Lines Kansas Trails System, Continental Trailways, Southern Kansas, Greyhound

3—POPULATION:
City 70 Cen. 6,493, Loc. Est. 7,042
County 70 Cen. 15,043; Loc. Est. 16,535

4—HOUSEHOLDS:
City 70 Cen. 2,397; Loc. Est. 2,796
County 70 Cen. 5,317, Loc. Est. 6,774

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$29,175,601
Sav. & Loan Assns.	2	$6,620,421

6—PASSENGER AUTOS: County 8,353

7—ELECTRIC METERS: Residence 2,527

8—GAS METERS: Residence 2,502

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Meat Packing 37 ($90), Plastic Boat Mfg. 27 ($82), Dress Factory 110 ($100), Recapping 21 ($95), Paper Products 4[illegible] (NA), Plastic Pipe 60 (NA), Die Casting 60 (NA), Gates Rubber Co. (NA), Berg Mfg. Co. (NA), Intercollegiate Press (NA), Columbia Metal Products (NA), Walton Foundry (NA)
Principal Pay Days Fri., 10th & 25th

10-CLIMATE: Min. & Max. Temp.—Spring 45-66, Summer 66-68, Fall 47-69, Winter 24-44. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft; fluoridated

12—RETAILING: Principal Shopping Center 8 blocks on Public Square & 2 Shopping Centers north edge of city
Principal Shopping Days Thu., Fri. & Sat.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores Sears, Montgomery Ward, P. N. Hirsch, Litwin's, Penney, TG&Y, McGinty-Whitworth
Discount Stores Pamida
Chain Drug Stores Iola Pharmacy, Knorp Drug
Chain Food Supermarkets Food Town, Self-Service, Singer IGA
Other Chain Stores Western Auto, Oklahoma Tire, Coast-to-Coast

14—NEWSPAPERS: REGISTER (e) 5,353, Sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER
National Representatives Southwest Dailies

JUNCTION CITY, KAN.

1—LOCATION: Geary County, E&P Map C-2, County Seat. North-central, 100 air Mi. from Kansas City and Wichita. Manufacturing, Farming, Shipping, Wholesale distributing center, adjacent to fort Riley. On U.S. Hwys. 40 and 77. State Hwys. 18 and 57; Interstate 70.

2—TRANSPORTATION: Railroads U. P.
Motor Freight Carriers 14
Intercity Bus Lines Overland & Southwest Greyhound, Continental Motor Trails
Airlines Frontier, Capitol, Royal

3—POPULATION:
Corp. City 70 Cen. 19,018; Loc. Est. 21,699
CZ ABC (70) 41,968; (80) 46,600
RTZ-ABC (70) 13,521; (80) 14,900
County 70 Cen. 28,111, Loc. Est. 29,950
City & RTZ-ABC (70) 55,489, (80) 61,500
Demographic information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,628, Loc. Est. 9,841
County 70 Cen. 8,346, Loc. Est. 11,8[illegible]
CZ ABC (70) 9,214, (80) 11,200
RTZ-ABC (70) 4,819, (80) 6,200
City & RTZ-ABC (70) 14,033, (80) 17,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$84,032,000
Sav. & Loan Assn.	2	$48,000,000

6—PASSENGER AUTOS: County 17,912

7—ELECTRIC METERS: Residence 9,842

8—GAS METERS: Residence 8,903

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Fort Riley 21,793 ($225), Limestone 50 ($250), Railroads 30 ($250), Dairy 18 ($240), Mfg. 300 ($240), Mobile Homes, Camper Mfg. 500 ($190), Auto Electronic Mfg. 300 ($180), North Center Foundry 350 ($250), Evan's Railcar 220 ($240), F. W. Woolworth Distribution Center 400 ($190)
Principal Pay Days Fri.; Military: 1st & 15th; Gov't.: 1st and 15th; Industrial: Wkly.

10-CLIMATE: Min. & Max. Temp.—Spring 28-85, Summer 60-100, Fall 20-90, Winter -15-60. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center 8 blocks on N. Washington, 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th, 4 on Grant Ave.

Neighborhood Shopping Centers North Washington, 1200 block to 1700 block, Grant Ave., W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days Sat., Thurs.
Stores Open Evenings Thu. and Mon.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Longs, Montgomery Ward
Discount Stores Gibsons, Ft. Riley (3 Post Exchanges), Commissary, Wall-mart, ALCO
Variety Stores Woolworth
Chain Food Supermarkets Dillon's, Safeway, Falley's, Food for Less;
Other Chain Stores Firestone, Sears Roebuck (mail order), Goodyear, Ashleys, Payless Shoes, Sherwin-Williams.

14—NEWSPAPERS: DAILY UNION (e) 8,568, SUNDAY UNION (S) 8,900, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Don Heath, Adv. Mgr., UNION
National Representatives Landon Assoc.

KANSAS CITY, KAN.

1—LOCATION: Wyandotte County (In Kansas City, Mo.-Kan. SMSA), E&P Map D-2 (SMSA). County Seat. In Northeastern corner of state. Varied industry. 508 mi. from Chicago, 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; Interstate 70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2—TRANSPORTATION: Railroads AT&SF, CB&Q, CGW, CM&StP, KC Southern, MKT, MP, CRI&P, Frisco, UP, Wabash, GM&P, K.C. Terminal, Norfolk & Western
Motor Freight Carriers 204 Common Carriers
Intercity Bus Lines Greyhound; Trailways; ATA
Airlines TWA, Braniff, Delta, United, Continental; Ozark; Central; Frontier

3—POPULATION:
City 70 Cen. 168,213; Loc. Est. 168,183
Primary Mkt. Area ABC:
(70) 186,845; (79) 173,200
County 70 Cen. 186,845; Loc. Est. 173,254
SMSA 70 Cen. 1,273,926, Loc. Est. 1,302,023
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 54,896, Loc. Est. 62,703
County 70 Cen. 69,298; Loc. Est. 64,397
SMSA 70 Cen. 415,279, Loc. Est. 489,840
Primary Mkt. Area ABC: (70) 60,298, (79) 63,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	21	$641,151,000
Sav. & Loan Assn.	6	$334,273,000

6—PASSENGER AUTOS: County 89,772

7—ELECTRIC METERS: Residence 54,924

8—GAS METERS: Residence 44,885

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Processing 3,400 ($127); Glass, Clay, Stone 4,200 ($183); Equipment Mfg. 15,750 ($131), Chemical 5,400 ($158), Steel Fabricating 1,650 ($121.54)
Principal Industrial Pay Days Thu., Fr.

10-CLIMATE: Min. & Max. Temp.—Spring 45-64, Summer 68-87, Fall 48-67, Winter 10-40. First killing frost, Oct. 2. Last killing frost, Apr. 20.

11—TAP WATER: Neutral, hard, not fluoridated

12—RETAILING: Principal Shopping Center Indian Springs 87 stores.
Neighborhood Shopping Centers 5 blocks at 17th to 22nd on Quindaro Blvd., 4 on 5th to 8th on Kansas Ave., 3 on 6th on Central Ave., 3 on 9th to 11th on Central Ave., 6 on 14th to 19th on Central Ave., 10 on 25th to 34th on Strong Ave., 3 on 8th to 10th on Southwest Blvd., 1 on South 34th from Gibbs to Junction Roads, 3 on Brown Ave. from 27th to 30th, 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd; Sunset Plaza, 6000 Leavenworth Rd. 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave. 60 Shops
Principal Shopping Days Fri., Sat., Mon.
Stores Open Evenings Mon., Fri.

13—RETAIL OUTLETS: Department Stores Macy's, Montgomery Ward, J. C. Penney, Jupiter, Sears
Discount Stores (CZ) Venture, K-Mart, Woolco, TG&Y, Brodkin's, K-Mart
Variety Stores Ben Franklin, TG&Y
Chain Drug Stores (CZ) Walgreen, De Goler's 3, ECO Discount 2, Treasury
Chain Food Supermarkets Milgram's 6, A&P 5, Thriftway 5, Ball's 5, Lipari's 2, Safeway 4
Other Chain Stores Western Auto, P. N. Hirsch, Firestone, Clothing: Gold's 1, Furniture: Glanville's, Falconers, Fuhr, ABC, Economy, L. A., Singer; Paints: Rickeys, Cook, Great Western, Sherwin-Williams; Shoes: Baker's, McNichols, Robinson; Jewelry: Kreigles, Helzberg, Winklers; Others: Gateway Sporting Goods, Singer Co., Sears Roebuck, Montgomery Ward, Venture, Woolco.

14—NEWSPAPERS: KANSAN (e-Mon. to Fri.) 19,394, (S) 20,684, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Geo. D. Ackerson Bus. Mgr. Adv. Dir., KANSAN
National Representatives Landon Associates

LARNED, KAN.

1—LOCATION: Pawnee County, E&P Map B-2, County Seat. On State Hwy. K-19; U.S. Hwys. 56 and 156.

2—TRANSPORTATION: Railroads AT&SF
Motor Freight Carriers 4
Intercity Bus Lines Trans-State
Airlines Air Midwest (at Great Bend, 20 mi.)

3—POPULATION:
Corp. City 70 Cen. 4,567, Loc. Est. 4,881
County 70 Cen. 8,484, Loc. Est. 8,721

4—HOUSEHOLDS:
City 70 Cen. 1,771, Loc. Est. 2,282
County 70 Cen. 2,833; Loc. Est. 3,491

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$70,000,000
Sav. & Loan Assn.	1	$8,000,000

6—PASSENGER AUTOS: County 4,981

7—ELECTRIC METERS: Residence 1,986

8—GAS METERS: Residence 1,775

9— PRINCIPAL INDUSTRIES (CZ): Metal products, 104 emp. (av. wkly wage $250), combine canvasses and parts, state hospital, 700 emp. (av. monthly wage $1,000-$2,000); farming, ranching feedlots, oil, natural gas

10-CLIMATE: Min. & Max. Temp.—Spring 45-70, Summer 62-89, Fall 42-69, Winter 20-44.

11—TAP WATER: Alkaline, hard

12—RETAILING: Principal Shopping Center 4 blocks on Broadway; 2 on Main
Principal Shopping Days Tue., Thu., Sat.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores A. A. Doerr
Discount Stores Alco
Chain Food Supermarkets J. S. Dillon, Mammel, Uncle Bill's AG, Ryan's Jack & Jill

14—NEWSPAPERS: TILLER & TOILER (e-Mon. to Fri.) 2,982, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Robert A. Sallee, Adv. Mgr., TILLER & TOILER
National Representatives None

LAWRENCE, KAN.

1—LOCATION: Douglas County, E&P Map D-2, County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke., Interstate 70.

2—TRANSPORTATION: Railroads A.T. & Santa Fe, Union Pacific, Rock Island, Amtrak
Motor Freight Carriers 16
Intercity Bus Lines Santa Fe Trailways, Greyhound, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 45,698, Loc. Est. 58,561
CZ ABC (70) 45,698; (80) 52,300
RTZ-ABC (70) 34,149, (80) 39,400
County 70 Cen. 57,932; Loc. Est. 74,257
City & RTZ-ABC (70) 79,847, (80) 91,700

4—HOUSEHOLDS:
City 70 Cen. 13,615, Loc. Est. 21,000
County 70 Cen. 17,398; Loc. Est. 24,600
CZ ABC (70) 13,615, (80) 17,800
RTZ-ABC (70) 10,424; (80) 13,700
City & RTZ-ABC (70) 24,039, (80) 31,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$183,054,529
Sav. & Loan Assn.	4	$160,026,740

6—PASSENGER AUTOS: County 60,000

7—ELECTRIC METERS: Residence 18,795

8—GAS METERS: Residence 16,560

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Corrugated Box Plant and Paper Mill 275, Food Products 415, Univ. of Kans. 6,700, Fertilizers 390, Chemicals 541, Dehydrating 85, Organ Factory 65, Greeting Cards Ribbon 1,000, Distributing 475, Electronics 300, Printing 420, Plastics 180, Movie-Film 40, Pharmacy-Research 30, Haskell Indian Junior College 250, Brakes-Gaskets 125, Electricity 180. Median hourly wage $4.50

10-CLIMATE: Min. & Max. Temp.—Spring 15-95, Summer 40-110, Fall 16-95, Winter 10-69. First killing frost, Oct. 15. Last killing frost, May 15.

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center 5½ blocks on Massachusetts St., 5 on 2 parallel sts.
Neighborhood Shopping Centers 19th & Massachusetts; 9th & Iowa Sts., 23rd & Louisiana, 25th

LAWRENCE—continued

& Iowa; 23rd & Iowa; Sixth & Rasold.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Dillon Plaza	8	Dillon's
Hillcrest	30	Hillcrest IGA
The Malls	21	TG&Y, Family Center
Westridge	5	Westridge IGA
SW Plaza	15	Safeway
Holiday Plaza	30	Keifs Discount Records & Stereo Supply

Principal Shopping Days: Thu., Sat.

Stores Open Evenings: Dept., Thu.; Spmkts., Montgomery-Ward, gibsons, TG&Y, SuperRx, nightly.

13—RETAIL OUTLETS: Department Stores: Weaver's; Montgomery Ward; J.C. Penney; Sears Roebuck Catalog Store.

Discount Stores (CZ): Gibsons; K-Mart; TG & Y Family Center.

Variety Stores: Woolworth, Ben Franklin.

Chain Drug Stores (CZ): Raney's 3, Gibson Pharmacy; SuperRx; Medicine Shoppe.

Chain Food Supermarkets: Rusty's IGA 4; Kroger; Safeway; Dillon's 3; Food-4-Less.

Other Chain Stores: Singer Co.; Goodrich; Cook Paint; Western Auto; Litwin's (gen. merch.); Davis Paint; Sherwin-Williams Paint; McCrory-Otasco; Coast to Coast; Calhoun's; Wickes; McCalls Shoes; Radio Shack; Mr. Guy Men's Wear, House of Fabrics, Raney Drugs; Team Electronics; So-Fro Fabrics; Whelan Lumber Co.; Briman's Jewelers; Gregg Tires (Goodyear); Janell Ladies Wear; Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; General Jeans; Co-op Farm Store; Seifert's; Bostwicks; Sentry Hardware; Diamond International; Maupintour Travel; Pieri Imports; Ace Hardware. Developing: 84 Lumber; McMichaels Dept. Store.

14—NEWSPAPERS: JOURNAL-WORLD (e) 19,135; (S) 19,410; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Dolph C. Simons, Jr., Pub., JOURNAL-WORLD.

National Representatives: Landon Associates, Inc.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,249,071	2,408,444	7,513,825	20,497,326	921,046	22,254	81,909	1,768,551	1,864,587
STANDARD METROPOLITAN STATISTICAL AREAS									
Kansas City, Mo.-Kans.	1,273,926	1,332,679	4,667,926	12,258,451	506,916	24,182			
Lawrence, Kans.	57,932	65,224	154,086	616,962	23,941	25,770	7,254	68,313	63,307
Topeka, Kans.	180,619	186,149	611,940	1,563,178	70,865	23,470	973	8,395	10,887
Wichita, Kans.	389,352	394,508	1,404,159	3,310,204	148,732	22,256	3,296	31,213	27,779
							3,156	48,592	88,804
COUNTIES, Cities									
ALLEN	15,043	16,754	45,702	96,572	6,987	13,822	950	9,046	8,726
Iola	6,493	7,210	19,786	41,684	3,144	13,258	*	*	*
ANDERSON	8,501	9,123	22,450	52,462	3,696	14,194	825	10,305	9,835
ATCHISON	19,165	17,801	62,359	144,310	6,621	21,796	919	10,779	9,746
Atchison	12,565	10,260	41,322	86,455	3,746	23,079	*	*	*
BARBER	7,016	6,681	28,756	63,986	2,757	23,209	556	15,505	13,327
BARTON	30,663	33,108	112,782	209,321	12,330	16,977	1,066	24,012	66,998
Great Bend	16,133	16,575	63,604	117,823	6,289	18,735	*	*	*
BOURBON	15,215	16,453	42,655	103,230	7,193	14,351	988	5,487	11,374
Fort Scott	8,967	8,471	24,925	52,697	3,838	13,730	*	*	*
BROWN	11,685	12,281	31,597	103,125	5,258	19,613	1,023	20,531	16,222
Hiawatha	3,365	3,445	9,070	28,835	1,561	18,472	*	*	*
BUTLER	38,658	46,837	125,723	346,953	17,936	19,344	1,401	13,657	67,447
Augusta	5,977	6,734	19,545	50,158	2,774	18,081	*	*	*
El Dorado	12,308	11,581	40,715	88,412	4,805	18,400	*	*	*
CHASE	3,408	3,632	10,156	30,014	1,550	19,364	336	3,851	13,171
CHAUTAUQUA	4,642	4,939	16,022	40,075	2,374	16,881	517	3,035	6,759
CHEROKEE	21,549	22,442	60,935	144,493	9,337	15,475	1,023	15,290	4,257
Columbus	3,356	3,167	9,391	20,179	1,409	14,322	*	*	*
CHEYENNE	4,256	4,087	13,083	22,900	1,634	14,015	545	23,131	6,973
CLARK	2,896	3,014	9,971	30,662	1,338	22,916	349	8,914	19,041
CLAY	9,890	10,729	31,198	78,715	4,562	17,254	837	16,524	14,295
Clay Center	4,963	5,193	15,772	38,381	2,314	16,586	*	*	*
CLOUD	13,466	13,620	38,593	97,758	5,539	17,649	884	20,623	7,887
Concordia	7,221	7,329	20,830	52,946	2,992	17,696	*	*	*
COFFEY	7,397	9,625	22,483	56,455	4,254	13,271	805	10,322	10,060
COMANCHE	2,702	2,813	9,012	27,277	1,235	22,087	281	8,687	9,797
COWLEY	35,012	36,773	124,176	329,512	14,961	22,025	1,233	17,636	32,039
Arkansas City	13,216	12,480	48,192	115,964	5,495	21,104	*	*	*
Winfield	11,405	10,920	40,477	96,982	4,216	23,003	*	*	*
CRAWFORD	37,850	38,317	108,668	261,733	16,540	15,824	1,119	11,137	8,137
Pittsburg	20,171	17,371	60,591	125,947	7,350	17,136	*	*	*
DECATUR	4,988	5,000	16,352	27,641	2,048	13,497	580	14,796	18,643
DICKINSON	19,993	21,539	66,263	154,627	8,907	17,360	1,329	24,163	25,976
Abilene	6,661	6,300	23,108	47,339	2,738	17,290	*	*	*
DONIPHAN	9,107	9,578	23,772	77,277	3,614	21,383	761	20,268	10,376
DOUGLAS	57,932	65,224	154,086	616,962	23,941	25,770	973	8,395	10,887
Lawrence	45,698	54,377	121,546	508,234	19,798	25,671	*	*	*
EDWARDS	4,581	4,834	15,087	30,253	1,960	15,435	421	15,519	10,429
ELK	3,858	4,006	13,017	34,573	1,846	18,729	445	2,195	7,821
ELLIS	24,730	27,873	65,114	158,679	9,829	16,144	844	9,996	17,008
Hays	15,396	17,691	44,377	109,146	6,712	16,261	*	*	*
ELLSWORTH	6,146	6,437	21,030	35,836	2,781	12,886	592	9,139	7,071
FINNEY	19,029	25,608	51,021	161,329	8,813	18,306	561	41,125	78,067
Garden City	14,790	20,346	40,131	128,841	7,098	18,152	*	*	*
FORD	22,587	25,011	69,061	221,609	9,267	23,914	914	27,680	51,981
Dodge City	14,127	15,782	46,262	152,264	6,170	24,678	*	*	*
FRANKLIN	20,[illegible]	21,954	53,062	137,932	8,808	15,660	1,191	8,988	11,737
Ottawa	11,036	9,924	29,758	64,545	4,120	15,666	*	*	*
GEARY	28,111	28,601	93,538	254,547	11,409	22,311	299	4,285	4,791
Junction City	19,018	19,478	69,507	198,422	9,127	21,740	*	*	*
GOVE	3,940	4,326	11,171	24,823	1,546	16,056	527	17,227	29,660
GRAHAM	4,751	4,588	16,966	27,190	1,634	16,640	526	13,282	5,642
GRANT	5,961	8,065	20,028	72,691	2,753	26,404	270	23,946	13,929
GRAY	4,516	5,619	14,768	52,216	2,093	24,948	586	43,134	52,441
GREELEY	1,819	1,916	6,813	17,091	723	23,639	264	18,889	21,979
GREENWOOD	9,141	9,785	35,023	78,447	4,339	18,080	816	3,698	15,865
HAMILTON	2,747	2,932	10,765	24,876	1,139	21,840	305	15,924	16,860
HARPER	7,971	8,120	30,704	64,816	3,593	18,040	850	27,120	14,002
HARVEY	27,236	31,010	84,544	248,606	11,871	20,942	1,007	17,304	20,075
Newton	15,439	15,754	50,373	136,281	6,375	21,377	*	*	*
HASKELL	3,672	4,548	11,105	39,536	1,588	24,897	319	46,757	71,719
HODGEMAN	2,662	2,701	8,123	19,210	1,025	18,741	463	[illegible]	32,319
JACKSON	10,342	12,741	28,548	113,134	5,011	22,577	1,233	7,858	9,496
JEFFERSON	11,945	15,617	32,642	111,403	5,788	19,247	1,152	9,812	9,809
JEWELL	6,099	6,326	18,978	50,244	2,674	18,790	928	17,851	17,567
JOHNSON	220,073	276,413	866,527	3,588,861	96,880	37,044	871	9,689	6,643
Olathe	17,917	32,358	53,538	296,229	11,124	26,630	*	*	*
KEARNY	3,047	4,097	10,987	33,836	1,469	23,033	317	22,696	42,979
KINGMAN	8,886	9,486	30,162	64,004	3,721	[illegible]	914	22,681	11,033
KIOWA	4,088	4,451	14,987	30,578	1,865	[illegible]	360	11,891	7,756
LABETTE	25,775	26,765	83,481	159,424	11,027	14,458	1,323	9,540	21,118
Parsons	13,015	11,341	45,551	74,514	4,867	15,310	*	*	*
LANE	2,707	2,816	9,020	20,565	1,133	18,151	345	17,383	20,756

LEAVENWORTH, KAN.

1—LOCATION: Leavenworth County, E&P Map D-2, County Seat, 34 mi. NW of Kansas City. Extreme east part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2—TRANSPORTATION: Railroads: Mo. Pacific, Union Pacific, Santa Fe; Burlington; Chicago North Western.

Motor Freight Carriers: 5.

Intercity Bus Lines: Trenton-St. Joseph Lines.

3—POPULATION:

Corp. City 70 Cen. 25,147; Loc. Est. 37,744
CZ ABC: (70) 33,207; (80) 33,100
RTZ-ABC: (70) 32,069; (80) 40,900
County 70 Cen. 53,340; Loc. Est. 54,114
City & RTZ-ABC: (70) 65,276, (80) 74,000

4—HOUSEHOLDS:

City 70 Cen. 8,203; Loc. Est. 14,607
County 70 Census 14,128; Loc. Est. 18,611
CZ ABC: (70) 9,545; (80) 12,300
RTZ-ABC: (70) 8,335; (80) 11,400
City & RTZ-ABC: (70) 17,880; (80) 23,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$116,327,000
Sav. & Loan Assn.	2	$77,500,000

6—PASSENGER AUTOS: County 26,853

7—ELECTRIC METERS: 24,868

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Batteries 180 ($200); Steel Fab. 230 ($160); Greeting Cards 650 ($150); Fed. Prison 420 ($150); Ft. Leavenworth Civ. Emp. 2,326 ($150); Ft. Leavenworth Army Pers. 2,560 ($175); Veterans Adm. 1,110 ($150).

Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov. Last killing frost, Apr.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: Downtown 30 blocks on 3 parallel streets: Leavenworth Plaza-1 Block Long Enclosed Mall, Westside Village, 1 Block Long.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Leavenworth Plaza	24	Penney's, Sears, Mont. Ward
Westside Village	?	Ball's Supermkt., Wal-Mart

Principal Shopping Days: Thu., Fri., Sat. and Mon.

Stores Open Sundays: Leavenworth Plaza; Food, Some Drug & Discount.

Stores Open Evenings: Leavenworth Plaza; Westside Village; Food; All Drug & Discount.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Montgomery Ward; Bohm's; Bakers.

Variety Stores: Woolworth, Duckwall.

Discount Stores: Wal-Mart; Alco.

Chain Drug Stores (CZ): Claude's Rexall, Russell's Walgreen.

Chain Food Supermarkets: A&P; Jahn 2; Inkman IGA, Safeway; Waymire's IGA, 7-Eleven 2; E-Z Shop; Food-4-Less, Ball's Supermarket.

Other Chain Stores: Western Auto; Firestone, Goodrich; Gallen Kamp Shoes; Goodyear; Sears (Mail Order); J.C. Penney; Mode O'Day; Playworld; Nelly Don; Gamble's; Radio Shack; Mont. Wards.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 9,777; (S) 10,138; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: J.H. Johnston III, Gen. Mgr. TIMES.

National Representatives: Thomson Newspapers, Inc.

LIBERAL, KAN.

1—LOCATION: Seward County, E&P Map A-3, County Seat 200 mi. SW of Wichita, Kans; 170 mi. N of Amarillo, Tex., 200 mi. N.W. of Okla. City, Okla. On U.S. Hwys. 54, 83, 270.

2—TRANSPORTATION: Railroads: Southern Pacific.

Intercity Bus Lines: Continental; Mid-Continent Coaches.

Airlines: Frontier.

3—POPULATION:

Corp. City 70 Cen. 13,789; Loc. Est. 15,400
City Zone, Loc. Est. 16,100
County 70 Cen. 15,744; Loc. Est. 17,600

Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:

City 70 Cen. 4,289; Loc. Est. 5,725
County 70 Cen. 4,986; Loc. Est. 6,420

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$140,000,000
Sav. & Loan Assn.	2	$170,000,000

6—PASSENGER AUTOS: County 11,065

7—ELECTRIC METERS: Residence 7,100

8—GAS METERS: Residence 6,504

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Grocers Whlse 165; Aircraft 520; RR 75; Oil & Gas 1,150; Milling 30; Truck Bed-Steel 600; Beef Packing 1,000; Feed Mfg. 21.

11—TAP WATER: Alkaline, medium hard, not fluoridated.

12—RETAILING: Neighborhood Shopping Centers: Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Ideal Center, 500 block S. Kansas Ave.; Ellington's Western Center; Southgate Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southgate	26	Gibson's, IGA, K-Mart
South Ideal	7	Ben Franklin, Mont. Ward, Allied Super Mkt.
Plaza	9	Alco, Boogaart's
Walmart Center	2	Walmart, IGA

Principal Shopping Days: Mon., Thu., Sat.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony Co.; J. C. Penney; Wood's; Long's.
Variety Stores: Ben Franklin.
Discount Stores (CZ): Gibson's Duckwall Alco, Surplus Outlet; K-Mart Walmart.
Chain Drug Stores (CZ): Gibson's, H&R.
Chain Food Supermarkets: Ideal 2, Safeway Super Store, Jack & Jill; Boogaarts; Thrifty-Wise; IGA.
Other Chain Stores: Sweetbriar's, Mode O'Day; Grisier's; Jo-Le Shop, Casual Shop; Anna Trahern; Tucker's; Kelley's; Wetern Shop, Kiddie Korner; Cinderella Shop, Brown's Shoe, Olliver's Shoes; Williams Shoes, Shoeland, Montgomery Ward, Sears, Otasco; Firestone, Uniroyal; Goodyear Plain-Fancy.

14—NEWSPAPERS: SOUTHWEST TIMES (e) 9,050; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising James S. Head, SOUTHWEST TIMES.
National Representatives: Southwest Dailies.

LYONS, KAN.

1—LOCATION: Rice County, E&P Map B-2, County Seat. 30 mi. East of Great Bend, 32 mi. Northwest of Hutchinson on U.S. Hwy. 56 and State Hwys. 14 and 96.

2—TRANSPORTATION: Railroads: AT&SF; St. Louis- San Francisco; MP.
Motor Freight Carriers: 5.
Intercity Bus Lines: Continental Trailways; Trans- State.

3—POPULATION:
Corp. City 70 Cen. 4,355; Loc. Est. 4,228
County 70 Cen. 12,320; Loc. Est. 13,369

4—HOUSEHOLDS:
City 70 Cen. 1,407; Loc. Est. 1,605
County 70 Census 4,213; Loc. Est. 5,083

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$22,000,000
Sav. & Loan Assn.	1	$30,000,000

6—PASSENGER AUTOS: County 6,908

7—ELECTRIC METERS: Residence 1,900

8—GAS METERS: Residence 1,700

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil, Salt 150 ($250); Airplane Parts 100 ($300); Concrete 10 ($250); Foundry 50 ($200).

10-CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70.

11—TAP WATER: Neutral, hard, fluoridated

12—RETAILING:
Principal Shopping Days: Thu., Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Calhoun's.
Variety Stores: Duckwall.
Chain Drug Stores (CZ): Hogan, Rexall.
Chain Food Supermarkets: Jack & Jill; IGA, Boogaarts.
Other Chain Stores: Gamble's; Otasco; Mode O'-Day; Coast to Coast.

14—NEWSPAPERS: NEWS (e) 3,346; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Paul E.Jones, Adv. Dir., NEWS.
National Representatives: None.

MANHATTAN, KAN.

1—LOCATION: Riley County (County Seat), Pottawatomie County. E&P Map C-2. Home of Kansas State Univ. Permanent military reservation, 125 mi. W. of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 29, 5 mi. from Tuttle Creek Dam and Reservoir; 6 miles from Interstate 70.

2—TRANSPORTATION: Railroads: Union Pacific; CRI&P.
Motor Feight Carriers: 13.
Intercity Bus Lines: Greyhound, Continental.
Airlines: Frontier; Capitol Air Service.

3—POPULATION:
Corp. City 70 Cen. 27,575; Loc. Est. 36,697
CZ ABC: (70) 36,290; (80) 47,000
RTZ-ABC: (70) 33,132; (80) 37,500
Counties:
Riley 70 Cen. 56,788; Loc. Est. 63,033
Pottawatomie 70 Cen. 11,755; Loc. Est. 14,566
City & RTZ-ABC: (70) 69,422; (80) 84,500

Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,312; Loc. Est. 14,543
Counties:
Riley 70 Cen. 14,122; Loc. Est. 19,535
Pottawatomie 70 Cen. 3,941; Loc. Est. 5,633
CZ ABC: (70) 11,012; (80) 16,400
RTZ-ABC: (70) 7,357; (80) 9,200
City & RTZ-ABC: (70) 18,369; (80) 25,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$175,000,000
Sav. & Loan Assn.	4	$140,000,000

6—PASSENGER AUTOS:
Riley County 21,546
Pottawatomie County 7,971

7—ELECTRIC METERS: Residence 17,844

8—GAS METERS: Residence 13,311

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mining 25; Constr. 925; Mfg. 1,000; Transp., Communication 525; Trade 4,350; Fin., Ins. & Real Estate 1,050; Services 2,800; Govt. (incl. Schools) 9,100; All Other 1,400.

10-CLIMATE: Min. & Max. Temp.—Spring 53-77; Summer 63-89; Fall 43-61; Winter 24-47. First killing frost, Oct. 12. Last killing frost, Apr. 24.

11—TAP WATER: Neutral, soft.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
LEAVENWORTH	53,340	58,083	152,340	557,335	20,280	27,482	1,271	6,894	8,834
Leavenworth	25,147	40,034	80,888	409,186	15,782	25,927	*	*	*
LINCOLN	4,582	4,827	13,202	27,054	2,163	12,508	698	13,181	8,071
LINN	7,770	9,194	22,343	55,486	3,932	14,111	924	7,462	9,885
LOGAN	3,814	3,920	13,972	32,170	1,441	22,325	355	14,893	5,568
LYON	32,071	36,007	84,696	321,721	14,731	21,840	1,059	9,300	25,791
Emporia	23,327	23,656	61,450	212,237	9,781	21,699	*	*	*
MCPHERSON	24,778	24,020	78,497	185,422	9,123	20,325	1,601	32,732	20,566
McPherson	10,851	10,910	36,139	86,952	4,085	21,286	*	*	*
MARION	13,935	14,489	49,069	95,909	5,771	16,619	1,386	19,649	20,306
MARSHALL	13,139	17,497	44,062	132,255	7,354	17,984	1,404	20,401	17,325
MEADE	4,912	5,370	16,093	49,515	2,075	23,863	517	22,650	13,281
MIAMI	19,254	23,127	57,889	145,158	8,831	16,437	1,273	9,169	10,111
MITCHELL	8,010	8,587	23,359	49,388	3,518	14,039	731	20,718	13,945
Beloit	4,121	4,260	12,149	24,768	1,723	14,375	*	*	*
MONTGOMERY	39,949	42,229	135,191	302,326	18,064	16,737	1,235	7,478	10,879
Coffeyville	15,116	13,554	51,466	99,066	5,814	17,039	*	*	*
Independence	10,347	9,931	37,510	80,560	4,477	17,994	*	*	*
MORRIS	6,432	6,865	18,281	61,967	2,895	21,405	675	7,165	20,986
Council Grove	2,403	2,069	6,830	18,676	902	20,705	*	*	*
MORTON	3,576	3,726	[illegible]	[illegible]	1,444	26,913	238	13,785	3,234
NEMAHA	11,825	12,033	31,633	[illegible]	4,519	20,008	1,269	11,190	24,772
NEOSHO	18,812	19,528	53,826	140,352	8,000	17,544	933	9,213	10,685
Chanute	10,341	9,695	30,926	74,698	4,257	17,547	*	*	*
NESS	4,791	5,150	16,983	25,023	2,069	12,094	721	17,191	10,303
NORTON	7,279	6,871	24,138	50,032	2,753	18,174	609	13,348	7,905
Norton	3,627	3,849	12,040	28,055	1,614	17,382	*	*	*
OSAGE	13,352	15,675	31,520	108,296	6,151	17,606	1,067	10,314	10,436
OSBORNE	6,416	6,299	20,127	37,162	2,662	13,960	750	14,446	10,676
OTTAWA	6,183	6,791	19,122	48,431	2,803	17,278	682	16,872	18,850
PAWNEE	8,484	8,718	30,938	56,583	3,490	16,213	664	24,077	16,752
Larned	4,567	5,112	16,864	33,597	2,367	14,194	*	*	*
PHILLIPS	7,888	7,801	24,300	55,266	3,175	17,407	824	13,334	11,145
POTTAWATOMIE	11,755	15,436	32,821	129,091	6,073	21,257	1,014	9,104	15,049
PRATT	10,056	10,907	39,300	73,975	4,654	15,895	595	20,922	21,057
Pratt	6,7[illegible]	6,430	26,604	44,073	2,838	15,530	*	*	*
RAWLINS	4,393	4,509	15,993	23,455	1,745	13,441	642	17,403	7,383
RENO	60,765	56,574	207,294	524,389	26,009	20,162	1,759	38,466	17,332
Hutchinson	36,885	43,170	126,576	341,054	17,340	19,669	*	*	*
REPUBLIC	8,498	7,354	23,443	57,392	3,360	17,081	1,086	24,147	21,063
RICE	12,320	13,590	43,921	96,969	5,194	18,669	756	23,252	15,592
Lyons	4,355	4,231	16,014	31,141	1,614	19,294	*	*	*
RILEY	56,788	63,640	155,947	496,021	19,742	25,125	632	6,805	9,439
Manhattan	27,575	36,885	97,834	356,413	14,657	24,317	*	*	*
ROOKS	7,628	7,703	27,038	42,030	3,074	13,673	622	10,608	6,891
RUSH	5,117	5,098	21,734	28,519	2,150	13,265	707	12,205	5,502
RUSSELL	9,428	9,971	37,383	62,560	4,126	15,162	647	9,072	6,090
Russell	5,371	5,211	21,797	33,463	2,264	14,780	*	*	*
SALINE	46,592	49,124	182,982	375,050	18,558	20,210	849	15,779	16,360
Salina	37,714	39,987	155,016	322,924	15,528	20,796	*	*	*
SCOTT	5,606	6,310	16,758	57,602	2,293	25,121	416	26,578	51,024
SEDGEWICK	350,694	347,671	1,278,436	2,963,251	130,796	22,656	1,755	34,935	21,357
Derby	7,947	9,188	32,818	88,710	2,748	32,282	*	*	*
Haysville	6,483	11,569	24,295	101,365	3,363	30,141	*	*	*
Wichita	276,554	261,898	1,014,450	2,323,631	103,965	22,350	*	*	*
SEWARD	15,744	17,577	58,399	170,062	6,414	26,514	296	16,982	32,884
Liberal	13,789	15,489	52,381	150,026	5,786	25,929	*	*	*
SHAWNEE	155,322	154,857	547,778	1,443,479	58,926	24,496	1,077	11,087	7,534
Topeka	125,011	119,608	451,408	1,155,387	47,792	24,175	*	*	*
SHERIDAN	3,859	4,018	[illegible]	17,935	1,440	12,455	536	20,867	29,005
SHERMAN	7,792	8,174	20,434	48,427	3,101	15,617	567	42,487	14,200
Goodland	[illegible]	6,358	14,620	38,113	2,508	15,197	*	*	*
SMITH	[illegible]	6,802	19,296	50,761	2,868	17,699	891	16,493	17,505
STAFFORD	5,943	6,710	21,514	49,054	3,020	16,243	676	21,994	8,370
STANTON	2,287	2,655	8,010	21,534	941	22,884	279	37,937	31,541
STEVENS	4,198	5,178	16,295	54,461	1,976	27,561	411	27,573	14,469
SUMNER	23,553	25,667	80,113	187,222	10,261	18,232	1,525	46,542	10,867
Wellington	8,072	6,987	27,656	51,337	2,929	17,527	*	*	*
THOMAS	7,501	9,065	26,946	53,597	3,443	15,567	640	32,091	21,032
Colby	4,658	5,972	17,337	36,584	2,259	16,195	*	*	*
TREGO	4,436	4,625	15,121	24,814	1,750	14,179	553	10,234	5,790
WABAUNSEE	6,397	7,492	16,846	[illegible]	3,007	20,548	724	5,789	12,754
WALLACE	2,215	2,203	5,253	18,300	821	22,290	324	21,027	7,764
WASHINGTON	9,249	9,309	24,796	63,439	3,793	16,725	[illegible]	17,939	28,728
WICHITA	3,274	[illegible]	9,445	27,519	1,135	24,246	357	30,694	45,234
WILSON	11,317	[illegible]	35,524	[illegible]	5,509	15,770	730	9,096	7,018
Fredonia	3,080	2,909	10,164	[illegible]	1,322	15,968	*	*	*
WOODSON	4,789	[illegible]	15,589	[illegible]	2,047	12,074	481	4,300	10,893
WYANDOTTE	186,845	[illegible]	623,887	[illegible]	64,371	23,373	246	1,983	2,028
Kansas City	168,213	165,689	560,134	1,451,945	62,511	23,227	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1979 Cash Receipts as follows: From Crops $2,414,034,000; from Livestock & Livestock Products $3,350,284,000; Total $5,764,321,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

MANHATTAN—continued

12—RETAILING: Principal Shopping Center: 3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers: Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (Westloop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K-Mart (East Poyntz); Village Plaza (Anderson Avenue)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Aggieville	-	NCR, Woody's
Blue Hills	3	Blue Hills Mkt., Ben Franklin
Village Plaza	5	Alco, Safeway, Revco
West Loop	5	Dillon, TG&Y, Calhoun's, Robi's
Walmart	1/2	Walmart, Dillon, K-Mart, Food 4 Less

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Thu.
Stores Open Sundays: Chain Grocery; Drug; Dept., K-Mart, Woolworth, TG&Y; Wal-Mart, Alco, Revco; Sears, Penneys.

13—RETAIL OUTLETS: Department Stores Sears, J. C. Penney 2, Keller's, Browne's, Alco, Woolworth; Wal-Mart, Calhoun's, K-Mart
Variety Stores: Woolworth, TG&Y; Ben Franklin
Discount Stores: Alco, K-Mart, Walmart
Chain Drug Stores (CZ) Norton Rexall 3, Barry's, Revco.
Chain Food Supermarkets: Safeway 2; Dillon 4, Dutch Maid 5, Food 4 Less.
Other Chain Stores: Cook's Paint, Coast-to-Coast, Firestone, Western Auto, Goodyear, Brown Shoe Fit; Burke's Shoes, McCall's Shoes, Calhoun's.

14—NEWSPAPERS: MERCURY (e-Mon. to Fri.) 13,382; (S) 13,569; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Edward Seaton, Pub., MERCURY
National Representatives: Landon Associates, Inc.

McPHERSON, KAN.

1—LOCATION: McPherson County, E&P Map C-2, County Seat. 51 mi. NW of Wichita, U.S. Hwys. 56 and 81 intersect here. State Hwy. 61, I-35

2—TRANSPORTATION: Railroads CRI&P; AT&SF, Mo. Pac., UP (freight only)
Motor Freight Carriers 5
Intercity Bus Lines: Continental

3—POPULATION:
Corp. City 70 Cen. 10851 Loc. Est. 11,615
City Zone, Loc. Est. 13,500
County 70 Cen. 24,778, Loc. Est. 26,883

4—HOUSEHOLDS:
City: 70 Cen. 3,587, Loc. Est. 4,136
County: 70 Cen. 8,036, Loc. Est. 10,351

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$110,813,000
Sav. & Loan Assn	3	$350,000,000

6—PASSENGER AUTOS: County 15,442

7—ELECTRIC METERS: Residence 3,778

8—GAS METERS: Residence 4,076

9— PRINCIPAL INDUSTRIES (CZ): Ind., Number of Wage Earners (Av. Wkly. Wage)—Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30, Aluminum Doors 95; Mobil Homes 185; Fiberglas Insulation 297 Welding Industries 110; Plastics 458; Concrete Pdts. 25; Small metal fab. 40, Automobile Tools 15, Equipment Cabs and Accs. 65; Misc. mfg. 215, Mobile Home Supplies 15 (N.A.)

10-CLIMATE: Min. & Max. Temp.—Spring 15-99; Summer 57-111; Fall 24-106, Winter 2-69. First killing frost, Oct. 16. Last killing frost Apr. 22

11—TAP WATER: Neutral, Hard

12—RETAILING: Principal Shopping Center 11 blocks on Main and 12 just off Main.
Neighborhood Shopping Center: 5 blocks North Main, 3 blocks on South Main; Plaza Shopping Center (3 stores, 1200 W. Kansas), Dillions Shopping Center (1300N. Main, 5 stores.)
Principal Shopping Days: Mon.
Stores Open Evenings: Thu

13—RETAIL OUTLETS: Department Stores: Calhoun's, J. C. Penney, Sears, Montgomery Ward (catalog).
Variety Stores Radio Shack
Discount Stores TG&Y, P. N. Hirsch, K-Mart
Chain Drug Stores (CZ) Grave's, Dillon's
Chain Food Supermarkets J S Dillon, IGA, Mr D's, Buy for Less
Other Chain Stores Gambles, Cook's (paint), Firestone; Litwin's, Oklahoma Tire, Coast-to-Coast; Sherwin-Williams.

14—NEWSPAPERS: SENTINEL (e) 5,946, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Mgr., SENTINEL
National Representatives Landon Associates, Inc.

NEWTON, KAN.

1—LOCATION: Harvey County, E&P Map C-2, County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & Publication headquarters. Just E & S of center of state, 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81, I-35; State Hwys. 15 and 196

2—TRANSPORTATION: Railroads: Santa Fe, Mo. Pac.
Motor Freight Carriers: 8
Intercity Bus Lines: Continental Trailways.
Airlines: Municipal airport-charter service.

3—POPULATION:
Corp. City 70 Cen. 15,439; Loc. Est. 15,760
County 70 Cen. 27,236, Loc. Est. 30,370
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,202; Loc. Est. 6,270
County 70 Cen. 8,901, Loc. Est. 11,444

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$95,844,000
Sav. & Loan Assn	2	$290,348,901

6—PASSENGER AUTOS: County 17,404

7—ELECTRIC METERS: Residence 5,700

8—GAS METERS: Residence 6,450

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroad 705 ($200), Milling (Flour) 100 ($150), Mobile Homes 1,050 ($175); Aircraft 150 ($200), Agricultural Implements 3,150 ($175)
Prinipal Industrial Pay Days R.R., 1st & 15th; Mfg., Fr.

10-CLIMATE: Min. & Max. Temp.—Spring 0-60, Summer 55-110, Fall 10-70. Winter -15-60. First killing frost, Nov. 1. Last killing frost, Apr. 1

11—TAP WATER: Neutral, hard; not fluoridated

12—RETAILING: Principal Shopping Center 9 blocks on Main St., 1 block each way off Main, third to Broadway (5 blocks).
Neighborhood Shopping Centers S. 12th & Washington Rd.; 1100 block N. Main; Biz. Route Hwy. 81 & Anderson Ave., So. 2nd to No. 5th & Meridian Ave. (Hwy. 50)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Cedar Village	1½	Moore's, IGA
Dillon Plaza	1/2	Dillon's
Alco Plaza	1½	Alco
Meridian	1	Gibson's, K-Mart

Principal Shopping Days Thu., Sat., 1st & 15th
Stores Open Evenings Dept. Thu., Food nightly. Shopping centers and food stores open Sudnays.

13—RETAIL OUTLETS: Department Stores Montgomery Ward; J.C. Penney, Cunningham's.
Variety Stores Woolworth, Davis Paint, Dillon's Family Center
Discount Stores (CZ) Moore's, Alco (Duckwall's); Gibson's, K-Mart
Chain Drug Stores (CZ) Carter Phcy. (Walgreen)
Chain Food Supermarkets Dillon 2; Safeway, IGA 2
Other Chain Stores: Goodrich, Western Auto, Oklahoma Tire; Firestone; Sears (catalog); Sherwin-Williams, Bailly's, Nat'l. Bldg. Center

14—NEWSPAPERS: KANSAN (e) 8,595, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Bob Anderson, Gen. Mgr., KANSAN
National Representatives None

NORTON, KAN.

1—LOCATION: Norton County, E&P Map B-1, County Seat. 300 mi. E of Denver, 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383

2—TRANSPORTATION: Railroads: Chicago, Rock Island & Pacific; Burlington & Quincy.
Motor Freight Carriers 3
Intercity Passenger Bus Lines: Interstate

3—POPULATION:
City 70 Cen. 3,627, Loc. Est. 3,830
County 70 Cen. 7,279; Loc. Est. 6,977
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,321, Loc. Est. 1,586
County 70 Cen. 2,513, Loc. Est. 2,756

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$23,000,000
Sav. & Loan Assn	1	$7,074,397

6—PASSENGER AUTOS: County 3,990

7—ELECTRIC METERS: Residence 1,853

8—GAS METERS: Residence 1,821

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) -Oil Field Supply ($100), Water Well Pipe 15 ($95); Ptg. 18 ($130), Contracting 100 ($125), Truck Transp. 75 ($175), Hospital 300 ($150), Hwy. Shops 80 ($150), Aluminum Fabricating 40 ($150), Farm Machinery Manufacturing 35 ($150).
Principal Industrial Pay Days 1st & 15th

10-CLIMATE: Min. & Max. Temp.—Spring 38-64, Summer 64-78, Fall 34-56, Winter 30-50. First killing frost Oct. 13. Last killing frost Apt. 30

11—TAP WATER: Soft from Bureau of Rec. Lake

12—RETAILING: Principal Shopping Center 3 blocks on State, 6 on Main; 4 on Washington, 3 on Kansas, 3 on N. First, 4 on N. Second, 1 on W. Lincoln. 1 on S. First, 2 on S. Second; 1 on N. Norton
Principal Shopping Days Thu. & Sat.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores J.C. Penney; Browne; McDonald
Variety Stores A.L. Duckwall.
Chain Drug Stores (CZ) Moffet Rexall; Stapleton Walgreen.
Other Food Supermarkets Safeway; Kellings, Haxton's Surface.
Other Chain Stores Auto Parts; Sidles Auto Supply; Western Auto; Wheeler's Farm Supply; Gibson's Discount; True Value Hardware, Coast-to-Coast; NAPA, Radio Shack

14—NEWSPAPERS: TELEGRAM (e) 3,735; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM
National Representatives Landon Associates, Inc.

OLATHE, KAN.

1—LOCATION: Johnson County, E&P Map D-2 (In Kansas City, Mo.-Kansas, SMSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, Mo.; 35 mi. S of Leavenworth, 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; Interstate 35

2—TRANSPORTATION: Railroads AT&SF and St. Louis & San Francisco
Motor Freight Carriers 9

3—POPULATION:
Corp. City 70 Cen. 17,917; Loc. Est. 32,500
Retail Trading Area 80,000
SMSA 70 Cen. 1,273,926; Loc. Est. 1,302,023
County 70 Cen. 220,073; Loc. Est. 266,060

4—HOUSEHOLDS:
City 70 Cen. 5,247; Loc. Est. 11,460
County 70 Cen. 64,934; Loc. Est. 92,177
SMSA 70 Cen. 415,279; Loc. Est. 489,840

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns	6	$55,000,000
Commercial Banks	3	$160,000,000

6—PASSENGER AUTOS: County 186,585

7—ELECTRIC METERS: Res. 9,700

8—GAS METERS: Res. 9,700

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Boots 84, Batteries 450, Wood Prods. 75, Farm Mach. 100, Aircraft Radio 1,500, Misc. Light Industry 500, Petroleum 200. Av. Wkly. Wage—$250

10-CLIMATE: Min. & Max. Temp.—Spring 20-70; Summer 60-100, Fall 30-90; Winter 0-65. First killing frost, Oct. 19. Last killing frost, Apr. 15

11—TAP WATER: 10-17 grains, hardness, fluoridated

12—RETAILING: Principal Shopping Center 4 blocks around Square; 5 off Square
Neighborhood Shopping Centers 4 blocks on S. Kansas Ave., 1 on U.S. 56, 1 on U.S. 56 and K7, 1 on Old KC Road, 10 blocks on Santa Fe, Dennis West Shops, Doubletree, Rolling Ridge
Principal Shopping Days Mon., Thu., Fri., Sat., Open Fri. Night
Stores Open Evenings Supermarkets every night and Sun.

13—RETAIL OUTLETS: Department Stores Miller's, Calhoun's
Variety Stores TG&Y, Waymire
Discount Stores Gibson's, Alco, K-Mart
Chain Food Supermarkets A&P, Safeway, Thriftway, Waymire, Milgram's, Dillon's
Other Chain Stores Western Auto, Firestone, Sears Roebuck, Montgomery Ward

14—NEWSPAPERS: NEWS (m-Tues. to Sat.) 10,325, (S) 11,240, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Edwin T. Koon, Adv. Mgr., NEWS
National Representatives None

OTTAWA, KAN.

1—LOCATION: Franklin County, E&P Map D-2, County Seat. College Center 60 mi. SW of Kansas City, Kan. On U.S. Hwys. 50S, 59, State Hwy. 68 Interstate Hwy. U.S. 35

2—TRANSPORTATION: Railroads Sante Fe R.R., Missouri Pacific R.R.
Motor Freight Carriers 4
Intercity Bus Lines: Continental, Greyhound
Airlines Ottawa Flying (30 minutes to Kansas City International Airport).

3—POPULATION:
Corp. City 70 Cen. 11,036, Loc. Est. 9,785
CZ ABC (70) 11,036, (80) 10,200
RTZ-ABC (70) 32,232, (80) 36,900
County 70 Cen. 20,007, Loc. Est. 21,744
City & RTZ-ABC (70) 43,268, (80) 47,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 3,789, Loc. Est 4,004
County: 70 Cen. 6,759, Loc. Est. 8,597
CZ ABC (70) 3,789, (80) 4,000
RTZ-ABC (70) 10,550, (80) 13,800
City & RTZ-ABC (70) 14,339 (80) 17,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$34,871,000
Sav. & Loan Assn	2	$64,802,000

6—PASSENGER AUTOS: County 12,174

7—ELECTRIC METERS: Residence 4,133

8—GAS METERS: Residence 3,990

9— PRINCIPAL INDUSTRIES (CZ): Women's Dresses; Steel Prods.; Nursery Stock; Men's Work Clothes; Plastic Frames for Safety Glasses; Highway Signs, Mobile Homes, Sign Erection Cranes, Skyhooks; Blue Rock Targets; Dog Food; Kitchen Cabinets; Plastic Products, Electronics

10-CLIMATE: Min. & Max. Temp.—Spring 40-64, Summer 70-100; Fall 40-65; Winter 15-45. First killing frost Oct. 27. Last killing frost, May 10

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center 12 blocks on Main St.
Neighborhood Shopping Center 4 blocks on South Main St.; 3 blocks on North Main St.
Principal Shopping Days Wed., Fri., Sat.
Stores Open Evenings Wed.

13—RETAIL OUTLETS: Department Stores Litwin's, Sears Roebuck, Montgomery Ward, J.C. Penney, Ramsays, Stockyard Farmers Store.
Variety Stores Woolworth's, Jean's Gifts
Discount Stores (CZ) Pamida, Alco
Chain Drug Stores (CZ) Raney's
Chain Food Supermarkets A&P, Safeway; Pence 2; Waymire's Food Stores 1
Other Chain Stores Firestone; Oklahoma Tire & Supply; Davis Paint.

14—NEWSPAPERS: HERALD (e) 6,515; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD
National Representatives Southwest Dailies

PARSONS, KAN.

1—LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 14[illegible] mi. from Wichita; 125 mi. from Tulsa.

2—TRANSPORTATION: Railroads: Missouri-Kansas-Texas, Frisco
Motor Freight Carriers: 7
Intercity Passenger Bus Lines Continental Trailways
Airlines: Air Midwest

3—POPULATION:
City 70 Cen. 13,015; Loc. Est. 11,312
City Zone ABC (70) 13,802; (80) 12,700
RTZ-ABC: (70) 28,690; (80) 29,700
County 70 Cen. 25,775; Loc. Est. 26,057
City & RTZ-ABC: (70) 42,492; (80) 42,400

4—HOUSEHOLDS:
City 70 Cen. 4,598; Loc. Est. 4,777
County 70 Cen. 8,942; Loc. Est. 10,573
City Zone ABC: (70) 4,857; (80) 5,100
RTZ-ABC: (70) 10,070; (80) 11,900
City & RTZ-ABC: (70) 14,927; (80) 17,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$66,400,000
Sav. & Loan Assn	2	$123,059,063

6—PASSENGER AUTOS: County 13,268

7—ELECTRIC METERS: Residence 5,997

8—GAS METERS: Residence 5,229

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) -Kansas Army Ammunition Plant 862 ($215.60); Parsons State Hosp. & Training Ctr. 435 ($227); Katy R.R. 495 ($400); Steel Products 153 ($196).
Principal Pay Days R.R. and State, 1st and 16th.

10-CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. [illegible]

11—TAP WATER: Alkaline

12—RETAILING: Principal Shopping Center 5 blocks on Parsons Plaza; 2 on Broadway; 1 on 18th
Neighborhood Shopping Centers 300 Main, Belmont Square Shopping Center, 21st and Main
Principal Shopping Days Thu., Fri., Sat.
Stores Open Evenings Thu., Sat.

13—RETAIL OUTLETS: Department Stores J.C. Penney; Gibson-Pamida; TG&Y; Litwins
Chain Food Supermarkets Rooster's Thriftway; Safeway; Price Cutter; Consumers Discount; Greaves NuWay AG
Other Chain Stores Sears Roebuck (order); Sherwin-Williams (paint); Montgomery Ward; Revco (drug); Gibson Prescription Center, Westco

14—NEWSPAPERS: SUN (e-Mon. to Fri.) 9,088, (Sat.m) 9,137, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gordon Nordquist, G.M., SUN
National Representatives Southwest Dailies

PITTSBURG, KAN.

1—LOCATION: Crawford County, E&P Map D-3, 127 mi. S of Kansas City. On U.S. Hwys. 69, 160, State Hwys. 57, 126

2—TRANSPORTATION: Railroads K.C. Southern, A.T.S.F., Missouri Pacific, Frisco
Motor Freight Carriers 7
Bus Lines: Continental Trailways
Airlines Commercial-25 miles.

3—POPULATION:
Corp. City 70 Cen. 20,171, Loc. Est. 17,675
County 70 Cen. 37,850; Loc. 37,743

4—HOUSEHOLDS:
City 70 Cen. 7,744, Loc. Est. 7,441
County 70 Cen. 14,962. Loc. Est. 16,201

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$111,188,036
Sav. & Loan Assn	2	$119,134,180

6—PASSENGER AUTOS: County 19,885

7—ELECTRIC METERS: Residence 11,467

8—GAS METERS: Residence 7,769

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wager Earners (Av. Wkly. Wage)—Tile 216 ($140), Textile 85 ($100), Meat Packing 56 ($110), Machine Shop 103 ($135), Wallboard 155 ($108), Aircraft 60 ($130), Chemical NA (NA), Feed & Fertilizer 70 ($120), Bakery 83 ($121), Armature 38 ($189), Lithrography 52 ($148), Grocery 585 ($110), Coal 155 ($165), Census Bureau 208 (NA), Plastic Pipe 50 ($100), Plastic Bag 25 ($100).
Principal Industrial Pay Days 1, 5, 15 & 20

10-CLIMATE: Min. & Max. Temp.—Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. First killing frost, Oct. 10. Last killing frost, Apr. 20

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center: 10 blocks on Broadway, 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine, Pittsburg Mall 23 stores, Wal-Mart Discount Center

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
The Mall	24	J.C. Penney, Newman's

Principal Shopping Days Downtown Thu., Shopping Ctrs. every night ex. Sun.
Stores Open Sunday Supermarkets, Drug, Discounts

13—RETAIL OUTLETS: Department Stores Ragon's, Ramsay's, Montgomery Ward (mail order), J.C. Penney, Sears (mail order); Newman's.
Variety Stores Woolworth
Discount Stores Wal-Mart
Chain Drug Stores Green Cross 1; Crowell 2, Scottie
Chain Food Supermarkets Safeway, Foodtown 3; TruValue 2, Consumers
Other Chain Stores Goodyear, Goodrich, Mode O'Day, Sherwin Williams; Merle Norman Cosmetics; Rexall; Green Cross, Gallenkamp's, Baskin-Robbins; Quik-Trip, Musicland, Lumberjack Building Supply; Otasco, Pay Less Shoes, Sutherland Lumber; Davis Paint; Bailly's of Kansas, Kutz Music

14—NEWSPAPERS: SUN (m) 13,264, (S) 13,277, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: James R. Ward, Adv. Mgr., SUN
National Representatives Southwest Dailies

PRATT, KAN.

1—LOCATION: Pratt County, E&P Map B-3, County Seat 80 mi. W of Wichita, 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54

2—TRANSPORTATION: Railroads Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers 5
Intercity Bus Lines Continental Trailways

3—POPULATION:
Corp. City 70 Cen. 6,736, Loc. Est. 6,653
County 70 Cen. 10,056, Loc. Est. 10,319

4—HOUSEHOLDS:
City 70 Cen. 2,940, Loc. Est. 2,860
County 70 Cen. 3,628, Loc. Est. 4,309

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$80,654,000
Sav. & Loan Assn.	1	$11,278,263

6—PASSENGER AUTOS: County 6,220

7—ELECTRIC METERS: Residence 2,665

8—GAS METERS: Residence 2,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum Prod. & Equip. 85 ($185), Rock Island Div. Point 65 ($387), Farm Equip. Mfg. 98 ($168), Dairying 50 ($125), Mining Gypsum 55 ($135), Oil Feed Tanks 40 ($168), 35,000 Animal Capacity Feed Lot 45 ($125), R.V. Toppers 25 ($169), Furniture 30 ($155), Area Hospital 66 ($247), State Hdqrs. Forestry, Fish & Game 75 ($200).
Principal Industrial Pay Days 1st & 15th

10-CLIMATE: Min. & Max. Temp.—Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10. Last killing frost, Mar. 20-30

11—TAP WATER: Alkaline

12—RETAILING:
Principal Shopping Center 11 blocks on 3 streets
Neighborhood Shopping Centers North Main, East First and West First

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
East End	1/2	Gibson's
West End	1/2	Drive Inn

Stores Open Evenings Thu

13—RETAIL OUTLETS: Department Stores Gibson's, Jett's, J.C. Penney, Litwins, Alco
Discount Stores Gibson's, Alco
Chain Food Supermarkets Dillons, Safeway, Discount Food Center, Drive Inn
Other Chain Stores Gambles, Western Auto, Woolwines Auto Supply, Goodrich, Sears Roebuck (Catalog), Montgomery Ward (Catalog)

14—NEWSPAPERS: TRIBUNE (e) 4,161, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE
National Representatives Landon Associates, Inc.

RUSSELL, KAN.

1—LOCATION: Russell County, E&P Map B-2, County Seat. 75 mi. from Salina, on U.S. Hwys. 40, 281, I-70

2—TRANSPORTATION: Railroads UP
Motor Freight Carriers 2
Intercity Bus Lines Greyhound.

3—POPULATION:
City 70 Cen. 5,371, Loc. Est. 4,981
County 70 Cen. 9,428, Loc. Est. 9,619
City & Retail Trading Area, Loc. Est. 17,100

4—HOUSEHOLDS:
City 70 Cen. 1,959, Loc. Est. 2,121
County 70 Cen. 3,349, Loc. Est. 3,899

5—BANKS	NUMBER	DEPOSITS
Commercial Banks	2	$100,000,000
Sav. & Loan Assn.	2	$38,000,000

6—PASSENGER AUTOS: County 6,121

7—ELECTRIC METERS: Residence 2,919

8—GAS METERS: Residence 2,435

9— PRINCIPAL INDUSTRIES (CZ): Oil Production; Pipeline Construction; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55

11—TAP WATER: Alkaline, soft

12—RETAILING: Principal Shopping Days Thu. & Sat.

13—RETAIL OUTLETS: Department Stores L. Barker Mercantile, J.C. Penney, Kiltzke's, Anthony's.
Variety Stores TG&Y
Chain Food Supermarkets IGA 2, Boogaart's
Other Chain Stores Klema's IGA, Russell IGA, Coast-to-Coast

14—NEWSPAPERS: NEWS (e) 3,959; sworn Sept. 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS.
National Representatives Landon Associates, Inc.

SALINA, KAN.

1—LOCATION: Saline County, E&P Map C-2, County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka, 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40, Interstate Hwys. 70 & 135

2—TRANSPORTATION: Railroads Union Pacific, M. Pac., CRI&P, Santa Fe
Motor Freight Carriers 15
Intercity Bus Lines Greyhound; Trailways
Airlines Frontier, Air Midwest

3—POPULATION:
Corp. City 70 Cen. 37,714; Loc. Est. 42,200
CZ ABC (70) 40,414, (80) 42,700
RTZ-ABC (70) 115,960, (80) 117,000
County 70 Cen. 46,592, Loc. Est. 49,040
City & RTZ-ABC (70) 156,374, (80) 159,700

4—HOUSEHOLDS:
City 70 Cen. [illegible] Loc. Est. 15,976
County 70 Cen. [illegible]73, Loc. Est. 18,357
CZ ABC (70) [illegible], (80) 15,800
RTZ-ABC (70) [illegible], (80) 47,200
City & RTZ-ABC (70) [illegible],076, (80) 63,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$249,976,106
Sav. & Loan Assn.	4	$119,627,420

6—PASSENGER AUTOS: County 30,123

7—ELECTRIC METERS: Residence 19,483

8—GAS METERS: Residence 16,777

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Elect 213, Ptg. 75, Sheet Metal 150, Const. 200, Signs 26, Mills 243, Feed 134, Diesel Parts 20, Dairy Prods. 131, Aircraft 1,800, Fluorescent Lamps 800, Food Processing 2,100, Battery Mfg. 600

10-CLIMATE: Min. & Max. Temp.—Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46

11—TAP WATER: Neutral, soft

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Elmore Ctr.	20	IGA, NCR
Kraft Manor	16	Ben Franklin
Mid-State Mall	40	Montgomery Ward, Woolco, Walgreen
Sear Center	7	Sears, Kresge's
Southview Plaza	2	Safeway, Alco
Sunset Plaza	24	Rexall, Dillon, Otasco, Duckwall
Southgate	9	Rexall, Dillons, Calhouns

Principal Shopping Days Mon., Thu., Sat., Sun.

13—RETAIL OUTLETS: Department Stores Klein's, Montgomery Ward, Sears Roebuck, Penney, Alco, Woolco, Calhoun's, Gibson's, K-Mart
Variety Stores Duckwall, Kresge, Gambles
Discount Stores (CZ) Gibson's, Weeks, Alco, Woolco, K-Mart
Chain Drug Stores Morriss 2, Walgreen
Chain Food Supermarkets Dillon 3, Safeway, Mr. D's
Other Chain Stores Firestone, Zales, G. R. Kinney, Goodyear

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 32,782, (S) 35,111, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Paul G. Webb, Adv. Dir., JOURNAL
National Representatives Southwest Dailies

TOPEKA, KAN.

1—LOCATION: Shawnee County (In Topeka SMSA). E&P Map D-2, County Seat. U.S. Hwys. (junction) 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70) 70 mi. W of Kansas City, 175 mi. NE of Wichita

2—TRANSPORTATION: Railroads Santa Fe, Union Pacific, Rock Island, Missouri Pacific
Motor Freight Carriers 26
Intercity Bus Lines Continental, Greyhound
Airlines Frontier, Capitol

3—POPULATION:
Corp. City 70 Cen. 125,011; Loc. Est. 160,184
CZ ABC (70) 155,322, (80) 156,200
RTZ-ABC (70) 363,682; (80) 156,200
SMSA 70 Cen. 180,619; Loc. Est. 194,143
City & RTZ-ABC (70) 519,004, (80) 559,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 41,991, Loc. Est. 55,000
SMSA 70 Cen. 58,232, Loc. Est. 68,700
CZ ABC (70) 49,986, (80) 57,500
RTZ-ABC (70) 115,552; (80) 145,600
City & RTZ-ABC (70) 165,338, (80) 203,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks		$475,289,000
Sav. & Loan Assn.		$1,309,840,000

6—PASSENGER AUTOS: County 92,562

7—ELECTRIC METERS: 54,816

8—GAS METERS: Residence 49,764

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Government, 21,900 ($225), trade 19,200 ($190), services 16,800 ($201), manufacturing 11,500 ($335) transportation, communications and utilities 7,500 ($313), finance 6,000 ($225), rubber and plastics 4,700 ($408), construction 3,600 ($307), printing 3,200 ($251), food 1,600 ($290)
Principal Industrial Pay Days 1, 15, 16

10-CLIMATE: Min. & Max. Temp.—Spring 20-97, Summer 43-98; Fall 20-90; Winter 9-68; First frost, Oct. 20., Last frost Apr. 20

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center 10 blocks on 3 sts
Neighborhood Shopping Centers 20 neighborhood centers spread throughout city

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Brookwood (27)	6	Dillons, TG&Y
Campus North (14)	5	Vivians
Eastboro (14)	3	Duckwalls, Falleys
Gage Center (28)	3.5	Woolworth, Zerchers
Gage Village (30)	3.5	Rosies Show Off
Highland Crest (40)	4	K-Mart, Sak 'N Save
Highland Village (12)	6	Alco, IGA
Hillsdale (7)	6	Dillons, Midwestern Music
Holliday Sq (29)	3.5	Dibbles, Marlings
Huntoon & Wanamaker (-)	5	K-Mart
Indian Hills (-)	5	Alco, Safeway, Revco
Market Place (8)	5	Dibbles
North Plaza (4)	5	Suttons, Alco, Calhouns
No. Topeka Business District (-)	5	Marlings, Safeway
Northland (-)	8	Falleys, Lisas Casuals
Seabrook (4)	4	Falleys, Calhouns
South City Plaza (12)	2	Skaggs, Pay 'N Pak
Southwest Center	5	S.W. Bowl
University Village (6)	4	Porterfields, IGA
Washburn View (-)	3	Roachs, Suttons
Westboro (-)	3	Pauls, Billies
White Lakes (50)	3	Sears, Walgreen, Woolworth, Penneys
White Lakes Plaza	3.5	Team Electronics, Interiors International

Principal Shopping Days Mon., Fri. & Sat.
Stores Open Evenings Department Stores-Mon. & Thurs. Supermarkets-Every evening
Stores Open Sundays Grocery, supermarkets, discount houses, dept. stores

13—RETAIL OUTLETS: Department Stores Pelletier's, Sears, Montgomery Ward, J. C. Penney, P. N. Hirsch, Macy's, J. M. McDonald's, Calhoun's, Richman-Gordman, Seiferts
Discount Stores (CZ) Skagg's, Ardan's, Woolco, K-Mart 2, Alco 3, Richard's
Variety Stores Woolworth 3, Duckwall's 3, TG&Y
Chain Drug Stores (CZ) Walgreen 3, Blaylock 4; Jacquith 2, Medical Arts 2, Super D, Northside Family RX, Revco
Chain Food Supermarkets Dibble's 3, Harry's IGA 3, Falley's 6, Safeway 4, Sutton's 2; Dillon's 3; C & W Discount; Fleming's 10; Tilton's 2; Thriftway (5)
Other Chain Stores American Handicrafts, Athletes Foot, B. Dalton, Bumper to Bumper, Caldwells, Carpet Center, Casual Aire, Inc., Cloth World, CMC Stereo, Color Tile, Cook Paint, Extension One, Firestone, First Serve, Flowerama, Foot Locker, Freeman Factory Outlet, Glidden Paint, Goodyear Service, Hancock Fabrics, Harding Glass, Harper Fabrics, Jenkins Music, Kaybee Toys, Kinney Shoes, Lee Optical, Leeds, Lerner Shop, Liting Centre, Litwins, Maaco Auto Painting, Merle Norman, Pay less Lumber, Payless Shoes, Pay 'N Pak, Pittsburgh Paint, Pier I Improrts, Pro Am Partstop, Radio Shack, Robinsons Shoes, Sherwin-Williams, Singer, So Fro Fabrics, Russell Stover, Susies Casuals, Sutherland Lumber, Swiss Colony, Tandy Leather, Team Electronics, Topps & Trowsers, Wolfes Jewelry, Zales Jewelry.

14—NEWSPAPERS: CAPITAL (m) 60,390 JOURNAL (e) 26,010 (Comb m&e) 86,400; CAPITAL-JOURNAL (Sat) 65,642 CAPITAL-JOURNAL (S) 75,030 March 31, 1980 ABC
(Note: All-day newspaper effective, 9/2/80.)
Local Contact for Advertising and Merchandising Data: William Osborne Adv. Dir., CAPITAL-JOURNAL
National Representatives Branham/Newspaper Sales

WELLINGTON, KAN.

1—LOCATION: Sumner County, E&P Map C-3, County Seat. So. Central Kansas nr. Oklahoma, 33 mi. S of Wichita. On U.S. Hwy 81, 160, & Kansas Tpk.

2—TRANSPORTATION: Railroads Rock Island, Sante Fe, main line and 4 branches.
Intercity Bus Lines Continental Trailways

3—POPULATION:
City 70 Cen. 8,072, Loc. Est. 7,079
County 70 Cen. 23,553, Loc. Est. 25,044

4—HOUSEHOLDS:
City 70 Cen. 2,88[illegible] Loc. Est. 2,939
County 70 Cen. 8,[illegible]46, Loc. Est. 9,[illegible]

5—BANKS: Comm. 3 Est. Dep. $20,0[illegible],000

6—PASSENGER AUTOS: County 14,622

7—ELECTRIC METERS: Residence 3,169

8—GAS METERS: Residence 2,948

9— PRINCIPAL INDUSTRIES (CZ) Railroad Shops; Mobile Homes, Grain Elevators, Mills; Sheet Metal and Machine Shops

11—TAP WATER: Alkaline, hard

12—RETAILING:
Principal Shopping Days Thu., Fri., Sat.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J.C. Penney, TG&Y, Sears, Gibson's
Chain Food Supermarkets J.C. Dillon, IGA, Wellington Discount Foods
Other Chain Stores Oklahoma Tire & Supply; Gambles, Firestone

14—NEWSPAPERS: NEWS (e) 5,026, sworn Mar. 31, 1980

Local Contact for Advertising and Merchandising Data: Jackson Mitchell, Pub. & Ed., NEWS.
National Representatives Landon Associates

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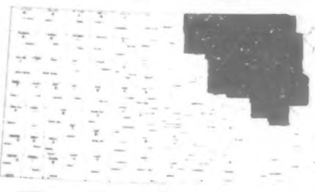

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The Topeka Capital-Journal

616 Jefferson Topeka, Kansas 66607 1-913-295-1111

WICHITA, KAN.

1—LOCATION: Sedgwick County, E&P Map C-3 (SMSA). 161 mi. SE of the geographical center of the continental United States, 190 mi. SW of Kansas City, Mo. On U.S. Hwys. 54, 81, I-35, State Hwys. 15, 42, 96, Kansas Tpke.

2—TRANSPORTATION: Railroads (Freight service only) Santa Fe, Missouri Pacific, Frisco.
Motor Freight Carriers 71
Intercity Bus Lines Trailways.
Airlines TWA, Braniff, Frontier, Continental, Air Midwest, Republic, Trans Central.

3—POPULATION:
City 70 Cen. 276,544, Loc. Est. 260,654
County 70 Cen. 350,694, Loc. Est. 342,279
SMSA 70 Cen. 389,352, Loc. Est. 393,120
Primary Mkt. ABC: (70) 763,056, (80) 799,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 92,751, Loc. Est. 105,651
County 70 Cen. 112,426, Loc. Est. 131,114
SMSA 70 Cen. 125,051, Loc. Est. [illegible],944
Primary Mkt. ABC: (70) 250,696, (80) 300,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	17	$1,780,836,569
Sav. & Loan Assn.	13	$102,800,000

6—PASSENGER AUTOS: County 218,003

7—ELECTRIC METERS: 149,131

8—GAS METERS: 123,706

9—PRINCIPAL INDUSTRIES (CZ): Industry, number of Wage Earners (Av. Wkly. Wage)—Total Labor Force 229,800, Meat Packing 2,200 ($313), Construction 9,500, Transportation Equip. (Inc. Aircraft) 42,100 ($327), Manufacturing 67,300 ($303).
Principal Industrial Pay Days Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-68, Summer 68-91, Fall 42-60, Winter 26-42. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11—TAP WATER: Soft.

12—RETAILING: Downtown Shopping Center 8 blocks on Douglas Ave., 1 north and 1 south on Water St., Topeka Ave., Emporia Ave. and St. Francis Ave., 2 north and 2 south on Main St., Market St. and Broadway.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Amidon Plaza	4	Safeway
Boulevard Plaza	13	IGA
Central Heights	21	TG&Y, IGA
Eastgate	31	Dillon, [illegible]
Indian Hills	12	IGA
Ken-Mar	15	Woolworth's, IGA
Lincoln Heights	26	Gessler, Barrier's
Marina Lakes	27	Woolco
Morris Town	12	Carl Bell's
Normandie	28	TG&Y Safeway
Parklane	64	TG&Y, David's
Pawnee Plaza	19	Woolco, IGA
Plaza West	29	IGA, TG&Y
Prairie Village	22	Dillon, Calhoun's
Seneca Sq. Mall	31	Dillon,
Sweetbriar	33	IGA, David's
Towne East Sq.	121	Dillard's, Penney's, Sears
Twin Lakes	69	Sears, Henry's
Westlink	51	Dillon, Calhoun's, Safeway
Westway	21	Safeway, David's, IGA
Wichita Mall	45	IGA, Ward's

Principal Shopping Days Thu., Fri., Sat., Sun.
Stores Open Evenings Shopping Centers every evening to 9. Macy's (downtown)—Thurs.

13—RETAIL OUTLETS: Department Stores Macy's, Walker Bros., Wards, Sears 3, J. M. McDonald 4, J. C. Penney, Dillard's, Calhoun's 4.
Discount Stores (CZ) David's 5, K-Mart 4, TG&Y Family Centers 10, Woolco 2, Target 2.
Variety Stores Woolworth 2, TG&Y 8, Duckwall's 2.
Chain Drug Stores (CZ) Hart 4, Skaggs 5, Gessler's 6, Sellers 2, Norris 2, May's 2, Cummings 4, Revco 3, David's 2, TG&Y 5, K-Mart 4, Rexall 2.
Chain Food Supermarkets (CZ) Dillon's 13, Safeway 10, Associated Grocers 7, IGA 22, Quick Trip 34, Town and Country 16, Kwik Shops 12, Leeker's 3, Johnson's 4, Bestyet 3.
Other Chain Stores Lerner Shops 1, Heizberg's 2, Zale's 4, Russell Stover 2, Woolf Bros. 1, Singer Co. 2, Otasco 7, Cloth World 3, Ardan's 2, Team Electronics 3, Radio Shack 10, Target 2.

14—NEWSPAPERS: EAGLE (m) 120,043; BEACON (e) 37,221; Comb. (m&e) 157,264; EAGLE & BEACON (Sat & Holidays) 129,933; (S) 174,832, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Pierce, Natl. Adv. Mgr., EAGLE & BEACON.
National Representatives Knight-Ridder Newspaper Sales, Inc.

WINFIELD, KAN.

1—LOCATION: Cowley County, E&P Map C-3, County Seat. Educational medical center. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwy. 77, 160; State 15.

2—TRANSPORTATION: Railroads AT&SF, Frisco.
Motor Freight Carriers 1.
Intercity Bus Lines Continental Trailways.

3—POPULATION:
City 70 Cen. 11,405, Loc. Est. 10,669
City zone ABC: (70) 11,405 (80) 10,900
RTZ-ABC: (70) 19,958, (80) 21,300
County 70 Cen. 35,012, Loc. Est. 35,836
City & RTZ-ABC: (70) 31,363, (80) 32,200

4—HOUSEHOLDS:
City 70 Cen. 3,723, Loc. Est. 4,102
County 70 Cen. 12,007, Loc. Est. 14,497
City Zone ABC: (70) 3,723, (80) 4,100
RTZ-ABC: (70) 6,801, (80) 8,300
City & RTZ-ABC: (70) 10,524, (80) 12,400

5—BANKS: 2 Commercial, Dep. $56,987,000

6—PASSENGER AUTOS: County 19,515

7—ELECTRIC METERS: Residence 3,684

8—GAS METERS: Residence 3,524

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil 275 ($125), Food Proc. 225 ($110), Metal Prods. 400 ($120), Aircraft 1,000 ($140), Medical 600 ($115), Plastics 75 ($115).
Principal Industrial Pay Day Sat.

10-CLIMATE: First killing frost, Oct. 20. Last killing frost, Apr. 15.

11—TAP WATER: Lake water, fairly soft.

12—RETAILING: Principal Shopping Center 7 blocks on 2 sts.
Shopping Centers Winfield Plaza, Gibson's.
Principal Shopping Days Wed., Fri., Sat.
Stores Open Evenings Thu., Shopping Centers 7 days.

13—RETAIL OUTLETS: Department Stores Kerr's, J.C. Penney, Litwin's.
Variety Stores McLellan's, TG&Y.
Discount Stores (CZ) Potter's, Gibson's, Alco, TG&Y, Main Dollar.
Chain Drug Stores (CZ) Rexall, Graves.
Chain Food Supermarkets Albertson's, Drive-In Market, Kroger, Safeway, Dillons, Boogaart's.
Other Chain Stores C.R. Anthony, Goodrich, Firestone, Oklahoma Tire, Gamble, Western Auto, Coast-to-Coast.

14—NEWSPAPERS: COURIER (e) 6,303, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W.W. Keith, Gen. Mgr., COURIER.
National Representatives Landon Associates.

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KENTUCKY SURVEYS

KENTUCKY STANDARD METROPOLITAN STATISTICAL AREAS

Cincinnati, O.-Ky.-Ind.—Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

Clarksville-Hopkinsville, Tenn.-Ky.—Montgomery County, Tenn.; Christian County, Ky.

Evansville, Ind.-Ky.—Gibson, Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.

Huntington-Ashland, W.Va.-Ky.-O.—Cabell and Wayne Counties, W.Va.; Boyd and Greenup Counties, Ky.; Lawrence County, Ohio.

Lexington-Fayette, Ky.—Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.

Louisville, Ky.-Ind.—Bullitt, Jefferson and Oldham Counties, Ky.; Clark and Floyd Counties, Ind.

Owensboro, Ky.—Daviess County.

STANDARD CONSOLIDATED STATISTICAL AREAS

Cincinnati-Hamilton, O.-Ky.-Ind.—Includes Cincinnati, O.-Ky.-Ind. SMSA, Hamilton-Middletown, O. SMSA.

KENTUCKY POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	271	268	309
5-14 Years	651	566	554
15-24 Years	585	668	615
25-44 Years	732	992	1,145
45-64 Years	645	688	699
65 and Over	336	404	430
TOTAL	3,220	3,589	3,752

Based on U.S. Census

KENTUCKY RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	399	656	941
General Mdse.	817	1,192	1,713
Food	1,434	2,490	3,606
Automobiles	1,258	2,292	2,672
Gasoline Stations	543	1,021	1,886
Apparel	274	438	644
Furniture	271	456	631
Eat-Drink Places	393	772	1,070
Drugs	232	354	501
Total Sales	6,161	10,492	14,952

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ASHLAND, KY.

1—LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, W. Va.-Ky.-O. SMSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52 and State Hwys. 168 and 5.

2—TRANSPORTATION: Railroads Chessie System, Norfolk & Western, Barge Lines.
Motor Freight Carriers 12
Intercity Bus Lines Greyhound, Trailway.
Airlines Tri-State Airport, 10 mi. from Ashland; U.S. Air, Piedmont, Tri-State Aviation.

3—POPULATION:
Corp. City 70 Cen. 29,245, Loc. Est. 30,500
CZ ABC: (70) 55,615, (80) 57,100
RTZ-ABC: (70) 108,232, (80) 130,600
SMSA 70 Cen. 286,935, Loc. Est. 300,858
County 70 Cen. 52,376, Loc. Est. 54,269
City & RTZ-ABC: (70) 163,847, (80) 187,700

4—HOUSEHOLDS:
City 70 Cen. 9,954, Loc. Est. 11,960
County 70 Cen. 16,608, Loc. Est. 20,792
SMSA 70 Cen. 91,015, Loc. Est. 110,273
CZ ABC: (70) 17,853, (80) 20,900
RTZ-ABC: (70) 30,966, (80) 43,300
City & RTZ-ABC: (70) 48,819, (80) 64,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$280,190,174
Sav. & Loan Assns.	4	$118,464,522

6—PASSENGER AUTOS: County 35,000

7—ELECTRIC METERS: Residence 22,056

8—GAS METERS: Residence 12,490

9—PRINCIPAL INDUSTRIES (CZ): Steel Sheets, Mine Equip., Chemicals, Brick, Air Prod., Activated Carbon, Nickel Prod., Leather, Garments, Oil Refining, Railroading, RR Car Repair, Coke Mfg., Show Case and Store Fixtures.
Principal Ind. Pay Days Fri., 1, 5, 15, 20.

10-CLIMATE: Min. & Max. Temp.—Spring 36-75, Summer 82-104, Fall 46-92, Winter 0-43. First killing frost, Oct. 31. Last killing frost, May 1.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Centers Winchester Ave. bet. 12th & 18th St., Greenup Ave. bet. 13th & 18th Sts., Carter Ave. bet. 15th & 17th Sts., 13th St. bet. Winchester & Central, 15th bet. Greenup & Central, 16th St. bet. Front & Central, 17th St. bet. Front & Central, 35th and Winchester, Russell Road.
Neighborhood Shopping Centers Winchester Ave., 25th to 30th Sts., 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks, 13th St., Lexington to Oakview 3 blocks, 17th St. at Blackburn Ave., 13th St. and Oakview Rd., South 29th St., 2 on 29th St. & Blackburn, 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Catlettsburg	3	Foodland
Russell	6	Heck's Hills
Ashland Plaza		G.C. Murphy
Midtown Mall		2 Dept. Stores
Oakview		Thrift Drug

Principal Shopping Days Mon., Fri., Sat.
Stores Open Evenings Downtown-Mon.; Food-every night.

13—RETAIL OUTLETS: Department Stores C. H. Parsons, Sears, J.C. Penney, Star Store, K-Mart.
Variety Stores Murphy.
Discount Stores Heck's, Hill's, Woolco.
Chain Drug Stores (CZ) Revco 2, Thrift 2, SuperRx, Begley Drugs.
Chain Food Supermarkets Mussetter's 5, Kroger 2, Miller's, Co-ops, Gateway 4, Key Mkts., Foodland 5, IGA 2.
Other Chain Stores Walker's, Nobil's, Schiff's, Goodrich, Firestone, Collins, Peoples, Pic-Way Shoes, Schiff's Shoes.

14—NEWSPAPERS: INDEPENDENT (e) 25,712, (S) 27,442, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L. Marshall Daniel, Retail Adv. Mgr., INDEPENDENT.
National Representatives Branham Newspaper Sales.

BOWLING GREEN, KY.

1—LOCATION: Warren County, E&P Map C-3, County Seat. Agricultural section. College town, increasing mfg.; tourist center; 65 mi. N of Nashville; 120 mi. S of Louisville, 40 mi. S of Mammoth Cav Nat'l Park. On U.S. Hwy. 31W, 68, 231, State Hwy. 67, 71, 234, 80; Interstate 65 and Green River Parkway.

2—TRANSPORTATION: Railroads Louisville & Nashville.
Motor Freight Carriers 10
Intercity Bus Lines Greyhound, Inc. and Trailblazer.

3—POPULATION:
Corp. City 70 Cen. 36,253, Loc. Est. 38,891
CZ ABC: (70) 36,253, (80) 38,800
RTZ-ABC: (70) 129,755, (80) 146,700
County 70 Cen. 57,432, Loc. Est. 65,971
City & RTZ-ABC: (70) 166,008, (80) 185,500

4—HOUSEHOLDS:
City 70 Cen. 10,988, Loc. Est. 14,009
County 70 Cen. 17,552, Loc. Est. 24,063
CZ ABC: (70) 10,898, (80) 13,300
RTZ-ABC: (70) 41,696, (80) 53,700
City & RTZ-ABC: (70) 52,594, (80) 67,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$284,959,067
Sav. & Loan Assn.	2	$133,462,025

6—PASSENGER AUTOS: 35,000

7—ELECTRIC METERS: Residence 15,686

8—GAS METERS: Residence 12,646

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—Garments 1,315 ($124), Auto Parts 1,932 ($149), Wood-working 35 ($124), Laundry equipment 230 ($136), Wood Products 221 ($136), Mattresses and Springs 46 ($124), Controls 834 ($178), Portable Heavy Equipment 448 (N.A.), Crane and Excavator Manufacture 534 (N.A.), Tire Cord Fabric 712 (N.A.).

10-CLIMATE: Min. & Max. Temp.—Spring 44-85, Summer 58-89, Fall 28-71, Winter 25-57. First killing frost, Oct. 20. Last killing frost, Mar. 26.

11—TAP WATER: Alkaline, soft, fluoridated.

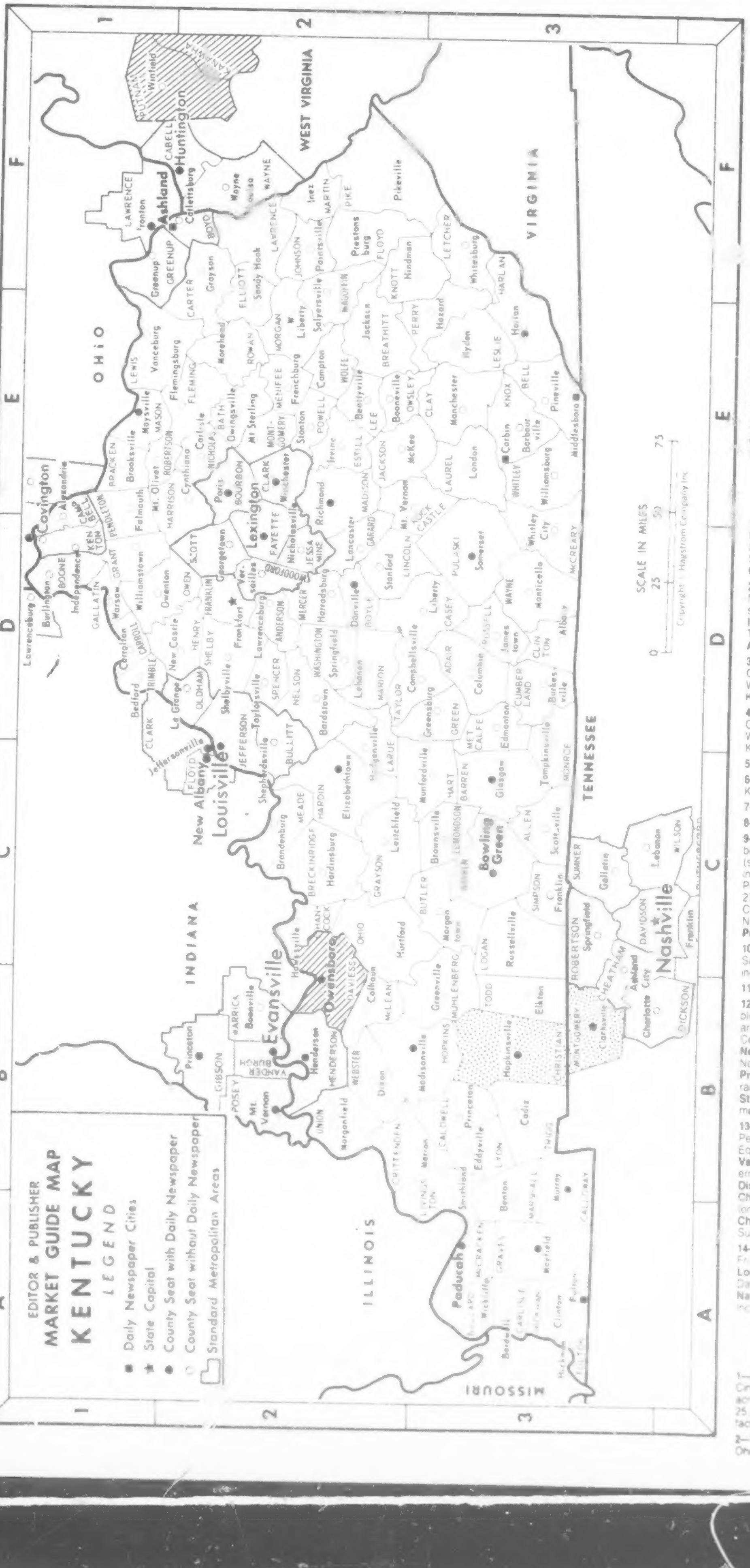
12—RETAILING: Principal Shopping Center Parts of State, College and Main Sts. & Public Square, 31-W By-Pass, Nashville, Russellville & Scottsville-Louisville Roads, Fairview Ave., Broadway.
Neighborhood Shopping Centers Broadway, By Pass—31 W Alternate, Russellville Rd., Scottsville Rd., 31 W South, Fairview Avenue.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bowling Green Mall	30	Woolco
Fairview Plaza	16	Reeves, K-Mart
Western Gtwy.	15	Rose's, Houchen's
Bowling Green	11	Big K, Kroger
Kings Plaza	14	King's Treasury Drug
Northgate Ctr.		Gibson's, Reeves
Greenwood Mall	67	Ben Snyders Castner Knott, J.C. Penney, Osco

Principal Shopping Days Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores Sears, Pushin's, J.C. Penney, Norman's, Caster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● County Seat with Daily Newspaper
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Bowling Green
Paducah
Nashville
Corbin
Middlesboro
A
B
C
D
E
F
1
2
3

Knott, Woolco, King's Department Store, Rose's, Big K, K-Mart, Ben Snyder

Discount Stores (CZ) Gibson, Factory Return Shoes, Plaza Discount

Variety Stores Woolworth, TG&Y Stores

Chain Drug Stores (CZ) SuperRx 2, Taylor's 2, Carpenter-Dent-Sublett 3, Treasury, Osco

Chain Food Supermarkets Kroger's 1, Houchins 6, C B Food Store 3, Reeves 3, Campbell's 3, Moore Bros I G A 1, Tucker's Minit Mkts 2, Winn-Dixie

Other Chain Stores Firestone, Singer Co, Dollar Bros (shoes); Sherwin-Williams (paint); Pittsburgh Paint, S&H Green Stamps; Thom McAn; Goodyear; Mary Carter Paint, Zale Jewelers, Dollar General Stores, Radio Shack, Western Auto, Adams Shoes, Nobil Shoes; So Fro; Remnant House; Hancock Fabric; Pic Way; Payless, Golden Farley, Sportswear Mart, Behr's, Fashion Shop; Poppe Shoppe, Connie Shoes, Dalton Books, Naturlizer; Parklane Hosiery; B & B Service Center; Hallmark, Morrisons; Merle Norman; Grandma Loves Cookies, Connie Shoes, General Nutrition Center, Richman Brothers; Ormand Music land, Gallen Kamp Shoes; Clifford's Jewerlry, Orange Julius; Ptaranel Korn; Brook; Command Performance; Kenney Shoes; Earring Tree; Walden Books

14—NEWSPAPERS: PARK CITY NEWS (e-Mon to Fri) 18,675, (S) 21,409; Mar 31, 1980 ABC

Local Contact for Advertising and Merchandising Data: Mary Gaines, Gen Adv Mgr, PARK CITY NEWS

National Representatives Branham/Newspaper Sales

CORBIN, KY.

1—LOCATION: Whitley & Knox Counties, E&P Map E-3 Junction of Whitley-Knox, Laurel Counties Lexington, Ky, 87 mi N Knoxville, Tenn, 100 mi S On U.S Hwys 25, 25-E, 25-W & State Hwys 6, 90, 26,312, Interstate 75

2—TRANSPORTATION: Railroads Louisville & Nashville RR 2, Motor Freight Carriers, Consolidated Freightways, United Trucking Co

Intercity Bus Lines Greyhound, Trailways, Ken-Ten; Indian Creek Bus

Airlines Piedmont

3—POPULATION:

Corp City 70 Cen 7,317, Loc Est 11,442
Whitley Co 70 Cen 24,145, Loc Est 33,373
Knox Co 70 Cen 23,689, Loc Est 28,661

4—HOUSEHOLDS:

City 70 Cen 2 623 Loc Est 4,750
Whitey Co 70 Cen 7,524 Loc Est 12,162
Knox Co 70 Cen 6,978, Loc Est 9,854

5—BANKS: 2 Comm, Dep $83 924,000

6—PASSENGER AUTOS:

Knox Co 9,420, Whitley Co 16,128

7—ELECTRIC METERS: Residence 3,192

8—GAS METERS: Residence 5,009

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Railroad (shops, yards, offices) 1,121 ($300), Coal Cleaning Plant 67 ($354), Bricks 60 ($198), Electrical Pdts (325 emp) ($189), Woven Wire Products 279 ($210), Greeting Cards 1,157 ($201), National Cash Register NA ($223), Certainteed Products NA ($220)

Principal Industrial Pay Days Sat, 14 & 29

10-CLIMATE: Min & Max Temp—Spring 40-75, Summer 60-90, Fall 30-70, Winter 20-60 First killing frost Oct 3 Last killing frost Apr 1

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center 6 blocks on Main St, 2 on Center St, and a 4 block area in South Corbin and Trademart Shopping Center

Neighborhood Shopping Centers In East North and West Corbin

Principal Shopping Days Sat Mon Fri, and railroad paydays, twice monthly

Stores Open Sundays Drug, Grocers, Department and Discount Stores

13—RETAIL OUTLETS: Department Stores J C Penney, Belk-Simpson, Daniel's, Rose's, Heavy Equipment Whayne Supply

Variety Stores Newberry, Dollar Stores, Southern Dollar Stores, Hobb's

Discount Stores Howard Bros, S & T Hdwr

Chain Drug Stores (CZ) Huff (Walgreen), Collongin (Rexall), Begley's (Walgreen)

Chain Food Supermarkets IGA 2, Convenient Super 2, Piggly Wiggly, Kroger's, Pic Pac

14—NEWSPAPERS: TIMES-TRIBUNE (e-Mon to Fri) 8 207, (S) 8 392, sworn Mar 31, 1980

Local Contact for Advertising and Merchandising Data John L Crawford, Pub TIMES-TRIBUNE

National Representatives Landon Associates Inc

COVINGTON, KY.

1—LOCATION: Kenton County, E&P Map D-1 (in Cincinnati, O -Ky -Ind SMSA) Northern Kentucky across Ohio River from Cincinnati, O U S Hwys 25, 27, 42, 127, I-75, I-71 service the area Manufacturing and agriculture center

2—TRANSPORTATION: Railroads Chesapeake & Ohio; Louisville & Nashville, Southern

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,491,662	13,796,165	14,951,793	1,454	940,569	1,080	1,712,682	5,603	3,605,636	2,736	2,672,478	3,452	1,885,826	2,045	643,973	2,068	631,007	4,413	1,069,558	910	501,474
STANDARD METROPOLITAN STATISTICAL AREAS																					
Cincinnati, O.-Ky.-Ind.	4,754,713	6,094,641	6,494,438	440	245,020	204	1,137,611	1,661	1,445,531	547	1,017,798	1,030	753,093	639	247,501	706	286,324	2,341	624,102	311	200,372
Clarksville-Hopkinsville, Tenn-Ky.	453,433	519,525	543,654	47	41,789	43	81,815	160	100,476	121	126,739	140	49,013	91	20,828	103	26,379	196	36,994	28	13,465
Evansville, Ind.-Ky.	1,055,812	1,362,715	1,453,827	141	96,634	67	199,241	241	280,053	241	258,543	274	162,902	157	94,827	204	69,487	560	123,462	71	47,154
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,201,006	1,287,244	106	88,697	69	197,429	388	314,806	212	206,203	261	133,254	137	64,086	178	69,409	369	80,611	69	41,118
Lexington-Fayette, Ky.	1,147,064	1,367,206	1,446,199	97	65,474	68	222,442	329	306,731	152	244,328	251	167,181	208	83,181	186	55,673	428	120,537	73	42,408
Louisville, Ky.-Ind.	3,099,125	3,866,679	4,122,672	279	196,735	145	638,062	855	877,709	465	731,997	669	461,822	389	169,877	471	192,668	1,300	377,616	215	138,493
Owensboro, Ky.	302,055	417,707	454,331	39	35,765	17	63,735	105	95,178	102	32,765	77	39,453	65	25,066	65	23,978	128	34,685	24	15,351
COUNTIES, Cities																					
ADAIR	27,757	40,716	44,804	6	3,029	9	1,689	39	14,697	18	9,200	19	6,456	11	1,300	7	2,387	13	1,903	3	1,304
ALLEN	26,406	35,520	38,431	8	5,208	7	2,689	32	13,330	16	4,987	16	5,409	7	476	4	671	11	1,900	4	1,620
ANDERSON	24,637	33,253	36,003	3	1,460	4	2,438	13	9,484	11	7,526	19	6,369	10	1,455	7	703	17	1,603	3	1,241
BALLARD	23,946	37,829	42,231	6	3,272	2	491	20	13,036	8	11,267	17	7,861	3	254	5	373	17	1,686	4	858
BARREN	107,708	144,371	156,112	22	13,711	10	13,031	58	35,334	39	25,769	52	22,672	31	7,599	31	9,352	53	10,982	12	5,734
Glasgow	83,485	113,562	123,124	16	10,341	8	10,725	40	29,289	32	23,031	34	12,133	23	6,385	28	9,223	31	6,822	10	4,984
BATH	12,159	19,057	21,247	2	965	4	923	25	5,453	13	4,675	13	4,670	3	806	4	1,043	10	733	2	514
BELL	113,571	158,330	172,488	18	18,086	13	16,248	82	46,164	24	27,702	30	18,144	30	10,724	23	8,487	30	7,120	14	7,912
Middlesborough	79,955	112,467	122,720	11	15,241	7	13,854	34	30,080	18	21,106	16	10,070	22	7,996	17	6,627	18	4,702	9	5,202
BOONE	218,583	349,965	391,791	20	14,620	10	89,929	51	64,085	25	36,969	53	93,626	48	20,725	23	6,692	65	32,271	12	8,090
BOURBON	39,832	63,577	71,115	8	3,093	4	2,774	23	25,419	10	13,464	18	8,730	10	3,458	7	1,668	25	4,858	5	2,609
Paris	36,630	58,191	65,378	7	2,979	4	2,774	18	22,502	8	12,669	12	7,187	9	3,356	7	1,668	22	4,685	5	2,609
BOYD	220,242	291,618	314,464	34	23,891	16	76,056	63	64,057	59	50,317	53	30,451	36	15,961	38	15,794	44	17,332	17	10,083
Ashland	196,667	261,066	281,635	25	20,942	13	71,285	43	55,764	52	48,629	40	25,288	34	15,553	29	14,446	36	14,715	13	9,374
BOYLE	81,198	102,304	109,399	15	6,015	10	18,489	32	25,826	19	18,680	27	11,586	15	2,507	20	3,329	25	7,390	9	3,154
Danville	62,377	74,275	78,460	12	5,302	4	11,098	19	15,696	16	18,325	20	8,950	11	2,175	16	2,323	20	5,374	8	2,843
BRACKEN	11,268	14,004	14,916	4	2,070	5	1,106	18	4,376	6	3,690	6	1,614			3	508	9	901	2	325
BREATHITT	28,323	45,937	51,538	7	4,658	9	5,625	50	13,099	13	11,689	11	7,027	8	2,108	5	2,223	14	1,772	3	1,302
BRECKINRIDGE	35,321	50,794	55,696	5	2,032	5	1,827	35	22,629	17	8,363	31	8,969	12	1,971	10	1,291	18	2,062	6	2,534
BULLITT	39,254	67,054	75,932	16	8,745	3	2,597	18	15,876	16	8,392	30	24,381	5	393	8	3,507	12	4,286	5	2,120
BUTLER	19,420	29,601	32,815	2	1,145	1	277	25	10,524	12	8,547	11	6,359	7	982	7	807	9	1,007	3	1,377
CALDWELL	48,001	67,870	74,130	11	4,493	6	4,840	15	15,897	14	21,924	23	7,076	14	3,776	8	2,731	18	3,149	6	2,535
CALLOWAY	101,891	133,197	143,262	18	10,227	9	9,816	44	29,371	60	40,590	25	13,238	36	10,238	27	5,928	37	10,256	10	3,935
Murray	98,601	129,758	139,719	15	9,981	8	9,498	33	23,060	55	40,160	21	12,669	36	10,238	23	5,761	35	10,095	10	3,935
CAMPBELL	217,225	283,622	305,140	20	8,909	10	28,371	108	86,139	53	47,692	54	35,165	19	6,629	31	9,901	176	34,269	20	15,843
CARLISLE	12,879	19,866	22,074	3	1,235	2	366	13	5,427	8	6,280	12	6,239	2	203	3	180	4	666	2	894
CARROLL	20,420	26,997	29,112	5	1,254	4	1,212	23	7,594	10	5,427	13	5,494	8	1,216	5	969	18	2,464	2	1,130
CARTER	56,091	86,638	96,307	11	10,583	10	7,065	38	27,894	14	13,633	28	17,256	13	4,062	17	5,742	16	2,843	5	2,783
CASEY	21,175	29,967	32,748	8	4,402	8	1,931	38	12,860	14	4,541	15	4,016	8	1,452	7	1,142	15	1,128	2	50
CHRISTIAN	192,524	207,914	215,455	21	14,069	22	29,499	81	42,702	53	43,527	74	21,217	46	10,587	36	9,394	79	13,244	14	5,637
Hopkinsville	140,603	149,640	154,609	17	12,866	13	8,740	48	34,833	43	36,010	54	15,325	39	8,222	31	8,675	57	9,705	12	4,899
CLARK	91,050	121,435	131,190	9	10,887	8	12,218	51	33,714	21	26,795	22	12,442	19	4,104	12	4,050	43	13,644	7	3,901
Winchester	89,762	79,671	85,302	9	10,887	8	12,218	48	3,479	21	26,795	22	12,442	19	4,104	12	4,050	42	1,462	7	430
CLAY	47,935	76,775	85,917	6	3,051	8	4,321	64	29,896	24	21,828	21	9,757	14	3,147	15	6,010	17	1,991	4	3,060
CLINTON	17,165	25,703	28,396	5	2,341	8	1,678	24	9,174	16	5,097	20	4,289	8	773	9	1,211	8	1,308	2	435
CRITTENDEN	19,439	23,843	25,335	5	1,346	3	912	9	9,836	10	5,611	8	2,339	6	1,353	6	755	6	732	2	1,076
CUMBERLAND	13,439	21,185	23,642	2	1,022	5	876	21	7,991	4	5,349	14	3,442	4	620	3	503	6	1,413	2	1,077
DAVIESS	302,055	417,707	454,331	39	35,765	17	63,735	105	95,178	102	82,765	77	39,453	65	25,066	65	23,978	128	34,685	24	15,351
Owensboro	282,032	388,404	422,093	29	31,742	16	63,574	78	83,612	95	80,038	65	33,324	63	24,726	65	23,978	114	32,347	22	14,044
EDMONSON	9,158	10,296	10,759	4	554	4	586	22	3,276	10	1,478	9	1,228	4	220	4	441	4	1,097	2	475
ELLIOTT	4,651	5,355	5,622	1	304	2	344	11	2,344	2	694	5	915	1	139	1	76	2	133	1	397
ESTILL	30,448	47,819	53,313	2	592	8	2,270	40	14,982	9	16,538	13	7,004	9	1,607	7	1,120	11	2,020	4	2,797
FAYETTE	901,113	1,024,519	1,072,634	61	42,183	41	201,201	180	193,113	88	180,759	158	111,976	156	72,702	143	45,461	294	89,093	45	27,961
[1]Lexington	901,113	1,024,519	1,072,634	61	42,183	41	201,201	180	193,113	88	180,759	158	111,976	156	72,702	143	45,461	294	89,093	45	27,961
FLEMING	30,511	45,721	50,495	5	5,652	5	1,125	32	11,549	16	18,043	13	3,996	7	1,242	9	3,346	9	1,028	5	2,465
FLOYD	132,736	162,686	172,790	30	13,234	27	10,845	110	36,269	26	59,836	64	20,307	30	6,038	33	5,781	31	5,000	12	5,358
FRANKLIN	128,033	198,598	220,961	22	20,021	6	18,325	61	60,536	25	29,171	36	31,582	34	13,283	24	[illegible]	71	19,088	11	8,384
Frankfort	127,198	197,521	219,804	22	20,021	6	18,325	61	60,536	25	29,171	35	30,816	34	13,283	24	6,768	71	19,088	11	8,384
FULTON	41,328	54,221	58,392	11	2,738	7	6,586	24	16,792	8	8,029	19	8,906	11	1,536	15	2,636	20	1,997	4	1,116
Fulton	33,689	44,134	47,615	7	2,011	5	5,666	10	12,789	6	7,046	10	6,597	8	1,462	11	2,293	10	1,431	2	843
GALLATIN	8,776	13,514	15,018	3	877	1	140	11	4,567	1	1,273	8	3,524	3	32	3	[illegible]	12	1,705	1	386
GARRARD	19,948	28,644	31,386	4	3,152	3	1,021	20	6,463	7	3,142	14	3,111	4	761	4	2,088	10	1,559	5	1,442
GRANT	33,830	58,760	66,830	9	2,966	4	1,473	20	8,848	15	15,384	23	23,549	6	578	7	1,916	19	7,751	2	1,090
GRAVES	89,845	119,014	128,416	14	9,342	9	8,495	56	29,334	33	31,657	30	13,476	32	9,003	21	6,986	35	5,047	12	5,718
Mayfield	82,914	111,830	121,022	10	9,181	9	8,495	28	26,228	26	31,422	21	11,662	30	8,887	19	6,847	22	4,310	11	5,617
GRAYSON	42,766	59,659	65,012	17	7,328	9	3,266	39	18,467	25	10,662	21	10,291	13	2,315	12	3,392	21	2,270	6	2,390
GREEN	19,864	28,900	31,756	5	4,245	9	2,602	27	10,929	10	4,971	11	4,248	7	824	12	1,060	11	1,074	2	514
GREENUP	58,149	75,837	81,573	6	3,275	10	6,267	48	31,393	19	12,815	30	11,255	11	3,381	14	2,981	21	2,880	7	1,877
HANCOCK	8,617	12,180	13,313	2	315			14	5,992	2	1,801	10	3,502	4	407			7	833	2	208
HARDIN	230,706	267,914	281,652	32	21,930	14	19,730	67	47,003	65	67,149	74	58,078	46	8,606	44	10,963	78	21,895	11	5,343
Elizabethtown	135,691	157,334	165,306	16	15,618	8	11,435	27	28,993	31	43,600	38	25,096	26	5,276	26	6,113	41	13,765	7	3,738
HARLAN	109,322	135,332	144,099	12	4,214	18	14,208	107	58,401	30	13,772	33	15,328	18	5,079	26	11,157	29	5,308	11	4,067
Harlan	55,409	68,342	72,653	4	1,759	7	11,325	18	24,719	8	8,853	9	5,185	12	3,676	9	6,312	10	2,688	6	2,614
HARRISON	34,031	45,942	49,740	10	3,391	8	4,900	20	12,499	11	6,627	15	6,341	12	2,254	9	2,696	19	2,994	7	2,628
HART	35,043	46,589	50,84[illegible]	9	6,788	11	2,810	30	14,134	17	9,940	25	6,789	11	1,992	10	1,723	15	918	5	1,705
HENDERSON	139,396	190,048	204,994	21	14,651	12	14,421	49	41,180	29	43,420	37	32,122	25	16,338	25	9,819	74	12,852	9	5,220
Henderson	137,693	183,055	197,584	21	14,651	12	14,421	42	35,739	28	42,047	35	32,112	25	16,338	25	9,819	67	12,495	9	5,220
HENRY	25,151	37,491	41,382	7	909	9	3,860	24	14,030	6	9,305	19	4,857	5	343	7	1,944	17	2,412	3	1,488
HICKMAN	8,845	11,711	12,633	4	1,974	3	234	7	5,648	3	1,519	4	960	2	425	2	52	5	319	2	506
HOPKINS	141,902	171,500	181,726	23	15,529	15	19,978	69	48,085	42	36,506	48	23,542	23	8,709	26	6,418	35	7,679	11	6,062
Madisonville	116,433	141,749	150,388	15	12,678	11	18,763	33	38,689	30	33,668	30	11,823	20	8,497	19	5,958	26	7,085	7	5,332
JACKSON	14,256	19,396	21,032	4	1,586	9	1,380	32	5,608	12	3,797	16	2,349	4	418	4	223	13	4,492	3	224
JEFFERSON	2,524,826	3,107,215	3,306,473	193	148,992	114	523,694	685	713,419	345	568,987	481	329,730	335	142,157	377	158,039	1,070	322,681	177	110,737
Louisville	1,106,870	1,236,086	1,289,642	86	48,919	45	132,826	410	319,322	139	187,858	229	131,712	150	46,657	169	67,780	657	160,498	97	52,938
JESSAMINE	48,254	64,904	70,217	7	5,527	3	2,179	34	25,527	14	11,204	16	8,408	5	442	10	1,915	16	2,829	6	2,265
JOHNSON	71,564	105,648	116,378	9	17,356	11	7,717	49	26,758	19	20,826	20	14,203	15	5,176	10	9,194	22	4,998	6	4,466
KENTON	392,101	497,289	532,110	38	24,456	12	48,344	178	151,691	55	72,729	92	68,449	32	9,959	54	22,668	249	51,534	33	30,806
Covington	213,707	256,965	271,934	19	11,489	7	15,458	88	61,102	32	65,464	37	28,890	17	7,515	29	13,276	147	26,271	18	11,670
KNOTT	18,248	28,085	31,205	8	3,236	7	2,807	49	12,000	11	2,318	22	5,437	8	1,443	6	284	8	427	3	698
KNOX	63,246	102,196	114,633	16	11,026	6	7,633	66	44,919	26	9,188	19	14,264	15	2,789	18	3,148	20	9,087	7	6,564
LARUE	25,067	36,049	39,530	6	1,034	5	1,634	18	12,096	10	5,820	22	8,656	7	1,992	10	1,862	13	1,498	4	1,237
LAUREL	99,710	126,494	135,299	13	7,605	9	10,072	67	26,190	33	31,923	36	30,319	19	3,841	17	5,409	25	7,038	6	4,518

COVINGTON—continued

Airlines: American; Delta; Eastern; North Central; Piedmont; TWA; Pan American; U.S. Air
Bus Lines: Greyhound; Trailways; Transit Authority of Northern Kentucky.

3—POPULATION:
Corp. City 70 Cen. 52,535; Loc. Est. 38,604
City Zone 271,490
County 70 Cen. 129,440; Loc. Est. 136,660
SMSA 70 Cen. 1,385,653; Loc. Est. 1,384,810
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 18,134; Loc. Est. 15,756
County 70 Cen. 40,326; Loc. Est. 48,035
SMSA 70 Cen. 430,771; Loc. Est. 497,135

5—BANKS: 40 Savings Banks; 35 Sav. & Loan Assns.

6—PASSENGER AUTOS: County 72,045

12—RETAILING: Kenton County: Covington 15 block radius; Erlanger and Elsemere 6 block radius; Ludlow 4 block radius; Campbell County: Newport 10 block radius; Bellevue and Dayton 6 block radius; Fort Thomas 6 block radius; Boone County: Burlington 4 block radius; Florence 6 block radius; Hebron 3 block radius; Walton 4 block radius.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Crestview Mall		Mc Alpins
Edgewood	9	K-Mart, Gray Drug, Liberal
Expressway	7	Kroger, Rinks
Florence Mall	12	J.C. Penney, Shillito's, Pogues, Sears, Gray Drug, Lerner, Thom McAn, Dawahare's, Radio Shack
Latonia	4	Twin Fair, Liberal Mkt., Value City, Walgreen
Newport	1	J.C. Penney, Kroger, Walgreen
Newport Mall	1	Thriftiway Mkt., Becker Drugs
Zayre's	5	Zayre's, Walgreen, McHales

Principal Shopping Days: Fri. and Sat.
Stores Open Evenings: All in shopping centers, Monday thru Friday. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue and Dayton open Friday.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Mc Alpins; Covington and Newport; Shillito's Pogues; Sears.
Discount Stores: Rinks, Ontario; Van Leunenhs; Twin Fair; K-Mart; Zayre; Value City; Gold Circle.
Variety Stores: Kresge; Woolworth; Ben Franklin.
Chain Drug Stores: Gray; SuperRx; Walgreen; Becker; Sav-All.
Chain Food Stores: Kroger 8; Thriftway 3; IGA 7; Food Mart 1; Liberal 2; Stop-N-Go 9; Remke's 2; King Kwik 8; U-Tote-M Foods 7.
Other Chain Stores: Goodrich; Goodyear; Firestone; Western Auto; Richman Bros. Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14—NEWSPAPERS: KENTUCKY-POST (e) 52,308 March 31,1980 ABC. this circulation is included in CINCINNATI POST (Third Edition).
Local Contact for Advertising and Merchandising Data: Charles E. Hammond Adv Sales Mgr., KENTUCKY POST (Covington, Ky.).
National Representatives: Gannett Newspaper Advertising Sales.

DANVILLE, KY.

1—LOCATION: Boyle County, E&P Map D-2, County Seat. 36 mi. SSW of Lexington.

2—TRANSPORTATION: Railroads: Southern, L&N
Motor Freight Carriers: 5
Intercity Bus Lines: Greyhound; Trailways

3—POPULATION:
Corp. City 70 Cen. 11,542; Loc. Est. 12,228
CZ ABC: (70) 11,542; (80) 11,800
RTZ-ABC: (70) 59,622; (80) 66,700
County 70 Cen. 21,090; Loc. Est. 23,769
City & RTZ-ABC: (70) 71,164; (80) 78,500

4—HOUSEHOLDS:
City 70 Cen. 3,870; Loc. Est. 4,931
County 70 Cen. 6,822; Loc. Est. 9,012
CZ ABC: (70) 3,869; (80) 4,500
RTZ-ABC: (70) 18,980; (80) 24,200
City & RTZ-ABC: (70) 22,849; (80) 28,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$84,079,000
Sav. & Loan Assn.	2	$58,075,805

6—PASSENGER AUTOS: County 13,054

7—ELECTRIC METERS: Residence 5,754

8—GAS METERS: Res. County 5,087

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners Avg Wkly Wage—Textile, 400 ($160; Glass, 400 ($180); Shoe Mfg. 257 ($130); Furniture, 145 ($130); Machine, 79 ($130); Distribution, 640 ($160); Appliance, 650 ($210); Auto Equip., 525 ($150); Bottling, 50 ($135); Conveyor, 488 ($220); Plastics, 25 ($170)
Principal Industrial Pay Days: Thurs., Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Downtown Shopping Center: 4 blocks on Main; 1 on North 4th; 1 on North 3rd; 1 on South 3rd.
Neighborhood Shopping Centers: 1 Block on S 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Greenleaf	2	Super Key Mkt
Danville Manor	2	Rose's, Winn-Dixie
Danville Sq	2	Big-K, Super-Valu, Sav-Rite
Ridgefield	2½	Kroger,K-Mart

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Downtown Fri. & Mon., Danville Manor, Danville Square & Ridgefield every weekday night and Sunday.

13—RETAIL OUTLETS: Department Stores: Hub-Frankels, Louisville Store, Rose's, Heck's, Big K, K-Mart.
Chain Food Supermarkets: Kroger; A&P; Super Key Market, Winn-Dixie, Super-Valu, Foodtown.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	30,727	44,673	49,065	3	1,842	5	742	34	19,122	13	11,967	14	6,294	3	1,014	8	2,349	6	1,237	3	2,453
LEE	15,450	23,793	26,430	2	1,366	8	1,567	27	8,161	11	6,358	6	2,551	1	500	4	176	5	689	3	1,374
LESLIE	14,056	24,547	27,947	4	1,069	8	3,338	43	10,372	11	1,565	15	3,951	3	862	10	1,934	7	692	1	2,302
LETCHER	53,019	54,613	56,103	9	4,213	17	6,321	91	21,347	29	6,091	28	6,165	10	2,253	17	3,552	23	1,371	8	1,296
LEWIS	15,945	29,288	33,672	4	2,307	3	1,450	28	10,888	17	4,538	13	7,551	4	2,619	6	487	8	1,174	2	60
LINCOLN	31,605	57,462	65,912	12	9,952	6	951	48	19,364	13	11,872	28	11,500	8	1,828	6	3,376	16	1,067	5	1,959
LIVINGSTON	11,402	13,408	14,137	3	268	3	249	23	4,291	8	1,194	21	2,772	1	42	1	40	12	2,027	3	674
LOGAN	53,316	78,378	86,279	15	6,489	13	5,728	36	25,381	23	18,440	28	10,811	13	2,932	23	4,222	24	3,986	9	3,839
LYON	9,136	17,444	20,208	2	402	2	712	7	9,157	3	1,492	11	4,574	2	437	3	82	7	1,386	2	584
MCCRACKEN	284,457	346,795	368,056	27	31,632	14	54,607	65	69,606	67	60,953	57	24,797	62	22,064	62	21,102	107	24,615	22	18,671
Paducah	241,102	292,162	309,695	25	28,874	12	42,512	51	56,023	55	54,421	51	21,166	56	20,279	59	20,728	96	22,185	19	11,060
MCCREARY	18,787	32,672	37,171	6	2,542	6	863	40	16,239	16	4,353	17	6,335	8	1,592	8	1,380	7	995	1	1,223
MCLEAN	19,064	23,573	25,085	7	1,343	3	1,020	17	7,569	7	7,968	11	2,700	1	27	7	1,696	14	671	4	793
MADISON	154,267	181,564	191,201	22	15,974	12	14,216	84	41,212	44	29,011	52	30,694	40	8,393	26	3,953	70	21,878	12	5,372
Richmond	113,992	136,838	144,801	16	13,738	7	11,781	48	30,569	25	16,518	31	21,517	27	7,373	21	3,178	49	15,954	7	4,915
MAGOFFIN	16,617	28,250	32,006	6	2,092	9	5,766	33	10,268	9	1,310	16	8,162	1	257	6	789	7	612	3	1,979
MARION	31,681	48,750	54,155	7	4,216	10	4,982	21	20,357	15	3,020	18	4,864	9	2,715	7	1,846	23	2,914	4	1,744
MARSHALL	78,355	112,474	123,189	12	15,721	14	8,162	53	23,995	49	40,989	24	18,999	12	2,538	12	1,458	31	2,617	5	3,563
MARTIN	22,553	36,702	41,210	5	4,164	6	857	21	15,425	5	8,845	10	4,418	6	897	7	3,057	13	1,024	4	1,278
MASON	63,391	80,163	85,698	9	3,389	5	7,312	31	25,247	15	12,202	18	6,491	20	7,618	10	3,488	33	4,333	10	4,079
Maysville	60,755	77,771	83,443	9	3,389	4	7,048	25	24,599	13	11,910	15	[illegible]	20	7,618	9	3,427	27	3,884	10	4,079
MEADE	24,576	32,323	34,832	7	901	4	905	20	10,768	9	6,979	13	[illegible]	6	981	7	433	20	3,300	2	591
MENIFEE	3,122	4,560	5,014	1	136	3	1,656	14	959	1	654	4	612	2	9	2	338	2	48	1	345
MERCER	45,135	55,845	59,445	7	5,177	6	1,659	28	15,983	28	11,727	25	8,454	11	2,391	13	3,613	15	3,689	8	3,223
METCALFE	13,286	20,126	22,283	3	2,691	3	926	19	7,424	7	4,764	9	3,249	5	488	5	708	11	909	3	446
MONROE	23,794	32,810	35,667	7	4,128	5	1,087	30	13,739	18	5,341	14	3,787	16	1,706	7	777	12	1,111	5	1,898
MONTGOMERY	70,115	89,298	95,598	11	5,251	8	8,774	36	28,080	42	15,700	25	12,769	11	3,441	12	3,154	25	4,291	7	3,921
MORGAN	39,616	62,169	69,270	7	8,123	4	3,711	32	13,737	10	27,027	11	3,757	5	1,343	6	2,562	7	1,523	2	535
MUHLENBERG	94,075	106,642	111,583	14	3,856	9	6,588	62	33,100	21	30,864	34	10,844	21	4,836	16	4,219	24	3,589	6	3,187
NELSON	59,822	85,034	92,997	13	4,397	12	6,210	40	24,599	22	14,893	28	11,817	15	2,981	15	4,056	26	5,639	7	4,992
NICHOLAS	9,725	13,848	15,155	3	906	1	384	11	6,529	10	1,905	6	1,912	5	583	3	552	6	622	2	774
OHIO	46,705	57,156	60,717	8	1,786	7	1,774	35	19,815	15	14,861	30	10,941	13	1,670	11	1,450	23	2,998	6	2,954
OLDHAM	49,196	88,701	100,661	10	7,989	5	4,841	11	18,522	15	37,680	22	17,763	2	172	5	3,052	17	3,516	4	2,829
OWEN	14,255	17,809	18,983	3	672	3	577	12	6,065	5	6,820	8	1,935	3	326	5	233	6	732	2	1,049
OWSLEY	5,205	8,899	10,093			6	675	23	[illegible]	2	614	5	1,127			1	115	2	239	1	402
PENDLETON	13,724	20,399	22,503	6	1,682	3	1,692	14	7,126	7	3,528	7	3,195	3	410	4	37	8	799	3	600
PERRY	96,623	143,980	158,946	12	12,488	14	20,187	112	42,733	21	21,852	41	20,889	12	5,013	25	5,822	42	7,989	6	2,723
PIKE	190,530	238,567	254,530	37	20,764	29	32,500	194	69,917	47	52,887	71	25,161	39	10,966	38	9,395	61	11,296	9	4,163
POWELL	12,750	22,771	26,043	5	4,589	9	839	20	9,468	14	1,722	11	5,503	3		3	655	12	1,615	2	186
PULASKI	145,125	204,333	224,132	28	22,276	14	19,110	98	62,658	68	42,669	51	27,795	31	7,851	31	9,355	51	12,695	9	5,452
Somerset	123,770	175,881	192,321	21	16,080	10	18,104	54	51,164	49	37,216	35	22,678	25	7,082	28	9,160	44	11,963	8	5,398
ROBERTSON	1,995	3,156	3,523	2	146	1	301	5	1,431	1	834	1	504	1	181			1	126		
ROCKCASTLE	20,307	36,246	41,454	6	934	14	2,379	28	13,602	14	3,237	24	13,269	4	464	8	1,199	11	2,222	3	890
ROWAN	51,068	51,717	52,941	10	3,255	8	5,997	32	14,961	18	8,822	18	7,005	12	2,323	8	748	21	4,886	5	2,077
RUSSELL	28,997	36,163	38,544	10	4,485	10	1,952	24	11,004	18	8,018	23	5,804	13	1,374	8	884	14	1,193	4	1,485
SCOTT	35,964	50,374	54,961	7	2,122	6	2,600	24	15,030	11	7,872	21	13,614	11	1,806	7	1,448	18	5,424	5	2,603
SHELBY	60,801	85,339	93,084	10	10,558	9	8,230	28	23,768	14	20,212	17	9,527	15	2,826	13	1,871	24	6,196	5	3,024
SIMPSON	46,389	60,512	65,096	9	7,603	4	1,863	30	15,873	15	9,492	22	14,543	9	2,322	11	3,260	13	3,810	6	1,830
SPENCER	7,568	10,541	11,486	2	1,358	1	723	14	3,602	3	311	6	1,434	1	82	1	428	6	685	1	497
TAYLOR	51,908	71,356	77,532	12	5,781	7	5,121	39	20,526	25	12,541	24	8,090	23	4,922	21	3,166	25	5,529	4	2,753
TODD	19,446	25,248	27,139	3	582	6	619	30	9,849	12	4,083	13	4,907	7	756	8	1,334	10	2,035	4	1,177
TRIGG	21,701	28,853	31,147	5	1,860	3	1,202	25	11,096	9	5,872	10	3,090	4	517	5	1,082	10	1,844	4	1,754
TRIMBLE	3,460	6,047	6,892	1	214			5	1,159	1		5	3,492			2	185	4	603	1	293
UNION	36,680	50,664	55,105	9	2,675	5	4,211	29	18,189	13	7,037	22	7,121	8	2,392	14	1,961	29	2,869	5	1,682
WARREN	259,035	340,229	366,570	37	24,910	23	45,702	102	79,934	57	56,058	71	35,944	60	18,380	52	16,474	106	31,832	15	10,511
Bowling Green	237,812	319,077	344,985	34	23,164	16	35,295	77	77,980	54	56,007	61	34,112	52	16,242	49	16,149	101	31,535	14	9,055
WASHINGTON	19,955	31,020	34,514	3	1,858	8	1,341	14	7,955	10	11,027	12	4,491	5	1,138	5	1,708	8	1,124	3	1,303
WAYNE	29,721	45,379	50,331	9	2,555	7	2,891	51	18,142	14	7,204	10	6,474	14	2,218	10	1,850	9	2,155	5	3,424
WEBSTER	30,020	42,076	45,898	11	6,642	8	3,086	28	12,426	12	6,008	20	8,345	3	995	11	495	14	3,570	5	1,234
WHITLEY	113,588	255,670	365,999	17	16,010	16	34,186	61	39,812	28	64,799	48	43,214	28	26,693	27	22,888	40	27,472	11	8,424
Corbin	100,691	144,643	159,294	16	11,140	8	5,005	38	25,229	21	10,595	33	25,088	20	13,264	24	14,215	24	14,501	8	5,208
WOLFE	10,646	17,184	19,262			6	694	20	5,737	3	6,083	12	5,231	1	94	4	151	6	272	2	335
WOODFORD	30,851	42,397	46,082	5	1,662	6	1,470	17	13,928	8	4,234	16	12,011	7	669	7	1,131	32	4,689	5	3,069

KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,219,345	3,589,561	8,676,202	24,957,996	1,294,304	19,283	109,725	710,610	511,302
STANDARD METROPOLITAN STATISTICAL AREAS									
Cincinnati, O.-Ky.-Ind.	1,385,653	1,404,332	4,816,152	13,819,618	509,118	27,144	6,035	39,600	23,663
Clarksville-Hopkinsville, Tenn-Ky	118,945	156,885	311,172	853,961	51,805	16,484	2,881	33,279	16,949
Evansville, Ind.-Ky	284,959	306,886	915,845	2,463,827	115,546	21,323	3,854	94,862	31,925
Huntington-Ashland, W.Va.-Ky.-O.	286,935	311,889	823,193	2,466,110	115,606	21,332	2,453	4,832	7,627
Lexington-Fayette, Ky.	266,701	302,131	818,248	2,185,453	110,827	19,719	5,607	63,822	56,340
Louisville, Ky.-Ind.	867,330	892,495	2,867,984	6,704,847	321,188	20,875	3,594	22,621	18,134
Owensboro, Ky.	79,486	82,148	214,276	469,942	29,180	16,10[illegible]	1,728	24,487	10,216
COUNTIES, Cities									
ADAIR	13,037	14,941	27,936	92,794	5,648	16,430	1,723	5,199	6,620
ALLEN	12,598	13,972	25,965	85,460	5,496	15,549	1,363	4,636	4,216
ANDERSON	9,358	12,251	24,462	99,604	4,534	21,968	810	2,988	2,833
BALLARD	8,276	9,525	23,775	65,889	3,944	16,706	745	8,816	4,575
BARREN	28,677	31,980	69,300	218,752	12,231	17,885	2,637	12,438	13,319
Glasgow	11,301	12,143	30,933	94,420	4,713	20,034	•	•	•
BATH	9,235	9,665	22,289	53,471	3,609	14,816	1,004	6,305	3,717
BELL	31,121	34,499	68,659	181,367	12,159	14,916	121	59	179
Middlesborough	11,878	12,387	33,523	86,579	4,891	17,702	•	•	•
BOONE	32,812	44,915	92,382	444,068	14,832	29,940	925	3,991	3,112
BOURBON	18,476	20,211	51,324	152,887	7,555	20,237	974	13,726	14,866
Paris	7,823	7,528	21,366	55,989	3,032	18,466	•	•	•
BOYD	52,376	56,796	177,125	510,480	21,078	24,219	233	238	1,983
Ashland	29,245	25,990	105,442	254,351	10,411	24,431	•	•	•
BOYLE	21,090	23,867	57,690	206,987	9,115	22,708	804	5,232	4,929
Danville	11,542	12,214	34,524	116,500	4,963	23,474	•	•	•
BRACKEN	7,227	7,852	18,564	48,824	2,990	16,329	812	6,574	3,303
BREATHITT	14,221	18,169	18,306	71,562	5,718	12,515	473	785	208
BRECKINRIDGE	14,789	16,596	31,315	92,075	6,115	15,057	1,681	11,752	7,116
BULLITT	26,090	42,852	48,346	243,774	13,831	17,625	627	1,812	2,767
BUTLER	9,723	11,158	19,562	48,154	4,156	11,587	835	3,192	3,003
CALDWELL	13,179	13,449	40,361	79,082	5,448	14,516	783	5,515	5,230
CALLOWAY	27,692	29,188	65,098	193,601	11,585	16,711	1,323	13,188	5,104
Murray	13,537	14,577	33,336	100,457	5,501	18,262	•	•	•
CAMPBELL	88,561	84,717	285,655	817,166	29,913	27,318	554	1,067	1,226
CARLISLE	5,354	6,490	14,044	35,176	2,701	13,023	571	4,515	3,322
CARROLL	8,523	9,224	21,936	67,814	3,530	19,211	422	3,611	2,320
CARTER	19,850	24,138	35,576	162,180	8,414	19,275	1,083	2,732	4,013
CASEY	12,930	15,203	18,895	92,391	5,568	16,593	1,755	6,216	4,406
CHRISTIAN	56,224	68,451	149,375	397,700	22,604	17,594	1,528	25,054	10,077
Hopkinsville	21,250	29,626	70,114	208,725	11,882	17,566	•	•	•
CLARK	24,090	27,748	63,447	214,128	10,277	20,836	1,005	7,478	5,938
Winchester	13,402	17,256	35,954	136,688	6,790	20,131	•	•	•
CLAY	18,481	22,604	22,171	88,877	6,821	13,030	722	2,055	635
CLINTON	8,174	9,023	11,845	45,348	3,286	13,800	957	2,382	1,926
CRITTENDEN	8,493	9,715	22,351	52,122	3,938	13,236	618	3,226	2,887
CUMBERLAND	6,850	7,129	14,284	38,510	2,674	14,402	828	2,438	1,840
DAVIESS	79,486	82,148	214,276	469,942	29,180	16,105	1,728	24,487	10,216
Owensboro	50,329	50,719	145,059	309,451	19,046	16,248	•	•	•
EDMONSON	8,751	10,318	17,228	49,592	3,767	13,165	852	2,479	2,584
ELLIOTT	5,933	6,639	7,879	36,492	2,164	16,863	667	1,665	582
ESTILL	12,752	14,282	23,757	91,773	5,084	18,051	584	1,512	870
FAYETTE	174,323	189,393	587,045	1,328,197	69,855	19,014	1,000	13,510	18,225
1Lexington	108,137	189,393	342,952	1,404,169	69,855	20,101	•	•	•
FLEMING	11,366	12,350	28,205	76,136	4,665	16,321	1,323	7,763	7,515
FLOYD	35,889	45,850	64,602	261,027	15,412	16,937	228	102	130
FRANKLIN	34,481	40,801	104,768	394,690	15,474	25,507	830	5,745	1,770
Frankfort	21,902	24,310	70,722	251,469	9,740	25,818	•	•	•
FULTON	10,183	9,128	27,815	46,419	3,658	12,690	363	9,014	2,308
Fulton	3,250	2,904	9,003	14,978	1,234	12,138	•	•	•
GALLATIN	4,134	4,898	9,377	29,142	1,777	16,400	349	3,030	1,099
GARRARD	9,457	10,376	24,026	75,168	4,024	18,680	1,066	8,105	5,558
GRANT	9,999	13,263	27,715	95,823	5,055	18,956	1,083	5,760	2,400
GRAVES	30,939	34,785	80,446	214,812	14,230	15,096	2,065	19,296	8,676
Mayfield	10,724	9,510	31,032	66,562	4,165	15,981	•	•	•
GRAYSON	16,445	20,786	32,305	103,894	7,656	13,570	1,731	5,219	6,755
GREEN	10,350	11,436	28,740	67,494	4,418	15,277	1,488	6,855	7,149
GREENUP	33,192	38,947	80,436	278,812	13,226	21,081	839	2,241	1,728
HANCOCK	7,080	8,076	24,291	50,050	2,827	17,704	622	3,498	1,236
HARDIN	78,421	74,045	243,793	474,987	25,654	18,515	2,006	8,698	9,536
Elizabethtown	11,748	16,270	57,885	177,965	8,291	21,465	•	•	•
HARLAN	37,370	42,782	99,927	235,114	14,988	15,687	90	81	72
Harlan	3,318	3,745	9,775	22,674	1,586	14,296	•	•	•
HARRISON	14,158	15,154	38,117	93,850	5,898	15,912	1,284	9,758	4,606
HART	13,980	15,664	30,795	77,073	5,900	13,063	1,709	8,628	7,535
HENDERSON	36,031	40,165	100,594	307,767	14,997	20,522	918	19,723	5,808
Henderson	22,976	23,125	67,620	189,693	8,998	21,082	•	•	•
HENRY	10,910	12,340	25,199	98,693	4,765	20,712	1,111	9,233	6,196
HICKMAN	6,264	6,199	15,669	36,993	2,458	15,050	529	7,832	3,843
HOPKINS	38,167	47,157	99,019	293,701	18,152	16,180	883	11,496	2,920
Madisonville	15,332	19,029	45,487	132,906	7,664	17,342	•	•	•
JACKSON	10,005	11,157	15,075	50,758	3,912	12,975	1,064	2,713	1,645
JEFFERSON	695,055	668,373	2,373,483	5,444,949	242,649	22,440	983	5,920	3,496
Louisville	361,958	295,839	1,154,073	2,268,417	118,984	19,065	•	•	•
JESSAMINE	17,430	26,081	35,457	188,535	9,226	20,435	885	7,004	4,286
JOHNSON	17,539	24,581	37,562	136,486	8,879	15,372	409	563	285
KENTON	129,440	134,654	412,724	1,366,168	49,139	27,802	612	1,514	1,690
Covington	52,535	43,447	145,786	379,562	17,830	21,288	•	•	•
KNOTT	14,698	18,969	20,460	78,791	5,891	13,375	31	11	90
KNOX	23,689	29,968	30,553	146,567	10,404	14,088	534	818	470

DANVILLE—continued

Other Chain Stores: Dollar General, Goodyear, Sherwin-Williams, Devoe Paint, Pic 'N Pay Shoes, Behr's, Cato, Adams Shoes, Lowe's, Cowden

14—NEWSPAPERS: ADVOCATE-MESSENGER (e-Mon. to Fri.) 11,098, ADVOCATE (S) 11,864, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gerald E. VanGilder, Adv. Mgr., ADVOCATE-MESSENGER.
National Representatives: Landon Associates, Inc.

ELIZABETHTOWN, KY.

1—LOCATION: Hardin County. E&P Map C-2. County Seat. Military (Fort Knox), Industrial, Agricultural and Tourist area, in central Kentucky at crossroads, interstate 65 (north & south) and Bluegrass and Western Pkway (Hwy. 62-east & west)

2—TRANSPORTATION: Railroads: Illinois Central, Louisville & Nashville
Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound, Trailways
Airlines: All major lines at Louisville (40 miles)

3—POPULATION:
Corp. City 70 Cen. 11,748, Loc. Est. 15,620
Prim. Mkt. Area-ABC: (70) 87,104, (80) 94,200
County 70 Cen. 78,421, Loc. Est. 81,342

4—HOUSEHOLDS:
City 70 Cen. 3,938, Loc. Est. 6,998
County 70 Cen. 14,240, Loc. Est. 24,363
Prim. Mkt. Area-ABC: (70) 19,759, (80) 24,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan	2	$95,000,000
Commercial	6	$152,000,000

6—PASSENGER AUTOS: County 37,605

9— PRINCIPAL INDUSTRIES (CZ): Rubber Belts, Electric Cable, Magnets, Sealants, Ice Cream, Clothing

10—CLIMATE: Min. & Max. Temp.—Spring 25-75, Summer 55-100, Fall 20-75, Winter 0-70. First killing frost, Nov. 7. Last killing frost, Apr. 1

11—TAP WATER: Alkaline, hard

12—RETAILING:
Nearby Shopping Centers (No. of Stores): Helmwood Plaza (23), Elizabethtown Plaza (22), North Mulberry (6), Redmar Plaza (20), Radcliff Plaza (15)
Principal Shopping Days: Thu., Fri., & Sat.
Best Food Days: Mon. & Thur.
Stores Open Evenings/Sundays: Discount and most Supermarkets open 'til 9 p.m. (Major discounters & Super Mtks. open till 6 p.m. Sun.) Major Shopping Centers 'til 9 every evening.

13—RETAIL OUTLETS: Department Stores: The Hub, People Store 2.
Discount Stores (CZ): Rose, Big K, S-Mart
Variety Stores: Newberry, TG&Y, Murphy Mart
Chain Drug Stores (CZ): Taylor, SuperRx, Walgreen Begley's.
Chain Food Stores (CZ): Pic-Pac, Kroger 2, Winn-Dixie 2, Houchein's 4, Convenient 2, KwiKwik Chek 2.
Other Chain Stores: Firestone, Goodrich, Goodyear, Western Auto, Ann Herbert 2, Ethan Allen Gallery, Montgomery Ward, True Value Hdwre, Coast to Coast Hdwre, Mode O'Days, Sears.

14—NEWSPAPERS: NEWS-ENTERPRISE (e-Mon. to Fri.) 12,501, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Floe Bowles, Pub., or Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE.
National Representatives: Landon Associates, Inc., U.S. Suburban Press, Inc.

FRANKFORT, KY.

1—LOCATION: Franklin County, E&P Map D-2; State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city.

2—TRANSPORTATION: Railroads: C&O; L&N; F&C
Motor Freight Carriers: 7
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Eastern, Piedmont; Delta (all at Bluegrass Field, Lexington)

3—POPULATION:
Corp.City 70 Cen. 21,902; Loc. Est. 23,988
County 70 Cen. 34,481; Loc. Est. 39,963
Demographic Information Available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,121; Loc. Est. 9,537
County 70 Cen. 11,044; Loc. Est. 15,047

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$500,000,000
Sav. & Loan Assn.	2	$108,000,000

6—PASSENGER AUTOS: County 22,975

7—ELECTRIC METERS: Residence 12,051

8—GAS METERS: Residence 9,146

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Distilling 1,700 ($180); State Gov't. 10,000 ($200); Underwear 900 ($165); Auto Machinery, Gauges, Appliances ($210)

10—CLIMATE: Min. & Max. Temp.—Spring 44-80; Summer 65-80; Fall 47-80; Winter 27-42.

KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate Income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LARUE	10,672	11,859	22,798	66,666	4,360	15,290	1,124	5,462	6,519
LAUREL	27,386	37,949	50,611	232,144	13,027	17,820	1,564	3,719	4,305
LAWRENCE	10,726	13,662	19,383	80,301	4,871	16,486	427	658	1,747
LEE	6,587	7,631	10,768	35,103	2,674	13,128	322	533	145
LESLIE	11,623	14,555	9,294	56,218	4,304	13,062	139	107	33
LETCHER	23,165	29,381	53,123	151,136	10,030	15,068	94	14	58
LEWIS	12,355	14,221	28,347	92,361	4,855	19,024	990	4,563	4,332
LINCOLN	16,663	19,281	35,233	123,260	7,067	17,442	1,738	7,470	9,303
LIVINGSTON	7,596	9,987	19,320	55,866	4,112	13,586	554	2,989	3,695
LOGAN	21,793	23,356	54,771	161,662	8,803	18,364	1,690	17,462	11,621
LYON	5,562	6,350	12,978	37,361	2,374	15,738	360	1,711	2,140
McCRACKEN	58,281	64,660	186,030	476,552	25,807	18,466	693	5,509	2,362
Paducah	31,627	33,282	99,458	245,112	14,115	17,365	*	*	*
McCREARY	12,548	16,157	13,932	64,370	5,341	12,052	198	173	135
McLEAN	9,062	11,178	21,069	62,464	4,371	14,291	777	13,356	2,128
MADISON	42,730	51,329	95,630	382,227	17,629	21,682	1,691	10,823	7,096
Richmond	16,861	21,729	37,172	153,343	6,788	22,590	*	*	*
MAGOFFIN	10,443	12,870	11,845	62,500	4,048	15,440	569	1,087	210
MARION	16,714	17,586	35,457	101,293	5,455	18,569	1,171	6,900	8,261
MARSHALL	20,381	26,319	45,662	166,201	10,188	16,313	968	4,498	2,069
MARTIN	9,377	13,413	15,075	52,651	4,090	12,873	49	26	178
MASON	17,273	17,314	50,297	128,890	6,458	19,958	968	10,102	6,245
Maysville	7,411	5,798	21,599	43,201	2,401	17,993	*	*	*
MEADE	18,796	21,574	38,173	131,055	7,158	18,309	883	3,722	4,687
MENIFEE	4,050	4,748	6,379	27,522	1,655	16,630	449	1,343	379
MERCER	15,960	19,142	38,261	134,650	7,444	18,088	1,144	7,343	6,513
METCALFE	8,177	9,074	14,171	51,848	3,408	15,214	1,285	5,571	4,543
MONROE	11,642	12,589	20,706	69,892	4,745	14,730	1,340	4,161	5,882
MONTGOMERY	15,364	19,143	36,768	134,081	7,062	18,986	947	6,335	3,733
MORGAN	10,019	11,558	15,978	59,588	4,014	14,845	975	2,850	1,071
MUHLENBERG	27,537	33,575	65,099	194,835	12,713	15,326	796	4,549	3,986
NELSON	23,477	27,525	54,158	174,135	8,666	20,094	1,437	6,889	11,355
NICHOLAS	6,508	7,151	15,526	49,986	2,785	17,948	720	5,565	3,433
OHIO	18,790	23,571	37,458	129,026	9,026	14,295	1,348	8,322	3,219
OLDHAM	14,687	26,543	37,809	178,900	8,703	20,556	438	4,518	5,507
OWEN	7,470	8,764	19,608	60,261	3,508	17,178	933	7,771	2,938
OWSLEY	5,023	5,849	6,661	22,115	1,963	11,266	438	965	151
PENDLETON	9,949	11,448	23,374	76,570	4,151	18,446	1,022	5,179	2,773
PERRY	26,259	30,448	62,032	160,225	10,116	15,839	103	80	114
PIKE	61,059	77,220	128,936	448,878	25,602	17,533	163	92	92
POWELL	7,704	10,239	10,107	65,201	3,389	19,239	402	1,236	341
PULASKI	35,234	45,698	74,137	302,356	17,001	17,785	2,649	7,593	9,250
Somerset	10,436	14,008	26,201	110,095	5,466	20,142	*	*	*
ROBERTSON	2,163	2,201	4,548	14,073	922	15,264	340	2,162	777
ROCKCASTLE	12,305	13,752	23,224	72,932	4,660	15,651	982	3,328	2,733
ROWAN	17,010	17,628	30,491	121,150	5,571	21,747	603	1,506	952
RUSSELL	10,542	12,660	20,445	74,903	4,772	15,696	1,301	3,630	4,035
SCOTT	17,948	21,157	40,674	157,973	7,679	20,572	1,045	11,439	5,348
SHELBY	18,999	22,276	54,403	185,938	8,230	22,593	1,364	13,582	16,334
SIMPSON	13,054	15,156	33,090	107,031	5,664	18,897	859	12,143	6,546
SPENCER	5,488	5,928	12,787	36,957	2,058	17,958	661	5,710	5,439
TAYLOR	17,138	19,412	45,327	112,586	7,183	15,674	1,142	5,340	6,212
TODD	10,823	12,409	25,022	80,114	4,650	17,229	911	14,741	7,201
TRIGG	8,620	10,347	17,081	68,523	3,844	17,826	644	6,959	3,778
TRIMBLE	5,349	5,990	13,142	40,136	2,183	18,386	549	4,641	1,375
UNION	15,882	19,484	42,752	114,150	6,722	16,982	549	16,835	13,650
WARREN	57,432	67,258	142,067	520,726	24,820	20,980	2,328	9,964	12,524
Bowling Green	36,253	39,684	92,453	318,209	14,462	22,003	*	*	*
WASHINGTON	10,728	10,825	19,807	65,355	3,696	17,683	1,204	7,175	6,199
WAYNE	14,268	17,478	17,017	77,144	6,140	12,564	1,227	3,945	5,669
WEBSTER	13,282	15,985	38,131	88,497	6,528	13,557	737	12,068	3,878
WHITLEY	24,145	33,226	49,148	188,339	12,251	15,373	480	599	1,138
Corbin	7,317	11,929	17,174	77,971	4,993	15,616	*	*	*
WOLFE	5,669	6,840	6,405	27,248	2,369	11,502	531	1,442	336
WOODFORD	14,434	17,541	40,301	143,733	6,235	23,053	698	10,665	7,677

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1979 Cash Receipts as follows: From Crops $1,139,861,000; from Livestock & Livestock Products $1,111,020,000; Total $2,250,881,000.
*—included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Franklin Sq	25	Kroger, Penney, Firestone
Petite Plaza	7	Pizza Hut
Century Plaza	8	Big K, Begley Drug, Buy-Low Foods
Eastwood	18	Sears, Gateway, Ben Franklin
Frankfort Plaza	5	Radio Shack, Vagel Hardware
By Pass	10	Night Owl Mkt.
Winn-Dixie	-	Winn-Dixie
Capital Center	-	K-Mart, Winn-Dixie
Brighten Park Mall	12	Kroger, Ace Hdwe., Taylor Drug

13—RETAIL OUTLETS:
Department Stores: Sears, J.C. Penney.
Variety Stores: Hudson's.
Discount Stores: K-Mart, Big K, Heck's.
Chain Drug Stores (CZ): Walgreen, Rexall, Taylor 2, Begley Drug.
Chain Food Supermarkets: Kroger 3, A&P, Winn-Dixie, IGA 2, Gateway, Blue Bonnet 2, Handy Mkts. 4, Buy-Low.
Other Chain Stores: Singer, Goodyear, Sherwin-Williams, LeRoy's, Adams Shoes, Cinderella.

14—NEWSPAPERS: STATE JOURNAL (e-Mon. to Fri.) 11,163; (S) 11,811; sworn March 30, 1980.
Local Contact for Advertising and Merchandising Data: C. A. McClain, Adv. Dir., STATE JOURNAL.
National Representatives: Landon Associates, Inc.

FULTON, KY.-SOUTH FULTON, TENN.

1—LOCATION: Fulton County (Ky.) and Obion County (Tenn.), E&P Map A-3, 45 mi. SE of Paducah, 125 mi. N of Memphis, Tenn. On U.S. Hwys. 51, 45; State Hwys. 94 and 307 and Purchase Parkway.

2—TRANSPORTATION: Railroads: Illinois Central; Gulf Amtrak.
Motor Freight Carriers: 7.
Intercity Bus Lines: Trailways; Greyhound.

3—POPULATION:
Corp. Cities 70 Cen. 6,372; Loc. Est. 6,711
Fulton 70 Cen. 3,250; Loc. Est. 2,933
So. Fulton 70 Cen. 3,122; Loc. Est. 3,778
Counties:
Fulton Ky. 70 Cen. 10,183; Loc. Est. 9,331
Obion, Tenn. 70 Cen. 29,936; Loc. Est. 35,129

4—HOUSEHOLDS:
Cities 70 Cen. 2,338; Loc. Est. 2,763
Counties:
Fulton, Ky. 70 Cen. 3,380; Loc. Est. 3,660
Obion, Tenn, 70 Cen. 10,312; Loc. Est. 13,846

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$70,174,377
Sav. & Loan Assn	1	$19,919,627

6—PASSENGER AUTOS: (Counties): Fulton (Ky.) 4,656; Obion (Tenn.) 19,187 (1978).

7—ELECTRIC METERS: Residence
Fulton, Ky. 1,780; So. Fulton, Tenn. 1,300

8—GAS METERS: Residence
Fulton, Ky. 1,211; So. Fulton, Tenn. 909

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners, Garments 837; Dairy 150; Seed Packaging 350; RR 250; Misc. 175.

11—TAP WATER: Acid, very soft, fluoridated.

13—RETAIL OUTLETS: Department Stores: Leader Store; Kasnow; P.N. Hirsch; Sears; K. Homra.
Variety Stores: Ben Franklin.
Discount Stores (CZ): Walmart.
Chain Drug Stores: City Drug; Southside Drug; Evan's Rexall; SuperRx.
Chain Food Supermarkets: A&P; Big John; Mart; IGA.
Other Chain Stores: Leader Sporting; Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwre.; Fulton Hdwr.; Graham Furn.; Wade Television; OTasco.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 3,135; sworn Sept. 28, 1979, (Latest Statement Available);
Local Contact for Advertising and Merchandising Data: William Mitchell; LEADER.
National Representatives: Landon Associates, Inc.

GLASGOW, KY.

1—LOCATION: Barren County, E&P Map C-3, County Seat. Agriculture & manufacturing area. SC portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68; State Hwys. 35, 63, 80, 90, and 249. 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2—TRANSPORTATION: Railroads: L&N.
Motor Freight Carriers: 2.
Intercity Passenger Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 11,301; Loc. Est. 12,037
County 70 Cen. 28,677; Loc. Est. 31,998
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,816; Loc. Est. 4,632
County 70 Cen. 9,401; Loc. Est. 12,133

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$143,082,000
Savings Banks	5	$146,851,876
Sav. & Loans	3	$64,930,630

6—PASSENGER AUTOS: County 17,896.

7—ELECTRIC METERS: Residence 4,503.

8—GAS METERS: Residence 4,479.

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Automotive 1,450 (N/A); Axle 335 (N/A); Building Materials 70 (N/A); Electronics 620 (N/A); Feed, Meal, Fertilizers 62 (N/A); Food Processing 218 (N/A); Printing 400 (N/A); Textiles 575 (N/A); Woodworking 65 (N/A).

10—CLIMATE: Min. & Max. Temp.—Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct. Last killing frost, late March.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Happy Valley	2	Houchen's
Park Avenue	1	S&H Stamps, Houchen's
Central	2½	K-Mart, Houchen's, Watsons
Grinstead's	2	-
Glasgow Square	1½	Big-K

Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Fri., downtown, nightly at shopping centers.

13—RETAIL OUTLETS: Department Stores: National, J.C. Penney, Lerman Bros.; Berhards; Ira Watson Stores; Big K, K-Mart.

Variety Stores: Ben Franklin, Newberry's, Dollar General.

Discount Stores (CZ): Heck's.

Chain Drug Stores (CZ): Ely's Walgreen 4; Ell's Rexall; Begley's; Geo. J. Ellis Riteway Drugs.

Chain Food Supermarkets: Houchen's 4; Big Star; IGA.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 7,272; (S) 7,272; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John McDougal, Gen. Mgr., TIMES.
National Representatives: Landon Associates, Inc.

Glasgow Daily Times

"The tobacco capital of south central Kentucky"

DONREY MEDIA GROUP

HARLAN, KY.

1—LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On state Hwys. 72, 38; U.S. Hwys. 119, 421

2—TRANSPORTATION: Railroads: Louisville & Nashville.
Motor Freight Carriers: 4
Intercity Bus Lines: Southern Greyhound, Trailways

3—POPULATION:
Corp. City 70 Cen. 3,318; Loc. Est. 3,753
CZ-ABC: (70) 4,530; (80) 4,600
RTZ-ABC: (70) 32,840; (80) 38,300
County 70 Cen. 37,370; Loc. Est. 43,222
City & RTZ-ABC: (70) 37,370; (80) 42,900
Demographic Information available from Newspaper See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,193; Loc. Est. 1,567
RTZ-ABC: (70) 9,539; (80) 12,900
CZ-ABC: (70) 1,600; (80) 1,800
County 70 Cen. 11,168; Loc. Est. 14,929
City & RTZ-ABC: (70) 11,193; (80) 14,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$74,120,000

6—PASSENGER AUTOS: County 16,456

7—ELECTRIC METERS: Residence, city 1,500; County 10,134

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Coal Mining, 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250)
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. & Temp.—Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St., 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Ctr: 3 mi. south of town on U.S. 421; Mack's Family Center (2 miles West of town on Ky. 840); 86,400 sq. ft. shopping center, A&P and TG&Y are main stores, located on U.S. 421 one mile south of town.
Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; Pope Cawood; McComb Supply Co.; Lee Furniture; Cato's.

Discount Stores (CZ): Dixie; Dollar General; U-Save; Valu-Mart; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores: TG&Y, Newberry.
Chain Drug Stores (CZ): Lee (Rexall); Creech (Walgreen).
Chain Food Supermarkets: A&P, Mack's, Cas Walker's.

14—NEWSPAPERS: ENTERPRISE (e) 7,629, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rod Harris, Adv. Mgr., ENTERPRISE.
National Representatives: Landon Associates, Inc.

HENDERSON, KY.

1—LOCATION: Henderson County (In Evansville Ind. Ky. SMSA); E&P Map B-2, County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi from St. Louis.

2—TRANSPORTATION: Railroads: L&N and IC.
Intercity Bus Lines: Greyhound; Evansville and Ohio Valley.
Airlines: Eastern; Delta; USAir; Evansville. Loc. Airport for pvt. planes.

3—POPULATION:
Corp. City 70 Cen. 22,976; Loc. Est. 25,000
CZ ABC: (70) 22,976; (80) 23,000
RTZ-ABC: (70) 37,179; (80) 42,900
SMSA 70 Cen. 284,959; Loc. Est. 296,481
County 70 Cen. 36,031; Loc. Est. 39,941
City & RTZ-ABC (70) 60,155; (80) 65,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,623; Loc. Est. 10,330
County 70 Cen. 11,500; Loc. Est. 16,267
SMSA 70 Cen. 91,696; Loc. Est. 92,218
CZ ABC: (70) 7,625; (80) 8,700
RTZ-ABC: (70) 11,190; (80) 14,800
City & RTZ-ABC: (70) 18,815; (80) 23,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$210,000,000
Sav. & Loan Assn.	3	$290,000,000

6—PASSENGER AUTOS: County 25,214

7—ELECTRIC METERS: Residence 10,880

8—GAS METERS: Residence 9,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Furniture Mfg. 250 ($100); Needle Industries 250 ($90); Plastics 800 ($130), Aluminum Rendering 600 ($185); Axle Assembly 350 ($165) Steel Products (wheel rims) 300 ($165).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 70-95, Fall 40-70, Winter 18-70. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks square bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shopping Ceter.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Department: Mon., Fri.; Food, Supermarkets: Daily.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; P. N. Hirsch.
Variety Stores: J.J. Newberry; Ben Franklin.
Discount Stores: Cook's, Kuhn Bros., Big G, K-Mart.
Chain Drug Stores (CZ): Dunnaway's Walgreen; Haag's; Sav Rite, Slater Drugs.
Chain Food Supermarkets: Dixie Marts, Sureway 3; Dick's Finer Foods 3, D&M Family Foods, Wesselmans, Del's Key Market.
Other Chain Stores: Goodyear, Western Auto, Sherwin-Williams, Mode-O-Day, Audubon Tire Center, Ewing Tire Center; Mac's Apparel; Montgomery-Ward Catalog; Valley Firestone, Big G (home improvement); Young's Family Center (clothing).

14—NEWSPAPERS: THE GLEANER (m-Tues. to Sat.) 11,086, (S) 13,260, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Steve Austin, Adv. Dir. THE GLEANER.
National Representatives: Story & Kelly-Smith Inc.

HOPKINSVILLE, KY.

1—LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, Tenn.-Ky. SMSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41 & 41A, State Hwys. 80, 91, 107, 109.

2—TRANSPORTATION: Railroads: Illinois Central; L&N.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Bowling Green-Hopkinsville.

3—POPULATION:
Corp. City 70 Cen. 21,250; Loc. Est. 30,157
CZ ABC: (70) 32,199; (80) 39,800
RTZ-ABC: (70) 66,251; (80) 75,700
County 70 Cen. 56,224; Loc. Est. 66,844
SMSA 70 Cen. 118,945; Loc. Est. 157,433
City & RTZ-ABC: (70) 98,450; (80) 115,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,052; Loc. Est. 12,058
County 70 Cen. 14,860; Loc. Est. 22,161
SMSA: 70 Cen. 31,689; Loc. Est. 51,988
CZ ABC: (70) 10,099; (80) 14,300
RTZ-ABC: (70) 18,510; (80) 23,800
City & RTZ-ABC: (70) 28,609; (80) 38,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$214,782,224
Sav. & Loan Assn.	2	$113,543,204

6—PASSENGER AUTOS: County 25,925

7—ELECTRIC METERS: Residence 22,044

8—GAS METERS: Residence 8,896

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Shoes 363; Lighting 500; Clothing 350; Milling 65; Springs 150; Wire 500; Plastic 128; Rivets 107; Bowling Balls 223; Furniture-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25.

10-CLIMATE: Average Temp.—Winter 32-40; Summer 74-79.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Fri., Sat.
Nearby Shopping Areas: Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall.
Stores Open Evenings: Mon. thru Sat. 9-9; Sun. 1-6.

13—RETAIL OUTLETS: Montgomery Wards; J.C. Penney; Mr. Wiggs; Hirsch 2, Cayce Yost; Wade's (Men's Store); Boyd's Men's Wear; Golden-Farley; Briggs-Stanfill; Marshall's (Men's); Furniture: Herb Hays; Keach; Edna's; Terry's; Fine Furniture; Boulevard Furniture; Bill Beliles; Furniture Savings; Ladies: Thrifty Shop; Klein's; Arnolds; Carothers 2; Quinn; Cato's; Stuart's; Clothes Closet; Strawberry Patch; Lee's Dress Shop; Davis Shop; Unicorn; Buck's; Gemini Fashions; Brooks; That's All; Social Butterfly; Jackson Purchase; Occasions; Arnold's Too.
Discount Stores (CZ): Big "K"; Sav-Rite; Bargain Store.
Variety Stores (CZ): Woolworth; Kress 1; Dollar; Triangle.
Chain Drug Stores (CZ): Walgreen; Thrif-T 2; Wood's Rexall.
Chain Food Supermarkets: Kroger; A&P; IGA 3; Joiners; Houchen's; Wyndall's; Drury Bros. 1; Minit-Mkts. 7; Covington's Super Food.
Other Chain Stores: Western Auto, Burnett Shoes; Firestone; Sears Roebuck; Singer; Goodyear; Nobil Shoe; Butler's Shoes; Pic-Way Shoes; JoAnn Fabrics; Paper Mill; Radio Shack; Sherwin Williams; Walden Books.

14—NEWSPAPERS: KENTUCKY NEW ERA (e) 15,856; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William E. Renshaw, Dir. of Sales, KENTUCKY NEW ERA.
National Representatives: Landon Associates, Inc.

LEXINGTON, KY.

1—LOCATION: Fayette County, E&P Map D-2, (In Lexington-Fayette SMSA). Second largest city in Kentucky, County Seat. Shipping and wholesale center for Central and Eastern Kentucky. Livestock and general farming area. Horse breeding and sales; loose leaf tobacco; educational, medical, tourist, small manufacturing; army depot; 84 mi. S of Cincinnati; 80 mi. E of Louisville, 140 mi. W of Huntington, and 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956, Interstate 64 & 75; Blue Grass Parkway.

2—TRANSPORTATION: Railroads: Chesapeake and Ohio; Southern Railway, Louisville and Nashville.
Motor Freight Carriers: 30.
Intercity Bus Lines: Greyhound.
Airlines: Eastern; Delta; Piedmont, Allegheny; Air Kentucky.

3—POPULATION:
City/County 70 Cen. 174,323; Loc. Est. 203,060
CZ ABC: (70) 174,323; (80) 195,900
RTZ-ABC: (70) 260,850; (80) 306,200
SMSA 70 Cen. 266,701; Loc. Est. 297,530
City & RTZ-ABC: (70) 435,173; (80) 502,100
Demographic Information available from Newspaper. See paragraph 14

4— HOUSEHOLDS:
City/County: 70 Cen. 54,507; Loc. Est 68,933
SMSA: 70 Cen. 83,099; Loc. Est. 108,281
CZ ABC: (70) 50,540; (80) 69,900
RTZ-ABC: (70) 44,346; (80) 108,000
City & RTZ-ABC: (70) 94,886; (80) 177,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$1,093,316,000
Sav. & Loan Assns.	5	$222,526,282

6—PASSENGER AUTOS: County 116,430 (1977)

7—ELECTRIC METERS: Residence 74,515

8—GAS METERS: Residence 50,623

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Service 24,000; Wholesale and Retail Trade 22,000; Manufacturing 17,500 Construction 5,500; Finance, insurance and real estate 4,800; Transportation, communications and utilities, 4,300; Agriculture 2,800; Government, 2,300.
Principal Industrial Pay Days: Mon. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14. Last killing frost, May 4.

11—TAP WATER: Alkaline, medium, fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade: Fayette Mall (74 Stores); Turfland Mall (40 Stores); Lexington Mall (45 Stores); Mall at Lexington Center (40).
Neighborhood Shopping Centers: 3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. and Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on South Limestone; 2 blocks on North Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Drive; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Road and Winchester Pike; 3 blocks on Gardenside Drive; 4 blocks at Second and Deweese Sts.; 2 blocks on Georgetown Street; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on East Third St. at Race and on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; North Park on New Circle Road; South Park on Nicholasville Road and New Circle Road; 3 blocks on Woodhil Drive.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
N. Broadway	2	Begley Drug, Winn-Dixie
Lafayette Sq.	3	Rexall Drug
Southland	3	Welgo, Kroger, Foodtown, A&P
Winchester Pike	1	Welgo
Cardinal Valley	3	Gateway Mkt.
Chevy Chase	1	Kroger
Meadowthorpe	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland	2	Woolworth, Kroger, Winn-Dixie, Begley Drug, Ben Snyder
Lakeview Plaza	3	K-Mart, Kroger
Zandale	3½	Begley Drug, Gateway
Gainesway Mall	3½	Foodtown, Welgo
Gardenside	4	Dawahare's; A&P; Kroger
Imperial	3	Begley Drug
Hi-Acres	3½	Gateway
Turfland Mall	3	Montgomery Ward, McAlpin, J. C. Penney, Walgreen
Romany Road	2	Randalls
Lexington Mall	1½	McAlpins, CSC, Randalls Dawahare's
Fayette Mall	3½	Shillito's, Sears, Stewarts
Crossroads	3½	Randalls, O. G. Wilson, Begley Drug
North Park	3	Hill's Dept., Kroger, SuperRx
South Park	3½	Hill's, Kroger, Begley Drug
Woodhill	3½	Foodtown, Service Merchandise

Principal Shopping Days: Department Stores—Sat., Mon. Food—Wed., Fri., Sat.
Stores Open Evenings: Downtown: Mon. and Fri.; Eastland—Mon., Thurs., Fri., Southland—Fri. Chevy Chase—Fri. Meadowthorpe—Every night. Zandale—Fri. Turfland, Fayette Mall and Lexington Mall—Every night, ex. Sun.

13—RETAIL OUTLETS: Department Stores: Wolf Wile, Stewart Dry Goods 1; Ben Snyder 2; Montgomery Ward; Sears; Welgo 3; Shillito's 1; McAlpins 2; Meyer's; J. C. Penney; Hill's 2.
Discount Stores (CZ): K-Mart 3; Mr. Wiggs 3; C&H; Rauch 2; Consolidated Sales; Gold Circle 1; MacDonald Sales Center 2; Service Merchandise; Hills 2.
Variety Stores: Woolworth 2; McCrory's-H. L. Green 1; Southern Dollar 3; Ben Franklin 1.
Chain Drug Stores (CZ): Walgreen 2; SuperRx 2; Mr. Wiggs 3; Woodland 1; Gardenside 1; Professional Phcy. 1; Hale's 1; Sageser 2; Begley 12; Mill's Discount; Rexall 1; Treasury Drug 1.
Chain Food Supermarkets: Kroger 7, A&P 5, Winn-Dixie 5; Mini-Marts 3; Buy-Low 2; Convenient Food Mart 21; Randall's 6; Gateway 3; Foodtown 4; Kentucky Food Store 11; PDQ 3; Bestway 1; Pic Pac 2.
Other Chain Stores: Thom McAn (shoes); Baker Shoes; Western Auto; B. F. Goodrich; Singer Co 2; Field's Millinery; American Optical; Shackleton's (musical supplies); Lowe Bros. (paints); Pittsburgh Plate Glass, Porter Paint Service. Sherwin-Williams (paint), Edison Shoes, Firestone; Lerner's; Midas Muffler, Richman Bros. (clothing); S. & T. Stores, TG&Y; Florsheim Shoes; F.A.O. Schwarz 1; Piece Goods Shop Inc. 3.

14—NEWSPAPERS: HERALD (m-Mon. to Fri.) 70,790; LEADER (e-Mon. to Fri.) 34,105; Comb. (m&e) 104,895; HERALD-LEADER (sat.m) 95,722; (S) 112,189, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lewis Owens, Adv. Dir., HERALD-LEADER.
National Representatives: Knight/Ridder Newspaper Sales Inc.

LOUISVILLE, KY.

1—LOCATION: Jefferson County, E&P Map C-2, and D-2 (SMSA). Industrial and wholesale center. Fort Knox (Army) Training Center, and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Turnpike), I-71 I-264.

2—TRANSPORTATION: Railroads: L&N; Southern; B&O; C&O; Illinois Central; Conrail, Kentucky & Indiana (K&I).
Motor Freight Carriers: (Commercial) 139. Ohio River Freight (Tonnage (77) 151,402,617); Port of Louisville (Tonnage (77) 9,006,440).
Intercity Bus Lines: Greyhound; Blue Motor Coach; Continental Trailways.
Airlines: Eastern; American; TWA; Piedmont; Ozark; Delta; U.S. Air, Air Kentucky; Republic.

3—POPULATION:
Corp. City 70 Cen. 361,958; Loc. Est. 304,374
CZ ABC: (70) 737,911; (80) 719,800
RTZ-ABC: (70) 522,942; (80) 607,800
County 70 Cen. 695,055; Loc. Est. 671,020
SMSA 70 Cen. 867,330; Loc. Est. 887,046
City & RTZ-ABC: (70) 1,260,853; (80) 1,327,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 122,683; Loc. Est. 120,937
County 70 Cen. 216,160; Loc. Est. 241,240
SMSA 70 Cen. 267,993; Loc. Est. 316,200
CZ ABC: (70) 232,654; (80) 259,900
RTZ-ABC: (70) 149,265; (80) 199,200
City & RTZ-ABC: (70) 381,919; (80) 459,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Banks	8	$4,261,033,022
Sav. & Loan Assn.	11	$1,567,314,070

6—PASSENGER AUTOS: County 326,866

7—ELECTRIC METERS: 293,917

8—GAS METERS: 231,867

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food Products 10,600; Fab. Metal Prods 9,800; Mach. Elec. & Non-Elec. 32,500; Tobacco Prods. 9,100; Chem. Prods. 9,200; Construction 20,700; Trans. Comm. 25,300; Transportation Equip. 10,300; Wholesale & Ret. Trade 98,800; Printing & Pub 7,300; Lumber & Wood Prods. 4,600.
Principal Industrial Pay Days: Tues. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7. Last killing frost, Apr. 1.

11—TAP WATER: Fluoridated.

12—RETAILING: Principal Shopping Centers: 7 blocks on Broadway, Chestnut, Walnut, Liberty, Jefferson, Market, Main; Shelbyville Rd., bet. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. bet. Waterson X-way & Page's Lane.
Neighborhood Shopping Areas: Beechmont; Bonnycastle; Churchill Downs; Cresent Hill; Dixie Highway; Fairgrounds; Highlands; St. Matthews; Shelby Street; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Parkway; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Algonquin Manor	3½	Ben Snyders, Roses Winn-Dixie, A&P
Auburndale		Kroger, SuperRx Drug
Bacon's Shively	8	Bacon's, Kresge
Bashford	7	Bacon's, Ary-Way,

Manor		Ben Synder's
Bittersweet		Winn-Dixie, U.S. Dollar
Bluegrass Manor	8	Woolco, Kroger
Bon Air Manor		Melton Mkt.
Brownsboro Rd.		Winn-Dixie
Camelot		Winn-Dixie
Central Center		Kroger
Chenoweth		Gateway
Charleston		Goodyear
Cliftboro		Kroger, SuperRx Drug
Dahlem Center		12 Stores
Dixie Manor	8	Murphy's, Stewart's, A&P, Ben Snyder, Winn-Dixie
Eastland		Kroger, Winn-Dixie
Gardiner Lane	5	Kroger, Cloth World
Green Tree Mall	5	Danners, Penneys, Sears Ben Snyder
Hikes Point Plz.	7	Kroger, Woolworth
Holiday Manor	7	Kroger, TF&Y
Hurstbourne		31 Stores, A&P, Drug World
Indian Trail	8	Levy, Woolco, Winn-Dixie, Kroger, Behr's, Hancock Fabrics, Ben Snyder's
Iroquois Manor	5¼	Kresge, Walgreen, A&P
I-Town Center	14	Gateway
Jefferson Mall	12	Penney's, Sears, Shillito's, Stewart's, Levy Bros.
K-Mart Plaza	4½	K-Mart
Knob View	-	Dimeco Variety, Kroger
Louisville's First	-	Kroger, Walgreen
Lynnview	-	A&P
The Mall	8	Dawahare's, Penney's, Stewart's, Wilson's
Marville	-	15 Stores
McMahan	-	12 Stores
Medical Plaza	-	19 Stores
Mid-City Mall	2½	Zayre's, A&P, Winn-Dixie, Kresge
Okolona	-	Spiegel, Sears, IGA
Oxmoor Center	8	Stewart's, Shillito's
Plantation	-	9 Stores
Poplar Level	-	24 Stores
Popular Plaza	-	United Textile
Preston Center	-	7 Stores
Preston Manor	-	Planned
Preston Park	-	Ayr-Way
Prospect Point		Winn-Dixie
Raceland	8½	
Rockland Plaza	-	Key Mkt.
Rolling Hills Plaza	-	7 Stores
St. Denis	-	Winn-Dixie
Shaker Hieghts	-	Gateway Super Mkt.
Shawnee	-	Winn-Dixie, Taylor Drug
Shelbyville Rd.	6½	Consolidated, Evans Furniture, Gateway, Walgreen
Silver Hts. Plaza	-	Key Mkt., Walgreen
Southland Terr.	8	Penney, Kroger, Walgreen
Southwich	-	Planned
Triangle	-	9 Stores
Value City Center	3	Walgreen, Winn-Dixie
Watts	-	8 Stores
Westchester	-	Winn-Dixie, TG&Y
Westland Mall	10	Ayr-Way, Consolidated
Youngtown Ctr.	1½	Bacon's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Department, Mon.-Sat., except Monday only Downtown.

13—RETAIL OUTLETS: Department Stores: Stewart's 5; Ben Snyder 4; J. Bacon 4; J.C. Penney 5; Sears 5; Shillito's 2.
Discount Stores: Ayr-Way 8; Consolidated 6, K-Mart 7; Value City 2, Woolco 3, Zayre 2; TG&Y 8.
Variety Stores: Woolworth 5, Kresge 2, McCrory, Ben Franklin 2, Star, Behr, Dimeco 5, Dollar General 14, Thrift 5, Rose's 3.
Catalog Showroom Stores: Service Merchandise 2, Wilson's 2.
Chain Drug Stores: Taylor 30; Walgreen's 15; SuperRx 18; Otto 7; Rouben's Drug World; Wish's 2; Harding 2; Cox's 2; Jones Apothecary 7; Louisville Apothecary 3; Oak 3; Zegart 3; Mill Discount 3.
Chain Food Supermarkets: Kroger 33; A&P 27; Winn-Dixie 25; Pic Pac 4; Convenient 100.
Voluntary Chain Food Stores: Key 27, Gateway 11, Majik 24, Valu Supermarkets 2, IGA, Foodliner 6.
Other Chain Stores: Men's Apparel and Furnishings: Bond's 3, National Shirt 6, Loevenhart's, Richman Bros. 3, Poachy Marks, Geoffrey Schilling, Schupp & Snyder 2, Fashion Post 2, Levy Bros. 5, Moseson & King, Martin's, Rodes 3, Strauss 2, Chapps East Ltd.; Shoes: Hardy 2, Hill Bros. 4, Florsheim 4, Thom McAn, Kinney 2, Boston 3, McJohn 2; Women's Apparel: Lerner 4, Lane Bryant, Joy Shop 2, Fashion Shop 6, Hytken's, Byck's 4, She, Sportswear Mart 4; Paint: Sherwin-Williams 3, Devoe 3, DeHart 2, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 10, Western Auto 11, Goodyear 6, B.G. Goodrich 3, Midas Muffler 5, Bill's Auto Stores, Big O Tires 11, Gil Mueller 2, Fleenor's 4, Toohey's 2, Home Furnishing: Hubbuch in Kentucky, Bensinger's 3, Carriage House, Crossroads, Evans 5, Furniture Liquidators 3, Furniture Showrooms, Helenriger's, Kelly & Cohen 5, Kinnarid & Francke, Rhodes-Burford 3, Runny Mead, Sleep Mart/Recliner Mart 5, Smith 9, Suburban United 4, Downtown United; Candy: Russell Stover 4, Fanny Farmer, Barton, Rebecca Ruth 2, Other: Spiegel Catalog 2, S&H Green Stamps 2, Radio Shack 18, Sound Systems.

14—NEWSPAPERS: COURIER-JOURNAL (m) 190,942; TIMES (e) 151,977; Comb. (m&e) 342,919; COURIER-JOURNAL(S) 331,103; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES.
National Representatives: The Leonard Co. (Fla.); Lenha Hawaii Inc.; Al Nadal representing The Leonard Company (Mexico); All American Media (United Kingdom.).

MADISONVILLE, KY.

1—LOCATION: Hopkins County, E&P Map B-2. Audubon-Pennyrile area of Western Ky. Six Miles from crossroads of Western Ky. Tpke and Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62, State Hwy. 85, 50 mi. S. of Evansville, 100 mi. N. of Nashville, 150 mi. S.W. of Louisville.

2—TRANSPORTATION: Railroads: Illinois Central, Louisville and Nashville
Motor Freight: 5
Intercity Bus Lines: Greyhound, Kentucky.

3—POPULATION:
Corp. City 70 Cen. 15,332; Loc. Est. 20,500
CZ ABC: (70) 15,332; (80) 18,500
RTZ ABC: (70) 27,381; (80) 32,900
County 70 Cen. 38,167; Loc. Est. 47,199
City & RTZ-ABC: (70) 42,713; (80) 51,400
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,236; Loc. 7,652
County 70 Cen. 12,552; Loc. Est. 17,678
CZ-ABC: (70) 5,214; (80) 7,200
RTZ-ABC: (70) 8,928; (80) 12,300
City RTZ-ABC: (70) 14,142; (80) 19,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$173,463,000
Sav. & Loan Assn.	2	$62,994,313

6—PASSENGER AUTOS: County 26,355

7—ELECTRIC METERS: 7,297

8—GAS METERS: County 9,530

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Clothing 375 ($80); Commercial Clothes Dryers 150; Coal mining 3,647 ($250); Medical Center 1360; Agriculture 1150; Aircraft Engines 150; Canning ($250); Air Conditioning 200; Paper Filters 50.
Principal Industrial Pay Days: 15th & 30th

10-CLIMATE: Min. & Max. Temp.—Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5. Last killing frost, Apr. 20.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on 2 streets.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Madison Square	26	Winn-Dixie, Sav-Rite Drug, K-Mart, Watsons
Madisonville	5	Big K Dept., SuperRx Drug
South Plaza Mall	16	Sure Way Mkt.
Brairwood	11	Kroger, SuperRx
Parkway	43	Roses. J.C. Penney Harveys

Nearby Shopping Centers: Madisonville: 2 mi. from Downtown, Parkway, 1 mile from Downtown Madison Square, 1 mi. from downtown.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri., Shopping Center Every Night.
Stores Open Sundays: Supermarkets; Drug; Shopping Centers.

13—RETAIL OUTLETS: Department Stores: Harveys, Baker & Hickman; J. C. Penney, Jere's; P. N. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Hale; Jordan's; McGary Bros.; Price, Legate; Family Shoe Store.
Chain Drug Stores (CZ): Robard's Walgreen 2; SuperRx., Sav-Rite.
Discount Stores: Big K; Sav-Rite; K-Mart; Roses.
Chain Food Supermarkets: Kroger 1: Big Star; Sureway 2; Shop-Rite; IGA 4; Kwik-Pik 19; Winn-Dixie.
Other Chain Stores: Goodyear; Firestone; Singer Co.; Dollar Bros. (Shoes); Stag Shop; Dollar General Store; Family Shoes; W. H. Arnold; The Vogue; Needlewoman Fabrics; Pic-Way Shoes; Papermill; Sears (Catalog); Kuesters; Shoe World.

14—NEWSPAPERS: MESSENGER (e; Sat. m) 11,048; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Arthur S. Power, Pres & Pub. or Lee Harney, Adv. Mgr. MESSENGER.
National Representatives: Landon Associates, inc.

MAYFIELD, KY.

1—LOCATION: Graves County, E&P Map A-3. 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W. Ky. 25 mi. W of Ky. Lake Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2—TRANSPORTATION: Railroads: Illinois Central.
Motor Freight Carriers: 5.
Passenger Bus Lines: Greyhound; Brooks.

3—POPULATION:
Corp. City 70 Cen. 10,724; Loc. Est. 9,607
County 70 Cen. 30,939; Loc. Est. 33,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 4,033; Loc. Est. 4,171
County 70 Cen. 10,824; Loc. Est. 13,682

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$109,578,930
Sav. & Loan Assn.	2	$103,415,592

6—PASSENGER AUTOS: County 21,556

7—ELECTRIC METERS: Residence 5,595

8—GAS METERS: Residence 5,168

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Clothing 1,500 Rubber 2,200; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days: Clothing Manufacturers— Wed. Others—Fri.

10-CLIMATE: First killing frost, Oct. 22. Last killing frost, Apr. 7.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks around court house square and 4 W on Broadway; 1 S on 8th and 9th; 1 E on Broadway; 1 N on 6th, 7th and 8th Sts. At South End 4 S on Paris Highway Mayfield Plaza, South Mayfield; East Shopping Center, East Broadway.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Anderson & Son, Vincent's, P.N. Hirsch; Big K., Gibson's, K-Mart.
Variety Store: Newberry, Kuhn's; Fred's.
Discount Stores: Gibson; Young Blood.

Chain Drug Stores (CZ): Payless. Super D, Gibson's, Wilson Rexall.
Chain Food Supermarkets: Smith's, Watson's, Bob Paschal, Rogers, Burgess, Kroger; Young-Bloods; Sureway 2.
Other Chain Stores: Rhodes-Buford, Michelson's, Rogers, P & H General Tire Service, Howard D. Happy; Singer Co.; Family Shoe; Sears (Catalog); Lindsey's; Goodyear, Firestone, Mayfield Tire Center; Monique Fabrics; Pic 'N Pay Shoes; Pay-Less; Montgomery-Wards (catalog); Burger Queen; McDonald's; Captain D's, Ky. Fried Chicken, Ward-Elkins, Higdon Furniture, Myers Lumber Co.

14—NEWSPAPERS: MESSENGER (e) 7,360, Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dan Matthews, Adv. Dir., MESSENGER.
National Advertising Representatives: General Advertising Service, Inc.

MAYSVILLE, KY.

1—LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati. On State Hwys. 10, 11; U.S. Hwy. 68, 62.

2—TRANSPORTATION: Railroads: Louisville & Nashville; Chesapeake & Ohio.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. City 70 Cen. 7,411; Loc. Est. 5,935
County 70 Cen. 17,273; Loc. Est. 17,314
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,632; Loc. Est. 2,454
County 70 Cen. 5,588; Loc. Est. 6,458

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$90,000,000
Sav. & Loan Assn.	1	$20,000,000

6—PASSENGER AUTOS: County 8,884

7—ELECTRIC METERS: Res. County 3,962

8—GAS METERS: Residence 2,841

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 289 ($125); Pulleys, power trans. 1,100 ($200); Bicycle, auto parts 290 ($160); Milk Condensor, canning ($150); Shoes 445 ($130); Limestone Mining 200 ($200); Power Plants 200 ($250).

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Central Center	2	Kroger, Sears, G. C. Murphy, Begley's
Forest Ave.		Clyde's Mkt., Begley's

Principal Shopping Days: Sat., Mon., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Merz Bros.; United; J. C. Penney.
Variety Stores: G. C. Murphy.
Discount Stores: Heck's.
Chain Drug Stores: Begley's.
Chain Food Supermarkets: Kroger; Clyde's Super Value 4; Larry's IGA.

14—NEWSPAPERS: LEDGER-INDEPENDENT (m-Mon. to Fri.) 8,487; sworn Sep. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: James W. Morgan Jr., Adv. Dir., LEDGER-INDEPENDENT.
National Representatives: General Advertising Service, Inc.

MIDDLESBORO, KY.

1—LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states. Ky., Va. and Tenn. Center for light manufacturing, coal, lumber, tobacco and cattle. Rich agricultural section. 230 mi. from Cincinnati; 110 mi. from Bistol, Tenn.-Va.; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2—TRANSPORTATION: Railroads: Southern (freight); Louisville & Nashville
Motor Freight Carriers: 4.
Intercity Bus Lines: Middlesborough LaFolette, Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,078; Loc. Est. 12,396
CZ ABC: (70) 11,844; (80) 11,900
RTZ-ABC: (70) 72,694; (80) 93,600
County 70 Cen. 31,121; Loc. Est. 34,552
City & RTZ-ABC: (70) 84,538 (80) 105,500

4—HOUSEHOLDS:
City 70 Cen. 3,896; Loc. Est. 4,811
County 70 Cen. 9,340; Loc. Est. 11,970
CZ ABC: (70) 3,898; (80) 4,500
RTZ-ABC: (70) 21,634; (80) 32,000
City & RTZ-ABC: (70) 25,532 (80) 36,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$134,000,000
Sav. & Loan Assn.	3	$120,000,000

6—PASSENGER AUTOS: County 12,894

7—ELECTRIC METERS: City 6,252

8—GAS METERS: City 2,634

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Tanning 350 ($200); Mining 1,500 ($450); Pipe 35 ($185); Garments 160: Food 150 ($185); Elastic 150 ($130); Plastic 100; Tourist 200; Metal Fabricating 125 ($276).

10-CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Cumberland Ave. 3 on 19th St: 1 on 20th St.
Neighborhood Shopping Centers: Cumberland Square; Noetown, Junction; Village Square; Manor.

13—RETAIL OUTLETS: Department Stores: Sears, Montgomery Ward; J. C. Penney; Tamer's; Fair Store; Rose's; Ashley's; Big K.
Variety Stores: Woolworth; Dollar General; John's 88¢ Store.
Chain Drug Stores (CZ): Lee's (Rexall); Parry & Pope; Gills'; Begley's; SuperRx; U-Save; Silver Circle.
Chain Food Supermarkets: Kroger; A&P; Wakins; Food Basket; Latiff's; Piggly-Wiggly; IGA.

Other Chain Stores: Sterchi's (furniture); Pic 'N Pay Shoes, Cato's; Ashleys; Radio Shack.

14—NEWSPAPERS: NEWS (e) 7,030; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., NEWS.
National Representatives: Landon Associates, Inc.

MURRAY, KY.

1—LOCATION: Calloway County, E&P Map B-3. In W. part of State, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641, 35 mi. from I-24, 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2—TRANSPORTATION: Railroads: L&N.
Intercity Bus Lines: Brooks Bus Lines, Greyhound.
Motor Freight Carriers: (One local based terminal).
Airlines: Sunbird Charter Service (based at Kyle Field, Local Airport with 4,000 ft. strip).

3—POPULATION:
Corp. City 70 Cen. 13,537; Loc. Est. 14,597
County 70 Cen. 27,206; Loc. Est. 28,847
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,184; Loc. Est. 5,471
County 70 Cen. 9,102; Loc. Est. 11,363

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Bank	3	$189,412,933
Sav. & Loan Assn.	3	$18,300,000

6—PASSENGER AUTOS: County 22,568

7—ELECTRIC METERS: Res. 5,610; Co. 8,481

8—GAS METERS: Propane 2,425; Natural Gas 3,193

9— PRINCIPAL INDUSTRIES (CZ): Gas ranges 1,000 ($215); Toys 800 ($215); Women's designer clothes 250 ($160); textiles, Popcorn processing; Tobacco; Adhesives; Oil Filters; Chemicals 60 ($215); Educational center; Original stock and stockingnettes; specialty work gloves 200 ($165).

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11—TAP WATER: Alkaline, very soft, abundant.

MURRAY—continued

12—RETAILING: 7 block area in downtown business district (around court square); 9 blocks along S. 12th St (U.S 641), 10 block area extending from intersection of N. 12th St (U.S 641) and Chestnut St

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Belair	13	Big K, Storey's Food Giant, Sears
Central	7	K-Mart, Kroger, Roses, Coast-to-Coast
Dixieland	20	Buckingham-Ray, Clayton
Northside	5	Adams IGA, Murray Home & Auto
Southside	8	Adams IGA, Sherwin-Williams

Principal Shopping Days: Mon., Thur and Fri.
Stores Open: Friday evenings and Sunday. Shopping Centers every evening.

13—RETAIL OUTLETS: Department Stores: Lerman Bros., National Stores, Settle-Workman; Bright's; Behrs; Western Auto, Otasco.
Discount Stores (CZ)—K-Mart; Big K; Roses; Freds; Uncle Jeffs; Big Mac's.
Variety Stores: P. N. Hirsch, Starks Hardware, Jeffrey's.
Chain Drug Stores: Sav-Rite; Begley's (2).
Chain Food Stores (supermarkets) in city zone: Kroger; Big John; Jim Adams; IGA.
Other Supermarkets: Storey's Food Giant, Parker's Market, Owens Food Market.
Other Chain Stores: Goodyear; Minnens, Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmart; Cherry's; Singer Sewing Center; Big B Cleaners, Uncle Lee's Sporting Goods, Coast-to-Coast; Radio Shack, Auto Shack.

14—NEWSPAPERS: LEDGER & TIMES (e) 7,641; sworn March 31, 1980.
Local contact for advertising and merchandising data: Walter L. Apperson, publisher, LEDGER & TIMES.
National Representatives: Landon Associates, Inc.

OWENSBORO, KY.

1—LOCATION: Daviess County, E&P Map B-2, (SMSA). County Seat. 2 Colleges, Farming, manufacturing and industrial center in W. Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, Ind. On U.S. Hwy. 60, 231, 431; State Hwy. 54, 56 & 81; Audubon & Green River Parkways.

2—TRANSPORTATION: Railroads: L&N; IC.
Motor Freight Carriers: 14.
Intercity Bus Lines: Greyhound; Fuqua Bus, E&OV Bus.
Airlines: Air Kentucky.
Water: American Barge Line, Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid America Terminals of Ky.; Owensboro River Rail Terminal.

3—POPULATION:
Corp. City 70 Cen. 50,329; Loc. Est. 59,000
CZ ABC: (70) 61,569; (80) 61,800
RTZ-ABC: (70) 157,819; (80) 180,900
Co./SMSA 70 Cen. 79,486; Loc. Est. 85,500
City & RTZ-ABC: (70) 219,388; (80) 242,700

4—HOUSEHOLDS:
City 70 Cen. 16,029; Loc. Est. 19,119
County/SMSA 70 Cen. 24,012; Loc. Est. 27,500
CZ ABC: (70) 19,185; (80) 22,000
RTZ-ABC: (70) 50,191; (80) 66,100
City & RTZ-ABC: (70) 69,376; (80) 88,100

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$242,637,566
Commercial Banks	3	$318,750,779

6—PASSENGER AUTOS: County 37,136

7—ELECTRIC METERS: Residence 20,307

8—GAS METERS: (City total) 22,635

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Aluminum Windows & Doors 251; Bakery 116; Brick & Tile 53; Canning 46; Chemical 322; Distilleries 448; Electric Utilities 195; Electronics 175; Electric Lamps 263; Flour, meal & feeds 93; Furniture Mfg. 357; Food Processing 129; Hospitals 1250; Meat Packing 418; Milk Products 161; Natural Gas 704; Publishing & Printing 163; Small Electric Motors 492; Steel Fabricating 682; Telephone Services 445; Tobacco 570.
Principal Industrial Pay Days: Mon., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26. Last killing frost, Apr. 12.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Downtown Shopping: 3 blocks on Main St., 2 on Frederica St., 1 on Allen St., 1 on St. Ann St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Audubon Plaza	6	Kroger, Haag Drug
Gabe's	10	Wyndall's Mkt., Haag Drug
Lincoln Mall	19	Woolco, Winn-Dixie, Sullivan's
Shawnee Park	7	Wyndall's Mkt., Taylor Drug
Sherwood Plaza	2	Kuhn's Big K, Wetzel's Mkt.
South Frederica	10	Taylor's IGA, Cloth World
Stop-N-Shop	6	Wyndall's Mkt.
The Thatch	10	Little Old Gift Shoppe, Hubbards, Ltd. (men's)
Towne Sq. Mall	55	Sears, J.C. Penney, Bacon's, Andersons
Village West	14	Wetzel's Mkt., P.N. Hirsch, Ben Franklin, Kuesters Hdwe.
Wesleyan Park	39	Kroger, SuperX Drug, Mr. Wigg's, K-Mart
Williamsburg Sq.	9	Baptist Book Store
Wyndall's	10	King's, Wyndall's, Mkt.

Neighborhood Shopping Centers: 2 blocks on Frederica St. at 10th; 2 on E. 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Shopping Centers open 6 nights a week and Sunday afternoons.

13—RETAIL OUTLETS: Department Stores: Anderson's, Sears; J.C. Penney; Bacon's, Sullivan's.
Variety Stores: Kresge; Ben Franklin.
Discount Stores (CZ): Bi-Low; Kuhn's Big K; Mr. Wiggs; King's; Woolco; K-Mart.
Chain Drug Stores (CZ): Haag 2; Taylor's; SuperRx; Osco.
Chain Food Stores: Winn-Dixie; Kroger 2; Wyndall's 4; Taylor (IGA) 2; Wetzel's 4; Convenient 4; Key 3; Ray's IGA 2; Stop 'n Go 5; Kwik-Pik 5.
Other Chain Stores: Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's Kay Jewelry; Hancock Fabrics; Firestone; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Wickes; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Morrison's Cafeteria; Regis Beauty Salon, Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; P.N. Hirsch; S&T Store; Spencer Gifts.

14—NEWSPAPERS: MESSENGER-INQUIRER (m) 32,997, (S) 32,889, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Hugh T. Hawkins, Adv. Mgr., MESSENGER-INQUIRER.
National Representatives: Story & Kelly-Smith, Inc.

OWENSBORO
KENTUCKY
Messenger-Inquirer
The Nation's
No. 1*
Morning Paper
In Metro Area
Penetration
Serving Kentucky's 3rd Metro — and More!
* CIRCULATION '80/'81

PADUCAH, KY.

1—LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River, 48 mi. E by N from the Mississippi, 185 mi. from Memphis. On U.S. Highways 45, 60, 62, 68, I-24; and State Highways 284, 358.

2—TRANSPORTATION: Railroads: Illinois Central; Gulf, CB&Q; Paducah and Illinois, L&N.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; Brooks; Southern Trailways.
Airlines: Ozark; Air Kentucky; Air Illinois.

3—POPULATION:
Corp. City 70 Cen. 31,627; Loc. Est. 35,000
CZ ABC: (70) 47,379; (80) 49,800
RTZ-ABC: (70) 177,330; (80) 193,300
County 70 Cen. 58,281; Loc. Est. 63,034
City & RTZ-ABC: (70) 224,709; (80) 243,100

4—HOUSEHOLDS:
City 70 Cen. 11,392; Loc. Est. 16,000
County 70 Cen. 19,887; Loc. Est. 24,830
CZ ABC: (70) 16,418; (80) 19,800
RTZ-ABC: (70) 59,920; (80) 74,700
City & RTZ-ABC: (70) 76,338; (80) 94,500

5—BANKS:	NUMBER	DEPOSITS
Savings Bank	3	$339,810,000
Sav. & Loan Assn.	2	$151,682,226

6—PASSENGER AUTOS: County 37,865

7—ELECTRIC METERS: Residence 19,003

8—GAS METERS: Residence 17,806

9— PRINCIPAL INDUSTRIES (CZ): Industry (Number of Wage Earners); Uranium Separation (2,500); Candy (43); Railroad Shop (1,347); Shoes (487); Concrete Prod. (30); Auto Radiators (487); Dresses (120); Barges (566); TVA (545); Art Pottery (40); Textile Machy. (120); Small Motor Vessels (55); Milk Products (113); Brewery (250); Soft Drink Bottling (152); Aluminum and Zinc Castings (150); Wire Manufacturing (149); Plastic Products (153).

10-CLIMATE: First killing frost, Oct. 24. Last killing frost, Apr. 7.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 30 blocks on 6 sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cardinal Point	15	Ben Franklin, Rexall
Hannan Plaza	15	Krogers, SupeRx Drug
Paducah Mall	28	Mont. Ward, Woolco,
Paducah Square	4	Big K
Farmers Mkt.	10	Farmers Mkt.

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Sears; Watkins, Paducah Dry Goods, Penney, Finkel's Fair.
Variety Stores: Kresge, Woolworth, Ben Franklin.
Chain Drug Stores (CZ): Walgreen SupeRx, Pay Less 8; Bill's 2.
Discount Centers: Uncle Lee's, Big K, K mart, HillMark, Woolco.
Chain Food Supermarkets: A&P, Kroger, Wonder, Food Giant 3, Bigg's, Farmers, Myrick's, IGA, Big Star.
Other Chain Stores: Goodyear, General Tire Co., Foy-Johnston, Pittsburgh Plate Glass, Red Spot Paint & Glass, Sherwin-Williams; Singer Co., Thom McAn, Firestone, Lowe Bros., Baker's Shoes, S&H Green Stamps, Zales, Wickes, West Bldg., Pic-Way.

14—NEWSPAPERS: PADUCAH SUN (e-Mon. to Fri) 30,890, (S) 34,176, Mar. 31, 1980 ABC.
Local Contact for Advertising, and Merchandising Data: James K. Duncan, Adv. Mgr., PADUCAH SUN.
National Representatives: Branham/Newspaper Sales.

PARIS, KY.

1—LOCATION: Bourbon County, (In Lexington-Fayette, Ky. SMSA). E&P Map E-2.

2—TRANSPORTATION: Railraods: L&N, F&C.
Motor Freight Carriers: 4.
Intercity Passenger Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,823; Loc. Est. 7,553
SMSA 70 Cen. 266,701; Loc. Est. 297,530
County 70 Cen. 18,476; Loc. ESt. 19,002

4—HOUSEHOLDS:
City 70 Cen. 2,694; Loc. Est. 2,990
County 70 Cen. 5,927; Loc. Est. 7,002
SMSA 70 Cen. 54,507; Loc. Est. 108,291

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$79,233,000
Sav. & Loan Assn.	1	$13,000,312

6—PASSENGER AUTOS: County 9,218

7—ELECTRIC METERS: Residence 5,010

8—GAS METERS: Residence 3,471

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 800 (N/A); Machy. 1,000 (N/A); Tobacco 50 (N/A); Seed Processing 100 (N/A).

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 80-100; Fall 30-70; Winter 0-40. First killing frost, Oct. 22. Last killing frost, Apr. 16.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Areas: 2nd to 10th Sts.; Normandy Place Shopping Center.
Principal Shopping Days: Mon., fri., Sat.
Stores Open Evenings: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Lerman Bros.; Dollar General; Dimeco; Newberry's; Smith's Dollar & Discount; Ben Franklin; Heck's.
Chain Drug Stores: Begley's; Wilson Rexall.
Chain Food Supermarkets: Kroger, Super-Value; Convenient Food Mkt., Foodtown.
Other Chain Stores: Western Auto; Sears (catalog); Southern States, Pick 'n Save; Brown & Eperson Co.

14—NEWSPAPERS: ENTERPRISE (m-mon. to fri.) 3,150; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Berkeley Scott, Publisher, ENTERPRISE.
National Representatives: Landon Associates, Inc.

RICHMOND, KY.

1—LOCATION: Madison County, E&P Map E-2, County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2—TRANSPORTATION: Railroads: L & N (freight).
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 16,861; Loc. Est. 21,700
County 70 Cen. 42,730; Loc. Est. 52,000

4—HOUSEHOLDS:
City 70 Cen. 4,274; Loc. Est. 6,750
County 70 Cen. 11,924; Loc. Est. 17,078

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$145,000,000
Sav. & Loans Assoc.	1	$55,000,000

6—PASSENGER AUTOS: County 23,000

7—ELECTRIC METERS: Res. 16,500

8—GAS METERS: Res. 3,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Foundry equipment 120 ($220), Batteries 370 ($275), Ice Cream 60 ($210), Vending 40 ($210), Tool & Stamping 110 ($215), Paint Coating 162 ($295), Army Depot 452 ($308), Miniature Lamps 650 ($280).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 43-64, Summer 72-90; Fall 44-68; Winter 0-35.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers: Big Hill Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
University	9 blks	A&P, Begley Drug, Winn-Dixie
Shopper's Village	1	Big K, IGA, Pic-N-Pay, Behr
Waco	10	A & B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, Maloneys, IGA, Heck's
Richmond Plaza	2	Super-Valu, Begley Drug, K-Mart, S&T Hdwr.
College Park	2	Convenient

Principal Shopping Days: Thurs., Sat.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: Penney, Rozen's, Lerman Brothers, Ken-Car.
Variety Stores: Ben Franklin.
Discount Stores (CZ): Furniture City, Heck's, Big K.
Chain Drug Stores (CZ): Begley 3, SupeRx.
Chain Food Supermarkets: Kroger, A&P, Super Valu, IGA, Gateway, Winn-Dixie.
Other Chain Stores: Firestone, Goodyear, Sears (catalog), Leroy's, Montgomery Ward (catalog), C&H Rauch, Radio Shack, NAPA, Pic'N Pay, Convenient.

14—NEWSPAPERS: REGISTER (e) 9,112; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ben M. Tureman, Gen. Mgr., REGISTER.
Natioanl Representatives: General Advertising Service, Inc.

SOMERSET, KY.

1—LOCATION: Pulaski County, E&P Map D-C, Agricultural, resort, manufacturing area; South-Central portion of State; On Lake Cumberland, 75 mi. South of Lexington, On U.S. Hwy. 27, Cumberland Parkway (toll road), Ky. Hwy. 80, 26 miles to I-75.

2—TRANSPORTATION: Railroads: Southern.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 10,436; Loc. Est. 13,709
County 70 Cen. 35,234; Loc. Est. 44,645

4—HOUSEHOLDS:
City 70 Cen. 3,510; Loc. Est. 5,303
County 70 Cen. 11,254; Loc. Est. 16,465

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$182,492,193
Sav. & Loan Assn.	2	$101,668,578

6—PASSENGER AUTOS: County 30,500

7—ELECTRIC METERS: County-Res. 25,476

8—GAS METERS: Residence 2,735

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Aver. Wkly. Wage)—Glass Plant 190 ($250); Clothing 750 ($195); Fertilizer 36 ($143); Auto Parts 830 ($210); Plumbing Fixtures 235 ($225); Lumber Products 65 ($145); Furniture 251 ($181); Coal 80 ($205); Feed Products 19 ($110); Groceries 75 ($190).
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Average temp. Min. 28, Max. 88.

11—TAP WATER: Soft—lake water.

12—RETAILING: Principal Shopping Center: Tradewind Shopping Center (27 Stores—Rose's, Winn-Dixie), Somerset Plaza, (A&P, Big K, Watson's); Downtown Somerset (United, Ben Franklin, Western Auto, Pic & Save); Midway Center; Cumberland Square(K-Mart, Kroger, SuperRx); Somerset Mall (Penney's, Belk-Simpson).
Principal Shopping Days: Fri., Sat. and Sun.
Stores Open Evenings: Tradewind Shopping Ctr. every night; Somerset Plaza every night; Downtown stores—Fri.; Cumberland Square every night;

13—RETAIL OUTLETS: Department Stores: Rose's, United and Watson's, Ben Franklin.
Discount Store: Paul's Discount; Big K, Midway Discount: K-Mart.
Variety Stores: Rose's; Ben Franklin, Dollar General.
Chain Drug Stores: Sav-rite, SuperRx; Begley 2.
Chain Supermarkets: Kroger, A&P, Winn-Dixie 3, Food Fair 4; Convenient Mart 3; Mac's Village Pantry 3; IGA; Big John's; Minit Mart.

Other Chain Stores: Goodyear; Firestone; Sears; Montgomery Ward; Begley Drug; Cato's; S&T Hardware; Wise Fashions; Ky. Food Stores; Singer Co.; Sherwin-Williams; Pic & Save; Pic 'N Pay Shoes Pay less Shoe Source

14—NEWSPAPERS: COMMONWEALTH-JOURNAL (e-Mon. thru Fri.) 12,146; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Herschel Whitis, Adv. Mgr., COMMONWEALTH-JOURNAL.
National Representatives: Landon Associates, Inc.

WINCHESTER, KY.

1—LOCATION: Clark County. E&P Map E-2, County Seat. Agricultural Center. 8 mi. N of Kentucky River. On U.S. Hwy. 60; Interstate 64 & 75.

2—TRANSPORTATION: Railroads: C&O; L&N.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 13,402; Loc. Est. 15,781
County 70 Cen. 24,090; Loc. Est. 27,088

4—HOUSEHOLDS:
City 70 Cen. 4,563; Loc. Est. 9,945
County 70 Cen. 7,646; Loc. Est. 9,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$153,704,001
Sav. & Loan Assn	2	$39,142,409

6—PASSENGER AUTOS: County 15,500

7—ELECTRIC METERS: Residence 9,200

8—GAS METERS: Residence 5,900

9— PRINCIPAL INDUSTRIES (CZ): Mining & quarrying 44; Construction 388; Manufacturing 4,144; Insurance, Real Estate 306; Textiles 500; Fertilizers 100; Transportation, Communications & Public Utilities 1,127; Wholesale, Retail Trade 2,114; Services 1963; Government 1,753; Tobacco 1,500.
Principal Industrial Pay Days: Fri., Wed.

10-CLIMATE: First killing frost, Oct. 11. Last killing frost, Apr. 6.

11—TAP WATER: Fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on four streets.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Boonesboro Plz.	2	IGA, Day Drugs
Meadowbrook Plz.	1	Super Value
Winchester Plaza	16	Winn-Dixie, Rose's, Begley's Drugs
Shopper's Village	12	Big K, Foodtown, Pic & Pay Shoes, Shopper's Village Liquor

13—RETAIL OUTLETS: Department Stores: Vic Bloomfield & Son; Belk-Simpson; J. C. Penney.
Variety Stores: Newberry; Dollar General; Big K; Rose's.
Chain Drug Stores: Begley 1; SupeRx.
Chain Food Supermarkets: Kroger; A&P; IGA; Super Value; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart.
Other Chain Stores: Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers.

14—NEWSPAPERS: SUN 6,787; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Edward Mastrean, Adv. Dir., SUN.
National Representatives: Landon Associates, Inc.

LOUISIANA SURVEYS

LOUISIANA STANDARD METROPOLITAN STATISTICAL AREAS

Alexandria, La.—Grant and Rapides Parishes.

Baton Rouge, La.—Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.

Lafayette, La.—Lafayette Parish.

Lake Charles, La.—Calcasieu Parish.

Monroe, La.—Oucahita Parish.

New Orleans, La.—Jefferson, Orleans, St. Bernard and St. Tammany Parishes.

Shreveport, La.—Bossier, Caddo and Webster Parishes.

LOUISIANA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	349	333	365
5-14 Years	809	701	644
15-24 Years	677	810	715
25-44 Years	827	1,122	1,245
45-64 Years	677	737	716
65 and Over	305	404	414
TOTAL	3,644	4,105	4,099

Based on U.S. Census

LOUISIANA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr.	356	663	993
General Mdse.	984	1,669	2,506
Food	1,819	3,079	4,658
Automobiles	1,480	2,707	3,298
Gasoline Stations	511	858	1,657
Apparel	437	675	1,036
Furniture	328	553	800
Eat-Drink Places	518	997	1,444
Drugs	249	405	600
Total Sales	7,213	11,668	18,321

Source. U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ABBEVILLE, LA.

1—LOCATION: Vermillion Parish, E&P Map B-4, Parish Seat. Oil & gas wells. Rice mills, sugar & sirup factories. Trapping, agriculture & livestock. On Vermillion River, 65 mi SW of Baton Rouge.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: SAIA; Southern Pacific.

3—POPULATION:
Corp. City 70 Cen. 10,996; Loc. Est. 15,000
Parish 70 Cen. 43,071; Loc. Est. 48,709

4—HOUSEHOLDS:
City 70 Cen. 3,437; Loc. Est. N.A.
Parish 70 Cen. 12,752; Loc. Est. 16,734

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	N.A.
Commercial Banks	3	$120,000,000

6—PASSENGER AUTOS: Parish 17,155

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry: Rice Mills; Farming; Oil Producers; Textile Plant; Fishing.
Principal Industrial Pay Days: 1st & 15th Monthly.

10-CLIMATE: Min. & Max. Temp.—Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan.; Last killing frost, Mar.

11—TAP WATER: Soft (City)

12—RETAILING: Principal Shopping Centers: Abbeyville By-Pass & Lyman St.; Washington St.; Veterans Memorial Dr.; By-Pass Hwy. 14, Main St.; West Laurel Hwy. 190.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Abbeville Ctr.	2	Winn-Dixie, T.G.&Y.
Lafitte Ctr.	6	Eckerd's, West Bros. Dept. Store
Lastarmco Ctr.	4	Sears Roebuck, Vee's 5&10¢
Oaklawn Ctr.	-	
Westgate Ctr.	4	Winn-Dixie, Burger Chef

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers.

13—RETAIL OUTLETS: Department Stores: West Bros.; Murphys; Otasco.
Discount Stores: Bill's Dollar Store; Payless; Shoe Town.
Variety Stores: Vee's.
Chain Drug Stores: Eckerd's; K&B; Thrift-T-Way; Cashway
Chain Food Supermarkets: Winn-Dixie; National; IGA.
Other Chain Stores: Anthonys; Green Light; Sears; 7-11; Stop & Shop.

14—NEWSPAPERS: MERIDIONAL (e-Tues. to Fri.; S) 6,104; Sworn Oct. 4, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Van M. Landry, Gen. Mgr., MERIDIONAL.
National Representatives: None.

ALEXANDRIA-PINEVILLE, LA.

1—LOCATION: Rapides Parish, (In Alexandria SMSA). E&P Map B-3. Parish (County) Seat. Agricultural and retail trade center. On the Red River; 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2—TRANSPORTATION: Railroads: L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Rock Island; Southern Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Continental Trailways; Harlan.
Airlines: Delta; Royale.

3—POPULATION:
Corp. City 70 Cen. 50,508; Loc. Est. 70,339
Alexandria 70 Cen. 41,557; Loc. Est. 53,896
Pineville 70 Cen. 8,951; Loc. Est. 16,443
CZ ABC: (70) 64,128; (80) 68,400
RTZ-ABC: (70) 210,369; (80) 207,100
SMSA 70 Cen. 131,749; Loc. Est. 143,275
Parish 70 Cen. 118,076; Loc. Est. 127,407
City & RTZ-ABC: (70) 274,497; (80) 275,500

4—HOUSEHOLDS:
Alexandria 70 Cen. 13,373; Loc. Est. 19,865
Pineville 70 Cen. 2,924; Loc. Est. 6,063
Parish 70 Cen. 33,837; Loc. Est. 42,976
SMSA 70 Cen. 38,122; Loc. Est. 48,706
CZ ABC: (70) 19,824; (80) 24,900
RTZ-ABC: (70) 54,269; (80) 62,600
City & RTZ-ABC: (70) 74,093; (80) 87,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$340,448,713
Sav. & Loan Assn.	5	$221,125,322

6—PASSENGER AUTOS: 48,297

7—ELECTRIC METERS: (Bus. & Res.) 28,095

8—GAS METERS: (Bus. & Res.) 28,795

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Bakery Products 450; Bottlers 175; Concrete Products 190; Lumber and Creosote Products 1,150; Furniture and Fixtures 300; Meat and Poultry Products 735; Steel and Metal Products 900; Wood Products—Millwork 300; Gov't Agencies 1,200; Detergents (P&G) 200; Liner Board (Pineville Kraft) 500; Printing, Publishing and Allied 200.
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1. Last killing frost, Mar. 1.

11—TAP WATER: Not fluoridated.

12—RETAILING: Principal Shopping Center: 25 blocks on Main, Third and Fourth St., Westgate Shopping Center; Alexandria Mall; MacArthur Village.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alexandria Mall	60	Penney, Sears
MacArthur Vlg.	29	TG&Y, Red Cross Drug, Kroger
Southgate Mall	3	Woolco, Mont. Ward
Southside	11	Food Mart
Westgate	17	A&P, K-Mart
Edgewood Plaza (Pineville)		Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	-	Kroger, Wackers, Eckerd
Ingrams (Tioga)	3	Nichols, Ingram Super Mkt.

Principal Shopping Days: Sat., Thu., Mon.
Stores Open Evenings: Every night.

13—RETAIL OUTLETS: Department Stores: Wellan's; Weiss & Goldring; Sears; J.C. Penney; Green's; Montgomery Ward; Gus Kaplan; Beall's.
Discount Stores (CZ): Howard Bros.; Woolco; K-Mart; H.J. Wilson.
Variety Stores: C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores (CZ): Red Cross Drugs 2; Pearson's 8; K&B; Eckerd's 2.
Chain Supermarkets: A&P 3; Kroger 2; Market Basket; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly 2.
Other Chain Stores (CZ): Firestone; Goodyear; Singer Co.; Edison Brothers (shoes); Lerner's (women's); Necchi Sewing; Ben Franklin; Rhealee; Gem Jewelry; Goodrich, Hardy (shoes); Kinney (shoes); Gallenkamp (shoes); General Nutrition; Radio Shack (2); Gordon Jewelers; Sweeney Jewelers; Nansone Music; Musicland; Lowe's Bldg. Mat.; Wickes Lbr.

14—NEWSPAPERS: TOWN TALK (e-Mon. to Fri.) 37,563; (Sat.m) 38,310 (S) 38,243; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Cade M. Fogleman, TOWN TALK.
National Representatives: Branham/Newspaper Sales.

BASTROP, LA.

1—LOCATION: Morehouse Parish, E&P Map B-1, Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N. and W. of Baton Rouge; 120 mi. E. of Shreveport; 125 mi. W. of Jackson, Miss.; 183 mi. S. and E. of Little Rock. On U.S. Hwy. 165, State Hwy. 2 and 139.

2—TRANSPORTATION: Railroads: Missouri Pacific; Arkansas; Louisiana and Missouri.
Motor Freight Carriers: Red Ball; Steve Thompson; Great Western.
Airlines: Delta; Republic; Texas International (Airport, 23 mi. at edge of Monroe, La.).

3—POPULATION:
City 70 Cen. 14,713; Loc. Est. 14,574
City Zone ABC: (70)14,713; (80)14,500
RTZ-ABC: (70)36,039; (80)37,700
Parish 70 Cen. 32,463; Loc. Est. 33,727
City & RTZ-ABC: (70)50,752; (80)52,200

4—HOUSEHOLDS:
City 70 Cen. 4,643; Loc. Est. 5,197
Parish 70 Cen. 9,473; Loc. Est. 11,342
City Zone ABC: (70)4,635; (80)5,200
RTZ-ABC: 10,473; (80)12,600
City & RTZ-ABC: (70)15,108; (80)17,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$102,072,000
Sav. & Loan Assns.	1	$31,112,000

6—PASSENGER AUTOS: Parish 11,405

7—ELECTRIC METERS: Parish 13,248

8—GAS METERS: City 5,334; Parish 8,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Making 1,800 ($285); Also Chemicals; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($145).
Principal Industrial Pay Days: Thu.; 1 & 15.

10-CLIMATE: Av. Min. & Max. Temp.—Winter 21-75; Summer 68-98.

11—TAP WATER: Natural, soft.

12—RETAILING: Principal Shopping District: 3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Magnolia	13	Big Star, West Bros.
Washington Sq.	10	Safeway, TG&Y, Otasco, Kent's

Neighborhood Shopping Centers: 7 blocks W. of Center on W. Madison; 8 N. of center on N. Washington; 10 E. of center on E. Madison 18 N. & E. at Cherry Ridge & McCreight; 18 S. on S. Washington; 25 W. on Hwy. 165.

13—RETAIL OUTLETS: Department Stores: Seligman's; J. C. Penney.
Discount Stores: Howard Bros.; Kent's; United Dollar; Fred's; Wal-Mart; West Bros.
Variety Stores: Morgan & Lindsey 2; TG&Y.
Chain Food Supermarkets: Piggly Wiggly; Big Star Jim Dandy; A&P; Safeway.
Other Chain Stores: Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear; Firestone.

14—NEWSPAPERS: ENTERPRISE (e-Mon. to Fri.) 6,414; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Nathan Bolton, Pub., ENTERPRISE.
National Representatives: None.

BATON ROUGE, LA.

1—LOCATION: East Baton Rouge Parish. E&P Map C-3 (SMSA). State Capita and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico, lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2—TRANSPORTATION: Railroads: Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers: 11.
Intercity Bus Lines: Trailways; Greyhound.
Airlines: Delta; Texas International; Republic.

3—POPULATION:
Corp. City 70 Cen. 165,963; Loc. Est. 367,003
CZ ABC: (70) 285,167; (80) 347,500
RTZ-ABC: (70) 265,481; (80) 301,100
Parish 70 Cen. 285,167; Loc. Est. 346,560
SMSA 70 Cen. 375,628; Loc. Est. 459,163
City & RTZ-ABC: (70) 550,648; (80) 648,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 51,131; Loc. Est. 85,742
Parish 70 Cen. 95,186; Loc. Est. 141,653
SMSA 70 Cen. 106,258; Loc. Est. 156,595
CZ ABC: (70) 81,460; (80) 113,600
RTZ-ABC: (70) 70,172; (80) 92,000
City & RTZ-ABC: (70) 151,632; (80) 205,600

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	8	$1,974,215,458
Sav. & Loan Assns.	7	$561,175,119

6—PASSENGER AUTOS: Parish 154,036

7—ELECTRIC METERS: Residence 122,243

8—GAS METERS: Residence 80,522

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemicals & Petroleum 12,000 ($445); Mfg. 19,350 ($361); Const. 9,975 ($256); Trans. Comm. Util. 9,998; Trade 38,350; Gov't. 51,000
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15. Last killing frost, Mar. 1.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Downtown Shopping Center: 5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; 5,000-8,000, Florida Blvd.
Neighborhood Shopping Area: Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plant Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr., 7100 to 7500 Florida St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bon Marche Mall	4	D. H. Holmes, Montgomery Ward, Maison Blanche
Westmoreland	3	A&P, D. H. Holmes
Forest-McCall	3	A&P, Rexall
Delmont Village		D. H. Holmes, Winn-Dixie Woolworth, A&P
Broadmoore	5	National, TG&Y
University	3	A&P, TG&U
Chocktaw	3	A&P
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea	6	Laurel Lea Mkt., Rexall
Tynes	5	B. R. Furn., Food Town

BATON ROUGE—continued

Acadian Plaza	3	Rexall, National
Foster	4	Griffith Drug, National
Mid City	4	Simon Furn., Pak-a-Sak
Foodtown	3	Foodtown, TG&Y
Foster	4	Natl. Foods
Goodwood	4	Joe D's; Sleep Shop, Romano's
Greenway	8	Foodtown, TG&Y
Plank Rd. Mall	6	A&P, Morgan & Lindsey
Rebel	4	Kroger
Southdowns	5	
Broadwood		10 stores
Cedar Crest		9 stores
Central		TG&Y
Claitors		TG&Y, Kroger
Cloverleai		19 stores
Cole's Plaza		Cracker Barrel
Colonial		Nat'l. Food, Kent's
Corporate Mall		4 speciality clothing stores
Cortana Mall		J. C. Penney, Dillard, Goudchaux's, Sears, Wilson's
Drusilla		Stop & Go Mkt.
Florida Plaza		10 stores
Florida-Sharp		Foodtown
Highland South		TG&Y, Winn-Dixie
Interstate		TG&Y, Winn-Dixie
Jefferson Plaza		A&P
Merrydale		A&P, TG&Y
Monterey Village		A&P
Northpark		Woolco, Eckerd, Kroger
Ogden Park		Western Auto
Perkins Road		Nat'l. Food
Prescott-Beechwood		Foodtown, TG&Y
Quick and Handy		Stop & Go
Scenic		Nat'l. Food, TG&Y
Seneca		Phil-A-Sak
Sherwood Forest		TG&Y, Winn-Dixie
Sherwood Plaza		Kroger, Katz & Besthoff
Sherwood South		J. Howard, Ltd., A&P, Eckerd's, TG&Y
Shoppers Fair		Kroger, Shopper's Fair
Stanford Ave.		Little Gen'l. Stores
The Village Green		Winn-Dixie, TG&Y
Village Square		Katz & Besthoff, Kroger, Wilson's
Westmoreland		A&P, D. H. Holmes
Woolco Plaza		Woolco, Kroger

13—RETAIL OUTLETS: Department Stores: Holmes 3; Goudchaux's 2; Sears; Montgomery Ward; J. C. Penney 1.

Discount Stores (CZ): Kent Dollar Stores; Wilson's Whls. & Dist.; Gibson's; Howard Bros.; K-Mart 4; Woolco 3.

Variety Stores: Woolworth; Kress; Morgan-Lindsay; McCrory's, TG&Y.

Chain Drug Stores (CZ): Walgreen 2; Rexall 9; K&B 7; Eckerd 8; Griffin's 3; Kare 5; Medicine Shoppe 2.

Chain Food Supermarkets: A&P 10; Winn-Dixie 8; National Food 9, 7-Eleven; Kroger 5; Community 2; Cracker Barrel 4; Phil-A-Sak 14; Stop & Go 10; Albertsons; Acadiene.

Other Chain Stores: Thom McAn (shoes); Lerner (women's); Mangel's (women's); Stein's; Gordon's Jewelers; Busch Jewelry; Zale's Jewelry; Singer Co., G. R. Kinney; Baker Shoes; Russell Stover; S&H Green Stamps.

14—NEWSPAPERS: ADVOCATE (m) 76,684; STATE TIMES (e) 43,192; Comb. (m&e) 119,876; ADVOCATE (S) 116,792; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Don R. Stewart, Natl. Adv. Mgr., STATE TIMES and ADVOCATE.

National Representatives: Branham/Newspaper Sales.

BOGALUSA, LA.

1—LOCATION: Washington Parish E&P Map D-3. 71 mi. NE of New Orleans. On State Highways 10, 21, 60 and 1075. 30 miles to Lake Pontchartrain Causeway to New Orleans.

2—TRANSPORTATION: Railroads: Illinois Central Gulf.

Intercity Bus Lines: Greyhound Bus, Continental Trailways.

Motor Freight Carriers: 4

Waterway: Pearl River Canal to Gulf of Mexico.

3—POPULATION:
Corp. City 70 Cen. 18,412; Loc. Est. 18,030
CZ ABC: (70) 22,371; (80) 21,400
RTZ-ABC: (70) 109,984; (80) 130,300
County 70 Cen. 41,987; Loc. Est. 50,824
City & RTZ-ABC: (70) 132,319; (80) 151,700

4—HOUSEHOLDS:
City 70 Cen. 6,117; Loc. Est. 7,011
Parish 70 Cen. 12,931; Loc. Est. 18,078
CZ ABC: (70) 7,309; (80) 8,000
RTZ-ABC: (70) 31,794; (80) 43,200
City & RTZ-ABC: (70) 39,103; (80) 51,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$175,000,000

6—PASSENGER AUTOS: 17,107

7—ELECTRIC METERS: Residence 8,210

8—GAS METERS: Residence 8,326

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Papermaking, box and bag mfg. 2,000 ($275); Lumbering 600 ($220); Agriculture (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Fdry.; Wholesale Nursery; Freshwater Catfish Raising; Electrical Assembly Plant; Seafood Packing; Garment Factory.

Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pine Tree Plaza	1/2	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate	1	Natl. Foods, TG&Y, Bill's Dollar Store
Shopyard Square	1	A&P, Super 5 & 10, Katz & Besthoff Drugs, Payless Shoes
Eastgate	20	West Bros., Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13—RETAIL OUTLETS: Department Stores: Rosenblum's; Berenson's; Goldman's; J.C. Penney, Case Shoes, Diana Shop, Cato's.

Discount Stores: West Brothers, Ashley's, Fred's; Dollar General Store.

Variety Stores: Super 5 & 10, TG&Y; Bill's Dollar Store.

Chain Drug Stores (CZ): Seal Walgreen, Rexall 2, Eckerd's; Starns; Katz & Besthoff.

Chain Supermarkets: A&P, National Tea; Winn-Dixie; Piggly-Wiggly, Bogalusa Home Super 3, Joe Valenti 2.

Other Chain Stores: Sears (catalog), Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich, Montgomery Ward (catalog), Gibson Discount; Dixie Auto-Lec, Townsend Music, Radio Shack; Pizza Hut; Pizza Inn.

14—NEWSPAPERS: NEWS (e Mon. to Fri.), 8,477; (S) 9,352; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Louise Fitzgerald, Adv. Mgr., NEWS.

National Representatives: None.

CROWLEY, LA.

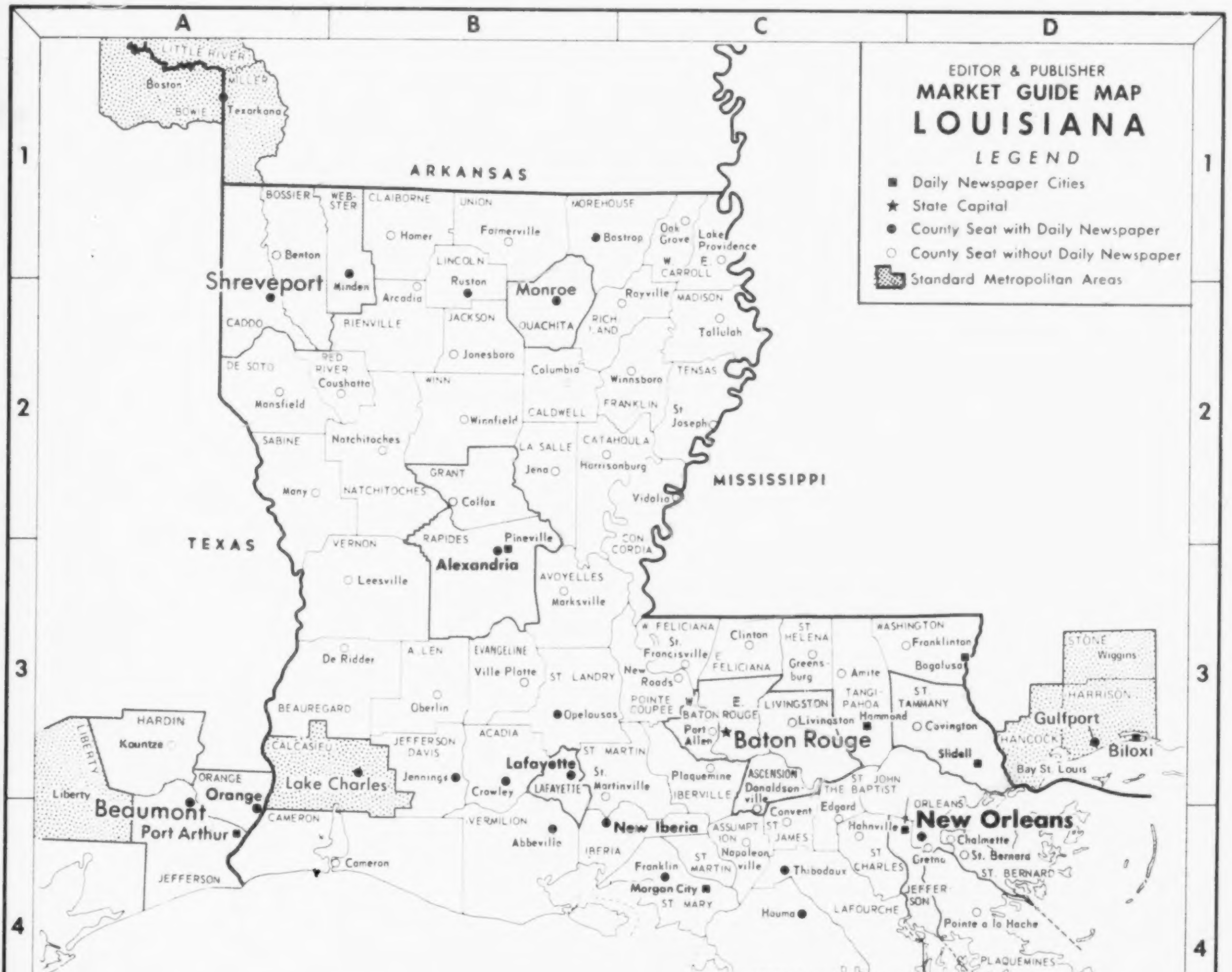
1—LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, Texas. Baton Rouge 98 mi., Alexandria, 80 mi. N. On U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2—TRANSPORTATION: Railroads: Southern Pacific, Missouri Pacific.

Motor Freight Carriers: 4

Intercity Bus Lines: Greyhound

Airlines: Texas International, La Gros Airport


EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
A
B
C
D
1
2
3
4
ARKANSAS
TEXAS
MISSISSIPPI
Shreveport
Monroe
Alexandria
Lafayette
Lake Charles
Baton Rouge
New Orleans
New Iberia
Beaumont
Orange
Port Arthur
Texarkana
Gulfport
Biloxi
Bogalusa
Minden
Ruston
Bastrop
Pineville
Opelousas
Crowley
Jennings
Abbeville
Houma
Thibodaux
Morgan City
Slidell
Hammond
Donaldsonville
Franklin
Natchitoches
Leesville
De Ridder
Covington
SCALE IN MILES
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3—POPULATION:
Corp City 70 Cen. 16,104; Loc. Est. 16,222
CZ ABC: (70) 16,104, (80) 15,700
RTZ-ABC: (70) 66,926; (80) 72,900
Parish 70 Cen. 52,109; Loc. Est. 55,291
CZ & RTZ-ABC: (70) 83,030; (80) 88,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,862; Loc. Est. 5,778
Parish 70 Cen. 14,934; Loc. Est. 18,325
CZ ABC: (70) 4,862; (80) 5,400
RTZ-ABC: (70) 19,416; (80) 24,300
City & RTZ-ABC: (70) 24,278; (80) 29,700

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assns	2	$145,702,000
Commercial Banks	3	$53,000,000

6—PASSENGER AUTOS: 19,637

7—ELECTRIC METERS: Residence 5,750

8—GAS METERS: Residence 4,857

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food proc. 869 ($46); Retail 1,669 ($40); Personal Serv. 981 ($40); Govt. 881 ($95); Transp. & Util. 550 ($90); Oil Prod. & Refining 515 ($105); Agriculture 3,050 ($25); Garment Mfg. 420 ($75).

10-CLIMATE: Min. & Max. Temp.—10 year average year round Min. 57, Max. 77.

11—TAP WATER: Alkaline, soft; not fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
A&P	5	A&P, Ben Franklin
Gateway	-	N.A.
Northpark	9	Winn-Dixie
Wager's	4	Wager's Phcy., Sears United Dollar

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog); Goodyear; Western Auto; Montgomery Ward (catalog).
Variety Stores: Morgan & Lindsey; Ben Franklin.
Discount Stores: Gibson's.
Chain Drug Stores: Eckerd 2.
Chain Food Supermarkets (CZ): National Food; A&P; Winn-Dixie; Shop Rite 2.

14—NEWSPAPERS: POST-SIGNAL (e-Tues. to Fri.) 5,268; (S) 5,722; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL.
National Representatives: None.

FRANKLIN, LA.

1—LOCATION: St. Mary Parish E&P Map C-4, Southern part of State, County Seat.

2—TRANSPORTATION: Railroads: So. Pac.; Mo. Pac.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. Citu 70 Cen. 9,325; Loc. Est. 8,733
Parish 70 Cen. 60,752; Loc. Est. 61,748

4—HOUSEHOLDS:
City 70 Cen. 2,594; Loc. Est. 2,816
Parish 70 Cen. 16,090; Loc. Est. 18,921

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$59,007,000
Savings & Loan	1	$19,542,000

6—PASSENGER AUTOS: Parish 24,436

7—ELECTRIC METERS: Residence 3,290

8—GAS METERS: Residence 3,762

9— PRINCIPAL INDUSTRIES (CZ): Sugar Mfg.; Carbon Black Mfg.; Steel Fabrication; Salt Mining; Gas & Oil Processing; Elect. Pur. Plant; Water Transportation.

10-CLIMATE: Average—Summer 81.5, Min.-Max. Summer 60-100; Winter 25-70; Av. Rainfall 66 in. annually.

12—RETAILING: Shopping Center: Blakesley-Main St. Brown Castille
Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Louis Wormser's; Marx Silverman; A. Friedman; West Bros.; Sears (catalog); Acme; Montgomery Ward (catalog); Murphy Mart.
Variety Stores: Ben Franklin.
Chain Drug Stores: Eckerd's; Cashway.
Chain Food Supermarkets (CZ): A&P; National; Gus's Big Star; Rick's IGA; Robie's; Lombardo's; Ledet's.
Other Chain Stores: White Bros.; Western Auto; Auto-Lec.

14—NEWSPAPERS: BANNER-TRIBUNE (e-Mon. to Fri.) 3,392; Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Pub., or John Landry, Gen. Mgr., BANNER-TRIBUNE.
National Representatives: None.

HAMMOND, LA.

1—LOCATION: Tangipahoa Parish (County), E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University; SE portion of state. 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190, Interstate 55 and 12.

2—TRANSPORTATION: Railroads: Ill. Central.
Motor Freight Carriers: 6.
Intercity Bus Lines: Southern Greyhound; Elderidge's.

3—POPULATION:
Corp. City 70 Cen. 12,487; Loc. Est. 15,820
PMA-ABC: (70)64,131; (80)78,900
Parish 70 Cen. 65,875; Loc. Est. 77,439

4—HOUSEHOLDS:
City 70 Cen. 3,430; Loc. Est. 5,054
Parish 70 Cen. 18,485; Loc. Est. 25,389
PMA-ABC: (70)17,925; (80)25,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$188,764,780
Savings & Loan	3	$29,755,720

6—PASSENGER AUTOS: Parish 30,588

7—ELECTRIC METERS: (CZ): Res. 4,587

8—GAS METERS: Res. 3,537

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Mfg. 2,394; Retail & Wholesale Trade 5,318; Govt. 2,440; Agricultural 2,969; Construction 651; Transportation 440; Mining 74; Fin., Ins. & Real Estate 475; Services & Misc. 952.

10-CLIMATE: Ozone Belt—Av. low temp. 51; av. high 82. First killing frost, Nov. 21. Last killing frost, Mar. 6.

11—TAP WATER: Alkaline, very soft, 99.8 pure, not fluoridated.

12—RETAILING: Neighborhood Shopping Centers: 1100 W. Thomas to 1900 W. Thomas St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Ponchatoula Gateway	6	A&P
Channel	1	American Dept., Sunflower
Hammond Sq. Mall	1	Sears, D. H. Holmes, J.C. Penney, Winn-Dixie, Bealls, TG&Y
Town & Country		Rose's
West Gate	1	Nat'l Food, Freds
Bogue Falaya	20	Nat'l. Food
Walco Village	-	Woolco, K&B Drugs Delchamps

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: All major dept. stores.
Principal Industrial Pay Days: 1 and 15.

13—RETAIL OUTLETS: Department Stores: Penney; Rosenblum's; Sears; Anthony's.
Discount Stores (CZ): Direct Factory.
Variety Stores: Morgan & Lindsey; TG&Y.
Chain Drug (CZ): Rexall; Walgreen; Eckerd; K&B Drug; Fasullo Drug. Phcy.
Chain Supermarkets (CZ): A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps.
Other Chain Stores: Auto Accessories: Goodrich, Goodyear, Firestone, General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward (catalog); United Dollar; TG&Y; Smart & Thrifty; Otasco; Radio Shack; Zales Jewelry; Sherwin-Williams.

14—NEWSPAPERS: STAR (e-Mon. to Fri.) 7,212 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond, Adv. Dir., STAR.
National Representatives: Mid South-Mississippi Dailies.

HOUMA, LA.

1—LOCATION: Terrebonne Parish, E&P Map C-4, Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane), oil and gas exploration, seafood. 54 miles Southwest of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2—TRANSPORTATION: Railroads: Southern Pacific.
Intercity Bus Line: Greyhound.
Motor Freight Carriers: 7.
Airlines: Airport Airfreight.

3—POPULATION:
Corp. City 70 Cen. 30,922; Loc. Est. 30,527
Parish 70 Cen. 76,049; Loc. Est. 95,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,699; Loc. Est. 10,089
Parish 70 Cen. 19,594; Loc. Est. 27,457

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	4	$500,294,000
Saving & Loan	3	$87,010,323

6—PASSENGER AUTOS: Parish 36,862

7—ELECTRIC METERS: 35,194

8—GAS METERS: 25,010

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Sugar Mfg.; Gas & Oil Processing; Agriculture; Seafood. Average employment 29,150; Av. $295.00 weekly.

10-CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Southland Mall, 43, Hy. 659, 3 miles from downtown Houma; Downtown, 51, 8 blocks on East Main, 6 blocks off Main.
Neighborhood Shopping Centers: Grand Caillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Sundberry	4	Nat'l. Foods, Morgan & Lindsey
Colonial Acres	19	A&P, United Dollar, Cannata's, Howard's Shoetown
Lynn Park		Winn-Dixie, K&B Bealls & Wert Bros. Drugs, TG&Y
Tunnel Blvd.	5	TG&Y, Winn-Dixie, TG&Y
Grand Ciallou	-	A&P, W. Bros., Murphy Mart
Southland Mall	47	Sears, Woolworth, Holmes, Shainberg's

Principal Shopping Days: Mon., Fri. & Sat.
Stores Open Evenings: All 46 stores in Mall, downtown open Tues.-Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sears; West Bros.; Montgomery Ward, Holmes, Godchaux's; Western Auto, Goodyear, Howard Bros.; Gaylord's; TG&Y; K-Mart, Woolco, Beall's.
Discount Stores: Dollar General; Wilson's; Murphy's Mart, Handy City.
Variety Stores: Woolworth; Murphy's Mart, TG&Y.
Chain Drug Stores (CZ): K&B 3. Eckerd's 2.
Chain Food Stores: A&P 3; Winn-Dixie 2, National 2, IGA 4, Big Star 6; La Food Store 2; Piggly-Wiggly.
Other Chain Stores: Lerner's; Gordon's Jewelry, Singer Co., Kenney-Shoes, Butler Shoes, Halperns, Shainbergs, Miller-Whol.; Wilson's Distributors.

14—NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-Mon. to Fri.) 20,016, (S) 20,116, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ray Dill, Pub., COURIER AND TERREBONNE PRESS.
National Representatives: None.

JENNINGS, LA.

1—LOCATION: Jefferson Davis Parish. E&P Map B-3, Parish Seat. Agriculture, wholesale and oil center. Southwest portion of state, 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge, 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108, Interstate 10.

2—TRANSPORTATION: Railroads: S.P.
Motor Freight Carriers: 3
Intercity Bus Lines: Teche Greyhound
Airlines: TTA, (Lake Charles Terminal)

3—POPULATION:
Corp. City 70 Cen. 11,783; Loc. Est. 12,418
CZ ABC: (70) 11,783; (80) 12,300
RTZ-ABC: (70) 41,198, (80) 43,600
Parish 70 Cen. 29,554; Loc. Est. 32,170
City & RTZ-ABC: (70) 52,981; (80) 55,900

4—HOUSEHOLDS:
City 70 Cen. 3,544; Loc. Est. 4,249
Parish 70 Cen. 8,572; Loc. Est. 10,742
CZ ABC: (70) 3,538; (80) 4,200
RTZ-ABC: (70) 11,809; (80) 14,300
City & RTZ-ABC: (70) 15,347, (80) 18,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$97,006,934
Sav. & Loan Assn.	1	$30,133,192

6—PASSENGER AUTOS: 10,855

7—ELECTRIC METERS: Residence 5,000

8—GAS METERS: Residence 3,840

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Shipyard & River Trans. 300, Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80, Clothing 250.

10-CLIMATE: Min. & Max. Temp.—Spring 51-85; Summer 71-92; Fall 48-89, Winter 44-67. First killing frost, Dec. 1. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, soft; not flouridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 5 on North Bdwy.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Piggly Wiggly	-	Piggly Wiggly, Big Star, Sears
Zigler	5	TG&Y
Jennings	5	Weill Dept., TG&Y, West Bros., Winn-Dixie, Eckerd

Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: West Brothers; Weills; Silverman's, Nichols, Gervais Smart Shop.
Variety Stores: Morgan & Lindsey; TG&Y.
Discount Stores: Gibson.
Chain Drug Stores (CZ): Phenix Rexall; Eckerd's.
Chain Food Supermarkets: A&P; Piggly Wiggly; Daley's; Winn-Dixie; Big Star; Cormier.
Other Chain Stores: Western Auto; Swifts Shoe; Ivan's (men's clothes); Betty Lee Shoes, Frank West Furniture; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 5,311; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Loyd B. Kussmann, Pub., NEWS.
National Representatives: None.

LAFAYETTE, LA.

1—LOCATION: Lafayette Parish, (Lafayette, La. SMSA). E & P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-10; State Hwys. 5, 43; 160 mi. W of New Orleans.

2—TRANSPORTATION: Railroads: S.P.
Motor Freight Carriers: 8
Intercity Bus Lines: Greyhound; Lafayette
Airlines: Texas Intl.; Royale; Air East.

3—POPULATION:
Corp. City 70 Cen. 68,908; Loc. Est. 84,255
CZ ABC: (70) 91,045; (80) 116,000
RTZ-ABC: (70) 112,966; (80) 126,800
Parish/SMSA 70 Cen. 111,745; Loc. Est. 137,820
City & RTZ-ABC: (70) 204,011; (80) 242,800

4—HOUSEHOLDS:
City 70 Cen. 19,289; Loc. Est. 27,946
Parish/SMSA 70 Cen. 29,970; Loc. Est. 44,535
CZ ABC: (70) 24,523; (80) 36,400
RTZ-ABC: (70) 31,645; (80) 40,700
City & RTZ-ABC: (70) 56,168; (80) 77,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	4	$337,673,895
Commercial Banks	6	$825,500,211

6—PASSENGER AUTOS: Parish 63,983

7—ELECTRIC METERS: Res. City 30,539

8—GAS METERS: Residence, City 28,033

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Industry 5,350; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days: Fri., Sat., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14. Last killing frost, Mar. 3.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: Oil Center, Johnston St. Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Acadian Village	6	Winn-Dixie, T.G.&Y.
Acadiana Mall	83	Sears
Four Corners	-	National Foods
Fiesta Village	11	Bed & Bath
Galeries Lafayette	1	U Mark It
Grande Marche	14	Woolco, Bealls
La Promenade Mall	26	Brown's Jewelers
La Villa Espanela	15	Sandy Austin Ltd.
Northgate	34	Penney, Mont. Ward, TG&Y, Weingarten's Mkt.
Oil Center	20	The Fair, Bealls, Weingarten's
South College	15	Emile Joseph's, Walgreen, Nat'l.
Winn Wood	12	Hancock, Conn's
Woodland Village	9	Elle's, Rattan Arts
Boulevard	20	Piccadilly Bros., Krogers

Principal Shopping Days: Wed., Sat.

13—RETAIL OUTLETS: Department Stores: Abdalla's; Heymann's; Montgomery Ward; J.C. Penney; Sears; The Fair; Beall's; Wormser's; Goudchaux; Selber Bros.
Variety: Woolworth 1; Murphy's 1; McCrory; Ben Franklin; TG&Y; Walgreen's; United Dollar; Katz & Bestoff.
Discount Stores (CZ): Gibson's; Woolco; Kroger's Family Center; K-Mart; Howard's.

Chain Drug Stores: Eckerd's 3; Walgreen 2; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff.
Chain Food Supermarkets: A&P 1; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Weingarten 3; K-Mart; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-11 stores); Delchamps (1).

14—NEWSPAPERS: ADVERTISER (e) 30,165; (Sat. m) 29,733; (S) 35,462; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard D'Aquin, Pub., ADVERTISER.
National Representatives: Mid South Mississippi Dailies; Thomson Newspapers, Inc.

LAKE CHARLES, LA.

1—LOCATION: Parish seat of Calcasieu Parish (SMSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165 and State Hwys. 14, 27; Interstate 10 and Interstate 210.

2—TRANSPORTATION: Railroads: SP; Mo. Pac. and Kansas City Southern.
Motor Freight Carriers: 9.
Intercity Passenger Bus Lines: Greyhound; Trailways.
Freight Steamship Lines: 81 Call at Fort.
Airlines Serving City: Texas International; Royale; Transit Aviation of Lake Charles.

3—POPULATION:
Corp. City 70 Cen. 77,998; Loc. Est. 77,387
City Zone ABC: (70)112,697; (80)123,300
RTZ-ABC: (70)146,328; (80)163,700
Parish/SMSA 70 Cen. 159,340
Loc. Est. 155,634
City & RTZ-ABC: (70)259,025; (80)287,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census: City 23,073; Loc. Est. 26,472

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMPER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,417,144	16,801,428	18,320,619	1,508	993,154	1,045	2,505,908	5,801	4,657,879	2,429	3,297,734	2,989	1,656,839	2,476	1,035,892	2,169	799,523	6,382	1,443,704	1,008	600,103
STANDARD METROPOLITAN STATISTICAL AREAS																					
Alexandria, La.	429,022	526,874	562,676	68	31,956	34	101,411	224	127,882	93	98,938	112	49,160	65	41,892	76	23,808	180	32,476	27	18,035
Baton Rouge, La.	1,604,631	1,940,175	2,068,083	171	129,731	94	398,147	528	494,491	260	369,802	289	180,008	267	80,444	265	88,507	643	140,737	99	64,910
Lafayette, La.	580,687	896,732	1,001,127	60	66,729	25	158,943	204	192,781	76	175,158	124	91,991	116	81,808	98	55,602	246	83,854	34	25,692
Lake Charles, La.	562,733	849,993	945,079	91	80,568	37	132,631	226	236,868	124	179,696	122	74,090	98	46,058	112	42,143	241	68,566	40	31,306
Monroe, La.	494,746	625,775	672,121	61	43,039	44	115,776	190	143,507	104	131,021	108	52,711	91	41,853	96	31,438	204	45,917	39	18,141
New Orleans, La.	3,926,459	5,135,588	5,564,378	333	185,323	166	795,767	1,193	1,438,706	515	836,298	585	496,529	721	360,822	545	261,480	2,105	556,081	202	179,475
Shreveport, La.	1,241,237	1,548,110	1,658,768	102	62,674	87	260,321	437	345,451	266	338,318	317	145,040	256	111,876	225	81,261	505	122,905	87	38,637
COUNTIES, Cities																					
ACADIA	119,727	153,771	165,664	21	10,747	20	14,307	112	47,977	33	26,107	53	22,751	23	6,247	20	5,417	93	9,780	21	7,953
Crowley	61,066	77,965	87,913	11	6,217	7	7,332	34	22,081	11	11,089	21	13,424	14	4,055	8	1,548	43	5,624	10	3,311
ALLEN	52,016	72,008	78,705	13	5,773	16	7,099	41	21,942	20	18,486	25	7,983	17	3,868	15	2,878	35	3,947	8	2,898
ASCENSION	154,024	184,704	196,350	23	20,006	17	20,119	74	60,940	39	45,226	36	15,474	31	4,849	17	4,327	87	11,260	12	7,322
ASSUMPTION	28,622	32,046	33,611	2	1,258	9	5,629	32	10,220	11	6,790	16	3,085	3	397	9	1,696	53	2,458	5	1,233
AVOYELLES	85,585	143,334	162,494	14	9,276	22	15,762	90	54,095	31	40,009	34	9,656	16	2,935	24	5,006	53	7,050	17	8,693
BEAUREGARD	76,942	115,585	128,313	20	15,897	9	11,246	47	31,421	24	31,481	22	8,753	14	5,917	18	4,412	25	4,488	6	2,029
BIENVILLE	21,375	38,314	44,025	6	1,969	8	2,221	32	16,442	9	7,401	21	8,990	8	1,809	4	409	17	977	6	1,694
BOSSIER	179,112	244,348	266,297	23	13,686	16	40,441	87	62,302	57	51,004	62	30,397	33	8,932	31	7,786	111	25,276	12	4,437
CADDO	945,011	1,169,911	1,251,486	66	41,746	54	204,678	274	241,481	172	259,365	213	99,771	187	94,280	171	68,257	350	92,905	61	30,288
Shreveport	854,314	1,164,531	1,142,327	58	39,050	44	175,765	204	220,151	148	249,549	181	83,035	167	84,677	155	64,779	300	86,367	54	25,881
CALCASIEU	562,733	849,993	945,079	91	80,568	37	132,631	226	236,868	124	179,696	122	74,090	98	46,058	112	42,143	241	68,566	40	31,306
Lake Charles	413,970	632,282	704,336	57	52,530	19	116,609	131	149,196	81	147,591	79	44,960	71	38,268	85	35,433	164	53,688	27	22,510
CALDWELL	20,164	28,915	31,822	3	1,272	7	2,483	28	11,035	7	6,693	12	3,657	8	1,461	3	190	12	1,012	3	1,608
CAMERON	14,797	23,609	26,538	4	1,739	5	1,925	17	9,667			12	7,701	2	158	2	94	20	2,940	2	527
CATAHOULA	25,249	38,049	42,279	8	4,207	6	2,539	26	10,859	7	8,150	19	4,454	9	1,342	5	2,456	19	1,542	6	2,483
CLAIBORNE	35,459	58,358	65,945	6	1,901	15	4,110	35	17,553	13	18,996	18	6,013	12	3,120	8	2,622	17	2,598	7	2,629
CONCORDIA	50,359	67,330	73,087	5	1,687	11	7,357	41	17,450	17	17,178	16	11,012	10	3,708	9	4,365	31	3,853	8	2,077
DE SOTO	46,273	67,394	74,397	13	5,542	11	6,887	43	24,816	15	15,239	23	5,325	10	2,109	10	2,163	13	2,745	6	2,280
EAST BATON ROUGE	1,332,321	1,558,895	1,649,086	123	89,365	68	365,592	343	359,994	179	277,784	206	129,321	222	72,533	228	80,354	474	117,603	75	49,826
Baton Rouge	1,091,065	1,268,187	1,339,685	89	73,255	49	335,894	221	219,129	129	240,082	162	105,009	184	64,816	162	69,979	375	102,523	50	36,486
EAST CARROLL	23,585	32,512	35,513	5	5,758	9	2,347	21	10,030	7	5,693	10	4,892	7	1,521	2	130	12	1,267	4	1,831
EAST FELICIANA	20,030	24,349	25,954	11	2,011	4	558	37	7,755	12	7,373	15	3,359	2	639	4	187	16	1,901	4	511
EVANGELINE	67,704	103,999	115,982	17	5,739	13	8,957	97	35,990	22	28,219	28	7,725	21	3,905	17	6,843	44	3,805	17	7,600
FRANKLIN	51,904	78,374	87,115	6	9,039	12	8,795	34	26,779	16	17,269	22	7,002	10	3,268	11	2,493	15	1,709	8	3,244
GRANT	18,824	20,568	21,470	8	227	6	993	43	9,582	6	7,123	7	1,389	1	85	5	636	8	749	2	288
IBERIA	205,894	337,038	380,496	25	29,482	13	32,223	127	100,429	46	86,483	52	26,477	39	27,638	48	16,449	134	24,388	19	13,108
New Iberia	176,100	288,643	325,927	19	24,384	7	29,485	78	77,959	38	78,960	34	20,467	32	25,449	42	15,401	94	20,812	13	11,974
IBERVILLE	70,848	89,480	96,087	7	6,687	13	7,161	64	29,999	19	18,710	26	8,181	11	3,048	19	3,289	70	8,669	11	4,547
JACKSON	35,354	46,224	49,970	6	1,877	6	5,796	35	15,516	10	9,818	15	3,981	13	2,389	11	3,093	18	1,957	7	1,920
JEFFERSON	1,734,439	2,452,762	2,692,786	144	85,604	67	457,492	430	721,195	223	439,672	223	232,845	273	162,030	232	141,350	694	217,367	66	75,320
JEFFERSON DAVIS	91,384	151,334	171,330	20	10,776	13	12,240	60	42,437	27	45,931	46	22,998	23	6,409	22	4,310	60	8,610	14	7,745
Jennings	67,794	117,488	134,069	11	7,717	6	10,736	27	30,570	16	41,101	19	15,160	14	5,328	13	2,938	32	5,795	7	5,959
LAFAYETTE	580,687	896,732	1,001,127	60	66,729	25	158,943	204	192,781	76	175,158	124	91,991	116	81,808	98	55,602	246	83,854	34	25,692
Lafayette	512,712	792,185	884,480	41	33,345	21	145,966	133	166,816	68	173,745	93	70,043	108	81,380	91	49,119	194	78,360	27	22,752
LAFOURCHE	223,861	322,567	355,294	42	31,718	23	31,256	127	97,467	50	61,400	77	35,000	53	12,170	51	16,782	137	36,948	27	13,505
Thibodaux	117,063	169,046	186,263	14	14,076	8	18,186	54	47,347	16	32,692	15	12,413	29	7,688	19	7,910	69	29,345	9	6,309
LA SALLE	35,350	44,979	48,359	11	2,475	7	2,777	28	16,583	20	11,144	13	4,187	9	2,058	9	1,650	22	2,140	7	2,241
LINCOLN	103,369	140,687	153,252	8	8,143	8	14,914	41	33,829	23	30,424	31	13,303	25	12,752	26	5,808	50	13,001	10	4,605
Ruston	93,008	126,689	138,019	8	8,143	6	12,210	26	31,607	20	30,297	21	10,430	23	12,692	24	5,693	37	10,577	8	4,452
LIVINGSTON	94,060	153,026	172,567	22	17,468	6	10,593	85	49,092	36	45,233	33	22,926	8	2,340	18	3,703	49	8,259	9	5,829
MADISON	30,408	44,745	49,490	4	1,116	5	3,587	29	16,431	7	11,894	12	4,971	14	2,699	7	1,628	25	2,295	5	1,692
MOREHOUSE	82,698	121,098	133,781	19	8,347	9	16,644	66	36,453	23	36,788	26	9,092	16	5,932	22	3,474	32	4,452	15	4,845
Bastrop	77,802	114,817	127,015	17	8,138	7	15,763	50	34,272	20	35,650	22	8,344	16	5,932	20	3,399	26	4,053	12	3,818
NATCHITOCHES	82,056	135,713	153,536	17	13,067	19	12,201	70	37,398	30	22,226	35	14,967	21	7,419	22	6,291	58	16,898	7	3,897
ORLEANS	1,783,578	2,037,696	2,146,228	126	54,183	62	256,030	569	484,129	200	296,824	254	169,498	364	172,192	242	104,531	1,149	277,023	107	79,536
New Orleans	1,783,578	2,037,696	2,146,228	126	54,183	62	256,030	569	484,129	200	296,824	254	169,498	364	172,192	242	104,531	1,149	277,023	107	79,536
OUACHITA	494,746	625,775	672,121	61	43,039	44	115,776	190	143,507	104	131,021	108	52,711	91	41,853	96	31,438	204	45,917	39	18,141
Monroe	360,548	510,876	484,766	31	24,725	30	103,438	92	74,614	67	120,140	68	25,892	65	34,929	68	24,984	127	32,174	24	10,821
West Monroe	100,441	126,745	136,080	26	16,947	11	10,972	52	48,259	26	7,171	26	12,837	25	6,773	19	5,301	50	10,123	9	5,701
PLAQUEMINES	56,088	71,485	76,936	13	4,688	8	3,433	46	30,196	17	3,226	23	11,572	10	546	3	3,390	52	16,022	6	1,200
POINTE COUPEE	47,695	94,747	110,981	5	4,421	11	8,260	56	38,110	13	27,021	18	11,072	8	3,774	11	4,663	45	6,108	8	4,298
RAPIDES	410,198	506,306	541,206	60	31,729	28	100,418	181	118,300	87	91,815	105	47,771	64	41,807	71	23,172	172	31,727	25	17,747
Alexandria	331,100	404,521	431,488	36	24,545	12	87,125	109	76,780	61	83,283	52	27,022	57	41,021	55	20,606	124	25,311	18	12,796
Pineville	42,196	54,574	58,700	5	4,970	5	7,032	18	24,448	13	2,360	21	8,590	4	427	10	993	15	4,467	5	3,352
RED RIVER	21,298	27,426	29,562	2		5	2,387	22	7,719	7	6,663	12	3,333	10	1,341	8	1,058	11	1,490	3	1,821
RICHLAND	57,785	96,208	108,973	11	6,866	12	6,240	53	32,973	22	19,426	29	14,598	20	4,942	10	4,810	21	3,350	11	5,282
SABINE	54,253	73,140	79,511	11	2,717	18	11,953	39	21,492	22	22,374	18	5,636	7	1,012	12	2,019	18	2,609	6	1,952
ST. BERNARD	147,734	185,969	199,603	19	4,600	10	29,597	76	88,623	37	8,836	36	22,478	23	8,653	22	4,996	89	15,153	13	8,317
ST. CHARLES	59,245	79,990	87,037	7	5,369	7	7,290	38	33,466	15	11,005	26	12,650	12	3,058	10	2,740	61	6,909	5	2,579
ST. HELENA	4,872	9,007	10,408	3	414	2	1,480	11	4,698	2	638	5	792			1		5	314	1	898
ST. JAMES	42,572	66,606	74,541	8	10,487	7	5,445	32	22,723	9	11,286	16	5,691	11	2,821	11	6,683	33	3,743	6	2,272
ST. JOHN THE BAPTIST	53,592	63,138	66,912	11	1,794	5	10,199	35	25,492	10	3,507	22	8,038	16	3,264	11	2,378	47	6,390	8	2,564
ST. LANDRY	210,367	327,706	366,469	27	25,444	30	26,240	202	98,740	43	71,272	87	38,598	55	23,695	44	15,281	121	18,202	32	18,298
Opelousas	88,418	139,528	156,398	9	5,188	9	10,025	51	23,679	20	44,485	26	13,882	30	15,141	16	8,069	38	8,400	10	8,997
ST. MARTIN	61,499	93,836	104,514	13	5,990	13	5,403	84	39,603	17	21,113	36	7,676	11	2,123	11	2,335	67	10,918	13	4,778
ST. MARY	190,706	285,740	317,253	34	17,991	12	18,568	114	96,767	49	50,918	56	36,206	43	18,956	37	12,181	136	32,108	21	11,566
Franklin	38,855	60,975	68,348	6	3,153	5	5,409	28	23,508	12	11,986	14	5,841	13	4,291	6	1,049	27	3,940	7	3,152
Morgan City	111,676	161,366	177,887	18	9,037	3	9,641	46	45,691	22	29,081	23	21,166	22	9,721	28	10,562	69	23,408	10	7,045
ST. TAMMANY	260,708	459,161	525,761	44	40,936	27	52,648	118	144,759	55	90,966	72	71,708	61	17,947	49	10,603	173	46,538	16	16,302
Slidell	151,063	267,361	306,442	16	17,557	12	37,933	43	75,831	30	57,154	37	43,661	34	10,216	22	4,567	87	32,955	7	9,755
TANGIPAHOA	249,999	359,169	395,441	36	30,737	26	42,560	159	103,076	64	80,756	68	45,870	70	20,681	42	9,220	118	25,487	25	12,431
Hammond	140,692	206,298	227,984	17	19,763	11	31,389	53	49,104	31	46,935	22	19,550	42	15,092	27	7,127	58	17,242	8	6,264
TENSAS	12,394	20,626	23,356	2	2,546	9	2,555	18	6,182	8	7,243	9	2,685	1	145	1	85	6	286	2	793
TERREBONNE	343,970	501,780	555,179	45	30,804	27	105,682	143	127,805	57	110,657	60	34,350	75	27,376	47	26,542	168	53,681	23	18,712
Houma	197,390	252,855	272,228	32	19,548	17	35,874	88	73,213	37	37,928	36	18,543	50	13,887	33	15,499	121	35,854	15	8,885
UNION	33,742	41,159	43,888	9	4,367	11	1,460	53	12,874	19	12,545	23	5,271	6	1,183	8	416	13	867	10	2,395
VERMILION	113,393	183,752	207,189	22	16,436	14	10,452	91	57,674	33	41,173	56	25,562	42	10,626	39	6,344	111	12,908	21	11,294
Abbeville, La.	70,731	121,210	138,036	11	12,140	7	9,271	50	33,801	20	32,855	20	11,621	23	7,267	25	5,187	51	8,816	9	5,898
VERNON	75,002	103,083	112,506	17	10,611	9	8,397	76	41,923	24	16,071	19	4,789	20	4,266	12	2,784	55	9,287	4	1,689
WASHINGTON	109,935	148,513	161,579	14	5,594	13	10,335	77	54,552	31	28,671	38	14,630	32	12,238	28	6,562	57	6,362	12	7,470
Bogalusa	72,322	99,529	108,672	8	3,951	8	5,898	33	37,119	18	18,346	22	11,039	19	8,952	14	3,514	38	4,457	7	5,746
WEBSTER	117,114	133,851	140,985	13	7,242	17	15,202	76	41,668	37	27,949	42	14,872	36	8,664	23	5,218	44	4,724	14	3,912
Minden	67,156	77,033	81,201	7	4,487	6	9,968	33	22,106	19	15,898	23	9,352	21	4,842	16	3,380	20	2,949	6	2,166
WEST BATON ROUGE	24,226	43,550	50,080	3	2,892	3	1,843	26	24,465	6	1,559	14	12,287	6	722	2	123	33	3,615	3	1,933
WEST CARROLL	26,278	47,373	54,461	10	4,328	10	6,991	34	14,026	16	15,777	8	3,639	7	1,675	4	157	7	808	4	1,817
WEST FELICIANA	14,688	17,275	18,298	1	681	4	1,464	10	5,711	2	3,652	9	3,325	2		1	326	11	1,414	3	707
WINN	37,243	54,610	60,354	8	3,346	12	5,067	26	19,818	12	13,607	15	5,812	8	2,499	3	775	14	2,475	6	1,696

LAKE CHARLES—continued

Parish/SMSA 70 Cen. 42,065; Loc. Est. 53,363
City Zone ABC: (70)32,736; (80)41,000
RTZ-ABC: (70)42,513; (80)54,600
City & RTZ-ABC: (70)75,249; (80)95,600

5—BANKS:	**NUMBER**	**RESOURCES**
Sav. & Loan Assns.	3	$416,253,490
Commercial Banks	5	$673,857,038

6—PASSENGER AUTOS: Est. Parish 70,378

7—ELECTRIC METERS: Residence 39,139

8—GAS METERS: Residence 25,999

9— PRINCIPAL INDUSTRIES (CZ): Non-Farm Employees 53,050; Mining 1,525; Construction 4,375; Mfg. 12,025; Trade 12,450; Finance & Insurance 2,275; Services 8,323; Govt. 9,100
Principal Pay Days: Fri

10-CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.3

11—TAP WATER: Alkaline, soft; not flouridated.

12—RETAILING: Principal Shopping Center: Downtown Mall, Ryan St., Prien Lake Mall.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Central City	-	TG&Y
Downtown Mall	68	Sears, Muller's
East Town	6	Anthony
G. T. Northgate	-	N.A.
Gulfway	5	Kroger, Barger Drugs
K-Mart Plaza	-	K-Mart; Bealls
Mid City	-	Pak-A-Sak Mkt.
Oak Park	6	Market Basket
Park Plaza	9	Weingarten's Mkt., TG&Y, Howards
Prien Lake Mall	46	Penney, Mont. Ward, United Jewelers, White House
Second Ave		
Southgate	21	The Fair, TG&Y, Franklin's, Weingartens
12th Street	-	Kroger
Westpoint	13	Dollar General, Gibson, Morgan & Lindsey, Big Star

Principal Shopping Days: Tues. Sat. Thurs.
Stores Open Evenings: Thurs. until 9 p.m.

13—RETAIL OUTLETS: Department Stores: Muller's; Sears Roebuck; The Fair 2; J. C. Penney; W. F. Beall 2; White House; Montgomery Ward; Anthony's.
Discount Stores (CZ): Gibson 2; Men's Discount Shop; Howard Bros. 2; Shoe Town; K-Mart.
Variety Stores: Perry's 2; TG&Y 5; Woolworth; Cost Plus.
Chain Drug Stores (CZ): Walgreen 2; Eckerd's 3; K & B.
Chain Food Supermarkets: Weingarten's 3; Market Basket 3; Kroger 2; Theriot's 10; Abe's 3; Smitty's 3; Stopmor 4; Big Star 2; Winn Dixie 2.
Other Chain Stores: Lerner; Franklin's; Betty Lee Shoes 2; Gordon's Jewelers 2; Hoffer's; Thom McAn; Gem Jewelry; Western Auto 4; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto;

14—NEWSPAPERS: AMERICAN-PRESS (m) 39,373; (S) 43,168; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS.
National Representatives: Direct.

LOUISIANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	3,643,180	4,105,227	9,970,392	29,500,177	1,393,449	21,171	35,466	910,477	254,340
STANDARD METROPOLITAN STATISTICAL AREAS									
Alexandria, La.	131,749	143,516	335,129	1,108,209	49,102	22,570	1,419	20,617	8,403
Baton Rouge, La.	375,628	467,964	1,079,506	3,408,102	155,943	21,855	1,513	30,721	15,051
Lafayette, La.	111,745	141,428	300,666	1,050,451	46,156	22,759	1,156	16,917	5,807
Lake Charles, La.	145,415	163,353	435,257	1,318,074	55,214	23,872	733	29,766	2,674
Monroe, La.	115,387	143,643	302,399	870,400	50,691	17,171	423	5,468	2,336
New Orleans, La.	1,046,470	1,167,719	3,408,235	9,473,656	409,869	23,114	565	3,798	3,539
Shreveport, La.	333,826	359,708	1,046,942	2,596,595	130,580	19,885	1,752	10,932	13,443
COUNTIES, Cities									
ACADIA	52,109	57,140	114,997	319,871	19,197	16,663	1,106	51,491	4,796
Crowley	16,104	16,099	38,327	97,430	5,820	16,741	*	*	*
ALLEN	20,794	21,795	44,904	124,298	7,544	16,476	396	19,462	740
ASCENSION	37,086	48,232	86,594	290,630	15,257	19,049	260	14,106	909
ASSUMPTION	19,654	21,775	35,123	135,770	6,357	21,358	164	37,689	142
AVOYELLES	37,751	40,411	77,760	214,535	13,830	15,512	1,625	29,055	3,283
BEAUREGARD	22,888	29,042	51,956	227,099	10,162	22,348	714	6,951	3,497
BIENVILLE	16,024	17,606	38,529	98,351	6,388	15,396	410	679	2,972
BOSSIER	63,703	72,791	167,153	493,980	24,155	20,450	465	2,825	2,728
CADDO	230,184	244,844	765,744	1,858,200	90,755	20,475	723	7,622	7,498
Shreveport	182,064	191,748	643,092	1,550,469	72,692	21,329	*	*	*
CALCASIEU	145,415	163,353	435,257	1,318,074	55,214	23,872	733	29,766	2,674
Lake Charles	77,998	79,688	239,288	661,372	27,509	24,042	*	*	*
CALDWELL	9,354	11,219	20,566	64,771	3,970	16,315	283	3,425	822
CAMERON	8,194	10,329	20,335	69,646	3,385	20,575	325	5,893	1,262
CATAHOULA	11,769	12,058	24,095	52,682	4,014	13,125	548	19,428	1,507
CLAIBORNE	17,024	17,003	48,129	102,306	6,351	16,109	439	324	4,039
CONCORDIA	22,578	22,217	43,905	116,325	7,175	16,213	391	18,226	1,348
DE SOTO	22,764	24,676	46,101	152,897	8,938	17,106	720	334	10,820
EAST BATON ROUGE	285,167	344,864	885,426	2,671,644	116,430	22,946	609	2,251	5,141
Baton Rouge	165,963	343,213	536,665	2,780,250	115,965	23,975	*	*	*
EAST CARROLL	12,884	10,884	25,082	39,166	3,445	11,369	387	31,445	443
EAST FELICIANA	17,657	16,627	26,342	95,368	4,487	21,254	506	1,328	5,099
EVANGELINE	31,932	34,072	64,761	179,249	11,873	15,097	1,009	23,951	2,845
FRANKLIN	23,946	24,132	51,474	103,281	8,102	12,748	1,345	25,820	3,348
GRANT	13,671	16,076	26,342	106,212	5,836	18,199	317	2,262	1,883
IBERIA	57,397	66,222	150,135	494,066	21,038	23,484	469	41,583	2,371
New Iberia	30,147	35,634	83,566	285,335	11,849	24,081	*	*	*
IBERVILLE	30,746	30,865	73,848	207,504	9,545	21,740	252	24,474	870
JACKSON	15,963	16,815	39,599	115,424	6,290	18,350	286	144	3,962
JEFFERSON	338,229	441,629	1,030,597	3,889,962	145,998	26,644	56	402	261
JEFFERSON DAVIS	29,554	32,269	78,845	191,983	10,845	17,702	686	55,697	1,348
Jennings	11,783	12,647	34,207	81,569	4,354	18,734	*	*	*
LAFAYETTE	111,745	141,428	300,666	1,050,451	46,156	22,759	1,156	16,917	5,807
Lafayette	68,908	86,011	193,448	669,763	28,819	23,240	*	*	*
LAFOURCHE	68,941	81,671	156,952	656,551	24,967	26,297	418	34,206	1,189
Thibodaux	15,028	18,851	34,386	150,105	5,867	25,585	*	*	*
LA SALLE	13,295	16,217	30,307	100,920	6,059	16,656	218	248	646
LINCOLN	33,800	37,710	81,340	270,050	12,630	21,382	406	827	12,968
Ruston	17,365	20,420	47,421	165,827	7,228	22,942	*	*	*
LIVINGSTON	36,511	56,375	70,249	345,806	18,636	18,556	511	410	8,544
MADISON	15,065	14,025	31,761	57,526	4,686	12,276	371	31,430	2,179
MOREHOUSE	32,463	33,233	78,129	161,711	11,312	14,296	570	36,790	3,128
Bastrop	14,713	14,337	38,705	75,995	5,175	14,685	*	*	*
NATCHITOCHES	35,219	36,964	83,347	203,248	12,653	16,063	837	7,221	7,986

continued page 174

MINDEN, LA.

1—LOCATION: Webster Parish, (In Shreveport-SMSA). E&P Map B-1, County Seat. 30 mi. E. of Shreveport.

2—TRANSPORTATION: Railroads: La. & Ark.
Intercity Bus Lines: Continental Trailways.
Motor Freight Carriers: 4

3—POPULATION:
Corp. City 70 Cen. 13,996; Loc. Est. 14,492
Parish 70 Cen. 39,939; Loc. Est. 42,528
SMSA 70 Cen. 333,826; Loc. Est. 355,795
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,556; Loc. Est. 5,411
Parish 70 Cen. 12,710; Loc. Est. 15,688
SMSA 70 Cen. 103,778; Loc. Est. 127,826

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$100,000,000
Bldg. Assn.	2	$15,000,000

6—PASSENGER AUTOS: 17,909

7—ELECTRIC METERS: Res. Est. 15,830

9— PRINCIPAL INDUSTRIES (CZ): Oil Wells; RR Shops; Cotton Compressing; Cottonseed-oil Milling; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Pharmaceuticals, Jack Winter Plant.

12—RETAILING: 6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Homer Road	22	Shuler Dixie Dandy Groc.
Park City	12	Safeway, Beall's, Walgreen, Otasco, TG&Y
West Plaza	3	Gibson
East Union St.	12	Shuler Dixie Dandy Groc., Piggly Wiggly

13—RETAIL OUTLETS: Department Stores: Bealls; TG&Y, West & Co.; Montgomery Ward; Sears; Otasco The Fashion Store, Inc.
Discount Stores: Gibson's; Wal-Mart; Dollar General.
Chain Drug Stores: Eckerd; City Rexall.
Chain Food Stores: Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores: Goodyear; Mode O'Day; Pay Less Shoes, Western Auto, Kenwin Ladies, Dixie Dept. Store.

14—NEWSPAPERS: PRESS-HERALD (e-Mon. to Fri.) 3,931; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Arthur Specht, Pub./Gen. Mgr., PRESS-HERALD.
National Representatives: None.

MONROE, LA.

1—LOCATION: Ouachita Parish, (In Monroe SMSA). E&P Map B-2. Parish Seat. Northeast Louisiana on Ouachita River, 74 mi. W of Vicksburg; 100 mi. E. of Shreveport. On U.S. Hwys. 80, 165, I-20; State Hwy. 15.

2—TRANSPORTATION: Railroads: Illinois Central, Gulf, A&LM, Missouri Pacific.
Motor Freight Carriers: 10.
Intercity Bus Lines: Trailways.
Airlines: Delta, Republic; Royale.

3—POPULATION:
Corp. City 70 Cen. 56,374; Loc. Est. 66,500
CZ ABC: (70) 78,324; (80) 92,600
RTZ-ABC: (70) 236,260; (80) 252,800
Parish/SMSA 70 Cen. 115,387; Loc. Est. 131,000
City & RTZ-ABC: (70) 314,584; (80) 345,400

4—HOUSEHOLDS:
City: 70 Cen. 24,108; Loc. Est. 22,000
County 70 Cen. 23,699; Loc. Est. 45,000
CZ ABC: (70) 24,109; (80) 32,500
RTZ-ABC: (70) 68,277; (80) 83,600
City & RTZ-ABC: (70) 92,386; (80) 116,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$644,294,755
Sav. & Loan Assn.	4	$309,400,367

6—PASSENGER AUTOS: Parish Est. 54,841

7—ELECTRIC METERS: Monroe, W. Monroe 29,002

8—GAS METERS: Monroe, W. Monroe 31,392

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Mfg. 7,900; Services 7,900; Wholesale 4,125; Construction 3,775; Retail 8,900; Finance; Ins. & Real Est. 3,500; Transp. Comm. & Util 2,550; Mining 425; Gov't 9,875.

10-CLIMATE: Min. & Max. Temp.—Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-60; First killing frost, Nov. 2. Last killing frost, Feb 5.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Downtown Shopping Center: 5 blocks on Desiard.
Neighborhood Shopping Centers: No. of Blocks: DeSaird Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W. Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W. Monroe, 2; Westgate, W. Monroe, 1; Plum St. 1; Cypress St., W. Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Road 3.; N. 7th St.; W. Monroe 4; Thomas Road 2

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
East Gate	18	Safeway, Fair Dept., Shainberg's, K&B Drug
Forsythe	-	Safeway
K-Mart Plaza	5	K-Mart Dept., Auto, Lakeshore Drugs
Lakeshore	-	Piggly Wiggly
McMillan	32	K&B Drug, Murphy Mart, A&P, Bealls
Mid City Plaza	4	Beall, Sears
North Gate	15	TG&Y, Piggly Wiggly
Southgate	4	
Southside	10	TG&Y, West's Dept. Safeway, Otasco, TG&Y
Twin City Mall	58	Mont. Ward, A&P, Selber's Morgan Lindsey, G. C. Murphy
Wilson's	-	Sunflower Foods
Highland	17	Brookshire's, Field's, D & E
18th St	-	Brookshire's, Kroger, Osco Drugs, Fashion Extra
Howard Bros	4	Howard Bros., Piggly Wiggly
Hogan's	3	Hogan's Discount Foods
Geneva's	3	Brookshire's, Geneva's, Eckerd Drugs

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Palace; Montgomery Ward, Sears; J.C. Penney; Haddad's; Shainberg; West's; The Fair; Beall's 2; Fred's; Levine's; Selber's.
Discount Stores (CZ): Howard Bros. 4; United Dollar 2; K-Mart; Wilson's; Geneva's 2.
Chain Drug Stores: K&B Drugs 2; Howard Bros.; Med-Save 5; Spat's Rexall 2; D & E 3; Osco 1; Eckerds 2.
Chain Super Markets: A&P 1; Safeway 7; Piggly Wiggly 5; Brookshire's 3; Kroger; Sunflower; Big Star 3.
Other Chain Stores: Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Glass; Franklin (dress); Selber's; Singer; Murphy's Mart, 4; Color Tile; Handy City; Otasco 3; TG&Y 4; Pittsburgh Plate Glass; Baker's Shoes; Browse-A-Bit; Kent's; Cloth World; Wickes; Lowe's; Murray Place; Goldring Jewelers; Eckerds Drogs; The Pipe Shop; Kelly Lynn (SPA).

14—NEWSPAPERS: WORLD (m-Mon. to Fri.) 36,947; NEWS-STAR (e-Mon. to Fri.) 10,985; Comb. (m&e) 47,932; NEWS-STAR (Sat. m) 44,359; WORLD (S) 50,659; Mar. 31, 1980 ABC. (World

LOUISIANA POPULATION INCOME, HOUSE, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ORLEANS	593,471	554,205	2,169,087	4,257,691	208,450	20,425	N A	N A	N A
New Orleans	593,471	554,205	2,169,087	4,257,691	208,450	20,425	*	*	*
OUACHITA	115,387	143,643	302,399	870,400	50,691	17,171	423	5,468	2,336
Monroe	56,374	67,493	146,657	408,134	24,330	16,775	*	*	*
West Monroe	14,868	17,076	42,911	115,768	6,749	17,153	*	*	*
PLAQUEMINES	25,225	28,253	66,230	220,878	8,566	25,785	105	666	531
POINTE COUPEE	22,002	23,525	47,093	123,402	7,311	16,879	642	15,575	2,707
RAPIDES	118,078	127,440	308,787	1,001,997	43,266	23,159	1,102	18,355	6,520
Alexandria	41,557	52,817	116,028	440,213	19,614	22,444	*	*	*
Pineville	8,951	16,902	22,757	129,198	6,279	20,576	*	*	*
RED RIVER	9,226	9,554	19,713	48,427	3,399	14,247	360	2,527	2,669
RICHLAND	21,774	21,922	51,956	95,100	7,279	13,065	940	21,362	4,991
SABINE	18,638	20,722	44,951	121,187	7,454	16,258	472	180	10,009
ST. BERNARD	51,185	65,515	99,885	516,259	20,449	25,246	24	163	19
ST. CHARLES	29,550	36,401	57,077	284,925	10,909	26,118	63	729	355
ST. HELENA	9,937	9,914	15,367	47,412	2,974	15,942	492	275	9,408
ST. JAMES	19,733	20,452	37,320	140,900	5,572	25,287	116	24,952	48
ST. JOHN THE BAPTIST	23,813	31,550	46,101	224,082	8,852	25,314	51	9,314	110
ST. LANDRY	80,364	86,138	153,669	466,715	27,310	17,090	2,093	33,268	4,875
Opelousas	20,387	20,162	42,081	116,638	6,018	19,382	*	*	*
ST. MARTIN	32,453	37,744	52,687	216,412	11,419	18,952	624	17,840	1,036
ST. MARY	60,752	61,128	164,859	511,825	18,885	27,102	169	44,508	44
Franklin	9,325	8,678	24,700	70,924	2,821	25,141	*	*	*
Morgan City	16,586	16,003	49,449	149,007	5,317	28,025	*	*	*
ST. TAMMANY	63,585	106,370	108,666	809,744	34,972	23,154	485	3,233	3,259
Slidell	16,101	31,766	30,555	263,376	9,998	26,343	*	*	*
TANGIPAHOA	65,875	78,564	130,619	468,802	26,016	18,020	1,275	2,205	35,233
Hammond	12,487	16,600	30,389	113,690	5,357	21,223	*	*	*
TENSAS	9,732	8,404	19,757	29,138	2,835	10,278	350	21,717	2,075
TERREBONNE	76,049	94,414	193,791	762,357	28,311	26,928	148	14,017	208
Houma	30,922	31,016	87,291	288,592	10,329	27,940	*	*	*
UNION	18,447	21,044	40,522	127,975	7,497	17,070	512	343	13,681
VERMILION	43,071	49,984	103,815	308,459	17,378	17,750	1,529	52,049	3,414
Abbeville, La.	10,996	13,893	40,445	89,747	4,968	18,065	*	*	*
VERNON	53,794	48,699	73,542	351,934	17,000	20,702	533	224	4,672
WASHINGTON	41,987	51,452	110,384	351,090	18,501	18,977	1,076	1,678	17,399
Bogalusa	18,412	17,679	52,529	133,667	6,960	19,205	*	*	*
WEBSTER	39,939	42,073	114,045	244,415	15,670	15,598	564	485	3,217
Minden	13,996	14,483	42,385	86,892	5,459	15,917	*	*	*
WEST BATON ROUGE	16,864	18,493	37,237	100,022	5,620	17,798	133	13,954	457
WEST CARROLL	13,028	13,352	31,037	63,199	4,730	13,361	1,038	17,832	3,324
WEST FELICIANA	11,376	9,916	20,855	48,261	1,828	26,401	202	2,796	2,127
WINN	16,369	17,787	42,591	107,612	6,625	16,243	229	52	562

FARM PRODUCTS: From 1974 U.S. Census of Agriculture U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1979 Cash Receipts as follows: From Crops $1,089,894,000, from Livestock & Livestock Products $505,828,000, Total $1,595,722,000
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

MONROE—continued

(m) & News-Star (e) consolidated into News-Star-World (m) on Aug. 4, 1980.
Local Contact for Advertising and Merchandising Data: John L. Bluck, Adv. Mgr., NEWS-STAR & WORLD.
National Representatives: Gannett Newspaper Advertising Sales.

MORGAN CITY, LA.

1—LOCATION: St. Mary Parish, E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge; On U.S. 90.

2—TRANSPORTATION: Railroads: Southern Pacific.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 16,586; Loc. Est. 16,157
Parish 70 Cen. 60,752; Loc. Est. 61,748

4—HOUSEHOLDS:
City 70 Cen. 4,667; Loc. Est. 5,325
Parish 70 Cen. 17,133; Loc. Est. 18,921

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	5	$300,000,000
Saving & Loan Assns.	3	$271,000,000

6—PASSENGER AUTOS: Parish 24,436

9— PRINCIPAL INDUSTRIES (CZ): Industry (Number of Plants)—Chemicals 6; Food 17; Printing, Publishing 4; Lumber Pdts. 4; Furniture, Metal Working 2; Machinery 12; Transp. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass 5.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Guarisco-Evans	14	Sears, Walgreen
Colonial Plaza	8	—
Business Prof	5	—
East gate	8	TG&Y, Winn-Dixie
Inglewood Mall	—	—

Other Shopping Centers: Cannata's Shopping Ctr., Bay on Vista Pl.; Norman Shopping Village, Patterson; St. Mary Plaza Shopping Center, Bayou Vista.

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: West Bros. 2; Howard Bran Discount; Woolco; TG&Y; Kroger; C. R. Anthony.
Variety Stores: Morgan & Lindsey.
Chain Drug Stores: Walgreen 3; Eckerd's; Belanger's; IC&B Drugs; K&B (2).
Other Chain Stores: Montgomery Ward (Catalog); Sears (catalog); Singer Co.; White's Auto; Western Auto; Merle Norman Cosmetics; Myron's Shoes; Philip-Morris Furn.; Radio Shack.

14—NEWSPAPERS: REVIEW (e-Mon. to Fri.) 6,883; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Editor & Publisher, REVIEW.
National Representatives: Mid South Mississippi Dailies.

NEW IBERIA, LA.

1—LOCATION: Iberia (Govt. Seat) Parish, E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2—TRANSPORTATION: Railroads: So. Pac. R.R., Mo. Pac. R.R.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; LaPorte; Abbeville.
Airlines: Texas Int'l.

3—POPULATION:
Corp. City Cen. 30,147; Loc. Est. 38,500
CZ ABC: (70) 32,752; (80) 38,500
RTZ-ABC: (70) 51,255, (80) 55,900
Parish 70 Cen. 57,397; Loc. Est. 65,959
City & RTZ-ABC: (70) 84,007; (80) 94,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,591; Loc. Est. 13,400
CZ ABC: (70) 9,231; (80) 13,400
RTZ-ABC: (70) 13,301; (80) 16,500
Parish 70 Cen. 15,613; Loc. Est. 20,739
City & RTZ-ABC: (70) 22,532; (80) 28,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	5	$252,914,025
Sav. & Loan Assn.	4	$275,569,909

6—PASSENGER AUTOS: City Est. 26,131

7—ELECTRIC METERS: Residence 15,379

8—GAS METERS: Residence 9,352

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum 2,100 ($275); Food 1,465 ($135); Supply House (Oil) 721 ($200); Sugar Mills 800 ($105); Moulded Pdts. 60 ($90); Salt Mines 500 ($250); Pepper Sauce Plants 425; Port of New Iberia 2,500 ($200); Gulf So. Research Inst. 90; Acadiana Regional Airport & Industrial Park 800 ($180).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 55-95; Fall 38-73; Winter 30-65. First killing frost, Nov. 20. Last killing frost, Feb. 1.

11—TAP WATER: Slightly alkaline; hard; not flouridated.

12—RETAILING: Principal Shopping Center 8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Shoptown	1	Natl. Foods, Broussard's Men's, Western Auto, Hancock's
Torrido	1	TG&Y, Beall's, Mont. Ward, Radio Shack, Sears, Sherwin Williams
Iberia Mall	1	A&P, West-Gibson, Eckerds
K-Mart		K-Mart
Kroger	1	Kroger
West Park	1	Howards, Eckerds, Winn-Dixie
Town & Country Square		A&P, Katz & Bestoff
Iberia Plaza	-	Woolco, Delechamp Foods

Principal Shopping Days: Fri., Sat., Thur.

13—RETAIL OUTLETS: Department Stores: Abdalla's; Men's Fashions; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West Gibson; Beall; Wormser.
Discount Stores (CZ): Howard Bros.; Wicke's; Gibson's West; K-Mart; Woolco; Kroger; Otasco.
Variety Stores: Murphy's; TG&Y.
Chain Drug Stores (CZ): Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets: I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA.

14—NEWSPAPERS: DAILY IBERIAN (e) 15,899; (S) 16,511; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joe Fannin, Adv. Mgr., DAILY IBERIAN.
National Representatives: Mid South-Mississippi Dailies.

NEW ORLEANS, LA.

1—LOCATION: Orleans Parish (In New Orleans SMSA). E&P Map D-4. Parish Seat. Seaport. Oil, Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi, 70 mi. to Gulf of Mexico via Mississippi River—Gulf Outlet channel, lying between river and Lake Pontchartrain, 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11 and 90. State Hwys. 1, 2, 30, 31 and 33; Interstate Hwy. 10.

2—TRANSPORTATION: Railroads: Amtrak, Illinois Central; Kansas City Southern; Louisville & Nashville; Southern; S.P.; Missouri Pacific.
Intercity Bus Lines: Trailways; Greyhound.
Motor Freight Carriers: 92.
Airlines: American; Aviateca; Braniff Intl.; Coastal Airways; Continental; Delta; Eastern; National; Northwest; Pan American; Republic; Royale; Sahsa-Honduras; TACA Intl.; Texas-International; TWA; United.
Steamship Lines: 112 regularly scheduled lines. Approx. 15 common carrier barge lines—numerous others on charter.

3—POPULATION:
Corp. City 70 Cen. 593,471; Loc. Est. 564,500
CZ ABC: (70) 844,593; (80) 885,800
RTZ-ABC: (70) 886,224, (80) 1,079,300
Parish 70 Cen. 593,471; Loc. Est. 564,500
SMSA 70 Cen. 1,046,470; Loc. Est. 1,174,900
City & RTZ-ABC: (70) 1,731,417; (80) 1,965,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City/Parish 70 Cen. 191,363; Loc. Est. 199,800
SMSA 70 Cen. 318,413; Loc. Est. 403,300
CZ ABC: (70) 264,650; (80) 314,800
RTZ-ABC: (70) 239,456 (80) 333,700
City & RTZ-ABC: (70) 504,106; (80) 648,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	50	$3,669,204,800
Sav. & Loan Assn.	34	$3,201,630,836

6—PASSENGER AUTOS: Metro New Orleans 194,383

7—ELECTRIC METERS: Parish Res. 195,000

8—GAS METERS: Parish Res. 192,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber & Wood Pdts. 500 (NA); Durable Goods 33,200 ($349); Furn. & Fixtures (NA); Stone, Clay & Glass Pdts. 3,400 ($308); Fabric Metal 4,100 ($353); Machinery 3,900 (NA); Transp. Equipt. 17,100 (NA); Ship & Boat Bldg. 14,400 ($346); Other Durable Goods 4,200 (NA); Nondurable Goods 20,400 ($239); Food Ptds. 8,400 ($210); Apparel & Textile Pdts. 3,300 ($126); Paper Pdts. 1,700 ($264); Printing Publ. Inds. 3,500 ($289); Chem. Pdts. 1,900 ($356); Petroleum Pdts. 1,000 (NA); Other Nondurable Goods 600 (NA); NonManufacturing 441,500 (NA).

10-CLIMATE: Normal Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers: Airline Park; Atlantic Thrift; Aurora Mall; Azalea Gardens; Barlon Plaza; Canal Center; Carolyn Park; Carrollton; The Center; Claiborne & Washington; Clearview; Colonial; Commerce Center; Continental Plaza; Crescent Airline; Donna Villa; East Gate; Ernst; Gentilly-Elysian Fields; Gentilly Woods; M.A. Green; Harrison Ave.; Jefferson Plaza; Kenilworth Mall; Lake Terrace; Lake Vista; Lakeshore; Lakeside; Marrero; Metairie; Mid-City; Oak Street; Oakside; Parkchester; Schwegmann; K-Mart; Trading Post; Tulane- Carrollton; Upstream; Uptown Square; Vans; Village Square; Wego; Westland; Westside; Woolco-Kirschman.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Airline Park	8	Woolworth, Winn Dixie
Airline Village	4	Maison Blanche
Arabi Properties	4	A&P, Atlantic Thrift
Azalea Gardens	6	Winn-Dixie, TG&Y
Barker's-A&P	7	Barker's, A&P
Barlon Plaza	10	A&P, K&B
Carrollton	1	J.C. Penney, Gus. Mayer
The Center	5	Winn-Dixie, D&B
Clearview	8	Sears, Maison Blanche
Commerce	11	TG&Y, Singer
Donna Villa	7	TG&Y, Winn-Dixie
Elmwood	10	K-Mart, Levitz, Lawhorn
Gentilly-Elysian Fields	3	Maison Blanche, A&P
Gentilly Woods Mall	4	Labiches
M.A. Green	10	TG&Y, Western Auto
Gretna Shpg. Vlg. Village	3	Shainbergs, Winn-Dixie
Harrison Ave.	5	Winn-Dixie, K&B
Jefferson Plaza	6	Levine's, Radio Shack
Kenilworth Mall	6	Kress, K&B
Kenner Plaza	12	Barker's
Kirschman's	4	Shoe Town, A&P

Lakeshore Smith-Lupo	6	TG&Y, A&P
Lakeside	7	Holmes, Godchaux's
Marrero	4	Woolworth, A&P
Oakwood	2	Sears, Holmes
Plaza Lk Forest	8	Holmes, Maison Blanche
Schwegmann, Gentillity	4	Shoe Town
Schwegmann, Westbank Exp	3	Shoe Town
Schwegmann Woodland	5	Schwegmann's
Schwegmann, Judge Perez	5	Shoe Town
Schwegmann, Airline	5	Shoe Town
Schwegmann, Broad	2	Shoe Town
Schwegmann, Airline	10	Shoe Town
South Claiborne	1	Kents, TG&Y
Terrytown Plz	9	
Tulane-Carrollton	2	Maison Blanche
Upstream	9	National Foods
Uptown Sq	5	Kreiger's
Van's	6	A&P, Walgreens
Village Aurora	4	Walgreen
Wego	8	Winn-Dixie
Westland	12	Sears Catalog
Westside	2	Maison Blanche
Westwood	8	Shainberg's
Wilshire	5	Atlantic Dept.
Woolco-Kirschman	2	Woolco, A&P

Principal Shopping Days: Thu., Mon., Fri., Sat.
Stores Open Evenings: Mon., Thurs.

13—RETAIL OUTLETS: Department Stores: Maison Blanche, D. H. Holmes, Sears, Krauss, J. C. Penney, Labiches.
Variety Stores: K-Mart 6, S. H. Kress 2, McCrory's 1, Murphy's 7, Woolworth 10, TG&Y 17, Kresege's.
Discount Stores (CZ): Barker's, Ward's, Gaylords, General Distributors, Kent's Dollar Store, Levine, Shainberg's, Shopper's World, Leonard Krower, Woolco, Valu-Mart.
Chain Drug Stores (CZ): Kalz & Betshoff 33, Walgreen Louisiana 12, Rexall 5, Medical Arts 2, Bynum's 2, McCune's 2, Mozer's 2, Professional Rx 2, Albert & Wegman 5, Fasullo Drugs 11.
Chain Food Supermarkets: Breux Mart 6, Winn-Dixie 20, A&P 15, Schwegman 11, National Food 12, Piggly Wiggly 3, Seven-Eleven 18, Tenneco 34, Canal-Villere 4, Li'l General 15, Time-Saver 59.
Other Chain Stores: Goodrich, Firestone, Goodyear, Mangels, Singer Co., Pittsburgh Plate Glass, Western Auto, Thom McAn, Sherwin-Williams Paints, National Shirts, Lerner's, S&H Green Stamps, Top Value Stamps, One-Hour Martinizing, Gordon's, Zales.

14—NEWSPAPERS: STATES-ITEM (e Mon. to Fri.) 111,043, (sat.) 103,192; TIMES-PICAYUNE (m) 213,283, comb. 324,326; TIMES PICAYUNE (S) 323,302, Mar. 31, 1980 ABC.
(Times-Picayune (m) and States-Item (e) merged into on All-Day Newspaper June 2, 1980)
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE Publishing Corp.
National Representatives: STATES-ITEM and TIMES-PICAYUNE: Newhouse Newspapers; Mexico: Al Nadal representing The Leonard Co.; Hawaii: The Leonard Co.

OPELOUSAS, LA.

1—LOCATION: St. Landry Parish, E&P Map B-3, Parish Seat. Shipping, wholesale and small mfg. center. South-central part of state, 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40 and 219.

2—TRANSPORTATION: Railroads: Missouri Pacific; S.P., Texas & Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Continental Trailways, Teche, Greyhound, Opelousas.
Airlines: Charter Service; Texas Int'l.

3—POPULATION:
Corp. City 70 Cen. 20,387; Loc. Est. 20,280
City Zone ABC: (70) 31,543; (80) 31,900
RTZ-ABC: (70) 83,453; (80) 88,700
Parish 70 Cen. 80,364; Loc. Est. 85,495
City & RTZ-ABC: (70) 114,996; (80) 120,600

4—HOUSEHOLDS:
City 70 Cen. 5,814; Loc. Est. 6,006
Parish 70 Cen. 25,887; Loc. Est. 26,888
City Zone ABC: (70) 8,659; (80) 10,000
RTZ-ABC: (70) 23,253; (80) 28,300
City & RTZ-ABC: (70) 31,912; (80) 38,300

5—BANKS:	NUMBER	DEPOSITS
City	4	$209,889,000
Parish	10	$137,795,962

6—PASSENGER AUTOS: 29,794

7—ELECTRIC METERS: Residence 6,380

8—GAS METERS: Residence 7,219

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 450 ($80); Lbr. & Wood Prods. 225 ($80); Drug Mfg. 160 ($80); Chemical (Fertilizer) 80 ($80); Natural Gas Rfy. 120 ($120); Cotton Ginning and Compressing 120 ($70); Pipe Fittings & Valves 250 ($110).
Principal Industrial Pay Days: Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Nov. 12. Last killing frost, Mar. 2.

11—TAP WATER: Alkaline; Flouridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union.
Neighborhood Shopping Centers: 3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Indian Hill	7	Food Town
Vista Village	20	Winn-Dixie, TG&Y

Principal Shopping Days: Department Stores—Mon., Wed., Fri., Sat.; Food—Thu., Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: Sears (catalogue); Abdalla's; American; West Bros.; W. F. Beall.
Variety Stores: Vee's; J. W. Low; Ben Franklin; TG&Y.
Discount Stores (CZ): Cost Plus; Dollar General; Howard Bro.; Bill's Dollar Store.
Chain Drug Stores (CZ): Walgreen; New Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd's 3; Thrif-t-way; K&B.
Chain Food Supermarkets: National Food, I.C.A., A&P, Kroger; Winn-Dixie; Pic-N-Sav 2.
Other Chain Stores: Franklin's (women's); Mengel's (women's); Singer Co.; Dimmick Auto Sup.; Western Auto Sup.; R. Theriot (liquor); Pope Auto Sup.; United Motor Serv.; W. F. Beal; West Bros.; American Dept.; B. F. Goodrich; Ward's (catalogue); Otasco; Howard Bros.

14—NEWSPAPERS: WORLD (e-Mon. to Fri.) 14,547; (S) 15,711; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD.
National Representatives: Mid South Mississippi Dailies.

PINEVILLE, LA.
See ALEXANDRIA, LA.

RUSTON, LA.

1—LOCATION: Lincoln Parish, E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, Ark. At intersection of Interstate 20; U.S. 80 & 167.

2—TRANSPORTATION: Railroads: Ill. Central; Rock Island.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways; Salter.

3—POPULATION:
Corp. City 70 Cen. 17,365; Loc. Est. 20,234
City Zone ABC: (70) 17,365; (79) 19,900
RTZ-ABC: (70) 40,128; (79) 43,500
Parish 70 Cen. 33,800; Loc. Est. 37,170
City & RTZ-ABC: (70) 57,493; (79) 63,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,895; Loc. Est. 7,077
Parish 70 Cen. 9,200; Loc. Est. 12,307
City Zone ABC: (70) 4,695; (79) 6,300
RTZ-ABC: (70) 11,670; (79) 14,300
City & RTZ-ABC: (70) 16,565; (79) 20,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	12	$115,477,663
Commercial Banks	5	$119,771,589

6—PASSENGER AUTOS: Parish Est. 13,590

7—ELECTRIC METERS: 6,[illegible]17

8—GAS METERS: 6,238

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Wage-Saw Mill & Related 155 (N/A); Wood Processing 320 (N/A); Construction 1200 (N/A); Petroleum Prod 240 (N/A); Gas-Oil 200 (N/A); Glass 300 (N/A); Soft Drink 60 (N/A); Transportation 140 (N/A); Agricultural Prod. 54 (N/A); Wholesale Trade 250 (N/A); Retail Trade 2300 (N/A); Colleges 2000 (N/A); Insurance 300 (N/A).

10-CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 15.

11—TAP WATER: Very soft.

12—RETAILING: Principal Shopping Center: 2 blocks along W. [illegible]alif. Ave., Village Plaza Shopping Center (15 Stores); North Park Mall.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Village Plaza Center (Mon.-Fri.); North Park Mall and Safeway (Mon.-Sat.) 9; Drive in Groceries; Safeway; A&P (Mon.-Sun.)

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Lewis, Beall's; Fred's.
Variety Stores: Murphys.
Discount Stores (CZ): Gibson; Wal-Mart; Value Mart.
Chain Drug Stores (CZ): Marbury (Rexall); Brazill; (Walgreen); K&B; Gibson.
Chain Food Stores: Piggly Wiggly 2; A&P; Safeway; Jiffy Mart; Handee Mart 6; 7-Eleven.
Other Chain Stores: Western Auto; Rose Oil; Sears (catalog); Franklin's; Goodyear; Montgomery Ward (catalog); Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin Williams; Radio Shack.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 6,604, Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Joseph Daniel, Gen. Mgr., LEADER.
National Representatives: Mid-South Mississippi Dailies.

SHREVEPORT, LA.

1—LOCATION: Caddo Parish (In Shreveport, SMSA). E&P Map A-2; Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River, 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2—TRANSPORTATION: Railroads: Missouri-Pacific; St. Louis & Southwestern; Louisiana & Arkansas; Kansas City Southern; Illinois Central Gulf; Southern Pacific.
Airlines: Frontier; Delta; Royale.
Motor Freight Carriers: 15.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 182,064; Loc. Est. 225,100
CZ ABC: (70) 269,411; (80) 295,800
RTZ-ABC: (70) 497,535; (80) 516,900
SMSA: 70 Cen. 333,826; Loc. Est. 363,600
Parish, 70 Cen. 230,184; Loc. Est. 246,700
City & RTZ-ABC: (70) 766,946; (80) 812,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 58,349; Loc. Est. 75,000
Parish 70 Cen. 72,364; Loc. Est. 84,800
SMSA 70 Cen. 91,068; Loc. Est. 122,700
CZ ABC: (70) 83,314; (80) 104,500
RTZ-ABC: (70) 148,240; (80) 179,200
City & RTZ-ABC: (70) 231,554; (80) 283,700

5—BANKS	NUMBER	ASSETS
Sav. & Loan Assn.	3	$215,000,000
Commercial Banks	12	$1,900,000,000

6—PASSENGER AUTOS: Parish 115,624

7—ELECTRIC METERS: 109,494

8—GAS METERS: 97,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Agriculture, Oil, Gas, Lumber, Retail Trade, Manufacturing, Food Products 2,000 ($185); Apparel 850 ($150); Lumber 1,700 ($175); Printing 1,100 ($200); Chem. & Petrol. 1,600 ($285); Metal Prod., Machy. 28,300 ($275); Other 3,400 ($155).

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11—TAP WATER: Slightly alkaline; soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Texas St.; 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.
Neighborhood Shopping Centers: (Shreveport & Bossier)—Cedar Grove, 6 blocks on 70th St.; Centenary, 5 on E. Kings Hwy.; Bossier City's main dist. is 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd., 3; Glenwood, 3,300 on Line Ave.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Eastgate Plaza; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. 6 Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Shreve Island, Capt. Shreve Drive & Reilly Lane; Old River Center, & Kings Hwy at Southfield; Freestate Unit 1, Freestate Industrial Park; North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City, Shreva City Regional Center, Shreveport-Barksdale Highway, Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy & Mansfield Rd.; Grant Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport. Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave at Southfield; Quail Creek s/c, Shreveport-Barksdale Hwy., Grant Plaza s/c, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center.
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sears 3; J. C. Penney 2, Rubenstein's 3, Hearne 2, Selbers 3; Woolco 2; Beall 6; Dixie Stores 2; Palais Royal 4; Yearwood's 1; Dillard's 2; Montgomery Ward.
Variety Stores: Woolworth 2; Kress 1; Burt's 5; TG&Y 11; G. C. Murphy Co. 1.
Discount Stores (CZ): United Jewelers 2, Gibson's 3; Globe 2; Wilsons Woolco 2; K-Mart 3.
Chain Drug Stores (CZ): Lewis 5, Walgreen 2, Nare- more 1; Barksdale 3; G&H 1; Chuck Snyder's 4; Rexall 3, McKeller Sunset 1; Plaza 1; Shreve Island 1; Tri-State 1; Uptown 1; Medic 11; Mitchell's 2; Eckerd's 9; Williams 1; Albertsons-Southco 2. K&B. 3.
Chain Supermarkets: Safeway 2; Kroger 5; Weingarten 5; Brookshire 9; Best-Yet 4; 7-Eleven 51; Piggly Wiggly 3; Albertsons-Southco 2.
Other Chain Stores: Pants Parlor, Goldrings 3; Richman-Steins, Lee Martin's 3; Male Shop 1; Jordan & Booth, Rosenblath's; The Ranch, Pants Place; Casual Corner; Western Auto, Autolec, Firestone, Goodrich, Goodyear, Int'l. Harvester, White Auto, Otasco; Florsheim, Thom McAn, Singer, Necchi, Zales Jewelers, DuPont Paint, Sherwin-Williams, Pittsburgh Plate Glass, Russell Stover Candies, Jarman Shoes, The Glidden Co., Margolis Shoes, Bell Bros. Shoes, S&H Green Stamps; Wilson's.

14—NEWSPAPERS: TIMES (m) 87,822; JOURNAL (e) 33,988; Comb. (m&e) 121,810; TIMES (S) 126,255; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Natl. Adv. Mgr., JOURNAL and TIMES.
National Representatives: Gannett Newspaper Advertising Sales.

SLIDELL, LA.

1—LOCATION: St. Tammany Parish, (In New Orleans SMSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstate 10, 12, 59, La. 433.

2—TRANSPORTATION: Railroads: SOU,GM&O.
Interichty Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 16,101; Loc. Est. 28,017
Parish 70 Cen. 63,585; Loc. Est. 99,388
SMSA 70 Cen. 1,046,470; Loc. Est. 1,158,863

4—HOUSEHOLDS:
City 70 Cen. 4,300; Loc. Est. 8,726
Parish 70 Cen. 17,834; Loc. Est. 32,369
SMSA 70 Cen. 318,418; Loc. Est. 403,037

6—PASSENGER AUTOS: Parish 44,782

7—ELECTRIC METERS: City Est. 4,100

10-CLIMATE: Min. & Max. Temp.—Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15. Last killing frost, Mar. 2.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Northside Plaza	22	Winn-Dixie, Beall's, TG&Y
Plaza 190	17	A&P, Rose's, Sears, K&B Drugs
Tammany Mall	26	A&P, Mont. Ward, West Bros. Dept.
Manor Plaza	-	N.A.
Gibson Plaza	7	Gibson
Sunflower	4	Sunflower Mkt, K-Mart
Midtown	-	Woolco, Delchamps, Shoetown, Fasullo Drug, Radio Shack

14—NEWSPAPERS: SENTRY-NEWS (m) 5,929; (S) 6,444, sworn Mar. 31, 1980. TIMES (e-Tues. to Fri.) 10,400; (S) 10,581; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Steve Krehl, Adv. Dir. or Terry Maddox, Gen Mgr., SENTRY-NEWS; M. Gerald Stone, TIMES.
National Representatives: SENTRY-NEWS: None. TIMES: Mid-South Mississippi Dailies.

THIBODAUX, LA.

1—LOCATION: Lafourche Parish, E&P Map C-4, Parish Seat. Agriculture, commercial fishing and oil and gas production center, light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2—TRANSPORTATION: Railroads: Southern Pacific; Texas and Pacific.
Motor Freight Carriers: 5.
Intercity Bus Lines: Teche-Greyhound Lines.

3—POPULATION:
Corp. City 75 Cen. 16,079; Loc. Est. 18,876
Parish 76 Cen. 69,849; Loc. Est. 74,892

4—HOUSEHOLDS:
City 76 Cen. 5,021; Loc. Est. 4,502
Parish 76 Cen. 24,982; Loc. Est. 27,202

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$583,548,862
Sav. & Loan Assn.	3	$180,533,651

6—PASSENGER AUTOS: County 37,608

7—ELECTRIC METERS: Residence 5,800

8—GAS METERS: Residence 4,832

9— PRINCIPAL INDUSTRIES (CZ): Steel Fabrication; Agricultural machy. Mfg.; Nicholls State University; Candy; Fertilizer. Parish—Oil; Gas And Related Industries; Commercial Fishing; Sugarcane; Shipbuilding.

10-CLIMATE: Annual mean temp. 68. Highest average temp. June 96F; lowest average temp. Dec. 27.

11—TAP WATER: Alkaline; hard.

12—RETAILING: Principal Shopping Center: 8 blocks on West 3rd St., 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers: Food Town, 4 stores; Johnson, 5 stores; Nicholls, 7 stores; Peltier, 11 stores; Rienzi, 12 stores; Lafourche Plaza, 2 stores.
Nearby Shopping Centers: Southland Mall—12 miles.
Principal Stores: Holmes, Godchaux's, Kirschmann's, Sears, Woolworth, Shainberg's; Miller-Wohl, Arthur Coplon, Katz & Besthoff. Sugarland 15 miles. Principal Stores: TG&Y, Family Center, Winn-Dixie, Eckerd's, Bill's Dollar Stores.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Ellis Braud, Arthur Coplon; Jake's; Morgan & Lindsey; Weill's; TG&Y; Sears (catalog); Montgomery Ward (catalog); Woolco.
Discount Stores: West Gibson.

THIBODAUX—continued

Variety Stores: Morgan & Lindsey; National Dollar Store; TG&Y; Walker's.
Chain & Local Operated Drug Stores: West Bros.; D&M Drug 2; Lafourche Drug; Eckerds; Katz & Besthoff; Southland Walgreen 2.
Chain & Local Operated Food Stores: Rouses, L&N Food Stores; St. Charles Super Mkt.; A&P; National Food Stores; Winn-Dixie 2; Ricks IGA; Delchamps.
Other Chain Stores: Goodyear, Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Philip Morris.

14—NEWSPAPERS: COMET (e-Mon. to Fri.) 11,201 sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Jay Loncon, Adv. Mgr., COMET.
National Representatives: None.

MAINE SURVEYS

MAINE STANDARD METROPOLITAN STATISTICAL AREAS

Lewiston-Auburn, Me.—Auburn and Lewiston cities; and Lisbon town in Androscoggin County, Maine.

Portland, Me.—Portland, South Portland, Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham and Yarmouth towns in Cumberland County; Saco city, Old Orchard Beach town in York County, Maine.

MAINE POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	85	81	96
5-14 Years	201	175	170
15-24 Years	170	205	193
25-44 Years	219	301	356
45-64 Years	205	226	230
65 and Over	114	137	149
TOTAL	994	1,128	1,194

Based on U.S. Census

MAINE RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr	150	248	329
General Mdse	275	393	522
Food	546	872	1,166
Automobiles	442	724	780
Gasoline Stations	162	244	416
Apparel	87	132	179
Furniture	76	116	148
Eat-Drink Places	140	261	334
Drugs	266	103	135
Total Sales	2,233	3,616	4,766

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

AUBURN, ME.
See LEWISTON, ME.

AUGUSTA, ME.

1—LOCATION: Kennebec County, E&P Map B-4, Capital of the State; County Seat. On Kennebec River 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys. 201, 202, 200, 11, 104, 105, 17; Maine Tpke.; Interstate 95.

2—TRANSPORTATION: Maine Central RR (freight); Greyhound Bus.
Motor Freight Carriers: 10.
Airlines: Air New England; Bar Harbor Airline.

3—POPULATION:
Corp. City 70 Cen. 21,345; Loc. Est. 18,165
CZ ABC: (70) 24,759; (80) 23,100
RTZ-ABC: (70) 186,841; (80) 221,200
County 70 Cen. 95,306; Loc. Est. 107,846
City & RTZ-ABC: (70) 211,600; (80) 244,300

4—HOUSEHOLDS:
City 70 Cen. 7,662; Loc. Est. 6,655
County 70 Cen. 28,476; Loc. Est. 37,965
CZ ABC: (70) 7,662; (80) 8,200
RTZ-ABC: (70) 56,417; (80) 75,800
City & RTZ-ABC: (70) 64,079; (80) 84,000

5—BANKS:	NUMBER	DEPOSITS
Savings	3	$94,198,000
Sav. & Loan Assn.	2	$39,083,000
Commercial	15	$145,296,000

6—PASSENGER AUTOS: County Est. 45,963

7—ELECTRIC METERS: Residence 32,000

8—GAS METERS: Residence 1,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Emp. (Av. Wkly. Wage N.A.)—Cotton 1,070; Paper Products 615; Publishers and Printers 248; Food Processing 578; State Employees 7,576; Veterans Administration 770; City Employees 2,382; Teachers 921; Boots and Shoes 1,078; Electrical 267; Iron Fabrication 270; Telephone 156; IRS 90.

10-CLIMATE: Min. & Max. Temp.—Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16. Last killing frost, Apr. 23.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Centers: Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Augusta Plaza	15	Giguere's, K-Mart
Capitol	13	King's, Shaw's
Maine Mall	12	Sears, Cottle's, Zayre's

Neighborhood Shopping Centers: Cony St., State St., Western Ave., Bangor St.
Principal Shopping Days: Wed., Thu., Fri.
Principal Shopping Night: Thu., Shopping Centers open every evening.

13—RETAIL OUTLETS: Department Stores: Adam's; Chernowsky's; Frank X Pomerleau.
Variety Stores: McLellan's; McCrory.

Discount Stores (CZ): The Big L; Rix; Zayre's; K-Mart; King's.
Chain Drug Stores (CZ): LaVerdiere's 2; Lovell's; Brooks Super Drug.
Chain Food Supermarkets (CZ): Sampson's; Cottle's 3; Mister Market; Barden's 2; Shaw's; Giguere's.
Other Chain Stores (CZ): J. C. Penney Co.; Sears Roebuck; King's; Zayre's; Firestone; Goodrich; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; S&H Green Stamps; Hit or Miss; K-Mart.

14—NEWSPAPERS: KENNEBEC JOURNAL (m) 18,350; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: M. Lee Babb, Jr., Adv. Dir., KENNEBEC JOURNAL.
National Representatives: Landon Associates, Inc.

BANGOR, ME.

1—LOCATION: Penobscot County, E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 2 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2, Interstate 95; State 9, 15, 100, 178, 222.

2—TRANSPORTATION: Railroads: Maine Central, Bangor & Aroostook.
Motor Freight Carriers: 15.
Intercity Bus Lines: Greyhound, B&A, Citibus.
Airlines: Delta, Bar Harbor Airways.

3—POPULATION:
Corp. City 70 Cen. 33,168; Loc. Est. 31,379
CZ ABC: (70) 71,335; (80) 71,700
RTZ-ABC: (70) 321,808; (80) 368,300
County 70 Cen. 125,393; Loc. Est. 139,668
City & RTZ-ABC: (70) 393,143; (80) 440,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census City 10,131; Loc. Est. 11,334
County 70 Cen. 36,205; Loc. Est. 47,511
CZ ABC: (70) 20,449; (80) 23,000
RTZ-ABC: (70) 96,337; (80) 127,600
City & RTZ-ABC: (70) 116,786; (80) 150,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$349,300,093
Sav. & Loan Assn.	1	$34,410,000
Commercial Banks	6	$465,478,201

6—PASSENGER AUTOS: County Est. 59,147

7—ELECTRIC METERS: Residence 21,360

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Leather/Leather Products 1,560; Paper 1,170; Wood 246 ($218); Retail 6,530 ($130); Wholesale 2,120 ($209); Services-Miscellaneous 7,730 ($145); Non-Farm 36,900 ($184).

10-CLIMATE: Min. & Max. Temp.—Spring 30-80; Summer 50-100; Fall 30-70; Winter —20-44. First killing frost, Sept. 8. Last killing frost, May 15.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange. Central Broad. Bangor Mall, 5 miles from downtown; Bangor Shopping Center, 3 miles from downtown; Westgate Mall, 2 miles from downtown. Airport Mall Shopping Plaza—3 miles from downtown. K-Mart—5 miles from downtown.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bangor Mall	5	Sears, Porteous, J.C. Penney, Doug's
Bangor	3	Zayre's, Kresge, T. J. Maxx, Doug's
Westgate	2	King's, IGA
Airport Mall	3	Woolco, Freese's Drugs
K-Mart	5	K-Mart, A&P
North Brewer	3	IGA, Miller's
Brewer	4	A&P
Twin City		Doug's
Old Town	9	First National
University Mall	8	King's, Sampson
Ellsworth	23	Zayre's, First National
Maine Coast	23	Woolworth, King's, IGA
Belfast	35	J.C. Penney, First National
Millinocket	85	Woolworth, IGA

Principal shopping Days: Fri., Sat., Mon.
Stores Close: Sun. & Major Holidays.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Freese's 2; Sears Roebuck; Porteous; J.C. Penney.
Variety Stores: Kresge.
Drug Stores: Allen; Liggett-Rexall; Ohmart & Hinkley 2; La Verdiere's 3; Wellby 3; CVS 2.
Discount Stores (CZ): K-Mart; Miller's; King's; Woolco; Zayre's.
Chain Supermarkets (CZ): Finast 2; A&P 2; IGA Foodliner 2; Shop 'n Save 8; Sampson's 3.

14—NEWSPAPERS: NEWS (m) 80,430; Mar. 31, 1980 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Dir. Mkt. NEWS.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

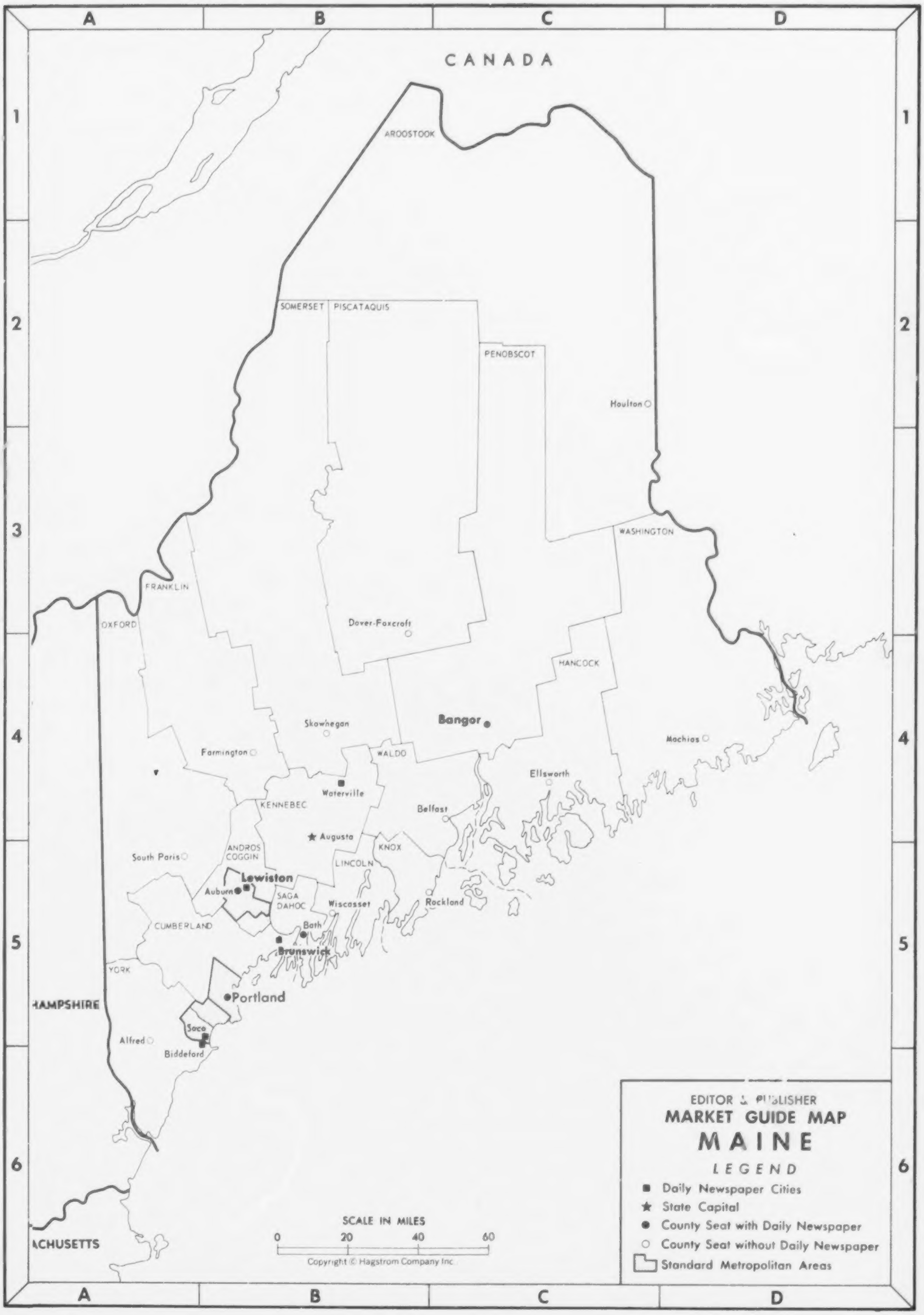
BIDDEFORD-SACO, ME.

1—LOCATION: York County, (Portland SMSA) E&P Map B-5. Residential center on Saco River, 6 mi. from its mouth; 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2—TRANSPORTATION: Railroads: B & M.
Motor Freight Carriers: 13.

MAINE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	3,615,742	4,478,577	4,766,249	662	328,839	522	521,507	1,822	1,165,976	953	779,796	933	416,379	579	178,931	673	148,151	1,814	334,344	288	134,633
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lewiston-Auburn, Me.	302,427	369,470	391,817	37	18,280	28	51,500	102	86,669	63	82,224	51	32,222	45	16,360	57	11,475	117	28,129	20	7,995
Portland, Me.	821,517	1,034,351	1,105,296	97	56,122	78	150,605	251	244,934	123	149,285	139	75,087	102	46,539	104	[illegible]	324	77,128	48	25,661
COUNTIES, Cities																					
ANDROSCOGGIN	331,932	407,575	432,820	51	22,299	37	52,913	131	151,384	80	85,256	62	36,117	52	17,263	65	12,165	138	30,608	23	8,862
Auburn	118,522	145,598	154,546	8	3,513	9	17,231	32	34,037	26	57,008	19	15,344	5	1,578	20	3,449	32	9,216	6	1,848
Lewiston	168,812	272,77[illegible]	216,581	22	10,151	16	33,731	63	47,172	29	23,109	26	14,987	40	14,782	32	7,393	79	17,957	11	5,070
AROOSTOOK	261,493	304,061	319,503	56	18,740	47	40,052	170	76,081	74	56,125	91	36,860	64	13,019	47	12,229	138	17,003	31	10,531
CUMBERLAND	918,068	1,162,378	1,242,926	123	79,753	90	174,869	298	275,824	148	163,875	163	87,836	120	50,546	129	35,949	339	85,029	54	29,326
Brunswick	104,405	134,183	143,760	15	19,401	8	17,332	30	35,984	18	28,585	14	8,518	13	4,616	23	7,470	32	10,065	6	3,151
Portland	302,050	344,711	360,942	34	20,967	25	30,152	113	82,079	50	55,974	46	25,640	42	12,247	44	11,964	137	33,841	20	8,446
FRANKLIN	66,108	90,975	98,793	17	6,478	14	8,479	56	25,147	28	18,462	21	6,842	14	3,941	11	1,820	46	7,415	6	2,767
HANCOCK	143,268	165,975	174,252	27	15,707	38	16,481	86	47,555	53	25,462	36	12,580	25	6,072	28	4,375	105	15,622	12	4,954
KENNEBEC	383,500	484,110	516,919	51	31,935	59	68,267	157	123,441	108	95,250	90	37,146	51	25,944	59	18,911	168	33,007	27	12,869
Augusta	152,055	193,435	213,210	15	12,710	13	34,676	46	49,961	33	47,625	31	14,597	18	9,257	17	10,624	56	12,199	10	4,457
Waterville	128,026	155,870	165,219	10	4,731	7	24,967	32	39,685	29	30,621	19	6,732	14	13,102	23	4,515	45	13,216	9	4,530
KNOX	107,619	131,811	139,936	35	10,393	20	12,551	78	37,000	38	19,574	25	15,333	29	7,717	[illegible]	3,271	60	8,739	9	4,340
LINCOLN	75,519	92,159	97,767	28	15,625	12	1,455	63	25,413	25	12,900	23	11,582	14	2,236	[illegible]	3,166	58	8,999	7	1,827
OXFORD	118,462	152,698	163,708	33	16,195	31	13,787	90	46,410	40	28,410	43	14,734	24	3,314	29	2,908	68	11,448	15	7,984
PENOBSCOT	493,292	619,027	660,175	78	50,608	55	83,354	194	149,769	117	125,868	113	59,689	66	25,503	80	28,143	174	41,990	34	17,329
Bangor	252,390	316,077	336,872	20	24,490	14	64,252	52	52,875	35	71,069	38	20,175	36	17,231	32	20,261	72	25,081	13	9,311
PISCATAQUIS	42,689	49,783	52,341	9	3,076	13	2,840	39	18,887	20	7,868	22	5,355	4	597	11	1,787	25	2,335	6	1,908
SAGADAHOC	50,460	69,753	75,802	10	2,263	11	2,039	33	23,601	25	19,967	20	7,882	6	986	9	1,436	27	3,535	4	1,914
Bath	33,239	45,871	50,081	5	1,484	2	539	19	19,706	8	10,935	8	3,258	6	986	8	1,336	14	1,883	4	1,914
SOMERSET	103,696	127,665	135,667	30	13,089	26	3,274	91	42,570	37	18,490	47	15,172	17	4,407	34	4,612	58	7,166	12	7,442
WALDO	55,180	68,040	72,331	17	4,949	14	3,311	56	22,175	26	12,060	23	6,760	8	1,174	13	1,607	40	5,726	7	3,581
WASHINGTON	88,612	103,416	108,741	30	8,310	31	10,211	77	35,925	34	11,276	42	12,235	15	1,726	25	2,541	63	5,529	8	2,867
YORK	375,844	449,151	474,568	67	29,419	44	27,624	203	114,794	100	79,013	112	50,256	70	14,486	70	13,231	307	50,193	33	16,132
Biddeford	67,941	76,874	80,346	8	6,649	6	8,004	35	20,744	22	9,628	15	5,626	17	3,659	17	3,375	38	4,643	6	2,716
Saco	54,584	68,080	72,501	7	1,232	6	7,079	15	22,142	8	19,882	11	7,280	5	1,803	4	1,316	22	4,593	2	2,485


EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
20
40
60
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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
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HANCOCK
Bangor
Skowhegan
Farmington
WALDO
Machias
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
ANDROS COGGIN
KNOX
LINCOLN
South Paris
Lewiston
Auburn
SAGA DAHOC
Wiscasset
Rockland
Bath
CUMBERLAND
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
ACHUSETTS
A
B
C
D
1
2
3
4
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6

MAINE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate Income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	993,722	1,128,157	2,908,986	7,574,753	406,926	18,615	7,020	130,676	219,775
STANDARD METROPOLITAN STATISTICAL AREAS									
Lewiston-Auburn, Me.	72,474	74,026	207,891	483,065	27,842	17,350	N A	N A	N A
Portland, Me.	170,081	182,454	626,500	1,503,886	60,884	21,832	N A	N A	N A
COUNTIES, Cities									
ANDROSCOGGIN	91,279	98,885	253,908	628,038	36,629	17,146	360	3,025	53,108
Auburn	24,151	22,538	72,112	158,499	8,450	18,757	*	*	*
Lewiston	41,779	40,484	115,646	261,139	15,592	16,748	*	*	*
AROOSTOOK	94,078	96,855	265,698	554,695	30,940	17,928	1,643	100,107	3,801
CUMBERLAND	192,528	208,647	703,377	1,705,026	76,764	22,211	457	3,349	11,762
Brunswick	16,195	17,286	54,611	126,325	5,938	21,274	*	*	*
Portland	65,116	59,973	234,695	478,766	24,880	19,243	*	*	*
FRANKLIN	22,444	27,187	57,214	169,029	9,562	17,677	252	999	4,726
HANCOCK	34,590	42,713	92,056	271,811	16,470	16,503	218	914	1,607
KENNEBEC	95,306	108,307	286,446	752,311	38,471	19,555	626	2,664	38,850
Augusta	21,945	18,863	66,859	141,692	6,972	20,323	*	*	*
Waterville	18,192	16,536	51,396	116,366	5,977	19,469	*	*	*
KNOX	29,013	33,824	79,412	213,276	13,316	16,017	231	648	8,502
LINCOLN	20,537	27,349	52,977	178,981	10,676	16,765	176	592	3,292
OXFORD	43,457	48,664	121,207	304,555	17,579	17,325	372	3,215	6,474
PENOBSCOT	125,393	140,266	354,217	908,269	48,127	18,872	636	5,873	15,448
Bangor	33,168	30,702	95,706	207,359	11,190	18,531	*	*	*
PISCATAQUIS	16,285	18,197	46,850	115,196	6,899	16,697	150	644	2,379
SAGADOHOC	23,452	28,788	69,755	193,558	10,665	18,149	108	401	2,781
Bath	9,679	9,054	28,884	61,076	3,469	17,606	*	*	*
SOMERSET	40,597	47,256	101,173	287,399	16,966	16,940	507	1,481	20,555
WALDO	23,328	29,690	53,855	176,178	10,590	16,636	483	1,230	26,765
WASHINGTON	29,859	36,035	79,465	191,915	13,440	14,279	301	2,982	2,872
YORK	111,576	135,494	311,376	924,516	49,832	18,553	500	2,552	16,851
Biddeford	19,983	19,284	50,085	115,582	7,216	16,017	*	*	*
Saco	11,678	13,633	32,103	89,602	4,821	18,586	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1979 Cash Receipts as follows: From Crops $138,166,000; from Livestock & Livestock Products $300,606,000; Total $438,772,000.

*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

BIDDEFORD—continued

Intercity Bus Lines: Biddeford & Saco, Greyhound, Maine Trailways; Brunswick Transportation.

3—POPULATION:
Corp. Cities 70 Cen. 31,661; Loc. Est. 32,674
Biddeford 70 Cen. 19,983; Loc. Est. 19,149
Saco 70 Cen. 11,678; Loc. Est. 13,425
PMA-ABC: (70) 84,737; (80) 101,600
SMSA: 70 Cen. 170,081; Loc. Est. 181,271
County 70 Cen. 111,576; Loc. Est. 132,014

4—HOUSEHOLDS:
Cities 70 Cen. 9,798; Loc. Est. 11,777
County 70 Cen. 34,430; Loc. Est. 48,012
SMSA: 70 Cen. 54,088; Loc. Est. 67,753
PMA-ABC: (70) 26,385; (80) 35,800

5—BANKS: 4 Savings, 2 Commercial
Total Dep. $1,000,000,000
1 Fed. S&L, 5 Credit Unions
Total Assets $12,000,000

6—PASSENGER AUTOS: County Est. 61,915

7—ELECTRIC METERS:
Residence: Biddeford and Saco 14,670

8—GAS METERS: Bottled Gas used.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Automotive Parts 1200 ($187); Textile Prod. 900 ($150); Shoe & Heel 600 ($150); Toolmakers 65 ($185); Sheetmetal 50 ($170); Tannery 700 ($180); Wearing Apparel 400 ($130); Precision Products 450 ($185); Boat Mfg. 10 ($150); Building Fabricators 175 ($185).
Principal Industrial Pay Days: Thurs. & Fri.

10-CLIMATE: Average Temp.—Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6. Last killing frost, May 8.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Biddeford	2	Finast, Sears
Saco Valley	13	Zayre's, Shaw's Mkt.
5 Points	11	IGA, Rich's Dept.

Principal Shopping Days: Downtown-Fri.; Shopping Centers-6 Nights.

13—RETAIL OUTLETS: Department Stores: Butler's, Youland, Nichols.
Variety Stores: Woolworth; Wellwoods; Bookland.
Chain Drug Stores: Central-Colonial Phcy. 2; General Sales; Brooks 2; Laverdiere 2; Brooks; Wellby.
Discount Stores: Zayre's, King's, Rich's.
Chain Food Supermarkets: First National; Farm Store; Shaw's; Martin's Discount; Jos. Sneider; IGA Foodliner; Foodland.
Other Chain Stores: Shoes: Butler, Colonial; Jewelry: Day's, Youland's; Furniture: Warren, Potter's; Western Auto; Singer Co.; Sherwin-Williams; Mary Carter; The Men's Shop, Inc.

14—NEWSPAPERS: JOURNAL-TRIBUNE (e) 14,286; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Retail; Eugene Bourgault, Jr., Nat. Adv., JOURNAL-TRIBUNE.
National Representatives: Landon Associates, Inc.

BRUNSWICK, ME.

1—LOCATION: Cumberland County, E&P Map B-5. 27 mi. E of Portland; harbor, port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2—TRANSPORTATION: Railroads: Maine Central (freight).
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 12.

3—POPULATION:
Corp. Cities 70 Cen. 16,195; Loc. Est. 17,184
CZ ABC: (70) 31,732; (80) 34,500
RTZ-ABC: (70) 15,320; (80) 20,200
County 70 Cen. 192,528; Loc. Est. 210,000
City & RTZ-ABC: (70) 47,052; (80) 54,700

4—HOUSEHOLDS:
City 70 Cen. 4,685; Loc. Est. 5,836
County 70 Cen. 60,363; Loc. Est. 75,408
CZ ABC: (70) 9,651; (80) 12,000
RTZ-ABC: (70) 4,759; (80) 7,300
City & RTZ-ABC: (70) 14,410; (80) 19,300

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	4	$85,493,000
Sav. & Loan Assn.	2	$40,423,000
Savings Banks	4	$136,657,000
Credit Unions	4	$14,345,000

6—PASSENGER AUTOS: County Est. 108,066

7—ELECTRIC METERS: Residence 6,500

9— PRINCIPAL INDUSTRIES (CZ): Shipbuilding; Sportswear; Shoes; Papermaking; Children's Clothing; Artist's Brushes.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Average Temp.—Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18. Last killing frost, Apr. 24.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center(17 stores)—Cooks Corner (Sears, Holiday Inn); J.C. Penney; Route 1 Kings.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon. thru Sat. 9 a.m.-9 p.m.

13—RETAIL OUTLETS: Department Stores: Senter's; J.C. Penney; Sears; Grand City.
Chain Drug Stores: General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores: Grand City; J.J. Newberry.
Discount Stores: Kings.
Chain Stores: Burgess' 2; First National; Shaws; Cottle's.
Other Chain Stores: G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellahan; Endicott Johnson; Beaconway Fabrics; Radio Shack; Fayva; Bookland.

14—NEWSPAPERS: TIMES-RECORD (e-Mon. to Fri.) 13,512; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Vice President, TIMES-RECORD.
National Representatives: Landon Associates, Inc.

LEWISTON-AUBURN, ME.

1—LOCATION: Androscoggin County, E&P Map B-5, County Seat (In Lewiston-Auburn SMSA). Industrial, wholesale and agricultural center. SW inland Maine; 135 mi. from Boston; 350 mi. from New York City.

2—TRANSPORTATION: Railroads: Maine Central.
Motor Freight Carriers: 26.
Intercity Bus Lines: Greyhound, Blue, Hudson, Trailways.
Airlines: Air New England.

3—POPULATION:
Corp. Cities 70 Cen. 65,930; Loc. Est. 63,332
Lewiston 70 Cen 41,779; Loc. Est. 40,703
Auburn 70 Cen. 24,151; Loc. Est. 22,629
CZ ABC: (70) 65,930; (80) 62,000
RTZ-ABC: (70) 164,351; (80) 192,200
County 70 Cen. 91,279; Loc. Est. 97,063
SMSA 70 Cen. 72,474; Loc. Est. 73,682
City & RTZ-ABC: (70) 230,281; (80) 254,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Cities
Lewiston 70 Cen. 13,544; Loc. Est. 15,484
Auburn 70 Cen. N.A. Loc. Est. 8,379
County 70 Cen. 28,539; Loc. Est. 35,557
SMSA 70 Cen. 23,065; Loc. Est. 27,393
CZ ABC: (70) 21,171; (80)22,700
RTZ-ABC: (70) 49,496; (80) 66,200
City & RTZ-ABC: (70) 70,667; (80) 88,900

5—BANKS:	NUMBER	DEPOSITS
Savings	6	$165,514,614
Commercial	4	$73,099,000

6—PASSENGER AUTOS: City Est. 41,439

7—ELECTRIC METERS: Residence 36,000

8—GAS METERS: Residence 8,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Shoe Mfg. 7,812; Cotton Mfg. 2,650; Electronics 732; Poultry Processing 350; Wool Blankets 250; Wire Goods Mfg. 110; Almanacs, Calendars, Diaries, etc. 150; Glass Mfg. 75; Bakery Products 220; Paper Boxes 100; Store Furn. and Fix. 54; Woolen Yarns 225; Glass and Rayon Mesh Fabrics 79; Cement Vaults 25; Sewing Machine Parts 35; Carbonated Beverages 133; Distilleries 25; Pharmaceutical 68; Metal Stamping 130; Plastics 450; Printing 214; Candy 14; Meat Packing 35; Sheet Metal 50; Awnings 29; Milk Processing 135; Bricks 50; Aluminum Doors, etc. 25.

10-CLIMATE: Min. & Max. Temp.—Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8. Last killing frost, May 2.

11—TAP WATER: Slightly acid, soft, fluoridated.

12—RETAILING: Principal Shopping Centers—Lewiston: Approx. 2 mi. on Lisbon St., 2 mi. on Main St.; Lewiston Mall; Promenade Mall; Northwood Park; Bonneau's.
Auburn: Main, N. Main, Court; Turner; Center St. Plaza; Auburndale Ctr.; K-Mart Ctr.
Principal Shopping Days: Department—Mon., Fri., Sat. Food—Wed., Fri., Sat.
Stores Close: Mon. a.m.
Stores Open Evenings: Dept.—Mon., Fri.; Food— Thurs., Fri.; some Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Peck's, Sears; The Mart; Bradlee's, J.C. Penney, Kings; Reid & Hughes; Ward Bros.; Zayre's; K-Mart; Anderson-Little.
Variety Stores: Kresge, Big L, Mac's, Laverdiere's.
Discount Stores (CZ): The Mart; King's, Zayre's, Mammoth Mart; K-Mart; Bradlees.
Chain Drug Stores (CZ): Carroll's, CVS, Clark's, Big L 2.
Chain Food Supermarkets: Food Town 3; Sampson's 9; Shaw's 2; Cottle's 2; Ted's.
Other Chain Stores: Atherton (furn.), Dodge Clothes (men's apparel), Day's Jewelry, Rogers Jewelry, Lamey-Wellehan (shoes), Thom McAn, Beaconway (fabrics), New England (furn.), Snow's (appliances), S&H Green Stamps, Fanny Farmer, Owen Moore, Deering Ice Cream, Friendly Ice Cream, So-Fro (fabrics), Fayva Shoes, You & You (clothing); Carriage House, Leblanc's (clothing); Dog House (pet); Petland; Bonanza (restaurant); Strictly Formal; Angeloni Pizza; Bookland; York Steak House; Radio Shack; Dexter Shoes; Coastal Fashions; P-J's (women's wear); Hit or Miss (women's wear).

14—NEWSPAPERS: SUN (m) 34,508; JOURNAL (e) 13,763; Comb. (m&e) 48,271; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Y. Roger Fontaine, Adv. Dir., SUN/ JOURNAL.
National Representatives: Landon Associates, Inc.

PORTLAND, ME.

1—LOCATION: Cumberland County, E&P Map B-5 (SMSA). County Seat. 108 mi. E of Boston. On U.S. Hwys 1; I-State Hwys. 9, 26, 100 and 302.

2—TRANSPORTATION: Railroads: Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers: (Interstate) 20.
Freight Steamship Lines: 7.
Intercity Bus Lines: Greyhound; Trailways; Vermont Transit.
Airlines: Delta; Air New England; Bar Harbor Airlines.

3—POPULATION:
Corp. City 70 Cen. 65,116; Loc. Est. 60,960
CZ ABC: (70) 116,991; (80) 108,800
RTZ-ABC: (70) 210,565; (80) 258,000
County 70 Cen. 192,528; Loc. Est. 207,000
SMSA 70 Cen. 170,081; Loc. Est. 181,271
City & RTZ-ABC: (70) 327,556; (80) 366,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 22,780; Loc. Est. 25,005
County 70 Cen. 60,383; Loc. Est. 75,408
SMSA: 70 Cen. 54,088; Loc. Est. 67,753
CZ ABC: (70) 38,400; (80) 40,900
RTZ-ABC: (70) 63,830; (80) 90,000
City & RTZ-ABC: (70) 102,230; (80) 130,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$556,786,177
Sav. & Loan Assn.	4	$172,483,709
Commercial Banks	5	$708,611,762

6—PASSENGER AUTOS: County 108,066

7—ELECTRIC METERS: 62,500

8—GAS METERS: Res. 11,190

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Metals & Machy. 4,800 ($139); Food Prods. 2,500 ($151); Paper 2,600 ($178); Leather & Prod. 1,400 ($123); Lumber & Wood Prod. 800 ($123).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Areas: Between Longfellow and Monument Squares; Maine Mall.
Neighborhood Shopping Areas: Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Forest Ave. Plaza	-	A&P

Lunt's Plaza	-	Martin Foods
North Gate	11	Shaw's Mkt., Wellwood
Northport Plaza	6	-
Pine Tree	19	Zayre
Rainbow Mall	20	-
West End	-	First Nat'l
West Gate	9	Shaw's Mkt., Wellwood
		5-10
Mill Creek		Shaw's Mkt., Kings Dept.
Falmouth	-	Shaw's Mkt., Kings Dept.
K-Mart	2	K-Mart, Martin Foods
Westbrook	6	Bradlee's, Martin Foods

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept.—Mon. & Thu.; Supermarkets— nightly.

13—RETAIL OUTLETS: Department Stores: Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.
Variety Stores: Woolworth; Wellwood.
Discount Stores (CZ): Zayre; King's; Bradlee's; Mammoth Mart; Foden's; Value House; Romanow's, K-Mart; Child World; Marshall's.
Chain Drug Stores (CZ): Welby's 3; Dudley-Weed 2; LaVerdiere's 5; Lovell's.
Chain Food Supermarkets (CZ): A&P 1; First Natl. 1; Martins 4; Geo. C. Shaw 5; Federal 1; Gold Star IGA 1.
Other Chain Stores: Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Consumer Value Stores; Lerner's; Bell Shops; Baker Shoe; Stowell's Jewelry; Foxmore Casuals; Hanover Shoe; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14—NEWSPAPERS: PRESS-HERALD (m) 53,616; EXPRESS (e) 29,813; Comb. (m&e) 83,429
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., or Arthur Keniston, Ass't. Adv. Dir. and Ret. Mgr., PRESS-HERALD, EXPRESS and TELEGRAM.
National Representatives: Landon Associates, Inc.

SACO, ME.

See BIDDEFORD, ME.

WATERVILLE, ME.

1—LOCATION: Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; Interstate 95. 18 mi. N. of Augusta; 56 mi. E of Bangor.

2—TRANSPORTATION: Railroads: Maine Central (freight).
Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound
Airlines: Air New England

3—POPULATION:
Corp. City 70 Cen. 18,192; Loc. Est. 16,745
CZ ABC: (70) 27,275; (80) 26,600
RTZ-ABC: (70) 71,718; (80) 86,800
County 70 Cen. 95,306; Loc. Est. 107,846
City & RTZ-ABC: (70) 98,993; (80) 113,400

4—HOUSEHOLDS:
City 70 Cen. 5,516; Loc. Est. 5,999
County 70 Cen. 29,636; Loc. Est. 37,965
CZ ABC: (70) 8,310; (80) 9,300
RTZ-ABC: (70) 21,326; (80) 29,200
City & RTZ-ABC: (70) 29,636; (80) 38,500

5—BANKS: Savings 4; Sav. & Loan Assns. 2; Commercial 4; Total deposits $428,000,000.

6—PASSENGER AUTOS: County estimate 51,400

7—ELECTRIC METERS: Residence 13,990

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Pulp & Paper 1,470; Molded wood fibre products 1,050; Woolen fabric mfg. 600; Shirt makers 750; Wooden products 200; Railroad repair shop 400; Medical center 1,100. Total payroll $81,985,000.
Principal Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-72; Summer 54-100; Fall 33-78; Winter -30-42.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: Main St.; Silver St.; College Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Elm Plaza	10	King's, K-Mart
Concourse	17	Zayre, Cottle's
JFK Mall	14	A&P, Garland Store

Principal Shopping Days: Thu., Fri.
Stores Open Evenings: Fri., Shpg. Ctr. Nightly.

13—RETAIL OUTLETS: Department Stores: Butler's; Sterns; K-Mart; Zayre; King's; Garland.
Chain Drug Stores: LaVerdiere's.
Chain Food Supermarkets: Cottle's; A & P; First National; IGA; Sampson's.
Other Chain Stores: Radio Shack; Mr. Paperback; Big L; Brooks Discount; Consumer Auto Parts; Sherwin Williams.

14—NEWSPAPERS: SENTINEL (m) 25,389, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Robert Drouin, Sr., Adv. Director, MORNING SENTINEL.
National Representatives: Landon Associates, inc.

MARYLAND SURVEYS

MARYLAND STANDARD METROPOLITAN STATISTICAL AREAS

Baltimore, Md.—Baltimore City; Anne Arundel County; Baltimore County; Carroll County; Harford County; Howard County.

Washington, D.C.-Md.-Va.—Washington, D.C.; Alexandria city, Va.; Fairfax city, Falls Church city, Manassas city and Manassas Park city, Va.; Arlington, Fairfax, Loudoun and Prince William Counties, Va.; Charles County, Md.; Montgomery County, Md.; Prince Georges County, Md.

Wilmington, Del.-N.J.-Md.—New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREAS

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.—Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SM-SA; Wilmington, Del.-N.J.-Md. SMSA.

MARYLAND POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	345	287	362
5-14 Years	815	640	633
15-24 Years	682	826	813
25-44 Years	997	1,239	1,510
45-64 Years	787	827	876
65 and Over	298	376	444
TOTAL	3,924	4,197	4,638

Based on U.S. Census

MARYLAND RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	338	531	666
General Mdse.	1,490	2,037	2,564
Food	2,077	3,198	4,056
Automobiles	1,780	2,825	2,885
Gasoline Stations	686	1,210	1,958
Apparel	504	687	884
Furniture	464	628	760
Eat-Drink Places	740	1,257	1,526
Drugs	386	516	641
Total Sales	9,480	14,188	17,990

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ANNAPOLIS, MD.

1—LOCATION: Anne Arundel County (In Baltimore SMSA). E&P Map C-2. State Capital. County Seat. U.S. Naval Academy, yachting and water sport center. 26 mi. S. of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2—TRANSPORTATION:
Motor Freight Carriers: 4
Intercity Bus Lines: Baltimore & Annapolis, Trailways, Greyhound.
Airlines: Delta; Eastern, American, TWA; Texas Int'l; US Air; Braniff, United; British Airways

3—POPULATION:
Corp. City 70 Cen. 30,095, Loc. Est. 34,025
CZ ABC: (70) 53,043; (80) 67,400
RTZ-ABC: 70 Cen. 26,436; (80) 31,200
County 70 Cen. 298,042, Loc. Est 378,635
SMSA 70 Cen. 2,072,450; Loc. Est. 2,195,034
City & RTZ-ABC: (70) 79,479, (80) 98,600

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,638, Loc. Est. 13,350
County 70 Cen. 81,136; Loc. Est. 114,400
SMSA 70 Cen. 623,869, Loc. Est. 765,523
CZ ABC: (70) 14,929; (80) 21,700
RTZ-ABC: (70) 7,351; (80) 9,700
City & RTZ-ABC: (70) 22,280; (80) 31,400

5—BANKS:

Savings Banks	$522,200,000
Savings & Loan Assn.	$386,700,000

Total Number of Banks 13

6—PASSENGER AUTOS: County 171,950

7—ELECTRIC METERS: County/Res. 126,880

8—GAS METERS: County/Res. 49,399

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Fort Meade 16,000, Westinghouse (3 locations) 13,000; USNA (including Middies) 6,000; US Naval Station; US Naval Security Over 10,000; US Dept. of Motor Vehicles Over 1,000; US Coast Guard; Md. State Gov't; Vectra (fiber); Exxon, Amtech.; Kennecott Corporation.
Principal Industrial Pay Days: Govt. 15 & 30; Wkly. Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov. Last killing frost, Mar. 1.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St., 3 on West St., 1 on Maryland Ave., 1 on State Circle; Parole Plaza, Forest Plaza.
Neighborhood Shopping Centers: 4 blocks on West St.; Stores in Eastport, W. Annapolis Hillsmere.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Annapolis Mall	85	Hecht, Montgomery Ward
Colonial Parole	10	Kaleidoscope Fabric
Eastport	12	Safeway
Forest Plaza	16	Hechinger's
Parole S.C.	30	Sears, Food Fair, K mart

Principal Shopping Days: Thu., Fri., & Sat.
Stores Open Evenings: Mon., Thu. & Fri.
Stores Open Sundays: Discount.

13—RETAIL OUTLETS: Department Stores: Hecht's, Sears; Woodward & Lothrop, Kirson's, Montgomery Ward.
Discount Stores: Murphy Mart, Kmart.
Variety Stores: G. C. Murphy, Woolco.
Chain Drug Stores: Kitchin's, Rite-Aid 2, Nationwide, Homewood 1, Giant Food Pharmacy, Revco 1.
Chain Food Supermarkets: A&P 2, Acme 3, Safeway 3, Food Fair, Giant Foods 4, 7-11 2, Convenient Food Mart 3.
Other Chain Stores: Firestone, Goodyear, Western Auto, Singer; Montgomery Ward; Penn Jersey; Auto.

14—NEWSPAPERS: CAPITAL (e) 29,585; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL.
National Representatives: Landon Associates, Inc.; U.S. Suburban Press, Inc.

BALTIMORE, MD.

1—LOCATION: Independent City, (In Baltimore SMSA). E&P Map C-1. Nation's eighth city. On Patapsco River, 12 mi. NE of point where the river enters Chesapeake Bay. Second largest foreign tonnage port and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York, 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities, important banking, financial and insurance community. Nationally ranked as a certified test market.

2—TRANSPORTATION: Railroads: Amtrak, Chessie System, Penn-Central, Canton (freight), Seaboard Coastline; Norfolk & Western; Southern Railway, Lousiville & Nashville; Patapsco & Back Rivers, Conrail (freight).
Motor Freight Carriers: 160 (Interstate)
Freight Steamship Lines: 112 (Scheduled liner services)
Intercity Bus Lines: MTA (with bus lines), Greyhound, McMahon Transp., Trailways.

Airlines: Altair; American, Delta; Eastern, TWA, United, USAir, Ozark, National, Piedmont; El Al; Cardinal/Air Virgina, Cumberland Airlines; Icelandic, New Haven Airways, Texas Int.; World Airways, Republic, Ocean.

3—POPULATION:
Corp. City 70 Cen. 905,759; Loc. Est. 787,237

The Baltimore Sun Means Business

MORE READERS.
The Baltimore Sun is read by 816,000 adults daily (unduplicated) and 911,000 adults Sunday — more readers than any other Maryland newspaper.

MORE BUYING POWER.
The daily Sun is read in 76% of all newspaper reading households with incomes of $20,000 a year or more. 77% of the adults with some college education or more. And 7 out of 10 adults who are in the 25-49 age group.

MORE ADVERTISING.
The Baltimore Sun runs 76% of all advertising linage placed in the market's major daily newspapers.

Reach the business in the 14th largest market with The Baltimore Sun. Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee.

Sources: The Scarborough Report, 1980.
Media Records, June Y-T-D 1980.

BALTIMORE—continued

County 70 Cen. 621,871; Loc. Est. 653,056
SMSA 70 Cen. 2,072,450; Loc. Est. 2,195,034
SUN: Primary Mkt Area-ABC:
(70) 1,740,419; (80) 1,696,300
NEWS AMERICAN:
CZ-ABC: (70) 1,619,870; (80) 1,536,200
RTZ-ABC: (70) 497,810; (80) 649,300
City & RTZ-ABC: (70) 2,117,680; (80) 2,185,500
Demographic information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 289,349; Loc. Est. 274,000
County 70 Cen. 184,890; Loc. Est. 217,700
SMSA 70 Cen. 623,869; Loc. Est. 722,100
SUN: Primary Mkt. Area ABC:
(70) 534,147; (80) 589,600
NEWS AMERICAN:
CZ ABC: (70) 501,599; (80) 540,100
RTZ-ABC: (70) 137,440; (80) 204,500
City & RTZ-ABC: (70) 639,039; (80) 744,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$1,107,541,519
Sav. & Loan	215	$5,446,950,566
Commercial Banks	7	$7,788,540,537

6—PASSENGER AUTOS: County 399,409

7—ELECTRIC METERS: Res. SMSA 700,687

8—GAS METERS: Res. SMSA 469,927

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Primary Metal Ind. 28,287 ($383); Food Products 14,537 ($258); Apparel & Textile 10,893 ($179); Transp. Eqp. 14,470 ($345); Elect. Eqpt. 19,231 ($345); Printing & Pub. 12,328 ($263); Machinery 11,137 ($289); Chemical Products 10,911 ($314); Transportation & Public Utilities 52,666; Wholesale Trade 46,403; Retail Trade 137,727; Finance & Real Estate 50,644; Services 157,515; Fed. Govt. 48,510; State & Local govt. 146,500.
Principal Pay Days: Fri., Thu., 1st, 16th.

10-CLIMATE: Min. & Max. Temp.—Spring 33-91; Summer 42-94; Fall 11-86; Winter 3-61. First killing frost, Nov. 16. Last killing frost, Mar. 31.

11—TAP WATER: Alkaline, very soft; fluoridated.

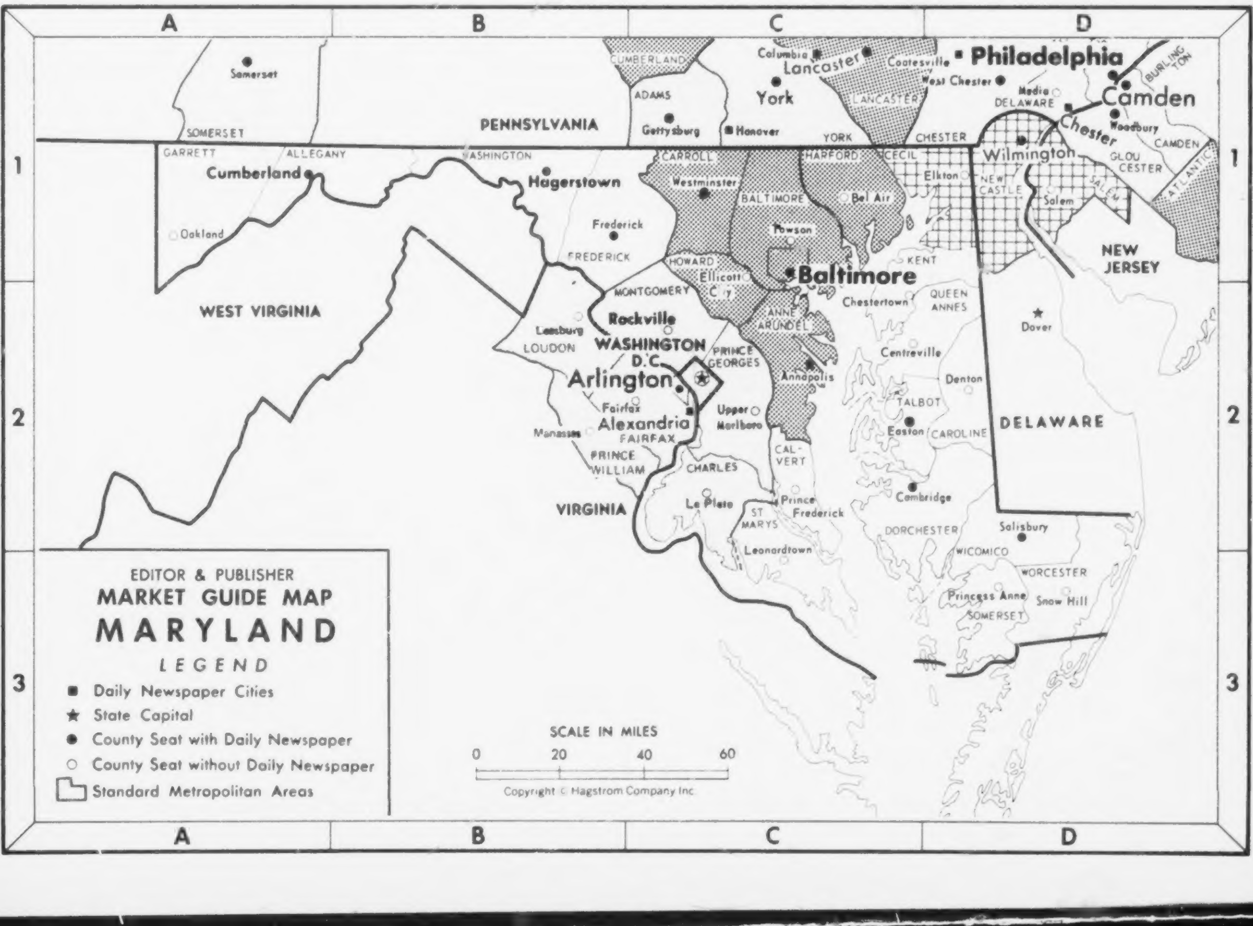
12—RETAILING: Principal Shopping Center: Bounded by Baltimore St. on the South, Charles St. on the East, Franklin St. on the North and Eutaw St. on the West. St. An area 5 blocks from north to south, and 4 blocks east to west.
Neighborhood Shopping Areas: Eastern Ave.; Gay St., Towson; West Baltimore St.; Essex; Irvington; Monument St.; Glen Burnie; Greenmount Ave.; Belvedere & York Rd.; Belair Rd.; Pennsylvania Ave.; Pikesville; Catonsville; Arbutus.
Neighborhood Shopping Centers: Northwood; Dundalk; Freedom; Drumcastle; Loch Raven;

MARYLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,924,804	4,197,124	14,031,940	34,618,811	1,470,095	23,549	16,285	256,849	356,702
STANDARD METROPOLITAN STATISTICAL AREAS									
Baltimore, Md.	2,072,450	2,156,306	7,137,527	12,493,555	758,509	16,471	4,224	41,690	56,865
Washington, D.C.-Md.-Va.	2,910,226	3,043,008	11,500,971	39,970,865	1,098,016	36,403	3,664	34,360	29,251
Wilmington, Del.-N.J.-Md.	499,493	527,863	1,941,411	4,451,061	184,484	24,127	1,645	43,835	25,436
COUNTIES, Cities									
ALLEGANY	84,044	81,381	296,166	353,677	31,434	11,251	214	994	1,048
Cumberland	29,724	24,642	108,539	111,945	10,522	10,639	*	*	*
ANNE ARUNDEL	298,042	382,044	1,005,172	2,268,909	126,695	17,908	662	5,515	1,730
Annapolis	30,095	35,266	103,625	218,824	13,968	15,666	*	*	*
BALTIMORE	621,871	620,204	2,349,743	4,216,505	217,351	19,400	1,037	13,093	9,236
BALTIMORE CITY	905,759	766,039	3,088,075	3,698,338	286,023	12,930	N.A.	N.A.	N.A.
Baltimore	905,759	766,039	3,088,075	3,698,338	286,023	12,930	*	*	*
CALVERT	20,682	34,792	46,593	150,735	10,906	13,821	682	5,969	427
CAROLINE	19,781	23,829	54,923	110,383	8,970	12,306	771	19,429	23,834
CARROLL	69,006	101,621	199,925	548,569	35,085	15,635	1,339	11,135	27,564
CECIL	53,291	57,962	177,638	231,381	18,505	12,504	534	7,989	8,989
CHARLES	47,678	72,349	111,243	425,254	21,386	19,885	710	7,839	1,118
DORCHESTER	29,405	31,397	89,259	155,871	12,162	12,816	468	22,586	7,346
Cambridge	11,595	11,722	34,774	56,763	4,860	11,680	*	*	*
FREDERICK	84,927	116,999	275,122	639,481	40,724	15,703	1,468	7,777	42,388
Frederick	23,641	26,966	83,988	170,438	10,679	15,960	*	*	*
GARRETT	21,476	27,708	50,564	90,009	9,564	9,411	711	1,422	9,749
HARFORD	115,378	155,632	300,969	863,667	51,165	16,880	780	6,511	12,236
HOWARD	62,394	130,766	193,643	897,567	42,190	21,274	406	5,436	6,099
KENT	16,146	16,727	47,234	87,900	6,295	13,963	379	20,812	7,512
MONTGOMERY	522,809	599,096	2,501,641	9,989,912	209,729	47,632	677	9,693	8,427
PRINCE GEORGES	661,192	643,508	2,340,768	8,211,146	221,127	37,133	779	7,561	1,538
QUEEN ANNES	18,422	25,778	51,629	136,168	9,543	14,269	512	23,107	8,311
ST. MARYS	47,388	55,553	126,782	229,703	16,827	13,651	866	10,543	2,471
SOMERSET	18,924	19,958	53,826	72,634	7,293	9,959	444	11,404	26,728
TALBOT	23,682	28,027	85,273	161,627	11,000	4,693	391	18,399	11,933
Easton	6,809	7,280	26,593	46,517	3,122	14,900	*	*	*
WASHINGTON	103,829	112,879	328,722	588,446	41,692	14,114	892	8,060	21,865
Hagerstown	35,862	38,498	115,239	193,831	16,138	12,011	*	*	*
WICOMICO	54,236	63,958	187,825	352,513	23,585	14,948	882	16,496	68,067
Salisbury	15,252	17,359	54,748	100,740	7,011	14,363	*	*	*
WORCESTER	24,442	28,917	69,205	138,416	10,846	12,762	681	15,078	48,086

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1979 Cash Receipts as follows: From Crops $292,064,000; from Livestock & Livestock Products $586,746,000; Total $878,810,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**


A
B
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D
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Somerset
SOMERSET
PENNSYLVANIA
CUMBERLAND
ADAMS
Gettysburg
Hanover
York
YORK
Columbia
Lancaster
LANCASTER
Coatesville
West Chester
CHESTER
Philadelphia
Media
DELAWARE
Camden
Chester
Woodbury
BURLINGTON
CAMDEN
GLOU CESTER
ATLANTIC
SALEM
Salem
Wilmington
NEW CASTLE
Elkton
CECIL
GARRETT
ALLEGANY
WASHINGTON
Cumberland
Oakland
Hagerstown
Frederick
FREDERICK
CARROLL
Westminster
BALTIMORE
HARFORD
Bel Air
Towson
Baltimore
HOWARD
Ellicott City
KENT
Chestertown
QUEEN ANNES
Centreville
WEST VIRGINIA
MONTGOMERY
Rockville
Leesburg
LOUDON
WASHINGTON D.C.
PRINCE GEORGES
ANNE ARUNDEL
Annapolis
Arlington
Fairfax
Alexandria
FAIRFAX
Manassas
PRINCE WILLIAM
Upper Marlboro
CALVERT
CHARLES
La Plata
ST MARYS
Prince Frederick
Leonardtown
VIRGINIA
TALBOT
Easton
CAROLINE
Denton
Cambridge
DORCHESTER
WICOMICO
Salisbury
WORCESTER
Snow Hill
Princess Anne
SOMERSET
NEW JERSEY
Dover
DELAWARE
EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
20
40
60
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Alameda; Brooklyn Park; Charing Cross; Ingleside; Westview.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Carrolltowne Ctr	17	K-Mart, A&P
Chatham Mall	12	K-Mart, Cook's, Giant
Columbia Mall	15	Hecht Co., Pantry Pride, Woodward & Lothrop
Drumcastle	5	Stewart's
Eastpoint Mall	6	HK, Hutzler's, Penney's, Pantry Pride
Eudowood Plaza	7	Montgomery Ward, Pantry Pride
Glen Burnie Mall	9	A&P, Pantry Pride, Montgomery Ward
Glen Burnie Sears S.C.	8	Sears, Giant
Golden Ring Mall	9	Montgomery Wards, Hecht, Stewart's
Governor Plaza	7½	Korvettes, Pantry Pride
Harundale Mall	8	HK, Pantry Pride
Jumper's Mall	9	K-Mart, Grand Union
Kenilworth Bazaar	8	Hochschild-Kohn, Pantry Pride
Korvette's S.C.	6	Korvette's, Pantry Pride
Middlesex S.C.	10	Montgomery Ward, Pantry Pride
Northwood	4	Hecht, Pantry Pride
Perring Pkwy.	7	Cooks, Pantry Pride
Perring Plaza	9	Korvette's, Pantry Pride
Reisterstown Rd. Plaza	7½	Hecht, Pantry Pride, Stewart's
Security Sq. Mall	8	Woolworth, Hochs childs, Penney, Sears, Hecht
Southdale	12	Hutzler's, Giant
Timonium Mall	10	Stewart's
Towson Plaza	8	Hutzler's Pantry Pride
Westview Mall	6	Hutzler's, Stewart's, Pantry Pride
York Rd. & Belvedere	4	HK
Kenilworth Bazaar	-	HK
Mondawmin Mall	-	Pantry Pride
North Plaza Mall	-	HK
Rotunda Mall	-	Giant

Principal Shopping Days: Department Stores—Mon., Thurs., Fri. during Summer. Mon., Thurs., Sat. during rest of the year. Food and other stores— Thurs., Fri. and Sat.
Stores Open Evenings: Downtown-Thu. & Mon.; Neighborhood Centers-Sat. and many 6 nights.

13—RETAIL OUTLETS: Dept. Stores & Specialty Shops: Brager-Gutman's; Hecht; J. C. Penney; Hochschild Kohn; Hutzler Bros.; Montgomery Ward; Sears; K-Mart; Stewart; Woodward & Lothrop; Lane Bryant; Franklin Simon; Princess Shops; Farber's; Epstein's; Pants Corral; Wetzler's; Fashion Bug; Hamburgers; Jos. A. Bank; Cushner's; Young Mens Stores; Linda Lynn; Casual Corner; Pat Arnold's Tall.
Variety Stores: Woolworth; McCrory; Ben Franklin; Murphy; Kresge.
Discount Stores (CZ): Ames 4; Cooks 5; K-Mart 9; E.J. Korvette 4; Mammoth Mart 2; Murphy Mart 6; Sunny's Surplus 12; Toy Barn 4; Toytown U.S.A. 4; Two Guys 4.
Chain Drug Stores (CZ): Aid 25; Drug Fair 11; Giant 23; Howard & Maris 4; Revco 13; Rite-Aid 37; Woolco 1; Memco 1; Sav-a-Lot 3; Rexall 5; Wagner & Wagner 2; Westview 6; Sun Ray 1.
Chain Food Supermarkets: Acme 22; A&P 35; Big Valu 4; Brown's 6; Eddie's 12; Food-A-Rama 15; Giant 26; IGA & Shop N Save 10; Mars 4; Memco 1; Pantry Pride 34; Royal Farm 32; Safeway 17; Super Thrift 4; Seven Eleven.
Other Chain Stores: Shoes: Thom McAn, Regal, Vandyke & Bacon, Florsheim, Buster Brown, Selwyn, Hanover Shoe Fair, Cannon, Sachs, Hess. Auto Supplies: Western Auto, Firestone, Pep Boys, Penn-Jersey, Ezrine, Goodyear RPS Furniture B. Bugatch, Ethan Allen, Fradkin Bros., Pollack-Blums, Shaivitz, Scan, Towne & Country, Wielands, Levitz, Levinson & Klein, Appliances: Bernie & Harry's, Himelfarbs, Baltimore G & E, Singer, Luskin's.

14—NEWSPAPERS: NEWS-AMERICAN (e-Mon. to Fri.) 150,502 (Sat. m) 122,913; (S) 229,777 Mar. 30, 1980 ABC.
SUN (m-Mon. to Fri.) 177,980; (e-Mon. to Fri.) 172,868; Comb (m&e Mon. to Fri.) 350,848; (Sat. m) 161,305; (Sat. e) 141,979; comb. (Sat. only) 303,284; (S) 374,989; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Trainor, Adv. Dir., SUN-PAPERS; Donald A. Gunn, Dir. of Sales, NEWS AMERICAN.
National Representatives: SUN-PAPERS—Cresmer Woodward, O'Mara & Ormsbee, Inc.; Leonard Co. (Florida) NEWS AMERICAN—Hearst Advertising Services, Inc.

CAMBRIDGE, MD.

1—LOCATION: Dorchester County, E&P Map C-2, County Seat. Agricultural, sea food, timber, manufacturing area. On Choptank River near Chesapeake Bay; U.S. Hwy. 50; State Hwy. 16.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Trailways.
Motor Freight Carriers: 3.
Waterways: Cambridge Port Authority for deep-water import-export traffic.

3—POPULATION:
Corp. City 70 Cen. 11,595; Loc. Est. 12,000
County 70 Cen. 29,405; Loc. Est. 31,737
Primary Mkt. Area ABC:
(70) 53,087; (80) 57,500

4—HOUSEHOLDS:
City 70 Cen. 4,095; Loc. Est. 4,719
County 70 Cen. 9,732; Loc. Est. 12,177
Primary Mkt. Area, ABC:
(70) 17,639; (80) 21,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Saving & Loan	3	N.A.
Commercial	4	$110,000,000

6—PASSENGER AUTOS: County 15,013

7—ELECTRIC METERS: Residence 7,500

8—GAS METERS: Residence, Area 2,012

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Electronics 400 ($175); Wire Cloth 325 ($165); Shirts 1,000 ($145); Food Processing 1,200 ($175); Printing 400 ($140); Total Co. Av. Wkly. Wage ($160);
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. Last killing frost, Apr.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Areas: Downtown—4 blocks on one street.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cambridge Plaza	20	Safeway, Ames
Shoal Creek Mall	10	Montgomery Ward, Acme

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Downtown—Fri. to 9 p.m.; Shopping Centers—every night to 9 p.m.

13—RETAIL OUTLETS: Department Stores: Leggett's; Sears; Montgomery Ward.
Variety Stores: McCrory's; Woolworth's; Dollar General.
Chain Drug Stores: Drug Fair.
Discount Stores: Ames.
Chain Food Supermarkets: A&P, Super Safeway; Quick Shops 5; Acme, 7-11, [illegible]ig Star.
Other Chain Stores: Western Au[illegible], Montgomery Ward (catalog); Dollar General; Revco.

14—NEWSPAPERS: BANNER (e) 7,854; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Herman Stevens, Pres. or Claude Gootee, Gen. Mgr., BANNER.
National Representatives: Landon Associates, Inc.

CUMBERLAND, MD.

1—LOCATION: Allegany County, E&P Map A-1, County Seat. Railroad and industrial center of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40 and 48; Horseshoe Trail U.S. 220.

2—TRANSPORTATION: Railroads: B&O; C&O; Western Maryland.
Motor Freight Carriers: 31.
Intercity Bus Lines: Greyhound; Allegany County Transit Authority.

3—POPULATION:
Corp. City 70 Cen. 29,724; Loc. Est. 24,905
CZ ABC: (70) 47,053; (80) 43,900
RTZ-ABC: (70) 109,914; (80) 120,700
County 70 Cen. 84,044; Loc. Est. 81,479
City & RTZ-ABC: (70) 156,967; (80) 164,600

4—HOUSEHOLDS:
City 70 Cen. 10,822; Loc. Est. 10,548
County 70 Cen. 27,857; Loc. Est. 31,229
CZ ABC: (70) 16,382; (80) 17,500
RTZ-ABC: (70) 33,865; (80) 42,200
City & RTZ-ABC: (70) 50,247; (80) 59,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	1	$183,414,440
Commercial Ba[illegible]ks	3	$237,169,650

6—PASSENG[illegible] AUTOS: County 40,798

7—ELECTRIC METERS: Residence 28,775

8—GAS MET[illegible]RS: Residence 26,700

9— PRINCIP[illegible]L INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 980 ($255); Paper Products 2,142 ($260); Railroads 3,100 ($275); Rubber Products 2,575 ($270); Glass 885 ($260); Ballistics 950 ($400).

10-CLIMATE: Min. & Max. Temp.—Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10. Last killing frost, Apr. 30.

11—TAP WATER: Acid, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Baltimore St.; 2 on George St.; 4 on Centre St.; 4 on Mechanic St.; 2 on Liberty St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Downtown Plaza	8	Gee Bee Dept., A&P
La Vale Plaza	26	Safeway, McCrory, People's Drug
Searstown	27	Thrift Drug, Sears, Acme Mkt.
White Oaks	11	Hills, Acme Mkt., Thrift Drug

Principal Shopping Days: Mon., Thu.
Stores Open Evenings: Mon., Thu.
Discount Stores (CZ): Hills; King's.

13—RETAIL OUTLETS: Department Stores: Sears, Everly's.
Variety Stores: Murphy; McCrory's; Woolworth.
Discount Stores: King's; Hills; Gee Bee; Hecks.
Chain Drug Stores (CZ): People's 2; Thrift 2; Revco; Drug Fair 2; Rite Aid; Potomac Valley 3; Hank's 2.
Chain Food Supermarkets: A&P 5; Acme 3; Safeway; Foodland 1; McDade's; Food Rite.
Other Chain Stores: Nobil Shoe; Lerner's; Fire-

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,377,108	17,183,707	17,990,192	1,128	666,234	648	2,563,580	4,055	4,056,414	1,836	2,885,385	2,465	1,958,312	2,160	884,121	2,094	760,297	5,726	1,526,032	771	640,933
STANDARD METROPOLITAN STATISTICAL AREAS																					
Baltimore, Md.	6,860,299	8,239,642	8,634,711	546	278,068	303	1,174,268	2,219	2,023,853	868	1,347,529	1,115	890,456	1,135	415,321	959	354,667	3,259	816,750	435	286,504
Washington, D.C.-Md.-Va.	11,412,504	13,943,860	14,645,633	617	491,490	331	2,192,314	2,033	2,945,385	960	2,432,150	1,573	1,544,684	1,557	829,370	1,538	669,558	3,507	1,326,191	510	637,141
Wilmington, Del.-N.J.-Md.	1,791,371	2,243,864	2,349,701	177	105,580	99	362,100	514	501,404	282	325,767	370	252,893	274	107,223	268	119,221	719	174,867	107	81,581
COUNTIES, Cities																					
ALLEGANY	275,550	322,604	336,324	36	18,897	22	49,781	106	85,464	50	44,975	81	36,632	58	17,652	54	15,518	153	25,797	27	15,480
Cumberland	150,385	169,834	175,768	23	16,139	10	25,244	48	37,342	24	22,420	40	19,831	32	11,900	23	7,678	74	11,374	12	7,182
ANNE ARUNDEL	1,215,748	1,516,482	1,600,606	97	69,258	42	252,422	275	368,308	219	274,386	218	183,613	140	43,902	150	53,243	446	147,618	57	46,929
Annapolis	176,255	225,121	238,657	19	15,026	3	11,495	42	34,866	66	79,391	24	12,587	49	9,986	31	5,559	67	23,638	12	11,296
BALTIMORE	2,653,492	3,272,111	3,446,280	190	110,400	101	546,771	598	831,149	274	509,999	389	333,762	432	188,816	345	158,146	856	290,430	136	102,735
BALTIMORE CITY	2,088,617	2,336,516	2,413,554	142	40,122	105	259,632	1,072	530,580	204	385,676	294	212,632	440	143,820	306	102,850	1,614	279,792	185	94,307
Baltimore	2,133,470	2,336,516	2,413,554	170	40,122	168	259,632	1,364	530,580	241	385,676	443	212,632	521	143,820	318	102,850	1,797	279,792	220	94,307
CALVERT	58,766	65,478	67,579	7	3,627	8	1,610	37	23,123	18	9,948	15	9,203	6	1,222	11	2,637	38	6,431	3	2,109
CAROLINE	57,630	56,870	57,313	13	5,927	10	1,347	50	18,174	23	12,346	24	7,816	11	898	11	1,413	27	2,430	4	1,696
CARROLL	238,562	282,102	294,622	54	24,570	21	15,098	102	79,568	52	47,706	70	35,163	24	7,136	52	10,096	105	18,721	16	13,267
CECIL	177,635	206,773	215,263	26	11,609	13	6,531	56	44,668	56	37,419	58	33,225	11	2,079	22	5,650	90	19,386	7	4,343
CHARLES	193,593	227,378	237,140	15	10,689	15	11,700	52	55,117	45	46,780	44	36,467	13	9,768	29	7,023	100	21,621	8	14,424
DORCHESTER	86,758	88,510	89,779	12	3,481	10	7,940	70	24,369	21	7,629	23	9,696	21	2,647	16	2,206	58	6,698	6	3,598
Cambridge	71,292	72,091	72,992	7	1,901	9	7,893	39	20,474	15	7,068	15	8,186	19	2,610	15	2,181	35	5,486	5	3,521
FREDERICK	351,702	436,435	460,264	36	34,409	18	64,504	94	91,225	59	66,125	79	68,059	47	16,076	50	17,780	136	33,459	19	13,507
Frederick	274,978	345,934	365,787	21	21,976	13	63,708	48	70,981	39	52,801	45	50,526	46	15,811	32	12,685	82	23,561	11	11,768
GARRETT	75,223	83,482	86,097	13	11,451	6	4,918	33	25,959	25	21,088	18	4,549	12	1,063	18	4,194	39	3,990	6	2,838
HARFORD	369,155	458,975	484,250	38	22,522	23	49,917	114	126,886	89	74,439	88	69,772	51	14,844	61	14,261	123	40,375	29	19,871
HOWARD	294,725	373,456	395,399	25	11,196	11	50,428	58	87,362	30	55,323	54	55,514	48	16,803	45	16,071	115	39,814	12	9,395
KENT	54,756	61,521	63,611	15	5,252	7	4,486	33	20,231	22	8,235	20	6,217	6	1,286	12	1,618	40	6,733	3	3,220
MONTGOMERY	2,406,665	2,919,067	3,064,581	142	107,664	57	553,451	348	620,934	168	500,226	265	309,263	304	186,253	365	160,119	580	228,323	89	112,160
PRINCE GEORGES	2,570,081	3,090,055	3,238,653	117	92,502	70	524,856	441	702,286	233	557,104	392	360,048	295	161,206	318	130,292	583	228,529	99	139,311
QUEEN ANNES	50,902	57,778	59,847	11	3,935	8	1,691	23	13,788	19	13,096	32	10,478	4	103	10	1,098	32	6,942	4	967
ST. MARYS	122,880	143,760	149,801	17	11,073	13	12,809	55	36,200	33	23,211	42	17,028	25	3,741	34	7,312	90	14,034	5	4,441
SOMERSET	32,150	33,030	33,556	7	1,177	6	1,272	49	11,074	20	4,752	21	4,851	6	385	8	1,052	21	3,214	4	814
TALBOT	122,583	145,010	151,428	21	10,550	12	2,912	54	34,346	33	28,575	30	16,381	30	10,987	25	7,591	47	11,494	6	5,645
Easton	99,491	118,788	124,261	15	9,332	4	1,996	24	26,761	22	27,873	19	13,100	26	9,562	22	6,699	27	6,846	5	4,742
WASHINGTON	421,922	498,316	520,342	37	27,866	27	78,973	122	104,455	66	68,748	95	90,638	60	22,195	76	19,434	175	31,953	19	14,734
Hagerstown	255,990	299,443	312,010	19	15,946	12	44,153	65	64,630	42	59,451	47	29,510	43	17,041	46	9,921	110	21,405	11	8,525
WICOMICO	288,435	316,321	325,549	33	20,159	17	51,820	106	72,546	50	50,830	61	27,144	61	20,904	49	12,686	97	22,546	15	9,328
Salisbury	255,321	276,154	283,391	22	15,918	12	45,443	66	63,573	37	44,663	41	19,368	61	20,904	37	11,959	75	20,343	15	9,328
WORCESTER	169,578	191,677	198,354	24	7,898	26	8,711	107	48,602	27	36,769	52	20,161	55	10,335	27	8,007	161	35,702	12	5,814

CUMBERLAND—continued

stone; National Cash Register; Holland Furnace; Pittsburgh Plate Glass; Beltone Hearing Aid Center; Joe, The Motorists Friend; H-P; Wolf Furniture; Altoona TV Sup.; Super Shoes; Radio Shack.

14—NEWSPAPERS: NEWS (m) 14,104; TIMES (e) 20,433; comb. (m&e) 34,537; (S) 37,023; Mar. 31, 1980 ABC.
Local Contact for Advertising and Market Data: J.R. Wilkinson, Adv. Mgr., NEWS and TIMES.
National Representatives: Landon Associates, Inc.

EASTON, MD.

1—LOCATION: Talbot County, E&P Map C-2, County Seat. On Avon River, Manufacturing and farming area. 38 miles W of Salisbury. On State Hwy. 37, 328, 331, 333; Interstate 50.

2—TRANSPORTATION: Railroads: Baltimore & Eastern; Conrail.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Carolina Trailways.
Airlines: American; Eastern; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 6,809; Loc. Est. 7,044
CZ-ABC: (70) 6,809; (80) 7,300
RTZ-ABC: (70) 36,654; (80) 42,200
County 70 Cen. 23,682; Loc. Est. 26,950
City & RTZ-ABC: (70) 43,463; (80) 49,500

4—HOUSEHOLDS:
City 70 Cen. 3,037; Loc. Est. 2,986
County-70 Cen. 7,976; Loc. Est. 10,456
CZ-ABC: (70) 2,368; (80) 2,900
RTZ-ABC: (70) 11,906; (80) 15,700
City & RTZ-ABC: (70) 14,274; (80) 18,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	Not Available

6—PASSENGER AUTOS: County 14,814

9—PRINCIPAL INDUSTRIES (CZ): Canning Fruits & Vegetables; Seafood Packing; Mfg. Brick; Tile; Hosiery; Clothing; Furniture; Farming (tomatoes, corn, wheat), Nurseries; Printing.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-90; Fall 35-70, Winter 30-55. First killing frost, Nov. 1. Last killing frost, Apr. 22.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Glebe Road		A&P, Sears, Drug Fair
Talbottown		J.C. Penney, Hess
Tred Avon Sq.		Acme Super Mkt., Peebles, Hoschild-Kohn

Principal Shopping Days: Wed., Fri. & Sat.

14—NEWSPAPERS: STAR-DEMOCRAT (m-Mon. to Fri.) 10,977; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Sylvia J. Gannon, Mktg. Mgr., STAR-DEMOCRAT.
National Representatives: Landon Associates

FREDERICK, MD.

1—LOCATION: Frederick County, E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, D.C.; 45 mi. W of Baltimore.

2—TRANSPORTATION: Railroads: Chessie System (C&O; B&O; WM).
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound, Trailways.
Air Charter: Fred. Municipal Airport.

3—POPULATION:
Corp. City 70 Cen. 23,641; Loc. Est. 25,802
CZ ABC: (70) 23,641; (80) 27,700
RTZ-ABC: (70) 164,285; (80) 221,100
County 70 Cen. 84,927; Loc. Est. 111,789
City & RTZ-ABC: (70) 187,927; (80) 248,800

4—HOUSEHOLDS:
City 70 Cen. 7,820; Loc. Est. 10,124
County 70 Cen. 24,869; Loc. Est. 38,553
CZ ABC: (70) 7,819; (80) 10,500
RTZ-ABC: (70) 47,233; (80) 73,000
City & RTZ-ABC: (70) 55,052; (80) 83,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	10	$412,000,000
Sav. & Loan Assn.	7	$50,000,000

6—PASSENGER AUTOS: County 59,654

7—ELECTRIC METERS: RTZ 55,800

8—GAS METERS: City 2,816; County 3,500

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Biological Research 1,819 ($315); Cement Limestone 954 ($210); Clothing 772 ($135); Aluminum 910 ($315); Shoes 620 ($125); Insurance 451 ($190); Glasses 375 ($160); Conveying 372 ($240); Foods 210 ($120); Dairy Products 165 ($195); Communications 303 ($165).
Principal Pay Days: 1st & 15th, weekly.

10-CLIMATE: Min. & Max. Temp.—Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18. Last killing frost, Apr. 20.

11—TAP WATER: Nearly neutral; very soft.

12—RETAILING: Principal Shopping Area: 8 blocks on 2 streets, 217 stores.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Francis Scott Key Mall	62	Woolworth, Hess, Sears
Frederick Shoppers World	4	Carmack-Jays, Revco
County Sq.	7	Giant, K-Mart
Frederick	30	Woolco, People's, Pantry Pride, Woolworth
Frederick Towne Mall	77	Penney, McCrory, Mont. Ward, Pantry Pride, Eyerly's
Monocay Vlg.	-	IGA
Patrick	4	Drug Fair; Safeway
Prospect	-	Dart Drug, Peoples Drug

Stores Close: Downtown, Wed. afternoon.
Stores Open Evenings: Downtown—Fri.; Malls-Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Woolco; Sears; Routzahn's; J.C. Penney; Parsons; Eyerly's; Rovin's Corner; Montgomery Ward; Hendrickson's; Anderson Little.
Variety Stores: McCrory; Woolworth.
Discount Stores (CZ): Wise; Dart Drug; Woolco.
Chain Drug Stores in C.Z.: Peoples Service 3; Drug Fair; Revco; Dart Drug; Rea and Derick, Inc.
Chain Food Supermarkets (CZ): Pantry Pride 2; A&P; Safeway 2; IGA; Weis Mkt.; Giant; Carmack-Jays 2.
Other Chain Stores: Singer Co.; Sherwin-Williams; Thom McAn; Martins; Dunn; Kinney; Earl's; Glick; Melart; Joe the Motorist's Friend; High's Dairy Prod.; 7-Eleven; Country Legend; Pants Corral; Sidney's; Radio Shack.

14—NEWSPAPERS: POST (m) 19,404; NEWS (e) 13,534; Comb. (m&e) 32,938; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Adv. Dir., NEWS and POST.
National Representatives: Landon Associates, Inc.

HAGERSTOWN, MD.

1—LOCATION: Washington County, E&P Map B-1, County Seat. Fruit and agricultural belt; miscellaneous manufacturing. NW part of State; 72 mi. W. of Baltimore; 70 mi. NW of Washington, D.C.; 73 mi. S of Harrisburg, Pa.; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2—TRANSPORTATION: Railroads: Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines: Greyhound.
Airlines: Allegheny Commuter.

3—POPULATION:
Corp. City 70 Cen. 35,862; Loc. Est. 37,629
CZ ABC: (70) 67,396; (80) 71,000
RTZ-ABC: (70) 117,509; (80) 134,800
County 70 Cen. 103,829; Loc. Est. 110,961
City & RTZ-ABC: (70) 184,905 (80) 205,800
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census: City 12,810; County 32,566
Loc. Est. City 15,625; County 40,581
CZ-ABC: (70) 22,495; (80) 27,100
RTZ-ABC: (70) 36,064; (80) 47,400
City & RTZ-ABC: (70) 58,559; (80) 74,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial (Major)	4	$360,541,000
Commercial (Small)	5	$58,350,000
Sav. & Loan Assns.	2	$209,346,000

6—PASSENGER AUTOS: County 58,366

7—ELECTRIC METERS: County 43,370

8—GAS METERS: County 8,159

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Manufacturing 13,461; Transportation, Communication & Utilities (excl. railroads) 1,951; Contract construction 2,318; Wholesale Trades 1,699; Retail Trades 7,159; Finance, Insurance & Real Estate 1,042; Services & Other (incl. State & local govt.) 5,720; Federal Govt. 1,231. (Major employers included above—Mack Truck 4,488; Fairchild Republic 2,300; Carborundow Co. 900; Londontown Mfg. Co. 905; Jamison Door Co. 243; Moller Pipe Organs 214; Brandt Cabinet 225.)

10-CLIMATE: Min. & Max. Temp.—Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11. Last killing frost, May 4.

11—TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping District: 1½ blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.; Long Meadow Shopping Ctr., 35 units 1½ mi. from ctr. of town. South Hagerstown Shopping Ctr., 12 units 1½ mi. from center of town; Valley Mall 90 stores, 2 miles south of town, I-81 & I-70; Zayre Shopping Center 11 stores, 1 mile east of town.
Principal Shopping Days: Thurs., Fri. Sat.
Stores Open Evenings: Downtown—Mon., Fri.; Shopping center—Mon. thru Sat. Food and drug stores open Sun.

13—RETAIL OUTLETS: Department Stores: Everyly's; Montgomery Ward; J. C. Penney; Routzahn's 2; Sears.
Variety Stores: McCrory's 2; Kresge's;
Discount Stores (CZ): K-Mart; King's; Two Guys; Zayre's.
Chain Drug Stores (CZ): Peoples 3; Chatkin 3; Drug Fair; Revco 3; Dart Drug. Rea and Derick.
Chain Food Supermarkets: A&P 1; Grand Union 3; Martin's 3; Safeway 1; 7-Eleven 5; High's Dairy 8; Weis 2.
Other Chain Stores: Women's Clothing: Brooks. Shoes: Thom McAn, Gallenkamps, Kinney, Hanover, Giant Shoe Mart, Super Shoes. Tire/ Battery/ Accessories: Goodyear, Firestone, Joe The Motorist. Furniture and/or Appliances: Routzahn's, Grand Piano & Furniture. Jewelry: Kay's, Melarts 3. Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack 2, Lumber Yard, Channel Home Ctr.

14—NEWSPAPERS: HERALD (m-Mon. to Fri.) 18,459; (m-Sat.) 16,678; MAIL (e-Mon. to Fri.) 25,901; (e-Sat.) 25,592; (comb. daily) 44,360; (comb. Sat.) 42,270; Mar. 31, 1980 ABC.
Local Contact for Market Information: Les Armstrong, Ad Manager, HERALD-MAIL.
National Representatives: Story & Kelly-Smith, Inc.

SALISBURY, MD.

1—LOCATION: Wicomico County, E&P Map D-2, County Seat. Agricultural and poultry area; medical & wholesale center. Eastern part of State. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Phila.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 13.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 15,252; Loc. Est. 18,500
CZ ABC: (70)28,577; (80)32,800
RTZ-ABC: (70)140,706; (80)159,800
County 70 Cen. 54,236; Loc. Est. 65,100
City & RTZ-ABC: (70)169,283; (80)192,600

4—HOUSEHOLDS:
City 70 Cen. 5,273; Loc. Est. 11,800
County 70 Cen. 17,183; Loc. Est. 25,836
CZ-ABC: (70)8,937; (80)11,800
RTZ-ABC: (70)44,562; (80)57,900
City & RTZ-ABC: (70)53,499; (80)69,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	10	$241,871,000
Sav. & Loan Assn.	5	$156,068,000

6—PASSENGER AUTOS: County 32,781

7—ELECTRIC METERS: Res. City 11,461

8—GAS METERS: Residence 4,857

9—PRINCIPAL INDUSTRIES (CZ): No. of wage earners Av. (weekly wage), Durable Goods 1,490 ($239); Nondurable Goods 5,132 ($168); Transportation, communication & Utilities, excl. railroads 1,215 ($277); Wholesale Trade 1,405 ($230); Retail Trade 5,284 ($138); Finance Ins. & Real Estate 883 ($214); State Government 1,843 ($171); Local Government 1,803 ($217).
Principal Pay Days: Fri., Wed. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50, 55 acres Civic & Glen Aves, 3 Blks. Shoppers World.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Ames Plaza	5	Ames Dept. Store, A&P
Clairmont	6	Drug Fair, Safeway
Downtown Plaza	40	Hess, Penney's
Salisbury Mall	70	Sears, Hecht, Food Fair, Hutzler's
Waverly	16	Super Giant Discount
Salisbury Pkwy	-	Acme
Shipper's World	16	K-Mart, Dart Drug

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept. Mon., Fri.; Food Nightly. Salisbury mall Stores Nightly. Woolco.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Benjamin, Hecht; Sears; Hutzler's; K-Mart.

Discount Stores (CZ): Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K-Mart.
Variety Stores: Woolworth; McCrory.
Chain Drug Stores (CZ): Read 3; Drug Fair 1; White Cross 1; Eckerd Drug.
Chain Supermarkets: Safeway 1; Acme 2; Big Star; A&P 2; Giant Super; Pantry Pride.
Other Chain Stores: Firestone; Goodrich; Singer; Barett Shoe; Catelberg's (jewelry); Penn-Jersey (Auto Parts); Pep Boys (Auto Parts); Pic N-Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn.

14—NEWSPAPERS: TIMES (e) 27,285; (S) 29,747; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George P. Miles, Adv. Mgr., TIMES.
National Representatives: Thomson Newspapers, Inc.

WESTMINSTER, MD.

1—LOCATION: Carroll County, E&P Map C-1 (In Baltimore SMSA). County Seat. Western Maryland College, Westminster Theological Seminary, Carroll County Farm Museum. Manufacturing, Warehousing & Distribution Center. Located in North Central Md., 30 mi. W of Baltimore; 50 mi. N of Washington, D.C. On Md. Routes 140, 30, 26, 97, 27.

2—TRANSPORTATION: Railroads: Chessie System (B.O. Western Md. & Motor Freight Carrier. No mass Transportation).
Motor Freight Carriers: 16.
Airlines: Charter Only.

3—POPULATION:
Corp. City 70 Cen. 7,207. Loc. Est. 10,500
City Zone '80 Loc. Est. 19,300
County 70 Cen. 69,006; Loc. Est. 94,520
SMSA 70 Cen. 2,072,450; Loc. Est. 2,195,034

4—HOUSEHOLDS:
City 70 Cen. 2,419; Loc. Est. 3,088
County 70 Cen. 19,623; Loc. Est. 27,800
SMSA 70 Cen. 623,869; Loc. Est. 765,523

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	10	N.A.
Commercial Banks	11	N.A.

6—PASSENGER AUTOS: County 71,703

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Industrial Power Tools 2,041; Rain Ware & Outer Ware 591; Book Distribution 590. Rubber Foot Ware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Altrasonic Cleaning 318.
Principal Industry Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Avg. Year 53.6; Snow Fall 27.8 First killing frost, Oct. 18; Last killing frost April 24.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers: Carroll Plaza, 140 Village (42 stores), Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores), North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
North Hanover Mall	25	Sears, Bon-ton, K-Mart, Kinney's

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Leggetts, Hub.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Leggetts.
Discount Stores: K-Mart. Woolworth, Ames; Joe the Motor's Friend.
Chain Drug Stores: Drug Fair; Rite Aid; Sentry Drug.
Chain Food Supermarkets: A&P, Pantry Pride; Safeway.
Other Chain Stores: Goodyear, RPS, Princess Shop; Fashion Bug.

14—NEWSPAPERS: CARROLL COUNTY TIMES (m-mon. to fri.) 18,993; Publishers Statement Aug. 5, 1980.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES.
National Representatives: Landon Associates, Inc.

MASSACHUSETTS SURVEYS

MASSACHUSETTS STANDARD METROPOLITAN STATISTICAL AREAS

Boston, Mass.—Boston City, Chelsea City, Revere City and Winthop Town in Suffolk County, Mass. Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham, and Woburn Cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Mass. Beverly, Lynn, Peabody and Salem cities; Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield and Wenham towns in Norfolk County, Mass.
Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County, Mass.
Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County, Mass.

Brockton, Mass.—Brockton city, Bridgewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County, Mass. Avon town in Norfolk County, Mass.
Easton Town in Bristol County, Mass.

Fall River, Mass.-R.I.—Fall River City; Dighton, Somerset, Swansea, and Westport towns in Bristol County, Mass.
Little Compton, Portsmouth and Tiverton towns in Newport County, R.I.

Fitchburg and Leominster Mass.—Fitchburg and Leominster cities; Lunenburg town and Westminister town in Worcester County, Mass. Shirley town and Townsend town in Middlesex County, Mass.

Lawrence-Haverhill, Mass.-N.H.—Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrinac, Methuen, North Andover, Salisbury and West Newbury towns in Essex County, Mass.
Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem and Windham towns in Rockingham County, N.H.

Lowell, Mass.-N.H.—Lowell city; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

New Bedford, Mass.—New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County, Mass.
Lakeville, Marion and Mattapoisett towns in Plymouth County, Mass.

Pittsfield, Mass.—Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lenox, Lee and Stockbridge towns in Berkshire County, Mass.

Providence-Warwick-Pawtucket, R.I.-Mass.—In Rhode Island: Barrington, Bristol and Warren towns in Bristol County; Warwick, Conventry, East Greenwich and West Warwick towns in Kent County.
Jamestown town in Newport County; the cities of Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket, as well as Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate and Smithfield towns in Providence County; Narragansett, North Kingstown and South Kingstown towns in Washington County. In Massachusetts: Attleboro city, North Attleborough, Norton, Rehoboth and Seekonk towns in Bristol County; Plainville town in Norfolk County, Blackstone and Millville towns in Worcester County.

Springfield-Chicopee-Holyoke, Mass.-Conn.—Chicopee city, Holyoke city, Springfield city, Westfield city, Agawam town, East Longmeadow town, Hampden town, Longmeadow town, Ludlow town, Monson town, Palmer town, Sothwick town, West Springfield town, Wilbraham town in Hampden County, Mass.
Northampton city, Belchestown, Easthampton Granby, Hadley, Hatfield, South Hadley and Southampton towns in Hampshire County, Mass.
Warren town in Worcester County, Mass.
Somers town in Tolland County, Conn.

Worcester, Mass.—Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield; Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Boylston towns in Worcester County, Mass.

STANDARD CONSOLIDATED STATISTICAL AREAS

Boston-Lawrence-Lowell, Mass.-N.H.—Includes Boston Mass. SMSA; Brockton, Mass. SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H. SMSA.

MASSACHUSETTS POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	470	385	473
5-14 Years	1,099	851	796
15-24 Years	980	1,128	1,066
25-44 Years	1,295	1,649	1,947
45-64 Years	1,212	1,186	1,166
65 and Over	633	705	760
TOTAL	5,689	5,907	6,208

Based on U.S. Census

MASSACHUSETTS RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr. ..	585	776	953
General Mdse.	1,850	2,361	2,907
Food	2,905	4,210	5,224
Automobiles	2,112	2,887	2,885
Gasoline Stations .	794	1,290	2,042
Apparel	803	1,061	1,336
Furniture	685	729	863
Eat-Drink Places ..	1,226	1,828	2,172
Drugs	384	579	703
Total Sales	13,298	18,474	22,795

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

AMHERST, MASS.

1—LOCATION: Hampshire County, E&P Map B-2, 4 mi. E of Connecticut River, 14 mi. N of Holyoke; on State Hwy. 9-116. Home of Amherst College, Hampshire College and University of Massachusetts.

2—TRANSPORTATION: Railroads: Boston & Main; Conrail
Intercity Bus Lines: Trailways; Northampton; Holyoke; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 26,331; Loc. Est. 37,423
County 70 Cen. 123,981; Loc. Est. 135,004

4—HOUSEHOLDS:
City 70 Cen. 4,954; Loc. Est. 12,733
County 70 Cen. 33,819; Loc. Est. 45,394

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	N.A.
Commercial Banks	2	$167,134,000

6—PASSENGER AUTOS: County 90,343 (1977 All Vehicles)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry— Publishing; Dairy & Poultry Farms; Tobacco; Onions; Apples.

10-CLIMATE: Min. & Max. Temp.—Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: University Drive at Rte. 9.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Amherst Shoppers Park	15	A&P, Genovese Drug

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Center every evening to 9.

13—RETAIL OUTLETS:
Discount Stores (County): Bradlees, Caldor; Woolco; Zayre.
Chain Drug Stores (CZ): Genovese; Archer Kent.

Chain Food Stores (County): A&P; Big Y; Ed's Foodland; Fernandes; Food Mart.

Other Chain Stores: Corcoram's Home Furn.; Newstand; Stadium Liquors; Flying Feet, (Athletic equip. & sports gds.).

14—NEWSPAPERS: RECORD (m-Mon. to Fri.) 5,008; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Fred Temby, Publisher, RECORD.
National Representatives: Landon Associates, Inc.

ATHOL, MASS.

1—LOCATION: Worcester County, E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2—TRANSPORTATION: Railroads: B&M.
Motor Freight Carriers: 2
Intercity Bus Lines: Trailways; Englander Coach; Links Bus.

3—POPULATION:
Athol Town, 70 Cen. 11,185; Loc. Est. 10,594
City Zone, Local Est. 10,798
Retail Trading Zone, Loc. Est. 10,798
County 70 Cen. 637,079; Loc. Est. 640,058
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Census 3,804; Loc. Est. 4,231
County 70 Census 193,844; Loc. Est. 239,664

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	$33,000,000
Sav. & Loan Assns.	2	$33,250,000
Commercial Banks	2	$27,636,000

6—PASSENGER AUTOS: County All Vehides 443,117 (1977)

7—ELECTRIC METERS: Residence 4,050

8—GAS METERS: None

9— PRINCIPAL INDUSTRIES (CZ): Tools, Instruments; Shoes; Toys; Plastics; Textile Machinery; Wood & Metal Furniture.
Principal Industrial Pay Days: Thu.

10-CLIMATE: First killing frost, Oct. 3. Last killing frost, May 7.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers: Upper Main St.; Crescent St.; Lord Pond Plaza; Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days: Department Stores—Thu., Fri., Sat.; Food—Thu. & Fri.
Stores Close: Wed.
Stores Open Evenings: Department—Thu;Food—Mon. thru Sat.

13—RETAIL OUTLETS:
Variety Stores: J.A. Tepper
Chain Drug Stores: None.
Discount Stores: Mars Bargainland; Big L.
Chain Food Supermarkets: First National; IGA; Piggly-Wiggly; Stan's.
Other Chain Stores: Western Auto; W. E. Aubuchon; Sears Roebuck; Montgomery Ward; Agway Stores; Mars Bargainland.

14—NEWSPAPERS: NEWS (e) 5,472 sworn Oct. 1,1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: John J. Michalski, Nat. Adv. Mgr., NEWS.
National Representatives: None.

ATTLEBORO, MASS.

1—LOCATION: Bristol County (In Providence- Warwick-Pawtucket R.I.-Mass (SMSA). E&P Map D-2, 32 mi. SW of Boston, Mass., 12 mi. N of Providence, R.I. U.S. Hwy 1; State Hwys. 123, 118, 152; Interstate 95-295-495.

2—TRANSPORTATION: Railroads: NYNH&H.
Motor Freight Carriers: 8
Intercity Bus Lines: ABC Bus; connecting outside city.
Airlines: Mansfield Airport (6 mi.); No. Central Airport (R.I.) (15 mi.); Hillsgrove (R.I.) (30 mi.); Logan Intl. (40 mi.)

3—POPULATION:
Corp City 70 Cen. 32,907; Loc. Est. 33,513
CZ ABC: (70) 32,907; (80) 32,600
RTZ-ABC: (70) 57,262; (80) 66,000
SMSA 70 Cen. 905,558; Loc. Est. 917,157
County 70 Cen. 444,301; Loc. Est. 503,467
City & RTZ-ABC: (70) 90,169; (80) 98,600

4—HOUSEHOLDS:
City 70 Cen. 10,142; Loc. Est. 12,119
County 70 Cen. 141,549; Loc. Est. 186,606
SMSA 70 Cen. 283,413; Loc. Est. 331,248
CZ ABC: (70) 10,142; (80) 11,500
RTZ-ABC: (70) 16,279; (80) 21,500
City & RTZ-ABC: (70) 26,421; (80) 33,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	$166,095,000
Sav. & Loan Assn.	2	$69,496,108
Commercial Banks	2	$116,314,617

6—PASSENGER AUTOS: County Est. 305,045 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 16,031

8—GAS METERS: Residence 8,315

9— PRINCIPAL INDUSTRIES (CZ): Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fabricated Metals; Paper Prods.; Electronics & Components; Rings. Wage Earners 27,413; Av. Wkly. Wage $168-$175.
Principal Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1. Last killing frost, Mar. 20.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Park St.; 2 on S. Main St.; 10 on Pleasant; 2 on Union St., 2 on N. Main St.
Neighborhood Shopping Centers: Tri-Boro Plaza; Attleboro Falls; Washington Plaza, South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxfield Plaza, Foxboro; South Main Street, Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., North Attleboro.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pleasant St.	1/2	Sears, First Nat'l
Tri-Boro Plaza	3	K-Mart, Almac's
Fox Field Plaza	14	-
North Plaza	5	First Nat'l. Stores
Walpole Mall	20	Bradley's, Almy's
Washington Plaza	5	Star Mkt., Zayre, Woolco
Lincoln Mall	15	Outlet Cherry, Anderson Little, Casual Corner Almac

Principal Shopping Days: Dept. stores—Tues., Wed.,, Thurs., Fri.; Food stores—Mon. Thur. & Fri.
Stores Open Evenings: Wed. and Fri.

13—RETAIL OUTLETS: Department Stores: London's; Mars; Newberry's
Discount Stores (CZ): King's; Gob Shop; Ann & Hope; Zayre; Mars; Kidstown; K-Mart; Woolco.
Chain Drug Stores (CZ): Adam's; Brooks; Medicine Shoppe; Big L.
Chain Food Supermarkets: First National 3; A&P; ALMAC 5; Stop'nShop; Fernandes 5; Super Service 2; Star Mkt.
Other Chain Stores: Firestone; General Mills; Benny's; Gob Shops; Sears (catalog); Singer Co.; Goodyear; Goodrich; Kinney Shoes; Western Auto; Sherwin-Williams; Thom McAn; Nugents; Alpine Ski Shop; Radio Shack.

14—NEWSPAPERS: SUN-CHRONICLE (e) 22,359; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Fred Wolstencroft, Adv. Mgr., SUN-CHRONICLE.
National Representatives: Landon Associates, Inc.

BEVERLY, MASS.

1—LOCATION: Essex County (In Boston SMSA): E&P Map E-1. Residential and industrial center. Located in the Northeastern part of the state on the North side of Massachusetts Bay, 18 miles from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2—TRANSPORTATION: Railroads: Boston and Maine.
Intercity Bus Lines: Michaud.
Motor Freight Carriers: 42.
Airlines: Irish International; Northeast; United; TWA; Eastern.

3—POPULATION:
Corp. City 70 Cen. 38,348; Loc. Est. 36,340
CZ ABC: (70)38,348; (80)36,500
RTZ-ABC: (70)34,018; (80)37,800
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 637,887; Loc. Est. 648,286
City & RTZ-ABC: (70)72,366; (80)74,300

4—HOUSEHOLDS:
City 70 Cen. 11,565; Loc. Est. 12,911
County 70 Cen. 201,598; Loc. Est. 237,567
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767
CZ ABC: (70)11,565; (80)12,600
RTZ-ABC: (70)9,879; (80)12,600
City & RTZ-ABC: (70)21,444; (80)25,200

5—BANKS:	NUMBER	DEPOSITS
Bev. Sav.		$127,468,969
Bev. Nat'l		$22,300,000
Bev. Co-op		$33,344,000
Bay Bank		$588,248,660

6—PASSENGER AUTOS: County (All Vehicles) 429,780 (1977)

7—ELECTRIC METERS: Residence 13,810

8—GAS METERS: Residence 7,746

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Emp.—Shoe Machy. 1,300; Electronics 720; Metal Hydrides, 250; Industrial Machinery 518; Fishing 470. Av. Wkly. wage $200.
Principal Industrial Paydays: Thu.

10-CLIMATE: Mean temperature in July 70.7; in January 34.2; annual precipitation 42 inches.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Centers: North Beverly Plaza, 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Marshall's Shopping Center, North Beverly and Beverly Farms.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
North Shore	5	Jordan Marsh
N. Beverly	1	Zayre
Endicott Plaza	4	K-Mart.
Danver's Plaza	7	Almy's
Liberty Tree Mall	4	Ann & Hope, Lechmere
Beverly Plaza	-	Woolworth's, Stop & Shop
Cabot St.	-	6 Stores
Marshall's	-	Marshall's

Principal Shopping Days: Thu., Fri., Sat.

Stores Open Evenings: All shopping centers & plazas; Thur. for Almy's, Bell Market, most downtown stores; Fri. all.

13—RETAIL OUTLETS: Department Stores: Almy, Bigelow & Washburn.
Discount Stores: Marshall's, Zayre's.

Chain Drug Stores: Eaton's; General Sales; Brook's.

Chain Food Supermarkets: A&P 2; First National; Bell; Star; Purity-Supreme 2; Harvestmarket.

14—NEWSPAPERS: TIMES (e) 10,847; March 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Arthur H. Harris, Adv. Dir., TIMES.
National Representatives: U.S. Suburban Press Inc. ;BAND (Boston Area Newspaper Daily).

BOSTON, MASS.

1—LOCATION: Suffolk County (In Boston, Mass. SMSA). E&P Map E-2. State Capital, County Seat. Wholesale, education and research center, principal market-place of New England.

2—TRANSPORTATION: Railroads: Amtrak; Boston & Maine; Conrail, NYNH&H, North Station (terminal on B&M), So. Station (terminal on NYNH&H & B&A). Also, District-owned Metropolitan Bay Transit Authority, more than 2 million passengers annually.
Motor Freight: More than 500 lines

Intercity Bus Lines: Almeida; Boston, Worcester; Brushill; Canton & Bluehill; England Coachlines; MBTA; Michaud; Rapid Trans. Inc.; Sangees Trans; Shortline; Transit Bus Lines; Greyhound; Hudson, Johnson, Middlesex & Boston; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines: Alitalia; US Air, American, Braniff, British Airways, Delta; Eastern, Flying Tiger (freight), Irish; Lufthansa, National, Republic, Northwest Orient, Pan American; Piedmont; Provincetown-Boston; Air Canada; TAP; Swissair, Trans-World, United, Air France.
Shipping: Port of Boston handles about 26 million short tons of cargo and approx. 10,500 passengers annually.
Steamship Lines and Agents: Practically every major steamship line serving the Port of New York also serves the Port of Boston.

3—POPULATION:
Corp. City 70 Cen. 641,071; Loc. Est. 643,700
CZ ABC: (70) 2,116,862, (80) 1,979,100
RTZ-ABC: (70) 1,735,812; (80) 1,845,400
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 735,190; Loc. Est. 685,000
City & RTZ-ABC: (70) 3,852,674; (80) 3,824,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 217,622; Loc. Est. 236,829
County 70 Cen. 247,969; Loc. Est. 264,200
SMSA 70 Cen. 897,976; Loc. Est. 986,600
CZ ABC: (70) 680,872; (80) 726,800
RTZ-ABC: (70) 500,094; (80) 608,400
City & RTZ-ABC: (70) 1,180,966; (80) 1,335,200

BOSTON—continued

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	15	$2,923,542,342
Trust Companies	10	$1,293,301,961
Credit Union	103	$46,939,675
Cooperative Banks	24	$445,783,117

6—PASSENGER AUTOS: County All Vehicles 278,549 (1977)

7—ELECTRIC METERS: Greater Boston 660,000

8—GAS METERS: Greater Boston (79) 475,527

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number employed (1977 data)—Total, 1,367,437; All Mfg., 377,830; Construction, 45,297; Transp. & Util., 84,554; Wholesale, 89,880; Retail, 274,382; Financial, Insur. & Real Estate, 106,088; Services,383,747; Gov't. N/A.

10-CLIMATE: Min. & Max. Temp.—Spring 31-78; Summer 58-98; Fall 37-78; Winter 4-45. First killing frost Oct. 33; last Apr. 13.

11—TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone; Slightly acid water and slightly on alkaline side. Supplied by MWD are Arlington, Boston, Belmont, Brookline, Chelsea, Everett, Lexington, Naiden, Marblehead, Medford, Melrose, Milton, Nabant, Newton, Norwood, Quincy, Revere, Saugus, Somerville, Stoneham, Swampscott, Waltham, Watertown, Winthrop, Winchester. Total hardness, 15 ppm. Calcium Carbonate, pH is 8.7 ppm.

12—RETAILING: Central shopping district has over 9,000 retail establishments, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Centers are Downton on Washington St. from Adams Sq. to Essex St. Department Stores: Jordan Marsh, Filene's; Shoes: Nettleton, Regal, Siegel's, Florsheim, Richard's, Coward, Thom McAn, FlaggJewelry: Roger's, E. B. Horn Kay's; Variety: Kresge, Woolworth's; Books; Barnes & Noble, Walden, Brentano's.

On Summer St., at Washington: Long Jewelers.

On Winter St., Edw. Case Shoe; Baker Shoe; Narrow Width Shoe; Parlane Hosiery; Miles Card Shop; Tall Apparel Shop; Stowell's Jewelry; Homer's Jewelry; Solby-Bayes Shoes; Roaman's; Osco Drug.

On Temple Pl., Women's Specialities. Also Dr. Scholl's; Singer Co.; Melvin Badger Drugs; Narrow Width, Thayer McNeil.

On West St., Women's; Lane-Bryant, Edwards Furs; Burt Shoes.

On Tremont St. from School St. to Boylston St.; Men's: Sumner's; Shoes: Kay's-Newport, Cinderalla, Wilbar's.

Back Bay: On Boylston St. from Tremont to Prudential Center: Brigham's Ice Cream; Wilbar Shoe; Casual Corner Sportswear; Arthur Murray Dance; Cook's Travel Serv.; Mont. Frost—Lloyd's Optical; Makanna-Linens; Kay's Newport—Shoes; Florsheim Shoe; Louis Men's Elkins Shoe; Copley Camera; H. Poulson—Stationery, at Prudentil Center; Brentano Books; Lord & Taylor; Ground Round; Sak's 5th Ave.; Wallachs; Bally Shoe; Brigham's; Star Market; Olson Electronics.

On Newbury St. from Arlington: Antell Shoes; Ludwig Furs; E.F. Kakas Furs; Charles Sumner's; Bonwit Teller; Brooks Bros. Women's Apparel: Stuart's Hurwitch Bros.

On Arlington St.: Paine Furniture; Shreve, Crump & Low; Gray Shop.

Neighborhood Shopping Centers: Charlestown; East Boston; Brighton; Roslindale; Roxbury; South Boston; West Roxbury; Dorchester; Hyde Park; Allston; Grove-Hall; Jamaica Plain; Mattapan.

Nearby Shopping Centers
(In Primary Market Area)

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
(in Burlington)		
Burlington Mall	64	Sears, CVS, Hermans
(in Newton)		
Chestnut Hill	20	Star Mkt., Legal Sea food Restaurant; R.H. Stearns
Mall at Chestnut Hill	62	Filenes, Bloomingdales Furn.
(in Dedham)		
Dedham Mall	48	Sears, Bradlees, Woolworths
(in Medford)		
Fellsway Plaza	22	Woolworths, CVS
(in Hanover)		
Hanover Mall	78	Sears, Zayre, Woolworths
(in Danuille)		
Liberty Tree	72	Ann & Hope Dept. Store, Lechmere, J.Homestock
(in Chelsea)		
Mystic Mall	45	K-Mart, Demoulas Super Mkt., Osco
(in Natick)		
Natick Shopping Mall	2	Stop & Shop
(in Saugus)		
New England Shopping Ctr.	34	Woolworth, Liggett Drug, Seavs
(in Revere)		
Northgate Shopping Ctr.	30	Lerners, CVS
(in Peabody)		
Northshore Shopping Ctr.	87	Jordan Marsh, Filenes, Sears, J.J. Newberry
(in Stoneham)		
Redstone Shopping Ctr.	27	Star Mkt. Woolworth Caldor
(in Framingham)		
Shopper's World	56	Jordan Marsh, Bradlees
(in Brain tree)		
South Shore Plaza	100	Sears, Jordan Marsh, Filenes
(in Brockton)		
Westgate Mall	57	Bradlee, Jordan Marsh
(in Walpole)		
Walpole Mall	8	Fernandez Super Mkt.

13—RETAIL OUTLETS: Department Stores: Aimy's 13; Bloomingdale's 2; Filene's 8; Jordan Marsh 9; Sears 11; Lord & Taylor 3.
Discount Stores: Ann & Hope 1; Bradlees 17; Caldor 8; Kings 23; Lechmere 4; Marshall's 15; Zayre 19; K-Mart 13.
Men's Clothing: Bolter's, Brooks Brothers, Louis, Martini Carl, Milton's, J. Press, Wallach's Zareh.
Women's Clothing: Ann Taylor, Bonwit Teller, Casual Corner, Cherry & Webb, Deersking Trading, Leo Diutsh, Edward's Fur, Edward Kakas, Lane Bryant, Ludwig, Makanna, Roaman's, Roberts Furs, Anne Star, Charles Summer, The Talbots, Touraine, Jaeger, Yolanda, Loehman's, Hoffman's.
Family Clothing: Anderson Little, Kennedy's, Simon & Sons, You & You, Guys & Dolls, Adam & Eve, The Gap, Wrangler Ranch.
Drug Chains: Consumer Value Stores; Mall Drug, Drug Mutual; Archer Kent; Osco Drug; Medi Mart; Rix.
Chain Food Stores: A&P 11; Stop & Shop 45; Purity Supreme 27;, First National 35; Star Mkt. 40.

Furniture: J. Homestock-Levitz 3, Mayflower Furniture, Paine Furniture, Allen Furn., Rapids Furn., Ruderman's, Summerfield's, Puritan, Scott Gordan, Scandinavian Design, Bradford.

Variety Stores: Kresges, Woolworth's.

Shoes: Bally, Baker's, Farber's, Charles Panza, Pappagalo, Richard's, Solby Bayes, Florsheim, French Shriner, Hanlon's Regal, Coward, Dr. Scholl's, Fayva, Knapp Shoes, Stride Rite, Thayer McNeil, Thom McAn, Edwin Case, Taymor's, George Davis.

14—NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-Mon. to Fri.) daily editions—(New England, Eastern, Midwestern, Western; Weekly edition—International. Total circ. 172,470; Mar. 31, 1980. ABC. Clayton Westland, Adv. Dir., Branch offices in London and principal U.S. Cities.

GLOBE (All Day-Mon. to Fri.) 491,682; (m-Sat.) 420,687; (S) 710,731; Mar. 31, 1980 ABC. Millard G. Owen, Adv. Dir.
Representatives: Million Market Newspapers, Inc.; The Leonard Co. (Florida); American Publisher's Representatives, Ltd. (Canada); All American Media (London).

HERALD AMERICAN (m-Mon.-Fri.) 241,021; (m-Sat.) 223,240; (S) 306,484; Mar. 31, 1980 ABC. Robert E. Lange, Adv. Dir.
Representatives: Hearst Advertising Service, Inc.; Florida, Canada Travel—Metropolitan Publishers Representatives.

BROCKTON, MASS.

1—LOCATION: Plymouth County, E&P Map E-2. Industrial center. SE part of the State; 19 mi. S of Boston on main route to Cape Cod from N. and W.

2—TRANSPORTATION: Railroads: Conrail
Interstate Bus Lines: Mass. Bay Trans. Authority; Greyhound; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Exp. Ser. to Boston; Brockton to Logan Bus Ser.
Airlines: At Logan Airport, Boston; All major American, Canadian & European lines.

3—POPULATION:
Corp. City 70 Cen. 89,040; Loc. Est. 101,645
CZ ABC: (70) 181,536; 198,200
RTZ-ABC: (70) 177,089; (80) 232,000
SMSA 70 Cen. 150,416; Loc. Est. 180,651
County 70 Cen. 333,314; Loc. Est. 416,085
City & RTZ-ABC: (70) 358,625, (80) 430,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 27,688; Loc. Est. 36,582
County 70 Cen. 97,002; Loc. Est. 140,878
SMSA 70 Cen. 44,122; Loc. Est. 60,374
CZ ABC: (70) 53,102; (80) 65,900
RTZ-ABC: (70) 49,407; (80) 75,800
City & RTZ-ABC: (70) 102,509 (80) 141,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$210,000,000
Sav. & Loan Assns	3	$113,031,600
Commercial Banks	3	$50,608,370

6—PASSENGER AUTOS: County Est. 279,467 (1977)

7—ELECTRIC METERS: Res. 29,283

8—GAS METERS: Residence 14,265

9— PRINCIPAL INDUSTRIES (CZ): Leather and Leather Products 3,500 ($152 wk.); Clothing 1,692 ($156 wk.); 15,200 emp. in Mfg. in Metro Area at ($162 wk.)
Principal Pay Days: Wed., Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30. Last killing frost, Apr. 23.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: Westgate Mall; Downtown 12 blocks on Main St. and 12 side sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza, Oak St. Shopping Center; K Mart Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brockton East Plaza	20	Channel Lumber, King's, Woolworth
East-Way	10	Shaw's BPM
K-Mart Plaza	6	K-Mart, Value King
Park Plaza	9	T.J. Maxx
South	12	Shaw's PNM
Tedeschi's	-	Stop & Shop
Westgate	55	Kennedy's, Bradlee's
West	15	Sears. Shaw's PBM, Sunsine Country
Oak Plaza	6	Fernandes Super

Principal Shopping Days: Wed., Thur., Fri.

Stores Open Evenings: Dept.—Wed. & Fri.; Food & Shpg. Ctrs. Nightly.

13—RETAIL OUTLETS: Department Stores: Almy's; Sears; Jordan Marsh.
Variety Stores: Woolworth 2.

Discount Stores: Bradlee's 2, King's 2, Zayre; K-Mart; Stuarts; Woolworth; Caldor.
Chain Drug Stores (CZ): Dunnington's 5, Brooks 3; CVS; Drug Mutual 8; Rix.; Pharmacity 3.

Chain Food Supermarkets: Shaw's PBM 3; Star Market; Christy's 3; Fernandes 3; First Nat'l.; Sunshine Country; Purity-Supreme.

Other Chain Stores: Atherton's Furniture; K-Mart; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies, Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies. Sherwin-Williams. Anderson-Little.

14—NEWSPAPERS: ENTERPRISE & TIMES (e) 60,640; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels-Adv. Dir., Charles Drew Retail Adv. Mgr.; Lawrence Bond Natl. Adv. Mgr. ENTERPRISE & TIMES.
National Representatives: Landon Associates, Inc.

CAPE COD, MASS.
See HYANNIS, MASS.

CHELSEA, MASS.

1—LOCATION: Suffolk County, E&P Map E-2 (In Boston SMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2—TRANSPORTATION: Railroads: Boston & Maine; Boston & Albany.
Intercity Bus Lines: M.B.T.A. Service Bus.
Airlines: Logan International Airport.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 30,625; Loc. Est. 21,468
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 735,190; Loc. Est. 682,001

4—HOUSEHOLDS:
City 70 Cen. 9,929; Loc. Est. 8,068
County 70 Cen. 247,969; Loc. Est. 268,648
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767

5—BANKS:	NUMBER	DEPOSITS
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6—PASSENGER AUTOS: County 278,549 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 11,996

8—GAS METERS: Residence 8,719

9— PRINCIPAL INDUSTRIES (CZ): Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Processing; Wholesale Produce Mkts. Center; Rubber Pdts.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Broadway.

Neighborhood Shopping Centers. Prattville; Carv. Sq. Mill Hill; Chelsea Sq. Central & Everett Ave.; Revere Beach Pkwy.; Parkway Plaza (21 shops).
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Thur. & Fri.

13—RETAIL OUTLETS: Leading Department and Variety Stores: Gorin's; Bradlees; Rix; Brooks Discount; Ply-Gem; Grossman's; Pond Jewelers; BD's.
Chain Drug Stores (CZ): Rexall 4; E&M.
Chain Food Supermarkets: Stop 'n Shop; I.G.A.; Blackstone.
Discount Stores: Bradlee's.
Other Chain Stores: Thom McAn (shoes); Brigham's.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 4,000; Publishers estimate Jan. 1980.
Local Contact for Advertising and Merchanising Data: Edward H. Rabin, Adv. Mgr., RECORD.
National Representatives: None.

CLINTON, MASS.

1—LOCATION: Worcester County. E&P Map D-2. 15 mi. N of Worcester on Route 70 and 110.

2—TRANSPORTATION: Railroads: Amtrak; Boston & Maine
Intercity Bus Lines: Worcester; Regional Transit Authority

3—POPULATION:
Corp. City 70 Cen. 13,383; Loc. Est. 13,000
County 70 Cen. 637,079; Loc. Est. 673,198
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,229; Loc. Est. 4,586
County 70 Cen. 193,844; Loc. Est. 239,664

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$143,000,000
Co-op Banks	1	$12,000,000
Savings Banks	2	$90,000,000
Credit Union	1	$18,000,000

6—PASSENGER AUTOS: Co. Est. N/A

7—ELECTRIC METERS: Resident 4,904

8—GAS METERS: Residence 2,438

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Flashlights & Batteries 800; Textiles 300; Plastics 2,000; Wire Insulations 300.
Principal Industrial Pay Days: Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1. Last killing frost, Mar. 1.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 6 blocks on High St. (35 Stores), Downtown. 1 block on Main St. (15 Stores), Woodruff Plaza. 1 block on Union St. (4 stores), Chestnut Hill Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Sears Town	40	Sears
Lincoln Plaza	28	Zays

Principal Shopping Days: Thurs., Fri.
Stores Open Evenings: Thurs. until 9:00 pm.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: K-Mart
Chain Drug Stores (CZ): MD Drug; Brooks.

14—NEWSPAPERS: ITEM (e) 4,080, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM
National Representatives: Landon Associates, Inc.

DEDHAM, MASS.

1—LOCATION: Norfolk County (in Boston, Mass. SMSA) E&P Map D-2/E-2, County Seat. Manufacturing and residential area; on the Charles River; 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2—TRANSPORTATION: Railroads: Conrail
Motor Freight Carriers: 27
Intercity Bus Lines. Trailways, Grehound.
Airlines: TWA; Delta; Pan Am; Eastern; United, National; American; US Air; Republic.

3—POPULATION:
Corp. City 70 Cen. 26,938; Loc. Est. 25,931
PMA Area-ABC: (70) 100,251; (80) 99,700
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 604,854; Loc. Est. 522,152
Demographic Information available from Newspaper. See pargraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,669; Loc. Est. 8,083
PMA Area-ABC: (70) 28,900; (80) 32,700
SMSA 70 Cen. 859,701; Loc. Est. 1,014,767
County 70 Cen. 177,083; Loc. Est. 174,301

5—BANKS:	NUMBER	DEPOSITS
Commercial (Local)	4	$120,484,000
Commercial Branches	17	N.A.
Savings (14 Branches)	9	N.A.

6—PASSENGER AUTOS: County All Vehicles 421,450 (1977)

9— PRINCIPAL INDUSTRIES (CZ): Mfg. Envelopes; Greeting Cards; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery, Printing Ink; Cloth for Books; Floor Covering; Printing and Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Processing.

10-CLIMATE: Min. & Max. Temp.—Spring 58-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost. Oct. 24. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard.

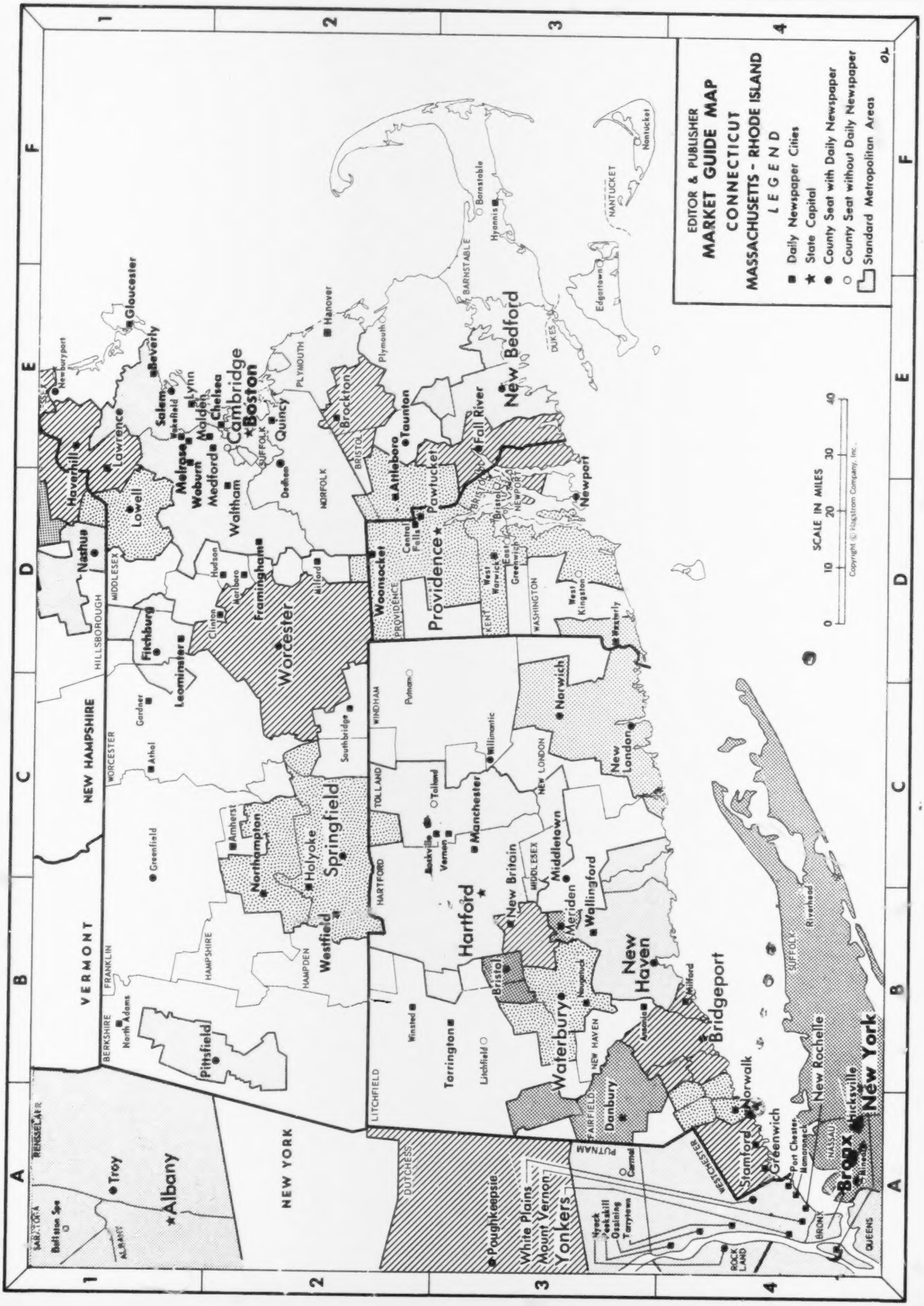
12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No of Stores	Principal Stores and/or Supermarket
Dedham Mall	40	Sears, Bradlee's, Levitz Furn., Radio Shack, Woolworth, Stop & Shop
Dedham Plaza	33	Woolworth, CVS, Capitol Mkt., King's
Lechmere Sales		Mkt., King's, Touraine
Walpole Mall	33	Bradlees. Almys, Stop & Shop

Principal Shopping Days: Wed., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Lechmere; Kline's
Variety Stores: Woolworth
Discount Stores: Paperama; King's; Bradlee's; Mark's; Almys.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 10 20 30 40
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1 2 3 4
A B C D E F
VERMONT
NEW HAMPSHIRE
NEW YORK
FRANKLIN
HAMPSHIRE
HAMPDEN
BERKSHIRE
WORCESTER
MIDDLESEX
HILLSBOROUGH
ESSEX
SUFFOLK
NORFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
MIDDLESEX
NEW HAVEN
FAIRFIELD
PROVIDENCE
KENT
WASHINGTON
NEWPORT
BRISTOL
DUTCHESS
PUTNAM
WESTCHESTER
ROCKLAND
BRONX
QUEENS
NASSAU
SUFFOLK
RENSSELAER
SARATOGA
ALBANY
Troy
Albany
Ballston Spa
Pittsfield
North Adams
Greenfield
Amherst
Northampton
Holyoke
Springfield
Westfield
Athol
Gardner
Southbridge
Fitchburg
Leominster
Worcester
Clinton
Hudson
Marlboro
Framingham
Milford
Nashua
Lowell
Haverhill
Lawrence
Newburyport
Gloucester
Beverly
Salem
Lynn
Wakefield
Melrose
Malden
Chelsea
Woburn
Medford
Waltham
Cambridge
Boston
Quincy
Dedham
Brockton
Hanover
Plymouth
Taunton
Attleboro
Pawtucket
Central Falls
Woonsocket
Providence
West Warwick
East Greenwich
Bristol
Fall River
New Bedford
Newport
West Kingston
Westerly
Barnstable
Hyannis
Edgartown
Nantucket
Winsted
Torrington
Litchfield
Bristol
Hartford
New Britain
Rockville
Vernon
Manchester
Tolland
Willimantic
Putnam
Norwich
New London
Middletown
Meriden
Wallingford
Waterbury
Naugatuck
Ansonia
New Haven
Milford
Bridgeport
Danbury
Norwalk
Stamford
Greenwich
Port Chester
Mamaroneck
New Rochelle
Poughkeepsie
Carmel
White Plains
Mount Vernon
Yonkers
Nyack
Peekskill
Ossining
Tarrytown
Bronx
Mineola
Hicksville
New York
Riverhead

DEDHAM—continued

Chain Food Stores: Star Mkt.; Stop & Shop; First National; Roche Bros.; Capitol Mkts.; Farm Stand.

14—NEWSPAPERS: TRANSCRIPT (e-Mon. to Fri.) 11,257; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Mgr. TRANSCRIPT.
National Representatives: Landon Associates, Inc.; USSPI.

FALL RIVER, MASS.

1—LOCATION: Bristol County, (SMSA) E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carriers: 25.
Intercity Bus Lines: Bonanza.
Airlines: Delta (via Providence).

3—POPULATION:
Corp City 70 Cen. 96,808; Loc. Est. 101,000
CZ ABC: (70) 148,582; (80) 160,400
RTZ-ABC: (70) 13,599; (80) 17,000
SMSA 70 Cen. 169,549; Loc. Est. 178,300
County 70 Cen. 444,301; Loc. Est. 468,800
City & RTZ-ABC: (70) 162,181; (80) 177,400

4—HOUSEHOLDS:
City 70 Cen. 32,961; Loc. Est. 38,400
County 70 Cen. 141,549; Loc. Est. 167,970
SMSA 70 Cen. 54,721; Loc. Est. 58,130
City Zone ABC: (70) 48,547; (80) 59,600
RTZ-ABC: (70) 4,040; (80) 5,800
City & RTZ-ABC: (70) 52,587; (80) 65,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$424,988,193
Sav. & Loan Assns.	3	$202,495,567
Commercial Banks	3	$283,644,469

6—PASSENGER AUTOS: City Est. 47,256. Co. 249,557

7—ELECTRIC METERS: Residence 45,194

8—GAS METERS: Residence 34,566

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textiles 4,300 ($160); Garment 53,644 ($135). Gen. Mfg. ($185).
Principal Industrial Pay Days: Fri., Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid October. Last killing frost early Apr.

11—TAP WATER: Acid, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Main; Flint-Pleasant St.; So. End-South Main St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Fall River S/C	12	Edgar's, Edwards Mkt.
Harbour Mall	31	Bradlees, K-Mart
Indian Spring Plaza	13	Grand Central Mkt.
N. Dartmouth Mall	72	Outlet Company, Zayre
Somerset Plaza	13	Bradlees, Stop & Shop
Swansea Mall	49	Sears, Edgar's
K-Mart	14	K-Mart, Almac's.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Close: Sun.
Stores Open Evenings: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Cherry & Webb 3; Sears 2; Edgar's 2.
Discount Stores (CZ): Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whlse.; K-Mart 3; Ann & Hope; CVS 5.
Variety Stores: Woolworth; Newberry; McCrory's.
Chain Drug Stores (CZ): Adam 3; CVS 2.
Chain Food Supermarkets: Stop 'n Shop 3; Edwards Mkt 1; Food Mart 3; Valueland 1.
Other Chain Stores: Thom McAn; Gob Shops; Morse Shoe; Firestone, Goodyear; Anderson Little; Zale's Jewelers; Singer Co.; Fayva Shoes; Hickory Farms; Kay Jewelers.

14—NEWSPAPERS: HERALD NEWS (e) 41,104; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank A. Connolly, HERALD NEWS.
National Representatives: Landon Associates, Inc.

The Community
Information
Center In
Middlesex
County,
Massachusetts.

The
Middlesex News
A Harte-Hanks
NEWSPAPER

FITCHBURG, MASS.

1—LOCATION: Worcester County, (In Fitchburg-Leominster, Mass. SMSA). E&P Map D-1, County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Seat of Fitchburg State College; 45 mi. NW of Boston.

2—TRANSPORTATION: Railroads: B&M; Conrail.
Motor Freight Carriers: 7.
Intercity Bus Lines: Englander; Johnson; Trailways; Short Line; Vermont Transit.

3—POPULATION:
Corp. City 70 Cen. 43,343; Loc. Est. 36,345
CZ ABC: (70) 76,282; (80) 70,500
RTZ-ABC: (70) 140,289; (80) 147,600
SMSA 70 Cen. 97,164; Loc. Est. 97,861
County 70 Cen. 637,079; Loc. Est. 673,198
City & RTZ-ABC: (70) 217,111; (80) 218,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,034; Loc. Est. 13,865
County 70 Cen. 193,844; Loc. Est. 239,664
SMSA 70 Cen. 30,225, Loc. Est. 35,616
CZ ABC: (70) 24,035; (80) 25,300
RTZ-ABC: (70) 40,153; (80) 48,800
City & RTZ-ABC: (70) 64,206; (80) 74,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$231,847,491
Sav. & Loan Assn.	1	$38,285,623
Co-operative	1	$49,024,340
Commercial	2	$629,819,000
Credit Unions	3	$76,344,651

6—PASSENGER AUTOS: County Est. 443,117 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 15,065

8—GAS METERS: Residence 10,322

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mach. & Elec. Machy. 4,900; Paper & Paper Prods. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000; Average annual Earnings Production Workers $17,649 (Mar. 1973).
Principal Industrial Pay Days: Fri. & Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 45 to 66; Summer 54 to 81; Fall 33 to 56; Winter 22 to 42. First killing frost, Oct. 16. Last killing frost, Apr. 29.

11—TAP WATER: Acid, very soft, fluoridated.

12—RETAILING: Principal Shopping District: 12 blocks on Main St. and several side streets for one block from Main; 80 stores.
Neighborhood Shopping District at Cleghorn District— Fairmont and Daniel Sts.; Water St. District Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
John Fitch Plaza	1	King's, Iandoli's
Central Plaza	1/4	DeMoula's, Stuart's
Parkhill Plaza	2	Victory Mkts.
Searstown	4	Sears, DeMoulas
No. Main St	3	Marshall's, Farmers Warehouse
Twin City Plaza	1½	K-Mart, Victory Mkt.
Wallace Plaza	-	DeMoulas, Rich's Dept. Store

Principal Shopping Days: Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings: Department Stores: Thu. & Fri.; Food Stores—Wed., Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Sears; R.H. White's.
Variety Stores: Woolworth.
Discount Stores: King's; Marshall's; Stuart's; K-Mart; Bradlees.
Chain Drug Stores (CZ): Barone's 6; Freedom Drug 2; Rite-Aid 1; Giguere Drug 3.
Chain Food Supermarkets: Iandoli's; Victory 6; DeMoulas 3.
Other Chain Stores: Firestone; Thom McAn 2; Spencer Shoes; Fanny Farmer Candies; L. Grossman Sons; CVS; Child World; S&H Green Stamps; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Bradlee's.

14—NEWSPAPERS: SENTINEL-ENTERPRISE (e) 23,684; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: S. John Siam, Pub., SENTINEL-ENTERPRISE.
National Representatives: Thomson Newspapers, Inc.

FRAMINGHAM, MASS.

1—LOCATION: Middlesex County (In Boston SMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135. Two interchanges on U.S. 90 Mass. Tpke.

2—TRANSPORTATION: Railroads: Amtrak.
Intercity Bus Lines: Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

3—POPULATION:
Corp. Cities 70 Cen. 64,048; Loc. Est. 67,183
Primary Mkt. Area ABC:
(70) 186,047; (80) 189,200
SMSA: 70 Cen. 2,899,101. Loc. Est. 2,820,047
County 70 Cen. 1,398,355; Loc. Est. 1,402,369
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 18,991, Loc. Est. 23,348
County 70 Cen. 419,596, Loc. Est. 490,926
SMSA 70 Cen. 897,976; Loc. Est. 1,014,767
Primary Mkt. Area-ABC: (70) 52,811; (80) 61,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$172,817,000
Savings Banks	4	$285,732,000
Co-operative	2	$76,635,000

6—PASSENGER AUTOS: County All Vehicles 903,548 (1977)

7—ELECTRIC METERS: Residence 30,030

8—GAS METERS: Residence 12,330

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)-Paper Products 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11—TAP WATER: Neutral, soft and hard (2 sources).

12—RETAILING: Principal Shopping Center: Route 9, 4 miles, (400 stores).

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Colonial	10	Cumberland Farms
Deerskin Plaza	11	Deerskin, Winery
Framingnam Mall	30	Lechmere, Filene's
Nobscott	11	Wonder Mkt.
Pinefield	14	Purity Mkt.
Shopper's World	44	Jordan Marsh, Herman's, Toys R Us
Sherwood Plaza	20	Zayre
Mini Mall	9	Medi Shack Papa Ginos
Natick Mall	40	Sears, Filene's, Anderson Little, Star Mkt.
Temple Plaza	8	Stop & Shop, Medi-Mart
Natick Towne Mall	16	K-Mart
Natick	20	Rix Stores, Stop & Shop

Principal Shopping Days: Mon., Thu. & Fri.
Stores Open Evenings: Shopping Centers every evening.

13—RETAIL OUTLETS: Department Stores: K-Mart; Marshall's; Sears; Jordan Marsh; King's; Bradlee's; Anderson-Little; Caldor; Filene's; Two Guys; J.C. Penney; Lechmere; Rich's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Food Supermarkets: Stop & Shop 2; First National 3; Purity 3; IGA 2; Wonder Mkt.; Star Mkt.; Fernandez Mkt.; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's.
Other Chain Stores: Herman's Sporting Goods; Levitz Furniture; Plywood Ranch; Diamond International; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button.

14—NEWSPAPERS: THE MIDDLESEX NEWS (e-Mon to Fri.) 49,112, (Sat. m) 49,062; (S) 53,278, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James F. Carney, Dir. of Sales, THE MIDDLESEX NEWS.
National Representatives: Landon Associates, Inc.

GARDNER, MASS.

1—LOCATION: Worcester County, E&P Map C-2. Residential Center. On Routes 2, 68, 101 & 140; 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2—TRANSPORTATION: Railroads: Boston and Maine.
Motor Freight Carriers: 30.
Intercity Bus Lines: New England Trailways; Englander Coach; Wilson Bus; Bermont transit; Bonanza Bus.

3—POPULATION:
Corp. City 70 Cen. 19,748; Loc. Est. 17,993
CZ-ABC: (70) 19,748; (80) 17,200
RTZ-ABC: (70) 22,501; (80) 25,200
County 70 Cen. 637,079; Loc. Est. 673,198
City & RTZ-ABC: (70) 42,249; (80) 42,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,284; Loc. Est. 7,001
CZ-ABC: (70) 6,284; (80) 6,200
RTZ-ABC: (70) 6,577; (80) 8,600
County 70 Cen. 193,844; Loc. Est. 234,573
City & RTZ-ABC: (70) 12,861; (80) 14,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$80,003,703
Co-Operative Banks	2	$22,851,000
Sav. & Loan Assns.	2	$15,270,277
Commercial Banks	2	$560,467,000

6—PASSENGER AUTOS: County Est. 443,117 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 7,473

8—GAS METERS: Residence 1,216

9— PRINCIPAL INDUSTRIES (CZ): Furniture & Fixtures 3,018 emp.; Machy. 728; Paper & Pdts. 314; Lumber & Pdts., 82; Printing & Publ. 83; Misc. Mfg. 528.
Principal Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1. Last killing frost, May 30.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on So. Main St.; 1 on Central.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Gardner Plaza	16	Brook's, First Nat'l, Penneys
Timpany Plaza	10	Rich's, Stop & Shop, Sears, Almy's
Pearson Triangle	1	IGA Mkt.
Pearson Blvd.	3	Grossman, R. Smith

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Some Wed. aft. summer—downtown.
Stores Open Evenings: Downtown—Thurs. to 9; Centers daily to 9; Food daily to 9.

13—RETAIL OUTLETS: Department Stores: Goodnow-Pearson; Rose's, Almy's; J.A. LeBlanc.
Discount Stores (CZ): Big L, Rich.
Variety Stores: Newberry.
Chain Drug Stores: Rexall 2; Brooks; Edards 2; Bill's.
Chain Food Supermarkets: 1st Natl.; Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 2.
Other Chain Stores: Aubuchon; Sears; Clark; Grossman's.

14—NEWSPAPERS: NEWS (e) 7,871; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James D. Murphy, Adv. Mgr., NEWS.
National Representatives: Landon Associates, Inc.

GLOUCESTER, MASS.

1—LOCATION: Essex County, E&P Map E-1. Fishing, manufacturing, and resort center. On S. side of Cape Ann Peninsula on State Hwys. 133, 127, 128; 30 mi. NE of Boston.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 10.
Intercity Bus Lines: Community Bus Line.

3—POPULATION:
Corp. City 70 Cen. 27,941; Loc. Est. 36,340
CZ ABC: (70) 33,577; (80) 33,100
RTZ-ABC: (70) 7,821; (80) 8,800
County 70 Cen. 637,887, Loc. Est. 648,286
City & RTZ-ABC: (70) 41,398; (80) 41,900

4—HOUSEHOLDS:
City 70 Cen. 9,104; Loc. Est. 10,053
County 70 Cen. 201,598; Loc. Est. 237,567
CZ ABC: (70) 11,304, (80) 12,800
RTZ-ABC: (70) 2,474; (80) 3,200
City & RTZ-ABC: (70) 13,778; (80) 16,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$80,153,000
Cooperative Banks	1	$38,200,000
Commercial Banks	2	$95,188,000

6—PASSENGER AUTOS: County Est. 429,780 (1977)

7—ELECTRIC METERS: Residence 12,055

8—GAS METERS: Residence 5,884

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Yrly. Wage)—Food Processing 1,386 ($8,275); Machinery Trades 596 ($12,204); Service 1,494 ($5,570).
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11—TAP WATER: Acid, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Main St.
Neighborhood Shopping Centers: East Main St. Washington St.; Bass Ave.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Northshore	18	Jordan Marsh, Stop and Shop
Beverly Plaza	12	Zayre Star Mkt.
Liberty Tree Mall	15	Ann & Hope Lechmere
K-Mart	15	K-Mart, A&P
A&P Plaza	-	A&P
Gloucester	-	Stop & Shop, King's

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Goldman's.
Discount Stores (CZ): King's
Chain Drug Stores (CZ): Sterling 1; Connor's 2; Brook's 1; CVS; Big L.
Chain Food Supermarkets: A&P; First National; Stop 'n Shop; IGA.
Other Chain Stores: Sears; Firestone; Goodyear.

14—NEWSPAPERS: TIMES (e) 11,421; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Mgr., TIMES.
National Representatives: Direct

GREENFIELD, MASS.

1—LOCATION: Franklin County, E&P Map G-1. County Seat. Industrial Center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Entrance to Mohawk Trail, terminus of Route 91, on Hwys. 2, 5 & 10.

2—TRANSPORTATION: Railroads: B&M
Motor Freight Carriers: 10.
Intercity Bus Lines: Vermont Transit; Englander; Greenfield-Worcester; Boston.

3—POPULATION:
Corp. Town 70 Cen. 18,116; Loc. Est. 19,325
CZ ABC: (70) 29,891; (80) 29,100
RTZ-ABC: (70) 35,464; (80) 40,400
County 70 Cen. 59,210; Loc. Est. 64,509
City & RTZ-ABC: (70) 65,355; (80) 69,500

4—HOUSEHOLDS:
City 70 Cen. 6,338; Loc. Est. 7,813
County 70 Cen. 18,535; Loc. Est. 24,762
CZ ABC (70) 10,190; (80) 11,300
RTZ-ABC: (70) 11,237; (80) 14,800
City & RTZ-ABC: (70) 21,427; (80) 26,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$202,200,000
Sav. & Loan Assn.	1	$31,213,605
Commercial Banks	4	$89,300,000

6—PASSENGER AUTOS: County (All Vehicles) 50,137 (1977)

7—ELECTRIC METERS: 8,830; Co. 24,200

8—GAS METERS: Residence, City 3,140

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Tap & Die 1,642; Sterling Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Insurance 320.
Principal Pay Days: Thu. & Fri.

10—CLIMATE: Min. & Max. Temp.—Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, soft.

12—RETAILING:
Nearby Shopping Centers: Greenfield Plaza (1 mi. distant): Kings; Food Mart; Super Mkts.; Pioneer Valley Center: King's; Harvestland; 1¼ miles distant Cherry Rum Plaza: Stop & Shop; CVS Drugs.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Wilson's; Sears; W. L. Goodnow; J. C. Penney.
Variety Stores: McLellan.
Chain Drug Stores: West (PDK) 2; Brooks; CVS.

Discount Stores (CZ): Railroad Salvage; Kings.

Chain Food Supermarkets: Grand Union; A&P; IGA 4; Stop & Shop; Food Mart; Deerfield St. Market; Carroll's 2; Foster's; Harvestland 2; Crockers.

Other Chain Stores: Peggy Parker; R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Rucki's Goodyear; Bob Weiner Tires; Lodge Tire.

14—NEWSPAPERS: RECORDER (e) 15,252; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Russell Webster, Adv. Mgr., RECORDER.

National Representatives: Landon Associates, Inc.

HANOVER, MASS.

1—LOCATION: Plymouth County (in Boston, Mass. SMSA) E&P Map E-2. SE portion of Mass. 28 miles south of Boston; residential and commercial center for Plymouth County.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 14.
Intercity Bus Lines: P&B Street Railway.

3—POPULATION:
Corp. City 70 Cen. 10,107; Loc. Est. 11,423
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 333,314; Loc. Est. 416,085

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	18,474,302	22,083,144	22,794,857	1,851	952,754	1,295	2,906,679	5,745	5,224,320	2,834	2,884,840	3,882	2,042,327	3,340	1,336,176	3,254	863,603	9,948	2,171,888	1,697	703,469
STANDARD METROPOLITAN STATISTICAL AREAS																					
Boston, Mass.	9,553,604	11,330,329	11,922,570	758	435,756	547	1,652,056	2,743	2,604,981	987	1,430,257	1,710	962,242	1,713	775,292	1,528	466,161	4,609	1,195,013	5,796	376,346
Brockton, Mass.	497,764	575,784	601,791	48	15,972	26	86,126	153	134,485	99	78,952	116	56,819	90	29,969	83	21,178	229	50,844	38	13,756
Fall River, Mass.-R.I	442,822	510,354	532,865	48	24,323	66	73,561	212	127,952	119	52,264	115	48,697	84	29,480	82	24,064	291	47,072	46	18,733
Fitchburg-Leominster, Mass.	310,212	368,148	387,460	41	14,617	33	61,960	86	94,090	78	48,530	77	40,709	40	20,636	58	14,778	160	29,553	29	11,545
Lawrence-Haverhill, Mass.-N.H.	896,323	1,056,429	1,109,798	96	53,011	76	124,684	268	273,454	148	155,110	193	100,129	158	76,209	175	51,966	488	95,593	77	32,378
Lowell, Mass.-N.H.	595,002	714,647	754,528	52	32,470	59	95,465	183	201,654	98	112,871	141	82,402	70	30,052	102	20,572	297	57,288	63	25,078
New Bedford, Mass.	465,242	520,241	538,575	57	24,681	37	72,958	188	124,765	127	62,099	112	44,759	98	33,584	102	30,970	[illegible]	46,705	58	18,685
Pittsfield, Mass.	323,108	356,899	368,162	41	20,721	37	46,762	87	90,652	65	44,931	73	34,388	78	19,184	72	13,829	191	27,446	25	7,741
Providence-Warwick-Pawtucket, R.I.-Mass.	2,769,505	3,046,979	3,139,470	320	137,985	165	413,752	1,054	733,244	530	436,817	672	306,097	526	159,331	495	115,031	1,716	266,065	225	101,542
Springfield-Chicopee-Holyoke, Mass-Conn.	1,686,078	1,918,633	1,966,151	199	95,680	133	233,132	544	484,598	327	265,629	365	198,908	298	100,932	330	68,744	910	164,848	184	57,529
Worcester, Mass.	1,218,293	1,400,029	1,460,608	119	60,840	60	214,019	362	337,436	227	212,748	269	137,102	195	70,585	201	61,245	638	113,193	112	43,196
COUNTIES, Cities																					
BARNSTABLE	674,814	876,391	919,465	99	64,124	46	81,905	222	208,790	105	83,408	176	96,578	153	53,378	121	27,027	561	129,808	53	24,860
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	482,872	543,174	553,499	65	31,119	61	65,548	143	140,371	102	65,062	128	52,158	114	28,820	106	18,047	304	44,059	40	14,618
North Adams	71,917	76,752	77,351	9	5,295	10	10,960	15	23,728	15	8,447	18	5,131	12	4,610	12	3,189	35	4,640	6	2,006
Pittsfield	227,783	251,992	255,897	23	13,329	23	41,790	43	62,301	40	31,654	34	15,294	45	14,035	55	10,798	104	15,556	17	6,587
BRISTOL	1,358,637	1,577,493	1,618,483	148	58,752	126	231,538	504	388,840	340	219,083	325	147,796	255	86,572	260	72,882	826	137,518	132	48,611
Attleboro	107,207	123,909	126,937	14	3,994	4	9,791	27	29,188	24	23,368	25	12,982	21	7,880	20	2,703	47	10,483	9	5,058
Fall River	248,703	281,717	287,420	18	7,904	49	37,666	128	72,497	52	38,473	56	22,408	53	19,040	51	18,312	162	20,686	30	9,091
New Bedford	246,100	264,093	266,527	33	12,402	21	12,889	136	57,077	69	38,188	69	25,051	57	12,759	65	22,120	210	24,751	37	11,060
North Attleboro	73,127	85,568	87,865	10	5,705	4	9,564	16	23,310	19	13,201	19	11,498	9	1,048	13	2,677	33	6,636	5	1,796
Taunton	116,281	128,438	130,364	11	3,341	11	8,034	38	37,413	25	20,202	39	12,467	33	9,061	32	7,185	70	8,024	10	4,372
DUKES	43,508	49,946	51,105	15	5,882	4	1,072	28	12,034	10	4,911	8	2,843	22	4,386	13	1,038	49	6,642	4	1,215
ESSEX	2,185,326	2,550,759	2,619,699	191	99,795	167	410,067	678	535,164	324	363,451	448	218,589	404	181,879	381	98,853	1,179	271,373	200	77,485
Beverly	143,223	168,250	172,926	13	6,294	11	10,435	33	44,010	22	27,296	29	13,125	21	14,213	17	2,603	59	13,072	15	4,948
Gloucester	89,579	102,404	104,680	7	6,056	9	6,604	45	30,265	8	13,951	20	8,842	12	3,371	11	1,927	75	13,305	11	5,745
Haverhill	178,896	206,428	211,361	16	8,505	20	17,815	47	47,542	33	39,653	41	21,563	28	18,051	27	10,782	79	15,159	17	6,355
Lawrence	189,272	211,939	215,689	14	10,640	18	8,185	90	40,502	41	44,308	44	20,208	41	14,712	59	16,727	135	19,967	26	6,269
Lynn	233,930	254,980	258,019	20	6,919	27	9,635	97	62,307	42	61,354	47	21,200	48	17,523	49	11,229	160	20,346	28	10,040
Newburyport	45,134	51,494	52,622	4	1,222	3	2,938	21	14,170	10	3,729	12	4,515	18	3,594	20	2,462	37	4,961	7	1,653
Peabody	233,113	262,293	267,251	10	4,084	9	108,466	44	30,592	23	19,452	36	22,780	36	15,591	28	7,933	76	15,717	11	5,002
Salem	145,435	158,182	160,030	10	6,859	12	22,839	46	44,855	25	18,931	22	8,299	22	8,722	30	7,450	102	15,986	15	5,269
FRANKLIN	166,277	211,371	220,805	26	11,122	22	21,261	82	43,602	55	40,647	50	21,831	29	8,112	47	7,023	122	18,739	23	7,622
Greenfield	105,296	139,248	146,572	8	6,796	7	17,984	27	29,602	26	29,709	18	11,680	20	7,038	20	5,324	38	9,362	13	4,306
HAMPDEN	1,433,981	1,634,003	1,669,219	162	83,570	111	205,649	462	410,276	265	226,096	307	167,170	236	85,229	280	61,171	760	134,145	152	48,428
Holyoke	142,121	164,415	168,435	13	3,481	8	10,217	51	46,883	33	29,758	30	13,589	21	7,209	38	7,741	94	14,118	27	6,623
Springfield	588,290	662,170	674,601	47	30,734	41	93,689	157	147,596	82	86,573	103	67,772	121	48,182	108	28,579	257	48,834	59	18,275
Westfield	137,536	163,584	168,573	16	14,201	15	19,794	45	44,757	26	27,204	23	14,866	16	4,498	30	4,268	59	11,256	11	4,682
HAMPSHIRE	330,130	381,783	391,307	58	21,237	37	30,598	115	99,762	80	46,097	78	43,630	81	19,691	69	10,268	205	40,450	42	11,666
Amherst	47,178	59,098	61,543	8	4,576	1	498	19	13,272	5	4,799	14	10,973	14	3,242	9	1,735	28	7,099	6	1,697
Northampton	127,284	139,604	141,474	11	3,424	13	15,440	29	34,646	22	23,772	19	10,851	35	10,341	29	4,007	55	13,397	13	4,365
MIDDLESEX	4,444,779	5,570,233	5,803,648	395	255,943	268	733,731	1,298	1,328,738	503	765,556	913	544,357	708	318,492	762	232,796	1,911	472,822	390	183,990
Framingham	315,054	386,924	401,209	27	16,474	9	62,815	66	71,518	33	65,521	53	34,083	63	28,087	59	22,958	91	43,605	17	16,470
Hudson	45,507	60,632	63,943	8	7,548	2	1,936	12	18,570	6	6,464	12	7,832	11	5,082	9	2,612	24	2,966	6	1,727
Lowell	272,108	322,401	331,880	21	12,688	37	51,060	87	67,171	46	74,885	54	30,541	38	11,959	50	10,738	148	22,510	33	11,716
Malden	128,562	150,706	154,820	13	5,462	11	17,009	68	32,344	23	23,416	33	12,964	30	7,284	17	6,187	75	12,653	15	5,377
Marlborough	88,409	113,276	118,504	8	9,195	4	7,510	24	29,304	14	14,869	25	13,435	11	6,356	14	2,285	44	12,774	9	5,399
Medford	198,273	240,691	249,046	17	11,580	15	13,511	59	[illegible]	21	38,802	31	18,545	30	10,511	32	7,316	69	11,742	15	14,188
Melrose	54,624	71,989	75,253	6	1,370	1	1,444	[illegible]	35,462	9	8,120	15	6,961	6	583	13	3,167	21	2,738	6	3,817
Wakefield	67,653	84,465	87,886	8	3,229			24	17,688	10	20,323	19	8,533	12	2,743	22	2,183	31	6,234	8	3,597
Waltham	250,280	305,355	316,272	22	17,076	17	26,026	58	70,313	19	30,976	34	28,025	27	13,349	43	22,290	123	33,854	21	7,500
Woburn	133,561	162,877	168,670	10	2,797	5	17,582	35	42,087	14	30,623	31	19,377	15	3,647	21	6,802	47	7,605	9	4,747
NANTUCKET	37,028	45,434	47,127	4	3,898	2	378	14	10,789	4	3,654	2	1,373	14	3,559	6	481	42	8,244	3	765
NORFOLK	2,019,737	2,572,311	2,688,669	175	110,997	96	325,959	499	643,508	232	378,836	390	238,393	317	152,292	351	114,350	786	223,724	170	78,843
Dedham	176,034	231,824	243,845	7	2,461	10	94,791	27	33,074	10	24,185	20	10,750	26	14,301	26	15,033	38	16,781	9	3,916
Quincy	306,183	364,617	375,788	14	7,043	19	42,433	71	90,013	36	47,970	58	32,995	30	9,659	48	15,905	135	33,743	28	16,656
PLYMOUTH	1,185,803	1,415,936	1,460,440	157	62,555	73	178,896	365	354,397	224	193,011	283	136,198	220	84,476	213	45,226	574	127,005	94	42,447
Brockton	362,923	421,444	432,194	27	7,980	17	79,454	97	95,188	45	50,424	70	32,114	70	25,712	54	15,211	146	36,856	26	11,770
Hanover	126,106	153,117	162,121	7	[illegible]	9	45,213	20	32,547	11	14,618	17	9,360	32	15,667	22	6,702	28	14,860	3	1,181
SUFFOLK	2,138,309	2,317,964	2,344,778	127	44,038	146	299,240	723	474,451	155	166,919	300	136,084	474	194,484	278	78,758	1,544	370,390	201	89,690
Boston	1,886,826	2,029,754	2,049,987	109	35,142	126	271,328	605	401,359	117	137,126	244	112,563	421	181,634	248	66,430	1,376	342,583	177	78,173
Chelsea	90,783	104,242	106,652	6	4,489	8	11,766	36	20,382	14	13,416	15	6,240	16	1,695	12	5,438	61	8,399	10	4,998
WORCESTER	1,973,101	2,336,346	2,406,613	229	99,712	136	320,837	[illegible]	573,607	435	328,109	474	235,327	313	114,806	367	95,683	1,085	186,969	193	73,229
Athol	37,449	44,803	46,214	5	2,054	1	2,296	[illegible]	14,952	14	6,673	7	3,101	6	1,121	6	2,072	20	1,222	5	1,595
Clinton	30,576	32,521	32,768	3	790	5	204	15	13,094	8	2,167	11	3,389	13	2,454	9	1,491	32	3,459	7	1,297
Fitchburg	153,937	185,991	192,280	13	6,868	16	26,922	35	54,279	38	26,482	32	18,228	22	8,028	24	6,507	72	12,027	12	6,806
Gardner	66,924	81,383	84,257	5	2,934	7	11,785	19	23,150	15	6,548	17	8,618	14	3,698	22	6,082	36	5,542	7	3,032
Milford	98,325	126,323	132,226	12	4,112	4	16,789	30	39,653	17	9,168	18	9,882	18	10,024	19	4,424	34	7,378	8	3,788
Southbridge	50,680	57,188	58,297	10	4,953	9	2,458	22	15,741	16	6,832	10	4,592	12	3,092	17	1,250	36	5,439	9	1,662
Worcester	606,932	681,041	693,450	45	25,345	29	89,317	182	148,767	93	126,751	111	50,275	110	38,112	100	37,543	328	54,972	56	20,804

HANOVER—continued

4—HOUSEHOLDS:
City 70 Cen. 2,558; Loc. Est. 4,438
SMSA 70 Cen. 897,976; Loc. Est. 1,014,767
County 70 Cen. 97,002; Loc. Est. 140,878

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	11	$686,000,000
Savings & Loan	25	$1,437,000,000

6—PASSENGER AUTOS: County 279,467 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 103,522

8—GAS METERS: Residence 51,500

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)- Paperback bookprinting 650 ($321); Regional supermarket headquarters 425 ($285); Banking 515 ($167); Chemical polymers 188 ($201); Newspaper publishing 171 ($248); Sandpaper mfg. 303 ($168).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 60-100; Fall 25-50; Winter 0-30. First killing frost, Oct. 15. Last killing frost, Mar. 15.

11—TAP WATER: Driven wells.

12—RETAILING: Principal Shopping Center: Hanover Mall, 188 acres at Junction, opposite Routes 3, 53, and 123 (124 stores).

Other Shopping Centers: Hanover Mall Plaza, Tedeschi Plaza, Hanover Shopping Plaza, Assinippi Center, West Hanover, Hanover Four Corners.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Rockland Plaza	12	Stop N' Shop, K-Mart
Marshfield	10	Marshall's, Angelo's
Kingsbridge Plaza	8	Bradley's, Angelo's
Plymouth Center	15	Purity Supreme, Rich's

13—RETAIL OUTLETS: Department Stores: Sears, Jordan Marsh, Almy's, Touraine, Kennedy's.
Discount Stores (CZ): K-Mart, Zayre's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): CVS.
Chain Food Stores in City Zone: Angelo's, Stop 'n' Shop.

14—NEWSPAPERS: SOUTH SHORE NEWSDAY (e) 3,647 Publishers Estimate Mar. 31, 1979; (Latest statement available).
Local Contact for Advertising and Merchandising Data: James Stack, Adv. Mgr.; SOUTH SHORE NEWSDAY.
National Representatives: American Newspaper Representatives, Inc.

HAVERHILL, MASS.

1—LOCATION: Essex County (In Lawrence-Haverhill SMSA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; Interstate 495.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 17.
Water: 7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines: Mass.; Michuard; Trailways of N.E.;Appleyard Bus Line; Bos. Com.
Airports: North Andover and Haverhill (Charter Service). 4 mi. to S.

3—POPULATION:
Corp. City 70 Cen. 46,120; Loc. Est. 42,455
CZ PMA: (70) 46,120; (80) 42,800
Bal. in PMA-ABC: (70) 123,864; (80) 155,900
Total PMA ABC: (70) 169,984; (80) 198,700
SMSA 70 Cen. 258,564; Loc. Est. 248,793
County 70 Cen. 637,887; Loc. Est. 648,286
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 15,233; Loc. Est. 16,351
County 70 Cen. 201,598; Loc. Est. 237,567
SMSA 70 Cen. 81,828; Loc. Est. 91,217
CZ ABC: (70) 15,233; (80) 16,200
RTZ-ABC: (70) 37,223; (80) 53,700
City & RTZ-ABC: (70) 52,456; (80) 69,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6—PASSENGER AUTOS: County 429,780 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 31,696

8—GAS METERS: Residence 12,013

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Leather & Shoe 8,200 ($125); Paper Pdts. 468 ($128); Western Electric 5,000; others 4,750 ($22,250,000 yearly wages); Compugraphic 180 (N/A).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.
Neighborhood Shopping Centers (No. of Stores): Central Sq.; Bradford; Haverhill Plaza (19); Lincoln Ave.; West Gate Ctr. (12); Metheun Mall, Methuen, Mass. (87); Rockingham Mall, Salem, N.H. (20); State Line Ctr., Plaistown, N.H. (15); Hoyt City Ctr., Plaistow, N.H. (8).
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Food-Mon. thru Sat.; Dept. and all other-Fri.; some Tues. eve.

13—RETAIL OUTLETS: Department Stores: Mitchell's; Maguire's Bradford; King's; K-Mart; Jordan Marsh; Sears, Cummings, Howland's Caldor, Woolco, Bradlees. **Discount Stores (CZ)** Zayre.
Discount Stores (CZ): Zayre.
Chain Drug Stores (CZ): Consumer Valu; Freedom Drug.
Chain Food Supermarkets: Butcher Boy 1; Harvest Mkt. 2; De Moulas Mkt., Cerretanis Mkt.
Other Chain Stores: Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Merchandise Inc.

14—NEWSPAPERS: GAZETTE (e) 19,026, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard W. Timmons, Adv. Mgr.
National Representatives: Landon Associates, Inc.

HOLYOKE, MASS.

1—LOCATION: Hampden County (In Springfield-Chicopee-Holyoke, Mass.-Conn. SMSA). E&P Map B-6. Industrial center; on U.S. Hwys. 5,202; 3 Exits off Interstate 91; State Hwy. 116, 8 mi. N of Springfield; 3 mi. N Exit 4, Mass. Tpk.

2—TRANSPORTATION: Railroads: Boston & Maine; Conrail.
Motor Freight Carriers: 50.
Intercity Bus Lines: Greyhound, Peter Pan, Interstate Trailways, Vermont Transit; Springfield; Northampton; Holyoke.
Airlines: Altair, American; United, Delta; Eastern; Pilgrim; Trans-World; Allegheny; Mass. Helicopter.

3—POPULATION:
Corp. City 70 Cen. 50,112; Loc. Est. 42,773
Primary Mkt. Area ABC
(70) 161,311; (80) 144,900
County 70 Cen. 459,050; Loc. Est. 467,508
SMSA-70 Cen. 529,922; Loc. Est. 543,923

4—HOUSEHOLDS:
City 70 Cen. 17,111; Loc. Est. 17,035
County 70 Cen. 144,163; Loc. Est. 171,405
SMSA 70 Cen. 167,853; Loc. Est. 199,306
Primary Mkt. Area ABC (70) 49,738; (80) 51,000

5—BANKS:	NUMBER	DEPOSITS
Banks	12	$786,267,935

6—PASSENGER AUTOS: 303,155 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 41,292

8—GAS METERS: Residence 24,299

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners. Food 705; Textile Mill Prod. 1,140; Apparel 917; Furniture 243; Paper Prod. 3,998; Printing & Publishing 3,450; Chemical 250; Rubber Prod. 2,734; Primary Metal 1,125; Fabr. Metal 975; Machy. (Ex. Elec.) 1,853; Elec. Machy. 171; Utilities 328; Misc. 3,217.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11—TAP WATER: Neutral, very soft, fluoridated.

14—NEWSPAPERS: Principal Shopping Center: 18 blocks on six streets; Holyoke Mall at Ingleside (180 units).
Neighborhood Shopping Centers: Hampden St.; South St. (12 units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fairview	4	Food Mart
Main Gate	4	Big-Y
Zayre	4	Zayre, Shop Rite
So. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Two-Guys
Hampden Plz	0	Shop Rite
Holyoke Plaza	0	Big-Y, McDonald's
Lincoln Plaza		J.M. Fields, Stop & Shop
Mountain Farms	10	Woolco
South St.		Food Marts, Tagway, Zal's
K-Mart Plaza	0	K-Mart, Shop-Rite

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon., Thurs.; Some Fri.

13—RETAIL OUTLETS: Department Stores: A. Steiger; Dorothy Dodd; J.C. Penney; Sears.
Discount Stores in C.Z.: J.M. Field's; Zayre's, Two Guys; K-Mart, Caldor.
Chain Food Supermarkets: Stop & Shop, AG 31; Food Mart 3; Big Y 5; Pats 2; Shop Rite 2; Edgar's 2; Ryback's; Bi Low 1.
Other Chain Stores: Thom McAn; Kempton's Fanny Farmer; Sherwin-Williams; Rucki's; Rix; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; Dora Dale.

14—NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 29,285; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Holloway, Dir. of Mkt., TRANSCRIPT-TELEGRAM.
National Representatives: Landon Associates

HUDSON, MASS.

1—LOCATION: Middlesex County. E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; Interstate 495.

2—TRANSPORTATION: Intercity Bus Lines: Hughes.

3—POPULATION:
Hudson Town 70 Cen. 16,084; Loc. Est. 17,947
County 70 Cen. 1,398,355; Loc. Est. 1,402,369

4—HOUSEHOLDS:
City 70 Cen. 4,439; Loc. Est. 5,735
County 70 Cen. 419,596; Loc. Est. 490,926

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$94,594,000
Savings Banks	1	$30,235,000

6—PASSENGER AUTOS: County 903,548 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 5,076

8—GAS METERS: Residence 3,347

9— PRINCIPAL INDUSTRIES (CZ): Textiles; Plastics; Tools; Chemicals; Electronics; Automotive.

10-CLIMATE: Min. & Max. Temp.—Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Nearby Shopping Center: Hudson (1/2 mi.) Victory Mkts.; Mars Bargainland.
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Gould's; Hudson Dress Shoppe; Redwood; Boston Furniture; Poplin's Furniture.
Variety Stores: Godlin's.
Discount Stores: Arthur's; Mar's Bargainland; Brook's.
Chain Drug Stores (CZ): Rexall.
Other Chain Stores: A&P; IGA; Food Farm; Victory Mkt.; Aubuchon's.

14—NEWSPAPERS: SUN (e) 2,850; sworn Mar. 31, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: D. Mark Forkey, Adv. Dir., SUN.
National Representatives: Landon Associates, Inc.

HYANNIS, MASS.

1—LOCATION: Barnstable County. E&P Map F-3. 50 mi. from New Bedford, 60 mi. from Brockton, 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, Bonanza; Plymouth & Brockton.
Passenger Steamship Lines: 3.
Freight Steamship Lines: 1.
Airlines: Air New England, 3 Air Taxis.

3—POPULATION:
Hyannis 70 Cen. 6,847, Loc. Est. 8,683
Primary Mkt. Area-ABC:
(70) 96,656; (80) 153,800
Area includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Fairmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Well- fleet, Yarmouth-all in Barnstable County; Martha's Vinyard (Dukes Co.); Nantucket Islands (Nantucket Co.).
Counties:
Barnstable 70 Cen. 96,656; Loc. Est. 153,800
Dukes 70 Cen. 6,117, Loc. Est. 6,117
Nantucket 70 Cen. 3,774; Loc. Est. 5,711
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Counties:
Barnstable 70 Cen. 32,936; Loc. Est. 60,000
Dukes 70 Cen. 2,296; Loc. Est. 3,708
Nantucket 70 Cen. 1,333; Loc. Est. 2,340
Primary Mkt. Area-ABC (70) 32,936; (80) 60,000

5—BANKS: 12 Commercial, 7 Savings, 4 Savings and Loan; 6 Co-operative (does not include branches); deposit totals not available.

6—PASSENGER AUTOS: County 24,934 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 92,000

8—GAS METERS: Residence 30,000

9— PRINCIPAL INDUSTRIES (CZ): Candles; Cement Prod; Novelties; Boats; Cigars; Cranberries; Electronics; Shoes; Plastic Packaging; Tourism & Resort; Marine Research.
Principal Pay Days: Thu., Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15. Last killing frost, May 1.

11—TAP WATER: All conditions.

12—RETAILING:
Principal Shopping Center: Downtown Hyannis and outlying Shopping Centers, principally Cape Cod Mall (75 stores) and Capetown Shopping Center.
Neighborhood Shopping Centers: Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; So. Yarmouth; Nantucket; Edgartown.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Wareham	30	Cornwell's, A&P, First Nat'l., Angelo's
Falmouth	20	Bradlee, A&P, First Natl., Angelo's, Stop & Shop
South Yarmouth	5	Stop & Shop, Angelo's, Bradlee
Buzzards Bay	15	A&P, Newman's, First Natl.
Dennisport	10	Bradlee, Frist Natl., Stop & Shop, Angelo's
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Catham Furn., A&P, First Natl., Stop & Shop
Orleans	20	Nickerson, A&P, First Natl., Stop & Shop
Provincetown	50	
Cape Cod Mall		Sears, Woolworth, Star Mkt., Filene's, Jordan Marsh

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Department Stores-Mon., Thu., Fri. Food-Mon. thru Sat.

14—NEWSPAPERS: Department Stores: Filene's; Sears; Jordan Marsh.
Variety Stores: Woolworth, Newberry.
Discount Stores: King's, Zayre, K-Mart, Bradlee 4.
Chain Drug Stores (CZ): Rexall 10, Brooks 5; Big A 2; CVS 2; Dunnington Drug 2.
Chain Food Supermarkets: A&P 9; First National 7; Stop & Shop 6; Angelo's 7; Star Mkt.; Christy Bros; Farnland.
Other Chain Stores: Buttners, Puritan Clothing, Kennedy's; Anderson-Little; Castro; Kinney Shoes; Consumer Value; Lerner's; Clerry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Singer Co; Radio Shack; Thom McAn; Hic Kory Farm; Mid Cape Center; Grossmans Plywood Ranch.

14—NEWSPAPERS: CAPE COD TIMES (e-Mon. to Fri.) 33,121; (S)37,307; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, CAPE COD TIMES.
National Representatives: Branham/Newspaper Sales, Inc.

LAWRENCE, MASS.

1—LOCATION: Essex County (In Lawrence-Haverhill SMSA). E&P Map D-1, County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 69.
Intercity Bus Lines: Trailways; Greyhound; Hudson; Michaud; Trombly.

3—POPULATION:
Corp. City 70 Cen. 66,915; Loc. Est. 63,220
CZ ABC: (70) 162,492; (80) 164,700
RTZ-ABC: (70) 94,635; (80) 114,800
SMSA 70 Cen. 258,564; Loc. Est. 248,793
County 70 Cen. 637,887; Loc. Est. 648,286
City & RTZ-ABC: (70) 257,127; (80) 279,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 23,229; Loc. Est. 25,617
County 70 Cen. 201,598; Loc. Est. 237,567
SMSA 70 Cen. 81,828; Loc. Est. 91,217
CZ ABC: (70) 51,712; (80) 59,500
RTZ-ABC: (70) 26,688; (80) 37,200
City & RTZ-ABC: (70) 78,400; (80) 96,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$546,871,598
Commercial Banks	5	$1,149,980,034
Co-operative Banks	4	$261,376,511

6—PASSENGER AUTOS: (City est.) 32,000

7—ELECTRIC METERS: Res. 59,200

8—GAS METERS: Res. 32,146

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners—Construction 2,835; Manufacturing 39,883; Transportation 1,404; Wholesale Trade 2,877; Retail Trade 12,154; Finance 1,592; Service 12,159; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chemicals & Allied 1,660; Plastic & Rubber 3,256; Leather 5,-618; Fabricated Metal 1,161; Machinery 2,328; Electrical Mach. 11,635.

10-CLIMATE: Min. & Max. Temp.—Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers: Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, N.H.; Rt. 114 in Lawrence; Rte. 213 Methuen.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Essex Plaza	1	DeMoulas Mkt., Stuart's
Merrimack Plz.	5	DeMoulas Mkt., Almy's
No. Andover Mall	4	DeMoulas Mkt., K-Mart
Rockingham Mall	10	Channel Home Ctrs. Webb, Bradlees
Salem Plaza	9	DeMoulas Mkt., Woolco
Shawsheen Plz.	4	DeMoulas Mkt., New England Stores
Zayre	2	Zayre, Messina's
K-Mart	10	K-Mart, Market Basket
Methuen Mall	5	Sears, Jordan Marsh
Caldor	5	Caldor, Market Basket
Zayre	2	Zayre, Barcelos Mkt.

Principal Shopping Days: Tues., Fri., Sat.
Stores Open Evenings: Tue. & Fri.; Food 6 nights.

Shopping centers open Sunday 1 to 6 Essex Plaza; Essex St., Lawrence 4 Stores; Merrimack Plaza, Haverhill St., Methuen 6 Stores; North Ardover Mall, Route 114, No. Andover 6 Stores; Salem Plaza, Route 28, Salem N.H. 12 Stores; Shawsheen Plaza, Main 9., Andover 10 Stores; Zayre, Route 114, Lawrence 3 Stores; K-Mart Plaza, Route 28 Salem, N.H. 12 Stores; Rockingham Mall, Rte. 28, Salem, N.H., 35 stores. Methuen Mall Rte. 213 Methuen 70.

13—RETAIL OUTLETS: Department Stores Sears, Almy's; Bradlees, Howland, Jordan Marsh.
Variety Stores Woolworth.
Discount Stores (CZ) Woolco, Stuart's, Marshall's, Zayre 2, K-Mart 2.
Chain Drug Stores Osco, Adams; Riverside 1; Pharmacity 1; Nahill 2; CVS 5; MD, Med-X2.
Chain Food Supermarkets Messina's 1; Purity Save-Mor 1; De Moulas 5; Market Basket; DeMoulas/Market Basket 2; Barcelos 2; Heartland Jr.
Other Chain Stores McQuades, Cherry & Webb 3, Thom McAn 2; Scott's, Fanny Farmer 1; Smith's, The Empire, Sherwin-Williams 3; Allied Radio Shack 4; Child World, Fayva; Taylor Rent All Ctr. 2; American Handcraft, Anderson Little, Brooks Fashion, Casual Corner, Chess King, Cummings; Curtis Music, Deering Ice Cream, Diamond Jewelers; Endicott Johnson, Eva Gabor, Fields Hosiery, Foxmoor, General Nutrition, Hallees Air Step, Hickory Farms, Hudsons, Kay Jewelers, Kennedys, Kiddie Photo, Kinney Shoe, Lauriets; Merry Go Round; Midland Records, Miles Shoe, Mother-To-Be, National Shirt, N.E. Piano & Organ, Ormonds. Pearl Vision Ctr., Sackett's Hallmark Cards, So-Fro Fabrics, Spencer Gifts, Spectrum; Viking Hus, Walden Book, You & You, Zale Jewelers, Baskin Robbins, Hanover Shoe, Male Stop, Orange Bowl, Play 'n Learn; Swiss Pretzel, Rosebud Flowers.

14—NEWSPAPERS: EAGLE-TRIBUNE (e) 51,759, (S) 50,207; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Chester J. Zembruski, Adv. Dir., EAGLE-TRIBUNE.
National Representatives Story & Kelly-Smith, Inc.

LEOMINSTER, MASS.

See FITCHBURG, MASS.

LOWELL, MASS.

1—LOCATION: Middlesex County, E&P Map D-1 (SMSA). County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Routes 3, 4, 110, 133; Interstate 495.

2—TRANSPORTATION: Railroads Boston & Maine; N.Y., N.H. & H, Conrail.
Motor Freight Carriers 4.
Intercity Bus Lines Massachusetts Bay Transp. Authority, Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Transportation Authority.

3—POPULATION:
City 70 Cen. 94,239, Loc. Est. 86,788
CZ ABC: (70) 212,860; (80) 221,600
RTZ-ABC: (70) 127,043; (80) 147,300
SMSA 70 Cen. 218,268, Loc. Est. 208,762
County 70 Cen. 1,398,355, Loc. Est. 1,402,369
City & RTZ-ABC: (70) 340,835; (80) 386,900

4—HOUSEHOLDS:
City 70 Cen. 30,044, Loc. Est. 32,465
County 70 Cen. 419,596, Loc. Est. 490,926
SMSA 70 Cen. 61,824, Loc. Est. 68,578
CZ ABC: (70) 60,447; (80) 71,000
RTZ-ABC: (70) 33,508, (80) 44,300
City & RTZ-ABC: (70) 93,955; (80) 115,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$588,900,000
Sav. & Loan Assns.	1	$179,000,000
Savings Banks	6	$371,500,000

6—PASSENGER AUTOS: County Est. 903,548 (1977 All Vehicles)

7—ELECTRIC METERS: Co. 44,309 Lowell 23,495

8—GAS METERS: Co. 73,000; Lowell 31,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Machinery 4,060; Textiles 3,060; Printing & Publishing 2,510; Electrical Machinery 1,680, Ordnance 1,670; Apparel 1,400; Food 1,280; Leather 1,350; Paper & Applied Products 1,010, Durable Goods 10,410; Non-Durable Goods 11,880; Average Weekly Wage—April 1976 Production Workers; Manufacturing $161.41; Employment Total—60,600 April 1976.
Principal Industrial Pay Days Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16. Last killing frost, Apr. 26.

11—TAP WATER: Acid, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center 5 blocks on Central St., 5 on Merrimack St.; 5 on Middlesex St. Alexander's (4 stores); Central Plaza (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers (RTZ) Lowell Plaza, Rte. 495 Connector; Stadium Plaza, Jct. Rte. 38 & 495, Sunrise Shopping Center, Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plaza, Jct. Rtes. 3 & 110, Chelmsford; Towne Plaza, Rte. 3A, Billerica; Tewksbury Shopping Center, Rte 38 Tewksbury; Wilmington Plaza, Rte. 38, Wilmington; Pelham Plaza, Rte. 38, Pelham, N.H.
Enclosed Malls Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H., Billerica Mall.
Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Dept.—Mon., Thu., Food—Every Night ex. Sat. & Sun.

13—RETAIL OUTLETS: Department Stores Cherry & Webb, J. M. Fields, Sears, Kings; Jordan Marsh.
Discount Stores (CZ) Zayre, Stuart's 4, Brooks, Consumer Value, Marshal's 3, Mal's, Mammoth Mart; Sparks, Thorndike Factory Outlet, Mars, Bradlees, K-Mart.
Variety Stores Woolworth, Kresge, Wellwood.
Chain Drug Stores W. M. Alexis 2, Page's 2, Plunkette 3; Brook's 2.
Chain Food Supermarkets Stop & Shop 2, Alexander's 3, Clermont's 2, Demoulas Foods 7, Food Fair, Purity-Supreme 3, Star Markets 2, Victory.
Other Chain Stores Elliot: Stores (housewares, furnishings), Scott Jewelry, Goodrich; Goodyear; Firestone, McQuade (clothing), Confectionery: Brigham's, Candyland. Fanny Farmer, Sherwin-Williams, Singer Co., Kent Jewelry.

14—NEWSPAPERS: SUN (e) 56,183, (S) 48,071; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN.
National Representatives Story & Kelly-Smith, Inc.

LYNN, MASS.

1—LOCATION: Essex County, E&P Map E-1 (In Boston SMSA). 10 mi. N of Boston; 4 mi. from Route 1 and new circumventure Hwy. 128. Also served by Hwys. 1A, 129.

2—TRANSPORTATION: Railroads Boston & Maine.
Motor Freight Carriers 9.
Intercity Bus Lines Mass. Bay Transit Authority.
Airlines 7 mi. to Logan Intl. Airpt.

3—POPULATION:
Corp. City 70 Cen. 90,294; Loc. Est. 71,751
CZ ABC: (70) 133,101; (80) 114,500
RTZ-ABC: (70) 278,001; (80) 265,000
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 637,887; Loc. Est. 648,286
City & RTZ-ABC: (70) 411,102; (80) 379,500

4—HOUSEHOLDS:
City 70 Cen. 30,959, Loc. Est. 28,778
County 70 Cen. 201,598; Loc. Est. 237,567
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767
CZ ABC: (70) 43,732; (80) 42,800
RTZ-ABC: (70) 85,667; (80) 93,600
City & RTZ-ABC: (70) 129,399; (80) 136,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$134,538,800
Co-op Banks	5	$43,360,418
Savings Banks	2	$252,894,415

(Also 17 Branch Bank Offices)

6—PASSENGER AUTOS: County Est. 429,780 (1977)

7—ELECTRIC METERS: Residence 40,716

8—GAS METERS: Residence 40,381

9— PRINCIPAL INDUSTRIES (CZ): More than 58,000 Wage Earners in Electrical Transportation Equipment, Turbines, Jet Engines, Research; Shoes and Allied Products; Electronics; Plastics; Bakery Products; Lamps; Metal Products, Incandescent Lamps, Medicine, Clothing and other industries in Lynn. Av. Wkly. Wage: $175.00.
Principal Industrial Pay Days Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-50, Summer 61-82, Fall 40-61; Winter 14-33.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center 3 blocks on Union St.; 3 on Market St.; 1 on Munroe St.; 1 Central Square; 2 on Exchange St.; 2 on Broad St.; 4 on Lynnway, 2 on Boston St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Vinnin Sq.	3	Star Mkt, Bradlee
Vinnin Sq. Annex	3¼	Stop & Shop
Lynngate Plaza	3	Stop & Shop
N.E. Shpg.	3½	Sears, First Natl., Gilchrists
Broadway	3¼	Stop & Shop
Danvers Plaza	7	Almy's, Woolworths, Purity Supreme
Liberty Mall (Danvers)	7	Ann & Hope, K-Mart, Lechmere Sales
Northshore (Peabody)	7	Jordan Marsh, Filene's, Sears, Stop & Shop
Northgate	4½	First Natl., Zayre
Lynway	1½	Capitol Mkt., Liberty Mkt., Stop & Shop

Principal Shopping Days Thu., Fri., Sat.
Stores Open Evenings Some Thu., most Fri.
Discount Stores Every night.

13—RETAIL OUTLETS: Department Stores T. W. Rogers, Sears 2, Caldor 2.
Variety Stores Woolworth 1; New England Stores 3.
Discount Stores (CZ) Zayre 3, Rich's, Bradlee, Jerry's, Randy's, Factory Shoe, Siesta Shop; Tri City Sales.
Major Size Specialty Stores Besse Rolfe, Rooks; Empire, Hoffmans; Jerry's.
Chain Drug Stores Eaton, Liggett, Consumer Value, Brooks 2; Rix, Lane 6, Big L; Osco 2.
Chain Food Supermarkets (CZ) A&P 4, Stop & Shop 5; Star Mkrs. 2, A. G. Stores 12; I.G.M. 19, Liberty Super 2, First National 3, Capitol 1, Richdale 6; Purity Supreme 2, De Moula's.
Other Chain Stores (City & RTZ) Clothing: Jordan- Marsh, Filene, Newbury's, Zayre, Kennedy 2, Rooks 3. Loehmann's, Lerners, Anderson Little, Howard Clothes, National Shirt Shops. Paint: Town 2, Sherwin-Williams 2. Tobacco: Bond Hill. Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Royal Tile, Dairy: Cumberland Farms 8, Richdale 10; Singer Co. Sporting Goods: Jerry's, Pennyworth, Musinsky's; Army and Navy Stores, Hermans. Records: Disc Shop. Jewelry: Long's, Kays, Ross. Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Musinsky's Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, French Shriner, Taymor. Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler. Rugs: Kaufman, J.C. Best, Community Opticians; Child World; Furns., Levitz, Taymor.

14—NEWSPAPERS: ITEM (e-Mon. to Fri.) 29,891, (Sat-e) 27,031; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul McCarthy, Advtg. Mgr.
National Representatives Landon Associates, Inc., USSPI.

MALDEN, MASS.

1—LOCATION: Middlesex County (In Boston SMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2—TRANSPORTATION: Railroads MBTA, —Boston & Maine.
Motor Freight Carriers 9.
Intercity Bus Lines Mass. Bay Transp. Authority. Hudson.
Airlines All major lines.

3—POPULATION:
City 70 Cen. 56,127; Loc. Est. 55,141
County 70 Cen. 1,398,355; Loc. Est. 1,402,369
SMSA 70 Cen. 2,899,101, Loc. Est. 2,820,047
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 18,802, Loc. Est. 21,733
County 70 Cen. 419,596, Loc. Est. 490,926
SMSA 70 Cen. 898,032, Loc. Est. 1,014,767

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	$260,000,000
Commercial Banks	5	$370,000,000
Other		$331,000,000

6—PASSENGER AUTOS: County Est. 903,548 (1977)

7—ELECTRIC METERS: Residence 16,100

8—GAS METERS: Residence 15,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees (Wkly. Wage), Agric. & Mining 72 ($165); Constr. 1,243 ($190); Mfg. 720 ($150); Trans. Com. & Util. 1,187 ($190), Wholesale & Retail Trade 3,528 ($140); Finance, Ins. & R.E. 716 ($175); Services 4,500 ($150); Jewelry 100; Electronics 100. Total 1,077 firms, 14,574 employees. Annual payroll $165,000,000; 23,000 Total employed.

10-CLIMATE: Min. & Max. Temp.—Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center Pleasant St., Main St.; Irving St.; Ferry St.; Exchange St., Eastern Ave.
Other Shopping Centers Townline Plaza, Northgate, New England, Bryant Terrace, Stuart's Village.
Principal Shopping Days Thurs., Fri., Sat.
Stores Open Evenings Thurs., Fri.

13—RETAIL OUTLETS: Department Stores Jordan Marsh, Kings, Child World; Stuart's, Caldor, Hallmark.
Discount Stores (CZ) Sparks, Medic-Fair; FFDC. Rix Health & Beauty Aids; Big L.
Variety Stores FFC.
Chain Drug Stores (CZ) Big L; Liggett's.
Chain Food Supermarkets First National, Star Mkt., Johnnie's Foodmaster, Stop & Shop.
Other Chain Stores Thom McAn; Radio Shack; Hanlon's Shoes, Anderson-Little, National Hardware.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 8,782 C.A.C. Jun. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Adv. Dir., NEWS.
National Representatives Landon Associates, Inc., USSPI.

MARLBOROUGH, MASS.

1—LOCATION: Middlesex County, E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; Interstate 495,290.

2—TRANSPORTATION: Railroads Boston & Maine.
Motor Freight Carriers 10.
Intercity Bus Lines Hughes. Boston & Worcester.

3—POPULATION:
Corp. City 70 Cen. 27,936; Loc. Est. 31,700
County 70 Cen. 1,398,355; Loc. Est. 1,402,369

4—HOUSEHOLDS:
City 70 Cen. 8,357, Loc. Est. City 11,201

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YEAR BOOK

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,689,170	5,906,955	20,918,940	47,058,309	2,162,027	21,766	4,970	85,316	90,066
STANDARD METROPOLITAN STATISTICAL AREAS									
Boston, Mass.	2,899,101	2,866,596	11,456,836	24,695,221	1,043,915	23,656	N.A.	N.A.	N.A.
Brockton, Mass.	150,416	181,638	482,505	1,340,858	61,206	21,907	N.A.	N.A.	N.A.
Fall River, Mass.-R.I.	169,549	193,734	517,703	1,224,878	74,496	16,442	N.A.	N.A.	N.A.
Fitchburg-Leominster, Mass.	97,164	97,111	385,084	706,155	35,776	19,738	N.A.	N.A.	N.A.
Lawrence-Haverhill, Mass.-N.H.	258,564	250,280	969,428	2,084,227	92,720	22,479	N.A.	N.A.	N.A.
Lowell, Mass.-N.H.	218,268	209,662	805,947	1,637,596	69,564	23,541	N.A.	N.A.	N.A.
New Bedford, Mass.	161,288	174,671	492,135	1,112,465	69,379	16,035	N.A.	N.A.	N.A.
Pittsfield, Mass.	96,817	93,335	351,414	645,921	34,174	18,901	N.A.	N.A.	N.A.
Providence-Warwick-Pawtucket, R.I.-Mass.	905,558	920,793	3,147,394	6,983,361	335,914	20,789	N.A.	N.A.	N.A.
Springfield-Chicopee-Holyoke, Mass-Conn.	529,922	548,309	1,800,574	3,818,958	203,157	18,798	N.A.	N.A.	N.A.
Worcester, Mass.	372,144	391,085	1,267,905	2,792,162	140,584	19,861	N.A.	N.A.	N.A.
COUNTIES, Cities									
BARNSTABLE	96,656	156,864	268,707	1,318,289	63,421	20,786	116	1,885	115
Hyannis	6,847	8,854	18,401	71,931	3,659	19,659	*	*	*
BERKSHIRE	149,402	150,579	543,233	1,035,062	55,549	18,633	338	1,646	8,752
North Adams	19,195	17,183	62,840	102,516	6,698	15,[illegible]	*	*	*
Pittsfield	57,020	50,012	210,521	360,093	18,938	19,014	*	*	*
BRISTOL	444,301	514,648	1,368,984	3,298,427	192,808	17,107	552	5,023	9,702
Attleboro	32,907	33,863	110,970	240,235	12,402	19,371	*	*	*
Fall River	96,898	99,672	277,432	581,906	40,430	14,393	*	*	*
New Bedford	101,777	97,969	292,967	579,486	40,693	14,240	*	*	*
North Attleboro	18,665	20,997	65,019	150,980	7,789	19,384	*	*	*
Taunton	43,756	41,535	135,042	263,878	15,023	17,565	*	*	*
DUKES	6,117	8,786	20,453	73,822	3,811	19,371	30	111	56
ESSEX	637,887	664,035	2,373,647	5,593,389	246,004	22,737	342	5,357	4,153
Beverly	38,348	36,614	142,885	303,093	13,180	22,996	*	*	*
Gloucester	27,941	26,457	98,020	201,704	10,245	19,688	*	*	*
Haverhill	46,120	42,757	161,442	322,091	16,687	19,302	*	*	*
Lawrence	66,915	61,301	230,546	455,049	25,171	18,078	*	*	*
Lynn	90,294	71,035	315,487	538,600	28,870	18,656	*	*	*
Newburyport	15,807	16,281	52,860	116,996	6,193	18,892	*	*	*
Peabody	48,080	45,592	174,210	369,991	15,758	23,480	*	*	*
Salem	40,556	36,803	142,034	276,944	14,564	19,016	*	*	*
FRANKLIN	59,210	65,897	189,109	437,867	25,518	17,159	452	6,489	8,290
Greenfield	18,116	17,976	57,300	117,481	7,347	15,990	*	*	*
HAMPDEN	459,050	470,618	1,613,820	3,327,040	174,424	19,074	353	8,659	4,382
Holyoke	50,112	41,519	164,003	270,755	16,773	16,142	*	*	*
Springfield	163,905	166,177	547,245	1,0[illegible]670	64,908	16,695	*	*	*
Westfield	31,433	36,214	112,544	258,805	12,979	19,940	*	*	*
HAMPSHIRE	123,981	138,901	365,086	974,839	47,213	20,648	537	8,815	9,011
Amherst	26,331	34,247	72,729	205,462	8,205	25,041	*	*	*
Northampton	29,664	28,033	89,511	203,538	10,294	19,772	*	*	*
MIDDLESEX	1,398,355	1,424,899	5,485,828	13,015,078	504,237	25,811	584	23,401	13,903
Framingham	64,048	66,159	309,054	627,946	23,321	26,926	*	*	*
Hudson	16,084	17,670	62,872	130,317	5,728	22,751	*	*	*
Lowell	94,239	85,043	248,089	601,193	32,268	18,631	*	*	*
Malden	56,127	53,591	230,667	431,798	21,425	20,154	*	*	*
Marlborough	27,936	31,629	114,482	247,065	11,336	21,795	*	*	*
Medford	64,397	57,986	265,758	480,950	20,910	23,001	*	*	*
Melrose	33,180	31,291	154,645	294,117	11,192	26,279	*	*	*
Wakefield	25,402	25,397	116,196	233,526	9,147	25,530	*	*	*
Waltham	61,582	53,446	253,354	433,394	18,714	23,159	*	*	*
Woburn	37,406	34,068	157,621	277,959	11,420	24,340	*	*	*
NANTUCKET	3,774	5,590	13,295	43,489	2,332	18,649	N.A.	N.A.	N.A.
NORFOLK	604,854	531,150	2,559,281	4,885[illegible]	179,197	27,263	174	3,136	1,911
Dedham	26,938	26,174	110,100	22[illegible]	8,249	27,749	*	*	*
Quincy	87,966	94,061	346,567	741,061	33,467	22,143	*	*	*
PLYMOUTH	333,314	428,274	1,103,172	3,252,027	146,528	22,194	581	11,956	7,287
Brockton	89,040	98,874	286,838	738,358	35,990	20,516	*	*	*
Hanover	10,107	15,023	33,933	115,717	5,904	19,600	*	*	*
SUFFOLK	735,190	659,222	2,796,092	4,883,849	273,539	17,854	N.A.	N.A.	N.A.
Boston	641,071	597,899	2,420,798	4,241,338	241,206	17,584	*	*	*
Chelsea	30,625	21,715	109,042	142,605	8,309	17,163	*	*	*
WORCESTER	637,079	687,492	2,218,233	4,919,707	247,446	19,882	898	8,192	22,500
Athol	11,185	10,486	37,137	75,247	4,245	17,726	*	*	*
Clinton	13,383	12,096	45,115	85,092	4,524	18,809	*	*	*
Fitchburg	43,343	35,318	144,780	243,698	13,657	17,844	*	*	*
Gardner	19,748	17,556	66,949	123,060	6,666	18,461	*	*	*
Milford	19,352	26,038	61,087	167,486	9,620	17,410	*	*	*
Southbridge	17,057	16,509	59,851	120,194	6,567	18,303	*	*	*
Worcester	176,572	158,789	622,074	1,168,125	60,966	19,160	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture, U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1979 Cash Receipts as follows: From Crops $135,689,000, from Livestock & Livestock Products $118,525,000; Total $254,214,000.

*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

MARLBOROUGH—continued

County 70 Cen. 419,596; Loc. Est. 490,926

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$40,000,000
Commercial Banks	3	$250,000,000

6—PASSENGER AUTOS: County All Vehicles 903,548(1977)

7—ELECTRIC METERS: Residence 9,802

8—GAS METERS: Residence 4,533

9— PRINCIPAL INDUSTRIES (CZ): Computers, Paper Products; Shoes; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chemicals; Tool & Die, Research, Electronics; Plastics; Containers.

10-CLIMATE: Min. & Max. Temp.—Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Post Road	13	Big Discount, Rich's
Indian Hill	-	King's, Stop & Shop, Marshall's

Principal Shopping Days: Thu., Fri., & Sat.

13—RETAIL OUTLETS: Department Stores: Golden's; Jobber's Outlet, Concannon's, Adams Brook Discount.
Variety Stores: Godin's.
Discount Stores; King's; Rich's, Marshall's.
Chain Drug Stores (CZ): Rexall; Bouvier; Medi Mart; Medicine Shoppe; CVS.
Chain Food Supermarkets: Stop & Shop 2; IGA; Big D; Chicago Beef; Victory Markets.
Other Chain Stores: Town Paint; Everett Auto; Consumer Auto Parts.

14—NEWSPAPERS: ENTERPRISE (e) 7,086; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David M. Anderson, ENTERPRISE.
National Representatives: Landon Associates, Inc.

MEDFORD, MASS.

1—LOCATION: Middlesex County. (In Boston SMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2—TRANSPORTATION: Railroads: MBTA; Boston & Maine.
Motor Freight Carriers: 12.
Intercity Bus Lines: Mass. Bay Transp. Authority; Hudson.

3—POPULATION:
Corp. City 70 Cen. 64,397; Loc. Est. 58,227
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 1,398,355; Loc. Est. 1,402,369
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 19,547; Loc. Est. 16,500
County 70 Cen. 419,596; Loc. Est. 490,926
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$175,000,000
Commercial Banks	6	$336,000,000

6—PASSENGER AUTOS: N.A.

7—ELECTRIC METERS: 19,000

8—GAS METERS: Residence 16,320

9— PRINCIPAL INDUSTRIES (CZ): Agric. & Mining; Constr., Manufacturing; Transp. Comm. & Util.; Whol. & Ret., Finance, Ins. & Real Est.; Services.

10-CLIMATE: Min. & Max. Temp.—Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on Riverside Ave., 4 on High St., 2 on Main St., 1 on Forest St.; 1 on Salem St., Wellington Circle; Steven's Sq.
Neighborhood Shopping Centers: Steven's Sq.; Harvard Sq., West Medford Sq.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Fellsway Plaza	22	Zayre, Stop & Shop
Food Masters/ Turnstyle	3	Turnstyle
Meadow Glenn Mall	50	Bradlees, Marshalls
Medford	17	Woolworth, Liberty
Mystis Mall	20	K-Mart, Market Basket
Wellington Circle	4	First Nat'l., Field's Dept.
Town Line Plz.	-	King's, Star

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu.; Fri.

13—RETAIL OUTLETS: Department Stores: Gilchrist, Turnstyle.
Discount Stores (CZ): Zayres, Turnstyle; J.M. Fields, El-Jay; Mammoth Mart.
Variety Stores: Woolworth, N.E. Stores.
Chain Drug Stores (CZ): Liggett-Rexall 2; Consumer Valu, Craddock 2, Archer-Kent.
Chain Food Supermarkets: First National 5, Stop & Shop 2, A&P, Star, Liberty Mkt.; Johnnie's Foodmaster; Sam's 3.
Other Chain Stores: Lerner's; Thom McAn, S&H Green Stamps, Goodyear.

14—NEWSPAPERS: MERCURY (e-Mon. to Fri.) 6,536; Dec 31, 1979 CAC.
Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Adv. Dir., MERCURY.
National Representatives: U.S. Suburban Press, Inc.; Landon Associates, Inc.

MELROSE, MASS.

1—LOCATION: Middlesex County, E&P Map E-2 (In Boston SMSA). 7 miles from Boston. On U.S. Hwy. 1.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 19.
Intercity Bus Lines: Mass. Bay Transportation Authority; Service Bus Lines, Saugus Transit.
Airlines: All at Boston Airport.

3—POPULATION:
Corp. City 70 Cen. 33,180; Loc. Est. 31,256
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 1,398,355; Loc. Est. 1,402,369

4—HOUSEHOLDS:
City 70 Cen. 10,043; Loc. Est. 11,021
County 70 Cen. 419,596; Loc. Est. 490,926
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$160,000,000
Savings	2	N.A.

6—PASSENGER AUTOS: County 903,548 (1977 All Vehicles)

7—ELECTRIC METERS: 9,800

8—GAS METERS: 6,900

9— PRINCIPAL INDUSTRIES (CZ): 414 firms, 4,988 employees; Annual Payroll $51,000,000. Mfg. Chemicals; Transistors; Radios and Food Products.

10-CLIMATE: Min. & Max. Temp.—Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22. Last killing frost, Apr. 13.

11—TAP WATER: Acid, soft.

12—RETAILING: Principal Shopping Center: Main St.; Franklin St.; Essex St.; W. Wyoming Ave.
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS:
Variety Stores: Weldwood.
Chain Drug Stores (CZ): CVS, Big 2; Brooks 1.
Chain Food Stores (CZ): First Nat'l.; Cerretani's 4.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 1,755; Dec. 31, 1979 CAC (Latest statement available).
Local Contact for Advertising and Merchandising Data: David Brickman, Pub., or Norman J. Morrison, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.; USSPI.

MILFORD, MASS.

1—LOCATION: Worcester County, E&P Map D-2. On State Hwys. 16, 85, 109, 122, 140; Interstate 495; 18 mi. SE of Worcester, 30 mi. SW of Boston, 30 mi. N of Providence, RI.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.
Airlines: Hopedale Airways.
Motor Carriers: 3.

3—POPULATION:
Corp. Town 70 cen. 19,352; Loc. 23,351
Primary Market Area-ABC:
(70) 59,126; (80) 68,500
County 70 Cen. 637,079; Loc. Est. 673,198

4—HOUSEHOLDS:
City 70 Cen. 6,020; Loc. Est. 7,750
County 70 Cen. 193,844; Loc. Est. 239,664
Primary Market Area-ABC:
(70) 16,537; (80) 21,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	$86,928,000
Commercial Banks	3	$68,541,000
Sav. & Loan Assn.	1	$70,000,000

6—PASSENGER AUTOS: County All Vehicles 443,117 (1977).

7—ELECTRIC METERS: Residence 9,103.

8—GAS METERS: Residence 3,663.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners. Loom Mfg. 700; Shoes 350; Glass 380; Mfg. Scientific Inst. 765; Milford Hospital 775.
Principal Shopping Days: Thur., Fri., Wed.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Milford Plaza	-	Sears, Stop & Shop
Shoppers World	16	—
Natick Mall	16	—
Auburn Mall	17	—
Worcester Galleria Mall	18	—
Walnut Hill Mall	12	—

Principal Shopping Days: Wed., Thurs., Fri., Sat.
Stores Open Evenings: Mon. thru Fri. til 9 P.M.

13—RETAIL OUTLETS: Department Stores: Mars; K-Mart; Calico Corner; Kings; Fair; Zayre; Hit or Miss; Two Guys; Kings; Casual Male; Piece Goods.
Chain Drug Stores (CZ): Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams Drug.
Chain Food Supermarkets (CZ): Stop 'N Shop; Almacs; 9 to 9; Fernandes; Iandolis; Big D; Value King; Star Market; Rico's.

14—NEWSPAPERS: NEWS (e) 14,195; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Roy F. Lovell, Pub., Pres., NEWS.
National Representatives: Landon Associates, Inc.

NEEDHAM, MASS.

See DEDHAM, MASS.

NEW BEDFORD, MASS.

1—LOCATION: Bristol County, (in New Bedford, Mass. SMSA). E&P Map E-3. Situation on Buzzards Bay. 56 mi. S of Boston. On Interstate 195 and Mass. 140.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 23.
Intercity Bus Lines: New England Transportation; Southeastern Regional Transit Authority; Brander; Medeiros; Greyhound.
Freight Steamship Lines: 9.
Airlines: Air New England; Nor East (charter).

3—POPULATION:
Corp. City 70 Cen. 101,777; Loc. Est. 98,383
CZ ABC: (70) 140,716; (80) 142,400
RTZ-ABC: (70) 57,237; (80) 77,300
County 70 Cen. 444,301; Local Est. 503,467
SMSA 70 Cen. 161,288; Loc. Est. 172,237
City & RTZ-ABC: (70) 197,948; (80) 219,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 35,423; Loc. Est. 40,351
County 70 Cen. 141,549; Loc. Est. 186,606
SMSA 70 Cen. 53,726; Loc. Est. 67,644
CZ ABC: (70) 47,592; (80) 55,000
RTZ-ABC: (70) 17,542; (80) 27,000
City & RTZ-ABC: (70) 65,134; (80) 82,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$747,200,947
Sav. & Loan Assn.	1	$43,665,974
Commercial Banks	4	$311,241,112

6—PASSENGER AUTOS: County Est. 305,045 (1979).

7—ELECTRIC METERS: Res. & Comm. 63,208.

8—GAS METERS: Res. & Comm. 46,567.

9— PRINCIPAL INDUSTRIES (CZ): Total wage earners 69,600; Apparel 8,500; Rubber Chemicals & Plastics 8,200; Metals & Machy. 7,000; Food prods. 2,000; Construction 1,700; Govt. 12,500; Transp. & Pub. Util. 2,400; Financial & Real Est. 2,000; Services 8,900; Fishing 3,000; (Nationa's largest East Coast fishing port, fish landings 1979 86,800,000 lbs. valued at $67,400,000.)

10-CLIMATE: Min. & Max. Temp.—Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers: 24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Darthmouth Mall	5	Sears
King's Hwy.	4	Mammoth Mart, Finast
Berdon Plaza	3	Mammoth Mart, Almac's
Rio Plaza	3	Fernandes
K-Mart	4	K-Mart
Shaw's	-	K-Mart
Dartmouth Plaza	4	
Wareham Plaza	15	

Principal Shopping Days: Thurs., Fri.
Stores Closed: Wed. aft. during July, August.
Stores Open Evenings: Thu.; Some Fri.; Shopping centers and Supermarkets-every night.

13—RETAIL OUTLETS: Department Stores: Star Store; Cherry & Webb 2; Outlet Co.; Sears; Peerless.
Discount Stores (CZ): Cove Discount; Mars Bargainland-2; Zayre; King's Dept. Store 2; K-Mart.
Variety Stores: Woolworth; Kresge.
Chain Drug Stores: Brooks 5; Rite Aid 3.
Chain Food Supermarkets: A&P; 1st Nat'l; Stop & Shop; Angelo's; Shaw's Supermarkets 2; Fernandes 3; Almac's 3.
Other Chain Stores: Singer Co.; Benny's; National Hardgoods; Kay Jewelry; Castro Convertibles; Grossman; Plywood Ranch; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; S&H Green Stamps; Fashion Bara; Peerless Clothing; Sawyer's.

14—NEWSPAPERS: STANDARD-TIMES (e) 48,605; (Sat.-m) 48,365; (S) 51,626; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles C. Alves, Adv. Dir., STANDARD-TIMES.
National Representatives: Branham/Newspaper Sales.

NEWBURYPORT, MASS.

1—LOCATION: Essex County, E&P Map E-1. On Merrimack River. 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Route 1 and Shore Line Route 1A.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Boston & Maine Transp. Co.; Interstate.

3—POPULATION:
Corp. City 70 Cen. 15,807; Loc. Est. 16,413
CZ ABC: (70) 25,895; (80) 25,700
RTZ-ABC: (70) 47,738; (80) 62,400
County 70 Cen. 637,887; Loc. Est. 648,286
City & RTZ-ABC: (70) 73,633; (80) 88,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,061; Loc. Est. 6,160
County 70 Cen. 201,598; Loc. Est. 237,567
CZ ABC: (70) 8,309; (80) 9,500
RTZ-ABC: (70) 14,290; (80) 21,500
City & RTZ-ABC: (70) 22,599; (80) 31,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$52,582,000
Savings Banks	3	$42,303,422

6—PASSENGER AUTOS: County Est. All Vehicles 429,780 (1977).

7—ELECTRIC METERS: Residence 5,222.

8—GAS METERS: Residence 3,200.

9— PRINCIPAL INDUSTRIES (CZ): Industry & Number of Wage Earners—Apparel 323; Furniture 131; Paper 40; Pub. 35; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Fabricated Metals 46; Mchy. excl. Elect. 65; Elec. Mchy. 1,472; Transp. incl. Marine 622; Silversmiths 351; Govt. and RR 1,280; Self-Employed Domestic and Family 2,000; Local Agricultural 180.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING:
Stores Open Evenings: Fri.
Shopping Center: Newburyport Plaza (11 stores—Shaw's Super Mkt.).
Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: H. W. Pray.
Discount Stores (CZ): Mammoth Mart K-Mart.
Chain Drug Stores (CZ): Haydn's; Brooks.
Chain Food Supermarkets: First Natl.; Shaw's.

14—NEWSPAPERS: NEWS (e) 10,553; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William L. Plante, Jr., Gen. Mgr., or George H. Gurney, JR., Adv. Mgr., NEWS.
National Representatives: USSPI.

NORTH ADAMS, MASS.

1—LOCATION: Berkshire County, E&P Map B-1. In NW corner of State. Indurstrial and shopping center. 135mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2—TRANSPORTATION: Railroads: Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers: 25.
Intercity Bus Lines: Bonanza; Vermont Transit; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 19,195; Loc. Est. 18,517
CZ ABC: (70) 40,892; (80) 38,800
RTZ-ABC: (70) 9,737; (80) 9,900
County 70 Cen. 149,402; Loc. Est. 148,037
City & RTZ-ABC: (70) 50,629; (80) 47,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,298; Loc. Est. 7,116
County 70 Cen. 46,969; Loc. Est. 54,025
CZ ABC: (70) 13,064; (80) 13,900
RTZ-ABC: (70) 2,994; (80) 3,400
City & RTZ-ABC: (70) 16,008; (80) 17,300

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$151,244,539
Commercial Banks	3	$240,143,590

6—PASSENGER AUTOS: County Est. 108,164 (1977).

7—ELECTRIC METERS: Res. 18,150.

8—GAS METERS: Res. 7,479.

9— PRINCIPAL INDUSTRIES (CZ): Electrical; Textile; Paper; Leather; Machinery; Chemicals; Employees: Non-Agriculture 14,850; Non-Manufacturing 6,580.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.— Spring 20-70; Summer 50-95; Fall 30-80; Winter —-10-45. First killing frost, Oct. 10. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: (North Adams)—3 blocks on Main St., and following adjacent streets: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shopping District: 4 blocks on Park St., 1 on Center St., 4 on Summer St.; Williamstown: 1 on Spring St., Colonial Shopping Center on State Rd. bet. North Adams and Williamstown.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
North Adams Plaza	3	Price Chopper, King's
Artery Arcade	4	Adams Super Markets

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Dept.—Thr.; Food—6 nights.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Robert's Co.; Shea's; England Bros.
Discount Stores (CZ): King's; Zayre's.
Variety Stores: J. J. Newberry; Woolworth.
Chain Food Supermarkets: A&P; Adams; Price Chopper; Grand Union.
Other Chain Stores: Goodrich; Sears; Montgomery Ward; Top Value Stamps; Chek-R-Board; National Auto; Firestone; Brook's Health & Beauty Aids 1; Agway; Big L.

14—NEWSPAPERS: TRANSCRIPT (e) 12,976; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John B. Kallander, Adv. Dir., TRANSCRIPT.
National Representatives: Landon Associates, Inc.

NORTHAMPTON, MASS.

1—LOCATION: Hampshire County, E&P Map B-2 (In Springfield-Chicopee-Holyoke, Mass.-Conn.-SMSA). County Seat. Center of Pioneer Valley Educational Center in NW section of state. 17 mi. N by W from Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9, 66.

2—TRANSPORTATION: Railroads: NYNH&H (freight); B&M (freight).
Motor Freight Carriers: 5.
Intercity Bus Lines: Peter Pan; Vermont Transit; Greyhound; Interstate; Trailways.

3—POPULATION:
Corp. City 70 Cen. 29,664; Loc. Est. 30,684
CZ-ABC: (70)42,676; (80)43,000
RTZ-ABC: (70)44,388; (80)52,700
SMSA 70 Cen. 529,922; Loc. Est. 543,923
County 70 Cen. 123,981; Loc. Est. 135,004
City & RTZ-ABC: (70) 87,064; (80)95,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,579; Loc. Est. 11,281
County 70 Cen. 33,819; Loc. Est. 45,394
SMSA 70 Cen. 167,853; Loc. Est. 199,306
CZ ABC: (70)12,881; (80)14,900
RTZ-ABC: (70)10,030; (80)14,100
City & RTZ-ABC: (70)22,911; (80)29,000

5—BANKS: 6 Commercial, Dept. $168,199,772.

6—PASSENGER AUTOS: County (All Vehicles) 90,343 (1977).

7—ELECTRIC METERS: Residence 13,000.

8—GAS METERS: Residence 8,700.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Brushes 7,000 ($155); Optical Goods 414 ($125); Crating & Pkg. 175 ($115); Print. & Pub. 175 ($110); Health Service 4,000 ($200); Cutlery 165 ($225).
Principal Industrial Pay Days: Thu. & Fri.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Centers: 24 blocks on 10 streets.
Nearby Shopping Centers: Amherst Campus Plaza 5 mi. Zayre, McCrory's, Stop & Shop.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Kingsgate	1	Bradlee's, Stop & Shop
Amherst Campus Plaza	7	Zayre Dept., Stop & Shop
Hampshire Mall	5	K-Mart, J. C. Penney, Steigers, Anderson Little, Denbys
Mountain Farms	5	Woolco, Almy's, Finast
Hamp Plaza	2	Caldor, Food Mart, Big Y., Anderson Little
Pot-Pourri	1	

Principal Shopping Days: Sat. and Thu.
Stores Open Evenings: Department Stores-Thu.; Food-Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Steigers; K-Mart; Woolco; Bradlee; Zayre; Caldor.
Discount Stores: Bradlee's; Caldor.
Chain Drug Stores (CZ): Adams Whalen; CVS; Genovese; Mall.
Chain Food Supermarkets: A&P; First National; Big Y; Stop & Shop 2; Food Mart; Price Chopper.
Other Chain Stores: Sears Roebuck; Peck & Peck; Western Auto; Singer Co.; Sherwin-Williams Paints; Montgomery Ward (catalog); Pay Saver; Anderson Little.

14—NEWSPAPERS: HAMPSHIRE GAZETTE (e) 18,909; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Duncan Fraser, Adv. Dir., GAZETTE.
National Representatives: Landon Associates, Inc.

NORWOOD, MASS.

See DEDHAM, MASS.

PEABODY, MASS.

1—LOCATION: Essex County, (Boston SMSA). E&P Map E-2. Located in northeastern section of Massachusetts. Bordered by Lynnfield on the west, Middleton & Danvers on the north, Salem on the east & Lynn on the south; 18 miles from Boston. Principal Hwy. U.S. 1-Hwy. 128-114.

2—TRANSPORTATION: Railroads: B&M (Freight service only).
Intercity Bus Lines: MBTA; Michaud, Hudson & Greyhound.
Airlines: 14 mi. from Logan International Airport.

3—POPULATION:
Corp. City 70 Cen. 48,080; Loc. Est. 44,942
County 70 Cen. 637,887; Loc. Est. 648,286
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
CZ ABC: (70)48,080; (80)43,900
RTZ-ABC: (70)36,977; (80)35,600
City & RTZ-ABC: (70)85,057; (80)79,500

4—HOUSEHOLDS:
City 70 Cen. 14,142; Loc. Est. 15,329
County 70 Cen. 201,598; Loc. Est. 237,567
SMSA 70 Cen. 897,976; Loc. Est. 1,014,767
CZ ABC: (70)14,142; (80)14,800
RTZ-ABC: (70)10,104; (80)11,200
City & RTZ-ABC: (70)24,246; (80)26,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	N.A.
Sav. & Loan Assn.	3	N.A.
Commercial Banks	1	N.A.

6—PASSENGER AUTOS: County (All Vehicles) 429,780 (1977).

7—ELECTRIC METERS: Residence 16,811.

8—GAS METERS: Residence 7,798.

PEABODY—continued

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Shoe & Leather 1,955; Chemicals 197; Fabricated Metals 502; Paper Prods 413; Apparel 300; Non-Electric Machines 617; Transportation Equip. 266; Misc. Industries 11,592. Avg. Weekly Wage-$160.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Mean Temp.-July 70.7. Jan. 34.2; Ant. Precipitation-41 in.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers: Downtown Peabody-Main St. 6 Blocks. Foster St. 4 Blocks; Lowell St. 2 Blocks, South Peabody, West Peabody and Main Hwy. Route 1.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
North Shore	1	Jordan Marsh, Sears
Danvers Plaza	4	Almys
Endicott Plaza	2	K-Mart
Liberty Tree Mall	3	Ann and Hope, Lechmere
Marshall's	1	Marshall's
Russell Plaza	2	First National Stores, King's
Lowe Mart	-	Convenient Food Mart

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: All Shopping Centers.

13—RETAIL OUTLETS:
Discount Stores: Marshall's; King's.
Chain Food Supermarkets: Purity Supreme; First National Stores; Stop & Shop.

14—NEWSPAPERS: TIMES (e) 5,353; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Harris Adv. Dir., or Vincent W. Decain, Adv. Mgr., TIMES.
National Representatives: U.S. Suburban Press, Inc.; Band (Boston Area Newspapers Daily).

PITTSFIELD, MASS.

1—LOCATION: Berkshire County, (Pittsfield SMSA) E&P Map B-2, County Seat. 35 mi. E of Albany on Route 20; 75 mi. NE of Danbury, Conn. on Route 7; 56 mi. W of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7; State Hwys. 8, 9.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 10.
Intercity Bus Lines: New York & Boston; Western; New England, Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.
Airlines: Precision.

3—POPULATION:
Corp. City 70 Cen. 57,020; Loc. Est. 52,505
CZ ABC: (70) 79,727; (80) 73,000
RTZ-ABC: (70) 27,595; (80) 29,900
SMSA 70 Cen. 96,817; Loc. Est. 93,659
County 70 Cen. 149,402; Loc. Est. 148,037
City & RTZ-ABC: (70) 107,322; (80) 102,900

4—HOUSEHOLDS:
City 70 Cen. 18,316; Loc. Est. 19,604
County 70 Cen. 46,969; Loc. Est. 54,025
SMSA 70 Cen. 30,365; Loc. Est. 33,928
CZ ABC: (70) 24,904; (80) 26,000
RTZ-ABC: (70) 8,680; (80) 11,000
City & RTZ-ABC: (70) 33,584; (80) 37,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$320,454,000
Sav. & Loan Assn.	2	$273,620,000
Commercial Banks	3	$258,008,000

6—PASSENGER AUTOS: County (All Vehicles) 108,164 (1977).

7—ELECTRIC METERS: Residence—City 19,950; County 31,170.

8—GAS METERS: Residence—City 8,880; County 19,959.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Firms (Ann. Payroll), Number of Employees: Agric. & Mining 2 ($252,500) 50; Construction 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans. Comm. & Util. 50 ($6,000,000) 1,350; Whsle. Trade 60 ($3,750,000) 650; Retail Trade 562 ($12,500,000) 4,100; Fin. Ins. and Real Est. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Pdts. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Electrical ($92,000,000).

10-CLIMATE: Min. & Max. Temp.—Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18. Last killing frost, June 3.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on North Street and Allendale Center.
Neighborhood Shopping Center: Elm St., Tyler St.; W. Housatonic St.; Wahconah St.; Fenn St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Main & Central	-	England's
A-Z	8	Zayre, Adams Mkt.
Allendale	20	Sears, England Bros.
Berkshire Common	25	Stuart Plaza Shop
Bradlee's	7	Bradlee's, Stop & Shop
Pittsfield Plaza	5	Montgomery Ward
K-Mart Plaza	9	K-Mart, Price Chopper

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thurs.; shopping centersnightly.

13—RETAIL OUTLETS: Department Stores: England Bros.; Sears.
Variety Stores: Newberry.
Discount Stores (CZ): Zayre, Bradlee's, K-Mart; King's.
Chain Drug Stores (CZ): Flynn Rexall; Brook's; Adam's; CVS 2.
Chain Food Supermarkets: A&P, Adams 5; Stop & Shop; Price Chopper 4.
Other Chain Stores: Endicott-Johnson; Thom McAn; Firestone; Montgomery Ward (catalog); Stuart's.

14—NEWSPAPERS: BERKSHIRE EAGLE (m) 30,865; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Betty Harrington, Adv. Mgr.; or V. W. Monteleone, Adv. Dir., BERKSHIRE EAGLE.
National Representatives: Landon Associates, Inc.

QUINCY, MASS.

1—LOCATION: Norfolk County (In Boston SMSA) E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 128, 175 and Southest Expressway.

2—TRANSPORTATION: Railroads: Conrail (freight); Amtrak.
Motor Freight Carriers: 76.
Intercity Bus Lines: MBTA Bus & Rapid Transit; Plymouth-Brockton Coach.
Airlines: Major airlines at Boston's Logan Airport.

3—POPULATION:
Corp. City 70 Cen. 87,966; Loc. Est. 94,181
CZ ABC: (70) 177,626; (80) 180,700
RTZ-ABC: (70) 152,310; (80) 162,100
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 604,854; Loc. Est. 552,152
City & RTZ-ABC: (70) 329,936; (80) 342,800

4—HOUSEHOLDS:
City 70 Cen. 28,488; Loc. Est. 33,139
County 70 Cen. 177,083; Loc. Est. 174,301
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767
CZ ABC: (70) 53,623; (80) 62,200
RTZ-ABC: (70) 41,732; (80) 50,700
City & RTZ-ABC: (70) 95,355; (80) 112,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	$142,617,000
Sav. & Loan Assn.	1	$31,546,598
Commercial Branches	4	$550,000,000
Co-op. Banks	3	$98,037,989

6—PASSENGER AUTOS: County All Vehicles 421,450 (1977).

7—ELECTRIC METERS: Residence 29,594.

8—GAS METERS: Residence 20,200.

9— PRINCIPAL INDUSTRIES (CZ): In Quincy, Total Employment 37,198, including: Construction 2,431; Manufacturing 8,003; Communications 1,218; Utilities, Sanitary 778; Wholesale Trade 1,690; Food stores 1,113; Eat and Drink places 1,440; Retailing 1,683; Insurance, Real Estate and Finance 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Administration 2,079.

10-CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86, Fall 46-63; Winter 26-42. First killing frost, Oct. 24. Last killing frost, Apr. 17.

11—TAP WATER: Acid, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway with parking for 6,000 cars 94 stores now open including Allstate, The Limited, Ann Taylor, Baker Shoe, Bergson's Brigham's Anderson-Little, Charlies Saloon, Cummings, Eric & Ralph's, Finishing Touch, Fanny Farmer I & II, Fields Hosiery, Filene's, Casual Corner, Florsheim, Hickory Farms, CVS, Howard Johnson, Jordan Marsh, Jordan Marsh Car Care Center, Stride Rite, Kennedy's,Kresge, Lane Bryant, Stride Rite, Kennedy's Kresge, Lane Bryant, Lauriat's, Lord & Taylor, The Lodge, Radio Shack, Simon & Son, Singer, UPS & Downs, Thayer McNeil, Thom McAn, Sullivan Tire, Wallach's, Emerson Rug.
Neighborhood Shopping Area: Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery. Approx 1 mile.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
South Shore (Braintree)	4	Jordan Marsh, Filene's, Lord & Taylor
Hanover Mall (Rte. 53)	12	Almy's, Sears, Zayre's, Angelo's, Woolworth, Singer
Hingham Plaza (Rte. 53)	8	Stop & Shop, Bradlee's
Dedham Plaza (Rte. 1)	10	Capital, Kings
Quintree Mall (Braintree)	3	Zayre's, Big Buy
President's Plaza	2	Morse Food, King's
Queen Ann's Plaza (Norwell)	9	Adams Drug, Star
Granite Street	1	Osco-Turnstyle, Star
Cushing Plaza (Cohasset)	9	A&P
Harborlight Mall (Weymouth Rte 3A)	-	Purity Supreme, K-Mart
Cobb's Corner (Canton-Rt. 27)	15	Marshalls, Kings, Star
Debham Mall (Rte. 1)	11	Sears, Stop & Shop, Woolworth
Weymouth (Rt. 53 at Rt. 18)	-	Caldor, Mass. Food

Other Shopping Centers (No. of Stores): Fernandez (5); Grossman's (7); Seaside (7); Southern Artery (7).
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Food & Almost all—Thurs. Fri.; some Mon.; some every night.

13—RETAIL OUTLETS: (City Limits): **Department Stores**: Sears; Bargain Center, Clothing: Remick's; Sawyer's.
Variety Stores: Woolworth; Osco-Turnstyle.
Discount Stores (CZ): Zayre's; Kings; Turnstyle; Bargain Center; Paperama.

Chain Food Supermarkets (City & RTZ): Angelo's 10; Finast 6, Stop & Shop 11, Star Mkt. 3; Capitol 6; Purity Supreme 4; Shaw's 5; Morse Food.
Chain Drug Stores: Osco 3; CVS 3; Sher 7; Rite Aide.
Other Chain Stores in City Limits: Building Supplies & Contractors: Sherwin-Williams, Norfolk Paint & Wallpaper, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner, Touraine, Anderson Little, Cummings; Automotive: Goodyear, Firestone, Midas Muffler, Merchants Tire, Duddy Tire, General Tire, Sullivan Tire; Shoe Stores: Edwin Case, Thom McAn, Child Teen, Heffernan's, Hanlon Shoes; Furn. & Appliances: Siesta Sleep Shop, Kincades, Scott Gordon, Tags Sleep, Crown Convertible; Jewelry: Rogers; Fabrics: Singer Co., Spinning Wheel.

14—NEWSPAPERS: THE PATRIOT LEDGER (e-Mon. to Fri.) 82,435; (Sat. m) 80,598; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George F. White, Adv. Dir., THE PATRIOT LEDGER.
National Representatives: Landon Associates, Inc.

SALEM, MASS.

1—LOCATION: Essex County (In Boston SMSA). County Seat, E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 8.
Intercity Bus Lines: M.B.T.A., Michaud.

3—POPULATION:
Corp. City 70 Cen. 40,556; Loc. Est. 37,093
CZ ABC: (70)136,082; (80)124,800
RTZ-ABC: (70)113,176; (80)120,100
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 637,887; Loc. Est. 648,286
City & RTZ-ABC: (70)249,258; (80)244,900

4—HOUSEHOLDS:
City 70 Cen. 13,631; Loc. Est. 14,485
County 70 Cen. 201,598; Loc. Est. 237,567
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767
CZ ABC: (70)42,062; (80)44,300
RTZ-ABC: (70)33,186; (80)40,300
City & RTZ-ABC: (70)75,248; (80)84,600

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	7	$730,200,000
Sav. & Loan Assns.	6	$90,000,000
Commercial Banks	12	$461,552,339

Our daily brew stirs retail sales.

Each day before presstime, award winning professionals mix several ingredients that add lots of local flavor to the North Shore's leading newspaper. It all boils up to experience and intuition that our readers appreciate. Advertisers value it, because interested readers stir retail sales. Our brew is the most popular in the marketplace. The Salem Evening News circulates to more households in Salem, Danvers, Peabody, Marblehead, and Beverly than both Boston dailies. A.M. and P.M. by bigger circulation numbers than you might expect. We're the big News in surrounding communities, too. If you would like to start sales stirring on the North Shore, contact our advertising department at 617-744-0600. They can perform some real sales magic. The Salem Evening News, we've got a strong household readership that can get your cauldron boiling.

THE SALEM EVENING NEWS
155 Washington St., Salem, MA 01970
Phone: 617-744-0600

Represented nationally by Landon Assoc.

6—PASSENGER AUTOS: County All Vehicles 429,-780(1977)

7—ELECTRIC METERS: Residence 25,304

8—GAS METERS: Residence 22,259

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electronics 7,147; Leather & Products 6,521; Machinery 5,521; Paper, Printing, Publishing 139; Chemicals 1,038; Plastics 357. Av. Wkly. Wage: $250.
Principal Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9. Last killing frost, May 19.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Northshore(54)	3	Jordan Marsh, Newberry, Filene's, Kennedy's, Wallachs, Hermans, Almy's, Creamer, Sears Class A
Beverly Plaza(19)	3	Zarye, Woolworth, Star Mkt., Eaton Drugs, Brighams
Danvers Plaza(12)	4	Almys, Purity Supreme,
Highland Plaza(—)	2	Rich's, First Nat'l,
Vinnin Plaza(—)	2	Marshalls, Friendly Ice Cream, Rooks, Star Mkt., Lochman
Vinnin Sq.(—)	2	New England Stores, Lane Drugs
Village Plaza(—)	3	Salon Feminique, Carool's Shoe Boutique, Pigtail Shop, White Hen Pantry
Liberty Tree(73)	4	Ann & Hope, Lechemere, Brighams, Miles Shoes, Roamans, Hickory Farm, Singer Co.
Heritage Plaza(—)	1	A&P, Merchants Warren
Marshall(—)	-	Brooks, White Barn
Russel Plaza(10)	5	Hamilton Health Spa
Swampscott Mall(17)	2	Bradlee's, Med. Mart, Fayva, Radio Shack
Hawthorne(17)	2	Caldor, Radio Shack, Purity-Heartland
Endicott Plaza(13)	5	K-Mart, Danvers
Sav-More Plaza(12)	4	Grossmans, Marshalls

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Dept. & Food—Thurs., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Almy's; Empire Mahan's.
Discount Stores (CZ): Richs; Zayre; Jerry's; Lechemere; Bradlee's; Levitz; Marshalls 2; Ann & Hope; K-Mart.
Chain Drug Stores (CZ): Eaton 7; Lane 3; Rexall 4; Big L 3.
Chain Supermarkets: First National 6; A&P 4; Stop & Shop; Star Market 2; Associated Grocers 3; Primrose 2; Purity-Sav-More 3; Multi-Save; Cressy Dockham 2; Salem 2; Heartland.
Other Chain Stores: Thom McAn (shoes); Singer Co.; Sherwin-Williams (paint); Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; Ted's Tire; R. H. Stearns; Sears; Brigham's; Kennedy's; Jordan Marsh; Filene's; J. J. Newberry; Zayre Brooks; Radio Shack; CVS.

14—NEWSPAPERS: NEWS (e) 31,203 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John W. Splaine, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

SOUTHBRIDGE, MASS.

1—LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River. 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford; 40 mi. Promrovidence. In Tri-community area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is old Sturbridge village, visited annually by over 500,000.

2—TRANSPORTATION: Railroads: Providence & Worcester.
Intercity Bus Lines: Bonanza, Interstate, Peter Pan.

3—POPULATION:
Corp. City 70 Cen. 17,057; Loc. Est. 16,280
County 70 Cen. 637,079; Loc. Est. 625,076

4—HOUSEHOLDS:
City 70 Cen. 6,107; Loc. Est. 6,640
County 70 Cen. 204,096; Loc. Est. 237,778

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	N.A.
Savings Banks	3	$157,000,000

6—PASSENGER AUTOS: County 93,248 (1977 All Vehicles)

7—ELECTRIC METERS: Res. & Ind. 6,668

8—GAS METERS: Residence 3,350

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Optical 3,500 ($178); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days: Thu.

12—RETAILING:
Shopping Center: Big Bunny Shoppers Plaza (8 stores-Big Bunny Mkt.); Sturbridge Plaza (7 stores); Southbridge Plaza (8 stores).
Stores Open Evenings: Thu.

13—RETAIL OUTLETS:
Variety Stores: McClellans.
Discount Stores (CZ): Ames.
Chain Food Supermarkets: Landoli; Big Bunny; Elm; Park N Shop; Allan's, Bob-Beans.
Other Chain Stores: Puritan (clothes); Wyman Liquors; Waite Hrdwr.; Cantwell Hrdwr; Big L. Discount; Aubuchon Hrdwr.; Book Corner; McDonald's; Kentucky Fried Chicken; Rite-Aid, Pharmacy.

14—NEWSPAPERS: NEWS (e) 6,062; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Loren Ghiglione, Pub., Elton Galloway, Adv. Dir., NEWS.
National Representatives: None.

SPRINGFIELD, MASS.

1—LOCATION: Hampden County (In Springfield-Chicopee-Holyoke, Mass.-Conn. SMSA). E&P Map C-2, County Seat. 136 mi. N of New York; 89 mi. W. of Boston. State Hwys. 21, 57, 83, 116, 5, 20, 90, 91, 291.

2—TRANSPORTATION: Railroads: Amtrak; Conrail.
Motor Freight Carriers: 173.
Intercity Bus Lines: Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vemont Transit.
Airlines: Air New England; USAir, American; Delta; Eastern; Flying Tiger; OMNI Aviation; Pilgrim-Altair; TWA; United; Braniff.

3—POPULATION:
Corp. City 70 Cen. 163,905; Loc. Est. 172,587
CZ ABC: (70)374,987; (80)372,400
RTZ-ABC: (70)278,210; (80)283,300
County 70 Cen. 459,050; Loc. Est. 467,508
SMSA-70 Cen. 529,922; Loc. Est. 543,923
City & RTZ-ABC: (70)653,197; (80)655,700

4—HOUSEHOLDS:
City 70 Cen. 53,876; Loc. Est. 66,458
County 70 Cen. 144,163; Loc. Est. 171,405
SMSA-70 Cen. 167,853; Loc. Est. 199,306
CZ-ABC: (70)117,073; (80)133,100
RTZ-ABC: (70)79,717; (80)91,800
City & RTZ-ABC: (70)196,790; (80)224,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	5	$991,537,127
Savings & Loan	2	$636,514,599
Co-operative Banks	1	$52,474,606
Commercial Banks	6	$719,917,967
Federal Farm Loan	1	$1,218,110,778
Total 15 Banks		$3,618,550,077

6—PASSENGER AUTOS: County All Vehicles 303,-155 (1977)

7—ELECTRIC METERS: Residence 65,097

8—GAS METERS: Residence 37,696

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Employed—Ordnance & Accessories 2,720; Food & Kindred Prod. 2,534; Textile Mill Prod. 1,-910; Apparel & other Fin. Goods 3,049; Lumber & Wood Prod. 790; Furniture & Fixtures 408; Paper & Allied Prod. 7,463; Printing, Publ. & Allied 5,746; Chemicals & Allied 4,294; Prod. of Petroleum & Coal 53; Rubber Products 3,924; Leather & Leather Prod. 1,069; Stone, Clay & Glass Prod. 656; Primary Metal Industries 3,612; Fabr. Metal Products 5,761; Machinery (ex. electrical) 7,319; Electrical Machinery 3,372; Transportation Equipment 2,412; Prof., Scient. & Control. Inst. Photo., & Optical Goods, Watches & Clocks 1,232; Miscellaneous Mfg. 6,539.

10-CLIMATE: Min. & Max. Temp.—Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11—TAP WATER: Acid, very soft, minimum fluoride.

12—RETAILING: Downtown Shopping Area: From Union St. on Main to Lyman St. Main; Dwight St. to E. Columbus Ave. including all side sts. in this area, includes Baystate West Mall.
Neighborhood Shopping Areas: (the "X" in Forest Park Brightwood Section; South End (Mill St. & Columbus Ave.); Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Baystate West	0	Steiger's, A.O. White, Herman's
Eastfield Mall	6	Sears, Steiger's, Anderson- Little, Penney
Enfield Square	8	G. Fox, Penney, Steiger's
Fairfield Mall	6	Two Guys, Anderson-Little, Caldor
Mountain Farms	24	Woolco, Almy's
Springdale Mall	6	Lechmere, Bradlee's
Holyoke Mall	8	Steigers, J. C. Penney, Sears, G. Fox

Major Strip Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Agawam	2½	Zayre, Food Mart
Boston Road	6	Two Guys, Marshall's
Century	1	Bradlee's, Stop'n Shop, Sears
Chicopee	4	Woolworth
Enfield	8	Woolco
Longmeadow Shops	6	Steiger's
Ludlow	10	King's, Big Y
Springfield Plaza	3	Stop & Shop, Steiger's
Stateline Plaza	8	Zayre, Levitz
Westfield Shops	8	Steiger's, Food Mart

Stores Open Evenings: Mon., Thur.

13—RETAIL OUTLETS: Department Stores: Steiger's; Sears; G. Fox; J.C. Penney.
Discount Stores (CZ): Bradlee's; Caldor; King's; Two Guys; Lechmere; Marshall's; Woolco; Zayre; K-Mart.
Variety Stores: Woolworth; McCrory's.
Chain Drug Stores (CZ): Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Mall Drugs; Parker; Ryan; Terminal; Triangles; Whelan; Genovese.
Chain Shoe Stores: Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fava.
Chain Food Supermarkets: A&P; Finast; Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; 7-Eleven.
Chain Convenience Stores: Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms.
Other Chain Stores: B. F. Goodrich; Firestone; Anderson Little; Peerless; Lerner; Grossman's; Levitz Furn.; Paysaver; Stuart's; A. O. White; Stowell's S&H Green Stamp; Singer; Walden Bookstore; Friendly Ice Cream; Pier 1 Imports; Davids; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack.

14—NEWSPAPERS: UNION (m) 72,195; NEWS (e) 75,729; Comb. (m&e) 147,924; REPUBLICAN (S) 142,380; Mar. 31, 1930 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Nat. Adv. Mgr., UNION, NEWS & SUNDAY REPUBLICAN.
National Representatives: Newhouse Newspapers, Metro Suburbia.

STURBRIDGE, MASS.

See SOUTHRIDGE, MASS.

TAUNTON, MASS.

1—LOCATION: Bristol County, E&P Map E-2, County Seat. On Taunton River, 34 mi. S of Boston.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 25.
Intercity Bus Lines: Brander; Union St. Railway; Bonanza.

3—POPULATION:
Corp. City 70 Cen. 43,756; Loc. Est. 41,494
CZ ABC: (70) 43,756; (80) 40,800
RTZ-ABC: (70) 51,651; (80) 65,000
County 70 Cen. 444,301; Loc. Est. 503,467
City & RTZ-ABC: (70) 95,407; (80) 105,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 13,190; Loc. Est. 14,819
County 70 Cen. 141,549; Loc. Est. 186,606
CZ ABC: (70) 13,190; (80) 14,100
RTZ-ABC: (70) 14,572; (80) 21,000
City & RTZ-ABC: (70) 27,762; (80) 35,100

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$126,000,000
Co-operative Banks	3	$105,000,000
Commercial Banks	3	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6—PASSENGER AUTOS: County All Vehicles 305,-045 (1977)

7—ELECTRIC METERS: Residence 16,936

8—GAS METERS: Residence 9,242 (Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Pdts. 685; Jewelry 450; Metals and Related Pdts. 1,380; Wholesale & Retail 3,050; Services 1,885; Construction 404; Finance, Insurance & Real Estate 471; Transportation & Utilities 220; Av. Wkly. Wage $136.83.
Principal Ind. Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25. Last killing frost, May 1.

11—TAP WATER: Acid, soft; not fluoridated.

12—RETAILING: Downtown Shopping Center: 4 blocks on Main St.; 2 on Broadway; 2 on Weir St., 1 on Taunton Green.
Neighborhood Shopping Centers: Whittenton, North; Weir Village, South; E. Taunton, East.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Raynham	3	King's, Brockton Public Mkt.
Rte. 44 Plaza	2	Almac's, Brock Pub. Mkt.
Trucchi's Plaza	1/2	Trucchi's Mkt.
Taunton Mall	1/4	Bradlee's, Stop & Shop
Cape Rd. Plaza	3	K-Mart, Food Mart

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Thu. & Fri.; Food—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Bradlee's; King's; K-Mart.
Variety Stores: Woolworth.
Chain Supermarkets: Almac's; Stop & Shop; BPM 2; Fernandes; Trucchi's 2; Food Mart.
Chain Drug Stores: Brook's; Rite Aid; CVS.
Other Chain Stores: Goodyear; Benny's (auto supplies); Singer Co.; Fanny Farmer; Sears (catalog); Montgomery Ward (catalog); Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing).

14—NEWSPAPERS: GAZETTE (e) 14,473; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kay L. Nichols, Adv. Dir., GAZETTE.

National Representatives: Thomson Newspapers, Inc.

WAKEFIELD, MASS.

1—LOCATION: Middlesex County (in Boston SMSA) E&P Map E-1. Situated 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy.1.

2—TRANSPORTATION: Railroads: B&M.

3—POPULATION:
Corp. City 70 Cen. 25,402; Loc. Est. 26,098
County 70 Cen. 1,398,355; Loc. Est. 1,402,369
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047

4—HOUSEHOLDS:
City 70 Cen. 7,699; Loc. Est. 9,267
County 70 Cen. 419,596; Loc. Est. 490,926
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$43,310,039
Savings Banks	1	$42,433,142
Co-Op Bank	1	$13,821,276

6—PASSENGER AUTOS: County (All Vehicles) 903,548 (1977)

7—ELECTRIC METERS: 8,627

8—GAS METERS: 4,472

9— PRINCIPAL INDUSTRIES (CZ): Type of Mfg.—Apparel; Lumber & Wood Pdts.; Furn. & Fixt.; Print., Pub.; Chemicals; Leather; Stone; Clay & Glass; Metal & Fabricatiing; Machinery (not elect.); Electrical Goods; Rattan Furniture; Shoes; Valves; Fibre Products and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Electrical Equipment and Apparatus; Furniture Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:
Nearby Shopping Centers: Northshore, 12 mi.-Jordan Marsh; Redstone, 2 mi.-Star Mkt.; Saugus, 5 mi.- Sears Roebuck, Burlington Mall, 8 mi.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Kline's.
Chain Food Supermarkets: A&P; First National; Stop & Shop; IGA Stores 2.

14—NEWSPAPERS: ITEM (e-Mon. to Fri.) 6,605; sworn Sept. 30, 1979 (Latest statement available)

Local Contact for Advertising and Merchandising Data: Charles Roy, Adv. Dir., ITEM.
National Representatives: None.

WALTHAM, MASS.

1—LOCATION: Middlesex County (In Boston SMSA); E&P Map D-2. 9 mi. West of Boston; 5 mi. Northwest of Newton. On U.S. Hwy. 20; State Hwys. 128, 60, 117.

2—TRANSPORTATION: Railroads: B&M.
Motor Freight Carriers: 10.
Intercity Bus Lines: Middlesex & Boston St. Ry.; Boston & Worcester; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 61,582; Loc. Est. 53,656
CZ ABC: (70) 61,582; (80) 53,100
RTZ-ABC: (70) 208,981; (80) 197,600
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047
County 70 Cen. 1,398,355; Loc. Est. 1,402,369
City & RTZ-ABC: (70) 270,563; (80) 250,700

4—HOUSEHOLDS:
City 70 Cen. 18,210; Loc. Est. 18,522
County 70 Cen. 419,596; Loc. Est. 490,926
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767
CZ ABC: (70) 18,210; (80) 18,000
RTZ-ABC: (70) 62,323; (80) 67,100
City & RTZ-ABC: (70) 80,533; (80) 85,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$198,437,208
Savings Banks	1	$128,434
Sav. & Loan Assn.	1	$89,278,462
Co-operative Banks	1	$4,898,618
Freedom Federal Savings		$458,020,778

6—PASSENGER AUTOS: County Est. 903,548 (1977 All Vehicles)

7—ELECTRIC METERS: Residence 19,800

8—GAS METERS: Residence 13,860

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 15,-788 ($120); Whole & Ret. 4,160; Contract Const. 524; Trans. & Comm. 449; 200 Industrial Establishments in City.
Principal Industrial Pay Days: Thurs., Fri.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 10 blocks on Moody St.; 3 on Main St.

Neighborhood Shopping Centers: Warren St.; Upper Main St.; Newton & Main Sts.; Lexington St. 2; South St.; River St.

WALTHAM—continued

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Newton Corner	4	Moore & Moore, N. Super
Newton Centre	6	N.C. Mkt.
Newtonville	3	Mandell's, Star Mkt., Stop & Shop
Newton/ Watertown		King's, Big Buy
River St. Plaza		Zayre
Wal-Lex		Stop & Shop
Waltham Plaza		Star Mkt., Big Valu

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept.—Wed. & Fri.; Furniture— Mon., Wed., Fri.; Food—Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Grover Cronin.
Variety Stores: Woolworth, Waltham.
Discount Stores (CZ): Great Way; King's, Zayre; Newton's, Turn Style; J & M Sales; Bi-Way.
Chain Drug Stores (CZ): Liggett's 1, Bates 1.
Chain Food Supermarkets: Big Buy; A&P 2; Waltham; Stop & Shop 2; Star Mkt. 2.
Other Chain Stores: Thom McAn; Singer Co.; Sears; Brigham's (ice cream); Dorothy Muriel's Bakery; Cummings; S&H Green Stamps; Nugents, Hill Shoes, Anderson-Little; Hanlon Shoes, CVS 4; Hit or Miss.

14—NEWSPAPERS: NEWS-TRIBUNE (e-Mon. to Fri.) 12,737, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Whitney, Dir. Adv., NEWS-TRIBUNE.
National Representatives: Landon Associates, Inc.

WESTFIELD, MASS.

1—LOCATION: Hampden County, E&P Map B-2 (In Springfield-Chicopee-Holyoke, Mass.Conn. SMSA). 10 miles west of Springfield, on Hwys. 10, 24, 202 the Mass. Tpk. and Interstate 91. Situated in the foothills of the Berkshires on Exit 343 of the Mass. Tpke. Forty-seven square miles making Westfield the second largest area city in the Commonwealth with 89% of the land area usable.

2—TRANSPORTATION: Railroads: PCRR (freight).
Intercity Bus Lines: Vermont Transit—Springfield which is accessible to Greyhound, Peter Pan interstate Trailways.
Airlines: 20 miles to Bradley Field for American; United; Northeast; Mohawk; Trans-World; Allegheny, Mass. Helicopter and two daily airline flights to La Guardia.

WORCESTER
6
BUY WORCESTER
It's the other major market in the Boston ADI, the nation's #6.
FACTS:
Now 4.6 billion dollars in EBI. 2.5 billion dollars retail sales. Place your advertising in the Worcester Telegram & Gazette and cover 62% of the 222,200 households in Worcester County.
BUY WORCESTER
WORCESTER TELEGRAM & GAZETTE
Daily 144,547 Sunday 108,752
Represented by CWO&O

Local Airport: Barnes Airport with private facilities. Also Cessna Aircraft and Franklin Airways. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations. Airport covers 500 acres making it second largest in state.

3—POPULATION:
Corp. City 70 Cen. 31,433; Loc. Est. 36,307
County 70 Cen. 459,050; Loc. Est. 467,508
SMSA 70 Cen. 529,922; Loc. Est. 543,923

4—HOUSEHOLDS:
City 70 Cen. 9,464; Loc. Est. 12,828
County 70 Cen. 144,163; Loc. Est. 171,405
SMSA 70 Cen. 167,853; Loc. Est. 199,306

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$544,021,820

6—PASSENGER AUTOS: County 90,343 (1977 All Vehicles)

7—ELECTRIC METERS: Res./Est. 9,600

8—GAS METERS: Res./Est. 6,000

9— PRINCIPAL INDUSTRIES (CZ): Bicycles, School Furniture, Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gages; Precision Parts, Envelopes and Stationery, Wholesale & Retail Lumber; Cigars; Radiators, Household Brushes and Cleaners; Fine Papers, Grinding Wheels & Greeting Cards; Computer Peripherals.
Principal Industrial Pay Days: Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 9-91; Summer 36-100, Fall 17-84; Winter 4-56. First killing frost, Sept. 17. Last killing frost, May 3.

11—TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Westgate Plaza	15	First National, Ames
Big Y	6	Big Y Foods, Mont. Ward
Westfield Shops	16	Steiger's Dept., J.C. Penney's, Westfield Food Mart

13—RETAIL OUTLETS: Department Stores: Ames.
Variety Stores: W.T. Grant, J.J. Newberry.
Chain Drug Store (CZ): Big L (non prescription Drug & Cosmetics), Rite-Aid.
Chain Food Stores: Food Mart, Super Finest, Big Y, A&P, Open Pantry Foods, Silver Superette; Cantell's Food Basket; Ancelli's, Wemette's.
Other Chain Stores: Endicott Johnson Shoes, Thom McAn; Sherwin-Williams, Paint & Wallpaper; Singer Co., Steiger's; Sears.

14—NEWSPAPERS: NEWS (e) 8,629, sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Gladys M. Lenners, NEWS.
National Representatives: Landon Associates, Inc.

WESTWOOD, MASS.

See DEDHAM, MASS.

WOBURN, MASS.

1—LOCATION: Middlesex County, E&P Map E-1 (In Boston SMSA). 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2—TRANSPORTATION: Railroads: Boston & Maine.
Intercity Bus Lines: Boston & Maine; MBTA.

3—POPULATION:
Corp. City 70 Cen. 37,406; Loc. Est. 34,126
County 70 Cen. 1,398,355; Loc. Est. 1,402,369
SMSA 70 Cen. 2,899,101; Loc. Est. 2,820,047

4—HOUSEHOLDS:
City 70 Cen. 10,598; Loc. Est. 11,279
County 70 Cen. 419,596; Loc. Est. 490,926
SMSA 70 Cen. 898,032; Loc. Est. 1,014,767

5—BANKS:	NUMBER	DEPOSITS
Saving Banks	8	$180,000,000
Commercial Banks	6	$431,000,000

6—PASSENGER AUTOS: 903,548 (1977 All Vehicles)

7—ELECTRIC METERS: 16,326

8—GAS METERS: Residence 5,240

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing; Gelatin.
Principal Industrial Pay Days: Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27. Last killing frost, May 15.

11—TAP WATER: Acid, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 1 on Montvale Ave.; Bradlee's Ctr.; E-Z Way Ctr.; No. Woburn Center (16 units); Star Mkt.; Woburn Mall (35 units); K-Mart, Demoulas Mkt.
Neighborhood Shopping Centers: Central Sq.; S. End.; E. Woburn; N. Woburn.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Grant City	12	Zayre, First Nat'l
Economy	70	Almy's, Lee Ward's
N. Woburn Plz.	6	Zayre, Purity Mkt.
Woburn Plaza	19	Star Mkt., Playmart
Burlington Arcade	16	Caldor, A&P, Loehman's
Burlington Mall	64	Kennedy's, Jordan Marsh, Sears, Filene's, Lord & Taylor, Herman's
Burlington Plz.	23	Ethan Allen Country Manor, Edwards, Value Merchandise
Redstone Plaza	22	Woolworth, Star Mkt., Almy's, Caldor
E-Z-Way	-	N.A.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Gorin's.
Discount Stores (CZ): Zayre; Bradlees; K-Mart.
Variety Stores: Gorins.
Chain Drug Stores: CVS; Osco; Big L; Brooks.
Chain Food Supermarkets: A&P; Purity; Star Mkt.; Stop & Shop; First National; DeMoulas.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 8,555; June 30, 1979 CAC (Latest statement available).
Local Contact for Advertising and Merchandising: Thomas R. Kirk, Adv. Dir., Gen. Mgr., TIMES.
National Representatives: American Newspaper Representatives, Inc.; U.S. Suburban Press.

WORCESTER, MASS.

1—LOCATION: Worcester County, E&P Map D-2, County Seat. Worcester County has 2 County Seats—Worcester and Fitchburg. Industrial, wholesale and educational center. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield, Mass. On U.S. Hwy. 20; State Hwys 9, 12, 70, 110, 122, 122A; Interstate 90, 190, 290.

2—TRANSPORTATION: Railroads: Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers: About 180 Lines.
Intercity Bus Lines: Greyhound Lines; Continental Trailways; Worcester Regional Transit Authority; Peter Pan; A-B-C, Gray Lines, Barre.
Airlines: Bar Harbor; Euro-American Airfreight; Precision Parker Helicopter Service 1.

3—POPULATION:
Corp. City 70 Cen. 176,572; Loc. Est. 170,900
CZ ABC: (70) 269,339, (80) 256,500
RTZ-ABC: (70) 308,273; (80) 337,200
City & RTZ-ABC: (70) 577,612, (80) 593,700
SMSA 70 Cen. 372,144; Loc. Est. 379,400
County 70 Cen. 637,079; Loc. Est. 646,700
Demographi Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 56,606; Loc. Est. 62,500
SMSA 70 Cen. 113,677; Loc. Est. 115,900
County 70 Cen. 193,844, Loc. Est. 222,200
CZ ABC. (70) 83,280; (80) 90,200
RTZ-ABC. (70) 92,317; (80) 115,300
City & RTZ-ABC: (70) 175,597; (80) 205,500

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	24	$1,903,300,000
Sav. & Loan Assn.	4	$971,527,000
Commercial Banks	12	$1,131,921,000

Avove banks are those head-quartered in Worcester County.

6—PASSENGER AUTOS: City 73,996, Co. 311,931

7—ELECTRIC METERS: Residence 52,061

8—GAS METERS: Res. & Comm. 37,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of workers; (Av. Wkly. Wages): Machy (Ex. Elec.) 8,800 ($312); Fabricated Metals 9,600 ($289); Primary Metals 2,700 ($338); Textile Prods. 4,100 ($203); Leather Prods. 2,100 ($167).

10-CLIMATE: Min. & Max. Temp.—Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3. Last killing frost, Apr. 26.

11—TAP WATER: (City) Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: Central Business District (Census Tract 17) (76 blocks in 285 acres).
Neighborhood Shopping Centers: 10 blocks at Main and Park Ave.; 5 at W. Boylston and Norton Co.; 2 at Lincoln and Burncoat; 6 at Pleasant and Chandler (Tatnuck Sq.); 2 at Grafton and Hamilton; 6 at Water and Millbury Sts.; 2 at Millbury and Greenwood; 2 at Burncoat and Quinapoxet.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Auburn Plaza (8)	7	First National, T.J. Maxx
Country Plaza (6)	5	Mart, Price Rite
The Fair (11)	4	The Fair, Big Discount
Fairlawn (13)	4	Food Warehouse
Lawnfair (3)	1	Zayre, Price Rite
Lincoln Plaza (43)	3	R.H. White, Zayre, First Nat'l.
Webster Sq. Pl. (16)	3	Zayre, Iandoli's
White City (37)	3	Bradlees, Iandoli's
Worcester So. Pl. (15)	3	First Nat'l., Zayre
Auburn Mall Pl. (58)	6	Sears, Outlet Dept.
Gold Star (5)		Food Village
Worcester Ctr. (102)		Filene's, Lane Bryant, Jordan Marsh, Lerner
West Boylston (9)	7	Iandoli's, The Fair

Principal Shopping Days: Sat., Weds., Fri.
Stores Open Evenings: Gen. Mdse.—Mon. thru Sat.; Food—Wed., Thurs., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Filene's; Sears; American Supply; R.H. White, Jordan-Marsh; Outlet Dept.
Discount Stores (CZ): Bradlees, Spag's, Zayre's 4; The Mart 2; The Fair 2; Caldor.
Variety Stores: McCrory.
Chain Drug Stores (CZ): Vernon 4; Lincoln 6; Beacon 2; Consumer Value 9; Rix 1; Monahan 3; Brooks (1).
Chain Supermarkets (CZ): First National 4, Stop & Shop 1; Hodes 1; Price Rite 2; Iandoli's 8, Big Discount 6; Whitman's 2.
Other Chain Stores: Clothing, Anderson Little 2, Shacks 2, Wallachs, Chess King 2, Women's Wear: Casual Corner, Lerner Shops, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry & Webb 2, Nugents; Auto Accessories; Sears, Western Auto, Firestone; Shoes: Thom McAn 7, Kinney, Morse 2, Hanover, Fayva 3, Fann Farmer 3.

14—NEWSPAPERS: TELEGRAM (m) 54,212; GAZETTE (e) 89,241; Comb. (m&e) 143,453; TELEGRAM (S) 109,760; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Mgr. Gen. Adv. TELEGRAM-GAZETTE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

MICHIGAN SURVEYS

MICHIGAN STANDARD METROPOLITAN STATISTICAL AREAS

Ann Arbor, Mich.—Washtenaw County.

Battle Creek, Mich.—Barry and Calhoun Counties.

Bay City, Mich.—Bay County.

Detroit, Mich.—Lapeer, Livingston, Macomb, Oakland, St. Clair and Wayne Counties.

Flint, Mich.—Genesee and Shiawassee Counties.

Grand Rapids, Mich.—Kent and Ottawa Counties.

Jackson, Mich.—Jackson County.

Kalamazoo-Portage, Mich.—Kalamazoo and Van Buren Counties.

Lansing-East Lansing, Mich.—Clinton, Eaton, Ingham and Ionia Counties.

Muskegon-Norton Shores-Muskegon Heights, Mich.—Muskegon and Oceana Counties.

Saginaw, Mich.—Saginaw County.

Toledo, Mich.-O.—Fulton, Lucas, Ottawa and Wood Counties, Ohio; Monroe County, Mich.

STANDARD CONSOLIDATED STATISTICAL AREAS

Detroit-Ann Arbor, Mich.—Includes Detroit, Mich. SMSA; Ann Arbor, Mich. SMSA.

MICHIGAN POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	805	723	829
5-14 Years	1,906	1,518	1,416
15-24 Years	1,577	1,810	1,609
25-44 Years	2,087	2,679	3,038
45-64 Years	1,757	1,770	1,697
65 and Over	750	900	957
TOTAL	8,882	9,402	9,546

Based on U.S. Census

MICHIGAN RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	1,144	1,683	2,246
General Mdse.	2,929	4,381	5,860
Food	4,710	6,608	8,907
Automobiles	4,409	7,433	8,068
Gasoline Stations	1,481	2,591	4,457
Apparel	1,086	1,642	2,247
Furniture	1,008	1,491	1,920
Eat-Drink Places	1,609	2,696	3,480
Drugs	751	1,050	1,387
Total Sales	20,630	48,039	41,988

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ADRIAN, MICH.

1—LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 59 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U. S. Hwy. 223; State Hwys. 34, 52.

2—TRANSPORTATION: Railroads: Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers: 14.
Intercity Bus Lines: North Star.

Airlines: Betz; Morenci; Adrian Mnpl.; Tecusmeth.

3—POPULATION:
Corp. City 70 Cen. 20,382; Loc. Est. 20,527
CZ ABC: (70) 24,957; (80) 24,900
RTZ-ABC: (70) 80,950, (80) 89,500
County 70 Cen. 81,951; Loc. Est. 88,107
City & RTZ-ABC: (70) 105,907; (80) 114,400

4—HOUSEHOLDS:
City: 70 Cen. 6,099; Loc. Est. 7,155
County: 70 Cen. 24,957; Loc. Est. 30,599
CZ ABC: (70) 7,350; (80) 8,400
RTZ-ABC: (70) 24,033; (80) 30,400
City & RTZ-ABC: (70) 31,383; (80) 38,800

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$189,869,000
Sav. & Loan Assn.	2	$161,260,000

6—PASSENGER AUTOS: County 44,262

7—ELECTRIC METERS: Residence 24,590

8—GAS METERS: Residence 7,892

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Aluminum 500($200); Auto Parts 1,690($210); Paper Pdts. 167 ($178); Laboratory Equipt. 300($198); Woodworking 300($190); Planting 80($192);
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36
First killing frost, Oct. 10-20. Last killing frost, May 1-10.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers: 3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Adrian Mall	50	Sears, Penney
Adrian Plaza	7	A&P
Delco Plaza	-	Rink's Bargain City
Southland Plz.	14	Wickes Lumber
Spielman	7	Farmer Jack
Westgate	2	Kroger

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Klines; Sears.
Discount Stores (CZ): American; Rink's Bargain City; K-Mart.
Variety Stores: Kresge's; Woolworth.
Chain Drug Stores: Muir's; SuperRx; Arbor Drugs.
Chain Food Supermarkets: A&P; Kroger 2; Farmer Jack; IGA; Foodtown.
Other Chain Stores: Wickes; Crosby's; Firestone; Montgomery Ward (catalog); V. & S. Hardware; Jo-Ann Fabrics; Singer Co., Acme Paint; Doctor Pet Centers; Auto Parts, Inc., Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; Mode-O-Day; American Greetings; Pick Way.

14—NEWSPAPERS: TELEGRAM (e) 16,738; Mar. 31, 1980, ABC.
Local Contact for Advertising and Merchandising Data: Doug Farrell, Adv. Mgr., TELEGRAM.
National Representatives: Thomson Newspapers, Inc.

ALBION, MICH.

1—LOCATION: Calhoun County, (In Battle Creek SMSA). E&P Map C-5, 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between battle Creek and Jackson; State Hwy. M-99.

2—TRAKSPORTATION: Mich.; Amtrak; Greyhound Bus.
Airlines: Republic at Jackson.

3—POPULATION:
Corp. City 70 Cen. 12,112; Loc. Est. 13,817
SMSA 70 Cen. 180,129; Loc. Est. 185,410
County 70 Cen. 141,963; Loc. EsT. 139,701

4—HOUSEHOLDS:
City 70 Cen. 3,296; Loc. Est. 4,346
County 70 Cen. 44,422; Loc. Est. 50,802
SMSA 70 Cen. 55,902; Loc. EsT. 66,759

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$27,362,643
Sav. & Loan Assn.	1	$6,624,135

6—PASSENGER AUTOS: County 78,151

7—ELECTRIC METERS: 2,140

8—GAS METERS: Residence 3,315

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Foundries 1,000; Wire Prod. 600; Elec. Prod. 620; Saws 28; Liquid Gases 35; Machine Tools 26. Ind. Wkly. Wages $188.
Principal Industrial Pay Days: Thursday.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: principal Shopping Center: 6 blocks on Superior St. & 1 west on 5 cross sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Stadium Plaza	7	Kroger

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.; Shopping Center and Food nightly.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: G.C. Murphy; McLellan's.
Discount Stores: American Drug Discount.
Chain Food Supermarkets: Felpausch; A&P; Sarges IGA; Foodliner; Kroger.
Other Chain Stores: Gamble's, Western Auto; Penney; Miller Jewelers; Montgomery Ward (catalog).

14—NEWSPAPERS: RECORDER (e) 4,129; (Sat. m) 4,129; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Blair C. Bedient, Pub., RECORDER.
National Representatives: None.

ALMA, MICH.

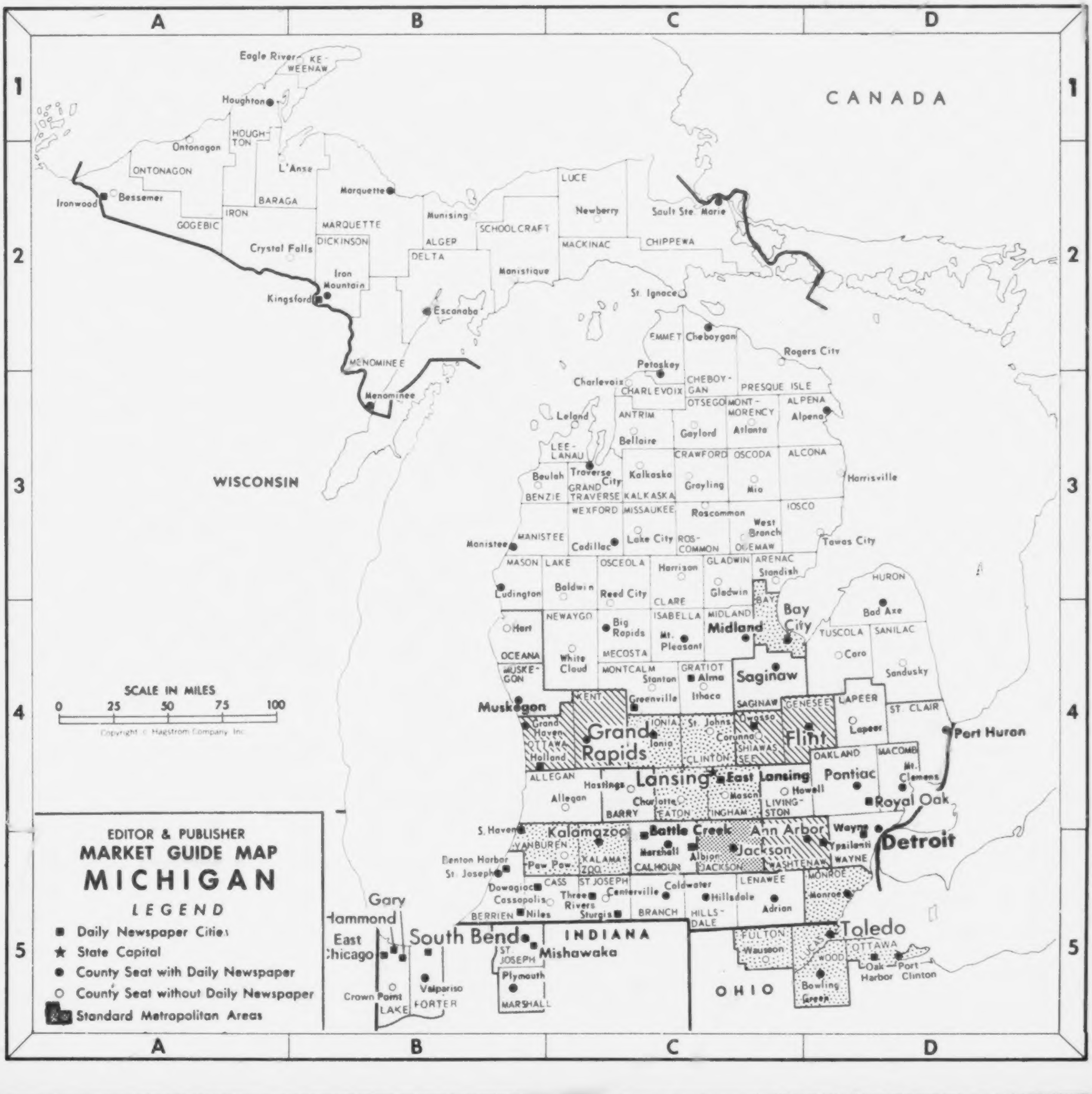
See MOUNT PLEASANT, MICH.

ALPENA, MICH.

1—LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2—TRANSPORTATION: Detroit and Mackinac R.R.; 1 Motor Freight Carrier.
Intercity Bus Lines: Great Lakes, Greyhound.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 13,805, Loc. Est. 16,379
CZ ABC: (70) 22,806; (80) 25,600


A
B
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2
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4
5
CANADA
WISCONSIN
INDIANA
OHIO
EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
Copyright © Hagstrom Company, Inc.
Eagle River
KEWEENAW
Houghton
HOUGHTON
Ontonagon
ONTONAGON
L'Anse
BARAGA
Ironwood
Bessemer
GOGEBIC
IRON
Crystal Falls
Marquette
MARQUETTE
DICKINSON
Iron Mountain
Kingsford
Munising
ALGER
DELTA
Escanaba
SCHOOLCRAFT
Manistique
LUCE
Newberry
MACKINAC
CHIPPEWA
Sault Ste. Marie
St. Ignace
MENOMINEE
Menominee
EMMET
Cheboygan
Petoskey
Charlevoix
CHARLEVOIX
CHEBOYGAN
PRESQUE ISLE
Rogers City
Leland
ANTRIM
OTSEGO
MONTMORENCY
ALPENA
Alpena
Bellaire
Gaylord
Atlanta
LEELANAU
Traverse City
Kalkaska
CRAWFORD
OSCODA
ALCONA
Harrisville
Beulah
BENZIE
GRAND TRAVERSE
KALKASKA
Grayling
Mio
WEXFORD
MISSAUKEE
Roscommon
IOSCO
West Branch
Manistee
MANISTEE
Cadillac
Lake City
ROSCOMMON
OGEMAW
Tawas City
MASON
LAKE
OSCEOLA
Harrison
GLADWIN
ARENAC
Standish
HURON
Ludington
Baldwin
Reed City
Gladwin
CLARE
BAY
Bay City
Bad Axe
Hart
NEWAYGO
Big Rapids
ISABELLA
MIDLAND
Midland
TUSCOLA
SANILAC
OCEANA
White Cloud
MECOSTA
Mt. Pleasant
Caro
MUSKEGON
MONTCALM
Stanton
GRATIOT
Alma
Saginaw
Sandusky
KENT
Greenville
Ithaca
SAGINAW
GENESEE
LAPEER
ST. CLAIR
Muskegon
Grand Haven
OTTAWA
Holland
Grand Rapids
IONIA
Ionia
St. Johns
Corunna
Owosso
SHIAWASSEE
Flint
Lapeer
Port Huron
CLINTON
OAKLAND
MACOMB
ALLEGAN
Allegan
Hastings
Lansing
East Lansing
Howell
Pontiac
Mt. Clemens
Royal Oak
Charlotte
Mason
LIVINGSTON
BARRY
EATON
INGHAM
S. Haven
Kalamazoo
Battle Creek
Ann Arbor
Wayne
Ypsilanti
Detroit
VAN BUREN
Paw Paw
KALAMAZOO
Marshall
CALHOUN
Albion
Jackson
JACKSON
WASHTENAW
WAYNE
Benton Harbor
St. Joseph
CASS
ST JOSEPH
Coldwater
LENAWEE
MONROE
Monroe
Dowagiac
Cassopolis
Three Rivers
Centerville
Hillsdale
Adrian
BERRIEN
Niles
Sturgis
BRANCH
HILLSDALE
Gary
Hammond
East Chicago
South Bend
Mishawaka
ST JOSEPH
Plymouth
MARSHALL
Crown Point
LAKE
Valparaiso
PORTER
FULTON
Wauseon
Toledo
LUCAS
OTTAWA
WOOD
Bowling Green
Oak Harbor
Port Clinton

ALPENA—continued

RTZ-ABC: (70) 27,087; (80) 33,300
County 70 Cen. 30,708; Loc. Est. 36,155
City & RTZ-ABC: (70) 49,893; (80) 58,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,478; Loc. Est. 5,710
County 70 Cen. 9,861; Loc. Est. 11,480
CZ ABC: (70) 6,574; (80) 8,500
RTZ-ABC: (70) 8,132; (80) 11,500
City & RTZ-ABC: (70) 14,706; (80) 20,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$197,068,000
Sav. & Loan Assn.	2	$43,550,000

6—PASSENGER AUTOS: County 17,138

7—ELECTRIC METERS: Residence 5,400

8—GAS METERS: Residence 5,650

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Cement 1,000 ($280); Machines 650 ($220); Auto Trim 130 ($160); Paper 200 ($220); Hardboard 550 ($240); Foundry 125 ($210);

10-CLIMATE: Min. & Max. Avg. Temp.—Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Alpena	0	Lakeshore Shoprite, Kresge
Giantway Plaza	2	Giantway, Midway
Ripley Square	1	A&P, Fisher Tempo/Buckeye, Scott's
Thunder Bay	1	Kroger, Arnold's

Principal Shopping Days: Mon., Fri., Sat.; stores open 6 nites & Sunday afternoon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Vaughn; Kotwicki's.
Discount Stores (CZ): Big Wheel; Giant Way; K-Mart.
Variety Stores: McLellan's, Kresge's; Scott's; Disco; Western Auto.
Chain Drug Stores (CZ): Spen's Walgreen; Cunningham's.
Chain Food Supermarkets: A&P; Midway 2; Kroger; Perch's IGA; Lakeshore Spartan.
Other Chain Sotres: Kinney Shoes; Three Sisters; Sherwin-Williams; Singer; Montgomery Ward (catalog); Sears (catalog); Gately's; Gittleman's;

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	31,677,356	39,736,384	41,987,585	3,712	2,245,957	1,372	5,860,069	9,033	8,906,676	4,970	8,067,963	6,572	4,456,639	4,649	2,246,569	5,042	1,919,688	13,836	3,479,592	1,899	1,386,566
STANDARD METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, Mich.	981,126	1,387,361	1,502,794	72	81,738	27	245,025	171	254,302	122	273,982	163	164,678	141	91,323	144	79,696	308	134,329	42	47,571
Battle Creek, Mich.	529,689	604,983	627,499	90	29,196	26	89,427	152	139,032	111	106,770	143	84,416	78	26,470	116	26,292	286	61,407	40	20,986
Bay City, Mich.	423,811	471,507	486,735	49	27,914	14	62,282	139	107,000	86	102,629	97	55,381	60	20,899	84	20,811	183	39,775	28	13,412
Detroit, Mich.	15,846,014	19,572,453	20,651,361	1,272	887,360	443	2,883,307	4,160	4,394,766	1,731	4,067,434	2,645	2,073,674	2,192	1,237,642	2,068	967,657	6,185	1,697,441	887	808,187
Flint, Mich.	2,021,227	2,497,830	2,633,115	212	135,131	73	427,885	467	538,933	287	580,514	319	256,223	251	119,500	309	124,385	667	189,766	124	88,172
Grand Rapids, Mich.	2,142,317	2,907,983	3,123,548	232	200,342	77	542,645	454	551,544	371	566,913	379	284,788	280	172,328	411	166,405	763	261,170	103	62,655
Jackson, Mich.	482,474	613,255	650,192	68	34,465	24	139,903	123	119,442	71	102,895	109	75,315	58	30,288	66	21,850	205	49,441	31	20,637
Kalamazoo-Portage, Mich.	957,740	1,187,869	1,253,748	121	75,779	49	228,676	213	251,814	159	218,761	210	124,228	148	57,111	168	60,101	384	101,740	44	25,824
Lansing-East Lansing, Mich.	1,592,443	1,995,282	2,108,899	168	103,771	64	368,646	377	395,058	234	424,051	325	218,197	237	101,012	231	89,409	584	179,660	86	44,880
Muskegon-Norton Shores-Muskegon Heights, Mich.	522,725	646,666	683,160	73	42,169	24	139,524	172	151,612	143	116,229	125	59,177	71	23,258	106	27,577	270	54,636	39	20,372
Saginaw, Mich.	848,317	1,091,298	1,160,464	81	58,344	28	189,422	244	252,814	134	181,276	144	108,693	133	83,885	148	62,632	302	114,131	52	29,707
Toledo, O.-Mich.	2,709,772	3,412,392	3,613,346	263	144,352	133	537,822	688	786,319	381	683,787	619	447,467	348	134,245	409	147,874	1,385	332,342	158	110,127
COUNTIES, Cities																					
ALCONA	21,152	30,035	32,517	8	2,804	7	1,451	19	7,713	8	9,608	13	4,078	1		4	463	29	3,288	2	1,333
ALGER	23,515	26,946	27,973	9	1,522	5	378	23	10,037	5	3,907	16	5,949	4	672	5	524	34	2,722	2	418
ALLEGAN	172,398	242,449	262,003	40	15,426	18	4,041	61	60,951	70	76,434	65	44,268	34	7,752	40	6,160	102	20,268	15	9,683
ALPENA	120,187	151,817	160,713	26	12,506	11	13,251	51	41,761	29	25,984	27	15,072	24	11,319	32	8,433	65	13,283	8	4,942
Alpena	100,442	124,136	130,816	14	7,437	7	13,094	34	37,052	17	16,225	17	10,395	24	11,319	24	7,362	44	11,247	7	4,217
ANTRIM	39,130	51,163	54,519	18	8,281	8	702	21	17,197	14	7,930	21	6,181	5	1,025	4	675	44	5,620	5	1,669
ARENAC	41,350	42,247	42,867	8	3,195	5	722	37	11,010	18	8,609	27	11,390	5	540	5	418	33	3,659	4	984
BARAGA	25,950	33,586	35,712	6	1,184	7	3,361	10	9,026	9	6,437	10	6,468	3	506	5	378	18	2,930	1	898
BARRY	70,972	83,051	86,554	23	6,727	5	1,785	36	28,871	27	13,825	25	11,346	13	3,947	20	2,121	41	6,046	8	2,461
BAY	423,811	471,507	486,735	49	27,914	14	62,282	139	107,000	86	102,629	97	55,381	60	20,899	84	20,811	183	39,775	28	13,412
Bay City	214,201	222,040	225,895	25	9,807	10	39,922	72	44,337	29	39,002	53	25,369	40	14,791	41	8,702	104	16,333	17	6,934
BENZIE	35,188	47,387	50,782	12	6,693			22	14,932	16	11,132	17	5,940	9	1,215	11	1,038	33	4,876	8	2,570
BERRIEN	601,021	677,449	701,036	89	43,359	28	72,876	166	169,419	121	113,124	169	88,491	75	23,757	122	53,566	300	59,246	37	20,027
Benton Harbor	104,068	146,868	112,296	5	1,707	4	25,297	25	11,374	22	29,604	20	7,968	7	5,400	19	2,426	43	7,688	8	5,064
Niles	65,340	73,390	75,879	10	5,832	3	6,251	18	18,489	13	15,844	19	10,966	14	3,477	12	1,915	40	9,032	4	1,587
St. Joseph	74,047	74,671	75,589	7	3,443	1	2,056	15	4,433	11	5,013	9	21,288	17	4,498	13	18,280	35	6,662	5	1,268
BRANCH	112,248	137,194	144,289	30	13,194	14	12,296	39	29,659	31	34,888	35	13,370	24	6,127	25	3,961	60	12,132	8	4,285
Coldwater	66,835	77,170	80,209	12	3,700	8	11,392	21	16,305	12	19,535	14	4,360	16	4,482	12	2,794	25	5,875	5	3,268
CALHOUN	458,717	521,932	540,945	67	22,469	21	87,642	116	110,161	84	92,945	118	73,070	65	22,523	96	24,171	245	55,361	32	18,525
Albion	37,508	43,358	45,067	5	1,974	3	1,991	12	8,415	12	13,141	9	5,110	8	2,654	10	1,723	20	6,268	5	2,167
Battle Creek	197,715	223,897	231,775	27	12,423	8	39,537	42	35,593	30	50,703	40	24,253	29	14,820	39	8,163	108	16,893	11	7,869
Marshall	47,841	53,912	55,935	12	2,138	4	3,527	10	12,907	10	11,657	16	8,999	15	2,097	13	3,091	29	8,357	5	2,425
CASS	85,190	99,171	103,253	23	6,174	4	1,892	44	32,124	28	22,862	29	10,755	16	3,811	18	1,885	76	11,151	7	2,990
Dowagiac	35,669	41,872	43,939	15	4,371	3	1,559	21	15,683	11	5,230	12	4,463	9	2,622	8	851	28	3,255	2	1,492
CHARLEVOIX	57,057	74,407	79,250	14	6,313	12	2,033	30	25,056	27	14,512	23	10,560	13	2,455	20	4,182	49	7,236	7	2,344
CHEBOYGAN	81,488	109,899	117,818	18	10,214	10	2,600	33	30,836	24	18,323	41	16,316	21	4,957	9	1,949	83	12,908	5	2,087
Cheboygan	41,935	55,935	60,601	10	6,456	2	1,065	18	23,562	9	6,161	21	9,288	13	3,128	4	1,147	40	5,549	3	1,466
CHIPPEWA	96,034	103,309	105,905	24	8,204	8	12,266	63	27,723	24	14,944	44	12,583	23	6,029	17	2,512	78	9,569	8	3,226
Sault Ste. Marie	72,234	77,394	79,278	15	5,108	5	10,125	32	18,932	12	11,895	24	9,693	19	5,541	12	2,206	38	5,923	6	2,850
CLARE	70,763	95,028	101,811	22	11,599	11	2,189	47	32,338	16	15,688	32	11,197	11	4,061	18	4,202	54	7,403	5	2,689
CLINTON	114,306	155,171	166,560	25	18,704	5	1,833	44	46,232	33	38,170	35	25,319	22	7,464	21	5,337	47	11,139	9	4,332
CRAWFORD	38,257	36,942	37,067	9	1,628	4	2,839	14	8,506	5	7,198	19	7,912	5	586	5	486	30	3,862	3	754
DELTA	133,249	152,138	157,774	34	13,067	13	16,749	71	38,659	29	28,259	46	22,667	24	6,924	29	7,317	93	11,874	7	1,786
Escanaba	104,266	118,390	122,620	15	5,970	9	15,125	29	26,202	21	27,512	24	16,786	20	5,781	22	7,080	50	8,977	5	1,728
DICKINSON	96,930	126,707	135,007	28	10,096	12	23,549	43	24,746	21	26,944	30	14,919	19	7,479	21	6,479	71	9,623	6	3,086
Iron Mountain	52,464	65,982	69,753	14	7,225	5	3,103	19	9,256	13	16,586	18	10,789	15	5,474	12	4,556	37	5,790	3	1,386
Kingsford	28,331	37,894	41,081	4	297	4	18,101	10	9,343	3	6,603	3	1,343	1	1,211	3	1,246	8	1,126	2	1,399
EATON	337,887	395,610	412,457	38	12,173	19	102,746	78	76,083	45	72,782	80	47,921	57	21,831	50	12,859	102	30,318	13	6,200
EMMET	120,378	155,243	164,966	27	13,480	11	16,087	37	32,483	22	23,221	36	21,535	32	14,414	26	8,065	65	15,295	9	3,984
Petoskey	98,791	126,995	134,863	16	11,595	7	15,527	15	26,900	15	18,137	22	16,094	32	12,828	18	7,559	33	9,851	6	3,108
GENESEE	1,817,915	2,239,623	2,359,241	170	106,226	57	402,702	396	469,322	233	520,271	274	229,782	224	111,847	271	114,501	587	173,452	108	78,398
Flint	688,143	767,754	792,631	58	34,805	22	43,433	195	163,683	93	177,556	119	92,209	115	49,092	122	53,035	334	78,074	58	34,383
GLADWIN	45,064	63,771	69,012	11	4,866	6	2,741	23	20,315	16	13,880	21	9,657	8	1,356	8	2,481	31	5,271	6	2,034
GOGEBIC	60,740	69,732	72,403	17	4,284	11	8,600	31	16,146	14	11,200	29	8,809	16	2,900	14	2,697	87	5,848	5	1,649
Ironwood	40,812	46,499	48,395	6	962	8	7,642	16	9,941	8	7,731	11	4,912	10	2,222	12	2,538	37	3,318	4	1,515
GRAND TRAVERSE	242	331,143	358,089	40	42,082	14	40,078	82	60,031	43	66,625	48	38,162	41	21,480	61	17,575	106	32,915	15	8,255
Traverse City	156,105	211,241	226,617	20	26,863	11	27,556	47	41,691	21	21,749	36	28,202	36	18,571	46	13,081	73	24,073	12	5,569
GRATIOT	115,007	119,721	121,934	22	8,660	10	10,094	49	28,656	33	22,506	47	18,962	33	4,313	24	3,922	58	9,828	8	3,867
Alma	61,909	66,692	68,387	9	4,695	6	2,502	16	17,866	9	8,539	15	7,895	16	2,969	9	1,725	25	5,901	3	2,471
HILLSDALE	96,388	116,138	121,843	33	9,531	8	11,530	41	33,130	37	25,140	28	11,877	20	5,638	27	4,153	65	8,430	7	4,975
Hillsdale	60,430	77,456	82,198	7	3,761	5	11,245	15	24,225	16	18,040	6	4,387	13	4,667	12	2,791	23	5,343	5	4,533
HOUGHTON	100,858	108,243	110,918	20	9,548	9	4,465	55	32,815	32	16,853	45	15,572	14	5,229	20	3,287	91	9,508	8	2,820
Houghton	25,970	28,191	28,931	5	2,743	2	1,248	6	6,925	8	2,133	8	3,799	6	3,235	3	1,952	12	2,310	2	863
HURON	101,580	147,588	160,551	42	14,209	10	3,538	54	42,675	42	35,051	43	19,586	24	7,115	32	6,724	92	13,274	11	5,347
Bad Axe	29,107	41,410	45,511	7	1,599	3	2,451	6	11,742	7	10,771	5	3,872	9	3,548	4	1,915	8	2,333	3	3,941
INGHAM	1,000,941	1,270,134	1,345,717	80	57,780	31	237,064	213	220,912	122	280,696	171	125,085	131	66,572	136	67,564	362	126,398	55	30,408
East Lansing	97,140	115,603	120,925	2	2,458	1	554	22	21,305	6	13,656	15	14,371	24	18,820	19	7,869	42	19,186	5	3,367
Lansing	628,893	768,632	807,825	39	34,870	16	142,254	131	116,856	76	213,653	90	66,559	59	23,645	85	48,924	210	73,588	32	17,716
IONIA	139,309	174,367	184,165	25	15,114	9	27,003	42	51,831	34	32,403	39	19,872	27	5,145	24	3,649	73	11,805	9	3,940
Ionia	40,966	50,452	53,614	9	4,126	4	6,019	10	11,192	10	13,198	7	4,906	13	3,674	9	976	21	4,300	4	2,073
IOSCO	83,191	102,674	108,145	21	12,282	10	2,957	42	28,248	26	18,291	31	15,053	19	2,652	29	4,581	64	9,394	7	4,571
IRON	45,716	48,301	49,353	11	1,967	7	2,181	19	13,724	14	5,798	30	16,317	11	1,272	13	1,114	60	3,338	4	910

Western Auto; Arnolds Drug; Radio Shack; Holiday Inn; Erb Lumber; Wickes Lumber.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 12,995; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS.
National Representatives: None.

ANN ARBOR, MICH.

1—LOCATION: Washtenaw County, (SMSA) E&P Map D-5, County Seat, Home of University of Michigan; 36 mi. W of Detroit. On US Hwys I-94 and 23; State Hwy 14.

2—TRANSPORTATION: Railroads: Conrail Amtrak.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 miles).

3—POPULATION:
Corp. City 70 Cen. 99,797; Loc. Est. 107,000
CZ ABC: (70) 113,847; (80) 121,200
RTZ-ABC: (70) 185,888; (80) 214,700
County/SMSA 70 Cen. 234,103; Loc. Est. 261,970
CZ & RTZ ABC: 70 Cen. 299,735 (80) 336,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 31,511; Loc Est. 40,500
County/SMSA 70 Cen. 72,340; Loc. Est. 93,070
CZ ABC: (70) 35,816; (80) 43,800
RTZ-ABC: (70) 51,943; (80) 68,700
CZ & RTZ ABC: (70) 87,759, (80) 112,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	5	$632,417,000
Sav. & Loan Assn.	2	$694,662,872

6—PASSENGER AUTOS: County 143,392

7—ELECTRIC METERS: Residence 34,951

8—GAS METERS: County 62,000

9— PRINCIPAL INDUSTRIES (CZ): Appliance & Automotive; Bearings, Balls; Research & Dev. Space Transportation, Remote Sensing & X-Ray; Camera Mfg; Research & Dev. new drugs; microfilm mfg.
Principal Pay Days: Wed. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct24. Last killing frost Apr. 30.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Areas: 5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St.; 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers: Packard and State Sts.; 2 blocks on Packard St.; 1 block on State St.; East Ann Arbor

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arborland	30	Montgomery Ward, Crowleys

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ISABELLA	146,264	181,987	192,085	26	12,902	6	17,012	37	43,493	26	30,554	33	20,772	34	14,526	27	7,970	74	19,935	11	8,095
Mount Pleasant	114,980	139,022	145,872	10	8,395	6	17,012	21	33,957	15	13,707	23	13,842	34	14,526	20	7,176	50	14,972	8	7,362
JACKSON	482,474	613,255	650,192	68	34,465	24	139,903	123	119,442	71	102,895	109	75,315	58	30,288	66	21,850	205	49,441	31	20,637
Jackson	202,542	233,011	242,005	24	11,289	8	23,890	39	31,728	29	51,246	45	29,803	33	20,991	34	14,289	114	23,704	17	10,354
KALAMAZOO	798,370	974,785	1,025,715	77	58,395	36	222,921	145	183,325	106	155,974	155	95,811	123	53,528	136	53,498	290	85,737	32	19,754
Kalamazoo	397,155	437,137	449,981	33	32,284	15	58,747	56	56,010	53	104,076	62	38,078	65	30,249	64	23,842	152	43,404	14	9,751
KALKASKA	33,591	39,073	40,663	6	3,913	3	297	14	10,969	9	13,448	11	4,386	5	542	3	334	19	3,055	1	1,455
KENT	1,733,723	2,320,792	2,486,128	170	159,587	53	407,155	347	441,856	263	447,067	282	220,827	220	148,922	308	137,489	608	208,356	78	48,130
Grand Rapids	756,703	928,953	977,455	65	45,559	27	167,510	182	162,816	78	158,462	114	65,955	118	57,455	164	67,988	305	85,290	35	23,153
KEWEENAW	3,688	4,203	4,360	1	51			11	1,872			6	1,132					14	754		
LAKE	12,796	14,167	14,610	7	1,324	3	660	24	4,312	3	486	9	2,236	1		1	625	30	2,819	2	299
LAPEER	159,360	205,713	218,663	28	12,622	12	10,958	55	58,286	41	50,905	39	29,156	24	10,457	29	7 316	57	15,535	13	11,575
LEELANAU	26,693	35,380	37,813	8	2,845	4	1,455	25	8,874	11	1,222	21	12,183	4	877	11	727	34	4,832	3	444
LENAWEE	303,537	359,523	375,594	51	19,789	23	34,507	77	87,844	80	81,645	69	40,135	48	16,432	53	13,733	159	27,326	19	10,837
Adrian	126,558	151,284	158,375	13	5,767	7	31,132	20	31,729	19	15,659	24	16,269	19	11,057	20	5,701	48	12,642	7	6,950
LIVINGSTON	225,970	325,248	353,264	45	24,701	12	25,566	74	89,219	45	62,020	47	59,625	30	8,160	49	11,994	92	31,291	12	15,547
LUCE	22,409	21,252	21,239	5	1,411	2	531	14	7,553	7	6,012	7	586	4	730	5	400	21	1,569	2	482
MACKINAC	35,823	47,684	51,001	12	4,279	2	2,026	30	12,786	9	2,607	28	12,416	10	725	6	885	62	7,525	3	649
MACOMB	2,702,797	3,462,026	3,676,029	215	209,928	57	493,620	587	875,848	311	761,438	441	373,945	278	140,048	364	183,695	854	269,368	130	135,434
Mount Clemens	139,325	160,538	166,824	11	2,791	3	17,864	39	47,989	18	33,283	32	20,102	15	8,724	24	6,117	56	8,218	8	5,425
MANISTEE	63,081	78,762	83,143	14	5,466	10	7,900	30	20,975	24	15,620	27	11,398	11	3,804	14	2,069	53	5,634	6	3,071
Manistee	37,144	45,887	48,801	5	2,043	5	6,519	13	10,012	12	8,977	11	5,052	11	3,804	12	1,794	30	2,801	5	2,594
MARQUETTE	212,969	266,258	281,166	39	19,673	17	29,230	78	64,776	46	45,025	57	39,256	38	12,520	44	12,622	139	26,901	9	5,197
Marquette	109,182	135,690	143,103	13	6,070	4	3,209	35	34,439	23	26,110	22	19,073	26	7,913	30	9,561	56	14,512	4	3,148
MASON	81,970	104,993	111,417	14	10,483	9	12,785	38	29,042	14	18,183	27	10,297	13	2,667	20	2,989	54	11,286	8	4,462
Ludington	35,016	44,911	48,209	8	4,301	5	5,019	18	12,848	6	4,614	15	5,967	8	1,160	14	2,334	27	4,587	5	1,971
MECOSTA	90,783	108,553	113,645	14	6,441	13	10,828	37	25,612	27	19,544	31	16,200	15	5,658	22	4,633	58	11,306	8	3,143
Big Rapids	47,270	54,491	56,635	5	2,351	3	3,353	8	14,337	12	7,952	10	6,204	13	4,840	12	2,878	32	7,192	5	2,035
MENOMINEE	64,207	81,757	86,689	14	3,606	9	14,935	30	22,954	30	15,684	23	12,854	8	1,035	16	2,470	55	8,042	2	367
Menominee	50,533	66,529	70,969	2	3,445	4	12,744	12	17,831	23	14,183	12	11,283	5	997	11	1,902	28	5,952	1	318
MIDLAND	212,662	251,843	263,110	35	19,520	8	29,435	59	67,747	45	47,887	45	28,391	41	12,759	40	9,444	61	17,386	13	11,898
Midland	189,158	228,085	238,301	26	17,476	8	29,435	41	61,453	35	44,991	30	22,866	39	12,171	36	9,172	44	14,681	11	10,153
MISSAUKEE	18,644	30,536	34,026	6	1,551	4	787	8	8,973	7	4,635	12	12,866	3	181	2	1,155	16	2,198	2	914
MONROE	331,270	368,532	380,398	43	20,418	18	35,274	90	84,123	64	94,619	84	56,737	24	8,682	35	13,659	158	27,715	22	9,436
Monroe	92,173	112,979	118,868	14	6,903	5	10,225	34	31,558	13	10,310	26	19,688	13	7,117	18	10,809	47	8,740	7	2,725
MONTCALM	146,168	149,883	152,159	28	18,141	16	23,268	54	33,545	48	30,329	46	17,942	17	3,672	32	4,816	77	9,755	10	3,379
Greenville	45,837	46,939	47,306	4	741	7	13,600	4	10,762	10	6,033	8	5,079	10	3,371	14	2,554	18	2,538	3	1,491
MONTMORENCY	21,599	29,889	32,214	8	5,239	2	2,539	17	6,389	3	1,663	12	4,165	5	2,170	7	483	27	3,760	2	1,787
MUSKEGON	478,025	580,026	610,271	54	35,003	19	137,506	143	125,779	114	103,575	109	52,909	66	22,171	94	26,025	228	49,470	34	18,408
Muskegon	164,636	190,137	197,652	17	6,229	4	28,113	44	39,119	32	40,718	36	17,234	34	10.830	39	11,150	74	15,715	9	7,236
Muskegon Heights	31,244	35,258	36,483	3	168	2	2,294	17	6,059	17	8,160	10	3,797	8	1,830	13	4,066	25	4,248	5	1,525
NEWAYGO	67,034	83,752	88,442	21	10,087	10	2,769	34	27,018	20	16,231	21	9,766	12	2,728	24	2,890	52	7,154	6	1,956
OAKLAND	4,528,678	6,079,764	6,519,241	362	296,872	115	945,929	897	1,212,885	474	1,284,340	635	601,263	811	524,183	649	330,966	1,302	523,820	225	246,311
Pontiac	305,080	334,023	343,511	16	11,733	9	55,733	47	56,522	46	83,455	55	36,644	19	13,143	33	12,846	108	23,610	1[illegible]	13,474
Royal Oak	338,555	407,410	426,900	27	21,374	6	17,640	52	75,985	40	116,875	51	49,466	40	12,568	57	28,165	107	38,921	20	15,206
OCEANA	44,700	66,640	72,889	19	7,166	5	2,018	29	25,833	29	12,654	16	6,268	5	1,087	12	1,552	42	5,166	5	1,964
OGEMAW	55,396	75,402	80,989	21	7,117	8	2,185	33	25,052	18	12,439	19	14,038	8	2,240	11	2,470	29	4,253	5	2,858
ONTONAGON	27,758	26,181	26,142	10	1,741	4	1,024	16	5,998	10	7,116	15	5,356	7	769	6	476	34	2,188	3	644
OSCEOLA	36,530	41,973	43,594	24	5,508	4	939	35	13,718	7	4,079	26	6,965	10	1,276	10	526	31	2,917	5	1,402
OSCODA	13,550	15,842	16,516	10	3,067	2	436	13	5,869	6	573	10	2,270	2	469	6	415	21	2,596	2	246
OTSEGO	63,476	84,665	90,576	15	11,273	4	1,121	25	20,270	19	10,427	26	21,330	11	2,337	9	2,308	38	11,007	4	2,116
OTTAWA	408,594	587,191	637,420	62	40,755	24	135,490	107	109,678	108	119,846	97	63,961	60	23,406	103	28,916	155	52,814	25	14,525
Grand Haven	76,007	107,450	116,249	11	2,708	5	32,946	14	13,825	16	24,543	14	8,852	14	6,877	11	5,483	32	8.891	4	3,002
Holland	127,739	182,446	197,777	17	7,915	6	17,842	31	34,905	36	54,167	30	22,374	30	6,600	40	12,454	47	14,854	12	4,429
PRESQUE ISLE	35,706	43,107	45,204	12	7,558	7	2,122	26	13,430	10	7,656	15	4,057	8	1,169	8	2,060	33	3,062	5	1,340
ROSCOMMON	61,482	76,211	80,362	19	10,007	11	1,441	39	24,784	19	7,687	28	12,650	14	2,254	17	1,808	72	9,573	6	2,860
SAGINAW	848,317	1,091,298	1,160,464	81	58,344	28	189,422	244	252,814	134	181,276	144	108,693	133	83,885	148	62,632	302	114,131	52	29,707
Saginaw	254,217	276,613	284,124	22	12,393	13	19,368	91	66,513	42	58,537	56	29,017	48	21,072	48	9,702	136	28,061	26	12,253
ST. CLAIR	394,258	458,622	477,442	57	27,715	23	52,938	142	110,626	98	75,460	94	53,202	50	22,316	76	21,241	200	45,812	28	17,756
Port Huron	178,775	212,889	222,662	17	11,001	10	24,764	45	38,534	30	28,471	37	29,298	31	18,411	40	15,780	75	19,947	11	5,640
ST. JOSEPH	160,341	194,157	203,748	31	11,685	16	13,835	61	53,155	51	45,643	47	27,091	31	7,299	35	6,105	76	15,288	15	5,761
Sturgis	61,069	76,718	81,086	8	2,814	5	7,783	14	18,932	11	13,914	15	14,440	13	3,742	15	3,209	18	4,963	5	2,866
Three Rivers	44,717	53,121	55,922	9	5,923	2	603	18	14,738	15	12,167	14	7,242	11	3,050	8	1,618	23	3,900	5	1,861
SANILAC	95,154	120,163	127,154	49	18,581	13	2,344	55	35,303	42	26,486	39	13,238	22	4,897	25	5,060	62	7,722	10	4,279
SCHOOLCRAFT	26,982	29,544	30,396	10	2,137	2	876	18	10,067	7	4,481	16	2,839	6	1,677	7	739	35	3,302	3	1,046
SHIAWASSEE	203,312	258,207	273,874	42	28,905	16	25,183	71	69,611	54	60,243	45	26,441	27	7,653	38	9,884	80	16,314	16	9,774
Owosso	61,294	64,865	66,271	12	3,309	4	5,074	22	8,372	23	14,113	16	7,988	17	5,846	16	6,190	29	5,760	6	3,082
TUSCOLA	128,591	163,494	173,216	40	17,504	13	4,261	65	40,675	53	42,514	50	25,833	27	6,243	29	3,966	85	11,650	12	4,880
VAN BUREN	159,370	213,084	228,033	44	17,384	13	5,755	68	68,489	53	62,787	55	28,417	20	3,583	32	6,603	94	16,003	12	6,070
South Haven	48,481	64,151	69,374	8	5,815	5	3,962	14	21,239	14	17,434	9	5,329	10	2,402	10	3,214	20	3,784	3	2,101
WASHTENAW	981,126	1,387,361	1,502,794	72	81,738	27	245,025	171	254,302	122	273,982	163	164,678	141	[illegible]1,323	144	79,696	308	134,329	42	47,571
Ann Arbor	499,241	666,320	713,007	24	38,318	11	134,379	71	129,316	34	63,896	61	53,298	103	[illegible],145	77	49,511	143	64,061	20	22,979
Ypsilanti	70,186	80,389	83,435	6	3,436	1	58	25	11,608	14	14,768	20	16,112	11	4,[illegible]	13	5,768	57	13,599	7	4,079
WAYNE	7,834,951	9,041,080	9,406,722	565	315,522	224	1,354,296	2,405	2,047,902	762	1,833,271	1,389	956,483	999	532,473	901	412,445	3,680	811,615	479	381,564
Detroit	2,968,783	3,141,858	3,210,218	217	99,375	98	233,680	1,348	763,285	308	697,278	703	378,169	349	154,646	337	114,194	2,057	337,895	238	143,519
WEXFORD	109,048	130,703	136,894	19	10,063	7	11,089	35	33,213	32	26,666	31	18,838	17	6,931	22	5,809	49	8,835	6	4,735
Cadillac	73,337	85,174	88,644	12	6,696	5	6,612	19	21,792	18	12,812	18	11,605	17	6,931	19	4,271	27	5,497	4	2,616

ANN ARBOR—continued

Westgate	14	Kresge, Kroger, Cunninghams, True Value Hardware
Maple Village	34	K-Mart, A&P
Briarwood	120	Sears, Penney's, Hudsons, Lord & Taylor
Georgetown Mall	24	Krogers, Cunninghams
Lamp Post	7	Richardsons
Plymouth Green	9	Kroger, SupeRx
Plymouth Mall	24	A&P, Cunningham's
Carpenter/Packard	14	Farmer Jack, Best Products

Stores Open Evenings: Department Stores-Mon & Fri.; Briareood - Mon. - Sat.; Food - Mon. - Sat.

13—RETAIL OUTLETS: Department Stores-Goodyear's; Sears Roebuck; Klines; Montgomery Ward; Jacobsons: J.C. Penney; Hudsons; Lord & Taylor; Crowleys
Variety Stores: Kresge

Discount Stores (CZ): K-Mart, Meijers
Chain Drug Stores: (CZ): Cunninghams 4; Richardsons 3 Food & Drug Mart
Chain Food Supermarkets: Kroger 5; A&P 4; Farmer Jack 2; Meijer's
Other Chain Stores: Singer Co.; Firestone; Fotomat Corp.; Gantos; J. Riggings; Englanders; Kinney's; Winkelman's; Hughes & Hatcher; Bakers

14—NEWSPAPERS: NEWS (e) 42,235; (S) 47,347; Mar. 31, 1980 ABC
Local Contact for Advertising & Merchandising Data: Ralph Schweitzer, Mgr., NEWS.
National Representatives: Newhouse Newspapers Metro Suburbia.

BAD AXE, MICH.

1—LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2—TRANSPORTATION: Chesapeake & Ohio R.R.; 2 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 2,999; Loc. Est. 3,737
CZ ABC: (70) 2,999; (80) 3,400
RTZ-ABC: (70) 36,745; (80) 39,700
County 70 Cen. 34,083; Loc. Est. (80) 37,817
City & RTZ-ABC: (70) 39,744; (80) 43,100

4—HOUSEHOLDS:
City: 70 Cen. 955; Loc. Est. 1,428
County: 70 Cen. 10,325; Loc. Est. 13,256
CZ-ABC: (70) 955; (80) 1,300
RTZ-ABC: (70) 11,056; (80) 13,500
City & RTZ-ABC: (70) 12,011; (80) 14,800

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	2	$75,056,000
Savings & Loan	1	$130,345,155

6—PASSENGER AUTOS: County 19,461

7—ELECTRIC METERS: Res. County 18,118

8—GAS METERS: Res. County 13,190

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machines 1,350 ($149); Food 30 ($130).
Principal Shopping Days: Fri. and Sat.
Stores Open Evenings: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11—TAP WATER: Hard (22 gr. per gal.); Iron (0.2 parts per million).

12—RETAILING: Principal Shopping Center: 1 mile N. on Port Crescent (6 stores—open Thu., Fri., Sat. nights).
Neighborhood Shopping Centers: Westland—3/4 mile on West Huron (4 stores).
Principal Shopping Days: Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Polewach Stores; Kritzman's; Montgomery Ward (catalog).
Discount Stores: Arnold Drugs; American Discount; Mill End Store; Norman's Discount Clothing.
Variety Stores: Glass; Ben Franklin; Dibble's.
Chain Drug Stores: Arnold Drugs.
Chain Food Stores: Farmer Jack; IGA.

14—NEWSPAPERS: HURON TRIBUNE (e-Mon. to Fri.) 9,283; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Margaret Kreh, Adv. Mgr., HURON TRIBUNE.
National Representatives: None.

BATTLE CREEK, MICH.

1—LOCATION: Calhoun County, E&P Map C-5 (SMSA). At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2—TRANSPORTATION: Railroads: Amtrak, Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers: 31.
Intercity Bus Lines: Greyhound; North Star; Indian Trails.
Airlines: Air Wisconsin.

3—POPULATION:
Corp. City 70 Cen. 38,931; Loc. Est. 40,424
CZ ABC: (70) 94,695; (80) 93,500
RTZ-ABC: (70) 160,332; (80) 167,400
SMSA 70 Cen. 180,129; Loc. Est. 182,600
County 70 Cen. 141,963; Loc. Est. 140,100
City & RTZ-ABC: (70) 255,027; (80) 260,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 13,707; Loc. Est. 15,548
County 70 Cen. 44,422; Loc. Est. 49,600
SMSA 70 Cen. 55,902; Loc. Est. 62,400
CZ ABC: (70) 30,628; (80) 34,600
RTZ-ABC: (70) 47,464; (80) 56,700
City & RTZ-ABC: (70) 78,092; (80) 91,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$5,185,374,000
Sav. & Loan Assn.	2	$728,006,000

6—PASSENGER AUTOS: County 78,151

7—ELECTRIC METERS: Residence 86,389

8—GAS METERS: Residence 37,519

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 6,500; Mach. (non-elect.) 7,700; Metal 3,800; Paper 1,100; Av. Wkly. Wage. wage production workers $368.20
Principal Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13. Last killing frost, May 10.

11—TAP WATER: Alkaline, very hard; fluoridated. Twps., not fluoridated, very hard.

12—RETAILING: Principal Shopping Centers: 5 blocks on Michigan Ave., 3 on Capital Ave.
Neighborhood Shopping Centers: 3 blocks on Capital Ave. S. W.; 2 on Michigan Ave.; 3 on E. Michigan & Porter St.; 1 on Capital N.E.; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Columbia Plaza	3	Kroger, Woolworth, Muir
Lakeview	2½	
Urbandale Pl.	3	Muirs
Orchard Pk.	2½	Super Mkt.

MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	8,879,862	9,402,472	31,585,585	79,268,764	3,288,794	24,103	68,638	815,958	643,371
STANDARD METROPOLITAN STATISTICAL AREAS									
Ann Arbor, Mich.	234,103	249,038	846,804	2,556,819	89,305	28,630	1,472	12,646	15,715
Battle Creek, Mich.	180,129	187,121	634,691	1,547,173	68,136	22,707	2,707	19,570	27,506
Bay City, Mich.	117,339	123,140	365,815	829,842	42,178	19,675	1,300	31,378	2,534
Detroit, Mich.	4,434,287	4,444,311	17,542,291	39,438,815	1,553,538	25,386	6,319	65,613	50,954
Flint, Mich.	508,664	521,373	1,719,256	4,274,239	178,240	23,980	2,695	25,873	22,370
Grand Rapids, Mich.	539,225	629,842	1,834,065	6,133,270	218,345	28,090	3,551	45,877	47,420
Jackson, Mich.	143,274	152,194	527,218	1,045,319	53,028	19,713	1,391	9,332	14,449
Kalamazoo-Portage, Mich.	257,723	274,742	847,294	2,206,870	96,881	22,779	2,904	38,774	24,310
Lansing-East Lansing, Mich.	424,271	466,391	1,355,197	3,740,788	160,292	23,337	6,198	58,841	65,678
Muskegon-Norton Shores-Muskegon Heights, Mich.	175,410	185,415	558,777	1,105,596	64,715	17,084	1,317	22,968	9,353
Saginaw, Mich.	219,743	229,186	683,632	2,439,431	76,836	31,749	2,132	47,888	9,009
Toledo, O.-Mich.	762,741	788,488	2,682,097	7,494,391	282,903	26,491	6,523	140,909	54,441
COUNTIES, Cities									
ALCONA	7,113	9,718	22,139	53,319	3,812	13,987	280	486	1,651
ALGER	8,568	10,206	23,710	69,016	3,622	19,055	95	169	951
ALLEGAN	66,575	80,281	202,135	511,391	27,374	18,682	2,175	22,592	32,482
ALPENA	30,708	34,596	82,309	222,276	11,568	19,215	497	1,041	3,245
Alpena	13,805	16,571	40,032	113,466	5,857	19,373	*	*	*
ANTRIM	12,612	18,797	31,398	117,019	6,845	17,096	259	4,768	2,731
ARENAC	11,149	14,877	26,415	94,240	5,291	17,811	461	5,652	3,848
BARAGA	7,789	9,085	20,571	62,757	3,241	19,363	107	54	524
BARRY	38,166	46,634	105,703	349,927	16,484	21,228	1,175	6,252	11,318
BAY	117,339	123,140	365,815	829,842	42,178	19,675	1,300	31,378	2,534
Bay City	49,449	44,286	154,838	304,374	16,632	18,301	*	*	*
BENZIE	8,593	11,671	27,410	90,499	4,443	20,369	188	2,564	682
BERRIEN	163,875	166,789	552,836	1,218,202	60,266	20,214	2,118	35,782	6,563
Benton Harbor	16,481	14,967	43,365	82,785	5,554	14,905	*	*	*
Niles	12,988	13,605	47,882	110,736	5,391	20,541	*	*	*
St. Joseph	11,042	10,513	45,747	98,737	4,623	21,358	*	*	*
BRANCH	37,906	40,972	109,579	280,630	14,542	19,298	1,376	15,049	12,149
Coldwater	9,155	10,414	27,136	73,437	3,965	18,521	*	*	*
CALHOUN	141,963	140,487	528,988	1,197,246	51,652	23,179	1,532	13,318	16,188
Albion	12,112	13,664	37,291	90,987	4,349	20,921	*	*	*
Battle Creek	38,931	41,304	143,443	339,184	17,190	19,731	*	*	*
Marshall	7,253	7,591	27,635	66,147	2,912	22,715	*	*	*
CASS	43,312	46,982	118,515	347,314	16,837	20,628	1,179	9,987	16,428
Dowagiac	6,583	6,622	17,608	47,852	2,433	19,668	*	*	*
CHARLEVOIX	16,541	20,587	52,711	133,096	7,311	18,205	227	626	2,241
CHEBOYGAN	16,573	21,469	42,224	134,124	7,506	17,869	187	925	1,191
Cheboygan	5,553	5,660	14,279	35,689	1,863	19,157	*	*	*
CHIPPEWA	32,412	28,773	90,755	181,201	9,687	18,706	329	571	2,264
Sault Ste. Marie	15,136	17,408	47,180	112,226	6,238	17,991	*	*	*
CLARE	16,695	25,623	44,777	154,294	9,503	16,236	360	974	3,768
CLINTON	48,492	58,104	135,598	432,958	18,992	22,797	1,730	14,996	19,695
CRAWFORD	6,482	10,191	15,408	64,241	3,658	17,562	N.A.	N.A.	N.A.
DELTA	35,924	41,627	94,068	301,412	14,593	20,655	331	1,130	3,346
Escanaba	15,368	15,046	44,217	120,794	5,457	22,136	*	*	*
DICKINSON	23,753	27,243	70,215	209,239	10,580	19,777	157	2,250	1,258
Iron Mountain	8,702	8,820	25,267	68,005	3,376	20,144	*	*	*
Kingsford	5,276	5,502	15,744	42,659	2,049	20,819	*	*	*
EATON	68,892	88,549	185,997	714,337	29,839	23,940	1,686	14,553	9,776
EMMET	18,331	23,201	47,638	159,396	8,132	19,601	218	1,044	1,584
Petoskey	6,342	6,052	18,269	47,424	2,426	19,548	*	*	*
GENESEE	445,589	447,563	1,522,116	3,656,243	152,901	23,912	1,140	9,863	10,186
Flint	193,317	148,810	636,998	1,170,312	55,676	21,020	*	*	*
GLADWIN	13,471	20,410	30,880	127,996	7,397	17,304	460	1,898	2,766
GOGEBIC	20,676	20,699	61,705	135,661	8,295	16,355	66	54	369
Ironwood	8,711	7,586	25,643	49,042	3,232	15,174	*	*	*
GRAND TRAVERSE	39,175	53,620	111,707	465,544	18,694	24,903	498	10,134	1,877
Traverse City	18,048	17,510	52,775	159,107	5,925	26,854	*	*	*
GRATIOT	39,246	40,343	121,234	287,124	13,807	20,796	1,623	31,745	15,124
Alma	9,790	10,043	31,632	71,737	3,285	21,838	*	*	*
HILLSDALE	37,171	42,359	115,964	287,129	15,331	18,729	1,825	13,494	16,482
Hillsdale	7,728	8,899	26,031	67,164	3,379	19,877	*	*	*
HOUGHTON	34,652	37,075	90,945	231,073	13,995	16,511	232	810	1,370
Houghton	6,067	7,592	14,679	43,622	2,089	20,882	*	*	*
HURON	34,083	37,026	90,860	232,812	13,122	17,742	2,171	41,428	36,326
Bad Axe	2,999	3,980	8,355	26,152	1,537	17,015	*	*	*
INGHAM	261,039	268,856	907,613	2,207,234	94,505	23,356	1,332	14,197	17,618
East Lansing	47,540	53,517	147,304	379,183	14,825	25,577	*	*	*
Lansing	131,546	123,606	462,174	1,040,499	48,090	21,636	*	*	*
IONIA	45,848	50,882	125,989	386,259	16,956	22,780	1,450	15,095	18,589
Ionia	6,361	6,681	17,420	50,545	2,603	19,418	*	*	*

Meijer Thrifty Acres	3½	Meijer

Principal Shopping Days: Wed., Fri., Sat., Mon.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: L. W. Robinson; J. C. Penney; Sears; Jacobson's.
Discount Stores (CZ): Meijer Thrifty Acres; K-Mart.
Variety Stores: Woolworth; Kresge; Ben Franklin.
Chain Drug Stores (CZ): Muir's 2; Walgreen; Dot Discount; Perry.
Chain Food Supermarkets: Spartan 4; Kroger 2; Meijer; Cut Rate 4; Komarck's 2.
Other Chain Stores: Shoes: Nobil's, Kinney's; Auto Supply: Firestone, Goodyear; Giant Discount Auto Stores; Paint: Sherwin-Williams; Pittsburgh; Singer Co.; Montgomery Ward (catalog); Fanny Farmer; Fanny May Candies.

14—NEWSPAPERS: ENQUIRER & NEWS (e-Mon. to Fri.) 33,366; (Sat. m) 33,308; (S) 41,164; Mar. 30,1980 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER & NEWS.
National Representatives: Gannett Newspaper Advertising Sales.

BAY CITY, MICH.

1—LOCATION: Bay County (SMSA). E&P Map C-4, County Seat. Industrial Center. Situated on Saginaw River 3 mi. from its conjunction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, Sea-going Freighters & Oil Tankers. On Hwy. U.S. 23; Interstate 75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2—TRANSPORTATION: Railroads: Conrail; Chesapeake & Ohio; Detroit & Machinaw; Grand Trunk Canadian Nat'l.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Indian Trails.
Airlines City: United; North Central.

3—POPULATION:
Corp. City 70 Cen. 49,449; Loc. Est. 40,275
CZ ABC: (70) 76,048; (80) 74,000
RTZ-ABC: (70) 147,734; (80) 138,300
County/SMSA 70 Cen. 34,571; Loc. Est. 116,500
City & RTZ-ABC: (70) 223,782; (80) 262,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 15,918; Loc. Est. 16,300
County/SMSA 70 Census 34,571; Loc. Est. 43,800
CZ ABC: (70) 23,564; (80) 25,900
RTZ-ABC: (70) 43,843; (80) 65,200
City & RTZ-ABC: (70) 67,407; (80) 91,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	Not Available
Sav. & Loan Assn.	2	Not Available

6—PASSENGER AUTOS: County 65,233

7—ELECTRIC METERS: Residence 28,706

8—GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Auto Parts Mfg. 4,900 ($310); Power Shovels & Hoists 835 ($294); Elect. Trans. & Weling Machs. 725 ($275); Wood Mfg. 200 ($260); Clothing Mfg. 220 ($210); Chemical Mfg. 700 ($280).
Principal Industrial Pay Days: Fri.

10—CLIMATE: Min. & Max. Temp.—Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5. Last killing frost, May 12.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Washington; 4 on Center; 3 on N. Water; Hampton Square Mall on Center Ave. Road; 2 miles east of Bay City.
Neighborhood Shopping Centers: 6 blocks on Midland St.; 2 on N. Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; T-Way Plaza on Center; 10 on Euclid; K-Mart Plaza.
Principal Shopping Days: Fri., Sat., Mon., Wed.
Stores Open Evenings: Fri., Mon.; Discount Stores—6 nights, Hampton S. Mall—Evenings, Sunday.

13—RETAIL OUTLETS: Department Stores: W.R. Knepp; Penney; Sears; Wiechmann's.
Variety Stores: S.S. Kresge; Woolworth.
Discount Stores (CZ): National Distributors; K-Mart; Unclaimed Freight Store.
Chain Drug Stores (CZ): Valley Walgreen. SupeRx; Clinton Discount; State Discount.
Chain Food Supermarkets: Kroger 3; A&P 1; Ray's Food Fair 5.
Other Chain Stores: Firestone; Paint: Cook's, Sherwin-Williams, Elliott; Shoes: Merit; Nobil; L.G. Haig; Kinney; Misc.: Fanny Farmer Candy; Singer; Zale's Jewelry.

14—NEWSPAPERS: TIMES (e) 40,062; (S) 44,212; Mar. 31, 1980 ABC.
Local Contact for Advertising and Marketing Data: C.M. Carter, Display Adv. Mgr., TIMES.
National Representatives: Newhouse Newspapers Metro-Suburbia.

BENTON HARBOR-ST. JOSEPH, MICH.

1—LOCATION: Berrien county. E&P Map B-5, County Seat. Industrial and agricultrual center. On U.S. Hwys. 12, 31, 33 and State Hwy. M-139; Interstate 94 & 196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio; Conrail.
Motor Freight Carriers: 17.
Intercity Bus Lines: Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride.
Airlines: Republic.
Lake Shipping-Great Lakes vessels supply area on year around basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3—POPULATION:
Corp. Cities 70 Cen. 27,523; Loc. Est. 27,271
Benton Harbor: (70) 16,481 Loc. Est. 16,034
St. Joseph: (70) 11,042; Loc. Est. 11,237
Total Primary Mkt-ABC:
(70) 191,387; (80) 206,000
County 70 Cen. 163,875; Loc. Est. 176,891
Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Benton Harbor 70 Cen. 5,273; Loc. Est. 5,813
St. Joseph 70 Cen. 4,250; Loc. Est. 4,754
County 70 Cen. 50,758; Loc. Est. 63,484

MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
IOSCO	24,905	31,090	[illegible]	176,223	11,145	15,812	239	700	2,312
IRON	13,813	16,125	41,491	114,002	6,794	16,780	93	813	424
ISABELLA	44,594	52,870	95,771	343,388	16,329	21,029	1,110	8,958	17,011
Mount Pleasant	20,524	25,922	42,738	157,356	7,104	22,150	*	*	*
JACKSON	143,274	152,194	527,218	1,045,319	53,028	19,713	1,391	9,332	14,449
Jackson	45,484	41,340	164,247	273,363	16,170	16,906	*	*	*
KALAMAZOO	201,550	208,406	695,504	1,707,993	73,112	23,361	1,122	12,554	13,855
Kalamazoo	85,555	75,654	278,103	575,864	27,232	21,147	*	*	*
KALKASKA	5,272	13,449	10,083	78,415	5,138	15,262	77	690	398
KENT	411,044	465,051	1,480,654	4,625,281	164,145	28,178	1,796	23,460	17,872
Grand Rapids	197,649	179,279	702,038	1,774,485	68,577	25,876	*	*	*
KEWEENAW	2,264	2,089	6,383	11,096	815	13,615	N.A.	N.A.	N.A.
LAKE	5,661	7,514	11,034	39,870	3,057	13,042	124	184	618
LAPEER	52,361	74,273	125,148	510,198	23,612	21,608	1,544	17,286	16,908
LEELANAU	10,872	14,937	25,313	119,256	5,312	22,450	446	9,770	2,602
LENAWEE	81,951	[illegible]	265,508	673,897	31,567	21,348	2,163	34,368	19,919
Adrian	20,382	19,923	64,412	146,062	7,019	20,810	*	*	*
LIVINGSTON	58,967	108,175	140,384	1,008,564	36,531	27,608	872	5,378	9,678
LUCE	6,789	7,383	19,149	55,740	2,382	23,401	32	170	213
MACKINAC	9,660	11,246	26,692	74,554	4,011	18,587	81	106	918
MACOMB	625,309	714,536	2,270,690	6,155,323	228,401	26,950	947	14,724	5,137
Mount Clemens	20,476	24,361	74,557	207,411	9,216	22,506	*	*	*
MANISTEE	20,094	23,108	61,705	180,605	8,653	20,872	321	4,576	798
Manistee	7,723	8,604	23,837	67,589	3,383	19,979	*	*	*
MARQUETTE	64,686	79,551	167,815	588,213	27,087	21,716	96	492	584
Marquette	21,967	25,622	59,879	199,709	7,987	25,004	*	*	*
MASON	22,612	26,673	62,995	217,843	10,010	21,763	585	5,326	4,333
Ludington	9,021	12,163	25,350	100,202	4,859	20,622	*	*	*
MECOSTA	27,992	34,799	66,383	220,141	12,623	17,440	673	5,476	7,799
Big Rapids	11,995	16,822	26,596	93,498	5,387	17,356	*	*	*
MENOMINEE	24,587	29,036	53,533	196,455	10,606	18,523	515	1,041	7,681
Menominee	10,748	10,212	25,710	78,078	4,071	19,179	*	*	*
MIDLAND	63,769	72,098	188,305	648,035	23,743	27,294	645	8,068	3,164
Midland	35,176	38,941	119,732	409,938	13,182	31,098	*	*	*
MISSAUKEE	7,126	11,111	16,509	59,357	4,041	14,689	368	1,459	7,223
MONROE	118,479	136,892	351,078	1,413,852	44,812	31,551	1,773	29,600	6,247
Monroe	23,894	24,865	75,064	271,685	8,891	30,557	*	*	*
MONTCALM	39,660	48,534	107,839	330,852	17,760	18,629	1,392	19,516	9,773
Greenville	7,493	10,758	21,055	75,786	4,170	18,174	*	*	*
MONTMORENCY	5,247	8,377	12,066	45,804	3,325	13,776	111	241	1,316
MUSKEGON	157,426	162,936	514,159	972,673	56,830	17,115	517	9,114	5,271
Muskegon	44,631	42,759	147,135	256,812	16,858	15,234	*	*	*
Muskegon Heights	17,304	14,937	47,907	74,310	5,407	13,743	*	*	*
NEWAYGO	27,992	36,146	66,383	223,144	12,693	17,580	881	8,637	8,825
OAKLAND	907,871	1,050,038	4,008,027	11,013,755	357,410	30,815	795	8,717	3,956
Pontiac	85,279	76,167	322,959	520,765	26,901	19,359	*	*	*
Royal Oak	86,238	72,420	457,401	748,237	27,385	27,323	*	*	*
OCEANA	17,984	22,479	44,618	132,923	7,885	16,858	800	13,854	4,082
OGEMAW	11,903	17,654	25,612	99,906	6,633	15,062	339	1,002	4,003
ONTONAGON	10,548	10,301	30,585	71,578	3,687	19,414	155	143	904
OSCEOLA	14,838	19,355	35,668	115,845	7,064	16,399	590	1,545	6,687
OSCODA	4,726	7,926	11,910	49,484	3,139	15,764	97	124	1,394
OTSEGO	10,422	16,333	22,008	117,025	5,612	20,853	137	484	745
OTTAWA	128,181	164,791	353,411	1,507,989	54,200	27,823	1,755	22,417	29,548
Grand Haven	11,844	12,635	36,405	129,032	4,753	27,147	*	*	*
Holland	26,337	29,426	78,214	291,382	10,596	27,499	*	*	*
PRESQUE ISLE	12,836	14,883	36,172	83,908	5,185	16,183	400	2,671	2,549
ROSCOMMON	9,892	17,467	23,113	119,197	7,373	16,167	27	61	37
SAGINAW	219,743	229,186	683,632	2,439,431	76,836	31,749	2,132	47,888	9,009
Saginaw	91,849	76,504	275,854	782,513	27,819	28,129	*	*	*
ST. CLAIR	120,175	141,100	354,270	1,169,307	49,920	23,424	1,598	10,815	14,385
Port Huron	35,794	34,602	104,236	285,453	13,158	21,694	*	*	*
ST. JOSEPH	47,392	55,154	150,754	410,548	20,646	19,885	1,206	12,531	12,821
Sturgis	9,295	9,301	32,760	76,389	3,689	20,707	*	*	*
Three Rivers	7,355	7,664	22,753	55,479	3,017	18,389	*	*	*
SANILAC	35,181	41,941	93,110	277,613	14,878	18,659	2,349	24,771	33,172
SCHOOLCRAFT	8,226	9,013	22,422	59,352	3,282	18,084	49	183	204
SHIAWASSEE	63,075	73,810	197,140	617,996	25,339	24,389	1,555	16,010	12,184
Owosso	17,179	18,530	56,771	165,371	7,009	23,594	*	*	*
TUSCOLA	48,603	59,022	149,552	420,718	19,764	21,287	1,889	47,510	16,095
VAN BUREN	56,173	66,336	151,790	498,877	23,769	20,989	1,782	26,220	10,455
South Haven	6,471	6,849	17,566	51,745	2,565	20,173	*	*	*
WASHTENAW	234,103	249,038	846,804	2,556,819	89,305	28,630	1,472	12,646	15,715
Ann Arbor	99,797	108,598	376,144	1,174,509	41,905	28,028	*	*	*
Ypsilanti	29,538	26,641	82,085	200,830	8,476	23,694	*	*	*
WAYNE	2,669,604	2,356,189	10,643,772	19,581,668	857,664	22,831	563	8,693	890
Detroit	1,513,601	1,164,576	6,087,400	8,901,715	455,112	19,559	*	*	*
WEXFORD	19,717	23,490	64,270	143,681	8,682	16,549	256	738	2,036
Cadillac	9,990	11,448	33,481	71,315	4,166	17,118	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1979 Cash Receipts as follows: From Crops $1,272,834,000; from Livestock & Livestock Products $1,145,139,000; Total $2,417,973,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

BENTON HARBOR—continued

Total Primary Mkt.-ABC (70) 59,029; (80) 72,400

5—BANKS:	NUMBER	DEPOSITS
Commercial	4	$475,163,202
Sav. & Loan Assns	2	$197,815,041

6—PASSENGER AUTOS: County 92,775

7—ELECTRIC METERS: Residence 65,686

8—GAS METERS: Residence 28,843

9— PRINCIPAL INDUSTRIES (CZ): Foundry; Heavy Machinery; Plastics; Aviation Supplies, Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Phonographs, Recorders; Hi-Fi Equip., Lawn Equip. Mfrs.; Ptg. Prod.; Hydraulic Pumps, Fruit Pkg.; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers, World's Largest Outdoor Fresh Fruit Mkt.; Transportation Equip. & production; Wineries; Food Processing.
Principal Industrial Pay Days: Wed. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-80; Summer 62-90; Fall 32-75, Winter 10-42. First killing frost Oct. 15. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping District: 14 blocks on 8 streets.
Neighborhood Shopping Centers: Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fairplain Plaza	4	Goldblatts'
Riverview	1½	Sears, K-Mart
Benton Square	4	Kroger
Southtown	2	Hilltop Foods
Fairplain	4	Jewel Foods
Village Square	7	Gentry Shop
Scottdale	4	Ace Hardware
Orchard Mall	1	J.C. Penney, Sears
Pipestone Center	1	K-Mart

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. & Fri.
Stores Open Sundays: In larger Shopping Centers

13—RETAIL OUTLETS: Department Stores: Sears; Penney; Rimes; Goldblatt.
Variety Stores: Woolworth; Murphy's.
Discount Stores (CZ): Belsct, Comet, K-Mart; Bargain Center; The Hilltop.
Chain Drug Stores (CZ): Muir's; Cunningham; Nationwide Phmcy; Gillespie's 2; Osco; Revco.
Chain Food Supermarkets: A&P; Kroger; Jewel Family Foods; Hill top 3; Hardings; Super Valu Meijer's.
Other Chain Stores: Singer Co., Sherwin-Williams; S&H Green Stamps; Top Valu Stamps; Nobil Shoes; Zale's; Goodyear; Leath's; PicWay Shoes; Smith Alsop; Fox Jewelers; Playback; Circus World; Radio Shack.

14—NEWSPAPERS. HERALD-PALLADIUM (e) 35,966; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Nat'l Adv. Mar. HERALD-PALLADIUM.
National Representatives: Landon Associates, Inc.

BIG RAPIDS, MICH.

1—LOCATION: Mecosta County, E&P Map C-4, County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Manufacturing and Agriculture Center.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 2.
Intercity Bus Lines: North Star.

3—POPULATION:
Corp. City 70 Cen. 11,995; Loc. Est. 16,915
County 70 Cen. 27,992; Loc. Est. 34,807
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,891; Loc. Est. 5,390
County 70 Cen. 7,791; Loc. Est. 12,557

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$4,393,654
Commercial Banks	2	$42,446,904

6—PASSENGER AUTOS: County 13,759

7—ELECTRIC METERS: Res./City 12,038

8—GAS METERS: Res./City 2,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Number of Wage Earners: Machine Shops (22); Furniture (62); Box Manufacturing (62); Tool & Die (19); Industrial Machinery & Equipment 7140); Shoes (1100); Canoes and Boats (35); State College professional and faculty (561); State College service staff (674).

10-CLIMATE: Min. & Max. Temp.—Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11—TAP WATER: Medium alkalinity, medium hardness.

12—RETAILING:
Principal Shopping Center: four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart	14	K-Mart, Revco Drugs
Southland	8	Southland Pharm., Krogers

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: All Fri. evenings.

13—RETAIL OUTLETS: Department Stores: Gamble's; J. C. Penney; Vaughan's; Klines.
Variety Stores: Dibble's; Woolworth.
Discount Stores: Giant Way; K-Mart.
Chain Food Supermarkets: Kroger; Giant; Eberhard.
Chain Drug Stores: Revco.
Other Chain Stores: Western Auto; Sears; Montgomery Ward.

14—NEWSPAPERS: PIONEER (e) 5,216; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER.
National Representatives: None.

CADILLAC, MICH.

1—LOCATION: Wexford County, E&P Map C-7. County seat, shopping, resort, wholesale and manufacturing center; 96 mi. North of Grand Rapids. On U.S. Hwy. 131, State Hwy. M-115 and M-55.

2—TRANSPORTATION: Railroads: Conrail; Ann Arbor (freight).
Motor Freight Carriers: 14.
Intercity Bus Lines: Greyhound; North Star.

3—POPULATION:
Corp. City 70 Cen. 9,990; Loc. Est. 11,477
County 70 Cen. 19,717; Loc. Est. 23,846

4—HOUSEHOLDS:
City 70 Cen. 3,234; Loc. Est. 4,122
County 70 Cen. 6,234; Loc. Est. 8,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$249,807,000
Sav. & Loan Assn	1	$7,800,000

6—PASSENGER AUTOS: County 12,842

7—ELECTRIC METERS: Residence 4,100

8—GAS METERS: Residence 4,700

9— PRINCIPAL INDUSTRIES (CZ): Malleable and Aluminum Castings; Furn., Machine Prod.; Garments, Heaters; Air Conditioners; Aircraft Pallets; Cement Prod.; Cabinets; Tools & Dies; Material Handling Devices; Rubber Pdts., Canvas Pdts.; Show Cases & Metal Trim. 3,250 emp.
Principal Industrial Pay Days: Staggered.

10-CLIMATE: Av. Winter 18, Summer 69.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Mitchell St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cadillac Square	7	Kroger
K-Mart Plaza	4	K-Mart, Eberhard Foods
Olesons	3	Olesons Foods
Giantway Plaza	2	Giantway, Giant Foods

Principal Shopping Days: Department Stores—Mon., Fri. & Sat. Food—Thu., Fri. & Sat.
Stores Open Evgs.: Food & Drug; Others—Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Cochranes; J. C. Penney; Sears; Clark's; Giantway; Millikens; K-Mart.
Variety Stores: Green; Ben Franklin.
Discount Stores: Giant Way; K-Mart.
Chain Drug Stores in C.Z.: Gould; Revco.
Chain Food Supermarkets: Kroger, Giant, Oleson, Eberhard.
Other Chain Stores: Gambles, Western Auto, Van Drie Furniture, Southgate Sales, Traverse Bay Woolen, Wickes Lumber, Red Mill Lumber, Ace Hardware; Sherwin-Williams.

14—NEWSPAPERS: NEWS (e) 8,519; sworn Sep. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Thomas C. Huckle, General Manager; Frank B. Senger, Mktg. Dir.; Larry Rogers, Adv. Mgr., NEWS.
National Representatives: Landon Associates, inc.

CHEBOYGAN, MICH.

1—LOCATION: Cheboygan County, E&P Map C-2, County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23, 27; State Hwys. 33, 68.

2—TRANSPORTATION: Conrail, Detroit & Mackinaw.
Intercity Bus Lines: Greyhound; Mio Bus.
Motor Freight Carriers: 3.
Airlines: Republic; Trans-Michigan Airlines.

3—POPULATION:
Corp. City 70 Cen. 5,533; Loc. Est. 5,663
County 70 Cen. 16,573; Loc. Est. 21,503

4—HOUSEHOLDS:
City 70 Cen. 1,625; Loc. Est. 1,838
County 70 Cen. 4,944; Loc. Est. 7,412

5—BANKS: 3 Savings; Est. Dep. $75,000,000

6—PASSENGER AUTOS: County 10,874

7—ELECTRIC METERS: Residence 2,207

9— PRINCIPAL INDUSTRIES (CZ): industry, Number of Wage Earners (Av. Wkly. Wage): Paper Mill 552 ($125); Tool & Die 155 ($110/$115); Record Player Cases 201 ($70); Tube Forming 86 ($90); Wire Harness 120($90); Steel Treating ($140); Instruments 25 ($150); Other Mfg. 61 ($110).

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 6 blocks on Main and 4 blocks on State; Mackinaw State & South Main.
Shopping Center: Lee's Park & Shop (4 stores—B&C Super Mkt., Walgreen).
Principal Shopping Days: Fri. Sat.
Stores Open Evenings: Fri., some Sat. & Mon.
Stores Open Sundays: Some larger stores.

13—RETAIL OUTLETS: Department Stoes: J.C. Penney; Gamble's; Montgomery Ward.
Variety Stores: Woolworth.
Discount Stores: : Clinton.
Chain Food Supermarkets: B&C 4; Kroger.
Other Chain Stores: Sears.

14—NEWSPAPERS: TRIBUNE (e) 4,330; sworn Sept. 30, 1979.
Local Contact for Advertising and Merchandising Data: Mrs. Myrton M. Riggs, Pub., TRIBUNE.
National Representatives: Landon Associates, Inc.

COLDWATER, MICH.

1—LOCATION: Branch County, E&P Map C-5, County Seat. 30 mi. S of Battle Creek, 45 mi. W of Jackson. On U.S. Hwy. 112, 27.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound; Short.

3—POPULATION:
Corp. City 70 Cen. 9,155; Loc. Est. 9,947
County 70 Cen. 37,906; Loc. Est. 39,800

4—HOUSEHOLDS:
City 70 Cen. 3,083; Loc. Est. 3,746
County 70 Cen. 11,208; Loc. Est. 13,967

5—BANKS: Commercial 2, Dep. $125,379,000

6—PASSENGER AUTOS: County 20,941

7—ELECTRIC METERS: Residence 2,803

8—GAS METERS: Residence 1,050

9— PRINCIPAL INDUSTRIES (CZ): Store Fixtures, Furniture; Clothing; Marine Engines, Pressed Metals; Molybdenum Processing; Aluminum Extrusion; Shoes.

12—RETAILING:
Shopping Center: Fairfield (Kroger, Tempo); East End.

13—RETAIL OUTLETS: Department Stores: Branch; J.C. Penney; Tempo; Spurgeon's; K-Mart.
Variety Stores: Murphy's, Barr's.
Discount Stores: Tempo; K-Mart.
Chain Food Supermarkets: A&P, Kroger, Felpaush.

14—NEWSPAPERS: REPORTER (e) 9,061; sworn Mar. 31, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Duane E. Davisdon, Gen. Mgr., or Santford Jolley, Adv. Dir., REPORTER.
National Representatives: None.

DETROIT, MICH.

1—LOCATION: Wayne County (SMSA). E&P Map D-5, County Seat. Manufacturing and wholesale center for southeastern part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96, 75; U.S. Hwys. 10, 12, 16, 24, 25 and 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, and 153, 175, 194, 196; 268 mi. E of Chicago and 164 W of Cleveland. Willow Run Airport is 31 mi. from city; 219 mi. from Chicago and 105 from Cleveland; Detroit Metro Airport is 17 mi. from city.

2—TRANSPORTATION: Railroads: B & O; C & O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers: 200.
Intercity Bus Lines: De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines: At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Braniff; Delta Eastern; Northwest Orient; Ozark; Pan Am; Republic; Trans World; U.S. Air; United.
At City Airport: Wright; Hubb Airlines.

3—POPULATION:
Corp. City 70 Cen. 1,513,601; Loc. Est. 1,188,647
CZ ABC: (70) 1,800,073; (80) 1,437,200
RTZ-ABC:(70) 3,032,737; (80) 3,312,700
County 70 Cen. 2,699,604; Loc. Est. 2,376,951
SMSA 70 Cen. 4,434,287; Loc. Est. 4,396,500
City & RTZ-ABC: (70) 4,832,810; (80) 4,749,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 497,753; Loc. Est. 459,239
County 70 Cen. 830,441; Loc. Est. 856,220
SMSA: 70 Cen. 1,333,722; Loc. Est. 1,522,043
CZ ABC: (70) 593,542; (80) 543,200
RTZ-ABC: (70) 864,434; (80) 1,081,500
City & RTZ-ABC: (70) 1,457,976; (80) 1,624,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	81	$18,452,000,000
Sav. & Loan Assns.	23	$6,527,000,000

6—PASSENGER AUTOS: Wayne, Oakland, Macomb Counties 2,381,653

7—ELECTRIC METERS: 1,391,197

8—GAS METERS: County 643,405

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of employees (Av. Wkly. Wage): Manufacturing 525,000 ($392); Durables 439,800 ($403); Lumber & Wood Products 2,100 ($235); Furniture & Fixtures 1,800 ($302); Metals 110,900 (N.A); Primary Metals 40,800 ($450); Fabricated Metals 70,100 ($363); Nonelectrical Machinery 94,400 ($447); Electrical Machinery 7,600 ($251); Transportation Equipment 205,200 ($407); Motor Vehicles & Equip. 198,600 ($409); Other Transport & Equip. 6,600 (NA); Other Durables 17,800 (NA); Nondurables 85,200 ($340); Food & Kindred Products 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Products 4,200 ($363); Printing & Publishing 16,100 ($385); Chemicals & Petroleum 17,100 ($363); Other Nondurables 15,300 (NA); Nonmanufacturing 939,600 (NA); Construction 53,600 ($455); Trans., Commun., & Util. 84,400 (NA); Wholesale Trade 84,300 ($328); Retail Trade 281,500 ($162); Finance, Real Estate & Ins. 89,-600 ($208); Services 345,000 (NA); Mining 1,200 (NA); Government 260,500 (NA); Federal 34,100 (NA); State 33,700 (NA); Local 192,700 (NA);

10-CLIMATE: Min. & Max. Temp.—Spring 27-68, Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21. Last killing frost, Apr. 23.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: Downtown is about one square mi., centered at Woodward and State St. Greatest Volume of traffic is towards this center point. It spreads and thins out towards the edges of the expressway Loop.
Neighborhood Shopping Districts at: Location, number of blocks-Detroit City; Grand River & Lasher 5, Joy Rd. & Southfield 4, Grand River & Greenfield 15, McNichols & Schaefer 7, Grand River & Oakman 8, 7 Mile & Livernois 7, Grand River & Joy Rd. 11, Michigan & Junction 5, Fort & Junction 4, 7 Mile & Conant 4, Woodward & Gd. Blvd. 7, Harper & Van Dyke 4, Gratiot & Van Dyke 2, Gratiot & 7 Mile Harper & Chalmers 4, Jefferson & Chalmers 9, Gratiot & 9 Mile (E. Det.) 6, Gratiot & Class (Mt. Cl.) 8, Van Dyke & 10 mi. (Centerline) 4, Harper & 9½ Mile (St. Cl. Shores) 6, Woodward & 9 Mile (Fern.) 6, Coolidge & 9 Mile, Oak Park, Main & Fourth (R. Oak) 10, Main & 14 (Cl.) 4, Buckingham & 12 Mile (Berkley) 3, Woodward & Maple (Bir.) 5, Saginaw & Huron (Pon). 8, Main & Fourth (Rochester) 4, Farmington & Grand River (Farm) 4, Cadieux & Kercheval (Grosse Pte.) 3, Joseph Campau & Holbrook (Hamt.) 12, Woodward & Grand (H.P.) 8, Michigan & Schaefer (Dear) 5, Michigan & Monroe (Dear.) 4, Jefferson & Coolidge (Riv. Rouge) 5, Jefferson & Salliotte (Ecorse) 3, Biddle & Maple (W'dotte) 8, Fort & Southfield (L. Pk.) 4, Michigan & Wayne (Wne.) 5, Middle Belt & Ford (Garnden City) 6, Main & Penniman (Plym) 4, Allen & Southfield (Allen Park) 4, Jefferson & St. Joseph (Trenton) 4.

Principal Shopping Centers

Arborland—State & Washington, Ann Arbor
Briarwood—State Rd. & I-94, Ann Arbor
Eastland—8 Mile & Kelly, Harper Woods
Fairlane Town Center—Michigan & Southfield, Dearborn
Lakeside—Schoenherr & Hall, Sterling Hts
Livonia Mall—7 Mile & Middlebelt Sterling Hgts.
Macomb Mall—Gratiot & Masonig, Roseville
Northland—Northwesern & 8 Mile, Southfield
Oakland Mall—14 Mile & John R. Troy
Pontiac Mall—Telegraph & Eliz. Lake Rd., Pontiac
Sears Lincoln Park—Dix & Southfield, Lincoln Park
Somerset Mall—Coolidge & Big Beaver, Troy
Southfield Plaza—Southfield & 12½ Mile, Southfield
Southgate—Trenton & Eureka, Southgate
Southland—Eureka & Pardee, Taylor
Tech Plaza—12 Mile & Van Dyke, Warren
Tel-12-Telegraph & 12 Mile, Southfield

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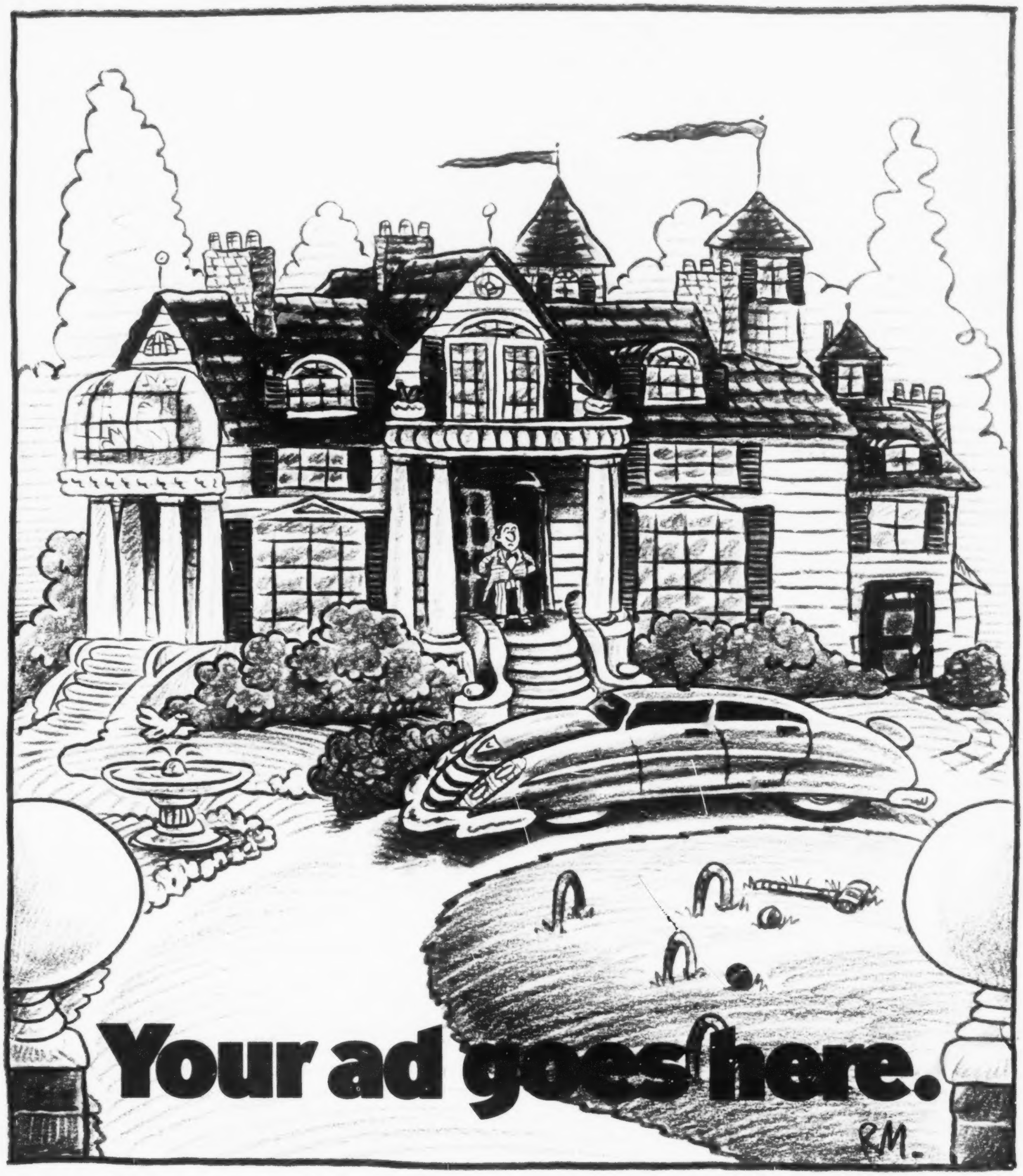

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DETROIT—continued

Twelve Oaks—12 Mile & Hagerty, Novi
Universal City—12 Mile & Dequinder, Warren
Westland—Wayne & Warren, Westland
Wonderland—Plymouth & Middlebelt, Livonia

Principal Shopping Days: Mon., Fri. and Sat.

13—RETAIL OUTLETS: Department Stores Crowley 8; Lord & Taylor 3; J. L. Hudson 11; Montgomery Ward 12; J.C. Penney 13, Sears 12;
Variety Stores: Kresge 45; Woolworth 10.
Discount Stores(Primary Market Area): Forest City 7; K-Mart 46; Korvette 5; Merchandise Mart 13.
Chain Drug Stores: Revco 30; Cunningham 37; Arnold 20; Motor City Pres. 8; Shapero 6.
Chain Food Stores: (SMSA): Farmer Jack 75; Chatham 44; Kroger 48, A&P 51; Great Scott 35; Spartan 102; IGA 23; Hollywood 5.
Women's Apparel: Saks 2, Jacobsons 4, Winkelmans 39, Alberts 23, Fays' 6, Himelhocks 8, Juliet 3, Lane Bryant 10; Kay Baum 6, Lerner 7, Marianne 19; Robelle 6, B. Siegel 7; Stuarts 3, Vanity Fair 14, Franklin Simon 5; Alcove 10; Today 4; Alberts.
Men's Apparel: Capper & Capper 2, Crawfords 3, Hughes & Hatcher 25, Jack Stevens 7, Kesslers 3, Max Greens' 3, Midwest Trouser Exchange 8. Osmuns' 4, Richmond Brothers 11, Shifman's 4, Sims 6, Todds 5, United Shirt 27, Valente 17, Van Horn 6.
Appliance Stores: Fretters 11; Highland 11; Good Housekeeping 23, World Wide 5; Naum's 8.
Shoes: Allens, Bakers, Cannon, Father & Son, Famous Brand, Flagg Bros., Haig Kinny, Maling, Mary Jane, Shoe Tree, Sibleys, Thom McAn, Chester, Hack, Knapp, Kosin, Phillips, Pic-Way, Shapiro, Sherman, Payless.
Other Chain Stores: Furniture: Star 12; Taylor 4; Leeds 3; Tri State 9; Art Van 10; Gardner-White 3; Dobb's 3; Wickes 3; Towne & County 6; Carpet-New York Carpet World 11; Beckwith Evans 15.

14—NEWSPAPERS: FREE PRESS (m-Mon. to Fri.) 601,721; (Sat. m) 546,255; (S) 710,018; Mar. 31, 1980 ABC.
NEWS (e-Mon. to Fri.) 630,573; (Sat. m) 600,305; (S) 827,168; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., FREE PRESS; Norman R. Young, Adv. Dir., NEWS.
National Representatives: FREE PRESS, Knight-Ridder Newspaper Sales, Inc. Canada: Metropolitan Pub. Rep., Mexico: Towmar, Representaciones Professionales S.A.
NEWS—Million Market Newspapers Inc., The Leonard Co. (Miami & Mexico); American Publisher Representatives (Canada); Lenha Hawaii; Inc. (Hawaii).

DOWAGIAC, MICH.

1—LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing and agricultural and dairy dairy area; 25 mi. N of South Bend, Ind., 115 mi. E of Chicago, Ill., 45 mi. SW of Kalamazoo, Mich. On State Hwys. M-51 and M-62.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6
Intercity Bus Lines: Indian Trails.

3—POPULATION:
Corp. City 70 Cen. 6,583, Loc. Est. 5,969
County 70 Cen. 43,312, Loc. Est. 46,560
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,077; Loc. Est. 2,173
County 70 Cen. 13,357, Loc. Est. 16,518

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$43,533,376
Sav. & Loan Assn	1	$56,535,000

6—PASSENGER AUTOS: County 24,521

7—ELECTRIC METERS: Residence 2,521

8—GAS METERS: Residence 4,384

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Machine Shops 150 ($240), Fishing Tackle 125 ($116), Refrigeration Condit. Equip. 1,300 ($240), Die Casting 355 ($220), Wood Prod. 151 ($225); Warehousing 60 ($150), Auto Parts 45 ($145).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-75, Summer 40-102, Fall 25-70, Winter 15-40
First killing frost, Oct. 12; Last killing frost, May 12.

11—TAP WATER: Neutral, fluoridated; de-ironized.

12—RETAILING: Principal Shopping Center: 3 blocks on North and South Front Sts., 1 on Commercial St., 1 on Division, 1 on Penn and 1 on Main.

Nearby Shopping Center: "M-51 South" (Hale's Hdwr., Buy Low); Wonderland, Donker's
Principal Shopping Days: Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: The Fair.
Variety Stores: Woolworth; Harvey's.
Discount Stores: Wonderland.
Chain Drug Stores (CZ): Dowagiac Rexall; CVS Discount.
Chain Food supermarkets: Buy Low; Village Market 4, Harding's.
Other Chain Stores: Gambles, Firestone; Hale's True Value Hdwr; Sears.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 3,600, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Kenneth Kirby, Pub., NEWS.
National Representatives: Michigan Newspapers,Inc.

ESCANABA, MICH.

1—LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection U.S. Hwys. 2, 41 and M-35. Iron ore shipping port.

2—TRANSPORTATION: Railroads: Chicago & North Western, Escanaba & Lake Superior, Soo Line (freight); Connects with Milwaukee Road.
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound.
Airlines: Republic.

3—POPULATION:
Corp City. 70 Cen. 15,368; Loc. Est. 15,899
CZ ABC (70) 19,371; (80) 19,600
RTZ-ABC: (70) 26,941; (80) 33,500
County 70 Cen. 35,924; Loc. Est. 42,217
City & RTZ-ABC: (70) 46,312; (80) 53,100
Demographic information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 4,838; Loc. Est. 5,733
County: 70 Cen. 10,816; Loc. Est. 14,726
CZ ABC: (70) 5,909; (80) 6,700
RTZ-ABC: (70) 8,008; (80) 11,500
City & RTZ-ABC: (70) 13,917, (80) 18,200

5—BANKS: 3 Comm. Est. Dep. $144,525,000

6—PASSENGER AUTOS: County 19,819

7—ELECTRIC METERS: Residence 8,553

8—GAS METERS: Residence 2,946

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wager Earners: Wood 200; Paper 1,200; Heavy Machinery, 11,050; Rail Process 252.
Principal Pay Days: Fri., every other Tues., 14 & 29.

10-CLIMATE: Min. & Max. Temp.—Spring 30-44, Summer 55-72, Fall 39-53; Winter 11-26. First killing frost, Oct. 5. Last killing frost, May 12.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Ludington St.; Delta Plaza Shpg. Center (24 stores—Red Owl Family Center, Woolworth, K-Mart, etc.)
Neighborhood Shopping Ctrs.: Stephenson Ave.
Principal Shopping Days: Dept. stores—Mon., Fri., Sat.; Food—Thurs., Fri., Sat.
Stores Open Evenings: Fri.; some every night.

13—RETAIL OUTLETS: Department Stores: F&G; Leader; Fair; Montgomery Ward; J. C. Penney.

Discount Stores (CZ): Red Owl; K-Mart; Jupiter; Shopko.
Variety Stores: Merricks, Woolworth.
Chain Food Supermarkets: Red Owl; Super Valu; IGA; United Foods; Northland Foods.
Other Chain Stores: Sherwin-Williams, Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurices; Radio Shack; The Vague, Nobil's; Ward's.

14—NEWSPAPERS: PRESS (e) 9,334, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Ed McCarthy, Robt. Farrell, Adv. Mgr. or Don Koish, Retail Adv. Mgr. PRESS
National Representatives: Landon Associates, Inc.

FLINT, MICH.

1—LOCATION: Genesee and Shiawassee Counties (SMSA). E&P Map D-4, County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75; State Hwy. 56.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio; Grand Trunk.
Motor Freight Carriers: 35.
Intercity Bus Lines: Greyhound; Valley Coach; Indian Trails; North Star; Flint MTA.
Airlines: United; Republic.

3—POPULATION:
Corp. City 70 Cen. 197,317; Loc. Est. 157,271
CZ ABC: (70) 331,833; (80) 316,100
RTZ-ABC: (70) 251,366; (80) 304,700
SMSA 70 Cen. 508,664; Loc. Est. 521,999
Genesee 70 Cen. 445,589; Loc. Est. 450,501
Shiawassee Co. 70 Cen. 63,075, Loc. Est. 71,498
City & RTZ-ABC: (70) 583,199; (80) 620,800

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 60,931; Loc. Est. 57,071
County 70 Cen. 129,747; Loc. ESt. 151,831
CZ ABC (70) 99,140; (80) 107,600
RTZ-ABC (70) 68,318; (80) 95,600
SMSA 70 Cen. 148,328; Loc. Est. 176,209
City & RTZ-ABC (70) 167,458; (80) 203,200

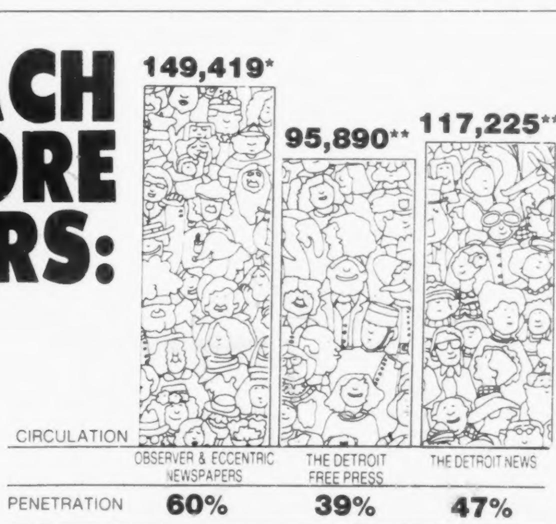
5—BANKS:	NUMBER	DEPOSITS
Banks	9	N.A.
Sav. & Loan Assns.	4	N.A.

6—PASSENGER AUTOS: Counties: 292,376
Genesee: 255,393
Shiawassee: 36,983

7—ELECTRIC METERS: Gen. Co. 168,299

8—GAS METERS: Gen. Co. 132,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metals 11,825, Transportation Equipment 41,887, Food 1,000; Total Manufacturing 74,875; Total Non-Manufacturing 88,200; Total Government 27,150; Average Weekly Production Pay: $412.37.



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10-CLIMATE: Min. & Max. Temp.—Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17. Last killing frost, May 24.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Small Mall	5	Sears Outlet
Eastland Mall	3	Woolco, The Fair, J.C. Penney
Genesee Valley	6	Sears, J.L. Hudson, J.C. Penney
Northwest	5	The Fair, Hamady Bros.,
North Flint	3	Greenley's, Landmark Foods
South Flint	4	The Fair, Kresge, Hamady
Bella Vista	10	Farah-Khouri

K-Mart Stores: Miller & Ballenger Hwy., N. Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75; Belsay Rd. & I-69; and in Lopeer, Fenton and Grand Blanc. Meijer Thrifty Acres: Pierson Rd. & I 75; Center & Atherton Rd.
Neighborhood Shopping Areas: Thompson's Shopping Center-Richfield & Averill Westgate Plaza-Beecher & Calkins Mayfair Plaza-Clio Rd., s. of Carpenter Yorkshire Plaza-Miller Rd., w. of I-75 Carman Plaza-Corunna Rd., e. of I-75 Diplomat Plaza-Flushing Rd., w. of Ballenger.

Principal Shopping Days: Sun., Sat., Mon. Best Food Days (Adv.): Tues. Wed.
Stores Open Evenings: Downtown, Mon. and Fri.; Centers, week nights.

Stores Open Sundays: Retail, discount, variety food, drugs, furniture & appliances and most shopping centers except downtown.

13—RETAIL OUTLETS: Department Stores: J.L. Hudson's, Sears 2, The Fair 3; J.C. Penney 2.
Variety Stores: S. S. Kresge, Woolworth, Ben Franklin 6.

Discount Stores (CZ): Super City 2; Meijer's 2; K-Mart 8; Woolco 2; Best Products, Mc Crory.

Chain Drug Stores (CZ): Cunningham's 2, Baker's 3; Cook's 6, Drug Shops 3; Corrigall 2, Herrlich 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 7; Union Prescription 5.

Chain Supermarkets: A&P 4; Kroger's 6; Hamady Bros., 26, "23" Supermarkets 3; Maijer's 2; VG's 4; Big "D" 4.

Other Chain Stores (CZ): Greenley's, Winkelman's, Albert's; Lane Bryant; Lerner; Marianne; Hughes & Hatcher; United Shirt; Baker's; Beck; Hess; Dr. Scholl's; Flagg Bros.; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; Reyco, Glenn Roy; Singer Co.; Spiegel Catalog. Art Van, Highland Appliances; Ace Hdr.; 30 Valley Stores; Ollie Fretter; John F. Lawhorn; General Tire; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Hatfield; Homer Mailer; Skaff.

14—NEWSPAPERS: JOURNAL (e) 106,777; (S) 106,045, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Thornquist; Display Adv. Dir. JOURNAL.
National Representatives: Booth Newspaper, Inc.

GRAND HAVEN, MICH.

1—LOCATION: Ottawa County (In Grand Rapids SMSA). E&P Map B-4. East shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids. 170 miles from Chicago.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio; Grand Trunk.
Motor Freight Carriers: 3.
Intercity Bus Lines: Central Greyhound; North Star.
Airlines: United; North Central (8 mi. to Muskegon Airport).

3—POPULATION:
Corp. City 70 Cen. 11,844, Loc. Est. 12,404
CZ ABC: (70) 17,074; (80) 17,800
RTZ-ABC: (70) 15,380; (80) 19,300
SMSA 70 Cen. 539,225; Loc. Est. 608,746
County 70 Cen. 128,181; Loc. Est. 157,788
City & RTZ-ABC: (70) 32,454; (80) 37,100
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,827; Loc. Est. 4,608
County 70 Cen. 35,934; Loc. Est. 51,318
SMSA 70 Cen. 159,760; Loc. Est. 208,852
CZ ABC: (70) 5,420; (80) 6,400
RTZ-ABC: (70) 4,258; (80) 6,200
City & RTZ-ABC: (70) 9,678; (80) 12,600

5—BANKS:	NUMBER	DEPOSITS
Saving Banks	2	$175,360,000
Sav. & Loan Assns.	2	N.A.

6—PASSENGER AUTOS: County 84,497.

7—ELECTRIC METERS: Residence 7,650.

8—GAS METERS: Residence 6,001.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Woodworking 315 ($212); Metal Working 3,705 ($232); Leather & Plastics 640 ($186); Electronics 250 ($172).
Principal Industrial Pay Days: Friday.

10-CLIMATE: Min. & Max. Temp.—Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19. Last killing frost, May 1.

11—TAP WATER: Alkaline, hard; fluoridated.

14—NEWSPAPERS: Principal Shopping Center: 3 blocks on Washington St.
Neighborhood Shopping Centers: 7th & Washington Sts., Beechtree St.; 1100 Block on Washington St.; Beacon Plaza, 400 Block N. Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.
Principal Shopping Days: Mon. & Fri.
Stores Open Evenings: Downtown Shopping Center Monday & Friday; K-Mart & Meijer every evening.

13—RETAIL OUTLETS: Department Stores: Steketee's; Meijer Thrifty Acres, K-Mart.
Variety Stores: K-Mart; Meijer Thrifty Acres.

Chain Food Supermarkets: D&W Foods; Meijer Mkt.; H. Casemier 2.

14—NEWSPAPERS: TRIBUNE (e) 9,686, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Nat'l. Adv. Mgr., TRIBUNE.
National Representatives: None.

GRAND RAPIDS, MICH.

1—LOCATION: Kent County (In Grand Rapids SMSA). E&P Map C-4. County Seat. On Grand River. 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16 & 131; State Hwys. 11, 50, 21 & 37; Interstate Hwys. 96, 196, 296.

2—TRANSPORTATION: Railroads: C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers: 32.
Intercity Bus Lines: Greyhound, North Star; Intercity Bus Lines.
Airlines: United; Republic; Freedom.

3—POPULATION:
Corp. City 70 Cen. 197,649, Loc. Est. 178,500
CZ ABC: (70) 370,697; (80) 380,800
RTZ-ABC: (70) 309,098; (80) 371,000
SMSA 70 Cen. 539,225; Loc. Est. 596,140
County 70 Cen. 411,044; Loc. Est. 441,082
City & RTZ-ABC: (70) 679,795; (80) 751,900
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 63,510; Loc. Est. 65,976
County 70 Cen. 123,826; Loc. Est. 153,792
SMSA 70 Cen. 159,760; Loc. Est. 204,101
CZ ABC: (70) 111,787; (80) 130,800
RTZ-ABC: (70) 89,458; (80) 123,600
City & RTZ-ABC: (70) 201,245, (80) 254,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$2,443,912,398
Sav. & Loan Assns.	4	$315,018,932

6—PASSENGER AUTOS: County 258,930.

7—ELECTRIC METERS: Res. 157,795.

8—GAS METERS: Residence 111,375.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 79,200 ($182); Lumber & Wood Products 1,800 ($142); Furniture & Fixtures 12,400 ($176); Primary Metal Industries 4,500 ($176); Transportation Equip. 2,100 ($170); Food Products 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($148); Printing & Publishing 3,200 ($180); Chemicals 3,000 ($180); Fabricated Metal Prod. 14,600 ($196).

10-CLIMATE: Min. & Max. Temp.—Spring 38-57, Summer 61-83; Fall 45-60; Winter 20-33.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: Downtown Monroe Mall and East Fulton, projecting on all cross-streets.
Major Shopping Centers: Eastbrook, 28th St. SE at E. Beltline; Rogers Plaza, 28th St. SW at Michael; Woodland, 28th St. SE at E. Beltline; North Kent, Plainfield NE at 5 mile Rd.; Breton Village, Burton SE at Breton; Southland Plaza, 28th St. SW at Michael; Gaslight Village Grand Village Mall, Chicago Drive at I 96.
Neighborhood Shopping Centers: Division and Fulton extending 3 miles South to Division and 44th St.; Plainfield and Coit; Plainfield and Kenwood; Plainfield from Fuller to East Beltline; Leonard and Fuller; Leonard and Ball; Michigan between Ransom and Fuller, E. Fulton; Jefferson bet. Fulton and Wealthy; State Street; Cherry and Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy and Lake Dr., Wealthy at Lakeside; Franklin and Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to East Beltline; Kalamazoo and 44th St. and Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton and Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville and Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at West Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Park; North Park.

13—RETAIL OUTLETS: Department Stores: Steketee's 2; Herpolsheimers 2; Montgomery Ward 2, Penney's; Woolco; Sears; J. L. Hudson.
Discount Stores (CZ): K-Mart 4; Thrifty Acres 5.
Variety Stores: S. S. Kresge 1.
Chain Drug Stores (CZ): Revco 5; Muir's 5; Medical Arts 3; Thrifty Acres 4; White & White 3; Apothecary Shop & Prof. Phcy; Consumer Valve Store 1.
Chain Food Supermarkets: Kroger 6; Eberhard 9; Meijer 8; Shop Rite 6; Food City 2; D&W 7; Family Foods 3.
Other Chain Stores: Women's Apparel; Jacobson 1, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal 3; Richman 2, May's 3, Bulliss, Hughes Hatcher, Niemeyer's 3, Jurgens & Holtyluwer 4, Redwood & Ross. Shoes: Baker Shoes 2, Florsheim 2, G. R. Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros. Nobil 2, Furniture: John F. Lawhon; Miscellaneous: Singer Co. 3, Goodyear 5, Firestone 3, General 2, Fanny Farmer 2, S & H Green Stamps, Top Value 1.

14—NEWSPAPERS: PRESS (e) 125,222, (S) 147,360; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rene E. Pelissier, Prom. Mgr.; W. R. Montgomery, Adv. Dir., PRESS.
National Representatives: Booth Newspapers and Newhouse Newspapers.

GREENVILLE, MICH.

1—LOCATION: Montcalm County, E&P Map C-4. Manufacturing and farming center. 32 mi. NE of Grand Rapids.

2—TRANSPORTATION: Railroads: Pere Marquette Div. of C&O, Grant Trunk Western.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City Cen. 7,493; Loc. Est. 8,966
CZ ABC: (70) 7,493; (80) 9,100
RTZ-ABC: (70) 36,147; (80) 42,000
County 70 Cen. 39,660; Loc. Est. 48,929
City & RTZ-ABC: (70) 43,640; (80) 51,100

4—HOUSEHOLDS:
City 70 Cen. 2,544; Loc. Est. 3,442
County 70 Cen. 12,395; Loc. Est. 17,686
CZ ABC: (70) 2,544; (80) 3,500
RTZ-ABC: (70) 11,062; (30) 14,800
City & RTZ-ABC: (70) 13,606, (80) 18,300

5—BANKS: 2 Savings Dep. $50,000,000.

6—PASSENGER AUTOS: County 23,613.

7—ELECTRIC METERS: Residence 2,510.

8—GAS METERS: Residence 2,473.

9— PRINCIPAL INDUSTRIES (CZ): Refrigerators, Auto Bearings; Metal Stampings, Tools & Dies, Furniture, shoes, Food Processing, Plastics.
Principal Industrial Pay Days: Fri.

10-CLIMATE: First killing frost Oct. 10. Last killing frost, May 24.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Principal Shopping Center: 4 blocks on Lafayette St. in Greenville, 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Belding	6	Breimayer, Leppink's
Stanton	15	Jorgenson & Leppink's
Sheridan	10	Barney's
Edmore	20	Curtis

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Vaughn, J. C. Penney, Thrifty Acres.
Variety Stores: McLellan.
Chain Drug Stores: Meijer's.
Discount Stores: Meijer's; Thrifty Acres.
Chain Food Supermarkets: Meijers, Plumbs.
Other Chain Stores: Gamble's, Western Auto; Sears; Spiegel; Gittleman; Montgomery Ward.

14—NEWSPAPERS: NEWS-BANNER (e) 7,671; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harris, Adv. Dir., NEWS.
National Representatives: American Newspaper Rep., Inc.

HILLSDALE, MICH.

1—LOCATION: Hillsdale County, E&P Map C-5, County Seat. Agricultural, industrial and educational center. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S. of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2—TRANSPORTATION: Railroads: Hillsdale County.
Intercity Bus Lines: Dial-A-Ride.
Motor Freight Carriers: 14.

3—POPULATION:
Corp. City 70 Cen. 7,728; Loc. Est. 8,500
County 70 Cen. 37,171; Loc. Est. 42,000

4—HOUSEHOLDS:
City 70 Cen. 2,487; Loc. Est. 2,830
County 70 Cen. 11,400; Loc. Est. 14,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$53,147,000
Commercial Banks	2	$57,057,000

6—PASSENGER AUTOS: County 20,960.

7—ELECTRIC METERS: Residence 3,235.

8—GAS METERS: Residence 2,403.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mach. Shops 1,183 ($200); Flour Mills 225 ($185); Clothing Mfg. 121 (N.A.); Custom Auto 203 (N.A.); Food Processing 73 (N.A.), Distributors 84 (N.A.).
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15. Last killing frost, May 17.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Howell St., Murphy's Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Carleton Road	3	
Murphy's Plaza	3	Murphy's Mart, Kroger, Arnold's

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: 2 Mkts. & 1 Supermkt., Murphy's Plaza.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Sears; Murphy's Mart; Touse.
Variety Stores: G. C. Murphy; Consumer's Discount Center, American Discount Center; Ace Hardware.
Chain Drug Stores (CZ): Arnold's; Nash.
Chain Food Supermarkets: Kroger; Market House.
Other Chain Stores: Miller's, Lafayette's.

14—NEWSPAPERS: NEWS (e) 8,402; sworn Sept. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Ronald L. Shamma, Adv. Manager, NEWS.
National Representatives: None.

HOLLAND, MICH.

1—LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids SMSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2—TRANSPORTATION: Railroads: C&O.
Motor Freight Carriers: 12.
Taxibus Service, City Greyhound.

3—POPULATION:
Corp. City 70 Cen. 26,337, Loc. Est. 29,117
CZ ABC: (70) 41,004, (80) 46,500
RTZ-ABC: (70) 63,367; (80) 75,900
SMSA 70 Cen. 539,225, Loc. Est. 606,746
Counties
  Ottawa 70 Cen. 128,181, Loc. Est. 157,788
  Allegan 70 Cen. 66,575, Loc. Est. 78,285
City & RTZ-ABC: (70) 104,371, (80) 122,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,962; Loc. Est. 10,356
Allegan Co. 70 Cen. 19,494, Loc. Est. 26,411
Ottawa Co. 70 Cen. 35,934; Loc. Est. 51,318
SMSA 70 Cen. 159,760; Loc. Est. 208,852
CZ ABC: (70) 12,135; (80) 15,700
RTZ-ABC: (70) 16,979; (80) 23,300
City & RTZ-ABC: (70) 29,114, (80) 39,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$209,699,038
Sav. & Loan Assn.	1	$63,908,798

6—PASSENGER AUTOS: Counties: Ottawa, 84,497, Allegan 39,481.

7—ELECTRIC METERS: Residence 8,049.

8—GAS METERS: Residence 9,258.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Furniture & Wood Products 3,724; Boat Building 941; Food & Drug 2,711; Automotive Components 1,185; Others 9,134. (Av. Wkly. Wage $270.)
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12. Last killing frost, Apr. 25.

11—TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12—RETAILING: Prinicpal Shopping Center: 6 blocks on 8th St., 6 blocks on River Ave.
Neighborhood Shopping Centers: Washington Sq., Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N. Bypass M-21; Montello Park; Lakewood Plaza; Lincoln Plaza; Eastown Plaza; Airport Plaza.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. & Fri.—9 P.M.
Stores Open Sundays: Drug & Summer Groceries.

13—RETAIL OUTLETS: Department Stores: Du Mez, Penney; Sears, Vogelzang; Steketee's.
Discount Stores (CZ): Downtown Discount; Meijer Thrifty Acres; K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Hansen's Rexall 1; Downtown Discount 2; Thrifty Acres 1, Bunte's 2; Model- Walgreen.
Chain Supermarkets: Town & Country, Meijer; Thrifty Acres; Eberhard's, IGA Food Basket 2; Wilt's.
Other Chain Stores: Goodrich; Goodyear, Montgomery Ward's, Wickes.

14—NEWSPAPERS: SENTINEL (e) 17,259; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Scott G. Stewart, Adv. Dir., SENTINEL.
National Representatives: Branham/Newspaper Sales.

HOUGHTON, MICH.

1—LOCATION: Houghton County, E&P Map A-1, County Seat, 450 mi. from Chicago; 230 mi. from

HOUGHTON—continued

Green Bay; 572 mi. from Detroit. NW part of the Upper Peninsula; on Portage Lake, Isle Royale National Park Hdq.

2—TRANSPORTATION: Railroads: Soo Line.

Motor Freight Carriers: 3.

Passenger Steamship Lines: 1.

Intercity Bus Lines: Greyhound, White Pine Express.

Airlines: North Central; Trans Michigan Airlines.

3—POPULATION:
Corp. City 70 Cen. 6,067; Loc. Est. 9,258
CZ ABC: (70) 10,887; (80) 12,000
RTZ-ABC: (70) 41,768; (80) 45,700
County 70 Cen. 34,652; Loc. Est. 37,635
City & RTZ-ABC: (70) 52,655; (80) 57,700

4—HOUSEHOLDS:
City 70 Cen. 1,408; Loc. Est. 2,567
County 70 Cen. 11,062; Loc. Est. 14,119
CZ ABC: (70) 3,022; (80) 3,700
RTZ-ABC: (70) 13,629; (80) 17,200
City & RTZ-ABC: (70) 16,651; (80) 20,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$106,000,000
Sav. & Loan Assn.	1	$405,000,000

6—PASSENGER AUTOS: County 15,459.

7—ELECTRIC METERS: Residence 2,910.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Educational 980, Shipping 250, Mining 2,700, Food & Beverage 500, Lumbering 935.

Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10. Last killing frost, May 10.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Principal Shopping Center: 6 blocks on one street.

Shopping Centers: Hancock and Calumet.

Principal Shopping Days: Mon., Fri., Sat.

Stores Open Evenings: Grocery.

Stores Open Sunday: Grocery.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Vertins, Garners.

Variety Stores: Woolworth, Newberry.

Chain Drug Stores (CZ): Rexall 2; Walgreen 2.

Chain Food Supermarkets: A&P 2; Quality 5; Central; Jim's; Northland 7; IGA 5; Red Owl.

Other Chain Stores: Sears, Gambles; Coast-to-Coast; Western Auto; Holiday.

14—NEWSPAPERS: MINING GAZETTE (e) 11,943, Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Walter F. Hansen, Bus. Mgr., MINING GAZETTE.

National Representatives: Landon Associates, Inc.

IONIA, MICH.

1—LOCATION: Ionia County (In Lansing-East Lansing SMSA). E&P Map C-4, County Seat. 34 mi. E of Grand Rapids, on the Grand River, On State Hwys. M021, M066, U.S. Hwy. I-96, 7 mi. S.

2—TRANSPORTATION: Railroads: Grand Trunk; C&O.

Motor Freight Carriers: 4.

Intercity Bus Lines: North Star.

3—POPULATION:
Corp. City 70 Cen. 6,361; Loc. Est. 6,452
SMSA 70 Cen. 424,271; Loc. Est. 461,442
County 70 Cen. 45,848; Loc. Est. 50,144

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,056; Loc. Est. 2,488
County 70 Cen. 12,809; Loc. Est. 16,530
SMSA 70 Cen. 123,334; Loc. Est. 157,111

5—BANKS:		
Commercial	1	-
Savings Banks	2	$150,000,000
Savings & Loan	1	$25,000,000

6—PASSENGER AUTOS: County 24,050.

7—ELECTRIC METERS: Residence 2,720.

8—GAS METERS: Residence 2,728.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Automotive Plastics 900 ($200); Refrigeration 125 ($150); Canvas 250 ($150); State Institutions 1,100 ($195); Cement Products 12 ($150); Tool & Die 9 ($175).

10-CLIMATE: Min. & Max. Temp.—Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
K-Mart Plaza	6	K-Mart, Eberhard Food
Meijer Thrifty Acres	5	Meijer Inc.
Bosley Center	3	Bosley Drug

13—RETAIL OUTLETS: Department Stores: J.C. Penney.

Variety Stores: McLellan; D&C.

Discount Stores: K-Mart; Meijer Thrifty Acres.

Chain Food Supermarkets: Meijer; Fred's; Eberhards Foods.; Progressive Foods.

Chain Drug Store: Revco.

Other Chain Stores: Montgomery Ward (order); Sears Roebuck (order); Sherwin Williams; Radio Shack, Lee Ann; Clevelands; Goodyear; Western Auto; Jean Scene.

14—NEWSPAPERS: SENTINEL-STANDARD (e) 4,661, sworn Oct. 1, 1979 (Latest statement available).

Local Contact for Advertising and Merchandising Data: James E. Huckle, Publisher, SENTINEL-STANDARD.

National Representatives: Landon Associates, Inc.

IRON MOUNTAIN-KINGSFORD, MICH.

1—LOCATION: Dickinson County, E&P Map B-2, County Seat. Manufacturing and wholesale center. 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141, State Hwy. 95.

2—TRANSPORTATION: Railroads: C&NW (freight); Ascanaba & Lake Superior.

Motor Freight Carriers: 2.

Intercity Bus Lines: Greyhound; Wisconsin-Michigan.

Airlines: North Central (6 flights daily); Republic.

3—POPULATION:
Corp. Cities 70 Cen. 13,978; Loc. Est. 15,000
CZ ABC: (70) 15,133; (80) 15,100
RTZ-ABC: (70) 31,071; (80) 35,600
County 70 Cen. 23,753; Loc. Est. 26,320
City & RTZ-ABC: (70) 46,204; (80) 50,900

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 4,701; Loc. Est. 5,318
County 70 Cen. 5,500; Loc. Est. 10,482
CZ ABC: (70)5,085; (80) 5,900
RTZ-ABC: (70) 10,374; (80) 13,700
City & RTZ-ABC: (70) 15,459; (80) 19,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$92,937,600
Sav. and Loan Assn.	1	$58,000,000

6—PASSENGER AUTOS: County 13,795.

7—ELECTRIC METERS: Residence 6,300 (County).

8—GAS METERS: Residence 4,900 (County), Bottled Gas Customers, Natural Gas Available.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, (Avg. Wkly. Wage)—Wood Prod. 660 ($240); Machinery 540 ($250); Tools & Casting 770 ($270); Mining 350 ($375); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Products 210 ($250).

10-CLIMATE: Min. & Max. Temp.—Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2. Last killing frost, May 10.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Stephenson Ave., 2 on Ludington St., 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall, South Stephenson, Birchwood Mall, Kingsford.

Shopping Center: Midtown Mall, South Stephenson; Birchwood Mall, Kingsford.

Neighborhood Shopping Centers: 2 blocks Carpenter at "I"; 2, Breen at Maple; 2, Vulcan at Main; Shopko, Carpenter Ave. K-Mart on Carpenter Ave.

Principal Shopping Days: Fri. & Sat.

Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Penney, Colenso's.

Variety Stores: S.S. Kresge, Ben Franklin.

Chain Drug Stores (CZ): Walgreen 2, The Drug Store.

Chain Food Supermarkets: Red Owl, IGA Foodliner, Super Valu.

Other Chain Stores: Gamble's; Selins, Western Auto; Coast-to-Coast.

14—NEWSPAPERS: NEWS (e) 9,705; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Howard Kaiser, Adv. Mgr., NEWS.

National Representatives: Landon Associates, Inc.

IRONWOOD, MICH.

1—LOCATION: Gogebic County, E&P Map A-2. Mining; agricultural; forest industry and vacation center. 432 mi. to Chicago, 107 mi. to Duluth. On U.S. Hwys. 2, 51; Mich. Hwy. 28; Wis. Hwy. 77.

2—TRANSPORTATION: Railroads: Chicago & North Western; Soo Line.

Motor Freight Carriers: 2.

Intercity Bus Lines: Greyhound; Zephyr; Michigan-Wisconsin Bus.

Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 8,711; Loc. Est. 7,783
City Zone ABC: (70) 13,481; (80) 12,500
RTZ-ABC: (70) 35,632; (80) 41,900
County 70 Cen. 20,676; Loc. Est. 20,917
City & RTZ-ABC: (70) 49,113; (80) 54,400

4—HOUSEHOLDS:
70 Cen.: City 3,193; Loc. Est. 3,282
70 Cen: County 7,129; Loc. Est. 8,603
City Zone ABC: (70) 4,786; (80) 5,000
RTZ-ABC: (70) 11,711; (80) 15,900
City & RTZ-ABC: (70) 16,497; (80) 20,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$92,841,693
Sav. & Loan Assn.	2	$22,462,849

6—PASSENGER AUTOS: County 9,857.

7—ELECTRIC METERS: Residence 4,021.

8—GAS METERS: Residence 4,782.

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly Wage)—Copper Mining 1,032 ($386); Clothing 209 ($196); Forest 1,106 ($202); Mobile Homes 23, ($236); Flooring 58 ($199); Spts. Equipment 179 ($189); Gloves 12 ($164); Rubber Parts 93 ($198); Safety Products 39 ($214).

10-CLIMATE: Min. & Max. Temp.—Spring 15-72; Summer 39-86; Fall 1-75; Winter—30-40. First killing frost, Sept. 28. Last killing frost June 13.

11—TAP WATER: Acid, Soft.

12—RETAILING: Principal Shopping Center: 3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.

Neighborhood Shopping Centers: Hurley, Wis., 5 blocks on one street.

Principal Shopping Days: Department Stores—Mon., Fri., Sat. Food—Fri., Sat.

Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Vertin's; J. C. Penney; S&L.

Discount Stores: Pamida; Copp's; Wolverine.

Variety Stores: Jupiter Discount; McClellan; Ben Franklin.

Chain Food Supermarkets: Red Owl; IGA; Super Valu.

Other Chain Stores: Sears; Stern Fields; Wolverine Discount; Coast-to-Coast.

14—NEWSPAPERS: GLOBE (e) 10,034, Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Robert T. Immich, Adv. Dir., GLOBE.

National Representatives: Landon Associates, Inc.

JACKSON, MICH.

1—LOCATION: Jackson County (In Jackson SMSA), E&P Map C-5, County Seat. 72 mi. W of Detroit, 208 Mi. E of Chicago.

2—TRANSPORTATION: Railroads: Grand Trunk Western (freight); Amtrak; Conrail (freight).

Motor Freight Carriers: 25.

Intercity Bus Lines: Greyhound; Short Way.

Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 45,484; Loc. Est. 41,743
City Zone ABC: (70) 84,354; (80) 84,600
County, SMSA 70 Cen. 143,274;
Loc. Est. 154,080
Bal. in Primary Mkt. Area ABC:
(70) 69,684; (80) 74,400
Total Primary Mkt. Area ABC:
(70) 212,958; (80) 224,400

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 14,916; Loc. Est. 16,149
County: 70 Cen. 42,261; Loc. Est. 52,324
City Zone ABC: (70) 26,689; (80) 30,700
Bal. in Primary Mkt. Area ABC:
(70) 20,238; (80) 24,700
Total Primary Mkt. Area ABC:
(70) 62,499; (80) 75,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$336,604,000
Sav. & Loan Assn.	3	$225,491,000

6—PASSENGER AUTOS: County 80,791.

7—ELECTRIC METERS: Residence 14,924.

8—GAS METERS: Residence 14,415.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Trans. Equip. 4,300; Machinery (Non-Electr.) 2,700; Fabricated Metal Prod. 3,200; Prime Metals 1,600; Rubber Tires 1,700, Utilities 4,700.

Principal Pay Days: Fri. & Thu., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost; Oct. 8. Last killing frost, May 6.

11—TAP WATER: Alkaline, softened, fluoridated.

12—RETAILING: Principal Shopping Center: Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Center Plaza	6	Ben Franklin
Eastgate	5	Polly's
Paka Plaza	43	Sears, Woolworth, Krogers, Muirs
Westwood Mall	65	J. W. Knapp, Mont. Ward

Principal Shopping Days: Sat., Mon., Thurs. & Fri.

Stores Open Evenings: Dept. Mon. & Fri. Shopping Centers 6 evenings; Sun. 12 to 5.

13—RETAIL OUTLETS: Department Stores: L. H. Field (Allied); Montgomery Ward; Sears Roebuck; J. C. Penney; Jacobsons; J. W. Knapp.

Discount Stores (CZ): K-Mart 2; Sid Young Distributors;Meijer Thrifty Acres.

Variety Stores: Woolworth's.

Chain Drug Stores (CZ): Muir's; Weatherwax's 3; Walgreens; Perry.

Chain Supermarkets: Kroger 2; IGA 3; Polly's 5; Great Scott 1; Meijer Thrifty Acres.

Other Chain Stores: Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: K-Mart, Meijers, Sears, Goodyear, Firestone; Shoes: L. G. Haig, Nobil, Kinney; Sibley's; Father & Son; Men's: Furman's, Hughes, Hatcher & Suffrin, Rohring's.

14—NEWSPAPERS: CITIZEN PATRIOT (e) 37,[illegible]7; (S) 41,403; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: J. C. Gerdes, Adv. Mgr., CITIZEN PATRIOT.

National Representatives: Newhouse Newspapers -Metro-Suburbia.

KALAMAZOO, MICH.

1—LOCATION: Kalamazoo County, E&P Map C-5, County Seat. Industrial, wholesale, and educational center. On U.S. Hwys. 131, Interstate 94 and State Hwy. M-43, 141 mi. E of Chicago, 142 mi. W of Detroit.

2—TRANSPORTATION: Railroads: Conrail, Grand Trunk; Amtrak.

Motor Freight Carriers: 34.

Intercity Bus Lines: Greyhound, Indian Trails; Indiana Motor.

Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 85,555; Loc. Est. 75,832
City Zone ABC: (70) 151,521; (80) 149,000
RTZ-ABC: (70) 150,211; (80) 170,400
County 70 Cen. 187,128; Loc. Est. 209,200
SMSA 70 Cen. 257,723; Loc. Est. 272,100
City & RTZ-ABC: (70) 301,732; (80) 319,400

4—HOUSEHOLDS:
City 70 Cen. 25,799; Loc. Est. 27,053
County 70 Cen. 59,406; Loc. Est. 71,657
SMSA 70 Cen. 76,668; Loc. Est. 95,133
City Zone ABC: (70) 45,006, (80) 50,600
RTZ-ABC: (70) 54,325; (80) 58,900
City & RTZ-ABC: (70) 99,331; (80) 109,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	5	$912,882,000
Sav. & Loan Assn.	3	$221,000,000

6—PASSENGER AUTOS: County 116,002.

7—ELECTRIC METERS: Residence 24,600.

8—GAS METERS: Residence 21,300.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Paper and Allied Prod. 5,200; Chem. & Allied Prod. 6,800; Metal Ind. 4,800; Const. 4,200; Trans. Equip. 3,400; average wages of all industries ($338).

10-CLIMATE: Min. & Max. Temp.—Spring 34-67; Summer 60-80; Fall 31-45; Winter 16-31. First killing frost, Oct. 9. Last killing frost, May 16.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Michigan Ave.; 6 on Burdick St.

Neighborhood Shopping Centers: Portage at Lovers Lane; E. Main at Nazareth Rd.; S. Burdick at Crosstown Pkway.; W. Main at Drake RD.; Portage at Paddington; Portage at Bloomfield; Shoppers' Lane, Parchment, S. Westnedge at Milham Rd., I-94 at Portage, S. Westnedge at Kilgore, Maple Hill Mall; West Main Mall.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Airport Plaza	3	Zayre
Bloomfield Plaza	22	—
Cork-Lane	9	Muir's Drugs
Eastwood Plaza	11	Muir's Drugs
Gull Park	15	—
Kalamazoo Center Fashion Mall	30	—
Kalamazoo Mall	55	J. C. Penney, Walgreen
Maple Mall	70	Montgomery Ward
Southland Mall	30	Gilmore's
Westmain Mall	55	J. C. Penney

Principal Shopping Days: Sat. Sun. Wed., Fri.

Stores Open Evenings: Wed., some also on Fri., some department stores 6 nights weekly.

13—RETAIL OUTLETS: Department Stores: Gilmore Bros. 3; Sears; J. C. Penney 2, Jacobson's, Wards; Steketees.

Variety Stores: G. L. Perry.

Discount Stores (CZ): Zayre's 2, Thrifty Acres 2, Osco 2, K-Mart 3.

Chain Drug Stores (CZ): Walgreen; Muir 3, Cunningham, Revco.

Chain Food Supermarkets (CZ): A&P 3, IGA 2, Spartan 8; Harding's 36; Town & Country 4, Meijer's 2; Jewel Food 3.

Other Chain Stores: Budd, Nobil; Singer Co., Fanny Farmer; L. C. Haig, Firestone, Goodrich, Goodyear.

14—NEWSPAPERS: GAZETTE (e) 59,559, (S) 66,314; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Larry Dodge, Mgr., Gen. Adv., GAZETTE.

National Representatives: Booth Newspaper; New house Newspapers -Metro-Suburbia.

KINGSFORD, MICH.

See IRON MOUNTAIN, MICH.

LANSING, MICH.

1—LOCATION: Ingham County, 559 sq. miles, E&P Map C-4. State capital, university center, mfg., in central Michigan; W. from Detroit 84 mi.; NW from Jackson 37 mi. U.S. Hwys. 27, 127, I-69, I-96, I-496. State Hwys. M-43, M-99 & M-143.

2—TRANSPORTATION: Railroads: C&O; Grand Trunk Western; Penn-Central.

Motor Freight Carriers: 26.

Suburban Bus Lines: Greyhound, Short Way; Indian Trails; North Star.

Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 131,546; Loc. Est. 127,200
CZ ABC: (70) 243,883; (80) 249,800
RTZ-ABC: (70) 181,260; (80) 218,100
SMSA 70 Cen. 424,271; Loc. Est. 458,600
County 70 Cen. 261,039; Loc. Est. 273,400
City & RTZ-ABC: (70) 425,143; (80) 467,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 42,643; Loc. Est. 47,150
County 70 Cen. 77,042; Loc. Est. 93,736
SMSA 70 Cen. 123,334; Loc. Est. 157,111
CZ ABC: (70) 72,179; (80) 84,300
RTZ-ABC: (70) 51,669; (80) 71,300
City & RTZ-ABC: (7) 123,849; (80) 155,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	7	$1,173,020,000
Sav. & Loan Assn.	3	$492,666,053

6—PASSENGER AUTOS: County 243,876

7—ELECTRIC METERS: Residence 96,328

8—GAS METERS: Residence 61,023

9— PRINCIPAL INDUSTRIES (CZ): Metro Area—Number of Wage Earners (Av. Wkly. Wage)—Transportation Equipment 22,900 ($428); Fabricated Metals 4,800 ($266); Non Elec. Mach. 4,100 ($407).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-54; Summer 55-77; Fall 40-60; Winter 19-33. First killing frost, Oct. 8. Last killing frost, May 7. Rainfall 30-66 inches.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: Downtown Lansing 7 blocks; East Michigan 15; S. Cedar 20; W. Saginaw 8; North E. Grand River 6; North Larch 15; 10 on Grand River; E. Lansing across from Michigan State Univ.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Frandor	1	Sears, Kroger, Super X
Brookfield	4	A&P, Muir
Edgemont Park	3	Schmidt, Westland
Colonial Village	2	Muir, Schmidt
Lansing Mall	5	Mont. Ward, Knapp's, Hudson's
Meridian Mall	6	Knapp's, Woolco
W. Saginaw	3	Stabler's, Shop-Rite
S. Logan Center	2	Kroger, SuperRx Drugs, Schmidts
Waverly Plaza	-	Kroger, Woolco, Revco

Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings: Most nightly.

13—RETAIL OUTLETS: Department Stores: J.W. Knapp 3; Hudson's; Jacobson's; J.C. Penney; Sears 1; Montgomery Ward.
Discount Stores (CZ): Meijer's Thrifty Acres 3; Woolco 2; K-Mart 3.
Variety Stores: Woolworth; Jupiter.
Chain Drug Stores (CZ): Walgreen; Cunningham; Muirs 3; SupeRx 2; Revco 2; Thrifty Acres 3; State Discount & Cosmetic 6.
Chain Food Supermarkets (CZ): A&P; Kroger 4; Schmidt 5; Eberhard 5; Shop-Rite 15; Meijer's Thrifty Acres 3; Min-A-Mart 22; Quality Dairy 21; Thriftway 4.
Other Chain Stores: Ladies' Wear: Winkelman's, Jacobson's, Lane Bryant, Beverly's, Town & Country, Preis, Casual Corner, Even Knit, Marty Walker, Vogue, Albert's, Fox Moor, Gantos, Mother to Be, Marianne's, Jean Nicole, Suzys Casuals, The Limited, Paul Harris; Men's Wear: Richman Bros., Redwood & Ross, Mays, Small's, Webster, Roberts, David Alan; Shoes: Shepard's, Regal, Thom McAn, Kinney, Barker, Shoeland, Haig, Butler, Flagg, Father & Son, Sibley, Nobil, Maling, Stride-Rite, Cartwright, Warren's; Confections: Bressler Ice Cream, Fanny Farmer, Nat'l. Peanut, Baskin-Robbins, Russell Stover, Fannie Mae, Sam Pretzels, Friendly Ice Cream; Jewelry: Fox's, Shaw's, Zale's, Morgan's; Auto Supplies: Firestone, General Tires, Goodyear, Goodrich, Uniroyal, Capitol Tires, Discount Tires, Giant Discount, Action Automotive.

14—NEWSPAPERS: STATE JOURNAL (e) 73,814 (S) 80,755, Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ted Sondag, Adv. Dir., STATE JOURNAL.
National Representatives: Gannet Newspaper Advertising Sales.

LUDINGTON, MICH.

1—LOCATION: Mason County, E&P Map B-3. County Seat. Residential center. On E shore of Lake Michigan at mouth of Pere Marquette River. On U.S. Hwys. 10, 35; State Hwy. M-116; 240 mi. N of Chicago; 110 mi. NW of Grand Rapids; 60 mi. from Muskegon.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio.
Ferries: C&O (home port) to Milwaukee, Manitowoc, and Kewanee.
Motor Freight Carriers: 3.
Passenger & Freight Steamship Lines: 1.
Intercity Bus Lines: Dart.

3—POPULATION:
Corp. City 70 Cen. 9,021; Loc. Est. 11,433
City Zone ABC: (70) 9,021; (80) 10,900
RTZ-ABC: (70) 25,282; (80) 30,200
County 70 Cen. 22,612; Loc. Est. 26,918
City & RTZ-ABC: (70) 34,303; (80) 41,100

4—HOUSEHOLDS:
City 70 Cen. 3,106; Loc. Est. 4,551
County 70 Cen. 7,275; Loc. Est. 10,026
City Zone ABC: (70) 3,106; (80) 4,300
RTZ-ABC: (70) 7,962; (80) 10,900
City & RTZ-ABC: (70) 11,068; (80) 13,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	3	$50,000,000
Sav. & Loan Assn.	1	$12,500,000

6—PASSENGER AUTOS: County 13,496

7—ELECTRIC METERS: Residence 7,384

8—GAS METERS: Res. 3,027; Comm. 492

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroad & Car Ferries 580 ($120); Watch Cases 430 ($95); Chemicals 350 ($110); Vibrator Machy. 400 ($110).
Principal Industrial Pay Days: Fri., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 58-85; Fall 30-72; Winter 0-57. First killing frost, Oct. 8. Last killing frost, May 10.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Ludington Ave.; 5 on James St.; 2 on S. Washington; 1 on 2nd Street.
Neighborhood Shopping Centers: Grant Plaza (21 Stores—Eberhard Foods); Eastgate Plaza; K-Mart.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney.
Variety Stores: J.J. Newberry; Ben Franklin.
Discount Stores: Giant Way.
Chain Drug Stores (CZ): Walgreen; Rexall; City Drug; Harbor Phcy. 1.
Chain Food Supermarkets: Market Basket; Tri Super Market; Bonser's 2; Giant; Plumb's; Lyon's.
Other Chain Stores: Waters Shoes; Singer Co.; Sears (catalog); Spiegel (catalog); Western Auto; S&H Green Stamps.

14—NEWSPAPERS: NEWS (e) 8,470, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gilbert C. Larson, Bus. Mgr., NEWS.
National Representatives: None.

MANISTEE, MICH.

1—LOCATION: Manistee County, E&P Map B-3. County Seat. On E. shore of Lake Michigan midway bet. Chicago and Straits of Mackinac (175 mi.) On U.S. Hwy. 31; State Hwys. M-22, M-55 and M-110; 90 mi. N of Muskegon; 122 mi. NW of Grand Rapids.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio RR. North Central Airlines: 2 Motor Freight Carriers; Greyhound Bus.

3—POPULATION:
Corp. City 70 Cen. 7,723; Loc. Est. 8,622
County 70 Cen. 20,094; Loc. Est. 22,796

4—HOUSEHOLDS:
City 70 Cen. 2,632; Loc. Est. 3,351
County 70 Cen. 6,471; Loc. Est. 8,442

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	1	$9,803,000
Savings Banks	1	$15,934,000
Sav. & Loan Assn.	1	$600,000

6—PASSENGER AUTOS: County 12,075

7—ELECTRIC METERS: Residence 3,609

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Salt 525 ($205); Garment 500 ($150); Paper 563 ($205); Metal 232 ($205); Boat Mfg. 300 ($200); Chemical 200 ($200).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 40-100; Fall 25-85; Winter -10-50. First killing frost, Oct. 14. Last killing frost, May 12.

11—TAP WATER: Neutral hard, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on River St.; 2 blocks on Division St.; 2 on Maple St.; 3 on First St.; 4 on Washington St.
Shopping Centers: K-Mart, Shoppers Square.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; K-Mart.
Discount Stores (CZ): Revco.
Variety Stores: Woolworth.
Chain Food Supermarkets (CZ): A&P; Kroger; Spartan; Big E.
Other Chain Stores: Sears (catalog); Western Auto; Gambles; Ben Franklin.

14—NEWSPAPERS: NEWS-ADVOCATE (e) 5,633, sworn Mar. 31,1980.
Local Contact for Advertising and Merchandising Data: Cris H. Batdorf, Pub. NEWS-ADVOCATE.
National Representatives: None.

MARQUETTE, MICH.

1—LOCATION: Marquette County, E&P Map B-2. County Seat. Industrial, medical, educational, residential center. S. shore of Lake Superior, centrally located in Upper Peninsula of state. On U.S. Hwy. 41; State 28 & 94.

2—TRANSPORTATION: Railroads: Soo Line Railroad Company; Lake Superior & Ishpeming.
Intercity Bus Lines: Greyhound; Northern Michigan Coaches.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 21,967; Loc. Est. 26,000
CZ ABC: (70) 21,967; (80) 25,300
RTZ-ABC: (70) 44,351; (80) 53,000
County 70 Cen. 64,686; Loc. Est. 74,000
City & RTZ-ABC: (70) 66,318; (80) 78,300

4—HOUSEHOLDS:
City 70 Cen. 5,678; Loc. Est. 7,446
County 70 Cen. 18,689; Loc. Est. 21,764
CZ ABC: (70) 5,678; (80) 7,500
RTZ-ABC: (70) 13,011; (80) 17,700
City & RTZ-ABC: (70) 18,689; (80) 25,200

5—BANKS: 3 Commercial; Dep. $95,818,000

6—PASSENGER AUTOS: County 34,500

7—ELECTRIC METERS: Residence 7,800

8—GAS METERS: Residence 4,200

9— PRINCIPAL INDUSTRIES (CZ): Mining Machy.; Iron Ore; Ore Docks; Pelletizing of Iron Ore; Wood Prod., Lumber; Bakeries; Sausage Mfg.; Dairy Products.

10-CLIMATE: Min. & Max. Temp.—Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15. Last killing frost, June 15.

12—RETAILING: Principal Shopping Center: 4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Marquette Mall	30	Woolworth, Super Valu
Westwood Plaza	18	K-Mart

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers every evening to 9 and Sunday.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Penney; Getz; Gately's; Dubinsky's; Levine Bros.; Selin's; Prange's.
Variety Stores: Jupiter; Woolworth; Ben Franklin; Merrick's.
Chain Drug Stores in C.Z.: Rexall.
Discount Stores: Shopko; K-Mart.
Chain Food Supermarkets: Red Owl 2; Miracle Mkt. 2; Super Valu 3; IGA 4; Mike's Food 3.

14—NEWSPAPERS: MINING JOURNAL (e-Mon. to Sat.) 17,521, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. Gene Chambers, Publisher, MINING-JOURNAL.
National Representatives: Landon Associates, Inc.

MARSHALL, MICH.

1—LOCATION: Calhoun County (in Battle Creek SMSA). E&P Map C-5. County Seat. 11 mi. W of Albion. Intersection of U.S. Highways I-94 & I-69.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound; Shortway.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 7,253; Loc. Est. 7,837
County 70 Cen. 141,963; Loc. Est. 139,701
SMSA 70 Cen. 180,129; Loc. Est. 185,410

4—HOUSEHOLDS:
City 70 Cen. 2,359; Loc. Est. 2,971
County 70 Cen. 44,200; Loc. Est. 50,802
SMSA 70 Cen. 55,902; Loc. Est. 66,759

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$1,272,016,149
Sav. & Loan Assn.	2	$108,880,000

6—PASSENGER AUTOS: County 78,151

7—ELECTRIC METERS: Residence 2,900

8—GAS METERS: Residence 2,575

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Insurance 575; Castings 139; Plumbing Pdts. 185; Pre-fab Homes 64; Material Handling Eqpt. 34; Packaging.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct. Last killing frost, April.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Michigan Ave., Redfield Plaza (12 stores).
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri. & Sat.

13—RETAIL OUTLETS: Chain Drug Stores: Rexall.
Chain Supermarkets: Buy Low; Felpausch.
Other Chain Stores: Western Auto; G. C. Murphy; Montgomery Ward (catalog); Gamble Store.

14—NEWSPAPERS: CHRONICLE (e) 3,169; (Sat. m.) 3,169; sworn Sept. 30,1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., CHRONICLE.
National Representatives: None.

MENOMINEE, MICH.

1—LOCATION: Menominee County, E&P Map B-3. On west shore of Green Bay (Upper Peninsula), at mouth of Menominee River, 50 mi. from Escanaba; 57 mi. from Green Bay. On U.S. Hwy. 41; State Hwys. 41, 35, & 64.

2—TRANSPORTATION: Railroads: Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 10,748; Loc. Est. 10,081
CZ ABC: (70) 10,748; (80) 10,100
RTZ-ABC: (70) 30,946; (80) 34,000
County 70 Cen. 24,587; Loc. Est. 27,728
City & RTZ-ABC: (70) 41,694; (80) 44,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,578; Loc. Est. 3,942
County 70 Cen. 7,646; Loc. Est. 9,950
City Zone ABC: (70) 3,578; (80) 3,800
RTZ-ABC: (70) 9,682; (80) 12,300
City & RTZ-ABC: (70) 13,260; (80) 16,100

5—BANKS: 2 Comm., Est. Deposits $52,900,000 Savings & Loan $3,768,000

6—PASSENGER AUTOS: County 13,056

7—ELECTRIC METERS: Residence 6,582

8—GAS METERS: Residence 3,781

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Prod. 1,230 ($173); Lumber Prod. 790 ($105); Chemicals 565 ($167); Furn. 760 ($117); Fans, Saws, Elec. Motors 600 ($139); Gloves 325 ($102); Food 270 ($102); Marine 305 ($132); Comm. Fish & Sports Nets 60 ($113); Cement Prod. & Constr. 260 ($182); Non-Elec. Goods 285 ($129); Printing 100 ($132).
Principal Industrial Pay Days: Wed., Thurs., Fri., 1st & 15th, 10th & 25th.

10-CLIMATE: First killing frost, Sept. 26. Last killing frost, May 10.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Centers: 10th Ave., M&M Plaza.
Neighborhood Shopping Centers: 10th St., 13 St.
Shopping Center: M&M Plaza, K-Mart, (Enclosed Mall-Tempo, McCrory, Super Valu). Pine Tree Mall, US 41, Marinette, includes Prange's, Prange-Way, Sears, J.C. Penney.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: All on Fri.; super Mkts and Shopping Center 6 nights; 4 Super Mkts. open Sun.

13—RETAIL OUTLETS: Department Stores: Lauermans, Tempo, K-Mart, 13th Street.
Discount Stores (CZ): Holiday; Temppo.
Variety Stores: McCrory's.
Chain Drug Stores (CZ): Cross Drugs, Walgreen; Lundgren's 2; Rexall 2; Osco.
Chain Food Supermarkets: Northland 1; IGA Stores 8; Super Valu 2; Red Owl 2.

14—NEWSPAPERS: HERALD-LEADER (e), 4,918; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tom Torinus, or Dean Broetzman, Oper. Mgr., HERALD-LEADER.
National Representatives: None.

MIDLAND, MICH.

1—LOCATION: Midland County, E&P Map C-4. County Seat. E. Central part of State. 125 mi. NW of Detroit. U.S. Hwy. 10; State Hwy. 20.

2—TRANSPORTATION: Railroads: Grand Trunk; C&O (freight only).
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound; Mercury, Valley Coach.
Airlines: United; Republic.

3—POPULATION:
Corp. City 70 Cen. 35,176; Loc. Est. 38,523
CZ ABC: (70) 37,697; (80) 41,000
RTZ-ABC: (70) 60,448; (80) 60,488
County 70 Cen. 63,769; Loc. Est. 70,658
City & RTZ-ABC: (70) 98,145; (80) 111,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 10,177; Loc. Est. 12,871
County 70 Cen. 10,013; Loc. Est. 22,973
CZ ABC: (70) 10,856; (80) 13,500
RTZ-ABC: (70) 16,816; (80) 22,500
City & RTZ-ABC: (70) 27,672; (80) 36,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$263,592,000
Sav. & Loan Assns.	2	$346,746,591

6—PASSENGER AUTOS: County 41,423

7—ELECTRIC METERS: 13,763

8—GAS METERS: 11,094

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Chemicals 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Packaging 110.
Principal Industrial Per Days: Thurs.

10-CLIMATE: First killing frost, Oct. 7. Last killing frost, May 2.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Ashman Circle	1	Miller Furniture, Knopics Hdwe

MIDLAND—continued

Circle Mall	1	Kroger, Moeggenbergs, SuperRx
Eastlawn	1	Wenzel's, Giant Foods
Stadium Plaza	1½	Giant Foods, Tradeway Walgreen
Giantway Plaza	2	Giant Food Giant Food
Midland Plaza	1	K-Mart; A&P; Al's Sports

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. & Thurs.

13—RETAIL OUTLETS: Department Stores: Hansens; W. R. Knepp; J. C. Penney; Sears; Wards.
Discount Stores (CZ): Clinton Discount; Tradeway K-Mart.
Variety Stores: Kresge; Woolworth.
Chain Druge Stores (CZ): State Disc.; Valley Walgreen; SupeRx; State Vitamin & Cosmetic 1; Community 2; Arnold Drugs.
Chain Supermarkets (CZ): A&P; Giant Super 3; Krogers.
Other Chain Stores: Firestone; Sears; Goodyear; Singer Co.; Merit; Gittleman's; Gamble's Fabrics; Jo-Ann Fabrics.

14—NEWSPAPERS: NEWS (e) 17,557; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jerry P. Vallina, Adv. Mgr., NEWS.
National Representatives: Branham/Newspaper Sales.

MONROE, MICH.

1—LOCATION: Monroe County (In Toledo SMSA). E&P Map D-5, County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of State. 40 mi. SW of Detroit; 25 mi. N of Toledo, Ohio; U.S. Port on Lake Erie. On U.S. Hwys. 24, 25 and State Hwy. 50; Detroit-Toledo Expressway I-75.

2—TRANSPORTATION: Railroads: Conrail; Penna. Lines West; Pere Marquette; B&O; Grand Trunk; Detroit & Toledo Shore Line; C&O (freight).
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound; Short Way.

3—POPULATION:
Corp. City 70 Cen. 23,894; Loc. Est. 25,200
CZ ABC: (70) 29,075; (80) 30,400
RTZ-ABC: (70) 93,179; (80) 107,000
SMSA 70 Cen. 762,741; Loc. Est. 785,300
County 70 Cen. 118,479; Loc. Est. 133,000
City & RTZ-ABC: (70) 122,254; (80) 137,400

4—HOUSEHOLDS:
City 70 Cen. 7,263; Loc. Est. 8,750
County 70 Cen. 33,202; Loc. Est. 42,900
SMSA 70 Cen. 234,265; Loc. Est. 271,300
CZ ABC: (70) 8,858; (80) 10,600
RTZ-ABC: (70) 25,397; (80) 33,400
City & RTZ-ABC: (70) 34,255; (80) 44,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$322,000,000
Sav. & Loan Assn.	2	$173,000,000

6—PASSENGER AUTOS: County 69,879.

7—ELECTRIC METERS: (City) Res. 7,763.

8—GAS METERS: (City) Res. 13,672.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Paper 3,200; Auto Parts 3,000; Heating Equip. 400; Metal Industries 1,300; Rail Transp. 417; Glass, 640.

10-CLIMATE: Min. & Max. Temp.—Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15. Last killing frost, May 10.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal shopping Center: 5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers: Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Monroe	25	J. C. Penney, Woolworth
N. Monroe	2	K-Mart, Bargain City
Monroe Mall	6	Great Scott
S. Monroe Plaza	7	Kroger, Perry Drug

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Downtown Mon., & Fri.; Shopping Centers 7 days-7 nights.

13—RETAIL OUTLETS: Department Stores: Sears; J. C. Penney; Kline's; K-Mart; Bargain City.
Variety Stores: S. S. Kresge; Woolworth.
Discount Stores (CZ): Kaybee-Drug and Cosmetic Dis.; Bargain City; K-Mart.
Chain Drug Stores (CZ): Cunningham's; Professional Village 3; Gray Drug 1; Weisel's Rexall 1; Richardson 1; Perry Drugs 2.
Chain Food Supermarket: Kroger 1; Bazley's 1; Food Town 7; Great Scott; Gruber's 2.
Other Chain Stores: Carter Limb.; Thom McAn; Firestone; L. C. Haig; Acme Paint; Bazley Osterman's Jewelers; Keidan's; Hadley's; Montgomery Ward (catalog); Singer Co.; A.C.E. Hardware; Radio Shack; Baskin-Robbins; Star Furniture; New York Carpet; Ace Hardware; 22 Fast Food Chains.

14—NEWSPAPERS: NEWS (e) 26,770; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Stoner, Adv. Dir., NEWS.
National Representatives: None.

MOUNT CLEMENS, MICH.

1—LOCATION: Macomb County (In Detroit SMSA). E&P Map D-4, County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94; State Hwys. M-3, M-59, M-29, M-97.

2—TRANSPORTATION: Railroads: Grand Trunk.
SEMTA Bus Lines: Greyhound; Tower Bus.

3—POPULATION:
Corp. City 70 Cen. 20,476; Loc. Est. 24,068
Prim. Mkt. Area-ABC:
(70) 626,576; (80) 707,900
SMSA 70 Cen. 4,434,287; Loc. Est. 4,396,500
County 70 Cen. 625,309; Loc. Est. 695,831
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen 6,588; Loc. Est. 9,002
County 70 Cen. 175,867; Loc. Est. 220,004
SMSA 70 Cen. 1,26[illegible]; Loc. Est. 1,522,043
Prim. Mkt. Area-ABC:
(70) 171,969; (80) 222,300

5—BANKS:	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings	11	N.A.

6—PASSENGER AUTOS: County 436,922.

7—ELECTRIC METERS: Co. 240,000.

8—GAS METERS: Co. 177,000.

9— PRINCIPAL INDUSTRIES (CZ): Pottery; Greenhouses; Metal Prods; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Clemons	10	Chatham, Perry Drug
Ingleside	9	Naum's, Macomb's Farmers Mkt.
Regional	32	Woolworth, Ward's
Lakeside	130	Hudson's, Sears, Penny's
Macomb	78	Sears, Crowley's
Clinton Valley,	10	Ward's

Principal Shopping Days: Mon., Fri., Sat., Sun.
Stores Open Evenings: Mon., Fri., Every night in Shopping Center.

13—RETAIL OUTLETS: Department Stores: Crowley's; J. C. Penney; Priehs; Sears; Ward's; Hodson's; Lord & Taylor.
Discount Stores: K-Mart; Korvette; TG&Y; Woolco.
Variety Stores: Ben Franklin; Kresge; Woolworth.
Chain Drug Stores: Arnold; Bannow; Cunningham; Fairway; Lucky; Motor City; Perry; Revco; SuperX.
Chain Food Supermarkets: A&P; Broadway; Chatham; Farmer Jack; Great Scott; Kroger.

14—NEWSPAPERS: MACOMB DAILY (e; Mon. to Fri.; Sat. m) 55,489; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harold W. Deadman, Dir. Sales and Promotion, MACOMB DAILY.
National Representatives: Landon Associates, Inc.; U.S. Soborban Press.

MOUNT PLEASANT ALMA, MICH.

1—LOCATION: Mount Pleasant in Isabella County, Alma in Gratiot County, E&P Map C-4, County Seat. Central part of State on U. S. Hwy. 27; State Hwy. M20; Lansing, 70 mi. N.

2—TRANSPORTATION: Railroads: Ann Arbor; Pere Marquette Div. of C&O; Grand Trunk.
Motor Freight Carriers: 4.
Intercity Bus Lines: North Star; Mercury; Midland; Clare; Mt. Pleasant; Greyhound.
Airline: Charter only.

3—POPULATION:
Corp. Cities 70 Cen. 30,314; Loc. Est. 35,830
Mount Pleasant (70) 20,524; Loc. Est. 25,905
Alma (70) 9,790; Loc. Est. 9,925
Counties 70 Cen. 83,840; Loc. Est. 93,393
Isabella (70) 44,594; Loc. Est. 53,522
Gratiot (70) 39,246; Loc. Est. 39,871
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 7,200; Loc. Est. 10,239
Counties 70 Cen. 22,522; Loc. Est. 29,878

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$500,000,000
Sav. & Loan Assn.	2	N.A.

6—PASSENGER AUTOS: Counties 40,980
Isabella 20,886; Gratiot 20,094

7—ELECTRIC METERS: Residence
Mt. Pleasant 3,987; Alma N.A.

8—GAS METERS: Residence
Mt. Pleasant 3,780; Alma N.A.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Central Michigan University 1,800; State of Michigan Training Home 675; Oil Field Supply 930; Stampings 620; Oil Refining 228; Heavy Road Const. 113; Inedible Fats 38; Storage Tank Mfg. 28; Refrigerator Parts 17; Feed Mfg. 34; Delfield Eqpt Co. 100; House Trailers; Agriculture. Ferro Mfg-400. Total Refintry 2,000 Alma Plastics-700

10-CLIMATE: Min. & Max. Temp.—Spring 11-30; Summer 37-92; Fall -11-85; Winter -17-60.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:
Principal Shopping Days: Wed., Fri.
Stores Open Evenings: Mon & Fri in Shopping Centers.
Stores Open Sundays: Food & Drug; Discount, Department.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears (catalog); Montgomery Ward (catalog); Giantway; TG&Y; Spurgeons; K-Mart; Tempo.
Discount Stores (CZ): State Discount; Giantway; K-Mart.
Variety Stores: Gay's.
Chain Drug Stores (CZ): Downtown Drugs; Gould's Rexall; Spencer's Walgreen; Arnold Drugs; Post; Scotts. Spaar; K-mart.
Chain Food Supermarkets: Giant 22; Ric's; Kroger 2; IGA 9; Farmer Jack's; D&M.
Other Chain Stores: Evenknit Hosiery; S&H Farm Supply; Schiffs'; Gambles; Western Auto; Acme; Ace Hdw.; 7-Eleven; Pier 1. True Value; Radio Shack.

14—NEWSPAPERS: SUN (m-Mon. to Sat.) 7,730; Sworn Sept. 30, 1979 (Latest available statement)
Local Contact for Advertising and Merchandising Data: Robert Viau Bus. Mgr., SUN.
National Representatives: Landon Associates, Inc.

MUSKEGON, MICH.

1—LOCATION: Muskegon County, E&P Map B-4, County Seat. Industrial, wholesale and shipping center for W. Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46; 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2—TRANSPORTATION: Railroads: Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers: 8.
Steamship Lines: 4 Foreign Freight.
Intercity Bus Lines: Greyhound; North Star.
Airlines: Mid-State; Republic.

3—POPULATION:
Corp. City 70 Cen. 44,631; Loc. Est. 42,951
CZ ABC: (70) 103,435; (80) 101,300
RTZ-ABC: (70) 109,183; (80) 123,100
County-70 Cen. 157,426; Loc. Est. 161,316
SMSA-70 Cen. 175,410; Loc. Est. 183,603
City & RTZ-ABC: (70) 212,618; (80) 224,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,934; Loc. Est. 16,730
County 70 Cen. 47,031; Loc. Est. 53,400
SMSA 70 Cen. 5[illegible],470; Loc. Est. 60,900
CZ ABC: (70) 32,184; (80) 36,100
RTZ-ABC: (70) 31,443; (80) 40,700
City & RTZ-ABC: (70) 63,627; (80) 76,800

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$480,100,000
Sav. & Loan Assn.	3	$210,000,000

6—PASSENGER AUTOS: County 85,382.

7—ELECTRIC METERS: Res. Co. 52,345.

8—GAS METERS: Residence Co. 45,350.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage). Total Manufacturing 22,900 ($285); Non-Elect. Machy. 8,300 ($320); Primary Metals 6,400 ($319); Fabricated Metals 1,100 ($328).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16. Last killing frost, May 1.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: Downtown, Muskegon Mall.
Neighborhood Shopping Centers: Henry Street, Norton Shores; Broadway and Peck St. Muskegon Heights; Ruddiman and Center Sts., North Muskegon; Lake Shore Drive Lakeside.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Glenside	4	Plumb's
Beltline Plaza	3	Kroger
West Village	3	Hasper Save-Mor-Market
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreen's
K-Mart Plaza	4	K-Mart
Park Row Mall	4	J.C. Penney

Principal Shopping Days: Fri. & Sat., Sun.
Stores Open Evenings: Shopping centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: Sears; Hardy-Herpolsheimers (Allied), J.C. Penney; Steketee's.
Discount Stores (CZ): Meijer's Thrifty Acres; K-Mart.
Chain Drug Stores (CZ): Revco 2; Walgreen 2; Thrifty Acres 1; SuperRx.
Chain Food Supermarkets: Plumb 7; Kroger 2; Meijer 1; Eberhard's 6; Family Foods 1; Gov's 3; Hasper Save-Mor-Market 1; 7-Eleven 2; Convenient Food Mart 3.
Other Chain Stores: Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry, Allied Radio Shack; Pic-Way Stores; Midas Muffler; Singer Co.; Firestone; Goodyear 2; Montgomery Ward Catalog; S&H Green Stamps; Jo-Ann Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Milex; Ziebart; Aamco.

14—NEWSPAPERS: CHRONICLE (e) 44,198; (S) 47,614; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David L. Kennedy, Nat'l. Adv. Supv., CHRONICLE.
National Representatives: Newhouse Newspapers; Metro-Suburbia.

NILES, MICH.

1—LOCATION: Berrien County, E&P Map B-5. Six mi. N of Mich.-Ind. state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 40, 60 and 140.

2—TRANSPORTATION: Railroads: Conrail; Big Four.
Motor Freight Carriers: 13.
Airlines: Republic & United (at South Bend, Ind. Airport).
Intercity Bus Lines: Greyhound; Indian Trails; Northern Indiana Transit.

3—POPULATION:
Corp. City 70 Cen. 12,988; Loc. Est. 13,863
County 70 Cen. 163,875; Loc. Est. 170,163

4—HOUSEHOLDS:
City 70 Census, 4,451; Local Est. 5,441
County 70 Census, 50,647; Local Est. 60,913

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$199,110,926
Sav. & Loan Assn.	1	$58,826,660

6—PASSENGER AUTOS: County 92,775.

7—ELECTRIC METERS: Residence 6,103.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Sewing Patterns 2,400; Railroad 75; Wire Mfg. 1,100; Store Fronts 750; Store Fixtures 650; Air Moving Equip. 200; Papr Mfg. 175; Elect. prod. 200; Food Proc. 230; Aircraft Parts 60; Insulated Pipe 65; Tools and Dies 70; Aluminum Prod. 50; Steel Tanks 36; Plastics 45; Fertilizer Proc. 20; Truck Axles & Heavy equip. (6 mi. distant) 6,623.
Principal Pay Days: Fri., 5th and 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33. First killing frost Oct. 4. Last killing frost, May 10.

11—TAP WATER: Neutral, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on five streets.
Neighborhood Shopping Centers: Main and Oak; 17th and Oak; Eastgate, Oak and 21st; Brandywine and Belle Plaza, Bell Rd. & U.S. 31.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Eastgate	3	J.C. Penney, Kroger

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: G. L. Perry.
Discount Stores: Wonderland Discount; Clinton Drug; K-Mart.
Chain Food Supermarkets (CZ): A&P; Kroger; West Side Super; Westside Open Pantry; Tony's; Peel's Harding; Buy-Low.
Other Chain Stores: Western Tire Auto; Sherwin-Williams; Blackmond Jewelry; Smith-Alsop.
Discount Stores: Spiegel Catalog; Paul's Toppery; Mayfair Shoppe; Buy-Low; Falvey's; Majerek's; Custom Tire.

14—NEWSPAPERS: STAR (e-Mon. to Fri.) 7,582; (Sat.m) 7,582; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Polli Smith, Adv. Mgr., STAR.
National Representatives: None.

OWOSSO, MICH.

1—LOCATION: Shiawassee County (In Flint SMSA), E&P Map C-4. Centrally located. 65 mi. from Detroit, 80 mil from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2—TRANSPORTATION: Railroads: Ann Arbor; Grand Trunk.
Motor Freight Carriers: 5.
Intercity Bus: Indian Trail.

3—POPULATION:
Corp. City 70 Cen. 17,179; Loc. Est. 18,000
CZ ABC: (70) 28,302; (80) 28,700
RTZ-ABC: (70) 55,340; (80) 60,500
SMSA 70 Cen. 508,664; Loc. Est. 517,896
County 70 Cen. 63,075; Loc. Est. 70,900
City & RTZ-ABC: (70) 83,642; (80) 89,200

4—HOUSEHOLDS:
City 70 Cen. 5,556; Loc. Est. 6,500
County 70 Cen. 18,581; Loc. Est. 23,500
SMSA 70 Cen. 148,328; Loc. Est. 175,225
CZ ABC: (70) 8,862; (80) 10,100
RTZ-ABC: (70) 15,287; (80) 19,100
City & RTZ-ABC: (70) 24,149; (80) 29,200

5—BANKS:	NUMBER	DEPOSITS
Sav. & Comm. Banks	3	$222,121,000
Sav. & Loan	2	$110,600,000

6—PASSENGER AUTOS: County 36,900.

7—ELECTRIC METERS: 5,850 Co. 18,500.

8—GAS METERS: 6,000 Co. 10,350.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Fractional H.P. Motors 1,500; Abrasives 400; Batteries 520; Stamping & Assembly 200; Shipping Containers 150; Power Brakes & Automotive 1,000; Furniture 175; Aluminum & Plastic Doors & Windows & fabricators 225;

Agri Chemical Co. 50; Tile Plant 150; Equipment for Mobile Homes 200; Commutators and Collector Rings 350; Heavy Equipment 160; Pontoon Boats 55; Wire Harness 125.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6. Last killing frost, May 15.

11—TAP WATER: Lime-soda softening, fluoridated 1 ppm.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 5 blocks on Washington St.; 3 blocks on Exchange St.
Neighborhood Shopping Centers: 5 other Shopping Centers; 1400 N.M-52; 200 to 1100 W. Main St., at E. Limits of City and Corunna Ave.; Monroe Plaza; State Rd. and M-21.
Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Thur. & Fri.

13—RETAIL OUTLETS: Department Stores: D.M. Christian; J.C. Penney.
Discount Stores (CZ): K-Mart.
Variety Stores: G.C. Murphy; Fairway Discount; Giantway; Tradeway.
Chain Drug Stores (CZ): Walgreen 2; Perry Drug; Spaar Drug; Voight's Rexall.
Chain Food Supermarkets: Giant 2; Eberhard Foods; Kroger; Min-A-Mart 6; Hamady's; Sunshine Food Stores.
Other Chain Stores: Walter's; Firestone; Wickes Lumber; Greenley's; S&W Farm Equip.; TSC Store; Gilbert's Tru-Value Hardware.

14—NEWSPAPERS: ARGUS-PRESS (e) 14,789 Mar. 31. 1980 ABC.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell; Nat'l. Adv. Mgr. ARGUS-PRESS.
National Representatives: Landon Associates, Inc.

PETOSKEY, MICH.

1—LOCATION: Emmet County E&P Map C-3, County Seat. Winter and summer vacation resort. In Little Traverse Bay, N. end of Lake Michigan, 200 Mi. N. of Grand Rapids and 28 Mi. S. of the straits of Mackinac. On U.S. Hwys. 31, 131; State Hwys. M-131 and M-68.

2—TRANSPORTATION: Railroads: Michigan Northern, Chessie System.
Motor Freight Carriers: Parker Motor Freight.
Intercity Bus Lines: North Star; Wolverine Stages; Delta.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 6,342; Loc. Est. 5,926
County 70 Cen. 18,331; Loc. Est. 22,683
City & Retail Trading Area, Local Est. 68,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,943; Loc. Est. 2,367
County 70 Cen. 5,499; Loc. Est. 7,920

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	4	$208,600,000
Sav. & Loan Assn.	2	$65,000,000

6—PASSENGER AUTOS: County 12,752

7—ELECTRIC METERS: Residence 2,200

8—GAS METERS: Residence 2,700

9— PRINCIPAL INDUSTRIES (CZ): Cement; Blocks Chrome Plating Wire Products; Screw & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Products; Wood Products; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equipment; Sking; Conventions.

10-CLIMATE: Min. & Max. Temp.—Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Charlevoix	18	Olesons of Chx, Captain's Corners
Crago Plaza	1/4	Puff's Appl., Oleson's of Petoskey
Giant Plaza	2	Giant, Giantway
K-Mart	1/4	Kroger, K-Mart, Revco
Pennsylvania Plz.	-	5 Stores

Principal Shopping Days: Tues., Wed., Thu., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Gittleman's; Sears; Country Casuals.
Variety Stores: Woolworth; McCrory's.
Discount Stores: Holiday; Giantway; K-Mart.
Chain Drug Stores: Spencer; Walgreen; CVS; Revco.
Chain Food Supermarkets (CZ): Kroger; Oleson's; Giant.
Other Chain Stores: Singer; Horizon Book Stores; Wicke's; Puff's Appliances; Murdick's Fudge; Behan's Tweed Shop (summer only); The Clothes Tree; Gateley's House-furnishings; Sherwin-Williams; IGA; Radio Shack; Fochtman Motor; Nawrot Pendleton; Marti Walker; JoAnn Fabrics; Fryman's (Div. of McBryde Shoe Co.); Harold Grant; Gattle's Linens; Maus & Hoffman; Reusch Jewlry; La Shack; Austin Tobacconists; Bartings; Lilly Pulitzer; Mole Hole; Bob Baker Shoes; Games Imported; Richard Hanten for Children; Shorter's Gifts; Kaden's Clothing; Midas Muffler; Northern Auto Parts; R&L Auto-Electric; R&R Robinson Interiors; Nu Vision Optical; Harlow's Hallmark; Payless Shoes; The Pine Shop; Jeans, Etc.; Comfort Center; Symon's General Stores; Country Casuals; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay.

14—NEWSPAPERS: NEWS-REVIEW (e-Mon. to Fri.) 10,983; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Everett Dielman. Adv. Mgr. NEWS-REVIEW.
National Representatives: None.

PONTIAC, MICH.

1—LOCATION: Oakland County (In Detroit SMSA). E&P Map D-4, County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center, in SE Michigan. In center of automotive manufacturing area of Michigan, 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2—TRANSPORTATION: Railroads: Grand Trunk Western.
Motor Freight Carriers: 27.
Intercity Bus Lines: SEMTA.
Airlines: Charter only.

3—POPULATION:
Corp. City 70 Cen. 85,279; Loc. Est. 76,478
Prim Mkt. Area-ABC (70) 377,868; (80) 416,300
SMSA 70 Cen. 4,435,051; Loc. Est. 4,396,500
County 70 Cen. 907,871; Loc. Est. 1,015,130
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 25,581; Loc. Est. 26,693
County 70 Cen. 287,200; Loc. Est. 341,822
SMSA 70 Cen. 1,333,722; Loc. Est. 1,522,043
Primary Mkt. Area-ABC:
(70) 106,111; (80) 133,700

5—BANKS: (Oakland County) 33 Banks (195 offices) Deposits: $6,700,000

6—PASSENGER AUTOS: County 641,046

7—ELECTRIC METERS: Residence 23,986

8—GAS METERS: Residence 19,050

9— PRINCIPAL INDUSTRIES (CZ): Automotive Manufacture and Transportation Equipment 46,500 Emp. ($23,949 E.B.I.)
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Nov. 14. Last killing frost, May 6.

11—TAP WATER: Medium-hard.

12—RETAILING: Principal Shopping Center: Pontiac Mall—Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall; Oakland Mall—Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tue., Fri., Sat.

Neighborhood Shopping Centers: 8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 Acres on S. Telegraph Road.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Campus Corners	9	Kroger, Radio Shack Drug Mart
Drayton Plaza	5	Miles, K-Mart, Naum's
Glenwood Plaza	1	K-Mart, Farmer Jack
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside	15	J.L. Hudson, J.C. Penney Lord & Taylor, Sears
Meadowbrook Mall	8	Osmun's, Frank's Nursery
Miracle Mile	2	J.C. Penney, Shopright Lion Store
North Hill Plaza	10	Chatham, Cunningham's
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Center Market
Pine Lake	5	Kroger, Cunningham's
Pontiac Mall	2	J.L. Hudson, Sears, Montgomery Ward, Farmer Jack
Rochester Hills Plaza	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Bonwit Teller
Tel-Huron	1	Osmun's, Cunningham
Tel-Twelve	10	Montgomery Ward K-Mart, Osmun's
Twelve Oaks	14	Lord & Taylor Great Scott,
Waterford Plaza	3	A.C.E. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers, Pape's Gifts

Principal Shopping Days: Mon., Fri., Sat., and Sun.
Stores Open Evenings: Mon., Thurs., Fri.; Shopping Ctr., 6 nights; Sun. 10am-5pm.

13—RETAIL OUTLETS: Department Stores: Sears; J. C. Penney; Montgomery Ward; J.L. Hudson; K-Mart; Crowley's; The Lion Store; Jacobson; Lord & Taylor.
Variety Stores: S.S. Kresge 3; Neisner Bros. 2; Ben Franklin.
Discount Stores (CZ): K-Mart 7; Tradeway 1.
Chain Drug Stores (CZ): Cunningham's 6; Thrifty 4; Perry 8; Revco 2, Bonnie Lo 1.
Chain Food Supermarkets (RTZ): A&P 5; Great Scott 5; Chatham 3; Kroger 6; Farmer Jack 6; Foodtown 6.
Other Chain Stores: Shoes. Thom McAn; Kinney; Becker's; Baker's; Sibley's; Father & Son; R&H; A.S. Beck, Burt's Shores. Men's Wear; Bond's Hughes-Hatcher; Osmun's. Women's Wear: Albert's; United Shirt; The Barn; Marianne Shop; RB Shops; Lane Bryant; Jacobson's; Siegel Shop; Kay Baum; Hadley's; R & M Winkleman's; Orva Hosiery; Himelhoch's. Candies; Sanders; Awrey's; Crocker's; Ross' Candles. Rubber Products; Goodrich; Goodyear; Firestone; S&H Tire; F&G Tire; Aremco Tire; Dayton Tire; Uni-Royal; Jewelry; Rose Jewelers; Sherwin-Williams; Grinnel's. Singer Co.; Speigel; J&R (auto supplies); Spiegel Catalog; So-Fro Fabrics; Minnesota Fabrics; Mary Lester Fabrics. Furniture; Art Van Furn.; Thomas Furn.; Jacobsen's; Kay Furn. Englander Triangle; Valentine Furn.; Highland Appliance; Beckwith Carpet; Karen's Carpet.

14—NEWSPAPERS: OAKLAND PRESS (e) 74,083; (Sat.) 73,525; (S) 74,549; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Woody Crouse, Nat. Adv. Mgr., OAKLAND PRESS.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

PORT HURON, MICH.

1—LOCATION: St. Clair County (In Detroit SMSA). E&P Map D-4, County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River; 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M25, I-94.

2—TRANSPORTATION: Railroads: Amtrak to Chicago; Toronto, Chesapeake & Ohio; Port Huron-Detroit.
Intercity Bus Line: Great Lakes Greyhound.
Motor Freight Carriers: 12.

3—POPULATION:
Corp. City 70 Cen. 35,794; Loc. Est. 34,701
CZ ABC: (70) 78,505; (80) 85,600
Bal. in Prim. Mkt. ABC- (70) 76,599; (80) 91,800
SMSA 70 Cen. 4,435,051; Loc. Est. 4,396,500
County 70 Cen. 120,175; Loc. Est. 138,938
Total Prim. Mkt. ABC-(70) 155,064; (80) 177,400

4—HOUSEHOLDS:
City 70 Cen. 11,632; Loc. Est. 13,056
County 70 Cen. 36,416; Loc. Est. 48,657
SMSA 70 Cen. 1,333,722; Loc. Est. 1,522,043
CZ ABC: (70) 24,216; (80) 30,100
Bal. in Prim. Mkt. ABC-(70) 22,751; (80) 31,300
Total Prim. Mkt. ABC-(70) 46,967; (80) 61,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	1	$76,000,000
Savings Banks	3	$1,700,000,000
Sav. & Loan Assn.	2	$77,000,000

6—PASSENGER AUTOS: County 73,329

7—ELECTRIC METERS: Residence 44,800

8—GAS METERS: Residence 11,150

9— PRINCIPAL INDUSTRIES (CZ): Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elec. Prod.; Adhesives; Trailers; Steel Fabrication; RR Car Bldg.; RR Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prod.; Cement; Boats; Food Processing; Fish Poles & Reels; Plastic Prod.; Electric Power Plants; Bean Elevator & Processing; Lumbering; Sea Port for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Machinery & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre Cast Concrete; Battery Mf. Eqpt.; Cutting Tools; Farm Machy.; Automatic Screw Machines. Industrial Emp., 18,500.

11—TAP WATER: Hard; Source is St. Clair River; municipal ownership.

12—RETAILING: Principal Shopping Center: 8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
St. Clair	12	Kroger, Thompson's
Colonial	3	Marengo Appl. A&P Vollmer Drugs Ben Franklin
Village Green	5	Ben Franklin Maryville Food Center, Hagen's Hdwe., Arnold Drug
Court of Flags	-	Kroger, SupeRx, Mericks, True Value Hdw.

Principal Shopping Days: Fri., Sat., Mon., Thu., Sun.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: J.B. Sperry; Naums (catalog); J.C. Penney; Winkelman's;
Variety Stores: Kresge; Ben Franklin 2.
Discount Stores (CZ): K-Mart 2; CVS Discount; Tradeway.
Chain Drug Stores (CZ): Cunningham's; Arnold's; SuperRx (2); Farmer Jack's; K-Mart (2).
Chain Supermarkets (CZ): Smith 2; A&P 4; Kroger 4; IGA-3; Spartan 3; Great Scott; Farmer Jack.
Other Chain Stores: Marx: Fox; Sherwin-Williams; Ace Hdw.; Crosby Shoes; Pic-Way Shoes; S&H Green Stamps; Wickes Lumber; Singer; TSC Store; Kinney Shoes; Dairy Queen 2; Arby's; Pizza Hut; Elias Big Boy (3); Pizza Inn; Harvest Table.; McDonald's (2), Wendy's (2), Taco Bell (2).

14—NEWSPAPERS: TIMES-HERALD (e) 30,823, (S) 34,921, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ronald N. Armstong, Retail Adv. Mgr. TIMES-HERALD.
National Representatives: Gannett Newspaper Advertising Services.

ROYAL OAK, MICH.

1—LOCATION: Oakland County (In Detroit SMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit On U.S. Hwy. 10 and State Hwy. 150.

2—TRANSPORTATION: Railroads: Grand Trunk.

Motor Freight Carriers: 4.

Intercity Bus Lines: Greyhound; Great Lakes.

Airlines: American; Delta-Chicago & Southern; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient.

3—POPULATION:
Corp. City 70 Cen. 86,238; Loc. Est. 58,940
CZ ABC: (70) 198,805; (80) 163,400
RTZ-ABC: (70) 199,506; (80) 220,600
County 70 Cen. 907,871; Loc. Est. 990,743
SMSA 70 Cen. 4,434,287; Loc. Est. 4,518,720
City & RTZ-ABC: (70) 398,311; (80) 384,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 27,451; Loc. Est. 26,235
County 70 Cen. 264,566; Loc. Est. 334,045
SMSA 70 Cen. 1,333,722; Loc. Est. 1,608,254
CZ ABC: (70) 60,772; (80) 57,200
RTZ-ABC: (70) 59,998; (80) 76,100
City & RTZ-ABC: (70) 120,770; (80) 133,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	(29 Br.)	$942,638,216
Savings Banks	(69 Br.)	$1,403,527,423

6—PASSENGER AUTOS: County 651,400

7—ELECTRIC METERS: (City) Res. 28,496

8—GAS METERS: (City) Res. 21,726

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Tools 950 ($325); Auto Products 1,100 ($285); Stamping 480 ($240); Millwork 800 ($240).

10-CLIMATE: Min. & Max. Temp.—Spring 18-86; Summer 46-95; Fall 16-89; Winter —3-63; First killing frost, Oct. 9. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: One mile on Main St., Half mile on Washington; 4 blocks on 4th St.; Woodward at 13 Mi. Rd. (26 stores).

Neighborhood Shopping Centers: Ferndale; 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park; 5 on John R. Clawson; 4, Main and 14 Mile Road. Berkley; 4 on 12 Mile Road. Troy; Somerset Mall. 1 on Rochester Road. Southfield; J.L. Hudson, Northland Shpg. Cntr. (122 estab.)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Northland	4	J.L. Hudson
Northwood	2	J.C. Penney, Kroger
Madison	2	Kroger
Clawson	3	A&P, Federal's
Maidson Ctr.	3	Korvettes
Universal	4	Mont. Ward., Federal's
Oakland Mall	5	J.L. Hudson, Sears, J.C. Penney
Somerset Mall	5	Saks 5th Ave., Bonwit Teller
Southfield Plaza	4	Korvettes, Sears
Tel-Twelve	6	Mont. Ward., K-Mart

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept. Stores—Mon., Thurs., Fri., Sat. Food—Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Federal; J. L. Hudson; Playworld; Korvette; Shopper's Fair; Sears Bonwit Teller; Saks 5th Ave.; K-Mart.
Variety Stores: Kresge 8; Woolworth 3.
Discount Stores (CZ): Merchandise Mart; Meijer; Michigan Shprs.; Royal Drugs; Apex Distributors; United; Northwood Jewelers; Sav-On Drugs; Revco Drugs; 14-Mile Bargain Center; Star Hdwr.; Fretter Appliance; F.M. Vitamins.
Chain Drug Stores (CZ): Cunningham 5.
Chain Supermarkets: A&P 6; Kroger 8; Hollywood 3; Packers 4; Farmer Jack 8; Dixfield; Chatham Food Ctrs. 3; Meijer 2.
Other Chain Stores: Men's Clothing: Van Horns Hughes, Hatcher Suffrin, Osmuns; Women's Apparel: Winkleman's, Juliet, Grayson's, Speigel's; K-Mart; Youth Center, RB, R. & S. Women's; Shoes: Mary Jane, Spencer's; Men's Shoes: Shoe Box, Thom McAn, Boston, Father & Son, Beckers, Sibleys; Furniture: Art Van, Brent, Charles Furniture, Grinnell Bros., Good Housekeeping, Englander-Triangle, Edwards, Lincoln, Firestone, Goodyear; Bakeries: Awrey, Sander's, Alden's; Catalog: Sears, Spiegel, S&H Green Stamps.

14—NEWSPAPERS: TRIBUNE (e) 47,429; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Philip L. Parkinson Adv. Dir., TRIBUNE.
National Representatives: Landon Associates, Inc.

SAGINAW, MICH.

1—LOCATION: Saginaw County (In Saginaw SMSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit, 15 mi. S. of Saginaw Bay on Lk. Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2—TRANSPORTATION: Railroads: C & O; Grand Trunk and Conrail Carloading 1
Motor Freight Carriers: 24.
Intercity Bus Lines: Greyhound; Indian Trails.
Airlines: United; Republic.

3—POPULATION:
Corp. City 70 Cen. 91,849; Loc. Est. 76,240
CZ ABC: (70) 158,977; (80) 157,100
PMA-ABC: (70) 60,766; (80) 72,000
County/SMSA 70 Cen.
219,743; Loc. Est. 227,550
Total Prim. Mkt.-ABC: (70) 219,743; (80) 229,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. City 70 Cen. 28,309; Loc. Est. 28,382
County/SMSA: 70 Cen. 53,277; Loc. Est. 63,924
CZ-ABC: (70) 46,851; (80) 53,000
RTZ-ABC: (70) 67,748; (80) 22,400
City & RTZ-ABC: (70) 114,599; (80) 75,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	6	$1,003,170,000
Sav. & Loan Assns	4	$1,019,629,908

6—PASSENGER AUTOS: County 125,674

7—ELECTRIC METERS: Res. 76,036

8—GAS METERS: Res. 58,480

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—All Manu. 32,000 ($414.17) Metal 7,600 ($233.87) Non Elec. 3,800 ($395.33) Trans. Equip 13,000 ($432.54) Food 1,200 ($257.30) Retail 15,000 ($186.03) construction 2,300 ($437.76) Wholesale 2,400 ($313.27) Ser. Indust. 14,900 ($204.27)
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 22-82; Summer 47-103; Fall 28-88; Winter -7-49.

11—TAP WATER: Alkaline, Soft; flouridated.

12—RETAILING: Principal Shopping Center: 8 blocks on E. Genesee; 3 on W. Genesee; 4 on Federal; 2 on S. Washington; 2 on N. Washington; 2 on N. Franklin; 1 on S. Baum; 1 on N. Baum; 2 on S. Jefferson; 1 on N. Jefferson; 2 on Lapeer Sts.

Neighborhood Shopping Centers: West Side Shopping Center; 2 blocks on court; 5 on S. Michigan; 3 on Hamilton; 1 on Hancock Sts. South Saginaw Shopping Center; 4 on S. Washington; 1 on Fordney; 1 on Center Sts.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Ft. Saginaw Mall	3	K-Mart
Green Acres	4	A&P, Cunningham's, Kresge, Greenley's, Penney's, Ray's
Pere Marquette	1/2	Griffith & Howard
Fashion Sq. Mall	4	Sears, J.C. Penney, J.L. Hudson, Wiechmanns

Principal Shopping Days: Department Stores—Mon., Fri., Sat. Food—Thurs., Fri., Sat.
Stores Open Evenings: Most Stores Thurs. & Fri.

13—RETAIL OUTLETS: Department Stores: Ippel; Jacobson's; K-Mart 3; Montgomery Ward; Morley's; Penney 2; Sears; Seitner Bros. 2; Weichmann's 2; Winkelman's 1; Hudson's 1.
Variety Stores: Kresge 1.
Discount Stores: Century; K-Mart 2; CVS; Tepes. Meijer Thrifty Acres 2
Chain Drug Stores: Cunningham 2; Muirs 2; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Hoffman's 2; Princing & Brennan 2; State Vitamin & Cosmetic 3; Kents 1.
Chain Food Supermarkets: A&P 2; Kroger 2; Ray's Food Fair 7; Vescio 7.
Other Chain Stores: Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Greenley's 2; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Zale's; Alberts 3; Carpetland; Gantos; Homemaker 2; Mangel's; Playback Highland Appliance, Fretter Appliance.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 53,713; (S) 55,946; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William Piffer, Asst. Display Mgr., NEWS.
National Representatives: Newhouse Newspapers- Metro-Suburbia.

ST. JOSEPH, MICH.

See BENTON HARBOR, MICH.

SAULT STE. MARIE, MICH.

1—LOCATION: Chippewa County, E&P Map C-2, County Seat. N.E. tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; Interstate 75; Canadian 17; State M-28, M-129.

2—TRANSPORTATION: Railroads: Soo Line; DSS&A: Canadian Pacific.
Motor Freight Carriers: 4.
Intercity Bus Lines: North Star; Greyhound.
Airlines: Air Canada; North Central.

3—POPULATION:
Corp. City 70 Cen. 15,136; Loc. Est. 16,320
Prim. Mkt. Area: (70) 20,221; (80) 20,500
RTZ-ABC: (70) 28,640; (80) 27,800
County 70 Cen. 32,412; Loc. Est. 36,072
Prim. Mkt. Area & RTZ-ABC: (70) 48,861; (80) 48,300

4—HOUSEHOLDS:
City 70 Cen. 4,696; Loc. Est. 5,978
County 70 Cen. 9,296; Loc. Est. 12,108
Prim. Mkt. Area: (70) 6,158; (80) 7,100
RTZ-ABC: (70) 7,827; (80) 8,800
Prim. Mkt. Area RTZ-ABC: (70) 13,985; (80) 15,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$109,568,000

6—PASSENGER AUTOS: County 13,357

7—ELECTRIC METERS: Res. City 5,089

8—GAS METERS: Residence 1,537

9— PRINCIPAL INDUSTRIES (CZ): Lumber & Veneer 50 emp., Av. $76 wk.; U.S. Govt. Corps. (Engrs) 450 emp. Av. $100 wk.; Lake Superior State College 250 emp., Av. $8,000 year. Kincheloe Air Force Base ($2,800,000 monthly payroll.)

10-CLIMATE: Min. & Max. Temp.—Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30th. Last killing frost, May 27th.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center at Airport; 2 miles from downtown.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Department Stores: Tue & Fri. Food—7 days.

13—RETAIL OUTLETS: Department Stores: Cowan's; Hub; J.C. Penney; Barish Bros.; Sears (catalog); Montgomery Ward; Tempo.
Variety Stores: Woolworth; S.S. Kresge; Scott.
Chain Drug Stores (CZ): Beezie's Rexall; Arnolds.
Chain Food Supermarkets: Red Owl; A&P; Nordens Food Land.
Other Chain Stores: S&H Green Stamps.

14—NEWSPAPERS: NEWS (e) 8,308 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Mesnard, Adv. Mgr.
National Representatives: Landon Associates, Inc.

SOUTH HAVEN, MICH.

1—LOCATION: Van Buren County (In Kalamazoo-Portage SMSA), E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Manufacturing, fruit growing and resort center.

2—TRANSPORTATION: Railroads: Chessie System (Freight).
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.
Airlines: Non-scheduled; Municipal Airport.

3—POPULATION:
Corp. City 70 Cen. 6,471; Loc. Est. 6,817
County 70 Cen. 56,173; Loc. Est. 66,090
SMSA 70 Cen. 257,723, Loc. Est. 272,161

4—HOUSEHOLDS:
City 70 Cen. 2,113; Loc. Est. 2,531
County 70 Cen. 17,262; Loc. Est. 23,476
SMSA 70 Cen. 76,778; Loc. Est. 95,133

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$150,000,000
Sav. & Loan Assn	2	$30,000,000

6—PASSENGER AUTOS: County 32,463

7—ELECTRIC METERS: Residence 2,289

8—GAS METERS: Residence 2,762

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Metal 1,000 (N.A.); Machinery 300 (N.A.); Woodworking 570 (N.A.); Fruit Processing 135 (N.A.); Rubber 338 (N.A.); Electronic 216 (N.A.); Chemical 14 (N.A.); Plastics 50 (N.A.).
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30. Last killing frost, May 15.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bailey Ave.	8	Buy-Low
South Haven Sq.	-	

Principal Shopping Days: Wed., Fri. & Sat.
Stores Open Evenings: Mon. -Fri.

13—RETAIL OUTLETS: Department Stores: M. Hale.
Variety Stores: G. C. Murphy.
Discount Stores (CZ): Dale's True Value Family Center; Downtown; State Discount.
Chain Drug Stores (CZ): Walgreen; Rexall.
Chain Food Supermarkets: Jack's Super Dollar; Village Mkt.; Buy-Low; Hardings.
Other Chain Stores: Firestone; Montgomery Ward (Catalog); Sears (Catalog).

14—NEWSPAPERS: TRIBUNE (m) 3,170; Sworn Oct. 1, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Philip Schoenwether, Gen. Mgr. and Adv. Dir., TRIBUNE.
National Representatives: Landon Associates, Inc.

STURGIS, MICH.

1—LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2½ mi. from Indiana Line; 50 mi. from Kalamazoo.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6.
Intercity Passenger Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 9,295; Loc. Est. 9,810
County 70 Cen. 47,392; Loc. Est. 53,665

4—HOUSEHOLDS:
City: 70 Cen. 3,197; Loc. Est. 3,698
County: 70 Cen. 15,257; Loc. Est. 19,891

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	3	$168,272,000
Sav. & Loan Assn.	2	$41,245,000

6—PASSENGER AUTOS: County 29,034

7—ELECTRIC METERS: Residence 3,825

8—GAS METERS: Residence 3,425

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees (Av. Weekly Wage)— Drapery Hdwe. 1151 ($207); Paper Prods 550 ($178); Tool & Die 210 ($200); Dairy Prods 334 ($172); Fab. Metals 45 ($172); Foundry 150 ($178); Office Furn. 357 ($160); Home Furn. 210 ($170); Machinery 108 ($161); Shears 59 ($172); Trailer Parts 80 ($160); Plastic, 160 ($178); Ptg. 64 ($175); Annual Payroll $30,475,000.

10-CLIMATE: Min. & Max. Temp.—Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. Frist killing frost, 3ct. 12. Last killing frost, May 2.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Chicago Rd.; 2 on North St.; 1 on Pleasant Ave.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E. Chicago Rd.; Sturgis Plaza, 14 stores on S. Centreville Rd.
Principal Shopping Days: Thurs., Fri., Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Montgomery Ward; Seger's; Danner's 3-D; K-Mart; Murphy Mart.
Variety Stores: Bisel's; McLellan's.
Chain Drug Stores (CZ): Walgreen; Rexall; SuperRx.
Chain Food Supermarkets: Kroger; Harding; Buy-Low.
Other Chain Stores: Zales Jewelry; Ace Hardware; Firestone; Western Auto. Radio Sheck, Saveway Shoes.

14—NEWSPAPERS: JOURNAL (e) 10,417; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Roanne Fry, Advertising Director, JOURNAL.
National Representatives: Gannett Newspaper Advertising Sales.

THREE RIVERS, MICH.

1—LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rock Rivers.

2—TRANSPORTATION:
Intercity Bus Lines: Greyhound; Rapid Transit, Short Way.

3—POPULATION:
Corp. City 70 Cen. 7,355, Loc. Est. 6,875
County 70 Cen. 47,392, Loc. Est. 54,175

4—HOUSEHOLDS:
City 70 Cen. 2,496; Loc. Est. 2,974
County 70 Cen. 15,201; Loc. Est. 19,891

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$53,755,000
Sav. & Loan Assn.	3	$31,186,089

6—PASSENGER AUTOS: County 29,034

7—ELECTRIC METERS: Residence 5,421

8—GAS METERS: Residence 3,917

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners—Paper Converting 955, Machine Shop 910, Steel Fabrication 35, Foundry 85, Garment 100; Gas & Electric line installation 320, Rubber Products 200, Wire Extrusion 250. Other 305.

10-CLIMATE: Average Winter 24; Summer 72; Growing Season—May 6 to Oct. 12.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Main St. Downtown-2 blocks, 48 stores.
Shopping Centers: Peterson Plaza (4 stores), Maple Lane S.C. Westland (6 stores)
Principal Shopping Days: Fri.
Stores Open Evenings: Fri.
Stores Open Sundays: Drug, Grocery.

13—RETAIL OUTLETS: Department Stores: Newberry's; Penney.
Discount Stores: CVS.
Chain Drug Stores (CZ): Hudson, Walgreen Family Pharmacy.
Chain Food Supermarkets: Buy Low, Hardings; Martin Market, Butlers Food.
Other Chain Stores: Firestone, Coast-to-Coast; Falveys, Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: COMMERCIAL (e) 4,799, sworn Sept. 30, 1978 (Latest Statement Available).
Local Contact for Advertising and Merchandising Data: Robert Guth Adv. Mgr. COMMERCIAL.
National Representatives: None.

TRAVERSE CITY, MICH.

1—LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2—TRANSPORTATION: Railroads: C&O.
Motor Freight Carriers: 3.
Intercity Bus Lines: North Star, Greyhound; Cross-Town Transit.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 18,048; Loc. Est. 16,800
Primary Mkt. Area-ABC: (70) 72,991; (80) 98,900
County 70 Cen. 39,175; Loc. Est. 54,412
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 5,082; Loc. Est. 6,432
County: 70 Cen. 11,429; Loc. Est. 18,387
Primary Mkt. Area-ABC: (70) 22,189, (80) 34,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$395,087,322
Sav. & Loan Assn.	2	$35,876,000

6—PASSENGER AUTOS: County 32,814

7—ELECTRIC METERS: Residence County 15,914

8—GAS METERS: Residence County 7,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Frozen Food 1,100; Clothing 100; Wood Prod. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost. Oct. 10. Last killing frost, May 20.

11—TAP WATER: Alkaline; soft; fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Cherryland Mall	4	K-Mart, Kroger, Prange, Sears
Eastfield	2	Ben Franklin
Garfield Village	3	Oleson's Foods, Fisher Big Wheel
Giant Plaza	3	Giantway
Meijer's Shopping Plaza	2	Meijer
Tom's Family Ctr.	1	-
West Bay	1	Tom's Mkt.
Logan's Landing	5	Wanigan Restaurant, Boutique Shops
Hillside Shopping Center	5	Carlson's Fish, Specialty Shops
Campus Plaza	2	Country Squire Clothing
All Seasons Plaza	5	Radio Shack
Bunny Plaza	3	Bunny Formal Wear

Principal Shopping Days: Wed., Fri., Sun.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Sears (catalog); Milliken's; Prange.
Discount Stores (CZ): Fisher Big Wheel; Giant Discount; Clinton Discount; K-Mart; Meijer.
Variety Stores: Woolworth; Ben Franklin.
Chain Drug Stores (CZ): Walgreen, Rexall; Prescription Shop 2; Revco; Meijer.
Chain Supermarkets: Kroger 1; Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores: Singer Co.; Woolworth; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes.

The Community
Information
Center In

Ypsilanti,
Michigan.

The
Ypsilanti Press

A Harte-Hanks
NEWSPAPER

14—NEWSPAPERS: RECORD-EAGLE (e) 22,477; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Brenda, J. Holdredge, Asst. to Publisher and Advertising Director, RECORD-EAGLE.
National Representatives: Branham/Newspaper Sales.

YPSILANTI, MICH.

1—LOCATION: Washtenaw County (In Ann Arbor SMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12, I-94, State 17, U.S. 23, 30 mi. SW of Detroit.

2—TRANSPORTATION: Railroads: Conrail, Amtrack.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Short Way.
Airlines: Capital; TWA; American, United, Northwest, Delta; Republic Air, US Air, Eastern; Pan Am; British Airways; Laker; Frontier, Air Wisconsin; Braniff.

3—POPULATION:
Corp. City 70 Cen. 29,538; Loc. Est. 26,232
CZ ABC: (70) 52,197; (80) 52,400
RTZ-ABC: (70) 67,378; (80) 67,500
County/SMSA 70 Cen. 234,103; Loc. Est. 246,369
City & RTZ-ABC: (70) 119,575; (80) 119,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 7,669; Loc. Est. 8,268
County/SMSA 70 Cen. 68,578; Loc. Est. 87,560
CZ ABC: (70) 14,292; (80) 16,500
RTZ-ABC: (70) 18,265; (80) 20,800
City & RTZ-ABC: (70) 32,557; (80) 37,300

5—BANKS: 4 Commercial; 3 Savings & Loan Assn. Deposits $124,231,782

6—PASSENGER AUTOS: County 143,392

7—ELECTRIC METERS: City & Township 24,766

8—GAS METERS: City & Township 16,508

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper & Products 250 ($200); Auto & Auto Parts 23,229 ($320); Machine Shop 825 ($250); Plating 100 ($180).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24. Last killing frost, Apr. 30.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Michigan Ave.; 3 on Washington St., 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers: 2 blocks on W. Cross St; 1 on E. Cross St., 1 on E. Michigan Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Briarwood	104	Hudson's Penney's, Sears
Gault Village	15	A&P, ACE, K-Mart, Farmer Jack
Thrifty Acres	2	Meijer's
Sun-Rise	6	A&P
Arborland	36	Wards, Crowley's
Lakewood	24	K-Mart, Chatham Mkt.
Roundree	15	A&P, Perry Drug

Principal Shopping Days: Mon., Fri., Sat., Sun.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, J.C. Penney; Sears; Hudsons.
Variety Stores: D&C Variety.
Discount Stores (CZ): K-Mart 3, Meijer's 2, Best Products 1.
Chain Drug Stores (CZ): Maple Village; Richardson's 2; Perry 4, Cunningham's 1.

Chain Food Supermarkets: A&P 3; Kroger 2; IGA 2; Farmer Jacks 2, Chatham 1.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 15,703; (sat-m) 15,374 (S) 15,459; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Adv. Mgr., PRESS.
National Representatives: Branham/Newspaper Sales; Harte Hanks Newspapers, Inc.

MINNESOTA SURVEYS

MINNESOTA STANDARD METROPOLITAN STATISTICAL AREAS

Duluth-Superior, Minn.-Wis.—St. Louis County, Minn.; Douglas County, Wis.

Fargo-Moorhead, N.D.-Minn.—Cass County, N.D.; Clay County, Minn.

Grand Forks, N.D.-Minn.—Grand Forks County, N.D.; Polk County, Minn.

Minneapolis-St. Paul, Minn.-Wis.—Anoka, Carver, Chicago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, Minn.; St. Croix County, Wis.

Rochester, Minn.—Olmstead County.

St. Cloud, Minn.—Benton, Sherburne and Stearns Counties.

MINNESOTA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	332	300	349
5-14 Years	818	636	578
15-24 Years	666	814	706
25-44 Years	853	1,182	1,332
45-64 Years	730	741	726
65 and Over	407	482	489
TOTAL	3,806	4,157	4,180

Based on U.S. Census

MINNESOTA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	601	1,126	1,555
General Mdse	1,240	1,853	2,566
Food	1,583	2,456	3,426
Automobiles	1,503	2,691	3,023
Gasoline Stations	710	1,194	2,125
Apparel	369	597	846
Furniture	378	578	770
Eat-Drink Places	659	1,155	1,543
Drugs	246	373	509
Total Sales	8,352	13,567	18,699

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALBERT LEA, MINN.

1—LOCATION: Freeborn County, E&P Map C-5, County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; and Interstate I-90 and I-35.

2—TRANSPORTATION: Railroads: Chicago, Rock Island & P.; Chicago and Northwestern; Illinois Central; Chicago, Milwaukee.
Motor Freight Carriers: 9.
Intercity Bus Lines: Jefferson Transp.; Midwest Coaches.

3—POPULATION:
Corp. City 70 Cen. 19,418; Loc. Est. 17,700
CZ ABC: (70) 21,745; (80) 21,200
RTZ-ABC: (70) 42,306; (80) 41,400
County 70 Cen. 38,064; Loc. Est. 37,217
City & RTZ-ABC: (70) 64,051; (80) 62,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,272; Loc. Est. 6,740
County 70 Cen. 1[illegible],729; Loc Est. 13,423
CZ ABC: (70) 6,926; (80) 7,700
RTZ-ABC: (70) 13,291; (80) 14,900
City & RTZ-ABC: (70) 20,217; (80) 22,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$94,962,000
Sav. & Loan Assn.	2	$128,791,000

6—PASSENGER AUTOS: County 19,742

7—ELECTRIC METERS: Residence 8,010

8—GAS METERS: Residence 6,885

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage): Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Transp. & Util. 460 ($225); Furniture 508 ($235); Meat Packing 1680 ($350).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William.
Neighborhood Shopping Centers: 1 block on Bidge St.; 2 on Johnson St.; 3 on S. Bdwy.; Skyline Mall (22 Stores) West edge of City (Mont. Ward, Ben Franklin, J. C. Penney, Piggly Wiggly).
Principal Shopping Days: Fri., Sat., Mon. & Thu. and Sundays (1 to 5 p.m.)
Stores Open Evenings: Shpg. Ctr. Mon thru Fri.; Downtown Mon. & Thu.

13—RETAIL OUTLETS: Department Stores: Herbergers; Montgomery Ward; Wallaces; J. C. Penney; Sears Roebuck; Spurgeons.
Discount Stores(CZ): Albert Lea, Pamida.
Variety Stores: Ben Franklin 1.
Drug Stores: Osco 1; Rexall 2; Walgreen; North Park; Snyder.
Chain Supermarkets: Super-Valu 2; Red Owl; Hy-Vee; Piggly Wiggly.
Other Chain Stores: Gambles; Three Sisters 2; Stevenson's 2; Coast-to-Coast; Gallen Kamp Shoes.

14—NEWSPAPERS: TRIBUNE (e-Mon to Fri.) 10,343; (S) 10,533; Mar. 31, 1980. ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Nelson, Gen. Mgr., or Denny Gilgenbach, Adv. Mgr., TRIBUNE.
National Representatives: Thomson Newspapers, Inc.; Northwest Dailies.

AUSTIN, MINN.

1—LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and Interstate 90.

2—TRANSPORTATION: Railroads: Milwaukee, Chicago and North Western.
Motor Freight Carriers: 37.
Intercity Bus Lines: Jefferson.
Airlines: Charter Service from municipal airport.

3—POPULATION:
Corp. City 70 Cen. 25,074; Loc. Est. 23,432
CZ ABC: (70) 30,007; (80) 27,900
RTZ-ABC: (70) 34,922; (80) 35,800
County 70 Cen. 43,783; Loc. Est. 40,644
City & RTZ-ABC: (70) 64,929; (80) 63,700

4—HOUSEHOLDS:
City 70 Cen. 7,978; Loc. Est. 9,934
County 70 Cen. 13,417; Loc. Est. 12,100
CZ ABC: (70) 9,351; (80) 10,000
RTZ-ABC: (70) 10,647; (80) 12,400
City & RTZ-ABC: (70) 19,996; (80) 22,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$139,876,520
Sav. & Loan Assns.	3	$150,221,876
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6—PASSENGER AUTOS: County 22,414

7—ELECTRIC METERS: Residence 8,383

8—GAS METERS: Residence 9,110

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Meat Pkg. 2,100 ($320); Pub. 70 ($250); Medical Care 460 ($260); Education ($330); Research 85 ($360); Fin. & Ins. 759 ($150); Public Util. 250 ($320); other 4,872 (N.A.).
Principal Pay Days: Thu., Fri. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4. Last killing frost, Apr. 14.

11—TAP WATER: Neutral, medium hard.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St., Mall Shopping Center, Oak Park Mall Center, Crossroads Center North end of Main St.
Neighborhood Shopping Centers: 3 blocks at Sterling, 4 on 10th St.

Nearby Shopping Center

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Crossroads (6)	1	K-Mart, Super Value
Oak Park Mall (50)	4	Younkers, J.C. Penney Hyvee
Shoppers Plaza (-)	-	Wallaces
Lakeside (-)	1½	Red Owl
Mall (-)	1	Coast-to-Coast, Alco
Sterling (27)	1½	Walgreen, Hardware Hank

Stores Open Evenings: Downtown—Mon. & Thu.; Shopping Centers nitely.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Younkers.
Variety Stores: Woolworth, Ben Franklin.
Discount Stores: K-Mart; Jupiter; Alco.
Chain Drug Stores (CZ): Landherr Rexall, Walgreen 2; Snyder 1; Osco; White Drug.
Chain Food Supermarkets (CZ): Red Owl 1; Penney; Super Valu; Hy Vee.
Other Chain Stores: Fantle's (ladies & children's); Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; Hardware Hank; Sherwin-Williams; United Bldg. Ctr.; St. Paul Clothing (men's, boy's); Fabricland; Radio Shack.

14—NEWSPAPERS: HERALD (e) 10,571; Mar. 31,-1980 ABC.
Local Contact for Advertising and Merchandising Data: John C. Munson, Adv. Mgr., HERALD.
National Representatives: Northwest Daily Press Assn.; Thomson Newspapers Adv. Service.

BEMIDJI, MINN.

1—LOCATION: Beltrami County, E&P Map B-2, County Seat. Crookston, 90 mi. west; Grand Forks, N.D., 113 mi. W.; Brainerd, 100 mi. south; Minneapolis, 228 mi. south; International Falls, 113 mi. north; on U.S. Hwys. 71, 2, 371.

2—TRANSPORTATION: Railroads: Burlington Northern; Soo Line.
Intercity Bus Lines: Greyhound; Triangle.
Airlines: North Central.

3—POPULATION:
Corp. City 70 Cen. 11,490; Loc. Est. 11,748
CZ ABC: (70) 11,490; (80) 11,100
RTZ-ABC: (70) 27,433; (80) 35,300
County 70 Cen. 7,473; Loc. Est. 31,967
City & RTZ-ABC: (70) 38,923; (80) 46,400

4—HOUSEHOLDS:
City 70 Cen. 3,328; Loc. Est. 4,030
County 70 Cen. 7,473; Loc. Est. 10,843
CZ ABC: (70) 3,328; (80) 3,700
RTZ-ABC: (70) 8,085; (80) 12,000
City & RTZ-ABC: (70) 11,413; (80) 15,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$100,028,000
Sav. & Loan Assn.	[illegible]	$30,840,000

6—PASSENGER AUTOS: County 11,709

7—ELECTRIC METERS: Residence 3,378

8—GAS METERS: Residence 2,000

9— PRINCIPAL INDUSTRIES (CZ): Boat Mfg., Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles.

10-CLIMATE: Min. & Max. Temp.—Spring 25 to 46; Summer 58 to 80, Fall 29 to 46, Winter-15 to 13. First killing frost, Sept. 11. Last killing frost, April 28.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Thurs., Sat.
Stores Open Evenings: Fri.
Shopping Centers: Paul Bunyan Mall, 3 miles from downtown stores: K-Mart, J.C. Penney, Bostwick's.

13—RETAIL OUTLETS: Department Stores: O'Meara's, J.C. Penney, S. & L.; Wilsonhs; Pattersons, Gill Bros., Hdw. Hank, Cost-to-Coast, Bostwicks.
Discount Stores (CZ): Fleet Distributors, Holiday Service, Western, Gibson; K-Mart.
Leading Variety Stores: Woolworth; Ben Franklin.
Chain Drug Stores (CZ): Johnson's Synder; Glass Block Rexall, City Drug; ICS; Walgreen.
Chain Food Supermarkets: Red Owl; Hartz 2; Super Valu; IGA 2.

14—NEWSPAPERS: PIONEER (e-Mon. to Fri.) 6,943; (S) 6,867; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gary Milks, Adv. Dir., PIONEER.
National Representatives: Northwest Dailies.

BRAINERD, MINN.

1—LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371; 128 mi. from Minneapolis, 125 mi. from Duluth.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 11,667; Loc. Est. 11,585
County 70 Cen. 34,826; Loc. Est. 42,453
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,019; Loc. Est. 4,725
County 70 Cen. 10,974; Loc. Est. 15,649

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$116,421,000
Sav. & Loan Assns.	2	$78,200,000
Credit Unions	2	$9,966,000

6—PASSENGER AUTOS: County 19,436

7—ELECTRIC METERS: Residence 4,856

8—GAS METERS: Residence 4,001

9— PRINCIPAL INDUSTRIES (CZ): R.R. 450; Paper 630; State Hosp. 659; St. Joseph Hospital 380; Larco Mfg. 50; Meyers Cleaners 50; Arderson Const. 50; Publishing 75.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30. Last killing frost, May 2.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Laurel St.; 5 on Front St., 6 on 6th St.; 5 on 7th St.; 2 on 8th St.; 7 blocks on Washington.
Neighborhood Shopping Centers: Oak and 13th St.; Mill Ave. & "H" St. NE.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Branerd Mall	14	Wards, Penney, Sears Scott's
Midtown	8	National Foods
Tyrol Hills	6	Ace Hdwr., Super Valu, Ben Franklin
Westgate Mall	25	Kinney, Zales

Principal Shopping Days: Mon., Thu., Fri. & Sat.
Stores Open Evenings: Thurs.; Brd. Mall, Mon.-Fr.
Stores Open Sundays: Supermarkets, drugs, Brd. Mall.

13—RETAIL OUTLETS: Department Stores: Ehler's., Montgomery Ward, J.C. Penney, S&L.
Variety Stores: Scott's, Ben Franklin.
Discount Stores (CZ): Fleet Store; Super America; Erickson Holiday; Gibson.
Chain Drug Stores (CZ): Thrifty Snyder.

Chain Food Supermarkets: Red Owl 3, National Foods, Super Valu 3, Tom Thumb.
Other Chain Stores: Gamble's, Singer Co., Sears (catalog), Schiff Shoes, Stevensons, Three Sisters, Hardware Hank; Ben Franklin; Lampert Lumber, Standard Lumber; Plywood Minnesota.

14—NEWSPAPERS: DISPATCH (e-Mon. to Fri.) 13,947, (S) 14,836, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Rob't. Turcotte, Adv. Mgr., DISPATCH.
National Representatives: Northwest Dailies.

BRECKENRIDGE, MINN.

See WAHPETON, N.D.

CROOKSTON, MINN.

1—LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center. Univ. of Minn. On Red Lake River, 20 mi. from Grand Forks, N.D. and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2,75; State Hwy. 9.

2—TRANSPORTATION: Railroads: Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers: 4.
Intercity Bus Lines: Triangle; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 8,312; Loc. Est. 8,517
County 70 Cen. 34,435; Loc. Est. 37,693

4—HOUSEHOLDS:
City 70 Cen. 2,641; Loc. Est. 3,107
County 70 Cen. 10,502; Loc. Est. 13,383

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$35,000,000
Commercial Banks	3	$81,595,000

6—PASSENGER AUTOS: County 15,892

7—ELECTRIC METERS: Residence 3,124

8—GAS METERS: Residence 1,816

9— PRINCIPAL INDUSTRIES (CZ): Sugar, Potato Proc.; Alfalfa Dehydration; Sunflowers; Sugar beets; Vegetables, small grains.

10-CLIMATE: Min. & Max. Temp.—Spring 28-52; Summer 58-78; Fall 45-70; Winter-7-15.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING:
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: S & L; J.C. Penney; Town & Country.
Variety Stores: Ben Franklin.
Discount Stores (CZ): D & B Freight Sales, Fleet Supply; Gibson.
Chain Drug Stores (CZ): Osmon Walgreen; Eagle Rexall; Johnson-McKesson.
Chain Food Supermarkets: Red Owl; Geo. Peters; Fairway; Jack & Jill; Piggly Wiggly.
Other Chain Stores: Gambles; Coast-to-Coast; Wm. H. Ziegler; Montgomery Ward (catalog); Sears (catalog); Our Own Hdwr.; Fleat Farm Supply.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 5,350, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William Barrus, Adv. Mgr., TIMES.
National Representatives: Northwest Dailies.

DULUTH, MINN.

1—LOCATION: St. Louis County, E&P Map C-3 (In Duluth-Superior-Minn.-Wis. SMSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 135. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing, Air Force base, rail center, serving upper lakes area of Minn., Wisc. & Mich.

2—TRANSPORTATION: Railroads: DM&IR; DW&P; Soo Line; Milwaukee Road; Duluth & Northeastern Railroad Company; Chicago & Northwestern Transportation Company; Amtrak; Burlington Northern.
Motor Freight Carriers: 18.
Steamship Lines: 54 U.S., Canadian & foreign.
Intercity Bus Lines: Duluth Transit Authority; Northland Greyhound.
Airlines: Republic; Charter & Jet Service.

3—POPULATION:
Corp. City 70 Cen. 100,578; Loc. Est. 97,400
Prim. Mkt. Area-ABC: (70) 108,122; (80) 99,700
Bal. of Prim. Mkt. Area ABC:
(70) 331,443; (80) 362,100
County 70 Cen. 220,693; Loc. Est. 220,400
SMSA 70 Cen. 265,350; Loc. Est. 265,500
Total Primary Mkt. Area ABC:
(70) 439,565; (80) 461,800

Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 33,384; Loc. Est. 37,100
County 70 Cen. 70,176; Loc. Est. 80,100
SMSA 70 Cen. 84,344; Loc. Est. 96,800
Prim. Mkt. Area-ABC: (70) 35,575; (80) 37,500
Bal. of Prim. Mkt. Area ABC:
(70) 103,554; (80) 129,600
Total Primary Mkt. Area ABC:
(70) 139,129; (80) 167,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns	2	$239,700,000
Commercial Banks	9	$484,300,000

6—PASSENGER AUTOS: County 112,770

7—ELECTRIC METERS: City 42,490

8—GAS METERS: Residence 18,806

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Food 2,000 ($140); Textiles & Apl 250 ($92); Lumber Prod. 560 ($245); Metal-Wkg. 2,200 ($373); Total Mfg. 6,200 ($220).
Principal pay Days: 2nd & 4th Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 7-82; Summer 37-95; Fall 10-90; Winter -28 to 52. First killing frost, Oct. 12. Last killing frost, May 8.

11—TAP WATER: Neutral, very soft; fluoridated; filtered.

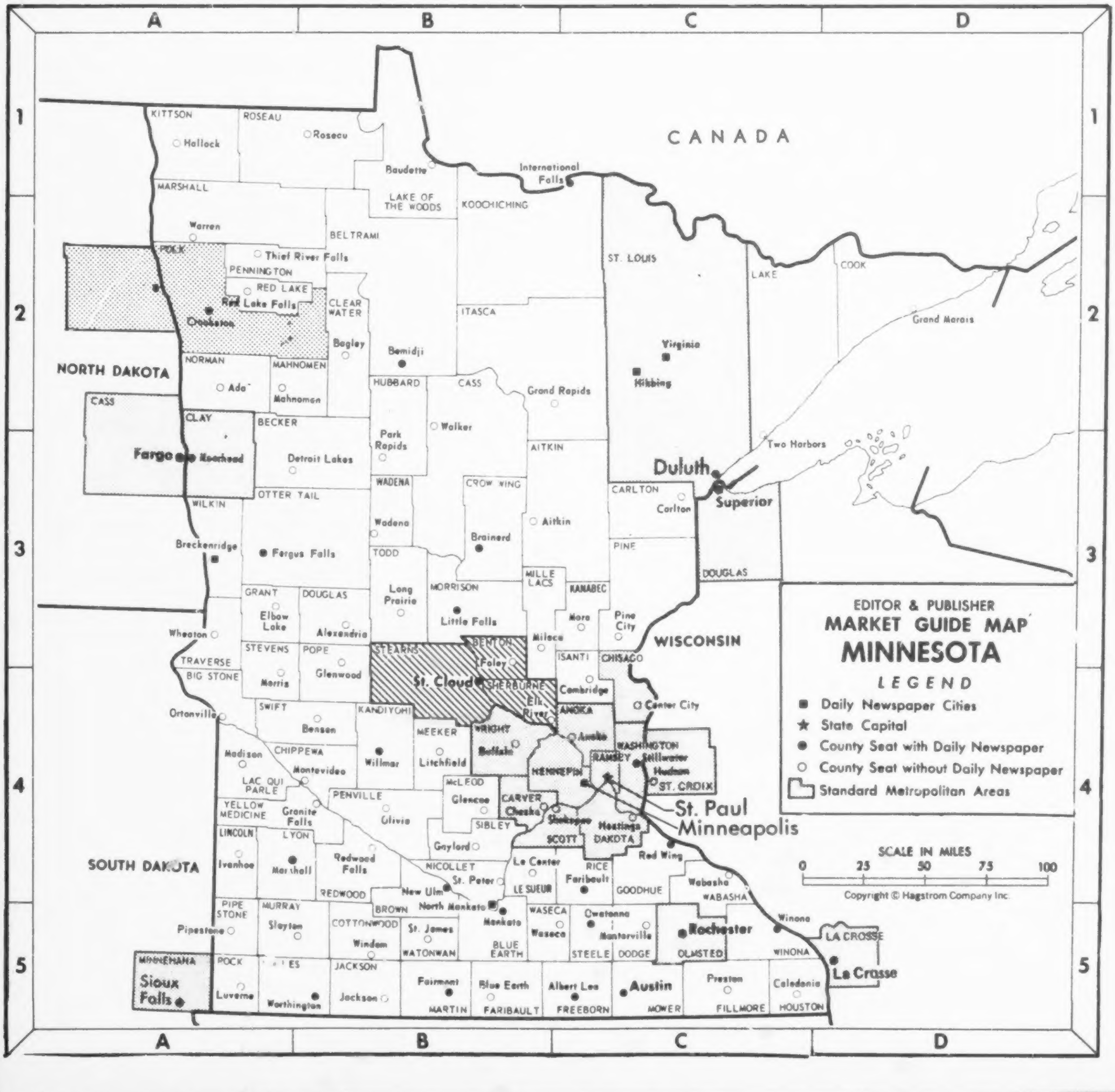
12—RETAILING: Principal Shopping Center: 8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Plaza	1	Woolworth, Nat'l
East 4th	1	Daugherty Hdwr., Nat'l.
West Duluth	4	Super Valu, National
Kenwood	4½	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	SuperValu, Red Owl, Marshall Hardware, Ace Hwde., Bridgemans
Woodland	5	Falk Drugs, Piggly Wiggly, Bridgeman's, OK Hardware.
Mount Royal	3	Super Valu
Pike Lake	10	Paulson's Super Valu, Gambles
Piedmont	3	Piggly Wiggly, Coast to Coast
Miller Hill Mall	3	Mont. Ward, Penney, Glass Block,
Village Mall	3	K-mart, Super Valu

Principal Shopping Days: Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings: Department Stores: Mon. thru Fri.; Chain Groceries, Super Mkts., Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Glass Block, Wahls, Montgomery Ward, Sears Roebuck; J. C. Penney.
Discount Stores (CZ): —Shoppers City, Target; Jupiter; Double Discount; K-mart.
Variety Stores: Woolworth; Ben Franklin.
Chain Drug Stores (CZ): Snyders, Walgreens 3.
Chain Food Supermarkets: National 3; Red Owl 4, Super Valu 4; Piggly Wiggly 3; Fairlane 8, J. J. Thorp 2; Super "1" 2.


A
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CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
ROSEAU
Hallock
Roseau
Baudette
International Falls
MARSHALL
LAKE OF THE WOODS
KOOCHICHING
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
ST. LOUIS
LAKE
COOK
Grand Marais
ITASCA
Bagley
Bemidji
Virginia
Hibbing
NORMAN
MAHNOMEN
Ada
Mahnomen
HUBBARD
CASS
Grand Rapids
Walker
Park Rapids
CLAY
BECKER
Fargo
Moorhead
Detroit Lakes
AITKIN
Two Harbors
Duluth
Superior
WADENA
CROW WING
Wadena
Aitkin
CARLTON
Carlton
WILKIN
OTTER TAIL
Breckenridge
Fergus Falls
Brainerd
TODD
PINE
DOUGLAS
GRANT
Elbow Lake
Alexandria
Long Prairie
MORRISON
Little Falls
MILLE LACS
KANABEC
Mora
Pine City
Milaca
Wheaton
STEVENS
POPE
STEARNS
BENTON
Foley
ISANTI
CHISAGO
TRAVERSE
BIG STONE
Morris
Glenwood
St. Cloud
SHERBURNE
Elk River
Cambridge
Center City
Ortonville
SWIFT
KANDIYOHI
ANOKA
Anoka
Benson
MEEKER
WRIGHT
WASHINGTON
Madison
CHIPPEWA
Willmar
Litchfield
Buffalo
RAMSEY
Stillwater
Hudson
Montevideo
HENNEPIN
ST. CROIX
LAC QUI PARLE
McLEOD
Glencoe
CARVER
Chaska
YELLOW MEDICINE
Granite Falls
RENVILLE
Olivia
SIBLEY
Shakopee
Hastings
St. Paul
Minneapolis
LINCOLN
LYON
SCOTT
DAKOTA
Gaylord
Red Wing
Ivanhoe
Marshall
Redwood Falls
Le Center
RICE
NICOLLET
St. Peter
Faribault
GOODHUE
Wabasha
REDWOOD
LE SUEUR
WABASHA
New Ulm
BROWN
North Mankato
Mankato
WASECA
Owatonna
Winona
PIPE STONE
MURRAY
Slayton
COTTONWOOD
Windom
St. James
WATONWAN
BLUE EARTH
Waseca
STEELE
Mantorville
DODGE
Rochester
OLMSTED
WINONA
LA CROSSE
Pipestone
La Crosse
MINNEHAHA
ROCK
NOBLES
JACKSON
Sioux Falls
Luverne
Worthington
Jackson
Fairmont
Blue Earth
Albert Lea
Austin
Preston
Caledonia
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON
EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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Other Chain Stores: Firestone; Foreman & Clark; Baker's; Fanny Farmer; Goodyear; Gambles; Hickory Farms; Hanover Shoes; Flagg Bros. Gallen Kamp's; Walden Books; Musicland; Wilson's; Kinney; Singer Co.; Maurices.

14—NEWSPAPERS: NEWS-TRIBUNE (m) 51,419; HERALD (e) 20,050; Comb. (m&e) 71,469. NEWS-TRIBUNE (S) 82,035; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Director, NEWS-TRIBUNE and HERALD.

National Representatives: Knight-Ridder Newspaper Sales Inc.

EAST GRAND FORKS, MINN.

See GRAND FORKS, N. DAK.

FAIRMONT, MINN.

1—LOCATION: Martin County, E&P Map B-5, County Seat. On U.S. Hwy. 16; State Hwy. 15. In SW part of State. 130 mi. SW of Minneapolis.

2—TRANSPORTATION: Railroads: CM&St.P, CSt. PM&O; C&NW.

Motor Freight Carriers: 3.

Intercity Bus Lines: Greyhound, Midwest Coaches.

Airlines: North Central.

3—POPULATION:
Corp. City 70 Cen. 10,751; Loc. Est. 11,917
County 70 Cen. 24,316; Loc. Est. 26,329

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census: City 3,727; Loc. Est. 4,734
County 70 Cen. 8,015; Loc. Est. 10,060

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$100,850,000
Sav. & Loan Assn.	2	$62,292,000

6—PASSENGER AUTOS: County 13,099

7—ELECTRIC METERS: Res. 4,498

8—GAS METERS: Res. 4,294

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): R.R. Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.); Seasonal Peak 600, June-July: 1,090, Aug.-Oct.

Principal Industrial Pay Days: 1st & 15th

10-CLIMATE: Min. & Max. Temp.—Spring 25-87; Summer 43-92; Fall 26-85; Winter—21-57. First killing frost, Sept. 28. Last killing frost, May 1.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on five steets.

Shopping Center: Fair Mall (37 businesses-Penney's; Madsen's Foods; Singer; Gallenkamp; Stevenson's; Walgreen; Woolworth's, Brette).

Principal Shopping Days: Thurs., Fri., Sat.; Shopping Centers Mon. to Fri.-9 P.M.

Stores Open Evenings: Mon.

13—RETAIL OUTLETS: Department Stores: Bob Wallace Mercantile; J.C. Penney; Ehlers.

Discount Stores: Ladd's; Gibson's. Alco

Variety Stores: Woolworth;

Chain Drug Stores (CZ): Gardner Rexall; Fair Mall.

Chain Food Supermarkets: Gunther; Red Owl; Madsen's. Hy—Vee; Tiger Warehouse.

Other Chain Stores (CZ): Coast-to-Coast; Sears (mail order); Montgomery Ward (mail order); Gen. Trading; Our Own Hdwr.; Firestone; Goodyear; Fleet Motor Sup. (hard lines); Ace Hdwr.

14—NEWSPAPERS: SENTINEL (e) 12,138; sworn Mar. 31,1980.

Local Contact for Advertising and Merchandising Data: Richard W. Norman, Adv. Mgr., SENTINEL.

National Representatives: Northwest Dailies.

FARIBAULT, MINN.

1—LOCATION: Rice county, E&P Map C-4, County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35, 3; State 65, 21, 60.

2—TRANSPORTATION: Railroads-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.

Bus Lines-Jefferson.

Motor Freight Carriers-6.

3—POPULATION:
Corp. City 70 Cen. 16,595; Loc. Est. 15,627
CZ ABC: (70) 16,595; (80) 15,400
RTZ-ABC: (70) 44,322; (80) 53,100
County 70 Cen. 41,582; Loc. Est. 46,038
City & RTZ-ABC: (70) 60,917; (80) 68,500

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,765; Loc. Est. 5,579
County 70 Cen. 11,065; Loc. Est. 14,988
CZ ABC: (70) 4,765; (80) 5,100
RTZ-ABC: (70) 12,192; (80) 16,700
City & RTZ-ABC: (70) 16,957 (80) 21,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$111,447,528
Sav. & Loan Assn.	2	$48,500,000

6—PASSENGER AUTOS: County 20,621

7—ELECTRIC METERS: Residence 5,736

8—GAS METERS: Residence 5,094

9— PRINCIPAL INDUSTRIES (CZ): Floor Truck Mfg.; Woolen Mills; Automatic Ice Making Mach.; Refrigeration & Air Conditioning Equip.; Turkey Processing; Furniture Mfg.; Farm Seed & Nurseries; Lumber; Canning; Metal Fabrication; Plastics; Blue Cheese; Dry Milk; Butter; Ice Cream; Pool Cues; Beverage Containers; Canoe Paddles; Asphalt Surfacing; Concrete Blocks; Frozen Meats; Burial Vaults; Amusement Rides; Elevators; PVC Pipe; Ammunition reloading equipment; Plastic injection molding; Decals.

10-CLIMATE: Min. & Max. Temp.—Spring 19-90; Summer 48-98; Fall 10-90; Winter —20-42.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal shopping Centers: Faribo Plaza (2 mi.) Tempo; Red Owl country Store; Ben Franklin; 5 blocks on Central Ave.; 2 on Fourth St.; Faribo West Mall (3 mi.) White Mart; Hy-Vee; Bretts; Radio Shack; Maurice's; Kinney Shoes.

Principal Shopping Days: Thurs., Fri., Sat.

Stores Open Evenings: Mon. & Thu.; Food, Super Markets and Shopping Centers nitely.

13—RETAIL OUTLETS: Department Stores: Ochs Bros.; Montgomery Ward; Penny; Bretts.

Variety Stores: Woolworth; Ben-Franklin

Discount Stores (CZ): Orscheln's Supply, Faribo Farm & Home; Tempo; Jupiter; White Mart; K-Mart.

Chain Food Supermarkets: Country Store; Super Valu; Food Bonanza; Fairway; Hy-Vee.

Other Chain Stores: Sherwin-Williams; St. Paul Clothiers; Firestone; Sears; United Building Center; Lamperts; Grossman's; Pako Filmshops; Snyder Drugs; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Ashley's.

14—NEWSPAPERS: NEWS (e) 9,174; Mar. 31,1980 ABC.

Local Contact for Advertising and Merchandising Data: Jay Treadway, Adv. Dir., NEWS.

National Representatives: Northwest Dailies.

FERGUS FALLS, MINN.

1—LOCATION: Otter Tail County, E&P Map A-3, County Seat. Center of large dairy area. In Red River Valley, 56 mi. southeast of Moorhead; 188 mi. northwest of Minneapolis; 217 mi. west of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy 210.

2—TRANSPORTATION: Railroads: Burlington-Northern.

Motor Freight Carriers: 5.

Intercity Bus Lines: Northland Greyhound.

Airlines: West Central Airways.

3—POPULATION:
Corp. City 70 Cen. 12,443; Loc. Est. 12,146
CZ ABC: (70) 12,443; (80) 11,500
RTZ-ABC: (70) 60,289; (80) 66,900
County 70 Cen. 46,097; Loc. Est. 52,949
City & RTZ-ABC: (70) 72,732; (80) 78,400

4—HOUSEHOLDS:
City 70 Cen. 3,952; Loc. Est. 4,585
County 70 Cen. 14,428; Loc. Est. 19,419
CZ ABC: (70) 3,952; (80) 4,200
RTZ-ABC: (70) 18,758; (80) 24,000
City & RTZ-ABC: (70) 22,710; (80) 28,200

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$122,767,000
Sav. & Loan	1	$65,600,000

6—PASSENGER AUTOS: County 23,180

7—ELECTRIC METERS: Residence 7,289

8—GAS METERS: Residence 1,863

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—Bakery 110 ($200); Farm Equipment 65 ($210); Utilities 460 ($267); Dairy 95 ($210); Woodworking 215 ($200).

Principal Industrial Pay Days: Mon. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 23-77; Summer 47-94; Fall 29-83; Winter -25-50. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Lincoln Ave.; 4 on Court St.; 4 on Mill St.; 2 shopping centers and a 40-store mall within city limits.

Principal Shopping Days: Mon., Thu., Fri.

Stores Open Evenings: Thur.

13—RETAIL OUTLETS: Department Stores: O'Meara's; Fandel's; Bostwicks; J.C. Penney; Gibson's Discount; Gambles; Herberger's; K-Mart.

Variety Stores: Scott's; Woolworth.

Chain Drug Stores (CZ): White Drugs; Stemsrud & Emerson Rexall; Gibson Pharmacy; Andrews & Meister; Walgreen Agency.

Chain Food Supermarkets: National Food; Super One; Don's Jack & Jill; Red Owl; Ottertail Grocers 3.

Other Chain Stores: Singer Co.; Sears (catalog); Kinney Shoes; Trade Home Shoes; The Wardrobe; Miller's Our Own Hardware; Intl. Harvester; Sherwin-Williams; Montgomery Ward (catalog); Fleet-Farm; Firestone; Goodyear; Kordel (furniture); H&L; OK Hardware.

14—NEWSPAPERS: JOURNAL (e) 13,611; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Mgr., JOURNAL.

National Representatives: Northwest Daily Press Association.

HIBBING, MINN.

1—LOCATION: St. Louis County, (In Duluth-Superior, Minn.-Wis. SMSA) E&P Map C-2 75 mi. north of Duluth; 185 mi. from Minn. On Minn. Hwys 73, 37, 53, 216 and U.S. Hwy. 169. Agriculture & Mining Center.

2—TRANSPORTATION: Railroads: Great Northern; DM&IR.

Motor Freight Carriers: 1.

Intercity Bus Lines: Mesaba; Shubat; Greyhound; Northern Transportation.

Airlines: North Central.

3—POPULATION:
Corp. City 70 Cen. 16,014; Loc. Est. 16,099
SMSA 70 Cen. 265,350; Loc. Est. 271,692
County 70 Cen. 220,693; Loc. Est. 225,852

4—HOUSEHOLDS:
City 70 Cen. 5,333; Loc. Est. 6,200
County 70 Cen. 70,176; Loc. Est. 83,414
SMSA 70 Cen. 84,344; Loc. Est. 100,673

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$128,796,000
Sav. & Loan Assn.	1	$51,736,000

6—PASSENGER AUTOS: County 101,018

7—ELECTRIC METERS: Residence 7,905

8—GAS METERS: Residence 1,895

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metal Mining 654; Constr. 2,014; Transp. 303; Mfg. 256; Whlse Trade 217; Finance 186; Gov't. 1,076; Retail Trade 1,093; Service 1,641.

10-CLIMATE: Min. & Max. Temp.—Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24. Last killing frost, May 5.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.

Neighborhood Shopping Centers: 6 blocks in Brooklyn- East Hibbing.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Graysher	12	Piggly Wiggly
Mesabi Mall	22	Woolworth
Irongate	26	K Mart, Bostwicks, Zales

Principal Shopping Days: Mon. thru Sat.

Stores Open Evenings: Mon. & Thu.

13—RETAIL OUTLETS: Department Stores: Felman's; J.C. Penney; Woolworth.

Variety Stores: Woolworth; Ben Franklin.

Discount Store: Gibson's; L & M Supply.

Chain Drug Stores (CZ): Shapiro's 1; Rosatti's Rexall 2; Red Owl; Snyder Drug 2.

Chain Food Supermarkets: National 1; Red Owl; Piggly Wiggly 1; Super Value Zups.

Other Chain Stores: Singers; General Trading; Goodyear; Firestone; Goodrich; Mode O'Day; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward (catalog); Ben Franklin; Stevensons; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson.

14—NEWSPAPERS: TRIBUNE (e) 10,812; (S) 10,812; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr.; Adv. Dir. TRIBUNE.

National Representatives: Landon Associates, Inc.; Northwest Dailies.

INTERNATIONAL FALLS, MINN.

1—LOCATION: Koochiching County, E&P Map C-1, County Seat. Port of entry. 300 mi. north of Twin Cities; 165 mi. northwest of Duluth. On State Hwys. 11, 53 and 71.

2—TRANSPORTATION: Railroads: Burlington Northern.

Motor Freight Carriers: Century Motor Freight.

Intercity Bus Lines: Greyhound via Northland Transportation; Grey Goose, Ltd.

Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 6,439; Loc. Est. 5,729
County 70 Cen. 17,131; Loc. Est. 18 559

4—HOUSEHOLDS:
City: 70 Cen. 2,189; Loc. Est. 2,297
County: 70 Census 5,215; Loc. Est. 6,575

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$53,280,000
Savings & Loans	1	$11,000,000
Credit Unions	1	$3,000,000

6—PASSENGER AUTOS: County 7,131

7—ELECTRIC METERS: Residence 3,407

8—GAS METERS: Residence 842

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper & Bldg. Boards 2,316 ($350).

Principal Industrial Pay Days: Pay Mfg., alternate Fri. Railroad 8th & 22nd. Others, 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7. Last killing frost, June 15.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Third St.; 3 blocks on Fourth, plus connecting streets. International Square Mall, West end of town on highways 11 & 71.

Neighborhood Shopping Centers: South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
International Mall	40	J.C. Penney, Woolworths, Red Owl White Drug
International Square	-	J.C. Penney, Woolworths

Principal Shopping Days: Tues., Wed., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Ketolas; Stevenson's; Harold's; Woolworth.

Discount Stores (CZ): Gibson's; Western; Erickson Holiday; Border Bargains.

Chain Drug Stores (CZ): White Drug; Snyder.

Chain Food Supermarkets: National Tea; Piggly Wiggly; Super Valu; Red Owl.

Other Chain Stores: Coast-to-Coast; Ace; Sears; Montgomery Ward.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 5,481; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: David Ramnes, Adv. Mgr., JOURNAL.

National Representatives: Minnesota Newspaper Assn.; Northwest Dailies.

LITTLE FALLS, MINN.

1—LOCATION: Morrison County, E&P Map B-3, County Seat. Residential Center. 32 mi. N of St. Cloud; 30 mi. S of Brainerd. On U.S. Hwys. 10,371; State Hwys. 27, 28.

2—TRANSPORTATION: Railroads: Trans-continental line of BN Inc.

Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,467; Loc. Est. 7,098
CZ ABC: (70) 7,467; (80) 7,600
RTZ-ABC: (70) 19,482; (80) 21,200
County 70 Cen. 26,949; Loc. Est. 29,519
City & RTZ-ABC: (70) 26,949; (80) 28,800

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,240; Loc. Est. 2,423
County 70 Cen. 7,441; Loc. Est. 9,526
CZ ABC: (70) 2,240; (80) 2,600
RTZ-ABC: (70) 5,201; (80) 6,500
City & RTZ-ABC: (70) 7,441; (80) 9,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$50,142,000
Sav. & Loan Assn.	1	$33,638,956

6—PASSENGER AUTOS: County 12,424

7—ELECTRIC METERS: Residence 4,300

8—GAS METERS: Residence 1,510

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Boats 680; Paper Mill 270; Garments 330; Iron Fabr. 25; Power Generation 72; Dairy Prods. 25; Hospital & Nursing 420; Plastic Industry 70; Fertilizer 15.

10-CLIMATE: Min. & Max. Temp.—Spring -4-88; Summer 33-93; Fall -10-81; Winter -37-43. First killing frost, Oct. 10. Last killing frost, May 3.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Principal Shopping Days: Fri., Sat., Wed.

Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Victor Clothing; O'Meara's.

Discount Stores: Gibson's; White Mart.

Variety Stores: Ben Franklin.

Chain Drug Stores: Mushels; Walgreen; Lovdahl Rexall; Thrifty.

Chain Food Supermarkets: Jack and Jill; Greens; Red Owl; Super Valu; Coburn's.

14—NEWSPAPERS: TRANSCRIPT (e-Mon. to Fri.) 3,686; (m-Sat.) 1,910; Mar. 30, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Charles Altenhofen, Adv. Mgr., TRANSCRIPT.

National Representatives: Gannett Newspapers Advertising Sales: Minnesota Newspaper Ass'n; Northwest Dailies.

MANKATO-NORTH MANKATO, MINN.

1—LOCATION: Blue Earth and Nicollet Counties. E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68 and 83.

2—TRANSPORTATION: Railroads: Chicago; Milwaukee; St. Paul & Pacific; Chicago & NW.

Motor Freight Carriers: 21.

Intercity Bus Lines: Greyhound; Midwest Coaches.

Airlines: Republic.

3—POPULATION:
Corp. Cities 70 Cen. 38,242; Loc. Est. 36,008
  Mankato 70 Cen. 30,895; Loc. Est. 27,757
  N. Mankato 70 Cen. 7,347; Loc. Est. 8,251
CZ ABC: (70) 40,039; (80) 37,300
RTZ-ABC: (70) 121,830; (80) 126,400
Blue Earth Co. 70 Cen. 52,322; Loc. Est. 51,822
Nicollet Co. 70 Cen. 24,518; Loc. Est. 24,781
City & RTZ-ABC: (70) 161,869; (80) 163,700

MANKATO—continued

4—HOUSEHOLDS:
Cities 70 Cen. 10,896; Loc. Est. 26,083
Blue Earth Co. 70 Cen. 14,991; Loc. Est. 18,068
Nicollet Co. 70 Cen. 6,655; Loc. Est. 8,015
CZ ABC: (70) 11,388; (80) 12,100
RTZ-ABC: (70) 37,020; (80) 43,900
City & RTZ-ABC: (70) 48,408; (80) 56,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$282,000,000
Sav. & Loan Assn	3	$321,000,000
Fed. Credit Union	1	$5,000,000

6—PASSENGER AUTOS: Counties— Blue Earth 25,376; Nicollet 7,900

7—ELECTRIC METERS: 13,405

8—GAS METERS: 12,123

9— PRINCIPAL INDUSTRIES (CZ): Flour & Feed, Vegetables; Can Mfg.; Farm Equipment; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.; Plastics; Ptg.; Warehousing & Distribution.; Printing.

10-CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Downtown area extensive urban renewal, over 20 stores are now enclosed in climate controlled mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Belle Mar Mall	12	Ben Franklin, Bridgeman's, Furniture World, Laundry, Red Owl Country Store
Eastgate	2	Lewis, Mueller's
Galleria East	5	Audio Store, Clothing, Waterbeds
K-Mart	5	K-Mart, Penny's, Radio Shack, Warehouse Liquor, Furniture
Madsen's	1	Madsen's, Madsen's Valu Center.
Madison East	42	Madsen's, Sears, Walgreens Woolworths
Mankato Mall	69	Bretts, J.C. Penney, Osco Drug, Star Drug
Old Town	25	Bakery, Jewelry, Hardware, Appliance
Open Mall	8	Audio, Clothing, Gift-Card Shop
Village East	3	Liquor, Meat Store, Religious

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Department Stores—Mon. and Thu., J.C. Penney Mon. thru Fri. Food—Super Markets every night.

13—RETAIL OUTLETS: Department Stores: Geo. E. Brett; J.C. Penney; Sears; Woolworth.
Variety Stores: Ben Franklin. Walgreens
Discount Stores: Madsen's Valu Center; Shopko; K-Mart.
Chain Drug Stores (CZ): Lewis; Osco; Walgreen's Star, Snyders.
Chain Food Supermarkets: Red Owl 2; Madsen's 2; Superway; Penney's; Jack & Jill; 7-Eleven Stores 2; Mueller's

14—NEWSPAPERS: FREE PRESS (e) 26,184; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Jean Cray, Nat'l. Adv., FREE PRESS.
National Representatives: Branham/Newspaper Sales, Northwest Dailies.

MARSHALL, MINN.

1—LOCATION: Lyon County, E&P Map A-4. County Seat. Manufacturing, agricultural manufacturing and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, S.D., on U.S. Hwy. 59; State Hwy. 19 & 23.

2—TRANSPORTATION: Railroads: Burlington Northern & Chicago Northwestern.
Motor Freight Carriers: 2, Murphy & Glendenning.
Intercity Bus Lines: Jefferson.

3—POPULATION:
Corp. City 70 Cen. 9,886; Loc. Est. 10,226
County 70 Cen. 24,273; Loc. Est. 25,688

4—HOUSEHOLDS:
City 70 Cen. 2,718; Loc. Est. 3,393
County 70 Cen. 8,110; Loc. Est. 8,804

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$93,473,491
Commercial Banks	2	$111,477,747

6—PASSENGER AUTOS: County 12,688

7—ELECTRIC METERS: Residence 4,265

8—GAS METERS: Residence 1,900

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly Wage)—Glass Assembly 240 ($220); Meat & Poultry 800 ($165); Agri-building, Eqpt. & Supplies 600 ($145); Electronic Assembly 175 ($165); Dairy processing 500 ($190)
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2. Last killing frost, May 8.

11—TAP WATER: Hard.

12—RETAILING: Principal Shopping Center: 4 blocks downtown, 50 stores. Marshall Mall, 26 stores.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, S&L, Woolworth's.
Variety Discount Stores (CZ): Alco, Shopko, Ben Franklin.
Chain Drug Stores (CZ): Snyder Thrifty, Sward-Kemp.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	13,566,601	17,456,585	18,698,772	2,523	1,555,289	812	2,565,505	3,709	3,425,507	2,339	3,023,014	3,280	2,125,427	2,398	846,057	2,802	769,902	6,315	1,542,768	825	509,487
STANDARD METROPOLITAN STATISTICAL AREAS																					
Duluth-Superior, Minn.-Wis.	916,105	1,081,970	1,137,917	149	84,155	63	162,089	272	231,902	151	146,331	224	127,249	153	58,407	175	48,500	561	99,484	55	28,155
Fargo-Moorhead, N.D.-Minn.	587,007	725,184	778,054	85	70,975	24	99,801	122	118,926	82	149,791	99	76,767	97	42,712	113	41,965	234	71,042	25	20,692
Grand Forks, Minn.-N.D.	366,069	431,039	457,842	69	50,214	20	40,103	79	69,973	66	82,751	89	55,773	70	36,250	74	23,789	178	39,970	22	12,672
Minneapolis-St. Paul, Minn.-Wis.	7,459,945	9,906,702	10,675,938	779	695,206	238	1,886,029	1,508	1,879,657	817	1,782,923	1,307	1,089,992	1,158	482,298	1,342	463,131	2,681	906,726	338	273,187
Rochester, Minn.	395,863	465,148	488,812	42	44,255	11	78,113	53	74,929	57	83,061	72	45,565	58	25,806	65	22,324	115	39,449	14	17,390
• St. Cloud, Minn.	651,733	873,278	943,308	115	91,157	33	87,186	147	102,305	105	104,402	133	88,070	85	29,933	112	25,334	226	59,535	25	17,151
COUNTIES, Cities																					
AITKIN	32,818	39,002	41,086	14	3,579	10	2,882	22	8,330	9	6,290	19	8,545	7	1,072	6	201	31	3,776	4	1,448
ANOKA	535,319	815,127	901,427	69	116,684	20	226,476	111	165,734	88	102,687	91	88,659	41	16,729	96	33,383	158	67,369	17	17,660
BECKER	81,202	103,891	111,004	19	15,011	9	7,708	37	21,270	19	15,736	34	16,150	12	7,561	17	2,911	46	7,494	6	2,720
BELTRAMI	107,178	121,642	126,951	23	12,178	9	10,476	33	24,566	25	21,043	31	19,512	19	5,220	25	5,750	60	13,029	5	2,397
Bemidji	87,708	98,865	103,033	17	10,122	5	5,217	17	20,442	17	19,595	20	15,087	17	4,208	15	5,164	37	9,697	4	1,724
BENTON	61,780	88,322	96,465	21	17,466	3	276	26	22,35	12	7,850	25	15,923	9	1,284	15	3,309	35	12,199	5	2,627
BIG STONE	24,812	35,170	38,352	15	3,683	5	1,057	15	4,317	10	5,328	11	11,493	8	1,456	7	530	34	3,593	4	1,315
BLUE EARTH	229,683	279,601	295,723	42	25,318	9	36,502	45	53,857	47	55,680	46	27,031	42	21,586	46	13,808	107	28,863	11	10,509
Mankato	199,978	244,356	258,631	27	16,532	7	36,149	26	48,032	35	51,185	31	20,607	35	20,611	33	12,323	81	25,392	9	10,071
BROWN	92,894	102,986	107,005	32	14,728	6	6,146	24	26,337	36	16,027	31	10,418	21	6,407	20	3,055	64	9,432	10	3,524
New Ulm	61,550	70,769	74,027	12	8,642	3	4,741	10	19,506	23	10,439	14	6,858	14	5,403	13	2,329	32	6,183	5	3,317
CARLTON	89,860	129,130	141,153	21	11,639	7	8,403	32	31,071	24	27,702	32	27,326	13	4,982	24	3,213	62	9,918	6	3,826
CARVER	72,915	102,751	111,862	32	19,035	2	895	27	21,543	14	24,780	33	21,579	8	1,506	24	3,599	55	8,250	7	2,309
CASS	47,758	64,148	69,219	26	10,319	10	1,095	37	16,917	20	7,764	26	12,723	9	1,961	10	613	44	6,273	4	1,059
CHIPPEWA	42,409	49,496	51,939	21	6,502	7	4,405	16	10,003	14	7,829	17	6,232	12	3,499	12	1,578	28	3,349	6	1,847
CHISAGO	59,340	80,249	86,671	26	9,263	4	818	39	18,721	14	18,624	22	19,763	11	1,960	15	1,527	55	6,570	5	1,693
CLAY	147,153	168,429	176,083	29	21,074	5	4,116	41	41,226	30	25,865	35	23,191	27	5,920	30	13,664	77	19,478	8	6,082
Moorhead	116,758	135,376	141,877	13	12,132	3	2,536	20	35,689	19	20,920	18	19,406	21	5,304	22	12,330	41	15,659	5	4,105
CLEARWATER	18,020	22,863	24,392	8	2,546	4	1,935	18	4,579	5	2,410	10	5,938	3	314	7	918	20	1,780	2	1,149
COOK	15,114	16,943	17,644	3	439	5	967	8	4,195	7	1,253	8	1,917	4	1,122	3	113	18	2,200	1	261
COTTONWOOD	44,565	48,805	50,571	15	4,632	6	2,876	19	10,046	10	11,649	15	5,280	17	2,744	16	2,117	26	2,927	5	1,240
CROW WING	145,618	173,025	182,203	38	16,236	11	15,903	60	37,367	46	28,967	54	25,525	34	5,918	38	6,572	126	17,080	12	4,793
Brainerd	97,607	114,276	119,966	14	7,954	6	13,496	29	28,278	28	20,288	25	13,181	20	4,213	24	4,905	56	8,801	8	3,411
DAKOTA	578,054	839,706	919,863	67	82,366	27	127,689	124	200,255	73	144,972	102	101,866	112	44,462	109	37,694	207	71,992	29	31,773
DODGE	31,039	49,844	55,667	19	14,741	3	571	14	13,747	11	10,654	12	3,264	2	989	10	1,100	20	3,973	4	1,153
DOUGLAS	93,610	121,103	129,749	31	15,521	6	7,716	37	21,582	26	18,090	31	17,391	23	7,452	30	7,427	57	11,609	8	6,298
FARIBAULT	56,422	65,911	69,158	36	10,458	4	998	27	14,197	17	14,230	34	9,367	19	3,927	25	2,265	51	5,126	10	2,141
FILLMORE	57,540	68,535	72,190	36	10,041	9	1,048	39	17,276	33	17,383	31	7,842	13	1,682	19	3,475	56	4,838	8	1,962
FREEBORN	125,238	168,103	181,354	21	16,725	11	23,284	36	32,868	30	40,683	39	22,832	19	6,127	29	7,344	71	13,347	8	6,327
Albert Lea	106,971	148,035	160,546	10	8,569	10	23,086	18	30,543	24	37,599	25	20,926	18	6,096	22	5,992	48	11,111	7	6,254
GOODHUE	123,062	151,907	161,146	32	17,442	11	11,478	39	44,853	31	28,968	34	16,719	23	3,697	37	6,100	71	12,910	12	4,745
Red Wing	65,758	81,730	86,836	9	9,107	7	10,352	13	27,058	11	9,582	15	7,697	12	2,081	15	4,175	30	6,578	5	2,733
GRANT	16,472	24,250	26,619	13	4,847	1	417	17	5,317	10	7,942	7	1,476	4	678	2	377	16	2,298	6	1,048
HENNEPIN	3,916,593	5,083,385	5,454,451	308	277,958	97	1,060,823	677	866,067	345	901,685	601	484,930	642	291,206	712	265,086	1,189	460,918	156	131,399
Minneapolis	1,313,574	1,516,489	1,587,947	102	96,330	30	260,549	320	249,163	114	152,047	242	163,982	243	92,381	265	91,983	637	177,595	76	52,687
HOUSTON	32,873	34,686	35,694	17	4,611	5	923	25	11,055	10	2,420	14	7,031	7	401	15	968	47	3,501	4	513
HUBBARD	43,344	53,659	56,960	14	4,849	8	1,592	22	16,132	13	10,911	18	9,418	5	1,819	14	1,742	36	3,244	4	2,025
ISANTI	47,691	67,992	74,208	17	5,576	10	4,303	19	18,647	11	13,433	15	11,827	7	893	15	3,142	24	4,030	4	3,499
ITASCA	130,190	158,338	167,518	33	17,949	9	9,974	45	36,387	25	23,706	45	31,581	19	8,126	21	3,401	82	12,248	7	5,450
JACKSON	28,210	36,605	39,214	14	5,848	2	687	17	8,983	12	9,081	11	4,403	11	1,529	17	1,887	22	2,654	5	1,361
KANABEC	31,881	46,698	51,223	10	6,121	4	1,541	12	13,319	13	10,308	9	7,782	7	1,626	9	923	19	4,011	3	1,139
KANDIYOHI	118,541	151,043	161,245	40	20,627	9	21,118	36	26,851	33	19,717	40	15,229	34	14,295	20	6,219	58	12,559	8	5,543
Willmar	95,582	123,685	132,417	21	14,479	8	20,830	15	22,341	16	15,300	18	10,614	32	14,192	17	6,020	31	9,540	7	5,456
KITTSON	17,408	17,282	17,575	9	1,392	2	360	11	3,928	9	2,760	13	4,656	6	259	7	659	16	1,279	2	379
KOOCHICHING	58,162	62,193	64,160	12	6,064	11	3,405	21	11,743	14	7,790	24	13,999	11	3,923	12	2,411	37	5,411	4	2,948
International Falls	42,894	46,581	47,810	8	4,211	4	2,566	10	9,179	5	2,557	15	11,418	11	3,721	10	1,890	21	4,255	4	2,948
LAC QUI PARLE	21,798	24,119	25,045	15	3,851	6	653	13	5,458	12	4,345	15	4,474	8	567	8	1,317	20	1,538	4	871
LAKE	35,688	46,288	49,572	7	2,184	3	511	15	11,716	5	12,921	15	9,269	5	859	5	442	28	3,347	3	1,526
LAKE OF THE WOODS	10,218	9,997	10,140	4	1,062	1	642	7	1,412	2	618	6	3,510	4	191			6	822	1	126
LE SUEUR	54,631	64,044	67,280	23	7,005	4	877	29	14,247	17	10,751	23	16,893	14	1,680	21	2,181	45	5,417	8	2,684
LINCOLN	20,183	23,307	24,398	7	6,786	5	690	14	3,559	11	4,353	9	3,293	3	393	5	977	20	1,966	4	903

Chain Food Stores: Super Valu; Hy-Vee, Red Owl; Fairway.
Other Chain Stores: Montgomery Ward; Sears; Olson & Lowe; True Value.

14—NEWSPAPERS: INDEPENDENT (m) 8,037; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jim Eykyn, Adv. Mgr., INDEPENDENT.
National Representatives: Northwest Daily Press Assn.

MINNEAPOLIS, MINN.

1—LOCATION: Hennepin County, (In Minneapolis St. Paul, Minn.-Wis. SMSA). E&P Map C-4, County Seat. Transportation center for Minnesota, North and South Dakota, and 16 counties in western Wisconsin, industrial and wholesale center of the Upper Midwest area; in east central part of State. Chicago, 419 mi.; Milwaukee, 351 mi.; Omaha, 355 mi., Winnipeg 459 mi. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694. On U.S. Hwys 8, 12, 52, 65, 169 and 212. On State Hwys. 7, 36, 55, 56, 5, 10, 152 and 51.

2—TRANSPORTATION: Railroads: Amtrak; Milwaukee Road; Rock Island Lines, Burlington Northern; Soo Line; Minneapolis Northfield & Southern; Chicago & Northwestern.
Motor Freight Carriers: Over 100 truck lines.
Inter-state Bus Lines: Greyhound, Jefferson, Zephyr.
Airlines: United; Braniff; Northwest; Western; Ozark; Eastern; TWA; Republic; USAIR; Commuter Airlines: Mid-State Air Commuter, Mesaba Aviation, Mississippi Valley Airways.

Barge Freight Lines: Served by over 72 barge carriers with 6 barge lines represented in this area. Freight hauling, April through November on Mississippi River to Minneapolis. Principal Products transported by river are coal, oil, shale, grain, steel, gasoline, salt, phosphates, molasses, ammonia, lumber, construction equip.

3—POPULATION:
Corp. City 70 Cen. 434,400; Loc. Est. 365,000
Primary Market Area-ABC: (m&e)
(70) 3,147,833; (80) 3,398,800
Primary Market Area-ABC (S)
(70) 4,091,779; (80) 4,398,800
County 70 Cen. 960,080; Loc. Est. 902,000
SMSA 70 Cen. 1,965,314; Loc. Est. 2,075,000

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 161,141; Loc. Est. 157,000
County 70 Cen. 309,708; Loc. Est. 335,000
SMSA 70 Cen. 599,390; Loc. Est. 720,000
Primary Market Area-ABC (m&e)
(70) 953,440, (80) 1,165,700
Primary Market Area-ABC (S)
(70) 1,240,461, (80) 1,513,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$1,036,127,683
Sav & Loans	5	$5,529,657,012
Commercial Banks	69	$8,157,385,236

6—PASSENGER AUTOS: City (est.) 261,359; County 539,342

7—ELECTRIC METERS: Res. and Comm. (est.) 402,500

8—GAS METERS: Mpls. & Suburbs -Res. (est.) 278,190

9— PRINCIPAL INDUSTRIES (CZ): Principal Industries: (9 Metro Counties): Type of industry, No. of Wage Earners, (Av Weekly Wage)-Machinery 83,500 ($294); Metals 36,500 ($330); Paper & Allied Products 22,500 ($375); Printing & Pub. 22,700 ($316); Food 18,100 ($299); Rubber & Leather Products 9,400 ($250); Transportation equipment 4,400 ($333); Chemicals 4,700 ($295).

Principal Pay Days: Thu., Fri.; 1st, 15th, 16th, 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8. Last killing frost, Apr. 29.

11—TAP WATER: Alkaline, soft; fluoridated. In suburbs (400,000 people) hard.

12—RETAILING: Principal Shopping Center: 8 blocks on Hennepin, Nicollet and Marquette Ave.

Neighborhood Shopping Centers: Camden—42nd Ave. N. and Washington Ave., Chicago Ave. and E. Lake St.; Bloomington Ave. and E. Lake St.; 27th Ave. and E. Lake St.; Hennepin Ave. and Lake St.; Nicollet Ave. and Lake St.; E. Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N. and Penn Ave. N.; Central Ave.; N.E. from 18½ Ave., N.E. 26th Ave.; N.E. 50th St. and France Ave., S. Lowry Ave. N. and Emerson Ave.; N. 54th St. and Lyndale Ave. S.; 43rd St. and Upton Ave. S.; West Broadway Ave. from Aldrich Ave. N. to Freemont Ave. N.; 76th to 78th Sts. and Lyndale Ave. S.; Chicago Ave. and 48th St.; 64th to 69th Sts. and Lyndale Ave. S.; 46th St. to Morningdale Road on France Ave. S.; Excelsior Ave. Strip from France Ave. S. to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N.; 6th St. to Hwy. 52 on Central Ave.; 39th to 41st Aves. on Central Ave. N.E.; 65th and Nicollet Ave.; downtown Wayzata, downtown Excelsior, downtown Hopkins; Columbia Heights; 50th & France; Excelsior.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Apache Plaza	7.5	J.C. Penney, Applebaum Food, Van Ardell's
Apple Valley Sq	17.0	Snyder Drug, Applebaum's Food
Bonaventure	9.5	Fresh Fin, Ki Clayton
Brighton Vlg	8.5	Lunds, Town Drug
Brookdale	6.0	Daytons, Donaldsons, J.C. Penney, Sears
Burnhaven	18.0	Target, Super Value
Burnsville Mall	18.0	Daytons, J.C. Penney, Powers, Sears
Cedarvale	13.0	Applebaums Food, Cedrics

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
LYON	83,970	99,941	105,275	27	15,396	10	8,255	24	18,239	20	13,465	29	10,626	34	12,074	23	4,279	44	7,599	10	3,669
Marshall	65,133	77,462	81,571	13	12,107	5	6,878	7	13,066	12	10,409	15	6,729	27	10,936	13	3,478	23	5,656	5	3,057
MCLEOD	94,885	117,260	124,400	31	15,366	8	8,145	33	25,902	25	24,816	27	16,227	27	6,253	28	5,367	43	7,321	10	3,653
MAHNOMAN	12,004	15,872	17,069	4	1,309	5	1,104	7	3,349	4	2,498	7	5,033	1	507	2	208	12	1,075	2	456
MARSHALL	29,347	30,335	31,083	18	6,142	5	651	21	4,969	9	5,900	17	7,596	4	458	8	118	30	2,361	2	577
MARTIN	87,399	113,685	121,910	30	11,672	8	11,569	28	33,390	31	18,340	21	11,016	23	5,660	43	7,354	54	9,572	8	3,639
Fairmont	69,107	93,076	100,442	17	7,583	7	11,159	14	29,719	17	12,721	10	8,995	22	5,590	31	5,766	30	7,076	6	3,378
MEEKER	47,676	57,957	61,315	20	9,623	9	3,593	27	11,889	10	8,442	19	10,476	12	2,151	16	1,849	38	4,925	7	1,779
MILLE LACS	57,987	92,819	103,613	21	10,229	8	2,487	25	22,482	25	19,070	21	17,635	11	3,046	10	2,511	36	5,720	6	2,369
MORRISON	64,156	78,965	83,730	30	9,379	8	4,990	34	14,979	27	10,953	29	13,702	14	4,964	14	1,761	68	8,110	5	3,146
Little Falls	40,763	49,636	52,593	11	5,323	4	4,061	14	9,498	16	8,969	9	4,779	11	4,476	8	970	25	3,534	4	2,943
MOWER	123,891	142,187	148,788	27	9,542	14	15,364	41	32,956	27	24,079	35	16,895	31	8,158	34	9,234	77	12,486	9	7,391
Austin	108,497	127,826	134,359	15	7,488	10	15,002	28	30,528	21	23,339	19	13,863	28	7,989	23	7,661	58	10,752	7	6,701
MURRAY	23,677	30,749	32,949	12	4,257	5	1,294	12	8,712	9	4,741	15	4,097	8	1,214	9	1,799	19	2,687	2	451
NICOLLET	48,827	61,764	65,847	20	7,304	4	1,150	23	14,005	14	11,959	21	12,186	6	1,338	12	1,947	33	8,947	5	2,995
North Mankato	7,904	10,096	10,826	3	804	1	216	6	3,194	2	493	4	1,733			3	365	7	2,279	1	447
NOBLES	76,794	86,972	90,712	26	12,265	7	7,125	24	15,105	26	17,366	26	7,744	24	6,913	21	4,865	43	6,738	6	2,649
Worthington	62,629	72,154	75,491	11	9,988	4	7,014	9	12,354	18	14,845	13	5,875	22	6,750	15	4,467	23	5,245	5	2,524
NORMAN	20,606	22,949	23,858	18	4,247	3	166	25	4,996	15	5,159	15	2,628	10	987	6	432	27	1,660	4	973
OLMSTED	395,863	465,148	488,812	42	44,255	11	78,113	53	74,929	57	83,061	72	45,565	58	25,806	65	22,324	115	39,449	14	17,390
Rochester	346,164	414,382	436,965	30	38,036	10	77,382	41	68,867	44	55,918	55	42,130	35	25,407	57	21,749	96	36,032	13	16,449
OTTER TAIL	143,355	162,146	169,097	54	20,216	17	8,610	72	29,583	36	30,011	50	33,746	32	8,009	39	7,829	96	13,176	14	4,807
Fergus Falls	76,855	87,648	91,550	19	8,296	6	7,695	17	15,856	14	16,963	16	14,712	17	4,924	21	5,557	30	7,528	6	3,344
PENNINGTON	62,432	106,682	120,634	11	16,517	6	12,862	16	21,472	14	14,248	18	15,176	9	6,555	11	5,267	21	6,644	5	3,236
PINE	48,866	59,021	62,341	18	4,862	7	2,108	21	11,447	13	15,051	24	14,191	6	449	9	1,190	40	8,218	3	942
PIPESTONE	37,071	44,823	47,358	17	7,774	3	2,412	19	9,361	11	6,097	23	7,859	7	1,874	15	2,381	24	2,940	5	1,024
POLK	101,815	118,914	124,823	33	19,198	9	5,471	44	25,900	27	14,593	40	21,150	19	3,192	26	4,575	65	11,316	11	6,031
Crookston	41,387	47,741	49,859	10	5,533	5	3,429	9	9,666	11	9,192	11	8,073	9	2,005	7	938	20	4,375	4	1,536
E. Grand Forks	30,145	35,620	37,445	5	7,153			6	9,924	6	1,343	7	3,545	1	540	13	2,893	12	4,385	2	3,531
POPE	20,920	27,517	29,566	12	4,048	4	969	12	7,625	4	3,241	11	3,891	8	847	5	152	25	3,673	3	1,312
RAMSEY	1,714,885	2,198,206	2,351,629	133	98,087	55	445,928	353	429,269	146	405,924	285	218,782	255	107,097	245	101,468	677	219,321	82	62,810
St. Paul	928,564	1,082,408	1,135,252	66	43,379	31	197,768	220	216,150	92	169,421	170	118,077	126	37,733	140	46,585	485	128,394	62	36,063
RED LAKE	12,716	13,936	14,442	7	2,149	3	1,071	8	2,401	6	2,256	8	1,355	3	370	2	998	16	1,782	1	620
REDWOOD	52,742	65,137	69,107	24	9,422	5	2,068	27	15,018	16	12,691	22	7,490	15	4,509	16	3,361	43	3,827	8	2,355
RENVILLE	42,008	50,815	53,691	25	6,416	7	1,031	31	11,266	21	13,635	21	6,986	10	1,031	17	1,608	46	4,718	11	2,091
RICE	123,318	151,702	160,623	29	16,091	12	7,749	41	34,958	28	24,365	41	24,044	27	8,272	28	5,803	70	17,543	8	3,791
Faribault	76,366	94,534	100,346	11	7,215	8	5,979	20	22,530	17	17,626	19	11,569	18	5,395	13	2,896	37	10,310	4	2,497
ROCK	26,169	40,184	44,488	9	3,546	5	1,902	13	8,064	9	11,874	12	4,630	8	3,694	5	1,343	19	5,142	3	866
ROSEAU	35,114	50,878	55,706	12	5,351	6	3,594	20	12,211	12	9,212	14	9,707	8	1,829	8	2,346	20	3,049	4	1,624
ST. LOUIS	782,653	916,919	962,990	125	67,654	52	149,974	222	197,076	132	123,032	177	100,978	137	51,421	150	45,042	384	77,621	45	23,415
Duluth	403,490	463,185	484,514	39	22,580	18	108,757	96	86,519	47	48,345	79	40,934	79	28,260	78	26,472	169	46,104	22	12,855
Hibbing	90,080	109,274	115,543	17	9,111	5	11,195	21	28,093	19	17,130	18	12,505	17	9,298	15	2,942	33	5,928	6	3,869
Virginia	105,304	125,470	132,208	12	8,383	5	13,649	23	29,632	13	18,044	21	18,173	25	10,463	21	6,235	39	6,639	3	2,252
SCOTT	103,997	146,028	158,869	27	16,354	9	2,281	36	31,665	22	34,420	35	39,401	13	2,695	23	1,668	67	14,440	10	3,610
SHERBURNE	46,550	86,395	99,247	19	13,220	3	1,796	13	7,226	15	23,986	22	24,241	5	3,661	13	2,060	27	9,165	1	736
SIBLEY	29,385	32,500	33,759	15	3,674	8	1,560	17	6,802	5	3,996	17	8,823	4	406	5	815	29	2,797	8	959
STEARNS	543,403	698,561	747,596	75	60,471	27	85,114	108	72,728	78	72,566	86	47,906	71	24,988	84	19,965	164	38,171	19	13,788
1St. Cloud	433,617	574,332	618,047	29	34,378	14	82,894	39	43,743	37	41,177	39	29,595	58	23,270	48	12,203	79	30,521	11	10,974
STEELE	92,685	123,661	133,241	24	10,797	10	12,092	26	24,978	17	22,877	25	13,738	30	8,073	27	7,607	50	12,149	4	3,532
Owatonna	78,262	106,437	115,088	14	8,923	7	11,195	13	21,367	13	19,253	18	11,007	23	7,521	23	7,024	37	9,990	3	2,752
STEVENS	34,082	38,800	40,519	11	4,967	4	2,327	12	9,175	11	4,876	8	5,339	11	2,510	11	1,674	21	3,155	3	1,889
SWIFT	33,714	54,157	60,503	16	8,534	6	3,273	18	12,325	16	8,056	20	9,971	10	3,214	10	1,074	31	3,573	5	2,473
TODD	52,327	73,486	79,946	27	12,045	7	3,275	27	17,621	22	14,845	23	12,956	9	2,158	12	927	40	4,852	6	2,181
TRAVERSE	14,516	23,991	26,952	9	6,523	3	667	10	5,280	7	1,493	10	3,404	7	1,064	5	1,314	18	2,235	3	1,182
WABASHA	41,642	50,619	53,554	18	6,004	5	905	20	10,928	14	8,436	22	12,346	6	1,464	16	1,265	42	5,027	4	1,922
WADENA	55,295	61,976	64,550	19	14,754	4	4,764	20	10,575	16	10,398	22	9,726	11	3,213	10	2,385	28	2,486	4	1,355
WASECA	42,493	41,367	41,893	16	7,253	8	2,461	22	9,745	11	6,666	18	4,704	11	1,834	13	1,206	35	3,621	4	1,324
Waseca	33,921	33,359	33,171	9	5,748	5	2,239	10	7,330	10	6,522	8	2,691	8	1,714	8	785	21	2,710	2	1,166
WASHINGTON	237,780	326,293	353,473	48	37,579	8	11,918	54	78,779	52	69,486	55	57,583	37	8,576	48	8,935	106	31,569	13	12,119
Stillwater	53,174	68,296	73,036	11	6,276	4	2,654	11	20,887	6	10,488	11	9,586	14	4,349	13	2,911	14	2,165	4	4,497
WATONWAN	37,273	46,921	49,959	17	5,537	6	2,296	17	9,652	10	13,174	16	5,102	11	2,630	13	1,906	25	4,599	2	1,608
WILKIN	22,858	24,044	24,724	12	3,506	2	658	14	5,090	6	3,166	9	3,270	3	371	5	645	18	2,245	3	1,185
Breckenridge	19,858	21,080	21,487	9	3,335	1	553	6	4,161	4	2,829	5	2,921	3	371	4	604	13	1,841	3	1,185
WINONA	139,461	176,123	187,656	30	16,685	14	21,995	35	42,729	23	28,561	42	19,097	26	6,101	31	7,223	78	17,217	7	4,967
Winona	110,699	140,808	150,238	19	12,111	9	14,379	22	38,580	17	22,805	26	13,884	24	5,668	28	6,428	57	13,848	5	4,053
WRIGHT	136,301	173,843	185,603	46	23,837	7	2,813	55	36,359	41	47,861	41	28,387	22	4,621	46	6,595	73	12,153	11	4,607
YELLOW MEDICINE	34,407	43,755	46,693	20	6,826	5	1,319	23	10,268	6	6,867	21	9,765	11	1,788	10	1,219	34	3,076	5	1,717

MINNESOTA MAP—Page 210

MINNESOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,804,811	4,164,908	12,561,186	33,377,541	1,470,642	22,696	102,112	1,734,939	1,647,093
STANDARD METROPOLITAN STATISTICAL AREAS									
Duluth-Superior, Minn.-Wis.	265,350	246,128	883,279	1,993,071	91,446	21,795	1,228	2,261	8,757
Fargo-Moorhead, N.D.-Minn.	120,261	135,959	377,029	1,006,006	47,995	20,961	2,820	154,821	24,625
Grand Forks, Minn.-N.D.	95,537	100,211	288,635	848,980	35,000	24,257	3,275	183,348	16,048
Minneapolis-St. Paul, Minn.-Wis.	1,965,314	2,[illegible]9,914	7,178,717	19,240,133	744,338	25,849	10,957	88,668	157,625
Rochester, Minn.	84,104	94,238	284,741	828,327	33,112	25,016	1,614	14,887	28,730
• St. Cloud, Minn.	134,585	173,463	318,577	1,068,947	52,533	20,348	5,239	22,384	108,975
COUNTIES, Cities									
AITKIN	11,403	15,306	28,148	80,114	6,061	13,218	753	1,936	6,211
ANOKA	154,[illegible]95	215,164	479,111	1,701,609	64,623	26,331	659	5,938	5,724
BECKER	24,372	30,982	61,928	193,958	10,997	17,637	1,446	10,798	21,427
BELTRAMI	26,373	33,138	59,519	175,130	11,384	15,384	750	2,043	4,030
Bemidji	11,490	11,743	27,508	66,032	4,080	16,184	•	•	•
BENTON	20,841	24,812	51,881	157,050	7,909	19,857	1,094	2,571	17,846
BIG STONE	7,941	8,129	19,240	62,073	2,981	20,823	630	15,284	9,560
BLUE EARTH	52,322	52,298	159,322	361,783	18,403	19,659	1,704	49,506	21,194
Mankato	30,895	27,930	92,647	190,083	9,485	20,040	•	•	•
BROWN	28,887	32,151	90,999	194,219	11,427	16,996	1,419	29,102	30,741
New Ulm	13,051	14,436	44,277	93,909	5,365	17,504	•	•	•
CARLTON	28,072	32,572	85,285	200,065	11,119	17,993	634	1,257	4,642
CARVER	28,331	39,407	80,767	270,484	12,954	20,880	1,184	6,056	23,206
CASS	17,323	23,341	47,747	119,419	8,741	13,662	728	1,391	4,959
CHIPPEWA	15,109	16,765	44,255	135,651	6,375	21,279	1,099	34,863	13,197
CHISAGO	17,492	27,757	53,107	166,092	9,692	17,137	1,063	4,225	9,713
CLAY	46,608	49,443	141,619	410,512	16,363	25,088	1,274	63,716	10,904
Moorhead	29,687	29,342	91,311	250,603	9,463	26,482	•	•	•
CLEARWATER	8,013	10,015	21,122	49,362	3,730	13,234	790	2,519	7,029
COOK	3,423	4,507	9,956	30,973	1,784	17,362	N.A.	N.A.	N.A.
COTTONWOOD	14,887	16,443	47,143	138,129	6,264	22,051	1,181	35,026	27,039
CROW WING	34,826	44,608	101,618	263,661	16,633	15,852	641	1,044	4,588
Brainerd	11,667	11,346	38,017	78,424	4,694	16,707	•	•	•
DAKOTA	139,808	209,273	424,858	1,853,415	65,540	28,279	1,076	19,762	18,243
DODGE	13,037	15,414	34,462	92,212	5,401	17,073	1,051	19,307	20,373
DOUGLAS	22,910	28,168	60,030	188,166	10,386	18,117	1,511	8,508	20,369
FARIBAULT	20,896	20,905	65,782	168,188	7,888	21,322	1,454	59,730	25,827
FILLMORE	21,916	23,199	58,919	129,687	8,678	14,944	1,984	18,342	46,780
FREEBORN	38,064	38,276	122,721	244,470	13,956	17,517	1,729	48,820	27,912
Albert Lea	19,418	18,084	68,374	128,136	6,964	18,400	•	•	•
GOODHUE	34,763	41,760	110,732	274,523	15,268	17,980	1,984	21,059	37,133
Red Wing	10,441	15,815	38,006	119,140	6,410	18,587	•	•	•
GRANT	7,462	8,196	22,128	59,603	3,109	19,171	736	24,676	8,716
HENNEPIN	960,080	900,704	3,871,374	9,122,483	339,804	26,846	1,041	13,003	10,739
Minneapolis	434,400	318,720	1,616,895	2,990,928	145,035	20,622	•	•	•
HOUSTON	17,556	19,160	45,038	120,697	6,437	18,751	1,213	5,752	27,839
HUBBARD	10,583	14,756	26,030	74,012	5,601	13,214	522	1,146	3,361
ISANTI	16,560	24,438	37,771	172,181	8,236	20,906	961	5,265	7,748
ITASCA	35,530	46,105	109,636	265,027	16,365	16,195	527	941	2,296
JACKSON	14,352	14,992	39,974	117,620	5,565	21,136	1,342	44,983	33,964
KANABEC	9,775	12,872	24,771	85,330	4,641	18,386	856	1,106	8,590
KANDIYOHI	30,548	36,881	90,724	313,522	13,251	23,660	1,633	25,419	38,602
Willmar	12,869	15,196	42,798	144,680	5,702	25,374	•	•	•
KITTSON	6,853	7,007	21,927	52,459	2,666	19,677	726	33,254	2,359
KOOCHICHING	17,131	18,888	53,721	115,184	6,688	17,222	287	576	1,441
International Falls	6,439	5,663	20,931	35,799	2,273	15,749	•	•	•
LAC QUI PARLE	11,164	12,124	29,277	89,046	4,657	19,121	1,293	31,283	16,414
LAKE	13,351	13,830	41,464	88,948	4,824	18,439	38	109	113
LAKE OF THE WOODS	3,987	4,306	10,133	23,419	1,641	14,271	251	2,405	1,078
LE SUEUR	21,332	24,119	60,852	152,538	8,547	17,847	1,258	18,618	17,661
LINCOLN	8,143	8,912	18,313	53,260	3,319	16,047	947	10,987	18,898
LYON	24,273	26,482	66,650	200,790	9,249	21,709	1,236	26,191	36,439
Marshall	9,886	10,257	27,124	77,708	3,466	22,420	•	•	•
MCLEOD	27,662	31,601	81,874	208,117	11,417	18,229	1,614	18,936	26,777

MINNEAPOLIS—continued

Clover	9.5	Hardware Hank, Recreation Inc.
Cobblestone Court	17.0	Venus Waterbeds, Burnsville Appliance & TV
Colonial Square	13.0	Snyder Drug, La Cuisine
Coon Rapids Ctr	13.5	Red Owl Food
Country Village	9.0	Lund Food, Village Center Drug
Crystal	7.0	Snyder Drug, Penny's Food
Diamond Head	14.0	Our Own Hardware, Red Owl Food
Eden Prairie	17.0	Powers, Sears
Galleria	7.5	Gabbert's Home Furnishings, Cedrics
Golden Valley Ctr	5.0	Valley Drug, Kuipers Hardware
Holly Center	8.5	Penny's Food, Snyder Drug
Hub Center	6.5	Korner Plaza, Sibley Co.
Knollwood Mall	5.5	Montgomery Ward, Powers, J.C. Penney
Knollwood Plaza	5.5	Target
Leisure Lane	7.0	Audio King
Maple Grove Mall	20.0	Erickson Super Value, Merwin Drug, Kuipers Hdwe.
Maplewood	10.0	Powers, Sears
Minnehaha Mall	4.0	Target, Super Value Food
Miracle Mile	6.5	Warner's Hardware, Snyder Drug
Moundsview	9.5	Hardware Hank, Penny's Food
Northtown	10.5	Powers, Montgomery Wards, Woolworth
Ridgedale	9.0	J.C. Penney, Daytons, Donaldsons, Sears
Robin Center	6.0	Hardware Hank, Merwin Drug
Rosedale	5.0	J.C. Penney, Daytons, Donaldsons, Montgomery Wards
Sioux Trail	12.0	Pennys Food, True Value Hdwe., Roberts Drug
Southdale	7.0	Daytons, Donaldsons, J.C. Penney
Southdale Square	6.5	Penny Food, Snyder Drug, Warner's Hardware
Southtown	8.0	Montgomery Wards, Furniture Barn, Minn. Fabric
Spring Brook	10.0	Jerry's Super Value
St. Anthony Ctr	3.5	Warners Hardware, Red Owl Food
Valley West	11.0	Korner Plaza, Coast To Coast Hdwe., Red Owl
Village North	10.0	Korner Plaza, Penny's Food, Walgreen Drug
Wayzata Bay Ctr	14.0	The Foresome
Westbrook Mall	6.5	Venus Waterbeds, Aspen Leaf
Yorktown Fashion Mall	7.5	The Stable, Krapus
7-Hi Center	12.0	Coast To Coast Hdwe., Red Owl Food, Rexall Drug WARNER'S

13—RETAIL OUTLETS: Department Stores: Dayton's (AMC) 7; Sears Roebuck 8; Penney 11; Youbg Quinlan 5; Montgomery Ward 6; Dayton-Hudson 6; Gamble-Skogmo 1.
Variety Stores: Woolworth 14, Ben Franklin 10.
Discount Stores: Target 12; Holiday Village 2; Holiday Station Stores 50; K-Mart 13.
Chain Food Supermarkets: Red Owl 27; Lund's 5; Applebaum's 43; Brooks Superettes 13; Country Club 44; Holiday Village 2; Kenney's Markets 22; Knowlan's 3; Li'l General 18; PDQ 19; Penney's 21; Pixy-Pak 6; Schiller's 4; Super Valu 40; Target Foods 9; Tom Thumb 111; Wash's 1; Elr. Farm 7; Byerly's 4; Cub 3; Jerry's Foods 4; Thriftway 1; Star Mkts. 20; Country Stores 8.
Other Shopping Centers: Town & Country, Penn-66, Texa-Tonka Westwood, Golden Hills, Midland, New Hope Mall, Valley Plaza, Skywood Mall, Great Bear, Little Chief, Village Ten, Queen's Plaza, Brighton Village, Brookeville, Chanhassen, Har Mar Mall, Highland Center, Hopkins, Mound, Normandale Plaza, Oak Park Plaza, Radisson Village, Reindeer Square, Valley Plaza, Spring Gate, Towne Mkt.
Other Chain Stores (Auto: Western Auto; Gambles; Firestone; Coast-to-Coast; Goodrich, Goodyear, Crown Auto; Big Wheel; Champion; 10,000 Auto Parts. (Shoes): Kinney, Florsheim; Freeman; Baker's, Burt's; Chandler's; Schuler Shoes; Ground Gripper. (Women's Apparel): Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, The Limited, Three Sisters, Shirley's Maternity. (Men's Apparel): Foreman & Clark, Hubert W. White, Haugland For The Young, Lancers, Liemandt's, Juster's, Stevensons, County Seat., (Candy): Fanny Farmer; Fannie Mae. (Misc): Cook's (Paints): S & L Gen. Mdse.; Howard Johnson; Minnesota Fabrics (Speciality Shops); Bachman's Florist (Florist & Nursery); (Furniture) Gabberts; Slumberland; Levitz; Wickes. (Appliances) Schaak Electronics, Radio Shack; Singer Swing. (Building Supplies & Hardware) Plywood Minnesota; Warner Hardware; Menards, Color Tile (Musical Instruments) Bodine's; Schmitt Music (Camera & Photo Supplies) Pako Filmshops; Brown Photo (General Merchandise La Belle's; G.C. Murphy; Sibley Catalog Showroom

14—NEWSPAPERS: TRIBUNE (m) 230,815, STAR(e) 206,700; Comb. 437,515, (S) 597,180; (Sat.) 412,565; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: James Anderson, Disp. Adv. Mgr., THE MINNEAPOLIS STAR and MINNEAPOLIS TRIBUNE.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

MOORHEAD, MINN.

See FARGO, N.D.

NEW ULM, MINN.

1—LOCATION: Brown County, E&P Map B-4, County Seat. Agricultural center. 97 mi. SW of Twin Cities; 30 mi. W of Mankato; 50 mi. N of Fairmont. On U.S. Hwy. 14; State Hwy. 15.

2—TRANSPORTATION: Railroads: C&NW.
Motor Freight Carriers: 4.
Intercity Bus Lines: Northland Greyhound.
Air Freight: Twice daily air freight. Twin Cities to New Ulm municipal airport.

3—POPULATION:
Corp. City 70 Cen. 13,051; Loc. Est. 15,220
County 70 Cen. 28,887; Loc. Est. 30,843
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 4,072; Loc. Est. 5,454
County 70 Cen. 8,742; Loc. Est. 10,875

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$85,000,000
Sav. & Loan Assn	2	$45,000,000

6—PASSENGER AUTOS: County 15,097

7—ELECTRIC METERS: Residence 4,589

8—GAS METERS: Residence 4,218

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Manufacturing 2,433; Foods 953; Electrical and Mechanical 1,000; Paper Products 79; Brick and Stone 75; Plastics 69; Trade 875; Service 844; Government 516; Transportation and Utilities 151; Construction 309; Finance 179; Dairy 100; all other 29.

10-CLIMATE: Min. & Max. Temp.—Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1. Last killing frost, May 4.

11—TAP WATER: Neutral, hard (478 ppm); fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on three streets; New Shopping Center on South Side of Town, with Hy-Vee Super Mkt., Sarmida; K-Mart; New Shopping Center on North Side of town, Madsen's Super Valu.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher

575 Lexington Avenue
New York, N.Y. 10022

Principal Shopping Days: Fri., Sat., Mon., Wed.
Stores Open Evenings: Mon.; Food-Daily.

13—RETAIL OUTLETS: Department Stores: Herberger's; Ehler's; J. C. Penney.
Variety Stores: Ben Franklin.
Discount Stores (CZ): Eichinger Fleet Supply; Parmida; K-Mart; Big Bear; Thrifty Drug; Runniaus Big R.
Chain Food Supermarkets: Red Owl; Madsen's Super Valu; Hy-vee.
Other Chain Stores: General Trading; Sherwin-Williams Paints; Champion Auto; Lampert's; Maurices; Bostwicks.

14—NEWSPAPERS: JOURNAL (m-Tues. to Sat.) 11,390; (S) 11,397; sworn Sep. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Bruce Fenske, Adv. Dir., JOURNAL.
National Representatives: Northwest Dailies Press Assn, Landon Associater, Inc.

NORTH MANKATO, MINN.

See MANKATO, MINN.

OWATONNA, MINN.

1—LOCATION: Steele County, E&P Map C-5, County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of State, 70 mi. S of Minneapolis. On U.S. Hwys. 65, 14, 218 and Interstate 35.

2—TRANSPORTATION: Railroads: Chicago, Rock Island & Pacific; Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers: 12.
Intercity Bus Lines: Jefferson Transp., Greyhound.

3—POPULATION:
Corp. City 70 Cen. 15,341; Loc. Est. 19,300
Retail Trading Zone 50,000
County 70 Cen. 26,931; Loc. Est. 30,500
City & RTZ, Loc. Est. 68,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Census: City 4,873; Loc. Est. 6,948
County 70 Cen. 8,247; Loc. Est. 10,950

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$141,064,000
Sav. & Loan Assn.	2	$94,000,000

6—PASSENGER AUTOS: County 15,373

7—ELECTRIC METERS: Residence 6,801

8—GAS METERS: Residence 6,232

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Manufacturing 4,979; Trade 1,944; Service 1,392; Government 1,344; Finance 1,014; Utilities 322; Construction 319; Other 50.
Principal Pay Days: Wed., Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 10-97; Summer 54-98; Fall -16-70; Winter -21-61. First killing frost, Sept. 6. Last killing frost, April 18.

11—TAP WATER: Neutral; fluoridated.

12—RETAILING: Principal Shopping Center: Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area: Oakdale—18 blocks south of Downtown area on South Cedar, Cedar Mall—over 40 stores, 19 blocks south of Downtown area on South Cedar. Downtown—140 stores.
Principal Shopping Days: Wed. thru Sun.
Stores Open Evenings: Mall—Mon. thru Fri. Downtown—Mon. & Thurs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, S&L, Spurgeon's, Brett's.
Variety Stores: Woolworth.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Thrifty Snyder, Cedar Mall Walgreen, Owatonna Prescription Center, Pamida, Rexall Drug.
Chain Food Supermarkets: Red Owl, Piggly Wiggly; Duffy's Fairway, Hy-Vee.
Other Chain Stores: Montgomery Ward; (auto) Sears; Firestone, Coast-to-Coast, Gambles; Sherwin-Williams, Our Own Hardware; Maurices, Dahl House; Tradehome Shoes, OK Hdwe., Bostwick's, Radio Shack; Team Electronics, Champion Auto, Morrey A. Hurrah; St. Clair's; Gildner's, Schultz's.

14—NEWSPAPERS: PEOPLE'S PRESS (m-Tues. to Sun.) 8,283, sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: H.A. Thompson, Pub., PEOPLE'S PRESS.
National Representatives: Branham/Newspaper Sales, Northwest Daily Press Assn.

RED WING, MINN.

1—LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 40 mi. SE of St. Paul; 53 mi. from Minneapolis.

2—TRANSPORTATION: Railroads: Chicago; Milwaukee; St. Paul & Pacific (Amtrak); Chicago & North Western.
Motor Freight Carriers: 15.
Steamship Lines: 10 barge lines on Mississippi River.
Intercity Bus Lines: Greyhound.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate Income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
MAHNOMAN	5,638	6,309	11,582	36,184	2,051	17,642	483	5,927	4,502
MARSHALL	13,060	14,651	36,510	99,430	5,242	18,968	1,724	57,131	5,326
MARTIN	24,316	26,771	75,007	231,394	10,282	22,505	1,558	59,802	36,365
Fairmont	10,751	11,654	35,956	109,879	4,659	23,584	*	*	*
MEEKER	18,349	22,787	48,913	125,912	8,022	15,696	1,445	18,336	31,503
MILLE LACS	15,703	21,127	37,347	131,420	7,811	16,825	1,053	1,176	13,136
MORRISON	26,949	30,277	62,954	167,318	9,853	16,981	2,064	3,927	29,312
Little Falls	7,467	7,773	17,197	42,350	2,672	15,850	*	*	*
MOWER	43,783	42,102	163,291	280,773	15,124	18,565	1,629	32,226	28,558
Austin	25,074	22,844	101,244	169,636	8,571	19,792	*	*	*
MURRAY	12,508	12,951	33,326	97,503	4,525	21,548	1,253	22,865	33,313
NICOLLET	24,518	26,322	73,022	170,332	8,606	19,792	959	24,591	19,784
North Mankato	7,347	9,936	23,074	67,801	3,597	18,849	*	*	*
NOBLES	23,208	23,654	63,292	183,648	8,417	21,819	1,467	27,265	42,289
Worthington	9,916	10,138	29,746	86,969	3,607	24,111	*	*	*
NORMAN	10,008	10,003	29,872	70,321	3,893	18,063	1,020	40,379	8,651
OLMSTED	84,104	94,238	284,7[illegible]1	828,327	33,112	25,016	1,614	14,887	28,730
Rochester	53,766	58,627	190,840	547,273	21,798	25,107	*	*	*
OTTER TAIL	46,097	54,915	115,973	374,917	20,406	18,373	3,592	27,580	55,358
Fergus Falls	12,443	11,912	38,216	100,616	4,558	22,075	*	*	*
PENNINGTON	13,266	15,827	41,662	128,170	5,856	21,887	823	9,941	5,445
PINE	16,821	21,105	43,913	130,661	7,727	16,910	1,266	1,859	14,578
PIPESTONE	12,791	12,269	36,510	87,265	4,597	18,983	814	12,362	21,893
POLK	34,435	37,576	106,347	300,461	13,480	22,289	2,103	111,081	11,428
Crookston	8,312	8,513	26,235	69,568	3,139	22,162	*	*	*
E. Grand Forks	7,607	10,830	24,592	90,650	3,691	24,560	*	*	*
POPE	11,107	12,579	35,083	120,808	4,741	25,482	1,109	14,538	18,112
RAMSEY	476,350	448,332	1,810,253	4,128,624	164,164	25,149	118	2,827	505
St. Paul	309,828	242,916	1,147,470	2,192,362	97,655	22,450	*	*	*
RED LAKE	5,388	5,755	15,489	38,047	1,965	19,362	505	7,416	3,598
REDWOOD	20,024	20,707	54,363	164,338	7,515	21,868	1,700	50,454	32,955
RENVILLE	21,139	22,156	57,739	167,246	8,045	20,789	1,928	64,609	27,644
RICE	41,582	46,555	118,384	309,603	15,303	20,232	1,433	14,420	25,596
Faribault	16,595	16,121	50,182	117,202	5,820	20,138	*	*	*
ROCK	11,346	12,027	37,254	98,201	4,311	22,779	944	12,476	40,110
ROSEAU	11,569	14,092	32,201	106,405	4,984	21,349	1,334	15,712	9,611
ST. LOUIS	220,693	199,630	741,852	1,586,575	73,753	21,512	868	1,793	4,956
Duluth	100,578	91,445	360,493	787,644	35,216	22,366	*	*	*
Hibbing	16,104	16,323	57,728	134,513	6,239	21,560	*	*	*
Virginia	12,450	10,853	45,476	96,177	4,545	21,161	*	*	*
SCOTT	32,423	47,628	70,966	306,741	14,677	20,899	1,036	6,637	14,758
SHERBURNE	18,344	35,857	43,495	251,515	11,769	21,371	729	8,064	7,777
SIBLEY	15,845	16,333	40,535	95,633	5,747	16,815	1,513	26,401	30,651
STEARNS	95,400	112,794	223,201	660,382	32,855	20,100	3,416	11,749	83,352
St. Cloud	39,691	43,679	103,897	286,679	13,145	21,809	*	*	*
STEELE	26,931	32,535	83,323	228,200	11,737	19,443	1,241	21,219	20,395
Owatonna	15,341	18,425	52,110	138,223	7,042	19,628	*	*	*
STEVENS	11,218	11,758	27,162	95,426	4,117	23,179	778	22,341	24,559
SWIFT	13,177	14,016	42,788	104,195	5,267	19,783	1,117	33,181	28,715
TODD	22,114	25,442	52,250	151,381	9,442	16,033	2,188	5,130	29,037
TRAVERSE	6,254	6,199	16,675	48,608	2,253	21,575	621	26,530	7,485
WABASHA	17,224	21,105	50,894	132,106	7,518	17,572	1,089	8,819	23,660
WADENA	12,412	15,306	29,425	98,397	5,539	17,764	805	1,956	11,715
WASECA	16,663	19,882	34,786	132,087	7,101	18,601	1,007	28,407	13,255
Waseca	6,789	10,096	22,435	67,415	3,739	18,030	*	*	*
WASHINGTON	82,948	127,578	220,112	1,015,675	38,494	26,385	803	11,168	9,290
Stillwater	10,191	19,120	28,036	153,640	6,553	23,446	*	*	*
WATONWAN	13,298	13,209	38,723	102,668	5,022	20,444	967	32,114	15,938
WILKIN	9,389	9,083	27,706	65,301	3,169	20,606	734	47,487	5,820
Breckenridge	4,200	4,046	12,452	29,225	1,517	19,265	*	*	*
WINONA	44,409	47,360	138,142	295,567	16,583	17,823	1,258	8,675	36,049
Winona	26,438	24,958	87,431	167,787	9,113	18,412	*	*	*
WRIGHT	38,933	59,279	83,287	341,881	19,557	17,481	2,212	12,029	28,584
YELLOW MEDICINE	14,523	14,621	38,908	111,714	5,436	20,551	1,466	40,001	21,110

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1979 Cash Receipts as follows: From Crops $2,520,704,000; from Livestock & Livestock Products $2,815,194,000. Total $5,335,898,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

3—POPULATION:
Corp. City 70 Cen. 10,441; Loc. Est. 14,097
CZ ABC: (70) 12,834; (80) 13,800
RTZ-ABC: (70) 36,343; (80) 43,600
County 70 Census 34,763; Loc. Est. 38,934
City & RTZ-ABC: (70) 49,177; (80) 57,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,585; Loc. Est. 5,289
County 70 Cen. 10,814; Loc. Est. 14,843
CZ ABC: (70) 4,239; (80) 5,200
RTZ-ABC: (70) 10,794; (80) 14,800
City & RTZ-ABC: (70) 15,033; (80) 20,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$92,483,250
Sav. & Loan Assn.	1	$23,028,084

6—PASSENGER AUTOS: County 19,585

7—ELECTRIC METERS: Residence 5,400

8—GAS METERS: Residence 4,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shoe Manufacture 989 ($209); Leather (Tannery) 400 ($231); Metal Fabrication 344 ($253). Total employment 8,300.
Principal Industrial Pay Day: Thur.

10-CLIMATE: Min. & Max. Temp.—Spring 10-85; Summer 44-96; Fall 13-80; Winter 22-55. First killing frost, Oct. 21. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Bush St.; 3 on Main St.; 4 on Plum St.; 2 on Third St.; 1 on Fourth St.
Neighborhood Shopping Centers: Two Blocks on W. Main St.; 1 block on Plum St.; in suburban Burnside; in suburban Wisconsin.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Thu.; some Mon. and Sun.

13—RETAIL OUTLETS: Department Stores: Ehler's; J. C. Penney; L & K Hobbs; Armory Mall. St. James Mall; Spurgeons.
Variety Stores: Ben Franklin.
Discount Stores: Pamida; Warehouse Mkt; F & D Supply.
Chain Drug Stores (CZ): Rexall; Walgreen.
Chain Food Supermarkets: Super Valu; Red Owl; Erickson Super Fair.
Other Chain Stores: Gamble's; Sears; Montgomery Ward (catalog); Coast-to-Coast; Dairy Queen; National Bushing & Parts; Sherwin-Williams (paint); Cook's (paint); Randy's; Ace Hardware; Kentucky Fried Chicken; Big Wheel Auto Stores; Color Lab, Inc.

14—NEWSPAPERS: REPUBLICAN-EAGLE (e) 9,325; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Adv. Mgr. REPUBLICAN-EAGLE.
National Representatives: Northwest Dailies.

ROCHESTER, MINN.

1—LOCATION: Olmsted County, (In Rochester SMSA). E&P C-5. Situated 90 mi. S of Minneapolis.

2—TRANSPORTATION: Railroads: C&NW.
Motor Freight Carriers: 8.
Intercity Bus Lines: Rochester; Interstate; Jefferson; Greyhound.
Airlines: Northwest; Ozark; Republic.

3—POPULATION:
Corp. City 70 Cen. 53,766; Loc. Est. 59,750
CZ ABC: (70) 67,569; (80) 74,900
RTZ-ABC: (70) 85,671; (80) 94,900
Co./SMSA 70 Cen. 84,104; Loc. Est. 93,823
City & RTZ-ABC: (70) 153,240; (80) 169,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 17,046; Loc. Est. 21,468

ROCHESTER—continued

County 70 Cen. 25,202; Loc. Est. 31,491
CZ ABC: (70) 20,665; (80) 26,200
RTZ-ABC: (70) 25,628; (80) 32,400
City & RTZ-ABC: (70) 46,293; (80) 58,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	4	$274,648,000
Commercial Banks	4	$324,240,000

6—PASSENGER AUTOS: County 49,122

7—ELECTRIC METERS: Residence 25,291

8—GAS METERS: Residence 19,700

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Mayo Clinic 5,500; IBM 5,500.
Principal Pay Days: Fri. and Mon.

10-CLIMATE: Min. & Max. Temp.—Spring 44-67; Summer 55-79; Fall 24-43; Winter 10-29. First killing frost, Sept. 10. Last killing frost, May 9.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Broadway; 4 on 1st Ave. SW.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Miracle Mile	1	Donaldson's, Red Owl, Snyder Drug
Silver Lake	1	Super Valu, Hunt Drug
Northgate	1	Ruffalo Drug
Crossroads	1	Sears, Piggly-Wiggly, Snyder Drug
Northbrook	1	Snyder Drug
Apache Mall	1	Dayton's, Ward's, J.C. Penney, Woolworth
K-Mart	1	K-Mart, Super Valu

Principal Shopping Days: Dept. stores—Mon., Thr., Fri., Sat. & Sun., Food—Thu., Fri. evg., Sat. & Sun.
Stores Open Evenings: Dept.—Weekday evgs; Food—24 Hours, 7 Days; Miracle Mile, Crossroads. Apache Mall—every night & Sunday afternoon.

13—RETAIL OUTLETS: Department Stores: C.F. Massey; Montgomery Ward; Dayton; Donaldson; Stevenson's; Sears; J.C. Penney.
Variety Stores: Woolworth.
Discount Stores: K-Mart.
Chain Drug Stores (CZ): Osco 2; Synder 3; Walgreen 2; Ruffalo 2.
Chain Food Supermarkets: Piggly Wiggly 1; Red Owl 1; Super Valu 3; I G A 2.
Other Chain Stores: Gold Bond Stamps; County Seat.

14—NEWSPAPERS: POST-BULLETIN (e) 38,506; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James Schmitz, POST-BULLETIN.
National Representatives: Branham/Newspaper Sales; Northwest Dailies.

ST. CLOUD, MINN.

1—LOCATION: Stearns, Sherburne and Benton Counties (In St. Cloud, Minn. SMSA). E&P Map B-4, County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2—TRANSPORTATION: Railroads: Burlington Northern; Amtrak.
Motor Freight Carriers: 5.
Intercity Bus Lines: St. Cloud; Greyhound.
Airlines: Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.

3—POPULATION:
Corp. City 70 Cen. 39,691; Loc. Est. 42,000
City Zone ABC: (70) 57,481; (80) 61,500
RTZ-ABC: (70) 73,310; (80) 92,400
SMSA: 70 Cen. 134,585; Loc. Est. 162,280
Counties:
  Benton 70 Cen. 20,841; Loc. Est. 24,107
  Sherburne 70 Cen. 18,344; Loc. Est. 29,740
  Stearns 70 Cen. 95,400; Loc. Est. 107,542
City & RTZ-ABC: (70) 130,791; (80) 153,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,973; Loc. Est. 19,100
SMSA: 70 Cen. 33,773; Loc. Est. 45,090
Benton Co. 70 Cen. 5,652; Loc. Est. 7,100
Sherburne Co. 70 Cen. 4,953; Loc. Est. 9,600
Stearns Co. 70 Cen. 23,168; Loc. Est. 28,750
City Zone ABC: (70) 14,502; (80) 17,700
RTZ-ABC: (70) 18,385; (80) 26,800
City & RTZ-ABC: (70) 32,887; (80) 44,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$394,721,176
Sav. & Loan Assns.	4	$179,241,773

6—PASSENGER AUTOS: (Counties): Stearns 52,381; Sherburne 13,781; Benton 13,074.

7—ELECTRIC METERS: Residence 17,522

8—GAS METERS: Residence 9,121

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Machinery 3,033 ($251); Scientific Instruments 1,284 ($193); Paper, Printing, Publishing 1,439 ($314); Manufacturing 13,248 ($217); Construction 2,709 ($304); Transportation, Communications, Public Utilities 3,545 ($312); Trade 12,649 ($119); Finance, Insurance, Real Estate 1,816 ($144); Health Services & Misc. 9,384 ($181), Total Work Force 53,852 ($192).

10-CLIMATE: Min. & Max. Temp.—Spring 2-92; Summer 39-92; Fall -10-85; Winter 3-39. First killing frost, Sept. 24. Last killing frost, Apr. 24

11—TAP WATER: Soft; fluoridated

12—RETAILING: Principal Shopping Center: 25 blocks on 7 Sts.; 6 on St. Germain; 4 on E. St. Germain; 3 on 5th, 6th, 7th, 9th Aves.; 3-Block Mall Downtown.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Centennial	11	Coborn's Mkt.
Crossroads	88	J.C. Penney, Sears, Woolworth, Dayton's, Walgreen
K-Mart	4	K-Mart.
Miller	8	St. Cloud True Value Hdwe.
Westgate	9	Byerly's, Shopko

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Dept. Mon., Fri.; Food & Shopping Ctr. Nightly. Sears, J.C. Penney, Dayton's. Discount stores open Sundays.

13—RETAIL OUTLETS: Department Stores: Fandel's; Herberger's; Sears; J.C. Penney; Dayton's; Tempo; Stevenson; Montgomery-Ward (catalog); Shopko; Norby's.
Variety Stores: Woolworth 2; Jupiter; Rasco; K-Mart.
Chain Drug Stores (CZ): Osco; Walgreen; Dan Marsh 2; Snyder's.
Chain Supermarkets: Red Owl 2; Super Valu; Tom Thumb 4; Warehouse Mkt.; Coborn's (local 5 Byerly's.
Other Chain Stores: Buttrey's; Three Sisters; Bonnie's; Schiff's Shoes; Trade Home Shoes; Barker Shoes; Kinney Shoes; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast Stores; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Mary Carter Paints; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Plywood Minn.; Robertson Lbr.; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Golden Hanger; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; Julie Anne Fabrics; Herberger's; Hallmark Cards; Fanny Farmer Metzroth's; Berman Buckskin; Stereo 1; Bostwick's; Nina's Boutique; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Fashion 88; Team Electronics; Now & Then; J.C. Imports; Shevlin's, Claires Boutique.

14—NEWSPAPERS: TIMES (e) 27,669; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Hiemenz, Adv. Dir. or George Caudle, Mktg. Mgr., TIMES.
National Representatives: Gannett Newspaper Advertising Sales; Northwest Dailies.

ST. PAUL, MINN.

1—LOCATION: Ramsey County, (In Minneapolis-St. Paul, Minn.-Wisc. SMSA). E&P Map C-4, State Capital, County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2—TRANSPORTATION: Railroads: Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers: 100; 37 Truck Terminals.
Intercity Bus Lines: Greyhound; Jefferson; Zephyr.
Airlines: Northwest; Braniff; Eastern; Republic; Western; Ozark; United.

3—POPULATION:
Corp. City 70 Cen. 309,828; Loc. Est. 265,300
Total Primary Mkt. ABC:
(70) 1,072,522; (80) 1,208,200
County 70 Cen. 476,350; Loc. Est. 448,300
SMSA 70 Cen. 1,965,314; Loc. Est. 2,049,700
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 104,128; Loc. Est. 95,600
County 70 Cen. 148,938; Loc. Est. 158,100
SMSA 70 Cen. 599,390; Loc. Est. 701,000
Total Primary Mkt. ABC:
  (70) 320,302; (80) 408,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	31	3,000,000,000
Sav. & Loan Assns.	8	6,500,000,000

6—PASSENGER AUTOS: County 245,731

7—ELECTRIC METERS: Corp. City 98,000

8—GAS METERS: Corp. City 79,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Printing & Pub. 17,900 ($252); Machy. (Non-Electrical) 49,700 ($244); Food Products 19,300 ($258); Textile & Apparel 4,100 ($132); Lumber 4,200 ($245).
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1. Last killing frost, May 20.

11—TAP WATER: Allkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center is a circle with half-mile radius, center being 7th & Wabasha Sts.
Neighborhood Shopping Districts: Payne Ave.; Arcade St.; Rice St.; E. 7th St.; Hastings & Earl; Third & Maria; Hwys. 212 & 100; University Ave.; Front & Como; Dale & Como; Sneling & Como; Como & Raymond; Como & Carter; Larpenteur & Eustis; Snelling & Minnehaha; Selby Ave.; Grand Ave.; St. Clair Ave.; Randolph Ave.; W. 7th St.; Smith & Annapolis; S. Wabasha; S. Rovert; S. St. Paul—Hill; Concord St.; N. St. Paul; White Bear Lake; St. Paul Park; Lexington & Larpenteur; Snelling & Larpenteur; Snelling & Country Road B.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Midway	3½	Lerners, Applebaums, Mont. Ward, Woolworth
Doddway	-	Applebaum's, Coast-to-Coast
Hillcrest	4½	Sears, Country Club
Sun Ray	4½	J.C. Penney, Red Owl
Highland Village	6	Powers, Red Owl
Signal Hills	3	Van Arsdell's, Red Owl
Phalen	8	Red Owl, Penney, Woolworth
Har Mar	5	Van Arsdell's, Applebaums, Kresge, Snyder Drug
Sibley Plaza	5	Applebaum's, Radio Shack
White Bear	9	Reed Drug, Red Owl
Rosedale	5	Dayton's, Donaldson's, Mont. Ward, J.C. Penney
Maplewood Mall	7	Sears, Powers
Moundsview Sq.	-	Penny's, Snyders Drug
Bumsville Ctr.	17½	J.C. Penney, Daytons, Sears, Powers
Newport	7	Kramer Appl., Fisher Food
Northway	-	Applebaum's, Ben Franklin
Roseville Ctr.	4½	Country Club, House of Wong, Snyder Drugs
Lexington Plaza	4½	Warner Hardware, Dairy Queen
Cottage Grove	11	Applebaum's, K-Mart
Cedarvale	10	Applebaum's, Storkville, Ben Franklin
Southview Plz.	-	Applebaum's, Radio Shack
Hermes	-	Tom-Thumb Mkt.
Highland Ctr.	-	Ben Franklin, Red Owl
Parkway	-	Foodtown
Valley View Pl.	-	Danaker's Mkt.
Vilage Square	-	Ben Franklin, Red Owl
Wabasha Plaza	-	N.A.
White Bear Ave.	-	Guertin Drug 88¢ Store

Principal Shopping Days: Fri. and Sat.
Stores Open Evenings: Department Stores—Mon. and Thurs. Food—Mon. Fri.

13—RETAIL OUTLETS: Department Stores: Donaldson's; Daytons' Field-Schlick; Montgomery Ward; Sears; J.C. Penney; Powers; Van-Arsdells.

Discount Stores (CZ): Sibley's; Zayre; J.C. Penney; Holiday; K-Mart.
Variety Stores: Woolworth (6); S. S. Kresge; Ben Franklin.
Chain Drug Stores in C.Z.: Snyders Rexall (14); Snyder Bros. (9); Walgreen (4); Guertin's (3); Moudry (3).
Chain Food Supermarkets (CZ): Fairway (6); Applebaum's (18); Red Owl (10); Country Club Markets (20); Target (3); Knowlans (6); National (6); Penny's (3); Zayre (2); Tom Thumb (29); Lil' General (3); 7-11 (24); Speedy Markets, Inc. (7).

Other Chain Stores: Dairy Home; Ace Hardware; Gamble Stores; Our Own Hardware; Singer Co.; Necchi Sewing; David-Edwin Fashions (Women's); Peck & Peck; Three Sisters (Women's); Firestone; Thom McAn; Coast-to-Coast Hardware; Kenney Shoes; Goodrich; Goodyear; Fanny Farmer; Florsheim Shoe; Foreman & Clark (Men's); Warner Hardware; Crown Auto.

14—NEWSPAPERS: PIONEER PRESS (m) 100,672; DISPATCH (e) 114,858; Comb. (m&e) 215,530; PIONEER PRESS-DISPATCH (Sat. m) 173,236; PIONEER PRESS (S) 241,904; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Rooney, Display Advertising Mgr. DISPATCH and PIONEER PRESS.
National Representatives: Knight-Ridder Newspaper Sales, Inc.

STILLWATER, MINN.

1—LOCATION: Washington County, (In Minneapolis-St. Paul Minn. Wis. SMSA). E&P Map C-4. County Seat. On St. Croix River; 18 mi. ENE of St. Paul.

2—TRANSPORTATION: Railroads: NP; C&NW; CM&St. P; C. St. PM&O.
Intercity Bus Lines: Zephyr; Twin City; Stillwater MPLS-St. Paul Int. Airport-Minneapolis, Water Transp.; Aiple Toving Co.

3—POPULATION:
Corp. City 70 Cen. 10,191; Loc. Est. 18,925
SMSA 70 Cen. 1,965,314; Loc. Est. 2,047,112
County 70 Cen. 82,948; Loc. Est. 120,190

4—HOUSEHOLDS:
City 70 Cen. 3,035; Loc. Est. 6,413
County 70 Cen. 21,300; Loc. Est. 35,898
SMSA 70 Cen. 599,390; Loc. Est. 711,247

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	97,792,531
Sav. & Loan Assn.	1	$33,472,678

6—PASSENGER AUTOS: County 49,963

7—ELECTRIC METERS: Residence 4,120

8—GAS METERS: Residence 3,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Dairy Processing 200; Shoes 175; Ventilating Fans 50; Outer Clothing (N.A.); Kroy Graphic Systems 110; Win Dowalls 3000.

10-CLIMATE: Av. Temp.—Loc. Est. Summer 83.4; Winter 50; Yrly. Av. 43.6.

11—TAP WATER: Neutral, hard, not fluoridated.

12—RETAILING:
Shopping Area: 4 Blks on Main St., 2 Blks on Chestnut St. (22 Stores).

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
St. Croix Mall	35	Red Owl, Dueber's, Mont. Ward, Snyder Drug, K-Mart, Dueber's Big V

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Thurs. & Fri.

13—RETAIL OUTLETS: Department Stores: Kolinér's, Janda's; Montgomery Ward (retail & catalog); Farho's.
Variety Shoes: Ben Franklin, Dueber's Big V
Chain Drug Stores (CZ): St. Croix Rexall, Reed's; Synder Bros.; K-Mart.
Chain Food Supermarkets: Hooley's, Red OwL, Brooks, Zolldan's; Brine's, Warehouse Market; Cub Foods.

14—NEWSPAPERS: GAZETTE (e-Mon. to Fri.) 5,257; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John Easton, Co-Pub. GAZETTE.
National Representatives: Minnesota Newspaper Assn., Northwest Dailies, INAE.

VIRGINIA, MINN.

1—LOCATION: St. Louis County (In Duluth-Superior, Minn.-Wisc. SMSA), E&P Map C-2. 65 mi. N. of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53 and 169.

2—TRANSPORTATION: Railroads: Great Northern Duluth; Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers: 1.
Intercity Bus Lines: Greyhound; Northern Transportation.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 12,450; Loc. Est. 11,487
SMSA 70 Cen. 265,350; Loc. Est. 271,692
County 70 Cen. 220,693; Loc. Est. 224,381
City & RTZ. Loc. Est. 60,000

4—HOUSEHOLDS:
City 70 Cen. 4,532; Loc. Est. 4,767
County 70 Cen. 70,176; Loc. Est. 83,414
SMSA 70 Cen. 84,344; Loc. Est. 100,673

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$169,000,000
Sav. & Loan Assn.	1	$80,000,000

6—PASSENGER AUTOS: County 101,018

7—ELECTRIC METERS: 6,166

8—GAS METERS: 808

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Iron Mining 1,990 ($368); M.g. 950 ($340), Constr. 560 ($340).
Principal Industrial Pay Days: 8th and 22nd.

10-CLIMATE: Min. & Max. Temp.—Spring 40-85, Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15. Last killing frost, June 1.

11--TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Chestnut St. and 6th Ave. North; T-Bird Mall.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Beltline Plaza	10	Piggly-Wiggly
North Gate Plaza	14	Spies Super Value, Ben Franklin
Thunderbird Mall	40	Red Owl, Woolworth, Herbergers

Principal Shopping Days: Fri., Sat., and Mon.
Stores Open Evenings: Mon.

13—RETAIL OUTLETS: Department Stores: Ketola's, J. C. Penney; Sears; Herberger's; Stevenson; Woolworth.
Discount Stores (CZ): L&M Store; Gibson's.

Variety Stores: Woolworth, Ben Franklin.

Chain Drug Stores (CZ): Brown Walgreen, Snyder.
Chain Food Supermarkets: National, Red Owl; Piggly Wiggly; Super Value.

Other Chain Stores: Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14—NEWSPAPERS: MESABI NEWS (e-Mon. to Fri.) 15,126; (S) 15,369; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Scott Asbach, Adv. Mgr., MESABI NEWS.
National Representatives: Landon Associates, Inc.; Northwest Dailies.

MISSISSIPPI MAP—Page 218

WASECA, MINN.

1—LOCATION: Waseca County, E&P Map B-5, County Seat. Agricultural & industrial center. South Central part of the state. On Hwys. 13 & 14.

2—TRANSPORTATION: Railroads: Chicago & North Western.
Motor Freight Carriers: 2.
Bus Lines: Greyhound, Cooley, Lenz, Clemons.
Airport: 3 miles west of city, hangars & gas on field.

3—POPULATION:
Corp. City 70 Cen. 6,789; Loc. Est. 9,607
County 70 Cen. 16,663; Loc. Est. 19,459
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 2,238; Loc. Est. 3,529
County 70 Cen. 5,134; Loc. Est. 6,886

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$38,000,000
Savings & Loan	2	$8,000,000

6—PASSENGER AUTOS: County 9,401.

7—ELECTRIC METERS: Res. 2,435.

8—GAS METERS: Res. 2,296; Comm. 258.

9— PRINCIPAL INDUSTRIES (CZ): Electronics (1,100); Frozen Foods (seasonal 350-1000); Printing (950); Sporting Goods (380); Office Supplies (75); Metal Work (60); Dry Feeds (49); Truck Bodies (23).

10-CLIMATE: Min. & Max. Temp.—Spring 10-97; Summer 54-98, Fall-16-70, Winter-21-61.

11—TAP WATER: Hard water 435 ppm.

12—RETAILING: 5 blocks on Main St.
Neighborhood Shopping Center: Hwy 13 North (10 units).
Principal Shopping Days: Thu.

13—RETAIL OUTLETS: Department Stores: Penney's; Sears (Catalog); Montgomery Ward (Catalog).
Variety Store: Ben Franklin.
Discount Stores: Gibson.
Chain Drug Stores: McIntires, Stucky's.
Chain Supermarkets: Cole's Red Owl; Superway IGA; Madsen's Super Valu.
Other Chain Stores: Mahler Hardware, Coast-to-Coast, Gambles, Chirstensen Tire Motor Supply, Franks TV, Brown Electric, Waseca Music, Waseca OK Hardware, Waseca Factory Outlet; Country Kitchens; Orshein's, McDonald's Restaurant.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 4,822, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Oather F. Troldahl, Gen. Mgr., or Ken Rodning, Bus. Mgr., JOURNAL.
National Representatives: Northwest Dailies ,American Newspaper Representatives, Inc.

WILLMAR, MINN.

1—LOCATION: Kandiyohi County, E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Misc. small mfg., grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation, government, rotailing.

2—TRANSPORTATION: Railroads: Burlington Northern R.R. (division point), Greyhound Bus.
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 12,689; Loc. Est. 17,340
City Zone, Loc. Est. 25,750
Retail Trading Zone, Loc. Est. 96,750
County 70 Cen. 30,548; Loc. Est. 33,000
CZ-RTZ, Loc. Est. 120,000

4—HOUSEHOLDS:
City 70 Cen. 4,103; Loc. Est. 7,020
County 70 Cen. 9,272; Loc. Est. 13,250

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$107,502,000
Sav. & Loan Assn.	1	$49,556,893

6—PASSENGER AUTOS: County 17,452.

7—ELECTRIC METERS: Residence 6,640.

8—GAS METERS: Residence 4,150.

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Av. Wkly. Wage)—Total Employment 10,450; Retail 2,238 ($175); Wholesale 506 ($185); Service 1,605 ($225); Trans., Util. 673 ($185); Gov. 3,580 ($208); Mfg. 1,169 ($225); Const 350($300); Finance 337 ($275); Other 291 ($160).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2. Last killing frost, May 8.

11—TAP WATER: Alkaline, very hard, fluoridated, partially softened.

12—RETAILING: Principal Shopping Center: 15 blocks on 8 sts., 2 Suburban Center.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Skylark	1½	Red Owl, White Drug
Kaudi Mall	1½	K-Mart

Principal Shopping Days: Mon., Thu., Fri., Sat. & Sun.
Food Shopping days are Wed. thru Sat.
Stores Open Evenings: Downtown—Mon., Thurs. & Fri.; Food, every evening.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, J.C. Penney; Bostwick's; Habichts.
Discount Stores (CZ): Orscheles, K-Mart, Panida Mart.
Variety Stores: Ben Franklin R & M.
Chain Drug Stores: White's. Thrifty Downtown Snyder, Thrifty Snyder.
Chain Food Supermarkets: Shopper's Paradise; Tom & Bill's Red Owl; Super Valu; Coborn's; Juba's Super Value.
Other Chain Stores: Coast-to-Coast, Tom Thumb, JoAnn Fabrics, Maurice's; Bostwick's; Kinney Shoe.

14—NEWSPAPERS: WEST CENTRAL TRIBUNE (e) 18,197, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: R.C. Bengston, Adv. Mgr., WEST CENTRAL TRIBUNE.
National Representatives: Northwest Dailies; Branham/Newspaper Sales.

WINONA, MINN.

1—LOCATION: Winona County, E&P Map C-5, County Seat. Industrial, transportation, agricultural, educational and recreational center. Situated on the Mississippi River. 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2—TRANSPORTATION: Railroads: Burlington Northern, Chicago Great Western, Chicago, Milwaukee, St. Paul & Pacific, Chicago & Northwestern; Green Bay & Western, Amtrak.
Motor Freight Carriers: 11.
Intercity Bus Lines: Greyhound.
Airlines: Viking International Air Freight.

3—POPULATION:
Corp. City 70 Cen. 26,438; Loc. Est. 25,658
CZ ABC: (70) 28,267; (80) 27,300
RTZ-ABC: (70) 97,240; (80) 106,300
County 70 Cen. 44,409; Loc. Est. 45,325
City & RTZ-ABC: (70) 125,507; (80) 133,600

4—HOUSEHOLDS:
City 70 Cen. 8,037; Loc. Est. 9,263
County 70 Cen. 13,004; Loc. Est. 15,748
CZ ABC: (70) 8,526; (80) 9,500
RTZ-ABC: (70) 29,146; (80) 36,500
City & RTZ-ABC: (70) 37,672; (80) 46,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$154,735,800
Sav. & Loan Assn.	2	$96,865,000

6—PASSENGER AUTOS: County 21,107.

7—ELECTRIC METERS: Residence 9,861.

8—GAS METERS: Residence 6,234.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Household Products 650 ($124); Antiskid Chains Mfg. 350 ($155), Railroad 125 ($160); Fertilizer 50 ($141).
Principal Pay Days: Mon., Tues., Thurs.; 1st, 15th and 16th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-84; Summer 46-93, Fall 20-66; Winter 12-56. First killing frost, Oct. 27. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Miracle Mall	2	Mark-It Food, Tempo, K-Mart, Snyder's
Westgate	3	Randall's Super Valu, Pamida, Sherwin-Williams
Mankato	-	N.A.
West Fifth	-	N.A.
Goodview	6	J.C. Penney, Red Owl Country Store, Big Bear

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.; Shopping Centers every night and Sun.

13—RETAIL OUTLETS: Department Stores: H. Choate; Penney; Spurgeon's, Tempo, K-Mart.

Variety Stores: Woolworth, Kresge.
Chain Supermarkets: Country Store: Randall's; IGA; Warehouse Market; Mark-It Foods.

Other Chain Stores: Coast-to-Coast Hdwr.; Ace Hdwr; Sherwin-Williams; Payless; Sears; Montgomery Ward.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 17,690; (S) 18,376; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ted Epps, Adv. Dir., NEWS.
National Representatives: Branham/Newspaper Sales and Northwest Daily Press Association.

WORTHINGTON, MINN.

1—LOCATION: Nobles County, E&P Map B-5, County Seat. Agriculture center. In SW part of State 60 mi. E of Sioux Falls. On U.S. Hwys. 16, 59, 1-90. State Hwys. 60, 266.

2—TRANSPORTATION: Railroads: Chicago & Northwestern; CRI&P (freight only).
Motor Freight Carriers: 5.
Intercity Bus Lines: Midwest Coaches; Greyhound.
Airlines: Republic.

3—POPULATION:
Corp. City 72 Rev. 10,362; Loc. Est. 10,265
City Zone, Loc. Est. 11,265
County 70 Cen. 23,208; Loc. Est. 22,909
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,143; Loc. Est. 3,850
Country 70 Cen. 7,025; Loc. Est. 8,095

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$96,231,000
Sav. & Loan Assn.	1	$34,161,000

6—PASSENGER AUTOS: County 12,115.

7—ELECTRIC METERS: Residence 4,200.

8—GAS METERS: Residence 3,275.

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly Wage)—Poultry processing 800 ($225); Meat Packing 300($330); Farm Equip 17 ($230); Aerial Spray Mfg.; Milled Feed 48 ($250); Cement Prod. 10 ($230); Millwork 20 ($200); Mobile Homes 83 ($230); Plastics 52 ($210); Golf Club Mfg. 12 ($160).
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3. Last killing frost, May 6.

11—TAP WATER: Alkaline, very hard; filtered, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.
Neighborhood Shopping Centers: Oxford St. and Hwy. 59—The Big Corner; Worthington Mall (Super Valu); Northland Mall (K-Mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days: Mon., Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Wolff's; J.C. Penney, Rickbeill's, Bostwick's.
Discount Stores (CZ): Alco; Fleet Owners, K-Mart.
Variety Stores: Ben Franklin Stores. Woolworth.
Chain Food Supermarkets (CZ): Red Owl; Hy Vee, Gordy's Super Valu; Prairie Market.

14—NEWSPAPERS: GLOBE (e) 17,628, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Bob Roos, Adv. Mgr., GLOBE.
National Representatives: Northwest Dailies.

MISSISSIPPI SURVEYS

MISSISSIPPI STANDARD METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport, Miss.—Hancock, Harrison and Stone Counties.

Jackson, Miss.—Hinds and Rankin Counties.

Memphis, Tenn.-Ark.-Miss.—Shelby and Tipton Counties, Tenn., Crittenden County, Ark., De Soto County, Miss.

Pascagoula-Moss Point, Miss.—Jackson County.

MISSISSIPPI POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	210	207	229
5-14 Years	491	428	418
15-24 Years	407	467	424
25-44 Years	466	678	723
45-64 Years	422	426	431
65 and Over	221	272	295
TOTAL	2,217	2,480	2,520

Based on U.S. Census

MISSISSIPPI RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	246	343	467
General Mdse.	460	737	1,007
Food	955	1,552	2,137
Automobiles	962	1,522	1,688
Gasoline Stations	307	454	738
Apparel	235	316	442
Furniture	176	249	328
Eat-Drink Places	188	371	489
Drugs	124	193	260
Total Sales	3,961	6,268	8,285

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

BILOXI-GULFPORT, MISS.

1—LOCATION: Harrison County, (In Biloxi-Gulfport, Miss.-SMSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound). Home of Keesler Air Force Base, 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. 90, 49.

2—TRANSPORTATION: Railroads: Illinois Central; L&N.
Motor Freight Carriers: 12.
Freight Steamship Lines: 14.
Intercity Bus Lines: Greyhound, Continental Trailways, Intracity Buslines, Mississippi Coast Transportation Authority.
Airlines: Republic, Republic/Eastern, Republic/Delta, SCAT Airways; Coastal Airways.

3—POPULATION:
Corp. Cities 70 Cen. 89,277; Loc. Est. 99,200
Biloxi 70 Cen. 48,486; Loc. Est. 50,600
Gulfport 70 Cen. 40,791; Loc. Est. 48,600
CZ ABC: (70) 109,731; (80) 115,500
RTZ-ABC: (70) 74,772; (80) 99,700
SMSA 70 Cen. 160,070; Loc. Est. 180,500
County 70 Cen. 134,582; Loc. Est. 152,300
City & RTZ-ABC: (70) 184,503; (80) 215,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 25,045; Loc. Est. 31,100
Biloxi 70 Cen. 12,604; Loc. Est. 14,600
Gulfport 70 Cen. 12,441; Loc. Est. 16,500
County 70 Cen. 37,488; Loc. Est. 47,600
SMSA 70 Cen. 44,898; Loc. Est. 56,600
CZ ABC: (70) 30,509; (80) 36,900
RTZ-ABC: (70) 21,208; (80) 32,200
City & RTZ-ABC: (70) 51,717; (80) 69,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	9	$198,592,000
Commercial Banks	11	$680,678,000

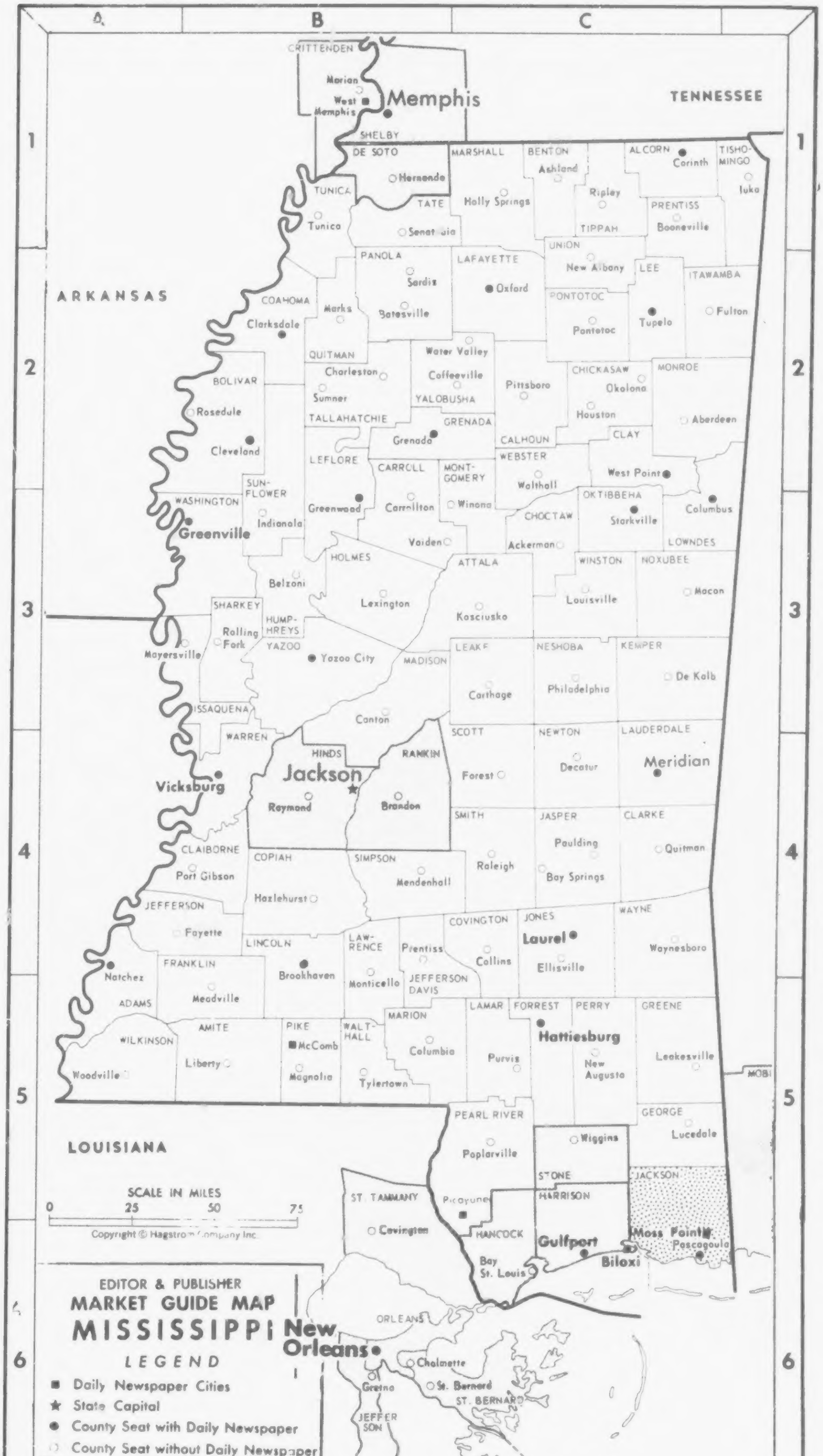
6—PASSENGER AUTOS: County 103,139.

7—ELECTRIC METERS: County 53,215.

8—GAS METERS: County 33,774.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners (Avg. Weekly Wage)—Con-

Between NEW ORLEANS, MOBILE and JACKSON is
$1 BILLION in Buying Income
$700 MILLION in Retail Sales
and it's waiting for you in
BILOXI-GULFPORT, Mississippi
Mississippi's **2nd LARGEST MARKET**
is brought to you daily by
The Sun/The Daily Herald
CONTACT:
BRANHAM NEWSPAPER SALES
OR: Bernie Marinovich, Nat'l Ad Mgr
601/896-2395


EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
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A
B
C
1
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TENNESSEE
ARKANSAS
LOUISIANA
Memphis
West Memphis
Marion
CRITTENDEN
SHELBY
DE SOTO
Hernando
TUNICA
Tunica
TATE
Senatobia
MARSHALL
Holly Springs
BENTON
Ashland
TIPPAH
Ripley
ALCORN
Corinth
TISHOMINGO
Iuka
PRENTISS
Booneville
UNION
New Albany
PANOLA
Sardis
Batesville
LAFAYETTE
Oxford
PONTOTOC
Pontotoc
LEE
Tupelo
ITAWAMBA
Fulton
COAHOMA
Clarksdale
Marks
QUITMAN
Water Valley
BOLIVAR
Rosedale
Cleveland
Charleston
Sumner
Coffeeville
YALOBUSHA
TALLAHATCHIE
Pittsboro
CHICKASAW
Okolona
Houston
MONROE
Aberdeen
GRENADA
Grenada
CALHOUN
CLAY
West Point
WEBSTER
Walthall
LEFLORE
Greenwood
CARROLL
Carrollton
MONTGOMERY
Winona
SUNFLOWER
Indianola
WASHINGTON
Greenville
OKTIBBEHA
Starkville
Columbus
LOWNDES
CHOCTAW
Ackerman
Vaiden
HOLMES
Lexington
ATTALA
Kosciusko
WINSTON
Louisville
NOXUBEE
Macon
Belzoni
SHARKEY
Rolling Fork
HUMPHREYS
YAZOO
Yazoo City
Mayersville
ISSAQUENA
MADISON
Canton
LEAKE
Carthage
NESHOBA
Philadelphia
KEMPER
De Kalb
WARREN
Vicksburg
HINDS
Jackson
Raymond
RANKIN
Brandon
SCOTT
Forest
NEWTON
Decatur
LAUDERDALE
Meridian
SMITH
Raleigh
JASPER
Paulding
Bay Springs
CLARKE
Quitman
CLAIBORNE
Port Gibson
COPIAH
Hazlehurst
SIMPSON
Mendenhall
JEFFERSON
Fayette
LINCOLN
Brookhaven
LAWRENCE
Monticello
Prentiss
COVINGTON
Collins
JONES
Laurel
Ellisville
WAYNE
Waynesboro
JEFFERSON DAVIS
Natchez
ADAMS
FRANKLIN
Meadville
WILKINSON
Woodville
AMITE
Liberty
PIKE
McComb
Magnolia
WALTHALL
Tylertown
MARION
Columbia
LAMAR
Purvis
FORREST
Hattiesburg
PERRY
New Augusta
GREENE
Leakesville
PEARL RIVER
Poplarville
GEORGE
Lucedale
STONE
Wiggins
ST. TAMMANY
Covington
Picayune
HARRISON
Gulfport
Biloxi
JACKSON
Moss Point
Pascagoula
HANCOCK
Bay St. Louis
ORLEANS
New Orleans
Chalmette
St. Bernard
ST. BERNARD
Gretna
JEFFERSON
MOBI

BILOXI—continued

struction 3,460 ($325); Transportation/Utility 3,840 ($242); Wholesale/Retail Trade 12,400 ($204); Finance/ Ins./Real Estate 2,550 ($200); Service 11,400 ($166); Government 17,300 (N.A.); Food 1,390 ($190); Apparel 920 ($184); Lumber/ Wood 920 ($195); Printing/Publishing 410 ($180); Stone/ Clay/Glass 630 ($195); Chemicals/Allied 920 ($268); Primary/Fab. Metals 870 ($243); Medical Services 507 ($209); Other Mfg. 2,250 ($222); Hotel/Motel/Rest. 7,174 ($126); County: 4,242 Estabs./45,530 Employed; SMSA: 5,138 Estabs / 56,650 Employed, (Avg. Wkly. Earnings $192)

10-CLIMATE: Min. & Max. Temp.—Mar. 49-68; June 73-90; Sept. 72-88; Dec. 44-66. Total precip (ins) Mar. (3.4); June (7.6); Sep (2.6); Dec (4.7).

11—TAP WATER: Slightly alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center (No. of Stores) Gulfport: 3 blocks on 13th Ave. (16); 5 on 14th St. (31); 2 on 27th Ave. (16); 5 on 26th Ave. (13); 11 on 25th Ave. (69); 15 on Pass Rd. (81) 2 on Hwy. 49 (52).
Long Beach: 3 on Jeff Davis (29).
North Biloxi: 4 on Central Ave. (35); 2 on Hwy. 67 (18); 1 on Lemoyne (17).
Biloxi: 15 on Howard (134); 6 on Porter (21); 7 on W. Beach (24); 10 on Caillavet (44); 8 on Division (28); 28 on Pass Rd. (133); 1 on Edgewater (125).
Ocean Springs: 13 on Bienville (72); 7 on Washington (36); 2 on Hwy. 90 (40).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Edgewater	12	Sears, Gayfers, Jitney Jungle
Hardy Court	6	A&P, TG&Y, K-Mart
Gulf Mart	1	A&P, Gibsons
Northgate	3	TG&Y, Delchamps Food
Springs Plaza	12	Winn Dixie, Eckerds
Vieux Marche	1	J.C. Penney, Woolworth
Popps Ferry	6	TG&Y, Winn Dixie
Bay Vista	6	Delchamps
Gibsons Plaza	4	Gibson's, Cloth World
Norwood Village	6	A&P, Western Auto
Orange Grove	6	Shainbergs, TG&Y, Winn Dixie
K-Mart/Ocean Springs	15	K-Mart, Otasco, Jitney Jungle
Singing River Mall	20	Wilsons, J.C. Penney, McRaes

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Most Mon., Thu. & Fri., Many 6 nights.

13—RETAIL OUTLETS: Department Stores: BILOXI: Sears; Gayfers; J. C. Penney; Godchaux; McCrorys, Austins. GULFPORT: Sears, Hewes Bros., J.C. Penney, Sallcums, Austins, Ellis Salloum; M. Salloum.
Discount Stores (CZ): Gibsons (3); Wilson's; Gaylords; Roses; Howard Bros; K-Mart 3; TG&Y (4); West Bros.
Variety Stores: BILOXI: Super 5 & 10; United Dollar; Cost-Plus; Dollar General; TG & Y (2); Morgan Lindsey; Kress; Woolworth. GULFPORT: Woolworth; McCrory; Morgan & Lindsey (2); Kents; Cost-Plus; Dollar General; TG & Y (2); Scotties (2); Shainbergs; Kress.
Chain Drug Stores (CZ): Eckerds (3); Economy Drugs; Walgreens (2); Super D; French; Jones Bros. (2); Katz & Besthoff; T-D Discount (2); Triplett-Day.
Chain Food Supermarkets: A&P (4); Delchamps (4); Jitney Jungle (2); National Foods; Winn-Dixie (5); Sunflower; Big Star (2) Piggly Wiggly.
Other Chain Stores: Western Auto; Kinney's; Lerner's; Standard Foods; Rhodes Furn.; Goodyear; Goodrich; Firestone; Wilkerson 555; Super Tire Mart; Blue Ribbon Tire; Sherwin-Williams; Sew & Save; Singer; Ben Franklin; Gryder Shoes; Myron Shoes; Holly Shop; Thom McAn; Gordon Jewelers; Busch Jewelers; Otasco; National Shirt Shop; Radio Shack; City Lumber; Saybrook Fabrics; Three Value Hardware; Pro Hardware; Ace Hardware; Werleins; Sweeny Jewelers; Jr. Food Marts; Li'l General Stores; Majik Mart; EZ Foods; Pak-A-Sak; 7-Eleven Stores; Spee-D Foods; 84 Lumber.

14—NEWSPAPERS: SUN (m-Mon. to Fri.) 9,516 HERALD (e-Mon. to Fri.) 35,708; Comb. (m&e) 45,224; (Sat. m) 41,881; (S) 42,914; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: G.M. Johnson, Adv. Dir., SUN/HERALD/ SUNHERALD.
National Representatives: Branham/Newspaper Sales.

BROOKHAVEN, MISS.

1—LOCATION: Lincoln County. E&P Map B-4, County Seat. 60 mi. South of Jackson.

2—TRANSPORTATION: Railroads: Amtrak, Illinois Central Gulf.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 10,700; Loc. Est. 10,577
County 70 Cen. 26,198; Loc. Est. 27,060
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,387; Loc. Est. 3,810
County 70 Cen. 7,958; Loc. Est. 9,546

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$145,000,000
Sav. & Loan Assns	2	$30,000,000

6—PASSENGER AUTOS: County 12,060

9— PRINCIPAL INDUSTRIES (CZ): Lumber Milling, Lawn Mowers, Electronic Equipment; Wire Products, Sport Garments, Thermometers, Dairy, Oil; Tree Farming, Truck Bodies, Automobile Wiring Assemblies.

12—RETAILING: Principal Shopping Center: Downtown.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Westbrook Mart	12	TG&Y, Sears
Lincoln Plaza	10	Winn-Dixie, Otasco
Brookway Plaza	5	Gibson's
Highland Village	6	Kroger, TG&Y, K & B Drugs
Village Square	8	Warehouse Food Center

13—RETAIL OUTLETS: Department Stores: J.C. Penney. Montgomery; Shainberg's. Beall's; Lofton's; TG&Y Family Center.
Discount Stores: Gibson's; Fred's; Kent's.
Variety Stores: Woolworth, TG&Y, G.C. Murphy's Gibson; SOS; F&C Dollar Store.
Chain Drug Stores (CZ): Super-D, K &B Drugs.
Chain Food Stores: Winn-Dixie; Piggly-Wiggly; Sunflower 4, Kroger, Warehouse Food Center.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 7,500, sworn May 28, 1980.
Local Contact for Advertising and Merchandising Data: Kenneth Cothern, Adv. Mgr., LEADER.
National Representatives: Midsouth Mississippi Dailies.

CLARKSDALE, MISS.

1—LOCATION: Coahoma County, E&P Map B-2, County Seat. 75 mi. from Memphis, 154 mi. from Jackson, 9 mi. from Mississippi River. On U.S. Hwys. 49, 61; State 1, 6.

2—TRANSPORTATION: Railroads: Illinois Central.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound, Helena, Delta.

3—POPULATION:
Corp. City 70 Cen. 21,673; Loc. Est. 20,730
City Zone ABC: (70) 21,673; (80) 19,600
RTZ-ABC: (70) 59,450, (80) 51,200
County 70 Cen. 40,447; Loc. Est. 36,477
City & RTZ-ABC: (70) 81,123; (80) 70,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,559; Loc. Est. 7,134
County 70 Cen. 11,185; Loc. Est. 11,573
City Zone ABC: (70) 6,559; (80) 6,800
RTZ-ABC: (70) 15,349, (80) 15,100
City & RTZ-ABC: (70) 21,908; (80) 21,900

5—BANKS: Commercial 3, Dep. $422,976,000

6—PASSENGER AUTOS: County 18,844

7—ELECTRIC METERS:
Residence, City 6,233, Co. 3,300

8—GAS METERS: Residence 7,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Metal & Metal Prod. 567 ($140), Food & Fiber 596 ($112); Textiles 100 ($94); Rubber Prod. 230 ($215); Chemical Prod. 380 ($166), Furn. Lumber Bldg. 298 ($120); Paper & Printing 100 ($160).
Principal Pay Days—Thu., Fri.

10-CLIMATE: Ave. Temp., 63 degrees, Av. Annual Rainfall, 49 inches.

11—TAP WATER: Artesian, very soft.

12—RETAILING: Principal Shopping Centers: 3 blocks on Delta Ave., 4 on Yazoo Ave., 5 on Issaquena Ave., 5 on Second St., 5 on Third St., 7 on Fourth St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
DeSoto	1/2	Pride Market
Westgate	2	Food Giant
Clarksdale	3	Krogers
Plaza	1/2	Safeway
Anderson	2	Big K

Neighborhood Shopping Centers: 1 block on Anderson Blvd. (Village), 6 on State St. (Crossroads); Delta Sunflower Sq; 2 blocks on Sunflower, Delta, Third, First. 18 downtown Specialty Shops.
Principal Shopping Days: Tues., Thu., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears, lan's, Powers; Willie's, Landry's.
Variety Stores: Woolworth; Morgan & Lindsey, Sterling.
Discount Stores: Gibson's, Big K; Magic Mart; Fred's Dollar; Tru Value.
Chain Drug Stores (CZ): Williams Rexall; Henderson Rexall; Medi Save; Westgate; Economy Drugs.
Chain Food Supermarkets: Kroger 2, Safeway, Liberty Cash; Piggly Wiggly; Food Giant; Sunflower Pride; Westgate, Junior Food Mart 3.
Other Chain Stores: Goodyear; Western Auto 2; White's. Otasco; Firestone, Goodrich, Weller (Jewelry); Orman's (Jewelry); Style Shoppe, D&N Auto Parts; Ozburn-Abston (auto Supp.); Int. Harvester Farm Equip.; Ford Farm Store.

14—NEWSPAPERS: PRESS REGISTER (e-Mon. to Fri.) 7,317; (weekend) 7,391; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joseph F. Ellis. Pub., PRESS REGISTER.
National Representatives: Mid-South Mississippi Dailies.

CLEVELAND, MISS.

1—LOCATION: Bolivar County, E&P Map B-2, County Seat. Agricultural and Manufacturing area; Delta State University; 35 mi. NE of Greenville; On State Hwy. 8; U.S. 61.

2—TRANSPORTATION: Railroads: Illinois Central Gulf.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 13,327, Loc. Est. 14,645
County 70 Cen. 49,409; Loc. Est. 45,484
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,574; Loc. Est. 4,588
County 70 Cen. 12,708, Loc. Est. 13,630

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. Local	4	$107,816,000
Sav. & Loan Assn., Local		$14,659,000

6—PASSENGER AUTOS: City Est. 18,887

7—ELECTRIC METERS: Residence 4,885

8—GAS METERS: Residence 4,489

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners—I.V. Solution Mfg. Plant 1,000; Auto Trim 500; Rice Mill 144; Tile 95; Dairy 43.

10-CLIMATE: Min. & Max. Temp.—Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80. First killing frost, Oct. 30. Last killing frost, Mar. 25.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Downtown, 5 blks on Sharpe Ave., Shopping Centers (3 stores); Western Plaza (9 stores); Cleveland Shopping City (7 stores); Eastgate (6 stores).

13—RETAIL OUTLETS: Discount Stores: West/Gibson, Magic Mart, Fred's Dollar Store.; K-Mart.
Chain Food: Kroger, Sunflower, Liberty, Jitney-Jangle.
Other Chain Stores: Goodyear; Firestone, Otasco; P.N. Hirsch; Anthony's; White's Auto, Western Auto.

14—NEWSPAPERS: BOLIVAR COMMERCIAL (e-Mon. to Fri.) 6,004; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Norman C. Van Liew, Pub., Gen. Mgr., BOLIVAR-COMMERCIAL.
NaTional Representatives: Mid-South Mississippi Dailies.

COLUMBUS, MISS.

1—LOCATION: Lowndes County, E&P Map C-3. NE Mississippi. 165 mi. from Memphis, Tenn., 125 mi. W of Birmingham, Ala.

2—TRANSPORTATION: Railroads: Southern, Frisco; C&G; and Ill. Central Gulf.
Motor Freight Carriers: 10.
Intercity Bus Lines: Continental Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 31,000; Loc. Est. 33,000
County 70 Cen. 54,400; Loc. Est. 61,600

4—HOUSEHOLDS:
City 70 Cen. 7,734; Loc. Est. 9,752
County 70 Cen. 14,084; Loc. Est. 19,070

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	3	$232,339,895
Commercial Banks	4	$270,949,090

6—PASSENGER AUTOS: County Est. 34,732

7—ELECTRIC METERS: Residence 19,934

8—GAS METERS: Residence 6,946

9— PRINCIPAL INDUSTRIES (CZ): Chemical, Lumber; Garment; Rubber; Marble & Metal, Vinyl Wall Covering; Electric Motors; Plastics; Wood Products; Bathroom seats.

10-CLIMATE: First killing frost, Nov. 2. Last killing frost, Mar. 25.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 13 blocks on Main and Markets Sts.; Mid-City Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Gateway	18	Woolco, A&P, Winn-Dixie
Fairlane	-	Fairlane - Freds
Leigh Mall	44	Sears, Winn-Dixie, J.C. Penney, K-Mart
Northgate Plaza		Shoe City, Show-Off, Album All
Eastgate Village		Sunflower, Harco
Mid City	9	Kroger

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Egger's; J.C. Penney; Shainberg's, Woolco, Ruth's; Sears.
Discount Stores (CZ): Gibson's; Fred's; Kent's; Scottie; K-Mart.
Variety Stores: McLellan, TG&Y; Sterling.
Chain Drug Stores (CZ): Alford Walgreen's 2; William's Rexall 2; Reece's Rexall, SuperRx, Gibson's Phcy.; Harco.
Chain Food Supermarkets: Sunflower 2; Winn-Dixie 2; Big 3; Mr Quik 8; A&P 1; Kroger, Shirley's Minit Mart 2.
Other Chain Stores: Butler's (shoes); Ford Shoes, Radio Shack; Endicott-Johnson Shoes; Sherwin- Williams; Goodrich; Three Sisters; OK Rubber; Dnefus (Jewelry); Goodyear, Otasco; Busch's Jewelry.

14—NEWSPAPERS: COMMERCIAL DISPATCH (e-Mon. to Fri.) 13,563; (S) 14,453; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: R.H. Sawyer. Adv. Dir., COMMERCIAL DISPATCH.
National Representatives: Mid-South Mississippi Dailies.

CORINTH, MISS.

1—LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from Tenn. State Line; 30 mi. from Alabama State Line. On State Hwys. 2, 45 and 72.

2—TRANSPORTATION: Railroads: Southern; Illinois Central Gulf, Corinth-Counce.
Motor Freight Carriers: 10.

3—POPULATION:
Corp. City 70 Cen. 11,581; Loc. Est. 11,116
Prim. Mkt. Area ABC: (70) 37,119; (80) 41,500
County 70 Cen. 27,179; Loc. Est. 36,197
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,580, Loc. Est. 4,519
County 70 Cen. 8,801, Loc. Est. 13,520
Prim. Mkt. Area ABC: (70) 11,969; (80) 15,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$115,000,000
Sav. & Loan Assn.	4	$31,000,000

6—PASSENGER AUTOS: County, Est. 22,138

7—ELECTRIC METERS: County, Res. 13,843

8—GAS METERS: Residence 4,123

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 2,184 ($130); Mach. Shop 300 ($160); Brick & Tile 60 ($125); Cotton Seed 120 ($140); Wood Prods. 604 ($140); Electronics 1,500 ($160); Plastics 450 ($150); Steel 325 ($150); Printing 1,550 ($160).
Principal Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 55-88; Summer 76-95, Fall 58-90, Winter 34-53. First killing frost, Nov. [illegible] Last killing frost, Mar. 1.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Area: 32 blocks on 18 Sts., 3 shopping Ctrs.
Principal Shopping Days: Tues., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Shainberghs; Belk-Hudson, Kents; Mitchell's; J.C. Penney; Reid's; Fred's; Big K; Wal-Mart.
Discount Stores (CZ): Gibson's; Magic Mart.
Variety Stores: Big K.
Chain Drug Stores in C.Z.: Rexall-Walgreen; Super D.
Chain Food Supermarkets: M&H 4; Piggly Wiggly 2; Kwik-Pik, Big Star; Gardner's 2; Sunflower.
Other Chain Stores: Firestone; Western Auto 2; Goodyear; Conley's; Otasco.

14—NEWSPAPERS: CORINTHIAN (e-Mon. to Fri.) 7,532; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Greene, Pub. CORINTHIAN.
National Representatives: Mid-South Mississippi Dailies.

GREENVILLE, MISS.

1—LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. south of Memphis; 8 mi. west of Arkansas; 40 mi. northwest of Louisiana, on State Hwy. 1.

2—TRANSPORTATION: Railroads: Illinois Central; Columbus & Greenville (freight only).
Motor Freight Carriers: 9.
Airlines: Southern, Republic, Air Illinois.

3—POPULATION:
Corp. City 70 Cen. 39,648; Loc. Est. 44,380
County 70 Cen. 70,581; Loc. Est. 71,869

4—HOUSEHOLDS:
City 70 Cen. 11,442, Loc. Est. 14,662
County 70 Cen. 19,432; Loc. Est. 22,790

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$196,000,000
Sav. & Loan Assn.	2	$99,400,000

6—PASSENGER AUTOS: Co. Est. 39,618

7—ELECTRIC METERS: Residence 12,837

8—GAS METERS: Residence 15,550

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Textiles 1,200; Lumber & Wood Prod. 1,065; Paper & Prod. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prod. 450; Chem. & Allied Prod. 255; Automobile Parts 390; Grain Processing & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312, Pacific IWT—Rice Mills 209; Uncle Ben's Foods 225.
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 21-92; Summer 57-97; Fall 42-95; Winter 18-87. First killing frost, Oct. 30. Last killing frost, Mar. 23.

11—TAP WATER: Alkaline, very soft; not flouridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Washington.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Goyer	4	Sunflower, Sterling
Greenville Mall	28	J.C. Penney, Sears, McRae's
K-Mart	2	K-Mart, Jitney Jungle
Mainstream Mall	33	A&P, TG&Y, Otasco, Eckerd, Wal—Mart
Village	13	Sunflower Mkt., Otasco, Morgan & Lindsey

Principal Shopping Days: Mon., Wed., Thu., Fri.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores (CZ): Wicke's, Stein Mart, Fred's Dollar Store; K-Mart, Kent's, TG&Y; Lowe's, Wal-Mart; Magic Mart.
Variety Stores: Sterling; TG&Y; Morgan & Lindsey.
Chain Drug Stores (CZ): Super D Drugs, Eckerd.
Chain Food Supermarkets: Kroger; Jitney-Jungle, Sunflower, A&P.
Other Chain Stores: Butler's. Mangels, Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco, Pay-Less.

14—NEWSPAPERS: DELTA DEMOCRAT-TIMES (e Mon. to Fri.) 17,905; (S) 17,824; sworn Sept. 30, 1979 (lalest statement available).
Local Contact for Advertising and Merchandising Data: Bill Williams, Bus. Mgr., DELTA DEMOCRAT-TIMES.
National Representatives: Mid-South Mississippi Dailies.

GREENWOOD, MISS.

1—LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis; 50 mi. E of Greenville.

2—TRANSPORTATION: Railroads: Illinois Central; Columbus & Greenville.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 22,400; Loc. Est. 24,400
City Zone ABC: (70) 27,651; (80) 26,000
RTZ-ABC: (70) 55,192; (80) 53,300
County 70 Cen. 42,111; Loc. Est. 40,714
City & RTZ-ABC: (70) 82,843, (80) 79,300

4—HOUSEHOLDS:
City 70 Cen. 7,077; Loc. Est. 7,868
County 70 Cen. 11,859; Loc. Est. 12,900
City Zone ABC: (70) 8,416; (80) 9,100
RTZ-ABC: (70) 15,180; (80) 16,600
City & RTZ-ABC: (70) 23,596, (80) 25,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$2,414,558,818
Sav. & Loan Assn.	2	$39,254,748

6—PASSENGER AUTOS: County 27,000

7—ELECTRIC METERS: Residence 13,509

8—GAS METERS: Residences 10,644

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Farm Equipment 300 ($126); Heavy Machinery 300 ($160); Mfg. Jeans 250 ($126); Bridge Matl. 80 ($126); Elec. & Electronic Eqpt. 300 ($126), Picture Frames 160 ($126); Metal Lockers 180 ($126); Cotton Seed Prod. 150 ($126); Piano 900 ($160); Sports Eqpt. 30 ($126); Seatbelts 300 ($126); Automotive Dist Ctr. 100 ($126); Heavy Machinery 60 ($160); Sprayer Mfg. 25 ($126); Carbide Saw Repair 30 ($175).

10-CLIMATE: Min. & Max. Temp.—Spring 54-80, Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, very soft; flouridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Howard Main and Carrollton Ave., Park Ave., Carrolton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Eastgate S/C	3	Big K, Big Star (Malone & Hyde) Groc.
Greenwood Mall	3	Eckerd, Jitney. Eastgate Pharmacy J.C. Penney Co.
Highland S.C.		Otasco, Gibson, Big Star, Abides, Phils Squire Shop, Hancok Fabric, Fisher Gifts, Radio Shack, Payless Shoes, Bowles Pharmacy. Main Dollar, Sherwin Williams, Sears.

Shopping Centers: The Village; Highland Park; Howard Bros. Center; Eastgate.

13—RETAIL OUTLETS: Department Stores: Antoon's; J.C. Penney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barn; DeLoach's.
Variety Stores: Sterling's 1.
Discount Stores (CZ): Gibson's, Big K; Howard Bros.

GREENWOOD—continued

Chain Food Supermarkets: Jitney Jungle; Liberty Cash, Piggly Wiggly 3, Sunflower; Curtis Star Mkt.; Jitney Jr. 7; Big Star (Malone & Hyde) Groc 2.
Other Chain Stores: Fred's Dollar Store; United Dollar Store, Firestone; Goodyear; Western Auto; Okalahoma Tire; Main Dollar Store; Chaney's Rexall Drugs (3) (local); Lowe's.

14—NEWSPAPERS: COMMONWEALTH (e-Mon. to Fri.) 8,612; (S) 8,771, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ray Durbin, Adv. Dir. COMMONWEALTH.
National Representatives: Mid-South Mississippi Dailies.

GRENADA, MISS.

1—LOCATION: Grenada County, E&P Map B-2, 35 mi. northeast of Greenwood. On U.S. Hwy 51, State Hwy. 8, Interstate 55.

2—TRANSPORTATION: Railroads: IC, Y&MV.
Intercity Bus Lines: Trailways.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 9,944; Loc. Est. 14,707
County 70 Cen. 19,854; Loc. Est. 19,928
City & Retail Trading Area, Local Est.

4—HOUSEHOLDS:
City 70 Cen. 3,164; Loc. Est. 5,280
County 70 Cen. 5,886; Loc. Est. 6,872

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$161,466,857
Sav. & Loan Assn.	2	$12,675,630

6—PASSENGER AUTOS: County 13,288

7—ELECTRIC METERS: Residence 7,180

8—GAS METERS: Residence 6,100

9— PRINCIPAL INDUSTRIES (CZ): Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equipment; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Grady Green	9	TG&Y, Shainberg's, Sears, Okla. Tire, Liberty Mkt.
Whitaker	7	Sunflower Foods
Whitehaven	6	Sherwin Williams
Grenada Plaza	10	Magic Mart, Big Star

Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Dattel's; Graber's; Shainberg's; Perel & Lowenstein; Cato Stores.

Variety Stores: Morgan & Lindsey, TG&Y.
Discount Stores: Gibson's; Magic Mart.

Chain Drug Stores (CZ): Walgreen, Rexall 5; Gibson's Pharmacy; Chaney.

Chain Food Supermarkets: Liberty; Piggly Wiggly; Spain's Big Star; Pic Pac; Sunflower.
Other Chain Stores: Okla. Tire; Firestone.

14—NEWSPAPERS: SENTINEL-STAR (e-Mon. to Fri.) 4,897; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee III, Pub., SENTINEL-STAR.
National Representatives: Mid-South Mississippi Dailies.

GULFPORT, MISS.

See BILOXI, MISS.

HATTIESBURG, MISS.

1—LOCATION: Forrest County, E&P Map C-5, County Seat. Meridian 85 mi. NE, New Orleans 122 mi. SW, Jackson 90 mi. NW, Natchez 144 mi. W, Mobile 96 mi. SE.

2—TRANSPORTATION: Railroads: Ill. Central; Southern; Bonhomie & Hattiesburg Southern.
Intercity Bus Lines: Greyhound; Continental; Trailways, Gulf Transport, Dixie Coaches.
Motor Freight Carriers: 10.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 38,277; Loc. Est. 41,991
CZ ABC: (70) 51,398; (80) 58,000
RTZ-ABC: (70) 72,490; (80) 82,300
County 70 Cen. 57,849; Loc. Est. 63,296
City & RTZ-ABC: (70) 123,888; (80) 140,300

4—HOUSEHOLDS:
City 70 Cen. 11,703; Loc. Est. 15,066
County 70 Cen. 17,546; Loc. Est. 22,409
CZ ABC: (70) 15,610; (80) 20,200
RTZ-ABC: (70) 21,256; (80) 27,500
City & RTZ-ABC: (70) 36,866; (80) 47,700

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	4	$200,000,000
Sav. & Loan Assns.	5	$300,000,000

6—PASSENGER AUTOS: Co. Est. 41,170

7—ELECTRIC METERS: Res./Est. 13,800

8—GAS METERS: Res./Est. 12,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mining 285 ($154); Construction 1,394 ($144); Food Processing 815 ($99); Lumber & Wood Pdts. 274 ($110); Printing & Publishing 126 ($109); Stone & Clay Pdts. 368 ($117); Fabricated Metals 207 ($110); Manufacturing 2,444 ($121); Transp. Utilities 1,196 ($136); Whol. & Retail Trade 4,205 ($92); Finance, Insurance & Real Estate 701 ($138).

10-CLIMATE: Min. & Max. Temp.—Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Shopping Centers: Broadway Mart on Broadway Dr. & Adeline St.; McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave. University Mall—Hardy St.; Broadacres—Hwy. 49 & 98; Cloverleaf—Hyw. 49 & 11; K-Mart-U.S. Hwy. 49 & 11.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mall-Mon. to Fri.

13—RETAIL OUTLETS: Department Stores: Sears; Fine Bros.-Matison; J. C. Penney; McRaes; Shainberg's; Waldoff's on Pine; Rose's; K-Mart.

Variety Stores: Woolworth; Murphys; Ben Franklin; Fred's; Dollar General.
Discount Stores (CZ): Gibson's; McCrory's; Value Mart; Dollar General; White's Auto; Howard's; Sackler Furn.; Woolco.

Chain Food Supermarkets: Winn-Dixie; Red and White 4; A&P; Sunflower 2; Delchamps 2; Jitney Jungle 2; McCaffrey's; Midget Marts 2; Mr. Quik 9; Minit Mart 5; Jitney Jr. 3.

Chain Drug Stores: Owl Rexall; Standard Walgreen; Southwest; Eckerd; K&B.

Other Chain Stores: Firestone; Goodrich; Western Auto; Pay Less; Smart & Thrifty; Thom McAn; Butler Shoes; Singer Co.; Wilkinson's 555; Wilson's; Hallmark Cards; Morrisons; Radio Shack; Candle Cabin; Gordon's.

14—NEWSPAPERS: AMERICAN (e-Mon. to Fri.) 24,691; (S) 25,792, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Duane K. McCallister, Gen. Mgr., AMERICAN.

National Representatives: Landon Associates, Inc.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	6,184,395	7,811,104	8,285,159	953	467,037	930	1,007,291	4,660	2,137,135	2,049	1,688,034	1,962	798,113	1,640	441,804	1,491	328,012	2,8[illegible]9	488,782	702	259,987
STANDARD METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Miss.	515,969	662,574	702,014	94	38,984	46	110,202	249	164,753	148	126,823	109	63,610	103	37,467	108	29,833	312	6[illegible],561	41	21,822
Jackson, Miss.	1,058,476	1,346,282	1,423,826	101	58,195	71	229,004	386	302,120	189	289,275	225	128,178	202	74,692	205	66,067	363	121,059	84	36,662
Memphis, Tenn.-Ark.-Miss.	2,949,115	3,920,474	4,217,767	243	164,079	193	624,808	1,062	939,495	506	810,069	639	468,204	519	226,665	491	193,491	1,119	302,390	167	127,205
Pascagoula-Moss Point, Miss.	278,018	274,731	276,173	40	20,385	26	38,399	121	85,672	76	39,244	64	25,693	55	10,262	58	9,804	144	19,291	20	10,077
COUNTIES, Cities																					
ADAMS	142,433	172,936	181,056	14	9,683	17	26,469	68	45,525	29	43,021	29	9,077	31	11,683	42	7,496	57	9,490	11	1,132
Natchez	137,042	166,369	174,175	13	8,951	16	24,788	60	42,797	26	42,720	24	8,635	31	11,683	41	7,266	54	9,412	10	3,743
ALCORN	94,025	130,499	140,421	13	11,230	9	14,432	47	25,600	67	27,690	36	17,488	32	9,956	31	6,200	54	8,188	12	3,449
Corinth	90,018	126,801	136,748	13	11,230	8	14,178	36	24,601	64	27,525	28	15,514	32	9,956	29	6,138	50	8,092	11	3,[illegible]
AMITE	14,803	17,980	18,831	3	319	6	1,186	20	6,083	7	4,083	12	2,598	6	960	6	523	14	629	5	730
ATTALA	43,250	42,542	42,719	10	3,031	8	4,013	70	11,938	17	7,569	18	3,375	13	3,475	15	2,083	16	1,084	6	1,293
BENTON	6,372	7,696	8,055	1	786	4	260	17	[illegible]	8	831	8	1,575			3	109	6	323	1	92
BOLIVAR	88,652	105,934	110,576	11	3,958	16	8,442	96	33,434	27	21,400	36	8,582	33	5,712	27	4,426	52	6,287	13	4,162
Cleveland	65,242	78,532	82,082	6	2,948	10	7,549	25	20,034	18	18,898	14	5,198	18	4,864	21	3,885	26	5,567	9	3,679
CALHOUN	30,151	35,594	37,059	9	4,223	10	2,707	26	10,252	19	8,836	19	3,993	19	2,002	5	904	10	719	9	1,424
CARROLL	8,614	10,117	10,537	2	218	2	152	21	2,089	1	262	13	6,429	1		2	78	8	193	2	139
CHICKASAW	41,407	55,875	59,753	4	2,247	18	3,766	42	17,870	16	14,605	15	7,513	20	2,831	17	4,057	14	1,381	5	1,580
CHOCTAW	10,817	15,064	16,217	3	453	4	911	15	6,782	6	1,514	6	3,079	4	405	4	740	7	328	3	771
CLAIBORNE	18,169	26,594	28,906	5	1,989	3	846	28	10,367	7	5,383	7	3,532	6	984	3	61	9	2,319	2	757
CLARKE	24,082	30,504	32,216	3	1,486	9	1,993	38	11,396	17	5,903	14	3,833	8	1,566	5	865	7	1,266	3	921
CLAY	40,998	48,242	50,192	6	457	7	4,458	37	14,412	14	9,866	16	5,600	15	2,623	13	2,670	28	2,830	6	1,745
West Point	39,819	46,490	48,713	5	424	7	4,458	29	13,342	14	9,866	15	5,450	15	2,623	13	2,670	26	2,744	6	1,745
COAHOMA	86,500	110,985	117,483	9	5,189	12	7,239	93	36,165	29	22,560	30	10,887	32	10,502	24	4,685	43	5,145	11	2,962
Clarksdale	80,753	103,683	109,763	8	5,025	9	7,070	55	31,851	27	22,113	23	9,942	28	10,409	22	4,573	38	4,973	9	2,807
COPIAH	54,916	76,598	82,456	8	2,491	15	4,801	56	22,808	26	19,323	21	11,580	19	2,977	18	3,409	21	2,860	9	3,181
COVINGTON	28,703	37,617	39,993	5	712	12	4,146	30	12,274	12	12,150	15	5,551	6	509	6	754	10	1,083	6	1,627
DE SOTO	86,412	113,373	120,552	17	4,732	10	12,482	69	45,589	35	22,689	26	12,564	12	1,538	22	3,191	39	5,643	8	3,225
FORREST	235,997	335,549	396,423	33	35,783	22	64,348	88	50,506	76	99,888	45	31,467	55	24,986	57	19,892	111	30,244	22	17,086
Hattiesburg	237,237	289,651	303,489	29	25,776	18	53,084	66	48,163	62	65,569	36	17,347	52	22,011	49	17,925	103	25,439	19	10,317
FRANKLIN	12,260	17,541	18,977	3	806	2	365	17	2,654	9	4,690	9	1,803	2	152	3	161	6	228	4	3,777
GEORGE	26,805	33,372	35,124	5	1,081	8	3,099	27	12,436	16	6,963	11	4,176	7	984	12	1,048	13	1,092	5	1,539
GREENE	9,218	12,662	13,590	4	792	5	1,041	19	4,946	6	2,035	11	2,390	4	120	1	541	6	267	3	577
GRENADA	75,760	92,904	97,454	8	2,385	10	7,092	58	21,957	20	34,248	21	10,244	30	4,490	13	3,382	25	2,822	12	2,873
Grenada	73,566	89,312	94,560	8	2,385	9	6,992	42	19,725	19	34,004	18	10,036	30	4,490	13	3,382	25	2,822	12	2,873
HANCOCK	44,775	63,963	69,189	14	4,471	6	4,987	30	24,976	14	13,624	12	6,673	10	1,295	6	738	34	4,220	6	2,242
HARRISON	449,693	568,986	601,007	73	33,276	36	103,348	197	131,436	123	106,351	86	51,486	90	34,936	97	28,632	268	56,896	32	18,455
Biloxi	173,733	230,635	245,761	27	9,671	14	62,174	65	46,006	42	30,711	25	15,924	48	17,664	38	12,621	105	27,984	15	7,249
Gulfport	224,284	285,921	102,278	35	19,255	17	35,377	88	68,194	67	64,967	46	30,890	32	15,413	51	15,205	130	26,009	15	8,879
HINDS	935,243	1,155,981	1,214,748	78	49,182	54	210,681	321	249,965	148	263,273	183	99,786	184	68,718	173	53,823	322	88,875	72	31,218
Jackson	853,801	1,069,726	1,126,854	60	39,442	45	206,186	240	221,111	113	252,325	148	88,681	174	67,129	152	53,013	281	84,528	52	24,121
HOLMES	36,073	48,481	51,819	11	2,951	14	3,094	62	17,748	15	8,694	15	8,593	11	1,721	9	663	26	1,364	7	2,201
HUMPHREYS	21,170	27,062	28,629	7	1,776	10	1,990	26	5,710	14	5,930	16	5,493	10	2,162	9	682	14	782	6	1,307
ISSAQUENA	679	572	557					5	539									2	18		
ITAWAMBA	29,949	38,338	40,571	5	1,578	5	1,249	41	12,814	17	11,862	10	4,528	8	1,030	9	1,451	18	1,231	4	1,302
JACKSON	278,018	274,731	276,173	40	20,385	26	38,399	121	85,672	76	39,244	84	25,693	55	10,262	58	9,804	144	19,291	20	10,077
Moss Point	22,960	22,785	22,922	7	1,617	4	611	23	8,855	8	2,659	12	2,233	6	1,094	7	1,149	14	1,029	3	1,108
Pascagoula	175,123	170,005	170,267	19	10,517	15	28,577	47	44,904	40	32,037	29	11,395	31	7,205	36	7,565	72	11,388	8	6,199
JASPER	25,146	28,564	29,511	1	3,059	9	2,041	26	6,866	12	7,511	16	3,743	5	880	4	228	8	591	6	1,930
JEFFERSON	9,869	11,159	11,522	3	265	2	139	28	6,466	7	2,257	3	727	2	287	1		11	414	2	771
JEFFERSON DAVIS	19,703	25,988	27,668	6	2,709	8	1,313	30	10,568	11	5,790	9	2,803	9	956	5	245	4	292	4	701
JONES	166,210	213,504	226,222	22	10,173	6	30,492	102	58,899	42	37,842	60	20,611	39	12,816	35	11,637	75	12,496	20	7,210
Laurel	148,943	196,021	208,560	11	7,136	13	29,745	74	53,466	34	35,894	45	17,665	36	12,762	32	11,465	64	11,772	15	6,262

JACKSON, MISS.

1—LOCATION: Hinds County, E&P Map B-4, State Capital. In geographic center of State, Governmental retail, wholesale, distribution, manufacturing and medical center.

2—TRANSPORTATION: Railroads: Illinois Central Gulf.
Motor Freight Carriers: 25.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Delta; Republic; Frontier; Royale.

3—POPULATION:
Corp. City 70 Cen. 153,968; Loc. Est. 210,000
CZ ABC: (70) 206,916; (80) 248,800
RTZ-ABC: (70) 327,306; (80) 342,000
County 70 Cen. 214,973; Loc. Est. 236,300
SMSA 70 Cen. 258,906; Loc. Est. 298,700
City & RTZ-ABC: (70) 534,222; (80) 590,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 47,562; Loc. Est. 68,000
County 70 Cen. 63,266; Loc. Est. 76,225
SMSA 70 Cen. 74,432; Loc. Est. 96,354
CZ ABC: (70) 61,733; (80) 84,800
RTZ-ABC: (70) 91,388; (80) 108,500
City & RTZ-ABC: (70) 153,121; (80) 193,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$3,040,460,000
Sav. & Loan Assn.	6	$894,587,982

6—PASSENGER AUTOS: County 168,090

7—ELECTRIC METERS: Residence 96,423

8—GAS METERS: Residence 67,838

9— PRINCIPAL INDUSTRIES (CZ): Furniture & Wood Products; Block & Tile; Feeds; Machinery; Cotton Oil & Pdts.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Pdts.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Amphibious Vehicles; Poultry & Egg Processing; Auto Batteries; Electrical Transformers & Switch Gears; Automotive Electrical Harnesses; Food Products, etc. Total: 340 Plants; 19,100 Employees; $244,268,145 Payroll.

10-CLIMATE: Min. & Max. Temp.—Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Districts: 19 blocks on 4 streets.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Delta Mart	12	Southwest Drug, Jitney Jungle
Metrocenter	125	Sears, McRae's, Gayfers, D.H. Holmes
Northwood	18	Broadmoor Drug
Meadowb'k Mart	13	McRae's, Super D. Drug, Food Center
Woodlands Hills	14	Jitney Jungle
Colonial Mart	14	Sunflower Food, Rexall
Jackson Mall	70	J.C. Penney, Woolco, Gayfers, Sunflower Foods,
Jackson Square	24	Zayre's, Shainbergs, Eckerd
Maywood	27	Sunflower Food, Casual Corner, Beemon Drugs
Mid City	7	Jitney Jungle
Mart 51	21	Red & White Supermarket, Murphy's
Battlefield Ctr	5	White Swan Cleaners
Cook's Center	14	Super D Drugs,
Ellis Ave. Plaza	18	Radio Shack
Westland Plaza	36	Kroger, McRae's, Woolworth, Shainberg's, Jitney Jungle
Highland Village	66	Super D Drugs
Apple Ridge	15	Liberty Mkt.
Candlestick Park	12	Liberty Super Market
Greenbriar	8	Southwest Drug
Triangle Mart	6	Nolan Drugs, Glidden Paint
Southport Mall	15	Sunflower Fd.
Bel Air	12	Radio Shack
Brights Ctr.	24	Star Mkt., United Dollar
Clinton Plaza	11	Jitney Jungle, TG&Y
English Village	7	Parkins Pharmacy; Jitney Jungle
McLaurin Mart	21	Sunflower, Sherwin-Williams, Jitney Jungle
Miller's Mart	-	Star Mkt. United Dollar
Plain Mart	9	Star Mkt., United Dollar
Poindexter Plaza	6	Jitney Jungle
The Quarter	13	Bernards
Spec.		Country Squire
Whitefield Mall	9	House Beautiful Interiors
Ellis Isle	15	Woolco, Food Center
DeVille Plaza	14	Wilson's Distributors, Eckerd Drug
McDowell Sq.	13	Winn-Dixie, TG&Y, Eckerd
Jacksonian Plaza	7	Howard Bros., Kroger's
Rankin Square	10	Winn-Dixie, TG&Y, Eckerd
Canton Mart	15	Briarwood Yard & Garden
Hico Sq.	7	Eckerd, Winn-Dixie
Southgate	3	Kroger, Roses Dept., Treasury Drugs
Queens Mall West	2	Roses, Sunflower
Northside Square	6	Winn-Dixie, Treasury Drugs

Principal Shopping Days: Department Stores Fri., Sat. & Mon. Food—Mon. & Thurs.
Stores Open Evenings: Numerous Dept. Stores.

13—RETAIL OUTLETS: Department Stores: Woolco 2; Sears; Montgomery Ward (Catalog); J. C. Penney 1; McRae's 5; Shainberg 2; Zayres; Gayfers 2; Lerners 3; Raymond-McClinton; K-Mart 2; White Stores 2; Howards 3.
Variety Stores: McCrory's; Ben Franklin 1; TG&Y 6
Chain Food Supermarkets: Jitney Jungle 10; Liberty 3; New Deal 2; Star Super 4; A&P 4; Kroger 5; Sunflower 8; Red & White 2; Piggly Wiggly; Winn-Dixie 6; Food Center 3.
Chain Drug Stores (CZ): Southwest 5; Parkin's 2; Super "D" 11; Eckerd 6; Howard Bros. 4; Treasury Drug 4; K&B Drug 3; Revco; Mr Discount Drug 3.
Other Chain Stores: Western Auto; National Shirt; Thom McAn; Busch Jewelry; Mangel's; Singer Co.; Goodyear; Goodrich; Zale's 3; Jewelers; Baker Shoes 2; Firestone; S&H Green Stamps; World Bazaar; Radio Shack 10; Casual Corner 2; Stevens 3; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 4; Hardy Shoe Store 2; The Limited 2; Lewis Wilsons 2; Bruneau's 2; World Bazaar 2; Butler Shoes 2; Hanover Shoes.

14—NEWSPAPERS: CLARION LEDGER (m) 66,514; NEWS (e) 41,011; comb. (m&e) 107,525; CLARION LEDGER-NEWS (S) 119,503; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mack Smythe, Adv. Dir., CLARION LEDGER-NEWS.
National Representatives: Landon Associates

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KEMPER	9,405	12,656	13,528	1	604	8	1,594	29	5,995	3	1,920	7	1,892					4	228		
LAFAYETTE	60,114	75,723	79,869	13	3,358	6	7,357	45	20,898	14	11,023	21	9,116	23	6,088	18	2,299	33	5,856	9	2,997
Oxford	59,263	74,824	78,952	12	3,273	5	6,960	38	20,525	14	11,023	21	9,116	23	6,088	18	2,299	33	5,856	9	2,997
LAMAR	43,438	53,845	56,627	8	3,926	12	2,075	47	22,405	18	12,996	24	8,641	6	591	9	183	19	2,082	7	1,963
LAUDERDALE	281,085	355,489	375,220	27	24,399	30	66,855	156	80,798	63	71,794	67	35,387	57	16,661	49	14,563	108	24,356	14	10,531
Meridian	265,981	339,314	358,682	26	24,192	25	66,108	136	77,792	59	71,612	59	25,224	56	16,535	45	14,433	96	22,682	14	10,531
LAWRENCE	21,047	24,104	24,950	6	2,513	8	1,095	35	3,993	10	6,769	13	2,261	7	369	9	1,169	10	380	2	436
LEAKE	31,807	42,024	44,749	10	3,038	16	5,722	47	14,585	16	8,561	12	3,390	13	2,245	10	1,754	20	1,754	5	1,653
LEE	234,110	285,356	299,011	24	19,173	24	46,589	109	59,062	75	67,114	54	25,165	54	17,301	47	11,969	80	20,886	18	7,345
Tupelo	201,904	249,027	261,515	20	16,805	20	46,165	59	43,603	49	60,555	36	20,038	46	16,584	36	10,756	63	19,689	13	6,554
LEFLORE	109,566	142,208	150,885	19	8,296	16	14,373	93	38,225	31	27,966	40	16,684	36	9,389	31	7,271	56	8,234	10	4,963
Greenwood	102,801	133,091	141,135	18	8,170	10	13,573	67	32,151	28	27,199	38	16,450	33	9,169	28	7,076	50	8,107	8	4,811
LINCOLN	70,970	108,737	119,254	14	9,244	11	7,986	57	33,920	22	24,027	19	7,477	32	11,756	21	5,132	31	5,208	9	5,094
Brookhaven	70,054	107,793	118,298	14	9,244	9	7,623	49	33,469	22	24,027	19	7,477	32	11,756	20	5,073	30	5,169	9	5,094
LOWNDES	163,158	192,749	200,699	26	12,551	17	24,850	116	42,837	61	35,795	39	13,944	50	23,104	42	8,640	106	14,705	15	4,496
Columbus	158,716	187,695	195,472	23	12,451	14	24,685	95	40,345	60	35,745	37	13,860	50	23,104	39	8,251	98	13,645	15	4,496
MADISON	68,897	89,239	94,762	9	3,676	16	7,951	61	24,261	26	25,763	25	13,425	17	4,026	10	2,086	37	2,943	10	2,512
MARION	58,643	74,341	78,522	11	5,062	9	7,392	68	26,210	17	15,409	18	3,971	16	6,594	16	3,567	26	2,800	7	2,254
MARSHALL	39,140	52,613	56,242	13	3,170	6	1,195	74	22,206	13	8,670	26	9,420	12	1,864	11	941	24	2,885	5	1,611
MONROE	85,093	101,964	106,494	16	7,601	13	9,886	100	31,433	41	22,688	40	9,120	26	3,902	22	4,097	39	3,692	15	4,195
MONTGOMERY	28,708	30,228	30,767	8	1,241	9	1,948	28	8,296	11	6,562	18	4,589	12	1,526	10	1,597	13	1,243	5	1,251
NESHOBA	49,976	64,110	67,864	10	5,454	12	5,234	62	22,918	27	14,065	15	3,782	20	5,624	12	2,583	16	1,076	7	2,353
NEWTON	31,680	37,181	38,678	10	4,525	11	1,869	55	13,642	13	3,879	20	7,235	7	1,349	11	1,078	16	1,500	7	1,224
NOXUBEE	21,507	24,435	25,249	9	3,498	9	4,002	36	8,111	8	2,518	12	2,479	6	364	6	723	10	281	5	1,059
OKTIBBEHA	73,050	91,303	96,208	12	9,713	10	9,461	49	24,952	19	13,099	33	11,191	28	6,446	19	3,713	34	6,640	9	2,158
Starkville	67,497	85,871	90,758	10	9,239	9	9,184	35	22,701	15	12,830	27	10,888	27	6,380	18	3,671	28	6,295	7	2,021
PANOLA	58,975	75,400	79,772	11	2,751	9	3,813	54	27,795	20	17,306	27	11,419	15	3,016	9	1,464	32	2,484	12	2,566
PEARL RIVER	66,318	86,790	92,271	12	4,140	14	9,816	55	30,483	21	18,151	24	5,116	21	3,406	23	5,965	35	4,944	9	3,782
Picayune	34,410	47,800	51,393	8	2,945	5	3,360	21	12,769	8	13,633	8	1,752	14	2,655	18	5,020	14	2,426	6	2,742
PERRY	10,877	14,840	15,904			4	2,881	20	6,260	8	2,524	4	1,078	2	176	2	343	10	414	5	777
PIKE	113,501	148,739	158,178	20	11,218	17	12,119	57	37,258	41	40,721	27	11,270	36	11,407	30	5,266	52	9,048	12	6,712
McComb	92,471	124,725	133,344	12	7,771	11	11,226	31	28,258	31	36,156	17	9,940	31	10,353	24	4,130	33	7,879	9	5,540
PONTOTOC	32,338	42,984	45,826	13	4,771	8	5,600	46	11,781	19	10,793	15	3,975	7	1,880	11	1,107	13	1,043	6	1,718
PRENTISS	62,503	79,210	83,634	8	6,400	12	9,020	50	27,878	43	20,555	24	5,935	23	2,038	17	3,323	26	2,494	6	1,809
QUITMAN	18,609	19,443	19,762	7	1,068	8	1,324	41	7,611	9	2,153	8	1,944	9	1,165	10	862	20	520	4	1,064
RANKIN	123,233	190,301	209,078	23	9,013	17	18,323	65	52,155	41	26,002	42	28,392	18	5,974	32	12,244	41	32,184	12	5,444
SCOTT	56,673	72,931	77,232	9	3,700	14	7,672	55	25,286	30	19,183	13	5,085	10	2,746	25	3,893	20	1,783	9	2,228
SHARKEY	12,487	15,744	16,615	6	2,075	7	1,265	19	6,663	2	1,700	5	1,389	4	591	6	560	8	532	5	944
SIMPSON	48,234	61,119	64,533	9	2,258	12	5,209	61	17,392	13	16,429	21	7,417	11	5,802	11	1,673	15	1,891	7	2,406
SMITH	22,176	23,795	24,305	4	593	8	1,132	32	8,888	9	7,434	9	1,475	11	1,048	5	529	8	298	6	843
STONE	21,501	29,625	31,818	7	1,237	4	1,867	22	8,341	11	5,848	11	5,451	3	1,236	5	463	10	1,445	3	1,125
SUNFLOWER	62,393	83,041	88,567	10	1,704	10	4,078	78	38,951	24	14,370	36	9,078	29	4,658	24	2,458	23	1,754	11	3,144
TALLAHATCHIE	18,532	22,795	23,932	5	1,129	4	865	43	10,044	17	5,185	19	3,199	7	846	7	271	9	287	3	877
TATE	50,230	67,408	72,014	10	3,760	13	5,838	52	26,030	16	12,911	15	10,125	12	2,364	7	641	17	3,555	7	1,847
TIPPAH	39,866	54,622	58,586	13	7,900	7	4,464	49	15,654	30	11,811	25	8,651	13	1,412	17	2,174	17	1,329	5	1,858
TISHOMINGO	34,374	45,218	48,116	9	2,849	16	4,510	36	11,307	26	12,617	26	7,605	12	1,366	11	1,552	23	1,757	6	2,132
TUNICA	19,858	23,615	24,623	4	2,297	6	1,879	24	7,148	5	5,401	6	2,916	2	195	4	683	15	1,067	3	554
UNION	42,137	49,967	52,068	7	3,340	8	7,073	45	14,880	32	10,769	14	4,241	13	2,419	11	1,482	18	2,187	7	1,905
WALTHALL	25,687	29,974	31,133	5	2,048	5	1,351	26	8,375	14	10,722	10	3,134	9	1,096	5	601	10	948	4	931
WARREN	151,901	197,543	209,695	16	7,761	10	30,731	100	58,437	37	38,281	37	20,995	46	10,058	27	7,064	69	15,237	10	5,787
Vicksburg	149,890	195,215	207,278	16	7,761	10	30,731	97	56,997	37	38,281	36	20,528	45	9,877	27	7,064	68	15,053	10	5,787
WASHINGTON	217,509	276,145	291,988	16	6,219	28	48,025	153	75,809	54	62,264	51	20,462	56	21,423	52	13,509	96	14,192	19	7,461
Greenville	191,285	251,325	267,242	12	5,783	22	47,024	107	67,681	41	57,608	40	15,843	49	20,960	41	12,388	74	13,542	13	6,608
WAYNE	39,351	55,200	59,482	10	6,766	6	3,540	30	13,586	21	13,187	17	5,172	15	2,795	9	3,281	30	2,827	6	2,250
WEBSTER	22,853	29,967	31,863	9	3,852	9	1,277	26	8,504	19	7,841	17	4,592	4	303	6	796	18	1,341	2	177
WILKINSON	16,382	20,147	21,148	6	2,000	5	1,433	29	6,951	5	4,434	8	2,299	5	796	1	489	8	550	6	914
WINSTON	37,296	48,986	52,097	6	2,375	9	2,718	49	15,624	21	13,439	18	4,207	21	3,527	13	1,772	16	2,387	9	2,115
YALOBUSHA	21,681	32,741	35,819	6	4,471	8	2,634	43	8,809	11	3,415	16	8,925	6	1,106	9	1,237	8	888	5	913
YAZOO	58,654	67,002	69,316	10	4,424	14	7,419	62	19,788	19	13,083	22	5,925	20	4,238	14	3,767	28	1,756	7	2,153
Yazoo City	52,713	60,943	63,184	9	4,360	9	7,089	43	17,846	16	12,146	14	3,885	19	4,143	11	3,619	22	1,527	7	2,153

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,216,994	2,440,161	5,130,201	14,695,037	825,231	17,807	57,375	704,416	4,874,997
STANDARD METROPOLITAN STATISTICAL AREAS									
Biloxi-Gulfport, Miss.	160,070	176,450	491,730	1,076,565	61,767	17,429	758	2,374	3,890
Jackson, Miss.	258,906	304,749	726,147	2,848,164	102,556	27,772	2,174	14,563	47,129
Memphis, Tenn.-Ark.-Miss.	834,103	893,653	2,458,457	6,469,601	305,314	21,190	3,612	88,620	12,199
Pascagoula-Moss Point, Miss.	87,975	124,090	203,604	777,447	40,458	19,216	233	1,471	766
COUNTIES, Cities									
ADAMS	37,293	36,702	102,126	233,496	12,700	18,386	237	2,238	2,819
Natchez	19,704	24,279	54,753	158,609	8,906	17,809	*	*	*
ALCORN	27,179	37,137	65,926	230,399	14,052	16,396	857	4,223	1,786
Corinth	11,581	11,244	31,900	81,551	4,634	17,598	*	*	*
AMITE	13,763	12,832	28,273	57,166	4,177	13,686	890	1,497	6,228
ATTALA	19,570	18,749	43,085	94,357	6,639	14,213	948	4,077	2,664
BENTON	7,505	8,153	10,972	34,119	2,577	13,240	478	3,392	1,483
BOLIVAR	49,409	44,668	92,128	209,557	13,521	15,499	768	61,306	1,385
Cleveland	13,327	14,259	35,876	96,405	4,512	21,366	*	*	*
CALHOUN	14,623	15,661	26,143	80,008	5,692	14,056	821	9,736	2,161
CARROLL	9,397	8,865	14,508	36,379	2,856	12,738	669	5,773	2,875
CHICKASAW	16,805	17,917	34,520	100,844	6,185	16,305	763	5,608	4,303
CHOCTAW	8,440	9,294	12,867	43,415	3,311	13,112	509	1,055	1,613
CLAIBORNE	10,086	11,036	15,624	49,143	3,494	14,065	314	3,175	3,326
CLARKE	15,049	16,652	32,293	91,075	5,928	15,364	598	634	1,374
CLAY	18,840	21,243	42,922	121,187	7,045	17,202	663	3,092	4,358
West Point	8,714	8,233	20,391	48,240	3,047	15,832	*	*	*
COAHOMA	40,447	36,951	90,246	175,982	11,903	14,785	378	33,715	381
Clarksdale	21,673	19,918	57,950	117,283	6,999	16,757	*	*	*
COPIAH	24,764	27,044	57,927	131,987	9,025	14,625	884	1,988	7,182
COVINGTON	14,002	15,164	24,552	77,998	5,073	15,375	812	2,968	10,948
DE SOTO	35,885	56,247	56,916	379,429	17,001	22,318	849	12,251	4,661
FORREST	57,849	63,193	155,876	431,986	22,476	19,220	453	1,317	4,572
Hattiesburg	38,277	42,523	108,851	306,063	15,322	19,975	*	*	*
FRANKLIN	8,011	8,580	18,710	43,132	3,102	13,905	302	856	1,116
GEORGE	12,459	16,740	25,611	101,724	5,609	18,136	474	3,470	1,762
GREENE	8,545	9,625	14,529	43,406	3,217	13,493	437	909	3,927
GRENADA	19,854	20,894	45,124	109,827	7,236	15,178	395	4,377	2,887
Grenada	9,944	14,336	22,908	76,380	5,211	14,657	*	*	*
HANCOCK	17,387	21,960	32,365	116,679	7,639	15,274	205	701	965
HARRISON	134,582	145,775	443,713	915,894	51,222	17,881	278	747	1,180
Biloxi	48,486	42,118	146,048	237,586	13,757	17,270	*	*	*
Gulfport	40,791	46,225	147,885	326,750	17,573	18,594	*	*	*
HINDS	214,973	237,755	648,026	2,303,200	81,618	28,219	1,259	9,941	22,616
Jackson	153,968	206,189	481,388	2,018,777	72,339	27,907	*	*	*
HOLMES	23,120	21,815	41,293	71,503	7,040	10,157	869	21,047	2,195
HUMPHREYS	14,601	13,633	29,016	52,382	4,179	12,535	425	30,702	2,427
ISSAQUENA	2,737	2,485	3,706	12,561	814	15,431	148	12,687	263
ITAWAMBA	16,847	19,643	31,249	111,512	7,020	15,885	833	2,580	8,673
JACKSON	87,975	124,090	203,604	777,447	40,458	19,216	233	1,471	766
Moss Point	19,321	20,983	39,882	117,327	6,243	18,793	*	*	*
Pascagoula	27,264	34,056	69,474	244,829	11,567	21,166	*	*	*
JASPER	15,994	17,034	31,249	77,437	5,645	13,718	863	333	6,514
JEFFERSON	9,295	9,416	12,276	29,039	2,873	10,108	385	3,241	1,679
JEFFERSON DAVIS	12,936	13,025	17,856	64,901	4,310	15,058	765	1,209	5,865
JONES	56,357	60,798	141,824	388,188	21,680	17,905	1,267	1,642	37,479
Laurel	24,145	23,133	65,378	163,567	8,862	18,457	*	*	*
KEMPER	10,233	9,884	15,624	36,517	3,170	11,520	809	1,117	1,779
LAFAYETTE	24,181	28,158	52,631	154,452	8,914	17,327	694	2,924	1,726
Oxford	13,846	10,201	35,295	75,640	3,112	24,306	*	*	*
LAMAR	15,209	21,219	27,900	125,158	7,315	17,110	581	1,228	3,263
LAUDERDALE	67,087	68,960	182,568	458,115	25,292	18,113	727	914	1,578
Meridian	45,083	45,350	129,359	319,022	17,452	18,280	*	*	*

LAUREL, MISS.

1—LOCATION: Jones County, E&P Map C-4, County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys 11, 15, 28, 84, and Interstate 59.

2—TRANSPORTATION: Railroads: Gulf, Mobile & Ohio; Illinois Central; Southern Ry.
Motor Freight Carriers: 6.
Airlines: Southern.
Air Freight-Purolator

3—POPULATION:
Corp. City 70 Cen. 24,145; Loc. Est. 23,100
CZ ABC: (70) 24,145; (80) 23,100
RTZ-ABC: (70) 74,317; (80) 82,700
County 70 Cen. 56,357; Loc. Est. 60,250
City & RTZ-ABC: (70) 98,462; (80) 105,800

4—HOUSEHOLDS:
City 70 Cen. 7,768; Loc. Est. 8,933
County 70 Cen. 17,047; Loc. Est. 21,255
CZ ABC: (70) 7,769; (80) 8,500
RTZ-ABC: 21,416; (80) 27,000
City & RTZ-ABC: (70) 29,185; (80) 35,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$270,000,000
Sav. & Loan Assn.	4	$61,682,760

6—PASSENGER AUTOS: County Est. 23,000

7—ELECTRIC METERS: Residence 10,429

8—GAS METERS: Residence 10,424

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Masonite 2,100 ($125); Petroleum 1,000 ($100); Garment 225 ($90); Wood Working 1,500 ($90), Foods 975 ($80); Howard Industries 300 (NA).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Gardiner	21	Sears, A&P, Jitney Jungle
North Laurel	17	Sunflower
Parkside Plaza	18	Rose's, Winn-Dixie
Westland Mart	10	Piggly Wiggly, TG&Y
Northwood Village	4	Piggly-Wiggly, TG&Y

Principal Shopping Days: Wed., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears Roebuck; Fine Bros.-Matison; Efird's; Williams, Gibson's; Rose's.
Variety Stores: Murphy's; Bill's Dollar Store; TG&Y; Suner 5 & 10; Otasco; Fred's Dollar Store.
Discount Stores (CZ): Gibson's; Rose's.
Chain Drug Stores (CZ): Cater Walgreen; Wallace Rexall; Eckerd's, K&B.
Chain Food Supermarkets: A&P; Jitney Jungle 2; Giant; Sunflower 1; IGA 1; Winn-Dixie; Piggly Wiggly 2; Mac's 2.

14—NEWSPAPERS: LEADER-CALL (e) 10,284; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Stanley Warren, Retail Adv. Mgr., LEADER-CALL.
National Representatives: Mid-South Mississippi Dailies; Thomson Newspapers, Inc.

McCOMB, MISS.

1—LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 78 mi. S of Jackson; 120 mi. N of New Orleans. On State Hwy. 24, 44, and 570; U.S. 51 and U.S. 98; Interstate 55.

2—TRANSPORTATION: Railroads: ICG Railroad.
Intercity Bus Lines: Greyhound; Arrow.

3—POPULATION:
Corp. City 70 Cen. 11,969; Loc. Est. 12,499
City Zone ABC: (70) 18,764; (80) 21,300
RTZ-ABC: (70) 55,559; (80) 58,800
County 70 Cen. 31,813; Loc. Est. 36,701
City & RTZ-ABC: (70) 74,323; (80) 80,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,007; Loc. Est. 4,906
County 70 Cen. 9,699; Loc. Est. 12,976
City Zone ABC: (70) 6,012; (80) 7,800
RTZ-ABC: (70) 16,073; (80) 19,500
City & RTZ-ABC: (70) 22,085; (80) 27,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$1,087,933,656
Sav. & Loan Assn.	2	$24,540,832

6—PASSENGER AUTOS: County 23,166 (All Vehicles)

7—ELECTRIC METERS: Residence 7,333

8—GAS METERS: (Res.) 4,625, Co. 6,400

9— PRINCIPAL INDUSTRIES (CZ): County—Locomotives and Car Shops; Lumber and Millwork; Dairy Products; Women's and Children's Lingerie; Other Textile Products; Aluminum Windows & Doors; Crude Oil and Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Operation; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; Liquid Feeding Equipment for Cattle.

11—TAP WATER: Very soft; not flouridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Delaware Center	8	Kroger, Magic Mart
Pike Center Mart	20	A&P, TG&Y, Sears, Otasco
Southwest	16	Rose's, Winn-Dixie, K & B

Principal Shopping Days: Thurs., Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: Penney's, Denman-Alford; Wall's Mercantile; Fred's Dollar Store; F&C Dollar Store; Vests.
Discount Stores (CZ): Howard's, McComb, Freds, (Bldg. Mat.); West Cash & Carry; Ashley's; Roses.
Variety Stores: McCrory's, TG&Y; Kent's, Magic Mart.
Chain Food Supermarkets (CZ): A&P, Jitney Jungle, Sun Flower; Discount Foods 4; Winn-Dixie; IGA; Vaccarella's Shop Rite 6, Kroger.
Other Chain Stores: Firestone; Goodyear; Dixie Auto-Lee; West Cash & Carry; Western Auto; White's Shainberg.

14—NEWSPAPERS: ENTERPRISE-JOURNAL (e-Mon. to Fri.) 12,500; (S) 12,296, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles M. Dunagin, Assist. Publisher, ENTERPRISE-JOURNAL.
National Representatives: Mid-South Mississippi Dailies.

MERIDIAN, MISS.

1—LOCATION: Lauderdale County, E&P Map C-4, County Seat. Industrial, cattle raising, lumber, distribution, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2—TRANSPORTATION: Railroads: Southern; Illinois Central Gulf, Meridian & Bigbee.
Motor Freight Carriers: 15.
Intercity Bus Lines: Greyhound, Gulf Transport, Capital; Continental Trailways.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 45,083; Loc. Est. 46,056
CZ ABC: (70) 47,323; (80) 46,800
RTZ-ABC: (70) 205,101, (80) 216,600
County 70 Cen. 67,087; Loc. Est. 70,853
City & RTZ-ABC: (70) 252,424; (80) 263,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,829; Loc. Est. 17,596
County 70 Cen. 20,963; Loc. Est. 25,770
CZ ABC: (70) 15,488; (80) 17,600
RTZ-ABC: (70) 59,051; (80) 71,600
City & RTZ-ABC: (70) 74,539 (80) 89,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Banks & Loan Assns	9	$486,643,989

6—PASSENGER AUTOS: County 49,400 (All Vehicles)

7—ELECTRIC METERS: Residence 20,650

8—GAS METERS: Residence 16,292

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food Pdts. 849; Textiles 837; Apparel 545; Lbr. & Wood 2,070; Ptg. and Publ. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chemicals & Machy.) 1,450; Constr. 1,380; Transp. & Pub. Util. 1,810; Whole & Ret. 5,370; Finance, Insur. and Real Est. 1,010; Services 2,950; Govt. 4,470.

10-CLIMATE: Min. & Max. Temp.—Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21. Last killing frost, Mar. 18.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Broadmoor Mart	19	TG&Y, Winn-Dixie
Cloverleaf	16	Howard Bros.
College Park	25	TG&Y, Otasco, Winn-Dixie
North Hills	12	Food Center
Village Fair	55	Penney, McRaes, Winn-Dixie
Westland Plaza	4	A&P

Principal Shopping Days: Dept. Stores—Mon., Thurs., Fri. & Sat. Food—Thurs., Fri. & Sat.
Stores Open Evenings: Dept. Thurs.; Shopping Centers, Mon. thru Sat.

MISSISSIPPI POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
LAWRENCE	11,137	12,421	20,088	66,564	4,275	15,571	567	1,222	2,679
LEAKE	17,085	17,925	30,132	86,371	6,395	13,506	1,247	1,729	19,680
LEE	46,148	55,767	129,785	401,583	20,300	19,782	1,027	7,160	9,704
Tupelo	20,471	25,809	68,408	219,558	9,800	22,404	*	*	*
LEFLORE	42,111	39,962	96,848	214,789	13,166	16,314	367	46,526	765
Greenwood	22,400	21,323	61,439	143,204	7,890	18,150	*	*	*
LINCOLN	26,198	26,819	64,957	151,872	9,567	15,875	846	916	6,235
Brookhaven	10,700	10,340	28,657	64,892	3,767	17,226	*	*	*
LOWNDES	49,700	55,599	124,819	363,608	19,155	18,982	746	6,840	3,101
Columbus	25,795	27,247	66,297	186,716	9,897	18,866	*	*	*
MADISON	29,737	34,932	58,032	149,933	10,516	14,258	971	13,273	5,128
MARION	22,871	24,436	53,321	122,916	8,343	14,733	710	1,010	6,975
MARSHALL	24,027	26,520	32,365	97,576	7,539	12,943	1,061	8,079	6,169
MONROE	34,043	35,261	81,614	206,710	12,450	16,603	1,136	11,752	4,348
MONTGOMERY	12,918	13,147	22,320	65,104	4,625	14,077	551	3,160	2,410
NESHOBA	20,802	22,143	48,425	119,917	7,937	15,109	1,114	650	5,595
NEWTON	18,983	18,917	40,088	108,731	6,868	15,832	1,028	1,197	11,793
NOXUBEE	14,288	13,007	22,320	53,938	3,966	13,600	742	9,610	6,761
OKTIBBEHA	28,752	33,185	61,630	199,347	10,248	19,452	621	936	6,210
Starkville	11,369	13,335	31,316	103,270	5,158	20,021	*	*	*
PANOLA	26,829	28,578	49,105	120,729	9,102	13,264	1,078	14,572	3,587
PEARL RIVER	27,802	31,219	60,131	190,906	10,554	18,088	753	1,600	7,494
Picayune	10,467	10,027	20,950	67,406	3,462	19,470	*	*	*
PERRY	9,065	10,807	16,740	53,950	3,655	14,761	372	1,189	3,072
PIKE	31,813	35,812	84,344	193,381	12,740	15,179	790	1,397	6,036
McComb	11,969	12,729	38,580	82,724	5,014	16,499	*	*	*
PONTOTOC	17,363	20,533	33,481	106,718	7,600	14,042	1,149	6,778	4,612
PRENTISS	20,133	22,542	35,713	127,193	8,253	15,412	883	6,413	4,150
QUITMAN	15,888	13,096	30,132	51,497	4,034	12,766	475	24,731	483
RANKIN	43,933	66,994	78,121	544,964	20,938	26,028	915	4,622	24,513
SCOTT	21,369	22,775	37,945	114,856	7,638	15,037	1,025	1,932	35,379
SHARKEY	8,937	8,692	17,817	35,754	2,558	13,977	170	26,032	373
SIMPSON	19,947	21,412	46,224	114,855	7,310	15,712	981	1,343	46,774
SMITH	13,561	15,093	28,952	83,394	5,255	15,869	964	863	24,969
STONE	8,101	8,715	15,652	43,992	2,906	15,138	275	926	1,745
SUNFLOWER	37,047	33,984	73,657	147,508	9,974	14,789	637	51,806	2,312
TALLAHATCHIE	19,338	17,140	32,365	67,223	5,378	12,500	656	31,090	2,009
TATE	18,544	21,324	25,668	95,968	6,448	14,883	884	7,004	6,776
TIPPAH	15,852	18,981	29,035	98,580	6,793	14,512	1,030	3,231	3,794
TISHOMINGO	14,940	17,559	30,623	97,809	6,692	14,616	665	1,886	2,941
TUNICA	11,854	9,637	21,204	34,436	2,921	11,789	227	27,538	441
UNION	19,096	22,015	38,974	131,366	8,209	16,003	1,028	5,433	3,483
WALTHALL	12,500	13,629	23,436	64,989	4,516	14,391	1,018	1,911	8,420
WARREN	44,981	50,752	123,403	340,348	17,917	12,996	340	5,404	1,187
Vicksburg	25,478	32,012	70,912	216,329	12,091	17,892	*	*	*
WASHINGTON	70,581	69,158	193,244	382,116	22,212	17,203	548	57,170	1,882
Greenville	39,648	44,290	115,252	257,921	14,783	17,447	*	*	*
WAYNE	16,650	19,190	32,407	95,675	6,343	15,084	573	853	7,614
WEBSTER	10,047	10,946	17,856	55,183	4,011	13,758	646	3,888	1,887
WILKINSON	11,099	10,021	22,159	41,024	3,252	12,615	346	2,388	2,325
WINSTON	18,406	19,338	37,861	105,434	6,670	15,807	961	957	2,870
YALOBUSHA	11,915	14,503	26,413	61,701	5,193	11,882	556	3,794	1,709
YAZOO	27,314	26,678	59,017	112,928	8,801	12,831	856	33,461	4,333
Yazoo City	10,796	12,247	25,472	54,536	4,509	12,095	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1979 Cash Receipts as follows: From Crops $1,160,556,000; from Livestock & Livestock Products $1,026,973,000; Total $2,187,529,000
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears Roebuck; Marks-Rothenberg; McRaes; TG&Y.
Variety Stores: Woolworth; TG&Y, Fred's.
Discount Stores (CZ): Howard Bros (2); Acme Cash & Carry; West Cash & Carry; Fred's; Kent's; Gaylords; TG&Y; Gibson's, Wilson's.
Chain Drug Stores (CZ): Rexall 5; Howard's; Scotties 1; Tutor 3; Eckhard's 2; Revco; K&B; Mr. Discount Drugs (3)
Chain Food Supermarkets: Winn-Dixie 4; Kroger; A&P 2; Jitney Jr. 22; Meridian IGA 2; Food Center 2; New South 5.
Other Chain Stores: Singer Co.; Thom McAn; Watson's; Michael's; Butler's (Women's); Mangel (Women); Lerner Dress; Diana Shop; The Vogue; Goodrich; Western Auto; Firestone; Billups; Auto-Lec; Busch (jewelry); Anders Furniture; Lott Furn.; Warnock Furn.; Mary Carter; Sherwin-Williams; S&H Green Stamps; Sears; Wilson's; Lowe's; Leeds; Eleanor Shop; Otasco.

14—NEWSPAPERS: STAR (e) 24,041; (S) 25,328; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR.
National Representatives: Mid-South Mississippi Dailies.

MOSS POINT, MISS.
See PASCAGOULA, MISS.

NATCHEZ, MISS.

1—LOCATION: Adams County, E&P Map A-4. On the Mississippi River, 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65 and State Hwys. 20 and 24.

2—TRANSPORTATION: Railroads: Ill. Central, Mo. Pac.; Miss. Central; Natchez; Southern.
Motor Freight Carriers: 6
Intercity Bus Lines: Greyhound, Continental Trailways.
Airlines: Royale Airlines.

3—POPULATION:
Corp. City 70 Cen. 19,704; Loc. Est. 24,859
CZ ABC: (70) 25,242; (80) 28,900
RTZ-ABC: (70) 70,997; (80) 64,600
County 70 Cen. 37,293; Loc. Est. 36,594
City & RTZ-ABC: (70) 96,239; (80) 93,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,298; Loc. Est. 8,968
County 70 Cen. 11,025; Loc. Est. 12,493
CZ ABC: (70) 7,859; (80) 10,300
RTZ-ABC: (70) 19,583; (80) 20,400
City & RTZ-ABC: (70) 27,442; (80) 30,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$485,900,900
Sav. & Loan Assn.	2	$26,839,456

6—PASSENGER AUTOS: County Est. 24,767

7—ELECTRIC METERS: Residence 8,624

8—GAS METERS: Residence 8,488

9—PRINCIPAL INDUSTRIES (CZ): Tires; Pulp & Paper Pdts.; Lumber; Pecan Shelling; Asbestos Pdts.; Steel Pdts.; Chemicals, Farming; Tourism.

10-CLIMATE: Min. & Max. Temp.—Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 6 blocks on Main; 4 on Commerce; 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Liberty	10	Pik-Quick Mkt.
Magnolia Mall	21	Woolco, A&P, West Dept.
Nosser City	9	Jitney Jungle Mkt., Value-Mart Dollar Store
Trace Town	21	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront	5	Supr. Furn.
St. Catherine Plz	8	Piggly Wiggly, United Dollar
Lewis-Vidalia	10	Otasco, Sterling, United Dollar, IGA, West Bros., Red & White
Howard Bros.	2	Howard Bros. Dept., Jitney Jungle
Kroger Center	-	K&B Drugs, Kroger
Natchez Mall	45	J.C. Penney, Cole's, Connie's Shoes, Kinney Shoes, McRae's Dept. Store, Swiss Colony, Treasury Drug, Zale's

Principal Shopping Days: Wed., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: H.F. Byrne; J. J. Cole; Sears; West Bros.; J.C. Penney; Ullman's.
Variety Stores: S.H. Kress; Sterling; McCrory's; United Dollar Stores; Howard Bros.; Kent's Otasco.
Discount Stores (CZ): Howard Bros.; Discount City; Woolco.
Chain Drug Stores (CZ): Gilbert Rexall 2; Natchez Super 2; K&B Drugs; Treasury Drugs.
Chain Food Supermarkets: A&P 2; Big Star 4; Jitney Jungle 3; Winn-Dixie; Piggly Wiggly; Shadyside 2; Minit Man 6; Hatchez Super Stores 2; Dixie Dandy 1; In-n-Out 2; Pik Quick 2; Kroger; Red & White; IGA.
Other Chain Stores: Mangels; Firestone; Goodyear; Western Auto; Busch Jewelry; Diamond Shop; Goodyear; Butler's Shoe; International KB; Goodrich; Sherwin-Williams; Singer; U.S. Paint.

14—NEWSPAPERS: DEMOCRAT (m) 13,484; (S) 14,327; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Norman, Gen. Mgr., DEMOCRAT.
National Representatives: Landon Associates, Inc.

OXFORD, MISS.

1—LOCATION: Lafayette County, E&P Map C-2. County Seat. Agricultural, Lumber Area; 62 miles southeast of Memphis, Tenn. on State Hwys. 6 & 7; 22 mi. east of Interstate 55 and U.S. 35.

2—TRANSPORTATION: Railroads: Illinois Central.
Motor Freight Carriers: Rebel Motor Freight 45; Freeman Truck Lines 18.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 13,846; Loc. Est. 9,800
County 70 Cen. 24,181; Loc. Est. 27,748

4—HOUSEHOLDS:
70 Census: City 3,480; Loc. Est. 3,950
County 70 Cen. 6,431; Loc. Est. 8,809

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$110,000,000
Sav. & Loan		$315,000,000

6—PASSENGER AUTOS: County 14,807

9— PRINCIPAL INDUSTRIES (CZ): Poultry and dairy processing; truck farms; watermelon; corn and cotton farming; Pine & hardwood timber; lumber mills; plywood mfg.; electrical parts; electrical mfg.; appliance mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 13.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
East Gate Plaza		Shainburg's
Kiamie's		—
Mid Town		Sears, Liberty Groc., West Dept.
Oakwood Plaza		Big K. Liberty No. 2
Rainbow Ctr.		
Tradeswinds Ctr.		Big Star, Furniture Center, TG&Y Kroger

13—RETAIL OUTLETS: Department Stores: J.E. Neilson Co.
Discount Stores: Johnson's Discount Furn.
Other Chain Stores: Treasury Drugs, Chaney's Pharmacy; Goodyear; Ben Franklin; Otasco; West's; Sears; Big K; Freds.

14—NEWSPAPERS: EAGLE (e-Mon. to Fri.) 3,903 sworn Oct. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE.
National Representatives: American Newspaper Representatives Inc.

PASCAGOULA, MISS.

1—LOCATION: Jackson County, E&P Map C-6. County Seat. Shipbuilding, paper-marking, oil refinery, commercial fishing, chemicals, impart, export, small diversified industries. SE part of State. 100 mi. E of New Orleans; 40 mi. SW of Mobile; On U.S. Hwy. 90; State 63; 1-10.

2—TRANSPORTATION: Railroads: Louisville & Nashville; Mississippi Export.
Motor Freight Carriers: 7.
Intercity Bus Lines:- Teche Greyhound; Gulf Transport.
Airlines: Southern Airways.
Water: 10 Barge Lines. Cargo Liners thru Port.

3—POPULATION:
Corp. City 70 Cen. 46,585; Loc. Est. 55,238
Pascagoula 70 Cen. 27,264; Loc. Est. 34,065
Moss Point 70 Cen. 19,321; Loc. Est. 19,173
Total Primary Mkt. ABC: (70) 97,660; 136,700
County 70 Cen. 87,975; Loc. Est. 122,452

4—HOUSEHOLDS:
Pascagoula—70 Cen. 8,015; Loc. Est. 5,586
Moss Point—70 Cen. 5,040; Loc. Est. 5,636
County 70 Cen. 24,584; Loc. Est. 37,982
Total Primary Mkt. ABC: (70) 27,109; (80) 43,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	6	$127,476,368
Commercial Banks	5	$142,785,449

6—PASSENGER AUTOS: County 49,261

7—ELECTRIC METERS: County 41,067

8—GAS METERS: County 18,845

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Ship Building 11,000 ($210); Paper & Allied 2,150 ($195); Food & Kindred 790 ($115); Chem. & Allied 650 ($160); Apparel 1,280 ($95); Stone, Clay & Glass 325 ($125); Seafood 540 ($110); Oil Refinery 600 ($205); Pet Food 120 ($160).

PASCAGOULA—continued

10-CLIMATE: Min. & Max. Temp.—Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost Dec. 30. Last killing frost Feb. 7.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Downtown Shopping Areas: Pascagoula: 3 blocks on Delmas, 1 on Krebs, 40 stores: Moss Point: 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Deep South	11	My Place Firestone, Rhodes Furn.
Bel Air	12	Myron shoes; Kents Delchamps
Searstown	18	Sears, Eckerd
K-Mart Plaza	3	K-Mart, K&B Drugs, Jitney-Jungle
Woolco Village	14	Woolco, Delchamps
Bellview Plaza	5	Winn-Dixie, Kent's
Singing River Mall	74	J. C. Penney, McRaes, Brumfields, Bealls, Wilsons

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Some On Thu. and Fri.; few on Sat.; Super Mkts. Thu., Fri., & Sat.

13—RETAIL OUTLETS: Department Stores: Brumfield's; Sears; J. C. Penney, West Bros.; Woods; Shainberg's; Dickson's; Whites, K-Mart. McRaes, Bealls

Discount Stores (CZ): Bargain Annex;

Variety Stores: MeLellan; Woolworth's; K-Mart; T.G.&Y., Woolco.

Chain Drug Stores: Southwest; Eckerd; Central; K&B.

Chain Food Supermarkets (CZ): Jitney-Jungle; Winn-Dixie; Greer's 1; Delchamps 2.

Other Chain Stores: Auto Accessories: Western Auto 2; Firestone; Goodrich; Goodyear 2; Uniroyal; Otasco 1; Jewelry: Johnson Bros., Lorch's; Zale's; Gordons; Hausmanns; Furniture: McGregor's; Rhodes; Gulf; Alberts; Railroad Shoes; Gryder's, Myron's; Southern; Neils; Baker; Kinney Paints Sherwin-Williams; Mary Carter; Harris; Burk Hali; Napko; Var-Tung Devoe Dutch Boy BLP.

14—NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-Mon. to Fri.) 21,920; (S) 22,147; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr., or Ralph Williams, Adv. Mgr.
National Representatives: Newhouse Newspapers/Metro Suburbia.

PICAYUNE, MISS.

1—LOCATION: Pearl River County, manufacturing, agricultural, and nearby government installation (NASA, Navy, Army). SE portion of state, 45 mi N of New Orleans. On U.S. Hwy 11, State Hwy 43, 1-59.

2—TRANSPORTATION: Railroads: Southern, Amtrak.
Motor Freight Carriers: Roadway, Highway Express, Red Ball, Ryder.
Intercity Bus Lines: Greyhound.
Airlines: See New Orleans International Airport.

3—POPULATION:
Corp. City 70 Cen. 10,467; Loc. Est. 11,644
County 70 Cen. 27,802; Loc. Est. 28,828

4—HOUSEHOLDS:
Corp. City 70 Cen. 3,357; Loc. Est. 3,130
County 70 Cen. 8,850; Loc. Est. 9,812

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$420,221,000
Commercial Banks	2	$46,231,000

6—PASSENGER AUTOS: County 23,413

7—ELECTRIC METERS: Residence 3,015

8—GAS METERS: Residence 3,240

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemical 201 ($135); Electrical 588 ($140); Containers 298 ($145); Wood Processing 300 ($140).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost, Nov. 10; Last killing frost, Mar. 10

11—TAP WATER: soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Mississippi Mall	1/2	Winn Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plaza	3/4	Delchamps, TG&Y Family Center, K&B Drugs
Northgate	1/2	Red and White, Gibsons, Sears Catalog
Picayune	1 blk.	Big Star, West Bros., Fred's

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: 9 p.m., Sun. 1-6.

13—RETAIL OUTLETS: Department Stores: Boston Store; Jaspers, Mitchell's; Salloumns.
Discount Stores (CZ): Gibson's, Fred's; Dollar General.
Variety Stores: Murphy's Mart, TG&Y; Family Center; West Bros.
Chain Drug Stores (CZ): K&B; Eckerd Drugs.
Chain Food Stores: Winn Dixie; Delchamps; Red and White; Big Star; Sunflower.
Other Chain Stores: Shoetown; Goodyear; Sears Catalog; Western Auto; Radio Shack 2; Otasco, Kenwin Shop.

14—NEWSPAPERS: PICAYUNE ITEM (e-Tue-Fr.) 5,455; (S) 5,893; sworn Mar 31, 1980.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Ad. Dir.
National Representatives: Mid South Mississippi Dailies.

STARKVILLE, MISS.

1—LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of Mississippi.

2—TRANSPORTATION: Railroads: Illinois Central Gulf.
Motor Freight Carriers: 7.
Airlines: Southern Airways.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,369; Loc. Est. 13,373
County 70 Cen. 28,752; Loc. Est. 32,998
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,678; Loc. Est. 5,197
County 70 Cen. 7,544; Loc. Est. 10,255

5—BANKS:	NUMBER	DEPOSITS
Commercial	5	$145,000,000
Sav. & Loan Assn.	2	$22,500,000

6—PASSENGER AUTOS: County 18,338

7—ELECTRIC METERS: Residence 5,334

8—GAS METERS: Residence 5,445

9—PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly. Wage)—State & Federal Agri. Research (State Experiment Station, & Extension Service, USDA Research Labs, Boll Weevil Poultry, Wood Pdts. & Forest Seed) 1,050 ($150); needle ind. 300 ($110); felt mfg. 75 ($90); furn. mfg. 350 ($110) commercial metal blades ($110); metal building mfg. 350 ($130); State Univ. 12,500 students and 1,700 faculty & other employees; copper fabricating ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 46-88; Summer 70-97; Fall 22-88; Winter 18-75. First killing frost Nov. 4. Last killing frost Mar. 12.

11—TAP WATER: Neutral, medium soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Main and Lafayette Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
82 Plaza	9	Gibsonhs, Sunflower
Southdale	11	Sears, Giant Mkt.
State	13	West Bros., A&P
Village Mall	20	Wal-Mart, Market Basket
La Galarie	10	Starkville Photo, Gerri's Apparel
Starkville Plaza	7	Jitney Jungle, Danver's Restaurant, Harco Drugs

Principal Shopping Days: Mon., Thu.

13—RETAIL OUTLETS: Department Stores: Penney; Mullins; West Brothers; Shainberg's.
Variety Stores: Murphy's.
Discount Stores: Fred's Dollar Store; Gibson's; Wal-Mart.
Chain Drug Stores: Walgreen 2; Rexall; Harco.
Chain Food Supermarkets: Kroger; Giant; Pic Pac; Big Star; A&P: Sunflower Foods; Market Basket; Jitney Jungle.
Other Chain Stores: Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Kent's; WithIt Dress Shop; Radio Shack; Sherwin-Williams; Firestone; Goodyear.

14—NEWSPAPERS: NEWS (m-Tues to Sat.) 6,321; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Walter Scales IV, Adv. Dir. NEWS.
National Representatives: Mid-South Mississippi Dailies.

TUPELO, MISS.

1—LOCATION: Lee County, E&P C-2, County Seat. Manufacturing, Shopping and Wholesale center for NE Miss. and NW Alabama. Agriculture and dairy center in NE part of State, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2—TRANSPORTATION: Railroads: I C and G, Frisco (St. L&F).
Motor Freight Carriers: 16.
Intercity Bus Lines: Greyhound; Continental; Tri-States.
Airlines: Republic

3—POPULATION:
Corp. City 70 Cen. 20,471; Loc. Est. 25,298
CZ ABC: (70) 23,258; (80) 28,000
RTZ-ABC: (70) 219,354; (80) 241,100
County 70 Cen. 46,148; Loc. Est. 55,841
City & RTZ-ABC: (70) 242,612; (80) 269,100

4—HOUSEHOLDS:
City 70 Cen. 6,670; Loc. Est. 9,514
County 70 Cen. 14,422; Loc. Est. 20,117
CZ ABC: (70)7,486; (80)10,300
RTZ-ABC: (70)66,890; (80)84,000
City & RTZ-ABC: (70)74,376; (80)94,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$683,125,000
Sav. & Loan Assn.	3	$91,266,000

6—PASSENGER AUTOS: County Est. 45,786

7—ELECTRIC METERS: Residence 9,062

8—GAS METERS: Residence 8,354

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery 1,783 ($192); Electrical Products 550 ($185); Food 1,806 ($176); Apparel 3,377 ($132); Furniture 2,101 ($176); Fabricated Metals 656 ($170).

10-CLIMATE: Min. & Max. Temp.—Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost, Nov. 1. Last killing frost, Mar. 12.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: (in Corp. Limits):
Principal Shopping Centers: 3 blocks on Main St.; 2 on Spring & Bdwy.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
West Main	1	Howards
Downtown Mall	1	Penney, Woolco, Super D Winn-Dixie
Hancock	2	Hancock Fabrics
Lee Acres	2	Mid-South Furniture
Tupelo Mall	1	Walgreen's, Sears, Furniture Center McRae's, Krogers
Traceway	2	Gibson's
Jitney Jungle	2	Jitney Jungle, SupeRx

Principal Shopping Days: Mon., Thr., Fri., Sat.
Stores Open Evenings: Department 9 p.m.; Food 9 or midnight.

13—RETAIL OUTLETS: Department Stores: Reed's, Black's; Sears; Penney's; McRae's; Kent's.
Variety Stores: Woolco, Kress.
Discount Stores: Gibson's; Woolco; Howard's; Fred's Dollar Store; Wal-Mart.
Chain Drug Stores: Rov's; Thomas-Kincannon-Elkin 1; Medical Center 1; T&S 1, SupeR X Drugs; Walgreen.
Food Supermarkets: Kroger; Todd's Big Star 1; Winn-Dixie, Jitney Jr. 3; Jitney Jungle 2; Mighty-Mart 4; Humphrey; Palmers Big Star, Bridge's Big Star.
Other Chain Stores: Quality Stamps; Blue Bell Fabrics; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics: Western Auto; Plywood Paneling; National Men's Wear; Furniture Center: Dreifus Jewelry: Ford's Shoes; Audio Systems, Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Singer; Raymons.

14—NEWSPAPERS: JOURNAL (m) 34,583; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL.
National Representatives: Mid-South Mississippi Dailies

VICKSBURG, MISS.

1—LOCATION: Warren County, E&P Map B-4, County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, Tenn.; 235 mi. N of new Orleans, La.

2—TRANSPORTATION: Railroads: Illinois Central Gulf.
Motor Freight Carriers: 5.
Intercity Bus Lines: Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 25,478; Loc. Est. 32,754
CZ ABC: (70) 25,478; (80) 31,400
RTZ-ABC: (70) 82,349; (80) 80,700
County 70 Cen. 44,981; Loc. Est. 51,348
City & RTZ-ABC: (70) 107,827; (80) 112,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,297; Loc. Est. 12,162
County 70 Cen. 13,559; Loc. Est. 17,844
CZ ABC: (70) 8,297; (80) 11,700
RTZ-ABC: (70) 22,390; (80) 24,700
City & RTZ-ABC: (70) 30,687; (80) 36,400

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$51,292,000
Commercial Banks	3	$244,068,000

6—PASSENGER AUTOS: County Est. 37,500

7—ELECTRIC METERS: Res. 17,572

8—GAS METERS: Residence 8,340

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Trailers 400; Chemical 155; Lighting Fixtures 600; Lumber 800; R.R. Shops 300; Feed Mills 175; Earth Moving Equip. 1500; Cement 100; Rubber Reclaiming 75; Tank Mfg. 73; Pole Line Hardware 250; Shipbuilding 75; Paper Mill 350; Oil Mill 70; Government 5,300.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6.

11—TAP WATER: Alkaline, 85% hard; not fluoridated.

12—RETAILING: Principal Shopping Cntr.—4 blocks on Washington St.; 3 on Clay St.; 3 on Crawford St.; 3 on South St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Battle field Village	40	Sears, TG&Y, Walgreen
Dixie Plaza	14	Winn Dixie, TG&Y

Principal Shopping Days: Mon., Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Valley Dry Goods; Abraham Bros., Sears, J. C. Penney; Charles; McRae's, Shainberg
Variety Stores: Woolworth; Murphy's; TG&Y 2; Howard Bros. 2.
Chain Drug Stores: Walgreen; Howard Bros. 2; K&B, Treawury Drug.
Chain Food Supermarkets: A&P 2, Jitney Jungle 4; Sunflower 2; Help Yourself; Kroger 2; Winn-Dixie.
Other Chain Stores: Sears; Singer Co., Firestone; Goodrich; Thom McAn; Bell Bros.; Franklin's Womens Wear; Western Auto, Murphy's, White Stores, Gibson's; Shainberg's; Saybrook Fabrics; Zales Jewelers; Regents, Fred's Dollar Store; B.F. Goodrich.

14—NEWSPAPERS: POST (e) 15,694; (S) 16,031; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, Jr., Publisher, POST.
National Representatives: Branham/Newspaper Sales.

WEST POINT, MISS.

1—LOCATION: Clay County, E&P Map C-2, County Seat. Agricultural Center; 90 mi. north of Meridian; 120 mi. west of Birmingham; 150 mi. southeast of Memphis. On State Hwys. W45, 50, 23, 46 and 47.

2—TRANSPORTATION: Railroads: Gulf, Mobile & Ohio; Illinois, Columbus & Greenville.
Intercity Bus Lines: Tri-State Trailways.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 8,714; Loc. Est. 8,274
County 70 Cen. 18,840; Loc. Est. 21,143

4—HOUSEHOLDS:
City 70 Census 2,725; Loc. Est. 3,029
County 70 Census, Loc. Est. 6,942

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3(6Br.)	$184,386,272
Sav. & Loan Assn.	2	$9,743,000

6—PASSENGER AUTOS: County 12,371

7—ELECTRIC METERS: Residence 2,875

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Hrly. Wage)—Boiler Making 1075 (N/A); Textiles 185 (N/A); Meat Packing 1250 (N/A); Rubber Pdts. 190 (N/A); Metal Pdts. 100 (N/A); Concrete Prod. 140 (N/A); Agric. Prod. 175 (N/A).

10-CLIMATE: Min. & Max. Temp.—Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING:
Shopping Centers: Point Plaza (Sunflower, Plaza Drugs, Morgan & Lindsey); West Main Shopping Center (Wal-Mart, Kroger, Harco Drug, Pay-Less Shoes, P.N. Hirsh, Otasco); Westland (Gibson's Discount & Drugs, Big Star).
Principal Shopping Days: Thurs., Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: Carty's, J.C. Penney; Sears Roebuck, Smith & Byars; Hill's; Fred's: Kenwin Dress Shop, Pennyrich; TWL; Cato's; Showbarn.
Variety Stores: Higgins; Gibson; Morgan-Lindsey.
Discount Stores: Gibson's; Fred's; Wal-Mart, P.N. Hirsch; Payless Shoes.
Chain Drug Store (CZ): Plaza, Rose, Gibson's Pharmacy; Harco.
Chain Food Supermarkets: Big Star; Kroger; Sunflower.
Other Chain Stores: Western Auto; Goodyear; Sherwin-Williams, Smith & Byars; Otasco.

14—NEWSPAPERS: TIMES-LEADER (e) 4,325; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Marie Luke; Ed., TIMES-LEADER.
National Representatives: Mid-South Mississippi Dailies.

YAZOO CITY, MISS.

1—LOCATION: Yazoo County, E&P Map B-3, County Seat. Agricultural (cotton, Soy beans, cattle, hogs) and manufacturing (feed, fertilizer, lumber) center; oil field and refinery; fisheries; cotton market. On Yazoo River, 45 mi. NW of Jackson; on U.S. Hwy. 49.

2—TRANSPORTATION: Railroads: Ill. Gulf Central.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.
Airlines: Delta, Southern, Texas International; Frontier at Jackson/Vicksburg Airport.

3—POPULATION:
Corp. City 70 Cen. 10,796; Loc. Est. 12,644
County 70 Cen. 27,314; Loc. Est. 26,671
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,352; Loc. Est. 4,586
County 70 Cen. 7,739; Loc. Est. 8,696

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Commercial	1 Br.	N.A.

6—PASSENGER AUTOS: County 12,063

7—ELECTRIC METERS: Residence 4,619

8—GAS METERS: Residence 4,563

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemical fertilizer 800 ($135); Farm Machy. 150 ($115); MultiWall Packages 135 ($118); Pajamas & Jeans 85 ($105); Livestock Feed 80 ($115).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-96; Summer 52-102; Fall 20-95; Winter -1-84. First killing frost, Nov. 3. Last killing frost, Mar. 6

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St., 15th St. (19 stores).
Neighborhood Shopping Centers: Hospital Area (3 stores); Hiway 49 E (9 stores).

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
K-Mart	6	K-Mart, Sunflower
Yazooville	6	K&B Drugs

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers—every evening to 9.

13—RETAIL OUTLETS: Department Stores: Black & White, Ellis.
Discount Stores (CZ): K-Mart, Gibson Discount.
Variety Stores: United Dollar; Fred's, Valu Mart.
Chain Drug Stores (CZ): Essex, Gibson Pharmacy; K&B.
Chain Food Stores: Jitney Jungle 2; Sunflower, Leon's 2.
Other Chain Stores: Goodrich; Goodyear; Otasco.

14—NEWSPAPERS: HERALD (e-Tues. to Fri.) 3,162; (S) 3,162; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, DAILY HERALD.
National Representatives: Mid-South Mississippi Dailies.

MISSOURI SURVEYS

MISSOURI STANDARD METROPOLITAN STATISTICAL AREAS

Columbia, Mo.—Boone County.

Kansas City, Mo.-Kans.—Cass, Clay, Jackson, Platte and Ray Counties, Mo.; Johnson and Wyandotte Counties, Kans.

St. Joseph, Mo.—Andrew and Buchanan Counties.

St. Louis, Mo.-Ill.—St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, Mo.; Clinton, Madison, Monroe and St. Clair Counties, Ill.

Springfield, Mo.—Christian and Greene Counties.

MISSOURI POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	371	349	399
5-14 Years	920	725	688
15-24 Years	785	914	802
25-44 Years	1,061	1,349	1,521
45-64 Years	982	954	926
65 and Over	559	642	648
TOTAL	4,678	4,935	4,984

Based on U.S. Census

MISSOURI RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr	567	903	1,199
General Mdse	1,542	2,227	2,965
Food	2,124	3,295	4,421
Automobiles	2,169	3,545	3,830
Gasoline Stations	887	1,497	2,563
Apparel	473	691	941
Furniture	465	658	843
Eat-Drink Places	773	1,321	1,698
Drugs	343	445	585
Total Sales	10,272	15,920	20,993

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

AURORA, MO.

1—LOCATION: Lawrence County, E&P Map B-4. 31 mi. SW of Springfield. U.S. Hwy. 60, State Hwy. 39.

2—TRANSPORTATION: Railroads: STL&SF, MP.
Intercity Bus Lines: StL&SF.

3—POPULATION:
Corp. City 70 Cen. 5,359; Loc. Est. 6,947
County 70 Cen. 24,585; Loc. Est. 29,650

4—HOUSEHOLDS:
City 70 Cen. 2,072; Loc. Est. 3,124
County 70 Cen. 8,630; Loc. Est. 12,148

5—BANKS: 2 Comm., Est. Dep. $40,000,000

6—PASSENGER AUTOS: County 14,721

7—ELECTRIC METERS: Residence 2,624

8—GAS METERS: Residence 2,351

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Shoes 935; Feed Mill 210; Heating & Air Cond. Mfg. 160; Lithography 200; Photoengraving Equip. 48; Cheese 60; Fertilizer 8; Chemicals 40; Garment Mfg. 112; Metal Products 56; Wood Products 45.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Modern Variety; Dryer's; Matney's; Toft; Moore's; Horton's; The Cedar Tree.
Discount Stores: Wal-Mart.
Chain Drug Stores (CZ): Aurora Prof. Phcy.; Oak Park Phcy.
Chain Food Supermarkets: Ramey's; A&D; Consumers.

14—NEWSPAPERS: ADVERTISER (e) 3,350; sworn May 1, 1980.
Local Contact for Advertising and Merchandising Data: Jerome Wassmann, ADVERTISER.
National Representatives: Missouri Press Service, Inc.

BOONVILLE, MO.

1—LOCATION: Cooper County, County Seat. On Interstate Hwy. I-70 and State Hwys. 40, 5, 87 & 98. 100 mi. E of Kansas City and 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70 and Hwy. 5.

2—TRANSPORTATION: Railroads: Missouri Pacific and M-K-T, Howard Cooper County Interstate Marine Terminal Regional Port Authority.
Motor Freight Carriers: 6.
Intercity Bus Lines: Southwestern Greyhound.
Airport: Jesse P. Viertel Memorial Airport, 1 mile.

3—POPULATION:
Corp. City, 70 Cen. 7,514; Loc. Est. 7,668
City Zone, Loc. Est. 8,100
County 70 Cen. 14,732; Loc. Est. 16,087
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City, 70 Cen. 2,363; Loc. Est. 2,957
County 70 Cen. 4,767; Loc. Est. 6,385

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$50,000,000
Sav. & Loan Assn.	2	$55,000,000

6—PASSENGER AUTOS: County 7,931

7—ELECTRIC METERS: Residence 2,583

8—GAS METERS: Residence 2,244

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroads 250 ($150); Small Elect. Appliances 320 ($135); Bakery 165($140); Fiberboard 65 ($130); Mobile Homes 68 ($132); Clothing Mfg. ($140); Base board heaters ($140).
Principal Industrial Pay Days: Mon. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17. Last killing frost, Apr. 23.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Fifth St., 5 side street blocks.
Neighborhood Shopping Centers: Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-South of town.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
New Franklin	2½	IGA
North Boonville	1/2	

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: P.N. Hirsch; J.C. Penney; Sears, Montgomery Ward Catalog Store.
Discount Stores (CZ): P.N. Hirsch; Orschein's; Wee Discount; Matco.
Variety Stores: Wee Discount.
Chain Food Supermarkets: IGA; Boonville United Super, Thrifyway.
Other Chain Stores: Western Auto; Coast-to-Coast; Harold's Thriftway; Rupp Automotive; Gerling's Parts Stop, Matco.

14—NEWSPAPERS: NEWS & ADVERTISER (e-Mon. to Fri.) 4,125; sworn Mar. 31, 1980.
Local contact for Advertising and Merchandising Data: Don Cooper, Ass't Pub. NEWS.
National Representatives: Missouri Press Service, Inc.

BROOKFIELD, MO.

1—LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago, 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2—TRANSPORTATION: Railroads: Burlington-Northern; Continental Central.
Motor Freight Carriers: 10.

3—POPULATION:
Corp City 70 Cen. 5,491; Loc. Est. 5,281
County 70 Cen. 15,125; Loc. Est. 16,653

4—HOUSEHOLDS:
City: 70 Cen. 2,173; Loc. Est. 2,462
County 70 Cen. 5,763; Loc. Est. 7,384

5—BANKS: 2 Commercial, Dep. $45,000,000

6—PASSENGER AUTOS: County, Est. 9,556

7—ELECTRIC METERS: Residence 2,602

8—GAS METERS: Residence 1,720

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shoes Mfg. 425; RR 278 ($200); Pharmaceuticals 65 ($120); Unifroms 100 ($120); Auto wiring assemblies 300 ($120).

10-CLIMATE: Min. & Max. Temp.—Spring 20-87; Summer 52-101; Fall 11-88; Winter—6-50. First killing frost, Nov. 8. Last killing frost, Apr. 24.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Food, Drug, discount, dept.

13—RETAIL OUTLETS: Department Stores. P.N. Hirsch, J.C. Penney; Sears; Montgomery Ward.
Discount Stores (CZ): Gibson; Wal-Mart.
Variety Stores: Ben Franklin; Mattingly.
Chain Drug Stores (CZ): Mart's; Cisco-Brown.
Chain Food Supermarkets: Scotto's IGA; Herb's United Super; Ezry's IGA Foodliner.
Other Chain Stores: Coast-to-Coast; Firestone; True value.

14—NEWSPAPERS: NEW-BULLETIN (e-Mon. to Fri.) 5,443; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: L. W. Summerall, Adv. Mgr., NEWS-BULLETIN.
National Representatives: None.

CAPE GIRARDEAU, MO.

1—LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2—TRANSPORTATION: Railroads: Frisco, Missouri Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Trailways, Greyhound, Great Southern.
Airlines: Ozark, Cape Central; Trans-Mo.; Air Illinois.

3—POPULATION:
Corp. City 70 Cen. 31,282; Loc. Est. 33,393
CZ ABC. (70) 31,282; (80) 33,300
RTZ-ABC. (70) 125,441; (80) 141,600
County 70 Cen. 49,350; Loc. Est. 55,253
City & RTZ-ABC: (70) 156,723; (80) 174,900

4—HOUSEHOLDS:
City 70 Cen. 9,681; Loc. Est. 12,208
County 70 Cen. 11,565; Loc. Est. 20,503
CZ ABC. (70) 9,681; (80) 11,800
RTZ-ABC: (70) 40,577; (80) 52,300
City & RTZ-ABC: (70) 50,258; (80) 64,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$150,000,000
Sav. & Loan Assn.	4	$312,000,000

6—PASSENGER AUTOS: County 32,457

7—ELECTRIC METERS: Residence 13,500

8—GAS METERS: Residence 11,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Garment 574; Transportation 589; Shoes 669; Cement Mfg. 249; Meat Packing 131; Elect. Appl. 549; Hospitals 933; Soft Drink Bottlers 50; Utilities 231; Plastics 158; Construction 322; Food Whse. 187; Paper 868; Elect. Sings 87; Printing 175; Steel 172; Furniture 144; Telephone 190; Whsl. Hardware 186. Av. Wkly. Wage $160.
Principal Pay Days: Fri., Sat. 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Area: 3 blocks on Main; 10 on Broadway; 2 on Good Hope and 3 on Sprigg; 9 on Shopg. Cntr., Hwy. 61 & William St.; 5 on Highway 61 North.
Shopping Center: Town-Plaza area, 30 stores Kroger-Savon; Woolworth; Mode O'Day; Ward's Food Mart, K-Mart, IGA; Wal-Mart; Sear's; J.C. Penney's; Worth's; Roth's, Schnecks/Walgreen.
Principal Shopping Days: Sat., Mon., Fri.
Stores Open Evenings: Mon. till 8; Super Mkts. till 12, Mon. thru Sun.; Shpg. Cntr. till 9, Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Buckner-Ragsdale; Sears; Montgomery Ward; J.C. Penney; Oglander's; Otasco; Roth's.
Variety Stores: Woolworth; Sterling.
Discount Stores: Cousin Fred's; Homestead of East Cape; K-Mart; Wal-Mart; Osco; Lowell's.
Chain Supermarkets: Schnuck's; Walgreen; Kroger Sav-On; National Del-Farms; IGA; Ward's Food Mart; Gallenkamp; Lowell's.
Other Chain Stores: Firestone; Goodyear; P.H. Hirsch 2, Western Auto; Singer Co.; Orschein Farm & Home Supply; Smith-Alsop; Sherwin-Williams; Mode O'Day; Scott's Shoes; Cook's Paint; Glidden Paint; Goodrich; Lighting Center; Radio Shack; Kempter & Dodd; Food Giant; 7-Eleven.

14—NEWSPAPERS: SOUTHEAST MISSOURIAN (e) 16,906; (S) 17,041; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Wilson, Adv. Sales Mgr., SOUTHEAST MISSOURIAN.
National Representatives: Southwest Dailies; Thomson Newspapers.

CARROLLTON, MO.

1—LOCATION: Carroll County, E&P Map B-2, County Seat. Agricultural center. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24 and 65 and State Hwy. 10.

2—TRANSPORTATION: Railroads: Norfolk & Western; AT&SF.
Intercity Bus Lines: Missouri Transit.

3—POPULATION:
Corp. City 70 Cen. 4,847; Loc. Est. 5,16[illegible]
County 70 Cen. 12,565; Loc. Est. 12,173

4—HOUSEHOLDS:
City 70 Cen. 1,844; Loc. Est. 2,221
County 70 Cen. 4,578; Loc. Est. 5,110

5—BANKS: Commercial 2, Dep. $20,000,000

6—PASSENGER AUTOS: County 7,065

7—ELECTRIC METERS: Residence 1,900

8—GAS METERS: Residence 1,890

9— PRINCIPAL INDUSTRIES (CZ): Frozen Dinners; Oil Refining; Cookies.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Penney's; Mode O'Day; Minnis (Ladies'); Lavena's 4.
Variety Stores: Williams; P.N. Hirsch.
Discount Stores: Matcs.
Chain Drug Stores (CZ): Fellers; Rexall; Roseberry, Main Walgreen.
Chain Food Supermarkets: IGA Foodliner, Allen's United; Quality Mkt.; Walt's Warehouse Grocery, Harolds Market.
Other Chain Stores: A&B Hdwr.; Sears (catalog); Montgomery Ward.

14—NEWSPAPERS: DEMOCRAT (e-Mon. to Fri.) 3,470; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dean Devries, Pub., DEMOCRAT.
National Representatives: Missouri Press Service, Inc.

CARTHAGE, MO.

1—LOCATION: Jasper County, E&P Map A-4, County Seat. Agriculture and dairy area. 150 mi. S of Kansas City.

2—TRANSPORTATION: Railroads: Frisco, Missouri Pacific, Union Pacific.
Motor Freight Carriers: Campbell 66 Express; Jones Truck Line; Ozark; Yellow Transit; Cyrus Truck Lines; M & A Transport Lines.
Intercity Bus Lines: Greyhound; Crown Coach, American.

3—POPULATION:
Corp. City 70 Cen. 11,035; Loc. Est. 10,626
County 70 Cen. 79,852; Loc. Est. 85,441

4—HOUSEHOLDS:
70 Census: City 4,096; Loc. Est. 4,653
70 Cen. County 28,480; Loc. Est. 35,334

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$125,425,874
Commercial Bank	3	$88,317,907

6—PASSENGER AUTOS: County 61,762

7—ELECTRIC METERS: Residence 4,498

8—GAS METERS: Residence 5,049

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 645; Marble & Limestone 468; Bed & Cushion Spring 492; Clothing 300; Elec. Fist. 65; Ind. Machy. 27; Woodworking 32; Wood Products 35; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, Soft, fluoridated.

12—RETAILING: Principal Shopping Center: 19 blocks on 5 streets.
Neighborhood Shopping Centers: Mound at Central; U.S. 71A at Grand; Grand at Macon; Fairlawn Drive; Central at Lincoln; Garrison & Centennial.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Garrison & Centennial	1	Safeway
Grand at Macon	8 blks.	Morris

CARTHAGE—continued

Central at Lincoln	6 blks.	One Stop
Wal-Mart City	2	Wal-Mart, Jean Barn, Wal-Mart
Fairlawn Drive	1	Piggly Wiggly
Village	2	P.N. Hirsh

Ptincipal Shopping Days: Tues., Fri., Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: 5 supermarkets.

13—RETAIL OUTLETS: Department Stores: Ramsay's; J. C. Penney; Belk-Simpson.
Variety Stores: Ben Franklin; P.N. Hirsch.
Discount Stores: Wal-Mart.
Chain Food Supermarkets: Safeway; Consumers; Ramey's.
Other Chain Stores: Oklahoma Supply; Goodyear; Western Auto.

14—NEWSPAPERS: PRESS (e) 5,750; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Mike Miller, Nat'l. Adv. Mgr., PRESS.
National Representatives: Missouri Press Service.

CHILLICOTHE, MO.

1—LOCATION: Livingston County, E&P Map B-2, County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, Ill. On U.S. Hwys. 36, 65.

2—TRANSPORTATION: Railroads: Burlington, Northern Inc.; Chicago, Milwaukee, St. Paul & Pacific; Norfolk & Western.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental.

3—POPULATION:
Corp. City 70 Cen. 9,519; Loc. Est. 9,496
County 70 Cen. 15,368; Loc. Est. 16,488

4—HOUSEHOLDS:
City: 70 Cen. 3,421; Loc. Est. 4,191
County 70 Cen. 5,430; Loc. Est. 6,796

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$128,511,000
Sav. & Loan Assn.	1	$24,300,000

6—PASSENGER AUTOS: County 9,020

7—ELECTRIC METERS: Residence 3,635

8—GAS METERS: Residence 2,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Gloves 450 ($80); Brick & Tile 75 ($85); Creamery 145 ($90); Air-Cleaners 230 ($220); Truck Line 98 ($85 to $210); Tool & Dye 25 ($160); Mobile Homes 123 ($110).
Principal Industrial Pay Days: Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 1-95, Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers: 6 blocks on South Washington. 11 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Park Center	11	Matco Disc., A&P
Southtown	9	Green Hills Mkt., Gibson's, Westlake's

Principal Shopping Days: Thu., Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; P.N. Hirsch.
Variety Stores: Matco; Place's Dime Store.
Discount Stores (CZ): L&O Sales; Orscheln Farm & Home Supply; Gibson's; Westlake Ace Hardware; Wal-Mart.
Chain Food Supermarkets: Green Hills; A&P; Safeway.
Other Chain Stores: Gamble-Skogmo; Western Auto; Sears.

14—NEWSPAPERS: CONSTITUTION-TRIBUNE (e) 6,850; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Julie Ashbrook, Nat. Adv. Mgr. CONSTITUTION-TRIBUNE.
National Representatives: Missouri Press Service, Inc.; Landon Associates, Inc.

CLINTON, MO.

1—LOCATION: Henry County, E&P Map B-3, County Seat. Shipping center for 3-county agricultural, mining, industrial and dairying area 85 mi. from Kansas City; 95 mi. from Springfield.

2—TRANSPORTATION: Railroads: Frisco Missouri- Kansas-Texas.
Motor Freight Carriers: 5.
Intercity Bus Lines: Crown; Greyhound; Continental.

3—POPULATION:
Corp. City 70 Cen. 7,504; Loc. Est. 7,728
County 70 Cen. 18,451; Loc. Est. 19,227
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,835; Loc. Est. 3,312
County 70 Cen. 6,834; Loc. Est. 8,205

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$71,146,000
Sav. & Loan Assns.	4	$30,000,000

6—PASSENGER AUTOS: County 12,251

7—ELECTRIC METERS: Residence 2,800

8—GAS METERS: Residence 2,511

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Garments 182 ($78); Fireworks 39 ($75); Punch Press Mfg. 148 ($90); Coal Mining 35 ($160); Cheese 300 ($85); Power Plant 80 ($150); Caskets 14 ($80); Can Openers, Blenders, Washing Machines 420 ($185).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, medium hard, fluoridated.

12—RETAILING: Principal Shopping Center: Town Square on 20 Sts.
Neighborhood Shopping Centers: 2nd S. & Hwy. 13; 7th & Ohio St.; Jct. Hwys. 13 & 7.
Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; Penney; Montgomery Ward; Nagel's; Feaster's; McCunes; Mode O'Day; Hodine's; Crews Fashions; Hirsch; Sam's.
Variety Stores: Ben Franklin; Mattingly's.
Discount Stores: Sam's; Wal-Mart.
Chain Drug Stores (CZ): Cripps Walgreen; Kreisler Walgreen; Diamond Rexall.
Chain Food Supermarkets: Thriftway; Plaza; IGA; Safeway; Gerbes A.G.
Other Chain Stores: Russell Bros. (clothing); Singer Co.; Davison's Sherwin-Williams Paint; Diehl; Western Auto; P.N. Hirsch (dry goods); Coast- To-Coast; Coleman's Davis Paint; Up & Down Sales.

14—NEWSPAPERS: DEMOCRAT (e-Mon. to Fri.) 4,044; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Daniel B. Miles, Jr., Adv. Dir., DEMOCRAT.
National Representatives: Missouri Press Service Inc.

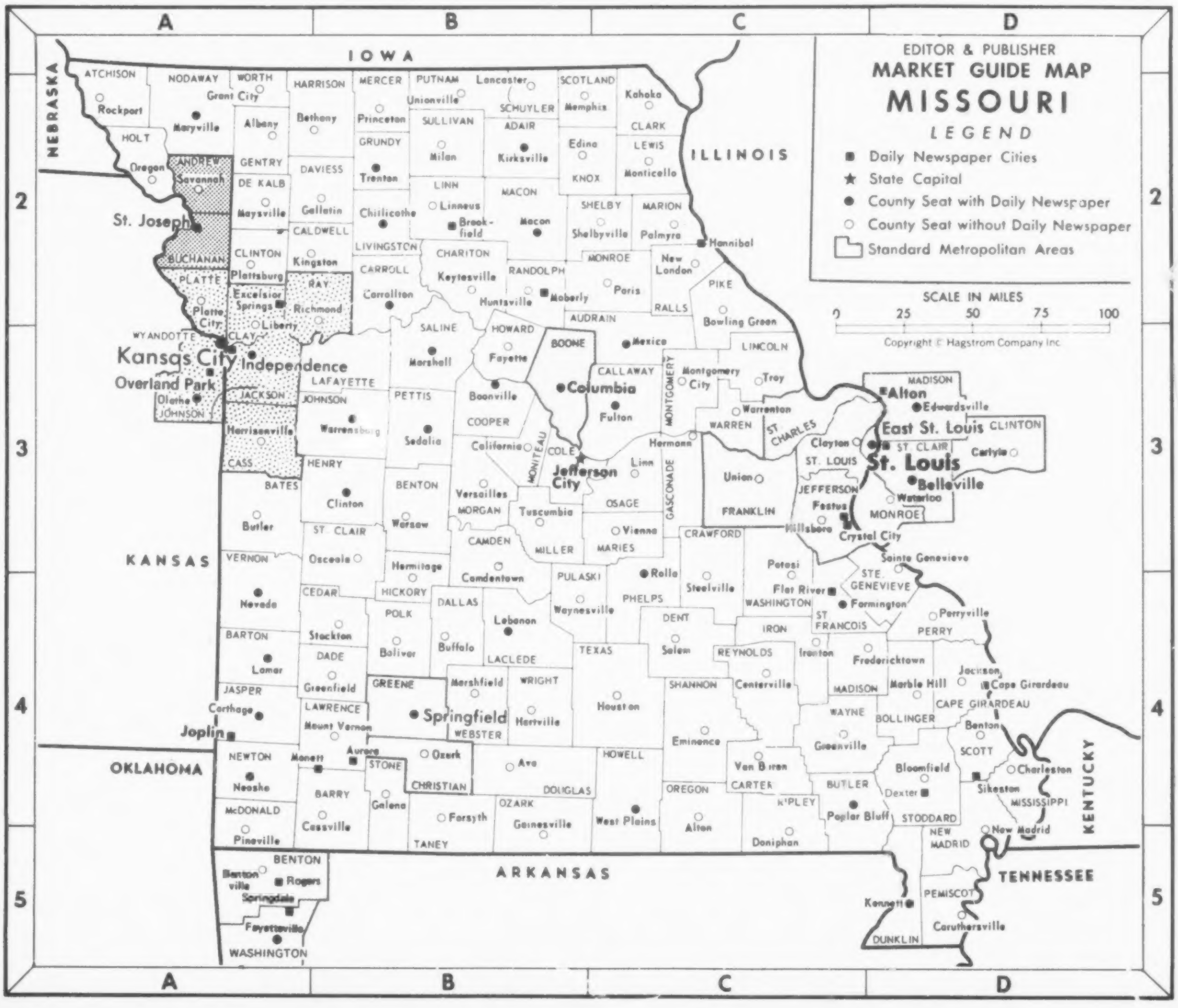
COLUMBIA, MO.

1—LOCATION: Boone County (SMSA), E&P Map B-3. Part of state educational center; on U.S. Hwys. 40, 63, I-70.

2—TRANSPORTATION:
Intercity Bus Lines: Greyhound; Missouri Transit.
Motor Freight Carriers: 10.
Airlines: Ozark and Skyway Commuter (Columbia Regional Airport).

3—POPULATION:
Corp. City 70 Cen. 58,804; Loc. Est. 63,713
CZ ABC: (70) 58,804; (80) 66,800
RTZ-ABC: (70) 22,107; (80) 25,400
County/SMSA 70 Cen. 80,911; Loc. Est. 88,029
City & RTZ-ABC: (70) 80,911; (80) 92,200
Demographic Information available from The Columbia Missourian. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 17,037; Loc. Est. 22,286
County/SMSA 70 Cen. 24,109; Loc. Est. 31,648



CZ ABC: (70) 17,037; (80) 22,100
RTZ-ABC: (70) 7,072; (80) 9,400
City & RTZ-ABC: (70) 24,109; (80) 31,500

5—BANKS: 5 Comm.; Dep. $249,164,000

6—PASSENGER AUTOS: County Est. 53,619

7—ELECTRIC METERS: Residence 21,000

8—GAS METERS: Residence 21,629

9— PRINCIPAL INDUSTRIES (CZ): Insurance Home Office 1,000 Emp. ($105 wkly.), Education (2 colleges, state university) 3 M Co., American Press, Clow Corp., Playmaster, Riback Industries, McGraw Edison, Discwasher, Inc.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shoping Centers (No. of Stores)—Biscayne Mall 40; Broadway 14; Columbia Plaza 7; Eastgate Plaza 7; Forum (14); K-Mart 7; Parkade Plaza 16; North County Shopping Center (6); North Providence (5); Temple Stephens (7); Clossroads West (10); Whitegate (6).
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Dept.—Thu.; food & shopping centers every night.

13—RETAIL OUTLETS: Department Stores: Parks; J.C. Penney; Susie Scott; Sears; Roth's; Montgomery Ward.
Discount Stores: K-Mart; Skagg's; Woolco; Wal-Mart 2.
Chain Drug Stores (CZ): Walgreen; D & H 2; Green Cross; Skagg's; SuperRx 2.
Chain Food Supermarkets: Safeway 2; United Supers 2; IGA 3; Kroger; Gerbes 2; Schnuck's; Super D 2; 7-Eleven 4

Other Chain Stores: Firestone; Western Auto; Midwest Auto; Goodyear; S&H Green Stamps; J.C. Penney; Kroger; Zales Jewelers; Singer Co.; Sherwin -Williams; Cook Paint.

14—NEWSPAPERS: MISSOURIAN (m-Tues to Sat.) 7,062; (S) 7,197; sworn Mar. 31, 1980. TRIBUNE (e-Mon. to Fri.) 18,398; (Sat. m) 18,154; (S) 20,224; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Susan Stiegemeyer, Adv. Mgr., MISSOURIAN, Luke A. Chase, Dir. of Sales, TRIBUNE.
National Representatives: MISSOURIAN—Missouri Press Service, Inc. and National Educational (NEAS) Advertising Service. TRIBUNE— Southwest Dailies.

CRYSTAL CITY, MO.

See FESTUS, MO.

DEXTER, MO.

1—LOCATION: Stoddard County. E&P Map D-4. Manufacturing and agricultural area; 40 mi. South of Cape Girardeau; On U.S. Hwy. 60; State Hwy. 25.

2—TRANSPORTATION: Railroads: Missouri Pacific; St. Louis-Southwestern.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways.
Airlines: Ozark at Cape Girardeau (40 mi.)

3—POPULATION:
Corp. City 70 Cen. 6,024; Loc. Est. 6,850
County 70 Cen. 25,771; Loc. Est. 30,197

4—HOUSEHOLDS:
City 70 Cen. 2,273; Loc. Est. 2,860
County-70 Cen. 8,727; Loc. Est. 11,590

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	2	$108,000,000
Commercial Banks	2	$49,000,000

6—PASSENGER AUTOS: 15,654

7—ELECTRIC METERS: Residence 3,950

8—GAS METERS: Residence 3,950

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shirt and Pants Mfg. 400 ($135); Automotive Exhaust systems 830 ($175); U.S. Govt. Printing Service 35 ($175); Straw and Felt Hats 285 ($140); Automotive Oil Filters 320 ($180); Livestock & Poultry Needs 38 ($170); Tool & Die 30 ($160); Precast Concrete Products 86 ($130); Poultry Packing 155 ($130); Shoe 100 ($130); Boat Motors 35 ($140).

10-CLIMATE: Min. & Max. Temp.—Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1. Last killing frost, Mar 14.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 5 blocks west of main business district (17 stores). Town & Country Shopping Center.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears Roebuck; Dollar General; Fred's; P. N. Hirsch; Orschein Farm Supply, Western Auto; Ben Franklin; Stovall's; Tru-Value Hardware; Rexall.

Discount Stores (CZ): Wal-Mart Discount City; Dollar General.
Chain Food Stores (CZ): Rebel Mkt.; Malone and Hdge (2); Big Star; IGA; Town & Country.

Other Chain Stores: Goodyear; Cato's.

14—NEWSPAPERS: DAILY STATESMAN-MESSENGER (e-Mon. to Fri.) 5,579; sworn Mar. 31, 1980. Data: Barney Miller, Nat'l. Adv. Mgr STATESMAN-MESSENGER.
National Representatives: Landon Associates, Inc.

EXCELSIOR SPRINGS, MO.

1—LOCATION: Clay County (In Kansas City, Mo.-Kans. SMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2—TRANSPORTATION: Milwaukee CRI&P Railroad; Transit Bus; and 4 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 9,411; Loc. Est. 11,110
City Zone, Loc. Est. 14,100
SMSA 70 Cen. 1,273,926; Loc. Est. 1,302,023
County 70 Cen. 123,702; Loc. Est. 137,287

4—HOUSEHOLDS:
City 70 Cen. 3,215; Loc. Est. 5,396
County 70 Cen. 38,113; Loc. Est. 49,202
SMSA 70 Cen.415,279; Loc. Est. 489,840

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$33,000,000

6—PASSENGER AUTOS: County Est. 82,393

7—ELECTRIC METERS: Residence 3,500

8—GAS METERS: Residence 3,450

9— PRINCIPAL INDUSTRIES (CZ): Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N. Jesse James.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Crown Hill Plaza	20	Thriftway, Ben Franklin
"Y"	21	Montgomery Ward
Jesse James North	-	IGA

Principal Shopping Days: Thur., Fri., Sat.
Stores Open Evenings: Thur., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Flanders; Montgomery Ward; J. C. Penney; Sears.
Variety Stores: Ben Franklin, Radley Variety, Wal- Mart, P.N. Hirsch.
Chain Drug Stores (CZ): Greim Rexall; Revco;
Chain Food Supermarkets: A&P; IGA; Thriftway; Safeway.
Other Chain Stores: Coast to Coast; Sentry Hardware; HWI Hardware.

14—NEWSPAPERS: STANDARD (e-Mon. to Fri.); 2,868; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Nancy Elmore Mgr., STANDARD.
National Representatives: Missouri Press Service, Inc.

FARMINGTON, MO.

1—LOCATION: St. Francois County, E&P Map C-4, County Seat. Recreational, agricultural, light manufacturing & medical center. 80 mi. S of St. Louis. On U.S. Hwy. 67.

2—TRANSPORTATION: Railroads: Southern; Louisville & Nashville.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Ozark (Cape Girardeau); American; Braniff; Delta; Eastern; Frontier; Mexicana; Ozark; Republic; TWA; (St. Louis).

3—POPULATION:
Corp. City 70 Cen. 6,590; Loc. Est. 7,635
County 70 Cen. 36,875; Loc. Est. 41,318

4—HOUSEHOLDS:
Corp. City 70 Cen. 2,284; Loc. Est. 3,097
County 70 Cen. 12,000; Loc. Est. 15,766

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$65,904,000
Savings	2	$38,200,000

6—PASSENGER AUTOS: County 24,605

7—ELECTRIC METERS: Residence 2,778

8—GAS METERS: Residence 2,500

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number Employed—Clothing 750; Footwear 300; Electrical 100; Medical 1,100.

10-CLIMATE: Min. & Max. Temp.—Spring 46-65; Summer 68-87; Fall 50-68; Winter 26-43. First killing frost, Oct. 10. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, med. hard.

12—RETAILING: Principal Shopping Center: Downtown 35 stores; two shopping centers.

13—RETAIL OUTLETS: Department Stores: P.N. Hirsch; Rozier's.
Discount Stores (CZ): Wal-Mart; Slacks Outlet; Shoe Outlet.
Variety Stores: Ben Franklin.
Chain Food Stores: Dee Gee's; IGA; Holmes Tom-Buy.
Other Chain Stores: Western Auto; Firestone; Medicate Phcy.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 3,201; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Craig Watkins, Pub., PRESS.
National Representatives: Landon Associates, Inc.

FESTUS-CRYSTAL CITY, MO.

1—LOCATION: Jefferson County, E&P Map C-3 (In St. Louis, Mo.-Ill. SMSA). 35 mi. S of St. Louis, On State Hwys. 61 and 67; Interstate 55.

2—TRANSPORTATION: Railroads: Frisco; Mo. & Ill.
Airport: 2,500 ft. paved & lighted.

3—POPULATION:
Corp. Cities 70 Cen. 11,428; Loc. Est. 12,212
Festus 70 Cen. 7,530; Loc. Est. 8,077
Crystal City 70 Cen. 3,898; Loc. Est. 4,135
SMSA: 70 Cen. 2,410,960; Loc. Est. 2,393,079
County 70 Cen. 105,647; Loc. Est. 136,264
Note: Festus and Crystal City are divided only by a street in business section.

4—HOUSEHOLDS:
Festus: 70 Cen. 2,380; Loc. Est. 3,013
Crystal City: 70 Cen. 1,305; Loc. Est. 1,607
County: 70 Cen. 29,777; Loc. Est. 44,738
SMSA: 70 Cen. 699,800; Loc. Est. 853,344

5—BANKS: Commercial 2; Dep. $15,000,000

6—PASSENGER AUTOS: County 76,646

7—ELECTRIC METERS: Residence 4,200

8—GAS METERS: Residence 4,000

9— PRINCIPAL INDUSTRIES (CZ): Glassware; Garments; Nuclear; Fuel; Chemicals. Lead Smelter; Can Mfg.; Auto Mfg. (Chrysler).

10-CLIMATE: Min. & Max. Avrg. Temp.—Summer 82-92; Fall 65-85; Winter 0-25.

11—TAP WATER: Wells, fluoridated.

12—RETAILING:
Shopping Centers: Dess Plaza (7 stores—Mac's IGA Foodliner); Twin City Mall (25 Stores); Jefferson Square Desoto (14 Stores); Arnold Crossroads (18 Stores); Jefferson Square (9 Stores); 905 Plaza (8 stores).

13—RETAIL OUTLETS: Department Stores: Festus & Crystal; Golde's; P. N. Hirsch; Woolworth.
Discount Stores (CZ): Venture; K-Mart; Wal-Mart.
Chain Drug Stores: Gasen's.
Chain Food Supermarkets: Kroger; Bi-Rite; IGA; National Foods. Schnacks
Other Stores: E&D Style Shop; Gift Chest Jewelers; Gerald's (men's); Dustins; Radio Shack; Lampert Auto Supplies; Hoganmiller TV; Overberg Decorating Centers; Sears; Montgomery Ward; Smith Jewelers; Tri-City Elect. & Hdwe.; Western Auto; R.S.V.P.

14—NEWSPAPERS: DEMOCRAT-PILOT (e-Mon. to Fri.) 8,239; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Wm. Barry Moore, Adv. Dir., DEMOCRAT-PILOT.
National Representatives: American Newspaper Representatives.

FLAT RIVER, MO.

1—LOCATION: St. Francois County, E&P Map C-3. 67 mi. S of St. Louis.

2—TRANSPORTATION: Mo.-Ill.R.R.; Greyhound Continental Bus; CES Truck Lines; Tucker Truck Lines; Sanders Truck Lines.

3—POPULATION:
Corp. City 70 Cen. 4,550; Loc. Est. 4,588
County 70 Cen. 36,875; Loc. Est. 41,318
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 1,617; Loc. Est. 1,857
County 70 Cen. 12,000; Loc. Est. 15,766

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan Assn.	3	$132,000,000
Commercial	6	$109,000,000

6—PASSENGER AUTOS: County 24,605

7—ELECTRIC METERS: County 16,963

8—GAS METERS: County 9,367

9— PRINCIPAL INDUSTRIES (CZ): County—Shoe Manu.; Clothing Factor.; Precision Machine Parts; Furniture; Pre-Fab Homes; Electronics Manufacturer; Glass Manufacturing; State Hospital; Regional Postal Center; State Employment Office; Regional Social Security Office, Candy Factory; Mushroom Cannery.

12—RETAILING:
Shopping Center: Plaza (10 stores).
Principal Shopping Days: Wed., Thu., Fri., Sat.
Stores Open Evenings: Mon. through Sat.

13—RETAIL OUTLETS:
Discount Stores (CZ): TG&Y; Wal-Mart; Penney's.
Chain Drug Stores (CZ): Ragan Rexall; Medicare; Medicate; Wal-Mart.
Chain Food Supermarkets (CZ): Big Star 3, IGA 4; Kroger; DeGee's; Tom-Boy.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 9,349; Dec. 31, 1979 ABC (Initial Audit).
Local Contact for Advertising and Merchandising Data: John L. Shields. Pub., JOURNAL.
National Representatives: Newspaper Advertising Service Co.

FULTON, MO.

1—LOCATION: Callaway County, E&P Map C-3, County Seat. Agricultural. educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and 170 (7 mi. N).

2—TRANSPORTATION: Railroads: Gulf, Mobile & Ohio.
Motor Freight Carriers: 4.
Intercity Bus Lines: Northeast Missouri; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 12,248; Loc. Est. 12,200
County 70 Cen. 25,991; Loc. Est. 29,365

4—HOUSEHOLDS:
City 70 Cen. 3,132; Loc. Est. 3,486
County 70 Cen. 7,462; Loc. Est. 10,443

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	2	$15,000,000
Commercial Banks	2	$50,000,000

6—PASSENGER AUTOS: County Est. 16,004

7—ELECTRIC METERS: Residence 3,473

8—GAS METERS: Residence 3,004

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Brick 600; Farm Machinery 120; Printing 100; State Ment. Hosp. 1,250; 2 Colleges; Nuclear Power Plant 3,000.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-62; Summer 62-100; Fall 41-63; Winter —13-42.

11—TAP WATER: Neutral, very hard.

12—RETAILING:

Nearby Shopring Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Briggs Walmart	3	IGA, Wal-Mart
Winston Plaza	5	TG&Y

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: Some grocery & drug.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Wards; Blattner's; Keeling's.
Variety Stores: Mattingly Bros.
Discount Stores: Wal-Mart; K-Mart.
Chain Food Supermarkets: Safeway; Kroger; Jake's IGA; Gerbes; Schulte's; IGA.
Other Chain Stores: Western Auto; Westlakes, Orschein.

14—NEWSPAPERS: KINGDOM NEWS (m-tues-sat) 3,761; (S) 3,761; sworn Mar. 31, 1980.
SUN-GAZETTE (e) 4,852; (S) 4,852; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jack Baker, Gen. Mgr. KINGDOM NEWS; Donald R. Stimble, Pub., Dan Grubb, Gen. Mgr. SUN-GAZETTE.
National Representatives: KINGDOM NEWS: Missouri Press Service, Inc.; SUN-GAZETTE: Missouri Press Service, Inc.

HANNIBAL, MO.

1—LOCATION: Marion and Ralls Counties, E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61; State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200mi. W; Chicago, 290 mi. NE.

2—TRANSPORTATION: Railroads: Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental; Greyhound; Mid- American Coaches.
Airlines: Ozark.

3—POPULATION:
Corp. City 70 Cen. 18,698; Loc. Est. 19,130
CZ ABC: (70) 18,609; (80) 17,900
RTZ-ABC: (70) 76,881; (80) 79,300
Counties:
Marion 70 Cen. 28,121; Loc. Est. 28,713
Ralls 70 Cen. 7,764; Loc. Est. 8,998
City & RTZ-ABC: (70) 95,490; (80) 97,200

4—HOUSEHOLDS:
City 70 Cen. 6,848; Loc. Est. 7,600
Counties:
Marion 70 Cen. 9,918; Loc. Est. 11,722
Ralls 70 Cen. 2,607; Loc. Est. 3,521
CZ ABC: (70) 6,848; (80) 7,600
RTZ-ABC: (70) 26,597; (80) 31,300
City & RTZ-ABC: (70) 33,445; (80) 38,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$74,500,000
Sav. & Loan Assn.	7	$2,510,000,000

6—PASSENGER AUTOS:
Counties: Marion 16,772; Ralls 3,546

7—ELECTRIC METERS: Residence 7,200

8—GAS METERS: Residence 7,217

9— PRINCIPAL INDUSTRIES (CZ): Food, Dairy & Bev. 14; Bldg. Matls. 7; Ptrs., Commercial 6; Machy. & Tools 3; Shoes 2; Furnaces & Metal Stamping 1; Cement; Agricultural Chemicals; Heating Element Mfg.; Sash & Doors; Confection Products; Canning; Plastics.

10-CLIMATE: Min. & Max. Temp.—Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14. Last killing frost, Apr. 13.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers: South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Tempo, J. C. Penney, TG&Y and Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).

MISSOURI MAP—Page 226

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) · NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,920,087	19,848,468	20,993,141	2,298	1,198,682	1,543	2,965,290	4,910	4,421,003	4,130	3,829,969	5,008	2,562,865	2,990	941,478	3,028	843,307	8,046	1,697,555	1,106	585,349
STANDARD METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo.	320,390	403,207	425,022	49	36,070	26	58,051	55	81,546	57	65,537	80	40,532	74	26,778	61	16,784	136	44,236	15	17,008
Kansas City, Mo.-Kans.	4,904,078	6,160,208	6,591,463	490	274,062	265	1,128,182	1,035	1,234,214	845	1,286,631	933	692,927	783	322,996	787	261,691	1,975	559,861	246	169,009
St. Joseph, Mo.	343,179	372,519	381,210	53	22,680	32	63,753	88	78,583	93	67,319	90	44,728	56	15,395	70	17,433	188	29,218	26	10,884
St. Louis, Mo.-Ill.	7,981,038	10,089,719	10,659,512	742	477,454	416	1,694,171	2,093	2,377,837	1,365	1,877,633	1,789	1,214,772	1,235	470,040	1,300	449,193	3,841	915,208	536	308,061
Springfield, Mo.	792,453	996,109	1,049,484	103	89,653	54	155,720	195	185,226	237	202,904	213	100,618	172	51,806	170	54,337	339	88,341	30	27,707
COUNTIES, Cities																					
ADAIR	87,260	98,877	102,111	12	7,202	10	12,304	18	21,322	28	16,492	31	16,115	27	4,721	22	4,858	30	7,266	4	2,211
Kirksville	82,902	86,920	89,235	12	7,202	8	9,358	16	18,393	27	15,711	26	12,240	27	4,721	21	4,568	29	6,941	3	1,557
ANDREW	25,256	27,783	28,516	14	2,217	7	625	9	3,933	14	8,894	16	8,894	3	473	8	137	10	1,444	2	301
ATCHISON	22,113	23,209	23,604	9	1,274	4	1,580	12	5,558	8	3,528	17	6,644	8	457	8	349	19	1,051	4	1,174
AUDRAIN	85,907	104,001	108,813	21	8,652	10	11,527	27	27,325	30	18,113	30	9,003	18	7,755	19	7,412	37	4,406	8	3,006
Mexico	66,228	82,683	87,015	13	6,110	6	10,963	19	22,934	18	13,247	19	7,274	15	5,907	14	5,052	21	3,471	6	2,612
BARRY	61,273	75,176	78,814	21	8,820	9	7,423	29	17,448	40	13,621	36	11,734	31	3,249	16	1,211	45	5,011	7	2,349
Monett	31,985	38,630	40,845	8	5,150	5	5,137	7	6,430	17	8,290	12	5,113	14	1,588	7	707	19	3,001	4	2,043
BARTON	24,978	35,425	38,237	11	4,216	6	1,213	10	7,221	12	10,815	16	4,179	9	818	8	2,022	20	2,258	4	1,311
Lamar	21,367	29,739	32,530	5	2,910	5	1,099	7	6,807	11	10,308	9	3,126	8	768	4	1,938	13	1,026	2	939
BATES	49,620	71,968	78,007	17	4,574	7	2,432	22	15,634	19	27,401	22	8,567	13	2,881	16	2,269	30	2,701	6	1,620
BENTON	27,045	28,433	28,914	12	3,208	9	1,286	23	6,166	20	6,485	20	3,584	6	265	9	392	34	1,972	3	234
BOLLINGER	15,923	18,914	19,701	4	1,770	2	881	28	5,907	12	5,817	10	1,532	3	151	2	1,008	12	457	1	123
BOONE	320,390	403,207	425,022	49	36,070	26	58,051	55	81,546	57	65,537	80	40,532	74	26,778	61	16,784	136	44,236	15	17,008
Columbia	296,317	377,592	398,908	40	31,496	20	56,880	42	74,417	44	59,914	65	36,743	70	26,565	58	16,659	117	43,455	14	16,901
BUCHANAN	317,923	344,736	352,694	39	20,463	25	63,128	79	74,650	79	58,425	74	35,834	53	14,922	62	17,296	178	27,774	24	10,583
St. Joseph	310,452	337,669	345,653	37	19,985	24	61,975	73	72,967	75	58,085	66	34,052	52	14,792	56	17,092	167	26,952	24	10,583
BUTLER	133,094	150,338	155,053	20	11,689	16	23,643	60	29,503	55	32,271	62	15,040	39	9,944	31	5,757	78	8,677	9	5,817
Poplar Bluff	127,159	144,645	149,364	19	11,538	16	22,643	38	27,394	54	32,122	53	13,874	38	9,879	26	5,516	63	7,541	9	5,817
CALDWELL	15,714	17,050	17,453	7	1,689	4	349	13	4,668	11	3,118	14	4,059	4	600	4	106	13	655	1	194
CALLAWAY	77,132	130,173	145,530	13	16,807	10	8,773	23	26,968	22	18,039	38	39,567	6	3,136	10	5,722	41	13,784	3	2,701
Fulton	43,785	71,664	79,596	7	7,580	8	5,829	11	20,836	14	16,631	16	9,637	6	3,136	8	3,802	21	5,221	3	2,229
CAMDEN	67,153	92,428	99,181	22	4,752	15	7,085	35	21,382	38	20,856	37	13,627	17	2,542	18	3,729	70	10,406	6	1,708
CAPE GIRARDEAU	222,365	287,981	305,262	37	20,658	23	49,652	64	56,249	51	50,380	68	33,675	48	19,066	53	17,823	94	21,834	17	11,281
Cape Girardeau	187,951	247,270	262,885	21	13,156	17	45,332	38	45,329	36	43,698	49	28,781	38	17,595	44	16,412	73	20,037	13	10,300
CARROLL	29,044	37,247	39,407	8	2,036	10	4,270	20	10,241	11	6,098	14	4,807	10	1,686	8	739	16	1,803	3	836
Carrollton	23,824	30,209	32,337	6	1,503	8	3,361	8	8,164	9	4,911	10	4,154	9	1,495	6	544	9	1,578	3	836
CARTER	8,697	12,524	13,563	1	497	5	279	14	3,645	6	2,762	10	3,251	3	147	2	195	10	1,228	2	179
CASS	101,141	141,869	152,815	26	9,868	10	10,594	40	41,311	34	30,890	48	28,986	12	1,252	26	3,402	57	10,767	10	4,439
CEDAR	30,949	48,107	52,887	8	3,399	9	4,023	11	16,282	25	10,859	20	6,252	13	1,084	10	1,376	19	2,673	3	1,262
CHARITON	23,899	33,310	35,838	12	2,241	5	1,918	11	8,056	7	6,908	14	7,996	8	1,436	7	1,155	19	2,490	3	534
CHRISTIAN	37,298	47,801	50,565	9	3,769	9	2,455	21	12,694	21	14,873	20	7,116	8	1,075	11	742	23	1,895	3	530
CLARK	15,519	19,433	20,475	4	1,801	6	854	7	3,925	9	2,817	13	6,706	1	120	4	220	20	1,214	1	341
CLAY	569,345	749,526	798,833	55	43,803	36	139,892	93	149,318	102	191,606	100	94,286	96	25,326	74	25,024	193	66,734	27	18,776
Excelsior Spring	41,288	57,952	63,507	9	7,145	8	10,319	9	10,797	10	14,285	13	9,305	10	1,972	9	2,233	16	3,343	4	1,304
CLINTON	35,342	49,761	55,964	13	7,489	9	5,989	17	12,145	13	10,208	15	5,598	10	1,589	12	2,398	25	4,480	8	1,357
COLE	205,088	271,163	295,348	22	18,880	21	39,378	33	56,179	42	66,567	49	22,019	37	20,405	52	15,040	70	20,345	11	4,916
Jefferson City	192,247	255,667	276,024	19	17,003	19	36,775	28	48,925	41	64,816	43	20,786	37	20,405	48	14,931	70	19,573	11	2,975
COOPER	38,970	48,921	51,544	8	2,418	11	4,885	13	11,841	16	9,380	28	9,827	13	1,905	7	1,044	29	2,940	5	1,652
Boonville	33,808	41,806	44,472	5	2,212	8	4,584	6	10,495	13	8,984	14	6,303	12	1,872	6	1,009	22	2,561	5	1,652
CRAWFORD	48,678	64,076	68,152	10	4,136	16	8,807	22	13,014	24	12,596	26	16,917	6	529	9	882	35	3,440	6	1,090
DADE	12,855	14,557	15,026	8	3,715	6	370	8	3,879	8	1,415	16	2,736	5	656	3	367	11	425	2	215
DALLAS	21,975	35,940	39,913	8	3,389	3	1,468	5	9,887	16	7,065	16	7,252	9	1,093	5	3,455	18	2,054	3	732
DAVIESS	16,502	16,896	17,088	10	1,468	11	603	9	3,304	11	5,449	16	3,280	4	152	4	233	12	668	3	460
DE KALB	11,710	12,603	12,878	9	1,580	4	708	13	2,067	6	1,982	9	2,759	2	172	4	752	18	930	2	189
DENT	35,287	41,379	42,995	10	3,163	10	5,550	22	10,909	18	6,626	20	4,849	8	838	11	3,057	17	1,948	3	283
DOUGLAS	21,500	31,681	34,460	4	2,506	7	4,364	14	8,501	19	6,885	15	5,946	5	894	5	602	17	1,737	2	1,431
DUNKLIN	115,686	122,878	125,208	23	12,521	16	10,489	61	31,774	60	22,611	59	15,379	30	5,779	31	5,333	70	5,272	14	2,578
Kennett	62,955	66,979	68,269	9	6,522	6	6,403	18	17,925	32	13,191	20	5,939	14	3,986	14	3,180	25	2,390	6	1,262
FRANKLIN	210,578	260,718	273,969	41	24,235	36	21,850	75	68,372	73	45,823	86	46,703	43	9,991	43	8,674	119	17,548	19	4,859
GASCONADE	34,286	43,462	45,881	8	3,218	13	2,218	14	11,432	22	10,411	29	6,231	10	791	11	1,860	32	2,715	2	655
GENTRY	21,979	27,406	28,833	9	3,575	7	858	12	6,760	7	5,733	22	4,492	12	979	7	2,228	16	1,299	5	974
GREENE	755,155	948,308	998,919	94	85,884	45	153,265	174	172,532	216	188,031	193	93,502	164	50,731	159	53,595	316	86,446	27	27,177
Springfield	683,061	862,672	909,732	81	82,494	36	143,907	145	162,287	185	152,019	158	76,912	152	48,900	142	52,270	279	82,192	23	26,142
GRUNDY	35,163	48,434	51,984	14	3,374	7	8,534	12	12,600	8	7,046	13	7,641	11	3,720	13	1,400	23	3,854	6	1,910
Trenton	34,145	46,346	50,413	13	3,345	7	8,534	10	12,349	8	7,046	9	7,113	11	3,720	10	1,250	17	3,677	4	1,834
HARRISON	26,167	29,146	29,987	11	1,641	5	2,442	11	6,326	10	5,507	26	6,373	10	1,228	8	550	25	1,699	1	303
HENRY	64,440	82,612	87,390	19	5,768	11	6,537	26	17,517	30	14,497	36	12,110	18	5,209	16	7,053	46	5,301	10	4,326
Clinton	50,703	64,278	68,803	11	3,792	6	6,269	14	12,733	17	10,851	19	8,605	15	4,782	13	6,403	25	4,108	6	3,475
HICKORY	7,933	12,908	14,328	5	1,914	7	940	14	3,462	8	595	12	4,381			4	362	16	946	1	319
HOLT	22,515	28,707	30,358	6	1,375	5	205	10	3,576	4	6,144	15	15,843	4	326	3	252	16	910	3	247
HOWARD	17,619	19,986	20,637	5	822	4	989	9	4,631	12	4,518	20	3,200	3	325	7	97	13	1,665	3	925
HOWELL	97,467	126,983	134,764	16	9,739	24	15,510	39	31,742	61	29,820	47	13,313	27	3,657	30	6,049	57	7,609	11	3,825
West Plains	68,997	89,003	95,672	10	6,256	14	13,260	25	21,584	43	19,140	29	9,240	20	2,754	23	5,401	39	5,710	7	2,102
IRON	26,003	34,111	36,263	10	3,138	8	2,240	21	12,052	13	5,917	22	4,912	5	649	9	1,001	15	1,390	2	633
JACKSON	2,483,988	2,946,576	3,139,959	226	105,537	128	527,209	543	584,607	427	571,700	464	316,038	388	178,313	377	115,312	1,093	307,258	129	96,883
Independence	463,945	584,373	615,924	37	19,440	23	128,396	80	106,834	88	138,550	76	59,358	85	30,324	69	19,703	163	54,821	19	14,700
1Kansas City	1,783,843	2,000,272	2,060,160	127	60,306	81	357,396	394	385,511	274	307,482	317	185,825	301	139,917	256	79,727	859	222,138	99	58,879
JASPER	363,925	458,633	483,878	51	35,267	28	64,540	104	85,637	138	100,394	99	51,195	74	29,661	77	20,110	174	36,195	26	21,569
Carthage	52,735	66,402	69,996	14	3,885	5	5,771	14	16,463	33	16,420	15	6,882	14	4,942	13	2,254	26	4,777	5	1,495
2Joplin	288,627	372,235	394,220	29	30,662	18	55,768	72	63,279	84	80,888	70	43,201	53	23,288	59	17,304	122	30,312	14	18,905
JEFFERSON	277,134	385,926	415,138	53	25,264	28	39,780	102	132,676	113	65,679	109	71,408	29	4,950	60	13,462	128	21,197	23	11,565
Crystal City	45,428	61,436	66,772	4	4,513	3	12,826	9	15,001	17	16,543	11	5,595	5	695	9	1,779	17	6,490	2	821
Festus	22,107	31,667	34,854	5	1,286	5	2,177	10	10,273	7	4,012	11	2,003	9	2,494	15	3,399	27	2,379	4	1,859
JOHNSON	78,232	154,581	178,205	21	17,488	11	16,031	22	37,294	25	31,614	45	26,514	15	5,962	23	5,749	54	15,382	7	4,945
Warrensburg	61,518	123,661	143,005	12	14,398	4	14,435	9	29,606	16	27,811	23	15,613	12	5,432	17	5,183	29	12,986	5	4,772
KNOX	9,426	11,390	11,906	5	1,350	7	1,191	7	2,661	4	2,731	7	1,443	2	297	1	563	9	385	2	343
LACLEDE	88,394	106,925	111,825	13	9,115	13	10,582	34	19,375	68	24,430	49	18,919	22	3,615	20	3,193	42	5,147	7	1,664
Lebanon	83,901	101,844	106,578	13	9,115	10	10,357	24	18,405	63	24,171	39	17,257	22	3,615	20	3,193	37	4,494	7	1,664
LAFAYETTE	70,882	81,491	84,349	18	7,692	15	5,901	32	22,486	29	14,307	34	11,822	17	3,425	23	3,295	51	5,358	13	2,906
LAWRENCE	64,229	79,271	83,222	18	6,590	15	5,454	26	19,613	25	21,408	31	8,647	14	2,532	21	3,676	42	5,206	6	2,935
Aurora	41,193	49,963	52,886	7	4,634	6	4,492	12	12,636	12	17,458	11	3,778	8	1,323	10	2,602	11	1,565	4	2,248
LEWIS	24,140	32,663	34,933	9	5,373	10	1,366	12	7,472	8	7,713	16	4,807	5	910	4	586	15	1,277	1	290
LINCOLN	42,269	55,987	59,615	11	3,316	11	5,200	31	18,871	19	9,762	27	8,276	9	1,078	13	1,658	37	4,137	2	1,500
LINN	47,985	58,378	61,115	22	5,125	14	5,705	17	12,530	15	12,616	26	8,764	14	2,071	18	2,899	27	3,148	6	2,272
Brookfield	33,341	40,093	42,344	11	2,254	6	4,221	9	9,123	11	8,904	11	5,906	9	1,727	9	2,233	14	2,048	3	1,755
LIVINGSTON	57,459	73,538	77,775	16	6,622	13	10,443	17	14,979	16	15,491	20	8,609	17	4,236	14	2,698	19	3,182	4	1,571
Chillicothe	56,139	72,295	76,537	15	6,522	13	10,443	13	14,246	16	15,491	16	8,246	17	4,236	14	2,698	18	3,140	4	1,571

MISSOURI MAP—Page 226

HANNIBAL—continued

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: Shopping Centers

13—RETAIL OUTLETS: Department Stores: P. N. Hirsch; J. C. Penney.
Variety Stores: Kresge; TG&Y.
Discount Stores: Tempo; Jupiter; K-Mart.
Chain Drug Stores: SuperRx.
Chain Food Supermarkets: Kroger's; Nat'l. Fod; IGA; Hy-Klas 5.
Other Chain Stores: Sears (catalog); Montgomery Ward (catalog); Chanen Auto; Tempo.

14—NEWSPAPERS: COURIER-POST (e) 12,240; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: James McLellan, Editor & Publisher, COURIER-POST.
National Representatives: Southwest Dailies, Inc.; Missouri Press Service. Inc.

INDEPENDENCE, MO.

1—LOCATION: Jackson County, (In Kansas City, Mo.-Kans. SMSA) E&P Map A-3. County Seat. Joins Kansas City on East.

2—TRANSPORTATION: Railroads: Missouri-Pacific; GM&O; Kansas City Southern.

Intercity Bus Lines: K. C.; Greyhound.

Motor Freight Carriers: 154.

Airlines: TWA; Braniff; Continental; Central; Ozark; Delta; C&S; United.

3—POPULATION:
Corp. City 70 Cen. 111,630; Loc. Est. 111,593
SMSA 70 Cen. 1,273,926; Loc. Est. 1,302,023
County 70 Cen. 654,178; Loc. Est. 611,153

4—HOUSEHOLDS:
City 70 Cen. 36,168; Loc. Est. 39,475
County 70 Cen. 224,369; Loc. Est. 243,146
SMSA 70 Cen. 415,279; Loc. Est. 489,840

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	7	$186,000,000
Sav. & Loan Assn.	8	$1,100,000,000

6—PASSENGER AUTOS: County 245,253

7—ELECTRIC METERS: Residence 40,012

8—GAS METERS: Residence 38,880

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Oil Refining; Steel Prod.; Furniture; Bedding, Chemicals; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Machy.; Ice Cream, Pop; Asphalt; Jet Fuel; Jet Plant Rafueler Trailers; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dies; Plastic Mold Jigs, Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum Awnings; Agricultural Lime; Liquid Nitrogen; Rock Phosphate; Potash; Religious Books; Dolls; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; TV Picture Tubes; Dairy Equip.; Salad Oil; Electronic Equip.; Fiber Glass Awnings; Christmas Decorations; Cement; Plastics; Printing & Pub.

10-CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 60-100; Fall 30-60; Winter-15-45. First killing frost, Oct. 25. Last killing frost, Apr. 21

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING:
Shopping Centers (Distance from Shopping District): Englewood, 1Mi.; Fairmont, 4 Mi.; Maywood, 2 Mi.; Blue Ridge, 4 Mi.; Independence Center, 4 Mi.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alton Plaza	-	Thriftway, TG&Y
Cable Place	-	N.A.
Chrisman Plz.	11	TG&Y
Far View	10	Sears
Gaslight Sq.	-	Sears, Mini Mart
Hi Way 24	11	Thriftyway, TG&Y, P. N. Hirsch
Hub Regional	10	Woolco
Independence	120	Sears, Macy's
Noland Plaza	9	
Plaza 71 Center	10	Stix-Baer & Fuller
Sterling View	-	Safeway, IGA
23rd & Alton	-	TG&Y
39th & Noland Ctr.	11	TG&Y, Safeway, Venture

Principal Shopping Days: Mon., Tue., Fri., Sat.
Stores Open Evenings: Tues., Fri.; Shopping Centers, some 2 nights; some 6.
Stores Open Sundays: Drug, food.

13—RETAIL OUTLETS: Department Stores: Knoepker's; J. C. Penney; Montgomery Ward: Sears: Stix-Baer & Fuller; Macys; Jones Store.
Discount Stores (CZ): Wild Woody's; K-Mart; Woolco; Venture; Meyer Jewelry.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCDONALD	26,709	38,073	41,151	10	3,319	6	3,748	27	8,841	16	5,090	23	8,891	2	259	3	387	35	2,326	5	607
MACON	38,343	52,990	56,903	14	5,872	5	2,623	20	13,549	16	9,852	28	7,635	12	2,706	15	2,862	26	3,715	6	1,686
Macon	30,125	41,003	44,629	9	4,643	4	2,315	7	10,038	11	8,048	14	4,838	10	2,442	11	2,589	15	3,087	4	1,357
MADISON	24,748	36,244	39,397	6	1,904	4	1,557	22	14,115	9	3,935	20	8,473	5	480	8	1,712	21	2,618	2	617
MARIES	9,007	8,702	8,702	4	444	3	220	18	2,216	6	1,744	8	1,285	7	512	3	345	12	574		
MARION	106,271	132,705	143,842	18	11,905	13	17,244	30	31,694	33	22,316	37	21,601	25	6,113	22	5,558	61	11,335	10	3,555
Hannibal[3]	75,826	93,050	101,749	14	9,090	11	14,326	21	21,070	20	15,384	21	11,656	21	5,037	20	4,986	46	8,993	8	2,791
MERCER	6,575	7,072	7,224	6	764	3		5	2,812	4	974	8	814	3	196	2	359	8	412	1	170
MILLER	56,105	75,046	80,065	12	6,314	5	7,784	29	11,910	28	15,176	27	10,750	12	2,064	20	3,006	55	7,963	3	599
MISSISSIPPI	45,195	60,243	64,260	9	4,034	10	2,117	30	10,759	13	9,915	30	24,544	9	1,934	10	1,839	26	1,762	6	1,740
MONITEAU	32,269	35,315	36,195	11	2,961	4	1,291	14	8,161	19	12,727	15	3,808	8	1,148	7	492	18	1,238	3	383
MONROE	18,082	22,302	23,406	10	3,744	6	756	9	4,155	12	5,767	12	2,728	7	1,641	5	674	15	1,286	4	1,050
MONTGOMERY	26,450	31,299	32,599	8	1,743	7	1,204	12	6,399	14	5,577	28	10,834	4	465	10	1,265	22	2,315	2	326
MORGAN	33,723	34,754	35,208	10	5,117	10	904	18	9,039	22	6,357	27	4,966	8	668	11	2,219	34	2,231	4	269
NEW MADRID	60,374	72,213	75,367	13	5,266	9	10,610	37	13,938	24	9,553	49	21,373	27	4,471	14	2,378	30	2,767	7	905
NEWTON	82,979	105,560	111,508	14	6,393	7	7,515	35	27,264	49	26,752	43	18,620	13	4,385	18	3,343	55	7,380	5	1,497
Neosho	57,799	72,210	75,970	9	3,950	3	7,120	16	17,315	26	24,445	15	6,462	11	4,006	11	2,295	30	3,614	3	1,393
NODAWAY	60,108	78,784	83,724	26	10,258	12	10,038	27	16,628	12	12,230	28	11,958	15	3,818	14	3,114	39	5,327	5	1,510
Maryville	48,381	62,402	67,076	18	8,335	8	8,896	10	14,380	8	10,840	11	4,961	14	3,733	12	2,963	19	3,864	5	1,510
OREGON	22,478	29,672	31,578	5	3,611	8	1,803	13	6,001	13	6,756	18	4,205	9	1,219	2	882	14	1,344	3	428
OSAGE	16,474	19,980	20,905	6	2,045	3	279	18	5,300	9	3,798	11	4,046	4	263	4	681	18	1,151		
OZARK	17,123	21,305	22,405	4	957	6	1,148	19	4,734	4	5,200	11	3,214	2	262	5	299	11	835	1	328
PEMISCOT	53,116	62,667	65,221	16	3,437	10	5,536	71	19,201	24	8,202	42	9,940	21	2,735	14	2,020	37	4,466	7	1,518
PERRY	52,987	69,828	74,282	10	7,306	14	17,900	14	11,883	11	9,317	20	11,807	4	433	10	2,546	35	5,838	4	1,672
PETTIS	125,562	152,972	160,171	29	14,306	13	18,356	31	31,610	48	36,848	36	13,344	25	7,492	28	6,098	69	12,481	8	4,686
Sedalia	122,525	150,130	157,346	25	13,771	12	18,212	27	31,021	47	36,770	31	12,771	25	7,492	27	6,076	62	11,670	8	4,686
PHELPS	114,674	139,795	146,455	18	13,180	13	13,375	37	28,916	37	28,084	51	19,987	22	7,292	26	4,439	55	11,161	5	1,499
Rolla	95,099	118,544	124,700	10	10,976	8	13,198	20	21,646	24	24,890	33	15,199	18	6,596	25	4,348	41	9,371	4	1,341
PIKE	43,207	47,699	48,987	13	3,674	18	5,766	29	12,826	22	5,830	21	8,989	13	1,389	16	1,316	19	2,160	5	1,674
PLATTE	81,520	103,045	108,733	19	8,356	7	9,535	24	31,614	22	10,457	29	18,407	7	520	9	1,034	45	10,139	4	3,377
POLK	49,721	60,067	62,798	17	11,371	12	6,254	21	13,814	14	11,008	23	6,253	12	1,806	13	1,642	25	2,375	7	1,389
PULASKI	69,204	72,250	73,369	11	3,526	13	7,032	23	12,310	52	18,126	42	12,866	12	1,207	18	3,514	67	5,146	4	946
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	20,914	26,208	27,973	7	1,100	1	565	8	2,704	16	9,741	28	5,377	8	327	6	1,032	43	2,112	1	503
PUTNAM	16,409	20,733	21,870	4	1,448	6	768	11	4,856	6	5,527	9	4,228	9	895	4	306	12	998	1	324
RALLS	9,809	12,073	12,668	5	1,360	4	391	9	2,926	7	3,437	12	2,289	1	356	2	170	10	353	1	137
RANDOLPH	83,416	118,035	127,442	16	6,982	8	11,227	20	29,934	41	28,169	27	11,848	23	7,869	24	7,236	38	7,378	5	3,136
Moberly	79,630	114,495	123,921	13	6,720	6	11,227	12	29,413	34	27,909	18	10,200	21	7,869	21	7,082	31	7,235	5	3,136
RAY	41,639	44,380	45,249	11	4,088	6	1,561	17	11,585	18	10,194	15	5,579	11	2,065	8	923	25	1,985	4	1,792
Richmond	33,095	34,984	35,614	4	2,539	3	1,096	8	9,362	13	9,264	8	4,333	10	1,953	5	717	14	1,573	4	1,792
REYNOLDS	13,555	14,921	15,313	4	490	7	542	14	4,651	11	4,545	13	3,025			3	47	8	389	1	117
RIPLEY	20,701	24,703	25,757	8	1,873	10	3,862	15	7,959	14	5,150	10	2,242	5	354	5	630	12	822	3	653
ST. CHARLES	386,257	577,467	629,998	59	46,452	17	49,220	93	[illegible]	87	114,127	110	118,879	55	19,937	88	26,534	158	46,311	18	21,802
ST. CLAIR	18,685	19,563	19,868	7	1,327	4	251	[illegible]	[illegible]	21	7,473	11	2,453	3	310	5	496	21	2,061	2	110
ST. FRANCOIS	122,954	164,783	175,898	24	13,987	11	22,760	55	43,482	34	28,009	71	30,237	26	6,740	27	6,505	55	7,704	12	3,657
Farmington	46,038	61,040	66,041	9	8,457	4	8,605	10	12,412	16	12,634	18	9,522	11	2,088	7	982	22	2,618	4	1,263
Flat River	31,247	41,332	44,694	5	1,787	4	7,443	8	12,144	8	4,573	14	5,454	9	3,196	13	3,754	9	2,645	4	1,096
ST. LOUIS	3,932,264	4,980,235	5,258,600	286	191,313	156	992,606	755	1,127,552	494	948,851	713	523,965	602	254,295	578	245,485	1,184	417,500	205	144,670
ST. LOUIS CITY	1,409,583	1,599,954	1,651,920	90	42,997	71	229,764	555	365,919	224	228,303	346	191,109	234	85,845	208	62,331	1,197	213,626	128	55,705
St. Louis	1,199,972	1,599,954	1,651,920	112	42,997	94	229,764	792	365,919	234	228,303	482	191,109	358	85,845	270	62,331	1,575	213,626	165	55,705
STE. GENEVIEVE	30,728	30,997	31,267	7	1,925	8	2,001	17	7,513	8	5,962	14	5,164	3	301	8	897	32	2,973	3	1,029
SALINE	69,494	90,994	96,678	18	7,580	15	11,193	16	20,066	31	14,003	43	17,187	20	4,290	15	3,166	46	5,518	7	3,669
Marshall	48,689	64,472	68,644	10	5,401	10	10,676	8	14,792	21	7,995	23	8,564	14	3,595	12	2,565	33	4,261	5	2,998
SCHUYLER	13,652	14,837	15,187	5	1,823	2	423	8	1,576	7	5,334	9	3,388	2	78			10	661	3	171
SCOTLAND	12,778	12,944	13,067	4	772	6	1,387	4	3,260	11	2,695	12	1,631	3	170	4	705	12	896	1	105
SCOTT	130,865	166,267	180,239	29	22,014	10	24,882	63	32,639	42	34,584	52	16,916	30	10,856	30	7,837	74	11,643	13	5,317
Sikeston[4]	117,960	147,644	155,411	17	[illegible]	12	21,839	40	29,371	31	33,464	27	11,777	34	8,518	26	7,247	35	8,214	7	4,581
SHANNON	9,863	12,259	12,892	2	455	4	325	11	3,814	9	2,062	15	3,000	5	172	4	139	10	727	1	226
SHELBY	20,241	19,202	19,136	8	918	9	1,492	12	4,380	7	4,351	15	3,846	2	314	3	132	10	890	2	509
STODDARD	78,193	89,734	92,830	22	12,668	13	7,019	48	16,281	34	23,786	42	8,182	19	2,340	20	3,426	63	6,452	8	2,183
Dexter	56,503	64,129	66,671	10	10,096	6	6,227	11	8,936	18	20,252	17	4,128	11	1,784	14	3,061	26	4,201	3	1,278
STONE	23,340	31,606	33,810	10	3,024	10	1,047	23	9,922	14	5,772	27	4,893	10	1,004	5	223	23	2,181	2	424
SULLIVAN	12,052	15,895	16,910	6	2,132	6	1,066	8	3,404	10	2,286	11	2,346	8	382	5	632	11	584	2	529
TANEY	64,983	82,322	86,876	11	7,407	12	7,904	34	19,801	25	12,377	29	9,393	13	1,804	13	2,076	73	10,576	8	2,292
TEXAS	56,581	67,812	70,782	13	5,740	15	4,581	31	12,429	26	17,588	34	13,862	17	1,398	12	1,095	34	2,339	6	1,233
VERNON	50,743	60,474	[illegible]	11	3,879	10	8,396	15	13,150	24	13,561	25	7,156	12	2,560	15	3,717	39	5,221	3	1,213
Nevada	47,604	56,096	58,927	10	3,685	7	8,288	9	12,358	21	13,427	18	5,774	11	2,443	14	3,582	29	[illegible]	3	1,213
WARREN	29,879	36,696	38,501	9	3,013	7	3,322	13	11,201	12	5,352	17	8,003	2	268	10	404	21	3,394	2	466
WASHINGTON	29,399	30,023	30,363	11	2,300	8	1,938	35	9,114	18	5,637	23	6,363	5	226	6	359	20	1,427	3	419
WAYNE	23,392	27,620	28,738	8	3,258	9	1,945	30	7,407	15	5,742	20	4,277	5	283	4	1,288	27	1,719	2	764
WEBSTER	32,030	40,968	43,333	11	2,355	7	3,856	21	9,932	22	7,124	26	8,687	12	1,182	8	1,268	22	2,449	3	1,057
WORTH	6,111	6,983	7,223	9	880	1	543	7	2,119	3	684	9	1,632	1	79	3	566	6	123	1	251
WRIGHT	37,388	45,895	48,136	14	5,753	18	8,585	19	9,959	27	6,437	34	6,052	12	1,075	11	1,477	30	2,081	4	841

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,678,029	4,935,211	15,258,499	37,542,767	1,887,265	19,893	121,272	1,048,547	1,235,149
STANDARD METROPOLITAN STATISTICAL AREAS									
Columbia, Mo.	80,911	90,429	196,956	852,374	32,681	26,082	1,456	9,437	10,234
Kansas City, Mo.-Kans.	1,273,926	1,332,679	4,667,926	12,258,451	506,916	24,182	7,254	68,313	63,307
St. Joseph, Mo.	98,828	104,858	364,237	576,172	41,921	13,744	2,157	24,738	23,275
St. Louis, Mo.-Ill.	2,410,960	2,318,714	8,688,313	19,249,957	837,725	22,979	11,233	143,893	97,762
Springfield, Mo.	168,053	215,214	542,605	1,510,689	84,924	17,789	3,513	3,859	34,423
COUNTIES, Cities									
ADAIR	22,472	22,774	57,894	176,136	9,145	19,260	1,080	7,051	8,885
Kirksville	15,560	15,608	41,735	124,574	6,177	20,167	*	*	*
ANDREW	11,913	15,417	31,877	76,504	6,000	12,751	1,123	11,238	3,767
ATCHISON	9,240	8,688	29,270	70,735	3,580	19,738	819	24,798	14,879
AUDRAIN	25,362	26,137	84,508	208,523	10,257	20,330	1,426	26,209	22,514
Mexico	11,807	12,040	43,188	107,976	4,991	21,634	*	*	*
BARRY	19,597	25,433	46,999	140,854	10,609	13,277	1,718	2,076	18,741
Monett	5,937	6,616	15,015	38,638	2,865	13,486	*	*	*
BARTON	10,431	11,888	27,480	87,847	5,159	17,028	1,017	16,608	13,435
Lamar	3,760	3,625	10,187	27,548	1,677	16,427	*	*	*
BATES	15,468	16,253	42,820	134,481	6,988	19,245	1,591	18,329	20,355
BENTON	9,695	13,344	21,473	78,122	5,933	13,167	978	4,199	11,248
BOLLINGER	8,820	10,978	16,963	49,322	4,164	11,845	982	2,877	5,151
BOONE	80,911	90,429	196,956	852,374	32,681	26,082	1,456	9,437	10,234
Columbia	58,804	67,356	145,663	643,284	23,732	27,106	*	*	*
BUCHANAN	86,915	89,441	332,360	499,668	35,921	13,910	1,034	13,500	9,308
St. Joseph	72,691	79,571	279,055	444,010	32,422	13,695	*	*	*
BUTLER	33,529	38,609	82,812	260,529	15,528	16,778	1,304	19,057	2,551
Poplar Bluff	16,653	17,794	45,453	133,018	7,721	17,228	*	*	*
CALDWELL	8,351	9,695	21,251	66,893	4,241	15,773	1,079	7,115	10,138
CALLAWAY	25,991	31,102	63,786	235,999	11,212	21,049	1,459	9,674	13,589
Fulton	12,248	11,121	29,314	81,173	3,443	23,576	*	*	*
CAMDEN	13,315	20,803	25,249	132,023	8,761	15,069	515	282	5,788
CAPE GIRARDEAU	49,350	58,160	138,342	371,450	21,785	17,051	1,556	8,163	12,939
Cape Girardeau	31,282	34,196	90,951	228,807	12,611	18,143	*	*	*
CARROLL	12,565	12,288	38,290	92,176	5,218	17,665	1,253	23,412	15,842
Carrollton	4,847	5,191	14,977	39,484	2,260	17,471	*	*	*
CARTER	3,878	5,330	6,886	41,070	2,100	19,557	206	239	1,076
CASS	39,448	51,248	97,358	335,137	18,455	18,160	1,826	13,654	16,722
CEDAR	9,424	11,640	27,350	76,817	5,124	14,992	976	1,861	6,178
CHARITON	11,084	11,102	30,716	76,014	4,712	16,132	1,437	22,524	23,282
CHRISTIAN	15,124	23,225	31,715	144,144	9,001	16,014	1,366	906	12,425
CLARK	8,260	8,422	21,135	55,044	3,286	16,751	836	14,722	5,838
CLAY	123,702	141,738	431,131	1,186,624	51,358	23,105	820	4,855	10,912
Excelsior Spring	9,411	14,194	29,569	107,127	5,643	18,984	*	*	*
CLINTON	12,462	16,138	32,949	127,812	6,527	19,582	927	6,294	16,586
COLE	46,228	58,063	147,311	431,233	21,509	20,049	1,032	1,755	7,680
Jefferson City	32,407	38,786	112,847	312,820	14,807	21,126	*	*	*
COOPER	14,732	15,642	46,576	145,435	6,265	23,214	1,143	10,267	15,564
Boonville	7,514	7,682	23,765	71,454	2,992	23,882	*	*	*
CRAWFORD	14,828	18,684	32,037	110,835	7,295	15,193	696	442	5,206
DADE	6,850	8,383	15,831	54,803	3,621	15,135	995	5,016	8,530
DALLAS	10,054	12,952	19,494	67,913	5,369	12,649	1,098	676	10,439
DAVIESS	8,420	8,984	22,285	58,551	3,825	15,307	1,199	12,192	11,006
DE KALB	7,305	8,534	17,890	62,141	3,538	17,564	990	6,252	15,584
DENT	11,457	14,164	24,027	102,849	5,782	17,788	760	283	3,713
DOUGLAS	9,268	11,699	17,200	57,086	4,688	12,177	1,223	411	8,998
DUNKLIN	33,742	37,317	85,654	237,241	14,852	15,974	1,150	36,369	1,697
Kennett	10,090	10,825	29,151	77,407	4,131	18,738	*	*	*
FRANKLIN	55,127	73,117	166,148	498,044	26,274	18,956	1,870	4,874	17,253
GASCONADE	11,878	14,092	32,910	79,662	5,815	13,699	915	2,019	5,849
GENTRY	8,060	8,106	21,941	56,037	3,587	15,622	889	9,202	11,099
GREENE	152,929	194,989	510,890	1,366,545	75,923	17,999	2,147	2,953	21,998
Springfield	120,096	144,203	408,201	1,045,201	58,224	17,951	*	*	*
GRUNDY	11,819	11,707	34,978	88,885	5,124	17,347	899	11,154	8,763
Trenton	6,063	7,098	17,610	52,889	3,232	16,364	*	*	*
HARRISON	10,257	10,413	26,697	65,436	4,615	14,179	1,285	13,804	13,187
HENRY	18,451	19,448	55,747	156,395	8,419	18,576	1,294	13,453	13,823
Clinton	7,504	7,495	23,155	61,556	3,259	18,888	*	*	*
HICKORY	4,481	7,153	9,841	39,754	3,291	12,080	579	721	4,649
HOLT	6,654	7,280	20,580	59,622	3,210	18,574	816	22,147	10,121
HOWARD	10,561	10,288	28,556	70,024	4,092	17,112	841	8,786	9,997
HOWELL	23,521	29,200	52,018	172,710	11,858	14,565	1,697	603	13,252
West Plains	6,893	8,595	15,362	51,229	3,784	13,538	*	*	*
IRON	9,529	11,430	24,472	77,497	4,324	17,923	296	155	2,833
JACKSON	654,178	623,735	2,512,074	5,123,230	250,893	20,420	1,222	9,793	6,601
Independence	111,630	112,953	416,324	928,658	41,504	22,375	*	*	*
1Kansas City	507,330	443,529	1,858,409	3,472,250	174,789	19,865	*	*	*
JASPER	79,852	86,733	244,851	563,455	36,196	15,567	1,501	10,860	17,131
Carthage	11,035	10,396	34,098	69,165	4,595	15,052	*	*	*
2Joplin	39,256	41,599	130,190	295,347	18,163	16,261	*	*	*
JEFFERSON	105,647	142,198	278,967	1,004,883	47,187	21,296	872	2,005	4,102
Crystal City	3,898	4,157	10,124	28,895	1,633	17,694	*	*	*
Festus	7,530	8,128	19,510	56,359	3,066	18,382	*	*	*
JOHNSON	34,172	36,301	84,542	283,755	12,945	21,920	2,007	10,729	19,904
Warrensburg	13,125	15,505	34,489	127,077	5,150	24,675	*	*	*
KNOX	5,692	6,166	16,395	42,469	2,588	16,410	825	13,438	8,853
LACLEDE	19,944	24,651	49,217	148,623	9,848	15,092	1,289	779	13,359
Lebanon	8,616	8,357	22,855	53,885	3,313	16,265	*	*	*
LAFAYETTE	26,626	30,740	77,609	262,017	12,197	21,482	1,817	22,012	28,864
LAWRENCE	24,585	30,391	62,294	180,474	12,576	14,351	1,860	3,520	21,660
Aurora	5,359	6,916	13,321	40,290	3,144	12,815	*	*	*
LEWIS	10,993	10,912	30,716	78,463	4,204	18,664	897	13,179	9,399
LINCOLN	18,041	22,321	42,971	159,793	8,361	19,112	1,428	12,624	26,328
LINN	15,125	16,155	44,862	119,018	7,239	16,441	1,169	9,986	15,561
Brookfield	5,491	5,261	16,528	39,333	2,478	15,873	*	*	*

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INDEPENDENCE—continued

Variety Stores: Woolworth 2; TG&Y 5; Ben Franklin 2.
Chain Drug Stores (CZ): K-Mart; Denten's 2; Save-More 3; J. W. Watt 2; Skaggs 2.
Chain Food Supermarkets: Safeway 6; A&P 3; Milgram; U.S. Supers 5; Thriftway 5; AG; C & J 2; Ball's, Maywood's 2.
Other Chain Stores: Firestone; Goodyear; Western Auto; Helzberg's Jewelry; Goldman Jewelry; Davis Paint; Cook Paint; Gateway Sporting Goods; Great Western Paint; Thriftway; Goodrich; Uniroyal.

14—NEWSPAPERS: EXAMINER (e) 16,644; Sworn Dec. 31, 1979 VAC. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Tim Kelley, Adv. Dir., EXAMINER.
National Representatives: Missouri Press Service, Inc.; U.S.S.P.I.

JEFFERSON CITY, MO.

1—LOCATION: Cole County, E&P Map B-7. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army). 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2—TRANSPORTATION: Railroads: Missouri Pacific; Mo.-Kan.-Tex.; Amtrak.
Water: River Barge Line; Federal Barge; Adrain Dock.
Motor Freight Carriers: 5
Intercity Bus Lines: Missouri Transit; Continental Trailways.
Airlines: Trans-Mo

3—POPULATION:
Corp. City 70 Cen. 32,407; Loc. Est. 38,050
CZ ABC: (70) 37,231; (80) 44,600
RTZ-ABC: (70) 94,348; (80) 108,400
County 70 Cen. 46,228; Loc. Est. 55,598
City & RTZ-ABC: (70) 131,579; (80) 153,000

4—HOUSEHOLDS:
City 70 Cen. 10,120; Loc. Est. 14,305
County 70 Cen. 13,972; Loc. Est. 20,314
CZ ABC: (70) 11,466; (80) 15,700
RTZ-ABC: (70) 29,932; (80) 39,400
City & RTZ-ABC: (70) 41,398; (80) 55,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	4	$63,228,032
Commercial Banks	4	$324,599,000

6—PASSENGER AUTOS: County 34,179

7—ELECTRIC METERS: Residence 18,964

8—GAS METERS: Residence 13,667

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—Shoes 600 ($140); Printing & Bookbinding 700 ($150); State Govt. 6,000 ($120); Cosmetics 1,000 ($120); Warehousing 100 ($125); Electrical Assembly 1,201 ($145).
Principal Pay Days: 28th to 30th monthly.

10-CLIMATE: Min. & Max. Temp.—Spring 32-75; Summer 60-100; Fall 38-80; Winter —10-60. First killing frost, Oct. 27. Last killing frost, Apr. 16.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers: Missouri blvd., East High St.; Hwy. 50 West; Hwy. 50 East; Capital Mall (under construction).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Jefferson Plaza	2	Krogers
Southwest Plaza	2½	Montgomery-Ward, IGA
Mart Center	3	Wal-Mart
K-Mart Center	3	K-Mart, Kroger

Stores Open Evenings: Mon., Thur., Sat.
Stores Open Sundays: Food; Drug.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Herman's; P. N. Hirsch.
Variety Stores: Kress; Mattingly; TG&Y.
Discount Stores (CZ): Dixson's; House of Bargains; Wal-Mart; K-Mart.
Chain Drug Stores (CZ): Crown; Wal-Mart; Hall 2; Walgreen.
Chain Supermarkets: Kroger; IGA 3; Safeway; Gerbes; De Broecks Big Star 2; Aldi Benner.

14—NEWSPAPERS: CAPITAL NEWS (m. Tues. to Sat.) 5,130; POST-TRIBUNE (e-Mon. to Fri.) 16,805; Combs. (m&e) 22,121 NEWS AND TRIBUNE (S) 22,121; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lou White, Adv. Dir., CAPITAL NEWS and POST-TRIBUNE.
National Representatives: Southwest Dailies.

JOPLIN, MO.

1—LOCATION: Jasper and Newton Counties, E&P Map A-4. Industrial, Agricultural, recreational, distrubution and chemical center.

2—TRANSPORTATION: Railroads: Frisco; KCS; Mo. Pac.; Santa Fe.
Motor Freight Carriers: 21.
Bus Lines: Greyhound; Continental; Missouri Kansas & Oklahoma; Tri-State; Jefferson Lines.
Airlines: Ozark; Frontier.

3—POPULATION:
Corp City 70 Cen 39,256, Loc Est 40,784
CZ ABC: (70) 59,911, (80) 61,700
RTZ-ABC: (70) 172,151, (80) 197,400
Counties
  Jasper 70 Cen 79,852, Loc Est 85,441
  Newton 70 Cen 32,981, Loc Est 39,341
City & RTZ-ABC: (70) 231,072, (80) 259,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 14,550, Loc Est 17,640
Counties
  Jasper 70 Cen 28,480, Loc Est 35,334
  Newton 70 Cen 11,097, Loc Est 15,319
CZ ABC: (70) 21,386, (80) 25,600
RTZ-ABC: (70) 59,933, (80) 78,600
City & RTZ-ABC: (70) 81,319, (80) 104,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav & Loan Assns	3	$197,532,000
Commercial Banks	5	$215,575,682

6—PASSENGER AUTOS: Counties-Jasper 61,762, Newton 17,851

7—ELECTRIC METERS: Residence 22,974

8—GAS METERS: Residence 17,871

9— PRINCIPAL INDUSTRIES (CZ): Steel Castings, Leather Goods, Hydraulic Pumps, Electronics, Explosives, Chemicals, Fertilizers, Batteries, Insulation, Clothing, Dog Foods; Graphic Equipment, Feed Mills; Earth Crushers; Store Fixtures, Furniture, Roofing; Creosoted Products, Smelting, Tool Mfg., Missile Parts, Frozen Meats, Aluminum Furniture, Bearings, Offset Printing Presses.
Principal Industrial Pay Days: Wed and Fri

10-CLIMATE: First killing frost, Oct 20. Last killing frost, Mar 27

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main and Joplin Sts.

Neighborhood Shopping Centers: S. Joplin and 20th to 30th on Main; Eastmoreland Center, 7th and High.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Bel-Aire	4	
East-Gate	3	Wal-Mart,
Eastmoreland Plaza	1	Kresge, Sears,
Elms	2	Consumers Mkt., Skagg's
Maiden Lane	5	Quik Stop, Miss Ann's.
North Park Mall	3	Penney's, Mont. Ward. Newman
Wal-Mart Ctr. W	3	Wal-Mart,
Mart Plaza	1	Diamond House, Flutier Fashion
Village Center	2	TopValue, Jennies Fashion.
Oakland Plaza	4	Arthurs Appl., Big Dudes
Midway Shopping Ctr	4	MidwayLbr., Shady Lady

Principal Shopping Days: Thur., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Newman's, Vanderer-Ramsays, Sears, Ben Franklin 3, J. C. Penney; Walgreen; Montgomery Ward.
Discount Stores: Grand Pa's, Skaggs Drugs; May's City, Wal-Mart 2.
Chain Drug Stores: May's 3, Skaggs.
Variety Stores: Kresge, Ben Franklin.
Chain Supermarkets: Safeway 3; Foodtown 2; John's; Consumers 4.

14—NEWSPAPERS: GLOBE (m) 39,997, (S) 42,452; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mike Howard GLOBE.
National Representatives: Branham/Newspaper Sales.

KANSAS CITY, MO.

1—LOCATION: E&P Map A-3 (SMSA). Cass, Clay, Jackson, Platte and Ray Counties in Missouri. Johnson and Wyandotte Counties in Kansas. On Missouri and Kansas Rivers on Missouri-Kansas boundary.

2—TRANSPORTATION: Railroads: 13 Trunk Lines Serving Kansas City: Atchison Topaka Santa Fe; Burlington Northern; Chicago Northwestern Transp., Cotton Belt; St. Louis & South western; Illinois Central Gulf, Kansas City Southern, Missouri-Kansas-Texas; Missouri Pacific, Chicago, Rock Island & Pacific, Norfolk & Western; St. Louis-San Francisco; The Milwaukee Rd.; Union Pacific.
Motor Freight Carriers: 20/
Freight Steamship Lines: 4
Interstate Bus Lines: Burlington Transp.; American, Missouri Pacific Transp., Jefferson Transp., Greyhound, Kansas City Leavenworth, Kansas Trails; Pioneer, Thunderbird; Trailways; Crown Coach; Finley Shotwell.
Airlines: Trans-World; Ozark; Braniff Int'l.; Continental; United; North-Central; Delta; Frontier; Slick (air freight); Midway; Mississippi Valley; Air Midwest, Republic; Texas Int'l.

3—POPULATION:
Corp. City 70 Cen. 507,330, Loc. Est. 428,640
CZ ABC: (70) 1,110,970; (80) 1,115,100
RTZ-ABC: (70) 563,629; (80) 621,800
Counties
  Cass (Mo.) 70 Cen. 39,448; Loc. Est. 49,545
  Clay (Mo.) 70 Cen. 123,702; Loc. Est. 137,287
  Jackson (Mo.) 70 Cen. 654,178
  Loc. Est. 611,153
  Platte (Mo.) 70 Cen. 32,081, Loc. Est. 44,833
  Ray (Mo.) 70 Cen. 17,599; Loc. Est. 19,891
  Johnson (Kans.) 70 Cen. 220,073
  Loc. Est. 266,060
  Wyandotte (Kans.) 70 Cen. 186,845;
  Loc. Est. 173,254
SMSA 70 Cen. 1,273,926; Loc. Est. 1,302,023
City & RTZ-ABC: (70) 1,674,599; (80) 1,736,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 176,373, Loc. Est. 162,619
SMSA 70 Cen. 415,279; Loc. Est. 489,840
CZ ABC: (70) 364,969; (80) 416,800
RTZ-ABC: (70) 178,857; (80) 226,100
City & RTZ-ABC: (70) 543,828; (80) 542,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	144	$6,241,000,000
Sav. & Loan Assns	44	$750,000,000

6—PASSENGER AUTOS: Counties 668,516

7—ELECTRIC METERS: SMSA 455,000

8—GAS METERS: SMSA 399,396

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Manufacturing 138,100 ($305); Durable Goods 75,000 ($323); Lumber & Furniture 2900($234); Stone, Clay & Glass Prods. 5,400($374); Primary Metal Ind. 5,900($436); Fabricated Metal Prods. 10,200($281); Machinery exc. Electrical 10,900($361) Electrical Equip. & Supplies 20,900($317,, Transp. Equip. 14,900($322); Motor Vehicles & Equip. 14,400($323); Other Durable Goods 3,900($189); Non-Durable Goods 53,100($277); Food & Kindred Prods. 10,800($317); Apparel & Textile Prods. 4,200($151); Paper & Allied Prods. 4,900($252); Printing & Publishing 17,200($302); Chemicals & Allied Prods. 8,600($326); Petroleum & Coal Prods. 2,200($378); Other Non-Durable Goods 5,200($201) Prods. 4,800($147); Prtg. & Pub. 15,300($200); Chem. Prod. 6,600($192); Petr. Prod. 2,000 ($160); Other non-durable 4,700($109).

10-CLIMATE: Min. & Max. Temp.—Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25. Last killing frost, Apr. 27.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers: Neighborhood 120; Regional 111.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Department & Food nightly; stores open Sunday.

13—RETAIL OUTLETS: Department Stores: Jones, Woolf Bros., Mac's; Sears; Montgomery Ward; Penney; Harzfeld's; Stix, Baer & Fuller; Hall's.
Discount Stores (CZ): Wild Woody's, K-Mart, Sam's Bargain Town; Woolco; Riverside Red X; Bargain City, Gibson's; Skagg's; Dolgins; Levitz; Venture Zeff. Co., John F. Lawhoni.
Variety Stores: Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores (CZ): Revco 19; McGrath 3; Skagg's 22; Green Cross 3; Treasury Drugs 7.
Chain Food Supermarkets: A & P 24, Safeway 41; Milgrams 29; Pay Less 4; Riverside Red X; Savemart 8; Hen House 2; Thriftway 35; United Super 23; Muehlbachs 2; Buy Rite 2; Dahlsi 1; Food-4-Less 2; Food Fest 1; Just Rite 2; Price Choppers 3; Scimecas 1; Thrifty 1, Toppers 1; Vans 1; Quick Trip 60; 7-Eleven 86; UTOTOM 25.

14—NEWSPAPERS: TIMES (m) 314,007; STAR (e-Mon to Fri.) 273,758; Comb. (m & e) 587,765; STAR (S) 406,467; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Darryl Everett Nat. Adv. Mgr., STAR & TIMES.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.; Florida Travel Rep.-The Leonard Co.

KENNETT, MO.

1—LOCATION: Dunklin County, E&P Map D-5, County Seat. Heart of rich agricultural area. 100 mi. northwest of Memphis; 225 mi. southwest of St. Louis. 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2—TRANSPORTATION: Railroads: St. Louis & San Francisco.
Motor Freight Carriers: Film Trans., Inman, U.P.S., Jones.
Intercity Bus Lines: Great Southern.

3—POPULATION:
Corp. City 70 Cen. 10,090, Loc. Est. 11,131
County 70 Cen. 33,742, Loc. Est. 38,095

4—HOUSEHOLDS:
City 70 Cen. 3,660, Loc. Est. 4,286
County 70 Census 11,839, Loc. Est. 15,022

5—BANKS: Savings 3, Sav. & Loan Assn. 2
  Deposits $161,450,000

6—PASSENGER AUTOS: County 19,455

7—ELECTRIC METERS: Residence 6,015

8—GAS METERS: Residence 4,575

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of wage earners (av. wkly. wage): Emerson Elect. 1,100 ($110); Elv.-Walker 340 ($90); Kennett Oil Mill 40 ($90); Uni-Royal 150 ($110); UARCO Printing 200 ($175).

10-CLIMATE: Mean Temp.—Jan. 38, Apr. 50, July 80; Oct. 64

Kansas City
A Special Retail Market

Paul Harris
Gucci
Brooks Brothers
Casual Corner
Halls
Jack Henry's
Woolf Brothers
Mr. Guys
Sheplers
Fashion Conspiracy
The Ranch
Susie Casual's
DuVall's
Harzfelds
The Limited
Swanson's

Kansas City is a special market for retail specialty stores. This partial list contains a few of the companies that have already made that discovery.
Consider expanding your business in Kansas City where 242 of Fortune's 500 firms have already located.
You'll enjoy a strong retail environment where the average household effective buying income for the 7 county metro area is $23,273.

You'll also be able to reach and sell this affluent market with one newspaper buy. The Kansas City Times and Star reach 558,000 adult readers every day and 658,000 on Sunday. That includes daily coverage of 70% of adults with household incomes of $25,000 or more. On Sunday, that figure rises to 78%.

Sources: Sales and Marketing Management
1980 Survey of Buying Power
1979 Belden Associates
"Survey of Buying Power"

KANSAS CITY
Times/STAR

Represented nationally by Cresmer, Woodward, O'Mara and Ormsbee, Inc.

1729 Grand Avenue
Kansas City, MO 64108
(816) 234-4125

KENNETT—continued

11—TAP WATER: Soft; fluoridated.

12—RETAILING: Principal Shopping Districts: 8 blocks on Court Square; 3 blocks south; 2 blocks west.; 9 Blocks east; 2 blocks North.
Shopping Area: 8 blocks Hwy. 25 north; 11 east on Hwy. 84; 10 west on Hwy. 84; 5 blocks on S. By-Pass.

13—RETAIL OUTLETS: Department Stores: James Kahn; J. C. Penney; Wilcoxson's; Roth's; Sears (catalog); Sterling's; Smith's; Little Big Dollar Store; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward (catalog).
Discount Stores (CZ): Riggs Supply; Wal-Mart; Lambertson's; Magic Mart; Fred's; Ashley's; K-Mart.
Chain Food Supermarkets (CZ): IGA; Big Star; Piggly Wiggly; Safeway 2; Parr's; Kroger.
Other Chain Stores: Auto; Firestone; E. C.; Goodyear; Sterling's; Burger Chef; McDonald's; Kentucky Fried Chicken; Barton Lumber Co.; Revco Drug; Dollar General Stores.

14—NEWSPAPERS: DUNKLIN DEMOCRAT (e) 5,886 sworn March 28, 1980.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT.
National Representatives: Landon Associates, Inc.

KIRKSVILLE, MO.

1—LOCATION: Adair County, E&P Map B-2, County Seat. Residential; 200 mi. NW of St. Louis; On U.S. Hwy. 63; State 6, 11.

2—TRANSPORTATION: Railroads: Norfolk-Western; AT&SF; Burlington.
Motor Freight Carriers: 4.
Intercity Bus Lines: Missouri Transit.
Airlines: Air Missouri.

3—POPULATION:
Corp. City 70 Cen. 15,560; Loc. Est. 15,609
County 70 Cen. 22,472; Loc. Est. 22,779

4—HOUSEHOLDS:
City 70 Cen. 5,119; Loc. Est. 6,177
County 70 Cen. 7,450; Loc. Est. 9,147

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$98,577,000
Savings Banks	3	$86,321,000
Sav. & Loan Assn.	2	$63,182,560

6—PASSENGER AUTOS: County 11,568

7—ELECTRIC METERS: Residence 6,069

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Hourly Wage): Engine filters 170 ($4.50); Plastics ($3.50); Electric Appliances 365 ($3.00); Apparel 1,300 ($3.50); Concrete 100 ($5.00); Business Forms 292 ($3.50); Shoes 532 ($3.00); Farm Machy. 165 ($4.75); Hospitals 320 ($5.00); Colleges 1,300 ($5.00).
Principal Industrial Pay Days: Fri., last day of month.

10-CLIMATE: Min. & Max. Temp.—Spring 22-90; Summer 41-98; Fall —5-80; Winter —13-65. First killing frost, Oct. 13. Last killing frost, Apr. 24.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Shopping Centers: Lincoln Square Shops (6 stores—P.N. Hirsch, Sears); Hwy. 63 South; Northtown.
Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Sears; Matco; P.N. Hirsch; Mattingly's.
Discount Stores (CZ): Gibson's; Wal-Mart; K-Mart; Westlake Hdwr.
Chain Drug Stores (CZ): Mont; Rexall Associate.
Chain Food Supermarkets: IGA Foodliner 2; Hy-Vee; Hy-Klas 4; Easter's.
Other Chain stores: Western Auto; Farm & City Supply; Midwest Auto; Mode O'Day.

14—NEWSPAPERS: EXPRESS & NEWS (e-Mon. To Fri.) 9,650; (S) 9,650; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS.
National Representatives: Missouri Press Service, Inc.

LAMAR, MO.

1—LOCATION: Barton County, E&P Map A-4, County Seat. Shopping & shipping center. 125 mi. S of Kansas City. On U.S. Hwys. 160, 71.

2—TRANSPORTATION: Railroads: Missouri Pacific; Frisco (main line).
Intercity Bus Lines: Jefferson Lines.

3—POPULATION:
Corp. City 70 Cen. 3,760; Loc. Est. 4,000
County 70 Cen. 10,431; Loc. Est. 12,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,468; Loc. Est. 1,667
County 70 Cen. 3,882; Loc. Est. 4,937

5—BANKS: 2 Comm. Deps. $25,033,837

6—PASSENGER AUTOS: County Est. 6,468

7—ELECTRIC METERS: Residence 1,895

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—TV & Radio Cabinets 500 ($116); Wire Prod. 100($116).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-95; Fall 33-63; Winter 19-55. First killing frost, Oct. 15. Last killing frost, Apr. 10.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: City Square.
Neighborhood Shopping Centers: Redwood Village.
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Robert's; Lilly's.

14—NEWSPAPERS: DEMOCRAT (e-Mon. to Fri.) 3,167; sworn Sept. 30,1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Tommy Wilson, Pub., DEMOCRAT.
National Representatives: Missouri Press Service, Inc.

LEBANON, MO.

1—LOCATION: Laclede County, E&P Map B-4, County Seat. Dairy, agricultural and resort center. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On U.S. Hwy. 66; State 5, 32 & 64.

2—TRANSPORTATION: Railroads: St. Louis-San Francisco.
Intercity Bus Lines: Greyhound; American; M.K.O. Coach; Mo. Transit; Crown Coach.
Motor Freight: Frisco Trans. Co.; Campbell 66; Jones Truck Lines.

3—POPULATION:
Corp. City 70 Cen. 8,616; Loc. Est. 8,474
County 70 Cen. 19,944; Loc. Est. 23,793

4—HOUSEHOLDS:
City 70 Cen. 3,183; Loc. Est. 3,290
County 70 Cen. 6,769; Loc. Est. 9,308

5—BANKS: 3 Commercial Est. Dep. $97,986,000

6—PASSENGER AUTOS: County 14,418

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1979 estimate (Thousands)	E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LIVINGSTON	15,368	17,146	42,784	136,420	7,128	19,139	1,007	12,088	10,395
Chillicothe	9,519	9,376	29,492	86,123	4,193	20,540	*	*	*
MCDONALD	12,357	16,890	25,175	86,681	6,856	12,643	958	409	18,595
MACON	15,432	16,469	42,784	128,472	7,140	17,993	1,466	13,243	11,722
Macon	5,301	5,930	15,016	47,263	2,576	18,347	*	*	*
MADISON	8,641	9,855	22,971	72,650	4,017	18,135	411	406	2,654
MARIES	6,851	7,641	14,874	43,359	2,986	14,521	777	683	5,310
MARION	28,121	28,127	98,083	224,271	11,584	19,360	944	12,977	9,735
3Hannibal	18,698	17,743	64,576	140,963	7,672	18,374	*	*	*
MERCER	4,910	4,797	12,347	34,415	2,149	16,014	789	6,527	7,823
MILLER	15,026	18,893	36,898	113,874	7,572	15,039	1,092	885	15,045
MISSISSIPPI	16,647	15,964	41,174	90,566	5,825	15,548	435	32,086	2,608
MONITEAU	10,742	12,610	27,820	70,663	5,104	13,845	1,073	4,688	11,311
MONROE	9,542	10,675	26,328	71,210	4,373	16,284	1,151	13,491	13,500
MONTGOMERY	11,000	11,446	28,931	87,427	4,730	18,484	1,104	13,899	11,318
MORGAN	10,068	14,255	23,786	86,008	6,030	14,263	923	2,410	16,919
NEW MADRID	23,420	24,254	54,281	142,643	8,828	16,158	775	52,532	1,747
NEWTON	32,981	39,738	[illegible]	238,528	15,629	15,262	1,623	3,076	16,897
Neosho	7,517	8,461	20,277	49,257	3,365	14,638	*	*	*
NODAWAY	22,467	21,601	56,732	161,754	8,501	19,028	1,772	20,484	28,246
Maryville	9,970	11,608	23,632	81,595	4,339	18,805	*	*	*
OREGON	9,180	10,917	20,354	60,730	4,452	13,641	872	264	9,030
OSAGE	10,994	12,900	26,009	71,374	4,473	15,957	1,159	2,199	17,402
OZARK	6,226	8,694	12,614	42,426	3,562	11,911	759	238	5,876
PEMISCOT	26,373	24,463	72,403	141,391	9,166	15,426	699	31,286	225
PERRY	14,393	17,378	34,661	86,206	6,349	13,578	1,142	6,559	12,277
PETTIS	34,137	38,349	109,408	313,819	15,607	20,108	1,432	14,268	16,764
Sedalia	22,847	22,190	74,925	186,973	9,491	19,700	*	*	*
PHELPS	29,567	32,660	75,087	226,728	12,088	18,756	775	558	4,417
Rolla	13,245	16,324	36,528	121,307	5,873	20,655	*	*	*
PIKE	16,928	18,378	46,075	146,969	7,447	19,735	1,273	12,010	18,742
PLATTE	32,081	47,376	87,761	403,387	16,784	24,034	954	12,292	7,721
POLK	15,415	19,003	30,961	115,044	7,785	14,778	1,546	1,389	17,660
PULASKI	53,967	43,522	140,809	211,308	11,451	18,453	577	289	2,890
Saint Robert	1,279	1,771	3,337	8,599	948	9,071	*	*	*
Waynesville	3,375	3,571	11,050	21,756	1,754	12,404	*	*	*
PUTNAM	5,916	6,718	14,136	40,200	2,919	13,772	831	3,961	10,140
RALLS	7,764	8,994	21,392	67,035	3,519	19,049	844	12,055	7,288
RANDOLPH	22,434	25,120	68,863	199,082	10,375	19,189	956	7,458	[illegible]
Moberly	12,988	13,123	42,904	112,477	5,836	19,273	*	*	*
RAY	17,599	20,976	49,188	116,683	8,175	14,273	1,315	14,047	12,680
Richmond	4,948	5,352	13,372	28,786	2,289	12,576	*	*	*
REYNOLDS	6,106	7,302	11,468	43,896	2,844	15,435	332	310	1,401
RIPLEY	9,803	14,186	18,962	76,776	5,727	13,406	601	2,521	2,717
ST. CHARLES	92,986	143,840	209,205	1,097,078	46,929	23,377	1,201	17,081	9,874
ST. CLAIR	7,667	10,287	18,094	70,824	4,590	15,430	907	6,219	8,032
ST. FRANCOIS	36,875	41,294	102,023	338,270	15,964	21,190	657	542	4,867
Farmington	6,590	7,732	18,730	65,068	3,177	20,481	*	*	*
Flat River	4,550	4,591	12,200	36,446	1,882	19,366	*	*	*
ST. LOUIS	951,685	850,622	3,717,072	8,354,403	292,553	28,557	756	10,480	1,358
ST. LOUIS CITY	622,236	529,462	2,312,906	3,696,715	216,779	17,053	756	10,480	1,358
St. Louis	622,236	529,462	2,312,906	3,696,715	216,779	17,053	*	*	*
STE. GENEVIEVE	12,867	47,299	32,260	253,623	15,854	15,997	[illegible]	1,995	11,806
SALINE	24,837	24,399	74,339	197,547	10,036	19,684	1,428	26,550	19,406
Marshall	12,051	11,392	36,316	94,423	4,423	21,348	*	*	*
SCHUYLER	4,665	5,056	10,308	29,217	2,175	13,433	592	3,201	5,492
SCOTLAND	5,499	5,845	16,287	37,696	2,477	15,218	747	10,199	7,771
SCOTT	33,250	39,364	88,962	313,460	14,689	21,340	822	22,831	5,619
4Sikeston	14,699	18,436	43,122	158,020	7,033	22,468	*	*	*
SHANNON	7,196	7,882	12,614	47,112	3,001	15,699	456	264	2,771
SHELBY	7,906	7,801	24,047	57,588	3,380	17,038	888	14,110	14,409
STODDARD	25,771	30,535	63,732	202,461	12,139	16,679	1,603	45,517	11,797
Dexter	6,024	6,306	15,453	[illegible]	2,829	15,331	*	*	*
STONE	9,921	15,711	19,513	108,837	6,651	16,364	839	489	7,702
SULLIVAN	7,572	7,710	19,689	58,597	3,487	16,804	1,046	6,216	17,278
TANEY	13,023	21,574	26,375	144,487	9,377	15,409	630	178	4,110
TEXAS	18,320	22,457	38,902	127,324	8,886	14,329	1,531	749	10,378
VERNON	19,065	21,081	53,543	157,538	8,533	18,462	1,540	14,557	9,616
Nevada	9,736	9,546	27,647	72,129	3,601	20,030	*	*	*
WARREN	9,699	14,778	26,328	94,248	5,543	17,003	734	7,275	7,235
WASHINGTON	15,086	18,401	29,815	87,258	6,387	13,662	441	356	2,905
WAYNE	8,546	11,479	16,856	71,891	4,724	15,218	466	757	2,738
WEBSTER	15,562	21,319	29,356	122,983	8,267	14,876	1,530	694	16,947
WORTH	3,359	3,401	8,051	27,253	1,434	19,005	432	4,629	4,492
WRIGHT	13,667	17,087	30,080	92,986	6,980	13,322	1,429	531	15,539

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1979 Cash Receipts as follows: From Crops $1,811,571,000; from Livestock & Livestock Products $2,411,918,000; Total $4,223,489,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

7—ELECTRIC METERS: Residence 10,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prod. 240 ($120); Furn. 65 ($150); Milk Plant 115 ($100).

10-CLIMATE: Min. & Max. Temp.—Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Interstate	14	Consumers Mkt.
Jefferson Isle	13	Quick Shop
South Hwy. 5	-	N.A.
Wal-Mart	15	K-Mart, Wal-Mart

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Shopping centers—Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Burley's; Johnson Clo.; Casey's; Corner Fashions; Downtown Lebanon.
Variety Stores: Mattingly Bros.; S&H Green Stamps; Anthony's, Bills Farm & Home; Hoods; Otasco.
Discount Stores: Wal-Mart, Consumers Family Center; K-Mart.
Chain Drug Stores: Bond (Walgreen); Joe Knight (Rexall); Medley; Connor; Reese; Medicare.
Chain Food Supermarkets: IGA Foodliner, Consumer's; M.F.A. Exchange; Ramey's, Applings.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 6,876; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Beth Rummells, Adv. Mgr. RECORD.
National Representatives: Missouri Press Service, Inc.

MACON, MO.

1—LOCATION: Macon County, E&P Map B-2, County Seat. Agricultural and mining center. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36 and 63.

2—TRANSPORTATION: Railroads: Norfolk & Western; Burlington.
Motor Freight Carriers: 3.
Intercity Bus Lines: Missouri Transit, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 5,301; Loc. Est. 6,100
City Zone, Local Est. 7,500
Retail Trading Zone, Local Est. 28,000
County 70 Cen. 15,432; Local Est. 16,500
City & Retail Trading Area, Loc. Est. 34,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,015; Loc. Est. 2,600
County 70 Cen. 5,749; Loc. Est. 7,000

5—BANKS:	NUMBER	DEPOSITS
Save. & Loan Assn.	2	$95,129,043
Commercial Banks	5	$84,017,000

6—PASSENGER AUTOS: County Est. 8,000

7—ELECTRIC METERS: Residence 3,000

8—GAS METERS: Residence 2,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Canning 450 ($250); Electrical Appliances 650 ($225); Screw Machine Products 21 ($250); Mining 200 ($400).

10-CLIMATE: Min. & Max. Temp.—Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Shopping Center: Macon Plaza
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; P.N. Hirsch; Matco.
Variety Stores: Matco; Ben Franklin; Coast-to-coast.
Chain Drug Stores (CZ): Miller's (Rexall).
Chain Food Supermarkets: Prenger's IGA; Consumers Mkt. Rons Super Value.
Other Chain Stores: Sears (catalog); Western Auto; Montgomery Ward (catalog); Orschein's; Westlakes.

14—NEWSPAPERS: CHRONICLE-HERALD (e) 5,146; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Thomas F. Briggs, Pub., CHRONICLE-HERALD.
National Representatives: Missouri Press Service, Inc.;Landon Associates.

MARSHALL, MO.

1—LOCATION: Saline County, E&P Map B-3, County Seat. 80 mi. E of Kansas City, 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2—TRANSPORTATION: I.G.G. R.R.; Mo. Pac. R.R.; Greyhound Bus; 2 motor truck lines.

3—POPULATION:
Corp. City 70 Cen. 12,051; Loc. Est. 11,866
County 70 Cen. 24,837; Loc. Est. 23,766
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,710; Loc. Est. 4,594
County 70 Cen. 8,240; Loc. Est. 9,716

5—BANKS: Commercial 3; Dep. $93,334,628

6—PASSENGER AUTOS: County 14,111

7—ELECTRIC METERS: 6,149

8—GAS METERS: 4,660

9— PRINCIPAL INDUSTRIES (CZ): Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prod.; Precast Concrete Building Panels; Welding Works, Hog Processing.

11—TAP WATER: Soft, treated; not fluoridated.

12—RETAILING:
Shopping Centers: Plaza; Milgram Super Mkt.; Sam's Dept. Store; Gibson Discount Center, Marshall Plaza; TG&Y; P. N. Hirsch; Safeway; Payless Shoes; Red Cross Phcy; Coast to Coast; Montgomery Ward; J.C. Penney.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thurs., Fri.
Stores Open Sundays: Grocery.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; P. N. Hirsch; TG&Y.
Discount Stores: Gibson's; Sam's Bargain Town.
Chain Food Supermarkets: A&P; IGA Foodliner 2; Safeway; Milgram's.
Other Chain Stores: Sears; Mont. Ward; Firestone; Goodyear; Gamble's.

14—NEWSPAPERS: DEMOCRAT-NEWS (e) 5,578; sworn Mar. 31, 1980.
Local Contact for Adverting and Merchandising Data: John L. Tucker, Gen. Mgr. DEMOCRAT-NEWS.
National Representatives: Missouri Press Service, Inc.

MARYVILLE, MO.

1—LOCATION: Nodaway County, E&P Map A-2. NW Portion of state, 40 mi. N of St. Joseph; 90 mi. N. of Kansas City and 120 mi. S of Omaha. County Seat. Industry, agriculture, and education center on U.S. Hwy. 71, State Highway 136.

2—TRANSPORTATION. Railroads: St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 9,970; Loc. Est. 11,469
County 70 Cen. 22,467; Loc. Est. 22,020

4—HOUSEHOLDS:
City: 70 Cen. 2,878. Loc. Est. 4,252
County: 70 Cen. 6,953; Loc. Est. 8,611

5—BANKS: Commercial, 3, $155,847,524.10
Savings & Loans, 2, $160,329,645.00

6—PASSENGER AUTOS: County Est. 11,707

7—ELECTRIC METERS: Residence 2,985

8—GAS METERS: Residence 2,671

9— PRINCIPAL INDUSTRIES (CZ): Tire Chains, Lightning Rods, Steel Tubing; Alkaline Batteries; Rubber Products; Steel Products; NW Missouri State University (4,000 students, faculty of 270, operating staff 390); Meat Packing; Pre-Packaged Diapers; Commercial Printing.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Mary Mart	4	Watkin's Hdwe., Eddy's Mkt.
Village	4	HyVee Mkt., Easter's

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Village Shopping Center every evening til 9; Mary Mart Center every evening til 7; Downtown Thursday til 9; K-Mart every evenings til 9.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; P.N. Hirsh; D&S Sales; Sears (catalog); Pamida, K-Mart.
Variety Stores: Place's; Ben Franklin.
Chain Food Supermarkets (CZ): J & R Warehouse; Eddy's 2; HyVee; Easter's Super Valu; Jack's Foods.
Other Chain Stores: Firestone Tires; Brown's Shoes; Coast-to-Coast; Goodyear Tires; Fields Clothing; Livingston Clothing; 7-Eleven; Tober's.

14—NEWSPAPERS: DAILY FORUM (e) 5,368; (Sat.m) 5,368; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: R. Joe Sullivan, Gen. Mgr. & Editor or Brooke Hickman, Adv. Mgr., DAILY FORUM.
National Representatives: Missouri Press Service, Inc.

MEXICO, MO.

1—LOCATION: Audrain County, E&P Map C-3, County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2—TRANSPORTATION: Railroads: Norfolk & Western; ICG; Burlington.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,807; Loc. Est. 12,413
CZ ABC: (70) 11,807; (80) 11,800
RTZ-ABC: (70) 35,915; (80) 38,600
County 70 Cen. 25,362; Loc. Est. 26,691
City & RTZ-ABC: (70) 47,722; (80) 50,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,191; Loc. Est. 5,096
County 70 Cen. 8,565; Loc. Est. 10,380
CZ ABC: (70) 4,191; (80) 4,800
RTZ-ABC: (70) 12,057; (80) 14,800
City & RTZ-ABC: (70) 16,248; (80) 19,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$71,333,000
Sav. & Loan Assn.	2	$210,500,000

6—PASSENGER AUTOS: County 14,365

7—ELECTRIC METERS. Residence 4,671

8—GAS METERS: Residence 4,288

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Fire Brick 1,300 ($226); Food 170 ($230); Shoes 480 ($135); Bags 40 ($92).

10-CLIMATE: Min. & Max. Temp. (Average)—Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10. Last killing frost, Mar. 1.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Washington and Jefferson, 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
South Trail	9	Kroger, Wal-Mart
West Plaza	15	TG&Y, P.N. Hirsch, Klines, IGA

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; P. N. Hirsch; Goodrich; Goodyear; Kline's; Ashley's.
Variety Stores: TG&Y.
Discount Stores: Wal-Mart.
Chain Drug Stores (CZ): Logan Rexall; Walgreen; Medicare; Glaser.
Chain Food Supermarkets: Plaza IGA Foodliner; Hoffman's, Kroger's; Smiley's; Harold's Thriftway; Aldi's.
Other Chain Stores: Westlake's.

14—NEWSPAPERS: LEDGER (e) 12,436; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May Adv. Dir., LEDGER.
National Representatives: Missouri Press Service; Southwest Dailies.

MOBERLY, MO.

1—LOCATION: Randolph County, E&P Map C-2. 148 rail mi. NW of St. Louis, 131 mi. E of Kansas City, near center of State. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, State and Federal offices.

2—TRANSPORTATION: Railroads: Norfolk & Western Ry., main line, division point, direct service to Kansas City, St. Louis, Omaha, Des Moines; freight line to East via Hannibal.
Motor Freight Carriers: Orschein's Truck Line, Mallory's Transport, Roadway Express Inc., Hannibal, Quincy Truck Lines, Inc.
Intercity Bus Lines: Continental; Missouri Transit.

3—POPULATION:
City 70 Cen. 12,988; Loc. Est. 13,126
CZ ABC: (70) 12,988; (80) 12,900
RTZ-ABC: (70) 45,248; (80) 47,500
County 70 Cen. 24,434; Loc. Est. 24,802
City & RTZ-ABC: (70) 58,236; (80) 60,400
Demographic Information available from Newspaper. See Paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,833; Loc. Est. 5,725
County 70 Cen. 7,762; Loc. Est. 10,057
CZ ABC: (70) 4,835; (80) 5,500
RTZ-ABC: (70) 15,416; (80) 18,500
City & RTZ-ABC: (70) 20,251; (80) 24,000

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	6	$97,000,000
Sav. & Loan Assn.	3	$118,000,000

6—PASSENGER AUTOS: County 13,815

7—ELECTRIC METERS: Res. City 5,360 County 6,052

8—GAS METERS: Res. City 4,890, County 7,893

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Gymnasium Equip. 73; Electrical Appliances 600; Brake Lever 400; School Furniture 36; Hardwood, Lumber & Stave 45; Railroad 600; Food Processors 225; Missouri Training Center 100; Chemicals 225; Pre-Fabricated Homes 358; Automobile Finishes 222; Screw & Bolts 35; Printing Co's 100; First Aid Products 56; Trucking 165.
Principal Pay Days: R.R. 1&15, Others, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20. Last frost, Apr. 15.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Temple Stephens Shopping Center; Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney's; Patterson's; P. N. Hirsch.
Discount Stores: TG&Y; Family Store; Wal-Mart.
Chain Drug Stores (CZ): McKenzie Prescription; Burton's Rexall.
Chain Food Supermarkets: Safeway; United Super; IGA 2; Thriftway; Greenhill.
Other Chain Stores: Firestone; Goodyear; Singer Co.; M.F.A. (farm); Davis Paint; Mode O'Day; Pittsburgh Paint & Glass; Pay- Less Shoes; Westlake's Ace Hardware; Orschein Farm & Home; Rupp Automobile; Hardys; Kentucky Fried Chicken; Pizza Hut; Sears; Montgomery Ward; Aldis; Taco John; Meller's Photo; Sonic; Serloin Stockade; Coast-to-Coast; Long John Silvers; McDonalds.

14—NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-Mon. to Fri.) 9,458; (S) 9,758; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT.
National Representatives: Missouri Press Service, Inc.; Southwest dailies.

MONETT, MO.

1- -LOCATION: Barry and Lawrence Counties, E&P Map B-4. 50 mi. W of Springfield, 40 mi. SE of Joplin. On Hwys. 60 and 37.

2—TRANSPORTATION: Railroads: St. Louis-San Francisco Railway Co.
Motor Freight Carriers: 5.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 5,937; Loc. Est. 6,600
Counties:
  Barry 70 Cen. 19,597; Loc. Est. 24,135
  Lawrence 70 Cen. 24,585; Loc. Est. 29,650

4—HOUSEHOLDS:
City 70 Cen. 2,249; Loc. Est. 2,776
Counties:
  70 Cen. Barry 6,996; Loc. Est. 9,950
  70 Cen. Lawrence 8,630; Loc. Est. 12,148

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$57,676,000
Sav. & Loan Assn.	1	$16,417,536

6—PASSENGER AUTOS: Barry Co. 14,891, Lawrence Co. 14,721

7—ELECTRIC METERS: Residence 2,834

8—GAS METERS: Residence 2,656

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Poultry Processors 510 ($150); Aluminum Fabricators 271 ($190); Tool & Machine Parts 120 ($170); Tire Whlsales 66 ($180); Foam Fabricators 20 ($150); Concrete Mixing 12; Conveyor Mfg. 95 ($165); Clothing 220 ($150); Shoes 750 ($160); Caskets 26 ($150); Utilities 60 ($160); Soft Drinks 12 ($150); Railroad 95 ($200).
Principal Pay Days: Fri., Sat., Mon. 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1. Last killing frost, Apr. 13.

11—TAP WATER: Neutral, soft; not fluoridared.

12—RETAILING: Principal Shopping Center: 9 blocks on Bway.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days: Department Stores—Tue., Fri., Sat. Food—Thu., Fri., Sat.
Stores Open Evenings: Fri.
Stores Open Sundays: Supermarkets, one drug.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Brownsberger's; Carolyn's, Mode O'Day; Cortey's; Fashion Corner.
Variety Stores: Modern Variety.
Discount Stores: Wal-Mart; Discount Mart.
Chain Drug Stores (CZ): Monett Rexall, Bruner (Assoc. Druggists).
Chain Food Supermarkets: Moss (IGA); Ramey (Assoc. Whlsale Grocers); MFA Consumers.
Other Chain Stores: Western Auto; Okla. Tire; Coast- to-Coast.

14—NEWSPAPERS: TIMES (e) 4,315; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES.
National Representatives: Missouri Press Service.

Moberly
MONITOR-INDEX
AND EVENING DEMOCRAT

"Serving
mid-Missouri
since 1869"

DONREY
MEDIA
GROUP

NEOSHO, MO.

1—LOCATION: Newtown County, E&P Map A-4, County Seat. Trading & Shipping center. SW part of State, 170 mi. S of Kansas City on State Hwys. 60 & 71.

2—TRANSPORTATION: Railroads: Kansas City Southern; Frisco.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Jefferson; Continental; Crown Coach; Trailways.

3—POPULATION:
Corp. City 70 Cen. 7,517; Loc. Est. 8,233
County 70 Cen. 32,981; Loc. Est. 39,341

4—HOUSEHOLDS:
City 70 Cen. 2,844; Loc. Est. 3,242
County 70 Cen. 11,097; Loc. Est. 15,319

5—BANKS: Comm. 2, Dep $83,278,741
Sav. & Loan Assn. 2, Assets $42,861,772

6—PASSENGER AUTOS: County 16,682

7—ELECTRIC METERS: Residence 3,791

8—GAS METERS: Residence 3,547

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 494 ($180); Textile 750 ($180); Electronics 500 ($240); Furniture 500 ($180).
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-70; Summer 65-89; fall 45-73; Winter 25-47. First killing frost, Nov. 9. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 2 blocks on four streets.
Principal Shopping Days: Sat., Fri., Mon.
Stores Open Evenings: Fri.; Discount & Food nightly.
Stores Open Sundays: Food; Drug.

13—RETAIL OUTLETS: Department Stores: McGinty's; J.C. Penney; Williams.
Discount Stores: Wal-Mart.
Variety Stores: Ben Franklin, Sterling.
Chain Drug Stores: Foster Evans 2; Walmart Pharmacy.
Chain Food Supermarkets (CZ): Consumer's; Safeway; McClintock's IGA;
Other Chain Stores: Goodrich; Coast to Coast; Montgomery Ward; Sears; Goodyear; Mode O'Day.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 6,641; (S) 6,641 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Kenneth W. Cope, Exec. Pub. NEWS.
National Representatives: Missouri Press Service, Inc.

NEVADA, MO.

1—LOCATION: Vernon County, E&P Map A-4, County Seat. Agricultural and wholesale center. Light manufacturing. Women's junior college. West Central part of State. 99 mi. S of Kansas City; 287 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71 and 54.

2—TRANSPORTATION: Railroads: Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers: 6.
Intercity Bus Lines: Jefferson.

3—POPULATION:
Corp. City 70 Cen. 9,736; Loc. Est. 9,562
County 70 Cen. 19,065; Loc. Est. 21,194
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,020; Loc. Est. 3,546
County 70 Cen. 6,272; Loc. Est. 8,436

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$74,249,000
Sav. & Loan Assn.	1	$1,952,240,890

6—PASSENGER AUTOS: County 10,868

7—ELECTRIC METERS: Residence 4,172

8—GAS METERS: Residence 3,786

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—State Hospital 800 ($110); Garment Mfg. 270 ($145); Sheet Metal 17 ($107); Decorative Products 280 ($170); Ceramic Plumbing Fixtures 75 ($164); Heavy Duty Air Filters 120 ($94); Newspaper Inserts 35 ($176); Mfg. of Toilet Saats 21 ($150).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard, naturally fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Square.
Neighborhood Shopping Centers: Osage and Austin, East Austin.
Principal Shopping Days: Thurs., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Sears.
Variety Stores: Mattingly's; Ben Franklin.
Discount Stores: Wal-Mart.
Chain Food Supermarkets: Paul & Jerry's; Town & County IGA; Foodtown; Village Market; Thriftway; Quik-Trip.
Other Chain Stores: Western Auto; Firestone; Lumber Jack; Country Kitchen; Goodyear; Dairy Queen; Pizza Hut; J & S Pizza; Kentucky Fried Chicken.

14—NEWSPAPERS: MAIL (e-Mon. to Fri.) 5,831; HERALD (S) 5,797; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ben Weir, Jr., Gen. Mgr., MAIL.
National Representatives: Missouri Press Service, Inc.

POPLAR BLUFF, MO.

1—LOCATION: Butler County E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2—TRANSPORTATION: Railroads: Missouri Pacific; Amtrak.
Motor Freight Carriers: 9.

3—POPULATION:
Corp. City 70 Cen. 16,653; Loc. Est. 18,305
CZ ABC: (70) 16,653; (80) 17,800
RTZ-ABC: (70) 95,058; (80) 112,700
County 70 Cen. 33,529; Loc. Est. 39,515
City & RTZ-ABC: (70) 111,711; (80) 130,500

4—HOUSEHOLDS:
City 70 Cen. 6,156; Loc. Est. 7,882
County Cen. 11,582; Loc. Est. 15,774
CZ ABC: (70) 6,156; (80) 7,500
RTZ-ABC: (70) 32,410; (80) 44,100
City & RTZ-ABC: (70) 38,566; (80) 51,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$117,959,000
Commercial Banks	3	$99,768,816

6—PASSENGER AUTOS: County 19,858

7—ELECTRIC METERS: Residence 7,980

8—GAS METERS: Residence 6,700

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners (Av. Wkly. Wage)— Shoes 400 ($160); Clothing 220 ($160); Paper Box 200 ($160); Upholstered Furniture 275 ($160); Christmas Ornaments 220 ($160); Machine Parts 60 ($240); Pallet Co. 30 ($160); Plastics 45 ($240).
Principal Pay Days: Fri., 10 & 25.

10-CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St., 4 on Broadway; 3 on Vine St.; 2 on Fifth St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Mansion Mall	13	Wal-Mart, Malone & Hyde Mkt.
Valley Plaza	23	Penney, Safeway, Newberry, Montgomery Ward
Poplar Bluff Square	12	Sniders, IGA Big K

Stores Open Evenings: Downtown Fri.; Shpg. Ctr. Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Roth's; Penney; Montgomery Ward; Newberry.
Variety Stores: Newberry.
Discount Stores: Wal-Mart; Big K; K-Mart.
Chain Supermarkets (CZ): Safeway; Gowan's; Sniders IGA; Barnes Grocer Co. 2; McKinney's; Mansion Mall; Carls Big Big Star.
Other Chain Stores: Firestone; Goodyear; Singer Co.; Sears (catalog); Steven's Jewelers; Sherwin-Williams; J.C. Penney; Montgomery Ward; Oklahoma Tire and Supply; Libson Shops.

14—NEWSPAPERS: AMERICAN REPUBLIC (e) 16,373; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC.
National Representatives: Landon Associates, Inc.

RICHMOND, MO.

1—LOCATION: Ray County, E&P Map B-2 (In Kansas City, Mo.-Kan. SMSA). County Seat.

2—TRANSPORTATION: Railroads: Grand Trunk Western.
Motor Freight Carriers: 1.
Intercity Bus Lines: Missouri Transit.

3—POPULATION:
Corp. City 70 Cen. 4,948; Loc. Est. 5,318
SMSA 70 Cen. 1,273,926; Loc. Est. 1,302,023
County 70 Cen. 17,599; Loc. Est. 19,891
Demographic Information available from Mid America Regional Council, Kansas City, Mo.

4—HOUSEHOLDS:
City 70 Cen. 1,834; Loc. Est. 2,234
County 70 Cen. 5,844; Loc. Est. 7,627
SMSA 70 Cen. 415,279; Loc. Est. 489,840

5—BANKS: Commercial 2; Dep. $59,962,000

6—PASSENGER AUTOS: County 10,550

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Oct. 20. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, soft.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 3,294; sworn Sept. 30, 1978 (latest statement available).
Local Contact for Advertising and Merchandising Data: Howard Hill, Adv. Mgr., NEWS.
National Representatives: Missouri Press Assn.

ROLLA, MO.

1—LOCATION: Phelps County, E&P Map C-3, County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, Interstate 44 and U.S. Hwy. 63.

2—TRANSPORTATION: Railroads: St. Louis-San Francisco (Frisco Lines—Main St. Louis to Southwest).
Motor Freight Carriers: 6.
Intercity Bus Lines: American; Frisco Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 13,245; Loc. Est. 15,524
County 70 Cen. 29,567; Loc. Est. 32,841

4—HOUSEHOLDS:
City 70 Cen. 3,876; Loc. Est. 5,511
County 70 Cen. 8,981; Loc. Est. 12,012

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn	2	$8,000,000
Commercial Banks	3	$58,705,000

6—PASSENGER AUTOS: County 18,478

7—ELECTRIC METERS: Residence 10,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shoes 450 ($75); Food 250 ($95); Bldg. Mat. 50 ($72); Govt. (ex. Post Office) 1,425 ($95).

10-CLIMATE: Min. & Max. Temp.—Spring 47-68; Summer 73-96; Fall 46-70; Winter 22-56. First killing frost, Oct. 15. Last Killing frost, Apr. 4.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center: 7 blocks on Pine St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Hillcrest	5	Darr's Dept., Hillcrest Mkt.
Hillcrest South	20	A&P
New S/C	-	Big Star, IGA, Carp Discount

Principal Shopping Days: Wed., Sat.
Stores Open Evenings: Fri., Sat.
Stores Open Sundays: Shopping Centers.

13—RETAIL OUTLETS: Department Stores: Carp's; Sears; Montgomery Ward; J. C. Penney; Biedermann's.
Variety Stores: Woolworth's.
Discount Stores (CZ): Mohr's; Wal-Mart.
Chain Drug Stores (CZ): Walgreen; Rexall; Hillcrest 2.
Chain Food Supermarkets: A&P; Kroger; Big Star; IGA.

14—NEWSPAPERS: NEWS (m-Mon. to Fri.) 8,345; (S) 8,345; sworn Sept. 30,1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Edward W. Sowers, Pub., NEWS.
National Representatives: Missouri Press Service, Inc.

ST. JOSEPH, MO.

1—LOCATION: Buchanan County, (In St. Joseph, Mo. SMSA). E&P Map A-2, County Seat. Agricultural, Industrial, Livestock and Wholesale Center.

2—TRANSPORTATION: Railroads: Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Chicago, Katy; Missouri Pacific; Union Pacific.
Motor Freight Carriers: 37.
Intercity Bus Lines: Continental Trailways; Greyhound Bus Lines; Trenton St. Joseph Coaches.

3—POPULATION:
Corp. City 70 Cen. 72,691; Loc. Est. 78,722
CZ ABC: (70) 80,741; (80) 83,300
RTZ-ABC: (70) 147,279; (80) 149,500
SMSA: 70 Cen. 98,828; Loc. Est. 102,686
County 70 Cen. 86,915; Loc. Est. 87,913
City & RTZ-ABC: (70) 228,020; (80) 232,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 25,433; Loc. Est. 31,686
County 70 Cen. 29,689; Loc. Est. 34,907
SMSA 70 Cen. 33,640; Loc. Est. 40,581
CZ ABC: (70) 27,759; (80) 32,700
RTZ-ABC: (70) 50,573; (80) 58,700
City & RTZ-ABC: (70) 78,332; (80) 91,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	10	$434,428,211.
Sav. & Loan Assn.	6	$198,707,437.

6—PASSENGER AUTOS: Estimates. City 35,800; County 47,730

7—ELECTRIC METERS: Residence 33,636

8—GAS METERS: Residence 28,858

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of wage earners—Manufacturing, durable goods: walnut, concrete, structural steel, wire rope, auto cables, hydraulic jacks, medical kits, fire fighting equipment, boats, electric signs 3,200; Nondurable goods: meat pkg. 600; dairy, bakery grains, candy, brewing 1,600; apparel and other products 800; chemicals and allied products 800; publishing, stationers, paper products 1,900; Non-manufacturing; construction 1,900; transportation and utilities including railroads 2,100; wholesale trade 2,600; retail trade 6,300; Avg. weekly wage mfg. $270.
Principal Industrial Pay Days: Fri., 1 & 15.

10-CLIMATE: Min. & Max. Temp.— Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost October 14. Last killing frost March 30.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 th to 8th St.; Edmond to Francis St.
Neighborhood Shopping Centers: 26th and Frederick Ave. 7; Valley, 6,100 King Hill Ave. 25; Lake and Illinois 14; King Hill and Mo. 10; Maplewood Manor 12; Midland Shopping 4; Frederick Plaza 5, St. Joseph Ave. Mall 4.

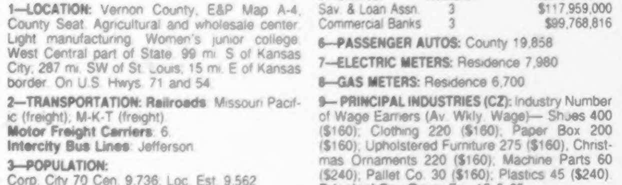
Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Belt Center	6	
Belt & Mitchell	12	TG&Y, Green Hills
East Hills	44	M. Ward, J.C. Penney,
East Ridge Village	14	Skagg's, Safeway
Hillcrest Plaza	7	TSC Stores
King Hill Plaza	15	Kovac's, TG&Y
K-Mart Plaza	2	K-Mart, Milgram
Mart Plaza	13	Pier 1, Paris Plus
Northgate	11	A&P, Woolco

Principal Shopping Days: Sat., Mon., Thurs.
Stores Open Evenings: Fri. to 8:30 downtown. Food Mon. thru Sat. to 9, Sun. to 6.

13—RETAIL OUTLETS: Department Stores: Townsend & Wall; United; Hirsch; Sears; Montgomery Ward; J.C. Penny; Weiner's.
Discount Stores (CZ): K-Mart; Woolco.
Variety Stores: Kresge's; Woolworth; Mattingly Bros.; TG&Y.
Chain Drug Stores (CZ): Skaggs 2; Hermans 3; Melmed 3; Rexall.
Chain Supermarkets (CZ): A&P 2; Safeway 3; Thrift-Tee 10; Affiliated Supers 2; Green Hills 4; Drive-In 5; Thomas Mkts. 2; Save-Mart; 7-Eleven 3.
Other Chain Stores: Firestone; Goodyear; Goodrich; Western Auto; Russell Stover Candy; Douglas Optical; Duling Optical; King Optical; Zale's Jewelry; Color Tile; Cook Paint; PPG Industries; Sherwin- Williams; Father & Son Shoes; Butler Shoes; Kinney Shoes; Pay-Less Shoes; Steve's Shoes; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Spiegel (Catalog); Sutherland Lumber.

14—NEWSPAPERS: GAZETTE (m-Mon.-Fri.) 46,389; NEWS-PRESS (e-Mon.-Fri.) 22,765; Comb. (m&e) 69,154; (Sat. m) 50,378; (S) 51,021; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Mgr., NEWS-PRESS and GAZETTE.
National Representatives: Branham/Newspaper Sales.



THE ONLY SINGLE MEDIUM
Giving Effective Coverage of Northwest Missouri and Northeast Kansas
The Largest Outside Daily Newspaper Reaches Only 5%
ST. JOSEPH NEWS-PRESS
St. Joseph Gazette
St. Joseph, Missouri
Represented by Branham Newspaper Sales

First Belden, now Scarborough prove:
the Post and Globe have St. Louis

Suburban Clout.

66% net/unduplicated readership, at the lowest print cost-per-thousand available. Get it now in St. Louis County with the Post and Globe: a knockout 1-2 combination, paid and daily, in the county that accounts for 50% of all retail sales in Metro St. Louis.

ST. LOUIS POST-DISPATCH
An Independent Newspaper

St. Louis Globe-Democrat
An independent Newspaper

524,315 combined total morning and evening circulation.
702,711 combined total Sunday and Weekend circulation.

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Newhouse Newspapers.

Sources: Scarborough 1980, ABC Audits, 12 months ending 9/30/79, USSPI national rate card 3/3/80.

CPM basis: 1000-line ad, 5000-line rate, based upon total paid circulation vs. total free distribution costs.

ST. LOUIS, MO.

1—LOCATION: Independent City, E&P Map D-3. Distribution center. In East-Central part of State near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City.

2—TRANSPORTATION: Railroads: 16 Trunk Lines: B&O: C&EI. CB&Q. ICG; IT; C&NW; LN; MK&T; Mo. Pac.; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; five shortline & railroads for switching only. 16 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers: 350.
Freght Barge Lines: 13.
Intercity Bus Lines: 5.
Airlines: American; Braniff International; Delta; Eastern; Ozark; Trans-World; Frontier; US Air; Rapublic; British Caledonia; Mexican Airlines.

3—POPULATION:
Corp. City 70 Cen. 622,236; Loc. Est. 500,700
Primary Market Area ABC:
(70) 2,410,163; (80) 2,366,000
County 70 Cen. 951,353; Loc. Est. 985,000
SMSA 70 Cen. 2,410,628; Loc. Est. 2,389,700
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 215,479; Loc. Est. 189,500
County 70 Cen. 283,139; Loc. Est. 317,200
SMSA 70 Cen. 699,860; Loc. Est. 805,500
Primary Market Area ABC:
(70) 749,860; (80) 832,000

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	32	$6,512,000,000
Commercial Banks	188	$11,672,000,000

6—PASSENGER AUTOS: Co. 479,985

7—ELECTRIC METERS: Res. City & Co. 499,000

8—GAS METERS: Res. City & Co. 494,203

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners Total Mfg. 256,400; Food and Kindred Prod. 18,200; Misc. Textiles 500; Apparel 10,-300; Lumber and Wood Products 2,500; Furniture and Fixtures 3,700; Paper & Allied Prod. 6,300; Printing & Publishing 14,900; Chemicals 16,400; Petroleum 3,100; Rubber & Plastic Products 3,900; Leather 5,200; Stone, Clay and Glass 8,-200; Primary Metals 21,700; Fabricated Metal Products 26,100; Machinery (ex. elect.) 20,400; Electrical Equip. 14,500; Transportation 55,400; Instruments & Related Products 2,700; Misc. Manuf. 22,400; Retail and Wholesale Trade 189,700; Selected Services 68,000.
Principal Pay Days: Bldg. Fri.; Railroads 10 & 25.

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42.

11—TAP WATER: City of Louis and St. Louis County—Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois— Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Areas: Alton Square, Ballwin Plaza, Crestwood Plaza, Cross Keys, Eastgate Plaza, Florissant Meadows, Grasso Plaza, Grandview Plaza, Chesterfield Mall, Hampton Village, Jamestown Mall, Mark Twain, Nameoki Village, Normany, Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, South County Center, Town & Country Mall, Village Square, Warson Village, West County, Westroads.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Downtown—Mon., Thurs.; Suburban—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Famous Barr 12; Alton Square, Plaza Frontenac, (Downtown) Clayton, Crestwood, Southtown, South County, Northland, Northwest Plaza, West County, Warehouse; Stix, Baer & Fuller 8; (Downtown) Chesterfield Mall, River Roads, Westroads, Crestwood, Jamestown Mall, Northwest Plaza Sears Roebuck 8; Chesterfield Mall; South, Northwest Plaza, Crestwood, Jamestown Mall, Alton, Ill, Belleville Ill., St. Clair Square, Ill.; J.C. Penney 12; Florissant Cherokee, Hampton, St. Clair Square, St. Charles, St. Ann, Jennings, South County, Town & Country, West County, Alton, E. Alton, Ill.
Variety Stores: Woolworth 18; Kresge 4; Ben Franklin 30.
Discount Stores (CZ): Grandpa's 4; K-Mart 17; Sav-Mart 2; Target 9; Venture 12.
Chain Drug Stores (Met. Area): Gasen 20; Glaser 20; Kare 10; C. F. Knight 6; Medicare 31; Skaggs 6; Walgreen 26; Rexall 150; Schnuck-Foodtown Medi-Mark 5; Leader 22.
Chain Supermarkets: AG 176; B1-Rite & General Grocer 68; IGA 52; Kroger 48; Tri-City 16; Tom Boy 45; National 38; Schnucks 50; Clover Farms 20; Straub 4; Dierbergs 6.
Other Chain Stores: Aronsons 3; Bonds 3; Boyds 8; Central Hdwe. 11; Firestone 7; Florsheim 6; Garland's 7; Goodrich 5; Goodyear 23; Hill Behan 14; Lane Bryant 5; Libson 13; Richman Bros., 1; Singer Co. 32; Spiegel 5; Western Auto 16; Wolff's 5; Brooks Brothers 1; Harveys 1; Jeans West 7; The Limited 6; Montaldo's 1; Neiman-Marcus 1; Richman Brothers 1; J. Riggins 4; Robb's 1; Saks Fifth Ave. 1; Union Jack 9; Victorian House 1; Helen Wolff 2; Ace Hardward 24; True Value 44; Carafiols 4; Craig; Crossroads; Fair Mercantile 1; Franklin Union 5; Kents; Lammert's 4; Levitz; Pat Riley 4; Rothman 2; Singer 32; Tipton Electric 10; Wickes; Woodworks 4.

14—NEWSPAPERS: GLOBE-DEMOCRAT (m-Mon.- Fri.) 264,409; (weekend) 264,603; Mar. 31, 1980 ABC.
Representatives: Newhouse Newspapers/Metro Suburbia.
POST-DISPATCH (e-Mon.-Fri.) 247,237; (Sat. e) 162,443; (S) 436,419; Mar. 31, 1980 ABC.
Representatives: Newhouse Newspapers/Metro Suburbia; The Leonard Co. (Florida); Al Nadel (The Leonard Co.) (Mexico); Lenha Hawaii. Inc.
COUNTIAN (m-Tues.-Sat.) 1,873; sworn Mar. 31, 1980.
Representatives: Missouri Press Service, Inc.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Sales Mgr., Post Dispatch/ Globe Democrat Sue Voorhees, Adv. Mgr., COUNTIAN.

SEDALIA, MO.

1—LOCATION: Pettis County, E&P Map B-3, County Seat. Industrial and agricultural center. On U.S. Hwys. 50, 65; 65 mi. West of Jefferson City; 93 mi. East South East of Kansas City.

2—TRANSPORTATION: Railroads: Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 22,847; Loc. Est. 21,572
CZ ABC: (70) 22,847; (80) 21,900
RTZ-ABC: (70) 66,291; (80) 75,600
County 70 Cen. 34,137; Loc. Est. 37,034
City & RTZ-ABC: (70) 89,138; (80) 97,500

4—HOUSEHOLDS:
City 70 Cen. 8,260; Loc. Est. 9,145
County 70 Census 11,900 Loc. Est. 14,945
CZ ABC: (70) 8,260; (80) 8,600
RTZ-ABCd (70) 21,803; (80) 29,400
City & RTZ-ABC: (70) 30,063; (80) 38,000

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	2	$202,000,000
Commercial Banks	4	$141,042,000

6—PASSENGER AUTOS: County 21,058

7—ELECTRIC METERS: Residence 10,337

8—GAS METERS: Residence 9,403

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—R.R. 110 ($230); Glass 200 ($220); Textile 350 ($160); Shoes 400 ($174); Utilities 250 ($230); Road Construct. 350 ($220); Mops-Brooms 75 ($149); Com. Kitchen Eqpt. 30 ($200); Die Casting 30 ($190); Metal Processing 33 ($180); Elec. Motor Gadgets 120 ($125); Dairy Proc. 160 ($175); Trucking 100 ($275); Housewares Mfg. 500 ($145); Egg-Poultry Proc. 300 ($115); Wholesalers 325 ($175); Truck Bodies 425 ($165); Disinfectants 70 ($195); Photo Proc. 110 ($160); Ice 25 ($110); Steel Fab. 50 ($200); Prt. & Pub. 120 ($225); Chemicals 200 ($190); Civ. Emp. WAFB 300 ($185); City, County, State & Fed. Govt. 250 ($210).

10-CLIMATE: Average Temp.—Spring 64; Summer 74; Fall 44, Winter 34. First killing frost, Oct. 10. Last killing frost, Apr. 25.

11—TAP WATER: Alkaline, hard; flouridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Ohio St., 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.
Neighborhood Shopping Centers: Fifth and Engineers Sts.; 3 blocks on West 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Thompson Hills	2	J.C. Penney; Roth's Consumers, Walmart, Skagg's, TG&Y
State Fair	2	Bings, K-Mart, Mattingly's
Consumer's	4	Consumer's, TG&Y

Principal Shopping Days: Fri., Sat., Mon.
Stores Open: Mon. & Fri. Evg.; Food Sun.

13—RETAIL OUTLETS: Department Stores: C. W. Flower; J. C. Penney; Montgomery Ward, Roth's; K-Mart; TG&Y Family Center.
Discount Stores (CZ): Sedalia Factory Outlet (Shoes); Jupiter; Walmart; Ashley's.
Variety Stores: Mattingly's 2; TG&Y 2.
Chain Drug Stores (CZ): Skagg's, Bings Rexall 2.
Chain Supermarkets: Consumer's 2; Bing's 2; IGA Super; Safeway; Quick Chek.
Other Chain Stores: Sears, Singer Co.; Connor-Wagoner; Cook's Paint; Firestone; Goodrich; Goodyear; Merle Norman, House of Fabrics; Bellas Hess; Lee Shoes; Westlake Hardware; Western Auto; Otasco Auto; Sherwin-Williams Paint, Volume Shoe.

14—NEWSPAPERS: CAPITAL (m-Tues. to Sat.) 4,-170; DEMOCRAT (e-Mon. to Fri.) 11,373; (m&e) 15,543. CAPITAL & DEMOCRAT (S) 16,513; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., CAPITAL & DEMOCRAT.
National Representatives: Southwest Dailies.

SIKESTON, MO.

1—LOCATION: Scott County, E&P Map D-4. Trade center, grain & cotton market. Midway bet. St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55 & 57.

2—TRANSPORTATION: Railroads: Frisco; Missouri Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; St. Louis-Cape; Connor.

3—POPULATION:
Corp. City 70 Cen. 14,699; Loc. Est. 18,000
CZ ABC: (70) 14,699; (80) 18,000
RTZ-ABC: (70) 71,231; (80) 75,100
County 70 Cen. 33,250; Loc. Est. 39,064
City & RTZ-ABC: (70) 85,930; (80) 93,100

4—HOUSEHOLDS:
City: 70 Cen. 4,841; Loc. Est. 6,200
County: 70 Cen. 10,662; Loc. Est. 14,378
CZ ABC: (70) 4,840; (80) 6,800
RTZ-ABC: (70) 22,719; (80) 27,400
City & RTZ-ABC: (70) 27,559; (80) 34,200

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$288,830,304
Commercial Banks	3	$151,583,266

6—PASSENGER AUTOS: County 18,889

7—ELECTRIC METERS: Res. 6,206

8—GAS METERS: Residence 4,981

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 200 ($130); Utilities 73 ($200); Coke 25 ($110); Lock 292 ($130); Milk Cartons 125 ($150); Triangle 80 ($125); Copper Wire 12; Advertising 8; Wooden Pallets 116; Printing 60, Wooden Organ Cabinets 200; Concrete Block 520, Bakery Prod. 130, National Lock 290 ($160); Leather Jackets; Animal & Poultry Feed 52; Cotton Seed Prod. 35; Farm Machinery 12; Metal Fabrication 17; Steel Fabrication 37; Trusses 31; Culverts 8; Rental 45; Plastic Wire & Cable 118; Gold Bond Ice Cream; Wold Shoe Co.
Principal Industrial Pay Days: Fri., 1 & 15.

10-CLIMATE: Spring 57.9; Summer 78.3; Fall 60.7; Winter 37.9.

11—TAP WATER: Alkaline, hard (8 gpg).

12—RETAILING: Principal Shopping Center: 2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.
Neighborhood Shopping Centers: U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.)

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Kingsway Plaza	45	TG&Y, Piggly-Wiggly, J.C. Penney, Eubank Finney
Mid-Towner Vil.	12	Wal-Mart, Sears, P.N. Hirsch, Goodyear
Kingsway Shops	15	Kroger
North Main Port	12	—

Principal Shopping Days: Fri., Sat., Mon., Thu.

13—RETAIL OUTLETS: Department Stores: Buckner Ragsdale; LaPetite; J. C. Penney; Accent Shop; P.N. Hirsch; Eubank Finney; Falkoffs; Jean Allen's.
Discount Stores (CZ): Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.
Chain Drug Stores: Osco 1; Super D 1.
Chain Food Supermarkets: IGA; Lindsey's M&H; Kroger, Piggly Wiggly; Stan's; L & M Big Star;

Other Chain Stores: Goodyear; Malone & Hyde; Sears; Montgomery Ward; Mode O'Day; Baskin-Robbins; Radio Shack; TG&Y; Bresler's; Singer; Otasco.

14—NEWSPAPERS: STANDARD (e) 11,113; (S) 11,113; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Homer Stallings, Adv. Dir., STANDARD.
National Representatives: Landon Associates, Inc.

SPRINGFIELD, MO.

1—LOCATION: Greene County, E&P Map B-4, County Seat. Shipping, wholesale, distribution, manufacturers, agricultural and dairying center. On Interstate Hwy. 44. U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13. In Southwestern part of the State; 185 mi. SE of Kansas City, 221 mi. SW of St. Louis; 302 mi. NW of Memphis, Tenn.

2—TRANSPORTATION: Railroads: St. Louis & San Francisco; Missouri Pacific.
Motor Freight Carriers: 30.
Intercity Bus Lines: Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit, Ark-Mo Coach Lines.
Airlines: Ozark.

3—POPULATION:
Corp. City 70 Cen. 121,129; Loc. Est. 137,792
CZ ABC: (70) 120,096; (80) 140,400
RTZ-ABC: (70) 273,482; (80) 347,700
SMSA 70 Cen. 168,053; Loc. Est. 203,796
County 70 Cen. 152,929; Loc. Est. 181,293
City & RTZ-ABC: (70) 393,578; (80) 488,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 41,012, Loc. Est. 55,038
County 70 Cen. 51,153; Loc. Est. 70,978
SMSA 70 Cen. 56,200; Loc. Est. 79,661
CZ-ABC: (70) 41,009; (80) 54,800
RTZ-ABC: (70) 94,191, (80) 94,190
City—RTZ-ABC: (70) 135,200; (80) 192,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	7	$417,989,473
Commercial Banks	8	$702,978,000

6—PASSENGER AUTOS: Est. Co. 109,932

7—ELECTRIC METERS: Residence 47,988

8—GAS METERS: Residence 43,740

9— PRINCIPAL INDUSTRIES (CZ): Clothing; Furniture; Paper Cups & Containers, Tablets & Pub.; Dairy Products; Auto Trailers & Truck Beds, Railroad Equipment; Agricultural Products; Food Processing; U.S. Govt. Offices; Chemical Products; Meat Packing; Fabricated Metals; Rubber V. Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Products; Publishing; Lumber; Plastics; Optical Pdts.; Prestressed Concrete.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plaza Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Battlefield Mall	60	Dillards, Penney's, Wards and Heer's
Battlefield Sq.	-	Venture
Brentwood	42	Cloth World, Western Auto, House of Sound
Country Club	15	Consumers, Ben Franklin
Crighton Center	8	Crighton Supply
Downtown Park Central	58	Sears, Levy-Wolf, Jupiter and Heer's
Fremont Center	15	Athletic Attic, Rag Merchants
Glen Isle S/C	15	Ed. V. Williams, Missouri Mill
Hil Cres	7	Consumers
K-Mart	10	K-Mart, Consumers
North Town Mall	40	Wal-Mart, Consumers, Osco Drug
Old TownS/C	16	Ethan Allen Carriage House
Parkcrest S/C	36	Consumers
Plaza S/C	125	Freeman's, Billies
Plaza Tower's Center	25	Spec Shop, Miss Mizzou
Southern Hills S/C	35	Consumers, Ben Franklin
Tiffany Square	40	Dale's Farm Market
Town & Country S/C	25	Dillons
Village S/C	12	Sears
Wedgewood S/C	10	Maschino's Hardware, Consumers
Commercial St.	100	(15 Blocks)

Principal Shopping Days: Mon., Thu., Fri., and Sat.
Stores Open Evenings: Mon., and Fri., Battlefield Mall open 6 nights.
Stores Open Sundays: Food, Drug & Discount Houses.

13—RETAIL OUTLETS: Department Stores: Busy Bee 2; C. R. Anthony; Dillard's; Heers, Inc. 2 (Allied Unit); J. C. Penney; Levy-Wolf; Newman's; Montgomery Ward; Sears Roebuck.
Catalog: Sears, Montgomery Wards, Service Merchandise, Penney's.
Variety Stores: Woolworth; Ben Franklin; Jupiter.
Discount Stores:-(CZ): Skahggs 2, Barnes General Store; Venture; Farmers Market, K-Mart (2); Wal-Mart (3); Service Merchandise.
Chain Drug Stores (CZ): Skaggs 3; Osco, Medicare Pharmacy 3; Gordon Rexall 1; Cotter's Pexall 1, Grove Pharmacy 3; Venture Drugs, Pay-Rite.
Chain Food Supermarkets: Safeway 1; Parkers 2; Rameys 4; So-Lo 8; Dillons 3; Smitty's 2, Consumers 11.
Other Chain Stores: Auto Supplies: Western Auto 1 2; Goodyear 3; Goodrich, Firestone; Stinger's 5; O'Reilly Auto 8; Otasco 5; Midas Muffler 2, Shoes: Allen Barker's 1; Dryer-Williams 4; Pay-Less 2; Kinney's 2, A. S. Beck, Quali-Craft, Thom McAn; Jarmen; Edison. Women's Apparel; Farris 3; Sherman Shops; Paris Shops; Libson's Claridge; Stuarts. Paint: Cook Paint & Varnish. Candies: Russell-Stover. Jewelry & Optical: Hess & Culbertson; Zale Jewelry 3; Douglas Optical 2; Pearl Optical 2; King Optical; The Spec Shop; Fuggit. Furniture: Edward Keith, Mulhollan's, Sedgewick's; Gilbert; Wheeler's; Ethan Allen Carriage House. King Comfort; La-Z-Boy.

14—NEWSPAPERS: NEWS (M-Mon. to Fri) 38,037; LEADER & PRESS (E-Mon. to Fri.) 39,040; Comb. (M & E) 77,077; NEWS & LEADER (M-Sat.) 71,-516; (S.) 86,765, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Michael Blasi, Retail Adv. Mgr, NEWS and LEADER & PRESS.
National Representatives: Gannett Newspaper Advertising Sales.

TRENTON, MO.

1—LOCATION: Grundy County, E&P Map B-2, County Seat. Agricultural and residential center. 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in North Central part of State. On U.S. Hwy 65 and State #6.

2—TRANSPORTATION: Railroads: Chicago, Rock Island & Pacific.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 6,053 Loc. Est. 7,372
County 70 Cen. 11,819. Loc. Est. 11,375

4—HOUSEHOLDS:
City 70 Cen. 2,425; Loc. Est. 3,362
County 70 Cen. 4,441, Loc. Est. 5,008

5—BANKS: Comm. 4; Est. Dep. $17,500,000

6—PASSENGER AUTOS: County 7,133

7—ELECTRIC METERS: Town & Co. 6,723

8—GAS METERS: 1,774

9— PRINCIPAL INDUSTRIES (CZ): Daines; R.R. Terminal Pt.; Bakery; Cement & Sand Prod.; Tractor Parts & Service; Vaults & Bldg. Matls; Farm Prp Pdts.; Foods; Chemicals; Meat Processing (600 emp.); Radiator Mfg. (250 emp).
Principal Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1. Last killing frost, Mar. 15.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING:
Shopping Center: Eastgate (15 stores—Hirsch Dept., Hy-Vee Foods, IGA Foodliner, Gamble's, Malco Family Ctr., Ben Franklin).
Principal Shopping Days: Wed., Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Hirsch's; Gambles; Ben Franklin.
Discount Stores: Gibson's; Disco Mart.
Chain Drug Stores in CZ: Mart Cut Rate.
Chain Food Supermarkets: Hy-Vee; IGA Foodliner.

14—NEWSPAPERS: REPUBLICAN-TIMES (e) 4,879; sworn Mar 31, 1980.
Local Contact for Advertising and Merchandising Data: Wm. O. Lenhart, Pres., REPUBLICAN-TIMES.
National Representatives: Missouri Press Service, Inc.

WARRENSBURG, MO.

1—LOCATION: Johnson County, E&P Map B-3, County Seat. Agricultural. Central Missouri State University and Missile Center. On U.S. 50 Hwy., State Hwy. 13; 50 mi. E. of Kansas City; 90 mi. W. Jefferson City.

2—TRANSPORTATION: Railroads: Mo. Pac. RR (pass & frgt.).
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways.
Airlines: Non-scheduled flights only.

3—POPULATION:
Corp. City 70 Cen. 13,125; Loc. Est. 14,200
CZ-ABC: (70) 13,125; (80) 15,600
RTZ-ABC: (70) 21,047; (80) 19,900
County 70 Cen. 34,172; Loc. Est. 34,700
City & RTZ-ABC: (70) 34,172; (80) 35,500

4—HOUSEHOLDS:
City 70 Cen. 3,520; Loc. Est. 4,400
County 70 Cen. 9,834; Loc. Est. 11,300
CZ-ABC: (70) 3,520; (80) 4,800
RTZ-ABC: (70) 6,314; (80) 6,900
City & RTZ-ABC: (70) 9,834; (80) 11,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$28,354,581.05
Commercial Banks	2	$52,594,583.79

6—PASSENGER AUTOS: County 20,008

7—ELECTRIC METERS: Residence 4,073

8—GAS METERS: Residence 3,846

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Uniforms 482 ($120); Swisher Mower 30 ($160); Stahl Specialty Co. 68 ($160); Harmon Industries ($120);
Principal Industrial Pay Days: Sat. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 60-102; Fall 40-80; Winter —2-50. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, very hard; flouridation 0.55.

12—RETAILING: Principal Shopping Center: 13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.
Neighborhood Shopping Centers: Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
South Mall	10blks.	Bi-Lo
Northpark	8blks.	TG&Y
Wal-Mart	9	Wal-Mart

Principal Shopping Days: Sat., Thu., Wed., Mon.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Foster's; Connor-Wagoner; Russell Bros.; Vernaz; Coast- To-Coast; Suzanne's; TG&Y; Wal-Mart.
Variety Stores: TG&Y; Wal-Mart.
Chain Drug Stores: Cripps Walgreen.
Chain Food Supermarkets: Bi-Lo 2; Safeway; Thriftway; Quick Trip.
Other Chain Stores: Sears; Ward's; Payless Shoes.

14—NEWSPAPERS: STAR-JOURNAL (e-Mon. to Fri.) 5,109; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Avis G. Tucker, Pub., STAR-JOURNAL.
National Representatives: Missouri Press Service, Inc.

WAYNESVILLE, MO.

1—LOCATION: Pulaski County, E&P Map B-4. County agricultural center; in center of State. 75 mi. N.E., of Springfield; on U.S. Interstate 44; State 17 & 133.

2—TRANSPORTATION: Railroads: St. Louis-San Francisco.

3—POPULATION:
Corp. City 70 Cen. 3,375; Loc. Est. 3,555
County 53,967; Loc., Est. 46,946

4—HOUSEHOLDS:
City 70 Cen. 1,200; Loc. Est. 1,797
County 70 Cen. 9,775; Loc. Est. 12,578

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$18,000,000

6—PASSENGER AUTOS: County 19,538

9— PRINCIPAL INDUSTRIES (CZ): Located next to Ft. Leonard Wood Military Base; Farming Corn & Wheat.

10-CLIMATE: Min. & Max. Temp.—Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost Oct. 15. Last killing frost, Apr. 3.

14—NEWSPAPERS: FORT GATEWAY GUIDE (e-Mon. to Fri.) 4,225; Sworn Sept. 30, 1979 (latest available Statement).
Local Contact for Advertising and Merchandising Data: Larry W. Freels, Gen. Mgr. FORT GATEWAY GUIDE.
National Representatives: Missouri Press Service; American Newspaper Representatives, Inc.

WEST PLAINS, MO.

1—LOCATION: Howell County, E&P Map C-4, County Seat. Shipping and wholesale center; agriculture, dairy, and oak lumber area. S. Central part of State; 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield, 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2—TRANSPORTATION: Continental Trailways; 2 charter planes; 3 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 6,893; Loc. Est. 8,118
County 70 Cen. 23,521; Loc. Est. 29,678
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,634; Loc. Est. 3,553
County 70 Cen. 8,161; Loc. Est. 11,886

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$118,546,000
Sav. & Loan Assn.	2	$234,446,918

6—PASSENGER AUTOS: County 15,683

7—ELECTRIC METERS: Residence 3,239

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Electrical 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900.
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 30-75; Summer 62-106; Fall 30-75; Winter 0-70. First killing frost, Oct. 17. Last killing frost, Apr. 9.

11—TAP WATER: Neutral, hard; chlorinated.

12—RETAILING: Principal Shopping Center: 4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers: Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days: Sat., Mon.
Stores Open Evenings: Parkway Shopping Center, Southern Hills Shopping Center; Magic-Mart, on the Square.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony's; Aid's; Bill's Dollar Store; Grisham's; P.N. Hirsch, Marx; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush and Co.
Discount Stores: Magic-Mart; West-Gibson; Wal-Mart; Discount Mart.
Chain Drug Stores (CZ): Wilke Walgreen; Red Apple Rexall.
Chain Food Supermarkets: Nu-Way; Richards Bros. 6; Silver Dollar; Ramey's Foodland; Consumers; Stanley's Thriftway Foodliner.

Other Chain Stores: Auto Supply; Firestone; Goodyear; Tru Buy Discount Foods; Midwest; Otasco; Sears; Montgomery Ward; P.N. Hirsch.

14—NEWSPAPERS: QUILL (Mon. thru Fri.) 8,779; sworn March 31, 1980.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Advertising Manager, QUILL.
National Representatives: Missouri Press Service, Inc.

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MONTANA SURVEYS

MONTANA STANDARD METROPOLITAN STATISTICAL AREAS

Billings Mont.—Yellowstone County.
Great Falls, Mont.—Cascade County.

MONTANA POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	57	61	70
5-14 Years	151	128	123
15-24 Years	122	158	136
25-44 Years	155	224	255
45-64 Years	141	165	162
65 and Over	68	89	98
TOTAL	694	828	844

Based on U.S. Census

MONTANA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr	137	260	370
General Mdse	140	245	350
Food	357	599	863
Automobiles	340	604	700
Gasoline Stations	150	272	500
Apparel	80	137	200
Furniture	65	122	168
Eat-Drink Places	153	275	379
Drugs	56	99	140
Total Sales	1,613	2,848	4,036

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ANACONDA, MONT.

See BUTTE, MONT.

BILLINGS, MONT.

1—LOCATION: Yellowstone County (SMSA), E&P Map D-3, County Seat. Shipping, small mfg. Oil exploration, supply and refining, Transportation Center, Agricultural, Livestock Shipping & wholesaling Center. On U.S. Hwys. 10, 12, 87, 310; 900 mi. W of Minneapolis; 600 mi. NNW of Denver; 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane.

2—TRANSPORTATION: Railroads Burlington Northern;
Motor Freight Carriers: 81.
Intercity Bus Lines: Trailways, Greyhound, Rimrock Stages, Missouri Valley Trails.
Airlines: Northwest, Western, Frontier. 1 Big Sky.

3—POPULATION:
Corp. City 70 Cen. 61,581; Loc. Est. 77,576
CZ ABC: (70) 74,848; (80) 91,400
RTZ-ABC: (70) 143,782; (80) 170,500
County/SMSA 70 Cen. 87,367; Loc. Est. 108,038
City & RTZ-ABC: (70) 218,630; (80) 261,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 20,036; Loc. Est. 32,900
County/SMSA 70 Cen. 28,400; Loc. Est. 38,000
CZ ABC: (70) 23,838; (80) 33,300
RTZ-ABC: (70) 45,813; (80) 62,400
City & RTZ-ABC: (70) 69,651; (80) 95,700

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	10	$607,124,000
Sav. & Loan Assn.	2	$240,825,087

6—PASSENGER AUTOS: County 75,500

7—ELECTRIC METERS: Residence 30,852

8—GAS METERS: Residence 29,633

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Const. 2,200 ($368); Mfg. 11,500 ($373); Trans., Comm., Pub. Utilities 4,800 ($349); Trade 16,200 ($151); Finance, Real Estate, Ins. 2,300 ($161), Services 10,200 ($140); Gov. 7,500 (N.A.)
Principal Pay Days: 1 & 15 RR 5 & 20.

10-CLIMATE: Min. & Max. Temp.—Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25. Last killing frost, May 15.

11—TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks in N 27 St., 1 on S 27 St., 5 on N Bway., 4 on N 29 St., 2 on S 29 St., 3 on N 30 St.
Neighborhood Shopping Centers: Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W at Cook Ave.; 10th St. W on Broadwater Ave., 24th St. W. & Cental; 13th and 16th St. W. & Grand Ave.; Billings Heights, Wicks Lane & Highway 10E.

Nearby shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Evergreen	1½	Odegaard's
Vet's Park	1	Bob's IGA
Broadwater	1	Kuchera Furniture
Westgate	2	Kon's Sooper
Four Seasons	3	Heights, IGA, Western Drug
Big "B"	1½	Buttrey's, Jewel Cos.
West Park	2	Albertson's, Sears
Buttrey-Osco	1	Buttrey's Osco
K-Mart	3½	K-Mart
LaBelle's	3½	LaBelle's
Rimrock Mall	3½	Hennessy's, Wards, Denver

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., & Fri.

13—RETAIL OUTLETS: Department Stores: Hart Albin; Cole's; J. C. Penney; Anthony's; Sears; Jonathan's; Hennessy's; Montgomery Ward; Herberger's. The Denver.
Chain Drug Stores (CZ): Skagg's 2; Odegvard.
Variety Stores: Woolworth; Kresge.
Discount Stores: Gibson's; K-Mart; LaBelle's.
Chain Food Supermarkets: Albertson's 2; Buttrey's 4; Safeway 3; K-Mart; Kon's Soopers 3; Western Warehouse. 12 Independent Super-Mkts. in CZ.
Other Chain Stores: Gambles; Singer Co.; Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwr.; Big Bear; Diana Shops; Three Sisters; Schiff's; Mode O'Day; K-G Men's; S&H Green Stamps; Discount Fabrics; House of Fabrics; Zales Jewelry; Baker Shoes; Sweetbriar; Dahle's; Stevenson's; Peck & Pecks.

14—NEWSPAPERS: GAZETTE (m) 58,926; (S) 61,110; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. C. Focht, Nat. Adv. Mgr., GAZETTE.
National Representatives: Branham/Newspaper Sales.

BOZEMAN, MONT.

1—LOCATION: Gallatin County, E&P Map C-3, County Seat., Southcentral part of State. Shopping; Wholesale; small mfg.; University; small grain and hay farming; livestock; tourist and ski center; lumbering; 85 miles E of Butte; 146 miles W of Billings on Interstate 90; Highways 10 and 191.

2—TRANSPORTATION: Railroads: Burlington Northern, Union Pacific and Milwaukee Road (CMStP&P).
Airlines: Northwest Orient; Frontier.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound; Belt Mountain Stage.

3—POPULATION:
Corp. City 70 Cen. 18,670; Loc. Est. 21,164
CZ ABC: (70) 21,675; (80) 25,500
RTZ-ABC: (70) 12,809; (80), 18,800
County 70 Cen. 32,505; Loc. Est. 40,334
City & RTZ-ABC: (70) 34,484; (80) 44,300

4—HOUSEHOLDS:
City 70 Cen. 5,486; Loc. Est. 7,491
County 70 Census 9,754; Loc. Est. 14,549
CZ ABC: (70) 6,378; (80) 8,500
RTZ-ABC: (70) 4,053; (80) 6,800
City & RTZ-ABC: (70) 10,431; (80) 15,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$158,320,000
Sav. & Loan Assn.	2	$64,000,000

6—PASSENGER AUTOS: County Est. 21,138

7—ELECTRIC METERS: Residence 7,929

8—GAS METERS: Residence 6,133

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Forest Prod. 450 ($120); Electronics ($165); Heavy Construction 400 ($220); Cement 110 ($190).
Principal Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11--TAP WATER: Aklaline, 2 sources hard; 1 source soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St. and 2 N and S of Main; 11 on N. 7th; West Main from 10th to 20th Sts; Main Mall and University Shopping Center W. edge of town.
Neighborhood Shopping Centers: College St. at 8th & 9th.
Principal Shopping Days: Tues., Fri., Sat.
Stores Open Evenings: Groceries; Drugs; Discounts; Main Mall.

13—RETAIL OUTLETS: Department Stores: Chambers- Fisher; J.C. Penney; McDonalds; The Bon.
Discount Stores: Gibson's; K-Mart; Woolco.
Chain Drug Stores (CZ): Drug Fair; Western Drug; Skaggs; Osco.
Chain Food Supermarkets (CZ): Safeway; Buttrey's; IGA; Albertsons.

14—NEWSPAPERS: CHRONICLE (e-Mon. to Fri.) 9,408; (S) 10,278; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Smith, Adv. Mgr., CHRONICLE.
National Representatives: None.

BUTTE-ANACONDA, MONT.

1—LOCATION: Butte in Silver Bow County; Anaconda in Deer Lodge County, E&P Map B-3, Coun-

BUTTE—continued

ty Seat. Mining and agricultural retail, wholesale, transportation and miscellaneous manufacturing center. Southwest part of the state (Butte); 66 mi. SW of Helena; 449 mi. N of Salt Lake City; 1,141 mi. W of Minneapolis; 329 mi. E of Spokane; U.S. Hwys. 10S, 91,I-15, I-90.

2—TRANSPORTATION: Railroads: CMSt.-P&Pac.; Burlington-Northern; UP and BA&P (freight).
Motor Freight: 18 lines available. About 10 firms operate whse. term. facilities, incl. 4 local trnsfr. & stor. cos.
Bus Lines: Intermountain Transportation; Greyhound.
Airlines: Northwest, Western.

3—POPULATION:
Corp. Cities 70 Cen. 33,139; Loc. Est. 30,978
Butte 70 Cen. 23,368; Loc. Est. 21,826
Anaconda 70 Cen. 9,771; Loc. Est. 9,152
CZ ABC: (70) 51,82?; (80) 53,800
RTZ-ABC: (70) 68,160; (80) 77,400
Counties:
Silver Bow 70 Cen. 41,981; Loc. Est. 40,504
Deer Lodge 70 Cen. 15,652; Loc. Est. 15,167
City & RTZ-ABC: (70) 119,980; (80) 131,200

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
CZ ABC: (70) 17,129; (80) 20,100
RTZ-ABC: (70) 20,670; (80) 26,900
Counties:
Silver Bow 70 Cen. 14,142; Loc. Est. 15,735
Deer Lodge 70 Cen. 4,581; Loc. Est. 5,416
City & RTZ-ABC: (70) 37,799; (80) 47,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	5	$241,770,000
Sav. & Loan Assn.	1	$181,772,125

6—PASSENGER AUTOS: Counties: Silver Bow 23,163; Deer Lodge 7,279

7—ELECTRIC METERS: Residence 18,5[illegible] Butte 14,486; Anaconda 4,413

8—GAS METERS: Residence 16,127 Butte 12,488; Anaconda 3,639($297);

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mining Metal 1,800 ($368); Misc. Mfg. 6,500 ($297); Whole Ret. 3,377 ($170); Trans. Comm. Pub. Utilities 1,480 ($348); Finance, Ins., Real Estate 625 ($168); Service 3,029 ($155).
Principal Pay Days: Fri., Sat., 10th and 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16. Last killing frost, May 29.

11—TAP WATER: Butte and Anaconda—Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping center). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Harrison Ave.	1	Safeway
Butte Plaza	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	East Gate IGA
J.C. Penney	4½	J.C. Penney

Stores Open Evenings: Shopping center & food: Daily 'til 9; Sun. 12-5; Food 'til Midnight; Auto Dealers: Mon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney (Butte and Anaconda); Fargo's; Woolworth.
Variety Stores: Woolworth; Ben Franklin; Coast-to-Coast (Butte and Anaconda); Duval Wallace (Anaconda).
Chain Drug Stores: Skaggs Drug Center; Thrifty Rexall Drug; Osco (Anaconda).
Supermarkets (CZ): Safeway 2; Buttrey's 2; Lens; Terminal; East Gate IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores: Schiff's; Sherwin-Williams; Singer Co.; United Building Center; Garner Shoe; AG Grocers; Pittsburgh Paints; Geo. Steel Co.; Shiner's Furniture; Cenex; House of Fabrics; Mr. John Henry (Anaconda).

14—NEWSPAPERS: MONTANA STANDARD (m) 19,669; (S) 20,121; Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: John Watson, Adv. Director MONTANA STANDARD.
National Representatives: Branham/Newspaper Sales.

GREAT FALLS, MONT.

1—LOCATION: Cascade County (SMSA), E&P Map C-2, County seat. Industrial city with agricultural and livestock production. In the center of the State. On U.S. Highway 87, 89, 91 and Interstate 15.

2—TRANSPORTATION: Railroads: Bulington, Northern,
Motor Freight Carriers: 7.
Intercity Bus Lines: Intermountain, Glacier.
Airlines: Northwest Orient, Western, Frontier, Big Sky.
Charter Air Service: Flight Service, Inc., Skymart Aviation, Inc., Northern Aviation, Minuteman Aviation, Hensley Flying Service, Western Automotive Sales, Executive Helicopters, Dan Sliko Helicopters.

3—POPULATION:
Corp. City 70 Cen. 60,091; Loc. Est. 63,173
CZ ABC: (70) 72,916; (80) 75,300
RTZ-ABC: (70) 124,638; (80) 131,700
County/SMSA 70 Cen. 81,804; Loc. Est. 84,992
City & RTZ-ABC: (70) 197,554; (80) 207,554
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 19,585; Loc. Est. 24,326
County 70 Cen. 25,272; Loc. Est. 31,082
CZ ABC: 970) 22,596; (80) 26,600
RTZ-ABC: (70) 37,929; (80) 46,300
City & RTZ-ABC: (70) 60,525; (80) 72,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	7	$403,020,704
Sav. & Loan Assn.	4	$150,504,776.

6—PASSENGER AUTOS: County Est. 51,954

7—ELECTRIC METERS: Residence 22,707

8—GAS METERS: Residence 20,097

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Copper rode cable 900 ($290); Craftsmen 5,500 ($350); Public Utility Tel., Lt. & Pr. 456 ($345); Flour & Feed 190 ($275); Oil Refg. 100 ($325); Railroad 600 ($330); Air Force 6,122 ($275).
Principal Industrial Pay Days: Mon., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28. Last killing frost, May 9.

11—TAP WATER: Alkaline; moderately hard; fluoridated.

12—RETAILING: Principal Shopping Centers: 11 blocks on Central Ave.; 8 on 1st Ave. North; 5 on 1st Ave. South.
Neighborhood Shopping Centers: 6th Ave. N. bet. 25th and 26th Sts.; 1st Ave. N.W. bet. 6th & 7th Sts.; 10 Ave. So. bet. 35th & 36th Sts.; 10th & 11th Ave. So. bet. 9th & 13th Sts.; Riverview and Smelter Ave., 10th Ave. So. bet. 26th & 27th Sts.; 10th Ave. So. bet. 48th & 49th Sts.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
25th St.	2	Ryan, IGA
Riverview	2	Ryan, IGA
10th Ave.	3½	Ryan, IGA
Safeway	2	Safeway
West Side	1	Noble's Foodland
Miracle Mile	2½	Buttreys
Holiday Village	1½	Albertson's, Mont. Ward, Buttreys
Westgate	2	Buttreys
K-Mart	2	K-Mart

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Bon Marche (Allied Stores); Sears; Montgomery Ward; J. C. Penney; Buttrey's; C. R. Anthony; Herbergers; K-Mart.
Variety Stores: Woolworth; Ben Franklin; Bonanza; 88¢-Center.
Discount Stores (CZ): K-Mart, Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear.
Chain Drug Stores (CZ): Skagg's 1; Western 3; Osco 2; Pay'n Save Drugs.
Chain Food Supermarkets: Safeway 2, Ryan Merc. IGA 3; Buttrey Foods 4; Albertson's; Circle K 8; 7-11 5.
Other Chain Stores: Coast to Coast; Conrad's; Singer Co.; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; ABC Kiddies Shop; Three Sisters; Claire's Boutique; Our Own Hardware; Hickory Farms; Zale's Jewelry 2; House of Fabrics; Fashion Fabrics; Hatch's Card Shop; OK Hardware; Ernst Home Center.

14—NEWSPAPERS: TRIBUNE (m) 37,574; (S) 43,006; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tom Cordingley, Nat'l. Adv. Mgr., TRIBUNE.
National Representatives: Cresmer, Woodward, O'Mara, Ormsbee, Inc.

HAMILTON, MONT.

1—LOCATION: Ravalli County, E&P Map B-3, County Seat. 48 mi. S. of Missoula; on U.S. Hwy. 93

2—TRANSPORTATION: Burlington Northern R.R.; Missouri Valley Trails Bus.

3—POPULATION:
Corp. City 70 Cen. 2,499; Loc. Est. 2,374
County 70 Cen. 14,409; Loc. Est. 21,738

4—HOUSEHOLDS:
City 70 Cen. N.A.; Loc. Est. 1,119
County 70 Cen. 4,725; Loc. Est. 8,349

5—BANKS: 2 Comm.; Dep. $54,217,000

6—PASSENGER AUTOS: County 12,600

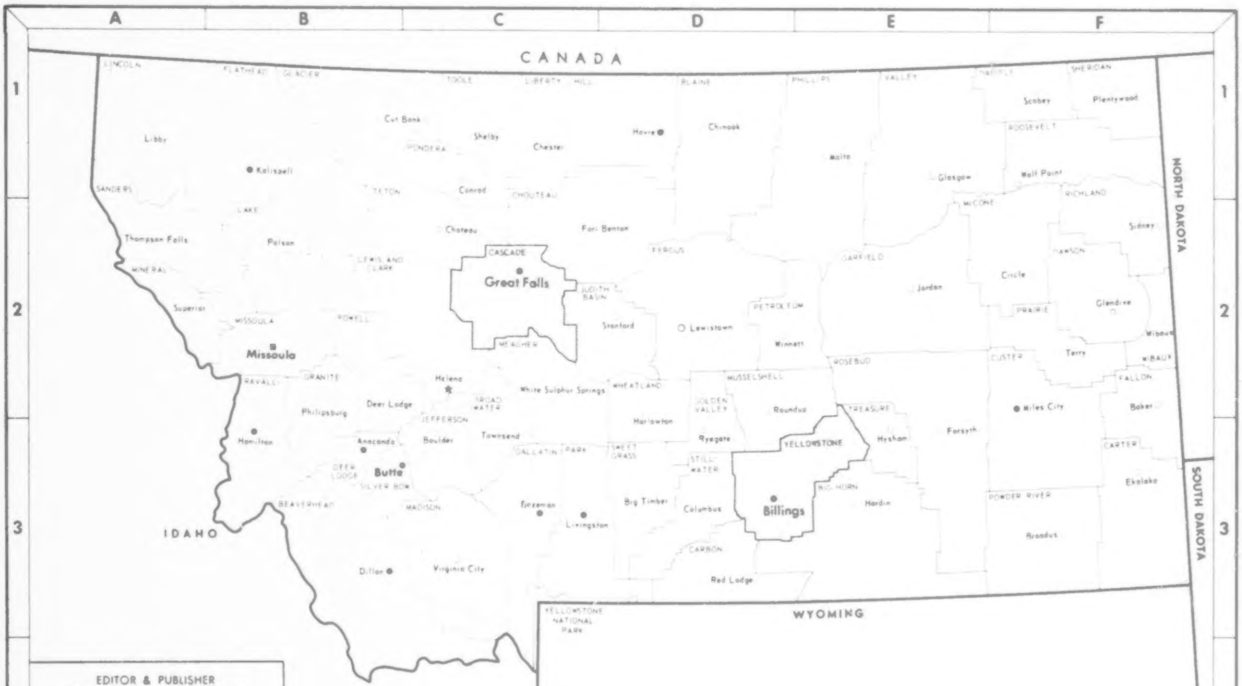
7—ELECTRIC METERS: Res./City 2,591

8—GAS METERS: Res./City 2,201

9— PRINCIPAL INDUSTRIES (CZ): Lumbering Mills; Dairy Prod. Processing; Fruit and Vegetable Cannery; Steel Fabrication; Branch Laboratory U.S.P.H.S., Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism and recreation; Winter Ski area; Medical Equip. Mfg.; Mobile Home Mfg.; Log Home Mfg.; Plastics Mfg.

11—TAP WATER: Alkaline; hard, deep well water.

12—RETAILING:
Principal Shopping Days: Mon., Wed., Sat.


A
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CANADA
NORTH DAKOTA
SOUTH DAKOTA
WYOMING
IDAHO
YELLOWSTONE NATIONAL PARK
LINCOLN
FLATHEAD
GLACIER
TOOLE
LIBERTY
HILL
BLAINE
PHILLIPS
VALLEY
DANIELS
SHERIDAN
ROOSEVELT
SANDERS
LAKE
TETON
PONDERA
CHOUTEAU
MINERAL
MISSOULA
LEWIS AND CLARK
CASCADE
JUDITH BASIN
FERGUS
PETROLEUM
GARFIELD
McCONE
RICHLAND
DAWSON
PRAIRIE
WIBAUX
POWELL
MEAGHER
RAVALLI
GRANITE
BROAD WATER
JEFFERSON
DEER LODGE
SILVER BOW
BEAVERHEAD
MADISON
GALLATIN
PARK
SWEET GRASS
WHEATLAND
GOLDEN VALLEY
MUSSELSHELL
STILLWATER
YELLOWSTONE
CARBON
BIG HORN
TREASURE
ROSEBUD
CUSTER
FALLON
CARTER
POWDER RIVER
Libby
Kalispell
Cut Bank
Shelby
Chester
Havre
Chinook
Malta
Glasgow
Scobey
Plentywood
Wolf Point
Sidney
Conrad
Choteau
Fort Benton
Thompson Falls
Polson
Great Falls
Superior
Missoula
Stanford
Lewistown
Winnett
Jordan
Circle
Glendive
Terry
Wibaux
Helena
White Sulphur Springs
Harlowton
Roundup
Ryegate
Hysham
Forsyth
Miles City
Baker
Ekalaka
Philipsburg
Deer Lodge
Hamilton
Anaconda
Boulder
Townsend
Butte
Bozeman
Livingston
Big Timber
Columbus
Billings
Hardin
Broadus
Red Lodge
Dillon
Virginia City
EDITOR & PUBLISHER
MARKET GUIDE MAP
MONTANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▭ Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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MONTANA MAP—Page 238

Stores Open Evenings: Grocery, sporting goods, variety store, wine store.

13—RETAIL OUTLETS:
Variety Stores: Sprouse-Reitz; Ben Franklin.

Chain Drug Stores (CZ): Downing's Rexall; Walgreen.

Chain Food Supermarkets: Safeway; Economy; Fairway; IGA.
Other Chain Stores: J.C. Penney; Anthony's; Ford's Federated; Gamble's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward (catalog); Western Auto; UBC.

14—NEWSPAPERS: REPUBLIC (e-Mon. to Fri.) 3,983; sworn Sept 30,1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: John M. Barrows, General Mgr., REPUBLIC.
National Representatives: Landon Associates, Inc.

HAVRE, MONT.

1—LOCATION: Hill Country, E&P Map D-1, County Seat. Shipping, education, agricultural and livestock center.

2—TRANSPORTATION: Railroads: BN.
Motor Freight Carriers: 3.
Intercity Bus Lines: Intermountain; Burlington Northern.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 10,558; Loc. Est. 10,732
County 70 Cen. 17,358; Loc. Est. 18,838

4—HOUSEHOLDS:
City 70 Cen. 3,895; Loc. Est. 4,086
County 70 Cen. 5,225; Loc. Est. 6,671

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$101,812,000
Sav. & Loan Assn.	1	$51,000,000

6—PASSENGER AUTOS: County 10,373

7—ELECTRIC METERS: Residence 5,096

8—GAS METERS: Residence 4,409

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Railroad 900 ($10,000,000 Annual Payroll).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21. Last killing frost, Apr. 11.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Gamble's; J. C. Penney; Woolworth's; Coast-to-Coast Store; Herbergers.

Variety Stores: 1-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores: Western 3.

Chain Food Supermarkets: Safeway; Buttrey; Super Save; Western Warehouse.

Other Chain Stores: Montgomery Ward (catalog); Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's, Hallmark; Desmonds; Zale's.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 4,817; sworn Mar. 31, 1980 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: W.L. (Les) Hill, Pub., NEWS.
National Representatives: None.

MONTANA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,847,520	3,709,470	4,036,091	617	370,281	217	350,247	890	862,730	655	699,925	968	500,045	552	199,722	603	167,811	2,083	378,652	215	140,247
STANDARD METROPOLITAN STATISTICAL AREAS																					
Billings, Mont.	513,875	661,860	717,633	71	79,329	17	103,346	90	128,390	83	125,841	109	65,532	94	37,839	100	36,206	209	58,261	19	28,647
Great Falls, Mont.	363,994	436,733	467,190	43	41,105	14	60,121	74	83,727	60	89,321	69	44,717	61	28,744	67	21,852	179	42,430	13	18,486
COUNTIES, Cities																					
BEAVERHEAD	26,422	35,866	39,288	11	2,498	2	2,191	13	10,001	8	6,924	10	5,362	9	2,625	4	1,368	33	4,457	2	709
BIG HORN	25,847	47,074	54,553	4	2,734	3	928	15	15,645	9	10,462	18	12,642	6	2,426	5	638	24	5,841	4	1,048
BLAINE	14,825	19,435	21,145	5	1,638	5	353	9	4,050	7	6,989	7	2,303	6	1,314	3	214	19	2,157	3	1,072
BROADWATER	11,606	18,519	20,932	3	1,744	4	1,540	7	6,869	3	2,288	6	4,419					10	2,084	1	257
CARBON	16,766	18,140	19,030	13	3,440	5	149	14	4,826	1	1,141	13	2,356	8	889	4	370	39	3,005	3	812
CARTER	1,867	2,157	2,292	1	88	1		1	725			4	553	1				6	397	1	11
CASCADE	363,994	436,733	467,190	43	41,105	14	60,121	74	83,727	60	89,321	69	44,717	61	28,744	67	21,852	179	42,430	13	18,486
Great Falls	331,953	394,256	420,872	35	31,461	13	53,086	55	76,243	53	86,936	59	39,771	60	27,034	62	19,221	139	34,517	13	17,704
CHOUTEAU	9,773	11,445	12,187	6	1,330	2	146	10	3,262	3	3,027	4	618	2	141	3	17	21	2,012	3	628
CUSTER	52,377	65,468	70,606	14	6,868	3	2,099	9	15,490	13	9,922	14	11,911	17	5,474	15	1,581	32	7,321	3	2,415
Miles City	47,646	60,077	64,220	14	6,868	2	1,511	7	12,607	13	9,922	12	10,490	15	4,936	14	1,494	31	7,129	2	1,738
DANIELS	6,421	7,192	7,593	5	1,114	1	285	4	1,973	2	1,196	1	306	4	676	2	237	12	949	2	379
DAWSON	47,185	62,109	67,648	12	6,942	3	2,793	8	14,338	15	9,119	19	16,299	9	3,366	12	2,761	20	5,393	4	2,163
DEER LODGE	35,021	37,293	39,001	9	2,154			16	12,959	14	7,094	14	3,735	6	2,188	6	837	44	5,031	3	2,443
Anaconda	34,242	37,156	38,127	9	2,144			15	12,106	14	7,094	14	3,735	6	2,188	6	837	44	5,021	3	2,432
FALLON	12,313	15,865	17,201	7	1,672	3	801	5	4,548	9	4,881	7	1,587	5	862	5	604	14	1,571	2	212
FERGUS	40,980	58,73[illegible]	65,020	9	3,626	4	2,704	17	15,527	14	11,986	15	10,621	14	4,345	8	2,922	37	5,874	3	1,448
FLATHEAD	196,332	277,895	306,803	49	25,931	9	22,075	56	76,374	56	51,975	58	24,403	36	17,470	42	12,945	148	30,941	11	6,840
Kalispell	123,516	171,982	189,247	32	19,976	4	10,391	24	50,710	35	37,904	24	11,218	22	13,134	21	8,572	52	13,726	5	3,536
GALLATIN	177,849	238,681	260,897	35	34,270	6	14,042	46	46,149	28	37,308	56	33,487	33	14,047	39	14,573	114	24,484	17	8,019
Bozeman	148,069	201,940	221,349	25	29,796	4	13,174	25	38,709	20	35,596	34	22,452	28	13,237	33	13,941	64	18,413	8	6,872
GARFIELD	2,042	2,197	2,305	1	94	2	98	1	672	1		3	563	1	90			6	514	1	97
GLACIER	33,509	46,584	51,257	10	3,169	12	6,428	12	12,532	7	6,871	24	7,125	10	2,744	8	1,317	36	5,382	3	1,299
GOLDEN VALLEY	642	741	787					1	207			2	171					4	150		
GRANITE	4,750	6,651	7,331	2	120			5	2,416	2	817	8	1,670	2	193			10	947	2	464
HILL	69,060	84,518	90,771	19	11,124	8	7,798	20	19,098	22	13,609	14	10,543	16	6,964	20	3,102	37	7,203	5	3,711
Havre	65,046	80,149	86,183	16	10,334	7	7,358	18	18,239	18	12,492	12	9,868	16	6,964	19	3,035	32	6,885	5	3,711
JEFFERSON	6,077	6,410	6,693	2	333	3	101	5	2,280	3	727	5	755			5	149	11	1,586	2	110
JUDITH BASIN	4,661	6,398	7,032	3	208			4	1,620	3	432	9	3,233	1	108	2	137	11	797	1	115
LAKE	44,476	67,574	75,648	12	5,101	2	1,812	28	21,185	14	12,446	25	11,460	14	3,661	9	1,910	47	7,103	7	2,712
LEWIS AND CLARK	172,234	209,681	224,895	27	24,281	11	22,435	45	52,714	38	37,734	43	18,398	25	9,754	38	10,291	101	23,071	9	7,129
Helena	164,135	200,091	214,651	22	23,551	8	21,725	36	50,023	36	37,538	35	16,028	24	9,717	38	10,291	72	20,239	9	7,129
LIBERTY	6,848	7,993	8,504	2	1,087			7	2,015	2	2,746	2	1,017	1	65	1		6	595	2	357
LINCOLN	40,025	47,843	51,143	11	1,937	8	3,519	21	18,202	16	8,002	15	6,075	11	1,340	6	940	52	4,842	4	1,483
MCCONE	4,491	4,571	4,745	4	440	1	361	4	801	2	494	5	2,007			1	160	7	283		
MADISON	8,199	10,389	11,238	7	863	2	327	13	3,428	3	509	12	1,847	2	28			34	2,34[illegible]	4	593
MEAGHER	4,623	7,087	7,948	4	561			5	2,531	3	464	3	1,325	2	534			15	1,198	1	698
MINERAL	8,055	7,683	7,874	3	198	1	237	8	2,108	3	885	7	1,833	1	114			14	1,381	2	43
MISSOULA	319,284	469,400	522,013	45	45,424	14	48,060	77	97,256	58	101,834	73	58,853	45	19,489	64	26,907	164	46,611	15	18,786
Missoula	297,903	435,687	483,995	37	43,132	12	44,712	61	92,412	50	94,976	57	48,149	43	19,068	58	25,675	130	42,267	13	17,565
MUSSELSHELL	9,830	11,636	12,422	4	575	4	709	5	2,817	3	1,556	10	2,823			8	482	16	1,674	1	742
PARK	40,131	49,399	53,124	13	3,084	5	1,066	22	14,807	11	5,183	28	9,350	11	3,404	12	1,530	37	5,890	4	1,343
Livingston	34,054	42,147	44,845	11	2,803	4	940	14	13,145	11	5,183	17	6,135	11	3,404	12	1,530	24	4,331	4	1,343
PETROLEUM	556	804	893					3	269			2	262					2	260		
PHILLIPS	15,121	23,464	26,371	4	3,210	2	685	5	6,771	7	5,133	9	3,139	5	1,978	4	499	21	2,893	2	319
PONDERA	22,854	27,836	29,856	9	2,140	2	1,347	9	6,893	7	9,618	10	2,512	6	1,299	4	1,243	18	1,913	3	1,456
POWDER RIVER	6,061	7,394	7,937	1	159	2	533	3	1,712	4	1,506	3	1,682	1	76			6	915	1	96
POWELL	17,977	19,743	20,777	7	1,498	2	240	6	4,677	5	2,396	7	5,366	2	813			18	2,456	3	7[illegible]2
PRAIRIE	3,619	3,936	4,136	2	409	1		2	968	2	433	4	1,158					8	684	1	223
RAVALLI	44,019	66,587	74,492	17	8,482	6	2,607	18	17,336	11	10,833	19	13,602	9	3,242	9	2,301	55	7,250	7	2,464
Hamilton	NO DATA AVAILABLE FOR THIS CITY																				
RICHLAND	42,549	65,230	73,122	11	7,738	5	4,93[illegible]	12	20,819	12	16,144	11	5,122	9	3,520	9	3,115	23	4,493	3	3,362
ROOSEVELT	33,019	43,127	46,911	14	3,323	4	1,[illegible]	18	11,700	8	7,787	17	9,880	7	2,831	10	894	40	4,58[illegible]	4	1,020
ROSEBUD	18,552	22,879	24,613	5	2,8[illegible]2	3	850	7	5,692	3	3,918	11	4,097	2	381	2		23	3,091	1	900
SANDERS	19,093	20,169	21,059	7	73[illegible]	6	2,057	17	4,665	9	6,140	16	3,108			4	23	29	2,226	4	395
SHERIDAN	15,779	20,267	21,974	8	3,167	2	1,395	6	3,602	2	766	8	4,913	8	2,129	5	910	25	3,292	4	540
SILVER BOW	171,197	198,643	211,217	17	10,688	8	22,117	51	46,669	36	34,285	75	36,704	24	6,689	36	11,823	116	17,045	9	8,498
Butte	150,370	176,591	188,195	13	7,840	7	19,070	48	46,157	31	27,801	71	34,435	22	5,752	34	10,452	102	15,221	9	7,927
STILLWATER	10,571	14,212	15,548	9	1,908	3	107	6	3,669	3	1,451	10	3,921	1	226	7	151	19	1,963	4	197
SWEET GRASS	12,534	14,425	15,323	4	1,163	1	322	8	4,738	2	2,203	8	5,035	2	259	4		8	845	2	307
TETON	15,838	22,626	25,024	6	1,430	3	555	10	4,632	8	9,810	7	2,549	5	1,491	5	524	2[illegible]	2,447	2	709
TOOLE	18,844	26,912	29,783	7	1,450	3	1,094	9	6,291	1	3,236	12	7,595	8	2,177	3	768	28	3,676	2	1,086
TREASURE	927	963	1,003	2	523	2		1	175									3	238		
VALLEY	37,852	39,798	41,518	14	3,991	5	2,975	15	8,091	16	8,811	16	7,025	9	1,696	9	1,125	34	3,250	4	2,176
WHEATLAND	5,839	6,113	6,377	5	288	2	140	4	1,555	2	712	9	1,955	1	21	2	13	13	760	1	66
WIBAUX	2,329	3,119	3,408	2	94			3	264	1	960	2	521			1	372	[illegible]	587	1	290
YELLOWSTONE	513,875	661,860	717,633	71	79,329	17	103,346	90	128,390	83	125,841	109	65,532	94	37,839	100	36,206	209	58,261	19	28,647
Billings	424,264	552,259	59[illegible],930	40	49,150	16	102,031	63	99,037	61	116,658	74	47,308	80	31,942	80	33,130	156	46,323	15	27,336
YELLOWSTONE NATIONAL PARK																					

HELENA, MONT.

1—LOCATION: Lewis and Clark County, E&P Map C-2. State Capital, County Seat. On U.S. Hwys. 12 and 91; Interstate Hwy. 15; 65 mi. NE of Butte: 94 mi. SW of Great Falls. A telephone communications center.

2—TRANSPORTATION: Railroads: Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Lines: Intermountain Bus Lines.
Airlines: Frontier; Northwest; Big Sky; Morrison Flying Service; Capital Aero—air taxi.

3—POPULATION:
Corp. City 70 Cen. 22,730, Loc. Est. 30,000
CZ ABC: (70) 27,551 (80) 35,800
RTZ-ABC (70) 14,746 (80) 18,500
County 70 Cen. 35,800 (80) 40,800
City & RTZ-ABC (70) 42,297 (80) 54,300

4—HOUSEHOLDS:
City 70 Cen. 7,615; Local Est. 12,200
County 70 Cen. 10,826; Loc. Est. 15,500
CZ-ABC: (70) 9,000; (80) 13,400
RTZ-ABC: (70) 4,379; (80) 6,100
City & RTZ-ABC (70) 13,379; (80) 19,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$126,973,000
Commercial Banks	5	$224,935,000

6—PASSENGER AUTOS: County 26,215

7—ELECTRIC METERS: Residence 15,402

8—GAS METERS: Residence 10,642

9— PRINCIPAL INDUSTRIES (CZ): Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Government.
Prinicpal Pay Days: 1st, 15th, 20th, 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2. Last killing frost, May 2.

11—TAP WATER: Neutral (2 systems); 1 very soft; 1 very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Dowtown, 8 blocks on North and South Main St.; Capital Hill Center, 11th and Roberts; Lundy Center, Euclid and North Benton; Northgate Plaza, N. Montana; and Cluster.
Neighborhood Shopping Centers: Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th and Prospect; Montana and Cedar.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Capital Hill	17	Hennessy's Dept Store Super Save Drugs.
Lundy's	6	Tempo, Bergum Drug, Ben Franklin, Super Save Grocery
Northgate	6	Gibson's, Super Save Market, Power-Townsend Co.
Downtown	50	J. C. Penney Hudson Furn.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Some Mon.; Food every night; Shopping Ctrs. every night; some fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Tempo; Hennessy's; K-Mart.
Variety Stores: Ben Franklin.
Discount Stores: Tempo; Gibson's; K-Mart.
Chain Drug Stores: Osco; Super Save; Bergum.
Chain Food Supermarkets: —Buttrey's; Safeway; Super Save; Albertson's; Heritage IGA.
Other Chain Stores: Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's. Inc.; Gallenkamp Shoes; Montgomery Ward (catalog); Radio Shack; Woolcott's; Zales Jewelry; Hatch's.

14—NEWSPAPERS: INDEPENDENT RECORD (e-Mon. to Fri. & Sat. m.) 12,302; (S) 12,980; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Fred L. Ranf, Adv. Mgr., INDEPENDENT RECORD.
National Representatives: Branham/Newspaper Sales.

MONTANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	694,345	828,289	2,119,435	5,481,859	306,792	17,868	24,285	541,923	484,674
STANDARD METROPOLITAN STATISTICAL AREAS									
Billings, Mont.	87,367	111,426	310,580	915,549	41,518	22,052	1,116	23,087	44,138
Great Falls, Mont.	81,804	86,261	269,503	634,034	31,862	19,899	815	17,383	25,208
COUNTIES, Cities									
BEAVERHEAD	8,187	8,936	21,528	50,854	3,536	14,382	302	3,153	20,357
BIG HORN	10,057	10,897	24,000	65,922	3,410	19,332	503	12,875	21,306
BLAINE	6,727	7,867	20,248	44,020	2,721	16,178	499	13,053	9,498
BROADWATER	2,526	3,686	7,391	19,682	1,363	14,440	187	5,869	3,840
CARBON	7,080	9,304	20,356	64,069	3,833	16,715	674	10,875	12,397
CARTER	1,956	1,894	7,221	14,681	715	20,533	346	2,696	8,946
CASCADE	81,804	86,261	269,503	634,034	31,862	19,899	815	17,383	25,208
Great Falls	60,091	60,568	213,134	485,590	23,760	20,437	*	*	*
CHOUTEAU	6,473	7,322	25,279	61,683	2,708	22,778	867	51,913	8,067
CUSTER	12,174	13,881	38,219	92,813	5,254	17,665	405	6,248	15,818
Miles City	9,023	10,629	27,961	70,152	4,326	16,216	*	*	*
DANIELS	3,083	3,330	9,740	23,669	1,240	19,088	480	17,222	3,075
DAWSON	11,269	12,126	35,777	91,491	4,243	21,563	600	19,693	7,439
DEER LODGE	15,652	14,734	45,497	78,694	5,302	14,842	66	571	844
Anaconda	9,771	8,827	28,260	46,909	3,790	12,377	*	*	*
FALLON	4,050	4,106	10,764	28,023	1,436	19,515	322	7,047	5,518
FERGUS	12,611	14,131	38,750	104,221	5,310	19,627	850	17,207	15,580
FLATHEAD	39,460	55,215	105,495	313,513	20,127	15,577	848	6,865	5,947
Kalispell	10,526	18,087	30,104	112,391	7,437	15,112	*	*	*
GALLATIN	32,505	42,359	83,954	260,459	15,312	17,010	770	13,736	17,385
Bozeman	18,670	21,719	47,551	130,353	7,701	16,927	*	*	*
GARFIELD	1,796	1,802	4,736	9,252	615	15,044	290	4,839	9,480
GLACIER	10,783	11,617	31,283	67,840	3,692	18,375	341	12,010	4,754
GOLDEN VALLEY	931	1,014	3,274	6,190	416	14,880	131	1,786	7,027
GRANITE	2,737	2,935	8,599	16,302	1,140	14,300	146	713	3,460
HILL	17,358	19,609	58,388	147,287	7,004	21,029	757	34,603	5,182
Havre	10,558	10,729	38,654	87,839	4,136	21,238	*	*	*
JEFFERSON	5,238	8,607	11,971	46,262	3,010	15,369	170	1,040	2,198
JUDITH BASIN	2,667	3,104	10,164	21,680	1,231	17,612	410	8,540	9,451
LAKE	14,445	20,067	32,698	98,496	7,310	13,474	1,002	6,875	9,399
LEWIS AND CLARK	33,281	44,362	104,891	312,172	17,197	18,153	305	2,281	8,361
Helena	22,730	31,250	73,903	223,691	12,460	17,953	*	*	*
LIBERTY	2,359	2,604	9,681	21,564	923	23,363	304	12,498	2,388
LINCOLN	18,063	17,311	39,251	107,630	5,944	18,107	179	214	702
MCCONE	2,875	3,305	8,345	27,994	1,128	24,817	479	16,455	5,952
MADISON	5,014	5,759	18,280	37,001	2,380	15,547	399	3,170	10,527
MEAGHER	2,122	2,567	6,213	11,742	946	12,412	132	756	5,572
MINERAL	2,958	4,107	9,930	23,492	1,472	15,959	50	141	210
MISSOULA	58,263	74,193	161,778	466,874	27,244	17,137	365	1,474	3,354
Missoula	29,497	29,140	85,359	193,640	11,905	16,265	*	*	*
MUSSELSHELL	3,734	4,907	14,881	26,718	2,051	13,027	226	1,754	5,240
PARK	11,197	13,549	39,586	80,629	5,654	14,261	380	2,704	8,285
Livingston	6,883	7,386	24,325	43,936	3,354	13,100	*	*	*
PETROLEUM	675	700	2,555	4,349	307	14,166	96	534	3,703
PHILLIPS	5,386	5,751	15,968	40,079	2,170	18,470	534	12,340	11,249
PONDERA	6,611	7,656	22,078	51,190	2,718	18,834	540	16,800	6,246
POWDER RIVER	2,862	2,476	11,016	15,850	811	19,544	384	3,811	8,528
POWELL	6,660	7,672	20,489	45,992	2,791	16,479	172	1,744	5,676
PRAIRIE	1,752	2,030	6,211	15,480	832	18,606	230	5,640	7,051
RAVALLI	14,409	23,787	31,288	125,928	9,230	13,643	847	2,492	10,068
Hamilton	2,499	2,363	5,426	12,510	1,129	11,081	*	*	*
RICHLAND	9,837	11,618	25,835	80,086	4,242	18,879	672	24,981	18,689
ROOSEVELT	10,365	11,811	28,708	74,671	3,963	18,842	680	24,015	7,533
ROSEBUD	6,032	10,620	16,236	55,225	3,839	14,385	349	6,757	11,098
SANDERS	7,093	9,336	21,642	53,144	3,678	14,449	310	1,067	2,184
SHERIDAN	5,779	5,479	17,027	43,817	2,040	21,479	693	25,237	3,840
SILVER BOW	41,981	39,971	124,280	201,576	15,723	12,820	183	539	2,783
Butte	23,368	23,053	67,672	220,627	9,914	22,254	*	*	*
STILLWATER	4,632	6,390	16,163	47,536	2,597	18,304	427	7,174	14,553
SWEET GRASS	2,980	3,305	9,129	19,909	1,333	14,935	270	1,061	5,818
TETON	6,116	7,152	22,692	55,187	2,616	21,096	694	20,474	12,870
TOOLE	5,839	5,698	22,650	42,266	2,150	19,659	364	11,604	3,420
TREASURE	1,069	1,216	3,224	6,690	415	16,120	115	5,107	3,572
VALLEY	11,471	12,379	40,143	83,818	4,329	19,362	759	22,903	10,286
WHEATLAND	2,529	2,731	9,285	15,225	1,140	13,355	140	1,202	4,996
WIBAUX	1,465	1,617	4,565	11,339	621	18,259	203	5,099	3,603
YELLOWSTONE	87,367	111,426	310,580	915,549	41,518	22,052	1,116	23,087	44,138
Billings	61,581	78,476	223,829	665,491	29,958	22,214	*	*	*
YELLOWSTONE NATIONAL PARK									

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1979 Cash Receipts as follows: From Crops $547,609,000, from Livestock & Livestock Products $753,824,000; Total $1,301,433,000
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

KALISPELL, MONT.

1—LOCATION: Flathead County, E&P Map B-1, County Seat. Trading center, on Flathead River in NW part of state; 30 mi. from Glacier Natl. Park; 250 mi. W of Great Falls. 250 mi. E of Spokane; 125 mi. N of Missoula; 260 mi. NW of Helena.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 5.
Intercity Bus Lines: Intermountain Transp.; Brown Bus; Lincoln Stage Line.
Airlines: Air West, Frontier.

3—POPULATION:
Corp. City 70 Cen. 10,526; Loc. Est. 18,300
County 70 Cen. 39,460; Loc. Est. 55,395
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,748; Loc. Est. 6,300
County 70 Cen. 12,305; Loc. Est. 17,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$88,912,068
Commercial Banks	4	$180,935,488

6—PASSENGER AUTOS: County 30,000

7—ELECTRIC METERS: Residence 20,599

8—GAS METERS: Residence 9,963

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber Mills 1,500 ($346); Wood Prod. 480 ($369); Aluminum 1,484 ($413); Trailers 65 ($371); Fruit Packing 250 ($200).
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13. Last killing frost, May 5-30.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Main St.; 2 on 1st Ave. E., 2 on 1st Ave. W., 2 on 1st St., 4 on 2nd St.; 2 on 3rd St.; 2 on E. Idaho St., on U.S. 93 outskierts of City; Gateway West Mall, Hwy. 2 West; K-Mart, Hwy. 2 East.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Whitefish	15	Markus, Safeway
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Bigfork
B&B	-	Fred Meyer
Gateway West Mall	3	Super Fair, Safeway

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri. to 9.
Stores Open Sundays: Some supermarkets and discount stores & Gateway West Mall.

13—RETAIL OUTLETS: Department Stores: Kalispell Mercantile; Montgomery Ward, J.C. Penney; Sears, B&B Stores.
Discount Stores (CZ): Sportsman Surplus; Bonanza; K-Mart: Super Fair.
Variety Stores: Woolworth.

Chain Drug Stores (CZ): Rexall 1; Walgreen 2.
Chain Food Supermarkets: B&B; Safeway; Buttrey's; Rosauers.

14—NEWSPAPERS: INTER LAKE (e-Mon. to Fri.) 10,321; (S) 11,766; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE.
National Representatives: Newspaper Advertising Service Co.

LIVINGSTON, MONT.

1—LOCATION: Park County, E&P Map C-3, County Seat. Business entrance Yellowstone Nat'l. Park. 115 mi. W of Billings; 125 mi. E of Butte. On U.S. Hwys. 10 and 89.

2—TRANSPORTATION: Burlington Northern R.R.; Northland Greyhound Bus.

3—POPULATION:
Corp. City 70 Cen. 6,883; Loc. Est. 9,500
City Zone-Loc. Est. 12,500
County 70 Cen. 11,197; Loc. Est. 15,000
City & RTZ-Loc. Est. 16,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,559; Loc. Est. 3,400
County 70 Cen. 3,947; Loc. Est. 5,800

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$77,000,000
Sav. & Loan Assn.	1	$30,000,000

6—PASSENGER AUTOS: County 15,225

7—ELECTRIC METERS: Residence 4,341

8—GAS METERS: Residence 3,457

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Railroad 1,100 ($450); Mfg. 210 ($350); Services, Misc. 425 ($350); Lumbering 500 ($400).
Principal Pay Days: 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17. Last killing frost, May 10.

11—TAP WATER: Neutral, medium hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main & 1 on 2nd & connecting sts.
Nearby Shopping Centers: Livingston (Safeway); John's; IGA; Livingston Livingston Plaza.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Gro., Super Mkts. Western Drug.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; A. W. Miles; Safeway Value Center; Anthony's; Robbins Inc.
Variety Stores: Ben Franklin.
Chain Food Supermarkets (CZ): Safeway; IGA; Wes Sooper. John's IGA.
Chain Drug Stores: Western Drug
Other Chain Stores: Gamble's; Western Auto; Bernina; Sear's; Montgomery-Ward; Coast-to-Coast; Firestone; Goodyear; Circle K; Superamerica. OK Hardware, Mode O Day.

14—NEWSPAPERS: ENTERPRISE: (e-Mon. to Fri.) 3,500; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir. ENTERPRISE.
National Representatives: Landon Associates, Inc.

MILES CITY, MONT.

1—LOCATION: Custer County, E&P Map F-2, County Seat. Shipping and wholesale center. In SE corner of state at confluence of Tongue and Yellostone rivers; on U.S. Hwys. 10, 12, 312; State Hwy. 22; Interstate 94.

2—TRANSPORTATION: Railroads: Chicago, Milwaukee, St. Paul & Pacific, Burlington Northern.
Motor Freight Carriers: 5.
Bus Lines: Greyhound.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 9,023, Loc. Est. 10,410
County 70 Cen. 12,174; Loc. Est. 13,551
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,092; Loc. Est. 4,244
County 70 Cen. 3,936; Loc. Est. 5,141

5—BANKS: 3 Commercial, Dep. $110,000,000

6—PASSENGER AUTOS: County 6,787

7—ELECTRIC METERS: Residence 4,636

8—GAS METERS: Residence 3,670

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Stockyards 75 ($122); Railroad 300 ($175); Medical 150 ($235); Printing 54 ($205).
Principal Industrial Pay Days: 2nd & 18th.

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 50-105; Fall 25-75; Winter—40-40. First killing frost, Oct. 1. Last killing frost, Apr. 30.

11—TAP WATER: Neutral, medium soft.

12—RETAILING: Principal Shopping Center: 36 blocks on eight streets; Miles City Downtown; Plaza S/C-10 Stores.
Principal Shopping Days: Tues., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; J. M. McDonald Shore's; Anthony's; Tempo; K-Mart; Christianson's; Anderson's.
Variety Stores: Anderson's.
Discount Stores: Tempo.
Chain Drug Stores (CZ): Walgreen; Rexall; Osco.
Chain Food Supermarkets: Buttrey's; Safeway; Reynolds.
Other Chain Stores: Miles & Ulmer, Coast-to-Coast; Sears; Montgomery Ward (catalog).

14—NEWSPAPERS: STAR (e-Mon. to Fri.) 4,308; (weekend) 4,409; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: O. V. Williams, Pub., STAR.
National Representatives: Landon Associates, Inc.

MISSOULA, MONT.

1—LOCATION: Missoula County, E&P Map B-2, County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane; 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 13.
Intercity Bus Lines: Intermountain, Greyhound, Missouri Valley Trails.
Airlines: Northwest, Frontier, Big Sky.

3—POPULATION:
Corp. City 70 Cen. 29,497; Loc. Est. 33,000
CZ ABC: (70) 45,859; (80) 53,100
RTZ-ABC: (70) 92,430; (80) 124,400
County 70 Cen. 58,263; Loc. Est. 69,800
City & RTZ-ABC: (70) 138,289; (80) 177,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census: City 9,879; Loc. Est. 12,400
County 70 Cen. 18,012; Loc. Est. 27,500
CZ ABC: (70) 14,445; (80) 19,100
RTZ-ABC: (70) 28,900; (80) 44,600
City & RTZ-ABC: (70) 43,345; (80) 63,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$278,649,000
Sav. & Loan Assns.	2	$135,808,000

6—PASSENGER AUTOS: County 55,000

7—ELECTRIC METERS: Residence 22,396

8—GAS METERS: Residence 17,469

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg. Wkly. Wage): Lumber 2,900 ($340); U.S. Forest Service 790 ($300), B.N.R.R. 300 ($250); University 3,200 ($140); Hospitals 1,000 ($180).
Principal Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20. Last killing frost, May 1.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on N. Higgins; 5 on S. Higgins, 3 on Front St.; West Main and Broadway.
Neighborhood Shopping Areas: Broadway W., 3 blocks on Front St. E., & Main St. E.; 6 blocks on Broadway E., Highway 93 South (2).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Southgate Mall	30	Sears, Hennesseys, Hart-Albin, (68 stores in all)
Trempers	24	Buttrey, Osco
Holiday Village	20	Albertson's, Sprouse Reitz, Skagg
East Gate	8	Tempo
Fairway	18	—
South Center	21	—
Town & Country	17	Super Save

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: All stores, Fri.

13—RETAIL OUTLETS: Department Stores: The Bon; J. C. Penney; Tempo; Sears; Hennessey's, Hart-Albin.
Variety Stores: Bonanza.
Discount Stores: Macs; Tempo; Sprouse-Reitz; K-Mart.
Chain Drug Stores (CZ): Missoula Rexall; Smith Walgreen; Skaggs; Osco.
Chain Food Supermarkets: Safeway 2; Buttrey's 2; Albertson's; Super Save 3; Rosauers.
Other Chain Stores: Firestone; Coast-to-Coast; Three Sisters; K-G Men's; Safeway Dry Goods; Singer Co.; Montgomery Ward (Automotive); House of Fabrics; Discount Fabrics; Team Electronic; Radio Shack.

14—NEWSPAPERS: MISSOULIAN (m) 31,527; (S) 33,565; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Erwin Holmes, Nat. Adv. Sales, MISSOULIAN.
National Representatives: Branham/Newspaper Sales.

Markets change every year. So do their newspapers. For the latest on personnel, rates, mechanical requirements, you need the

Editor & Publisher
YEAR BOOK

NEBRASKA SURVEYS

NEBRASKA STANDARD METROPOLITAN STATISTICAL AREAS

Lincoln, Neb.—Lancaster County.

Omaha, Neb.-Iowa—Douglas and Sarpy Counties, Neb.; Pottawattamie County, Iowa.

Sioux City, Iowa-Neb.—Woodbury County, Iowa; Dakota County, Neb.

NEBRASKA POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	120	117	139
5-14 Years	301	240	234
15-24 Years	258	307	276
25-44 Years	327	433	503
45-64 Years	296	304	305
65 and Over	183	204	210
TOTAL	1,485	1,607	1,667

Based on U.S. Census

NEBRASKA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat./Hdwr	209	357	502
General Mdse	449	686	969
Food	614	972	1,384
Automobiles	630	1,094	1,254
Gasoline Stations	322	530	963
Apparel	158	235	340
Furniture	175	261	355
Eat-Drink Places	278	474	646
Drugs	108	139	193
Total Sales	3,194	5,145	7,221

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALLIANCE, NEB.

1—LOCATION: Box Butte County, E&P Map A-2, County Seat. Wholesale Center. On Hwys. 2,385; 400 mi. from Omaha, 240 mi. from Denver.

2—TRANSPORTATION: Railroads: Burlington-Northern R.R.; Star Bus. 2 Motor Freight Carriers.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 6,862; Loc. Est. 11,000
CZ ABC: (70) 6,862; (80) 8,600
RTZ-ABC: (70) 29,348; (80) 28,400
County 70 Cen. 10,094; Loc. Est. 11,938
City & RTZ-ABC: (70) 36,210; (80) 37,000

4—HOUSEHOLDS:
City 70 Cen.: 2,380; Loc. Est. 3,440
County 70 Cen. 2,381; Loc. Est. 4,624
CZ ABC: (70) 2,380; (80) 3,400
RTZ-ABC: (70) 9,360; (80) 10,500
City & RTZ-ABC: (70) 11,740; (80) 13,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$87,446,308
Sav. & Loan Assn.	5	N.A.

6—PASSENGER AUTOS: County 6,391

7—ELECTRIC METERS: Residence 4,783

8—GAS METERS: 3,991

9— PRINCIPAL INDUSTRIES (CZ): R.R. 2,210 Emp. ($1,565) Mfg. 200 Emp. ($155).
Principal Pay Days: Wed.; RR 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers: 4 blocks on E. Third; 5 blocks on W. Third; 1400 West 3rd. (new).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
West Third	8 blks	U-Save Super, Jack & Jill
East Third	3 blks	Wegner Motor, Safeway, Frost Motors
West Third	14 blks.	Alco & 8 stores

Principal Shopping Days: Sat. & Thu.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney, L. B. Murphy; Gamble's; Rhoads; Coast-to-Coast, Sears, Wheeler's, Famous Clothing House.
Variety Stores: Woolworth, Ben Franklin.
Discount Stores (CZ): Wheeler's, Gibson's, Alco.
Chain Drug Stores (CZ): Walgreen.
Chain Supermarkets: Safeway, Food Center, Jack & Jill, U-Save Super.
Other Chain Stores: F&M Bootery, Gambles (hdwr.); Coast to Coast (auto, home supplies), Western Auto, Wheelers.

14—NEWSPAPERS: TIMES-HERALD (e) 4,822, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Keith D. Kemper, Pub., or George Post, Adv. Dir., TIMES-HERALD.
National Representatives: Branham/Newspaper Sales.

BEATRICE, NEB.

1—LOCATION: Gage County, E&P Map E-3, County Seat. Agricultural Center. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys 77 and 136, State Hwy. 4.

2—TRANSPORTATION: Railroads: Burlington, Rock Island and U.P.
Intercity Bus Lines: Continental Trailways.
Motor Freight Carriers: 8.

3—POPULATION:
Corp. City 70 Cen. 12,389; Loc. Est. 10,718
CZ ABC: (70) 12,389; (80) 10,700
RTZ-ABC: (70) 41,504; (80) 39,200
County 70 Cen. 25,719; Loc. Est. 23,691
City & RTZ-ABC: (70) 49,900; (80) 53,893

4—HOUSEHOLDS:
City 70 Cen.: 4,487; Loc. Est. 4,690
County 70 Cen. 8,191; Loc. Est. 9,074
CZ ABC: (70) 4,487; (80) 4,500
RTZ-ABC: (70) 13,889; (80) 15,100
City & RTZ-ABC: (70) 18,376; (80) 18,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$89,974,000
Sav. & Loan Assn.	3	$1,786,900,000

6—PASSENGER AUTOS: County 13,509

7—ELECTRIC METERS: 6,504

8—GAS METERS: 5,480

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Mach. Shop 55 ($225); Wood Working 25 ($200); Farm Equipment 225 ($240); Store Fixture 325 ($250); Aluminum Products 200 ($275); Garment Industry 110 ($150); Gas Industries 145 ($300); Fertilizer 100 ($320); Health Services 1800 ($180).

10-CLIMATE: Min. & Max. Temp.—Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11—TAP WATER: Neutral; not fluoridated.

12—RETAILING:
Nearby Shopping Centers: Indian Creek (K-Mart, Alco, Jack & Jill)
Principal Shopping Days: Thu. and Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; McDonald; K-Mart; Pamida; J and R; Alco (Duckwall).
Discount Stores: Pamida.
Variety Stores: Coast-to-Coast Stores.
Chain Drug Stores (CZ): Rexall.
Chain Food Supermarkets: Safeway; Boogaart's; IGA 1; Jack & Jill, Super Market, Price Chopper.
Other Chain Stores: Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Firestone; Ward's; Richman Gordman; Ok Tire Co.

14—NEWSPAPERS: SUN (e) 11,003; sworn Sept. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Calvin Pyle, Adv. Mgr., SUN.
National Representatives: Branham/Newspaper Sales.

COLUMBUS, NEB.

1—LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural, dairy area, small manufacturing and wholesale center. 89 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 575 mi. from Chicago.

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Center Service; Capitol State; Beaver.
Airlines: Pioneer.

3—POPULATION:
Corp. City 70 Cen. 15,471; Loc. Est. 19,250
CZ ABC: (70) 15,471; (80) 17,300
RTZ-ABC: (70) 43,433; (80) 42,600
County 70 Cen. 26,544; Loc. Est. 29,354
City & RTZ-ABC: (70) 58,904; (80) 59,900

4—HOUSEHOLDS:
City 70 Cen. 4,016; Loc. Est. 6,342
County 70 Cen. 7,973; Loc. Est. 10,230
CZ ABC: (70) 4,916; (80) 6,300
RTZ-ABC: (70) 14,061; (80) 15,800
City & RTZ-ABC: (70) 18,977; (80) 22,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$157,200,625
Sav. & Loan Assn.	2	$152,650,590

6—PASSENGER AUTOS: County 16,220

7—ELECTRIC METERS: Residence 6,009

8—GAS METERS: Residence 5,496

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machine Shop 1,425 ($190); Electronics 1,560 ($180); Med. & Surg. Inst. 1,050 ($185); Auto Parts Mfg. 270 ($175); Agricultural Building 1,160 ($185); Agricultural Equipment 2,300 ($195).
Principal Industrial Pay Days: Fridays.

10-CLIMATE: Min. & Max. Temp.—Spring 36-62; First killing frost, Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on 3 Sts.

COLUMBUS—continued

Nearby Shopping Center on U.S. Hwy. 30 (15 blocks). Tempo Dept. Store, Jack & Jill Supermarket, Scott's.
Principal Shopping Days: Thurs., Sat.
Stores Open Evenings: Thu.; Shpg. Ctr. Nightly.

13—RETAIL OUTLETS: Department Stores: Geo. Schweser's Sons; I. C. Penney; Tempo; Brandeis; Alco, K-Mart.
Variety Stores: Woolworth; Scott.
Discount Stores: Tempo; Alco; K-Mart.
Chain Drug Stores in City Zone— Miessler's Walgreen; Fleischer Rexall; Tooley Drugs.
Other Chain Stores in Corp. City Limits—Sears; Coast to Coast; Tempo; Firestone; Williams Bros.

14—NEWSPAPERS: TELEGRAM (e) 11,837; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM.
National Representatives: Branham/Newspaper Sales.

FALLS CITY, NEB.

1—LOCATION: Richardson County, E&P Map F-3. Shopping and medical center. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State 4.

2—TRANSPORTATION: Railroads: Missouri Pacific Main Line div. pt.); Burlington.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound (U.P.).

3—POPULATION:
Corp. City 70 Cen. 5,444; Loc. Est. 5,283
County 70 Cen. 12,277; Loc. Est. 11,431

4—HOUSEHOLDS:
City 70 Cen. 2,081; Loc. Est. 2,379
County 70 Cen. 4,419; Loc. Est. 4,785

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$60,000,000
Sav. & Loan Assn. All Branches		$117,687,872

6—PASSENGER AUTOS: County 6,670

7—ELECTRIC METERS: Residence 2,340

8—GAS METERS: Residence 2,334

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—R.R. 150; Meat Pkg. 75; Aztec Woodcraft 90; Agriculture related 171; Misc. 200.

10-CLIMATE: Min. & Max. Temp.—Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 20. Last killing frost, Apr. 25.

11—TAP WATER: Neutral, soft; not flouridated.

12—RETAILING: Principal Shopping Center: 18 blocks on Stone, Chase and Harlan.
Principal Shopping Days: Sat., Mon., Fri.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Chaney's; Penney; Gambles; Falls City Dept. Store.
Chain Food Supermarkets: Safeway; Jack & Jill.
Other Chain Stores: Firestone; Coast-To-Coast; Gibson's; Goodyear; Super D; Armstrong Electronic; Brown's Shoes Store; Ashley's; Mode O Day.

14—NEWSPAPERS: JOURNAL (e) 5,308; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Vice Pres. JOURNAL.
National Representatives: Branham/Newspaper Sales.

FREMONT, NEB.

1—LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77,275; State 8.

2—TRANSPORTATION: Railroads: U.P.; Chicago North- western; Burlington Northern.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; Arrow-Black Hills; Capitol.

3—POPULATION:
Corp. City 70 Cen. 22,962; Loc. Est. 24,800
CZ ABC: (70) 24,977; (80) 25,800
RTZ-ABC: (70) 42,931; (80) 44,000
County 70 Cen. 34,782; Loc. Est. 36,300
City & RTZ-ABC: (70) 67,908; (80) 69,800

4—HOUSEHOLDS:
City 70 Cen. 7,584; Loc. Est. 9,157
County 70 Cen. 11,350; Loc. Est. 13,505
CZ ABC: (70) 8,180; (80) 9,700
RTZ-ABC: (70) 13,995; (80) 16,400
City & RTZ-ABC: (70) 22,175; (80) 26,100

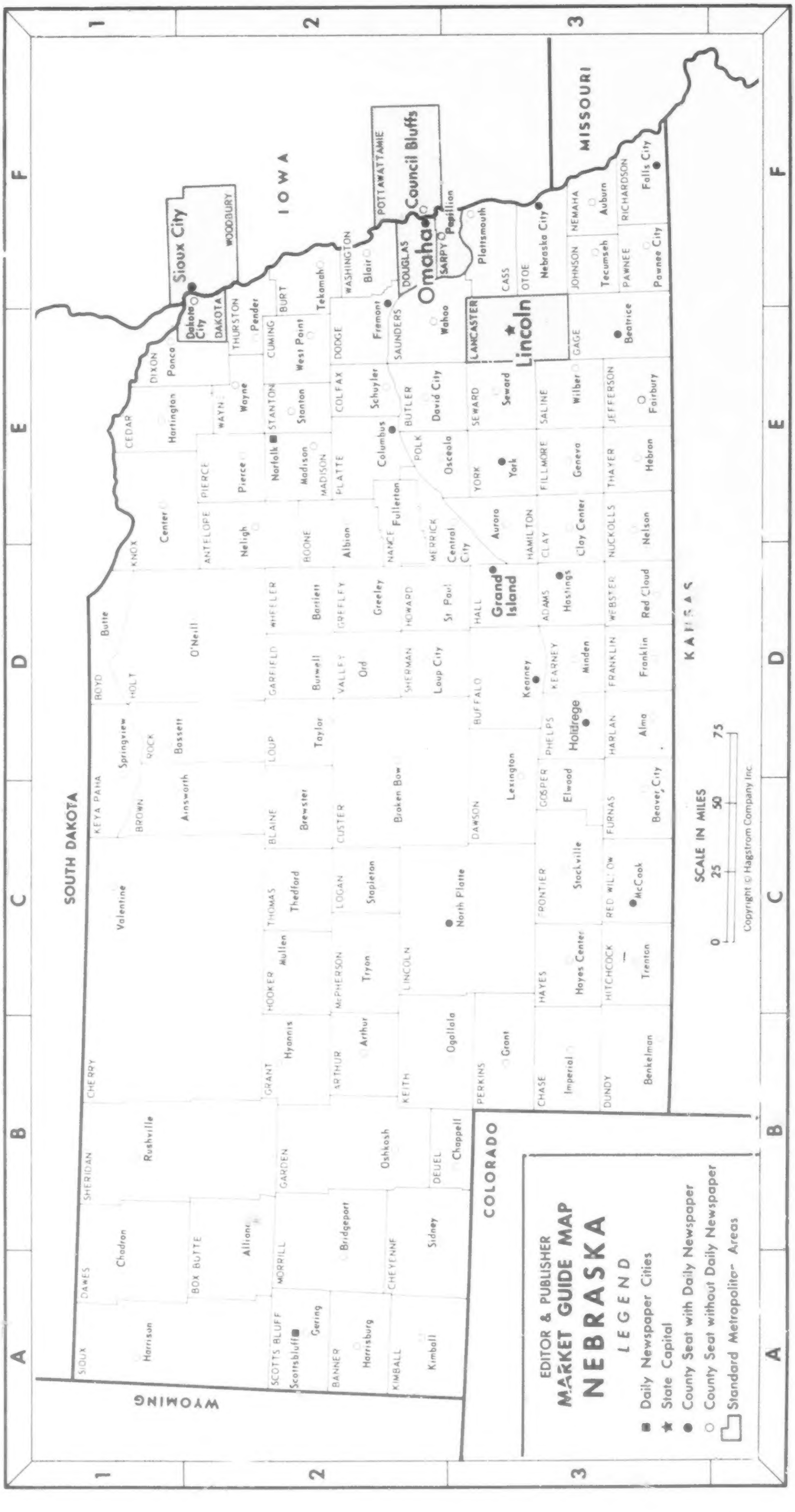
5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$172,397,670
Sav. & Loan Assn.	4	$1,253,447,697

6—PASSENGER AUTOS: County 21,676

7—ELECTRIC METERS: Residence 11,912

8—GAS METERS: Residence 9,226

9— PRINCIPAL INDUSTRIES (CZ): Meat Packing; Poultry Canning; Seed Processing; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Store Fixture; Mobile Homes; Mobile Home Chassis; Pre-Cut Homes; School Supplies; Concrete, Tile, Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Anhydrous ammonia; Fertilizer; Metal Stamping; Metal Fabricat-



ing; Egg Packaging and Processing; Food Processing; Ornamental Iron; Pallet Mfg.; Golf Cart Mfg.; Midland College; Go Kart Mfg.; Mini-Bike Mfg.; Tent & Awning; Refrigerated Warehouse; Garment Mfg.; Pump & Quarry Equipt.; Machine Shop; Wagon Boxes; Livestock Feed Additives; Seat Manufacturing. Total employment 15,500.

10-CLIMATE: Min. & Max. Temp.—Spring 50-60; Summer 76-87; Fall 54-46; Winter 29-26.

11—TAP WATER: Neutral, very hard.

12—RETAILING:
Principal Shopping Center: 12 Blocks Downtown.
Nearby Shopping Centers: Fremont Mall (24 Stores- Zales, J.C. Penney, Tempo, Walgreen, Radio Shack, Gallenkamp Shoes).
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Downtown Thu.; Mall every evening ex. Sun.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; George Schweser's Sons; Philips.
Variety Stores: Woolworth's; TG&Y.
Discount Stores (CZ): Rank's; Tempo; Alco; K-Mart.
Chain Drug Stores: Rexall; Walgreens.
Chain Food Supermarkets: Safeway 2; Hinky Dinky; Randall's Discount Foods; Warehouse Mkt.
Other Chain Stores: Firestone; Gail's; Goodyear; Harding Glass; Kwik-Shop; Goodrich Dairy; Zale's; Ace Hardware; Schiff's Shoes; Kunian Beauty; Pearle Optical; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin Williams; Singer; Alco; Tractor Supply Co.; Redman's Shoes; Buck's Shoes; Jewelry Hut; Radio Shack; Plum Creek Clothing; 7-11 Stores; Bonanza; Wendy's.

14—NEWSPAPERS: TRIBUNE (e) 13,575; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rick Plahn, Adv. Dir., TRIBUNE.
National Representatives: Gannett Newspaper Advertising Sales.

GRAND ISLAND, NEB.

1—LOCATION: Hall County, E&P Map D-3, County Seat. Meat Packing, Farm Equip. market and shipping center; railroad terminus; on Interstate Hwy. 80; U.S. Hwy. 30,34,281 and State Hwy. 2, in south central part of State; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2—TRANSPORTATION: Railroads: Union Pac.; CB& QRR.
Motor Freight Carriers: 22.
Airlines: Frontier.
Intercity Bus Lines: Greyhound; Continental Trailways; United Motorways.

3—POPULATION:
Corp. City 70 Cen. 31,269; Loc. Est. 34,624
CZ ABC: (70) 32,358; (80) 36,000
RTZ-ABC: (70) 72,621; (80) 71,100
County 70 Cen. 42,851; Loc. Est. 46,898
City & RTZ-ABC: (70) 104,979; (80) 107,100

4—HOUSEHOLDS:
City: 70 Cen. 14,883; Loc. Est. 13,541
County: 70 Cen. 14,045; Loc. Est. 17,818
CZ ABC: (70) 10,883; (80) 13,900
RTZ-ABC: (70) 23,827; (80) 26,700
City & RTZ-ABC: (70) 34,710; (80) 40,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$240,041,000
Sav. & Loan Assn.	4	$150,769,912

6—PASSENGER AUTOS: County 26,393 (1978)

7—ELECTRIC METERS: Residence 16,39[illegible]

8—GAS METERS: Residence 14,811

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners Manufacturing 3,662, including farm equipment, construction, mobile homes, farm and steel buildings, food processing; Government employees, 2,577; Retail, 3,942; Wholesale 930; Transportation and Utilities, 783; Finance & Real Estate, 572; Services 2,127; all others 1,615.
Principal Pay Days: 1st & 15th; Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-73; Summer 56-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1. Last killing frost, April 29.

11—TAP WATER: Acid, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on 3rd St.; 6 on 4th St.; 14 on cross streets; Five Points Shpg. Cntr., 4 blocks, 18 units; one 120,000 fr. Super Dept.-Variety Store; 2 Shopping Malls on No. Highway 281; 750,000 ft.; 8 Blocks on South Locust.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Conestoga Mall	42	Brandeis Dept. Store, Miller & Paine, J. C. Penney, Sears J. M. McDonald
Grand Island Mall		Woolco, Richman Gordman

Principal Shopping Days: Wed., Sat., Sun.
Stores Open Evenings: Sears, Penney's—Wed. & Fri.; Food, Malls—nightly & Sun.
Stores Open Sundays: 5 Supers; Malls; Discount Stores.

13—RETAIL OUTLETS: Department Stores: Skagway; Brandeis; Penney's; Sears; Woolco; Richman Gordman; Miller & Paine; Schwesers; McDonald's; K-Mart.
Discount Stores (CZ): Skagway; Allen's; Richman Gordman; Gibson's; Treasure City; National Shoes; Woolco; K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Bens' Drug; Allens.
Chain Food Supermarkets: So. Locust IGA; Safeway; Jack & Jill 3; Hinky-Dinky; Wilman's (G.W.); Warehouse Market.
Other Chain Stores: Firestone; Goodyear; Swan's (furn.); Payne-Larson (furn.); Mode O'Day; Schwesers; Brodkey Jewelers; Singer Co.; Kinney Shoes; Redman Shoes; Brown Shoes; World Radio; Gen. Nutrition; So Fro Fabrics; Jo Ann Fabrics; Zales; Maurices; Waldenbooks; Gamble's; Sidle's; Sherwin-Williams; Wheeler's; Holiday Station; Earl May, Goodyear; Tober's; Morris Paint; Radio Shack; Team Electronics.

14—NEWSPAPERS: INDEPENDENT (e) 25,426; (S) 25,487 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Larry Weil, Adv. Mgr., INDEPENDENT.
National Representatives: Branham/Newspaper Sales.

HASTINGS, NEB.

1—LOCATION: Adams County, E&P Map D-3, County Seat. Shipping; wholesale; miscellaneous light manufacturing. College center. South Central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2—TRANSPORTATION: Railroads: Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,145,305	6,732,318	7,221,195	1,142	502,463	447	968,808	1,422	1,383,715	1,258	1,254,283	1,732	962,607	988	340,785	1,191	355,482	3,189	645,265	421	193,495
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lincoln, Neb.	673,836	848,998	903,247	82	71,850	35	160,202	90	162,071	115	147,915	167	90,141	83	46,459	137	35,981	272	87,453	40	19,367
Omaha, Neb.-Iowa	1,972,604	2,492,025	2,655,278	207	101,711	86	446,683	371	523,992	306	462,167	440	272,847	257	117,700	324	164,755	976	272,215	119	90,560
Sioux City, Iowa-Neb.	451,370	524,154	553,811	67	38,221	27	76,231	124	120,495	88	87,883	113	71,658	62	23,851	89	26,027	286	50,069	30	21,129
COUNTIES, Cities																					
ADAMS	123,722	156,942	167,169	26	18,308	10	31,831	21	23,190	33	29,102	33	19,170	27	12,019	28	6,308	54	11,633	7	3,151
Hastings	115,441	147,145	156,859	21	16,805	10	31,831	19	22,254	30	27,982	27	15,278	27	12,019	27	6,213	47	10,920	7	3,151
ANTELOPE	23,366	27,807	29,262	13	3,493	2	424	10	4,637	6	8,603	12	5,029	6	1,013	7	354	24	1,744	3	724
ARTHUR	341	488	533									1	328			1		1	47		
BANNER	96	98	100									1	88			1		2	12		
BLAINE	1,945	3,455	3,933	3	492			1	520	1	1,124	1	1,081					2	242		
BOONE	20,500	26,296	28,082	15	3,542	4	1,413	14	5,736	8	5,762	9	3,641	8	1,614	6	666	20	1,750	3	674
BOX BUTTE	39,386	60,312	66,673	11	5,611	6	6,109	13	18,425	15	12,036	14	7,333	13	3,423	11	1,912	19	4,001	5	2,415
Alliance	37,529	57,046	63,552	10	5,441	5	5,770	11	17,481	13	11,502	12	6,985	13	3,423	11	1,912	15	3,622	4	2,255
BOYD	5,646	8,669	9,597	7	1,448	5	227	7	2,511	3	552	8	2,320	2	104	1	64	14	851	1	46
BROWN	13,410	19,370	21,170	9	2,248	1	479	8	4,400	8	4,587	6	2,332	6	1,191	9	996	14	2,087	2	503
BUFFALO	131,798	182,052	197,363	32	15,054	11	25,252	29	32,518	38	37,098	49	29,572	26	9,740	30	10,244	68	19,416	7	2,364
Kearney	114,954	163,410	178,012	22	14,951	8	23,711	15	28,785	31	35,655	29	22,950	22	9,445	20	9,285	44	17,206	4	1,980
BURT	19,205	28,706	31,586	12	3,701	5	483	11	9,650	7	6,178	13	3,969	7	1,389	5	1,219	24	3,027	4	980
BUTLER	17,518	25,081	27,374	8	2,373	2	925	12	5,424	12	5,595	11	6,400	3	287	8	540	25	2,881	3	511
CASS	38,023	54,766	59,843	15	3,607	9	2,872	21	13,052	13	15,080	25	15,525	4	390	11	498	45	5,452	5	1,040
CEDAR	21,682	31,211	34,120	13	7,099	4	573	21	5,736	7	3,563	17	9,998	4	550	5	500	32	3,052	5	780
CHASE	14,979	21,572	23,569	6	1,041	3	2,315	9	5,998	5	4,326	8	5,958	5	310	5	679	8	910	3	823
CHERRY	23,290	33,734	36,894	9	2,319	3	1,299	8	6,702	10	5,925	14	6,412	7	1,929	8	1,531	18	3,936	2	2,439
CHEYENNE	41,500	58,320	63,398	10	2,573	3	2,347	12	11,729	13	9,405	17	8,110	14	3,718	12	1,438	24	3,072	4	1,559
CLAY	13,279	17,969	19,403	8	2,320	2	123	16	4,414	5	2,305	13	4,918	2	77	13	1,237	27	1,632	3	170
COLFAX	24,207	29,950	31,767	10	2,186	4	1,881	19	7,038	7	5,918	12	7,746	7	685	6	1,007	34	3,711	1	343
CUMING	28,421	37,735	40,574	5	2,650	6	1,539	10	8,575	11	11,512	12	7,851	9	2,170	6	885	30	2,427	3	754
CUSTER	37,950	53,192	57,795	18	4,492	4	2,299	20	15,099	17	10,135	19	7,157	12	2,775	12	2,227	36	3,468	5	1,564
DAKOTA	51,312	84,775	95,189	4	2,846	1	309	14	22,465	26	15,999	20	25,285	2	626	[illegible]	3,315	31	11,552	5	4,128
DAWES	32,136	43,404	46,816	10	3,096	5	2,736	13	11,650	12	7,514	12	5,996	13	3,469	9	1,945	24	4,660	3	1,199
DAWSON	78,199	96,628	102,459	26	9,831	15	7,263	24	20,696	26	16,782	27	18,653	23	4,813	24	3,821	42	6,378	7	3,273
DEUEL	8,249	12,104	13,291	3	965	1	218	3	1,008	1	1,670	11	7,305	2	193	5	343	5	1,122	1	353
DIXON	8,900	12,279	13,308	7	1,509	2	234	9	2,960	4	2,468	10	3,435	2	76	2	64	20	1,536	4	319
DODGE	129,887	170,757	183,356	25	10,439	13	24,190	31	37,838	31	36,072	37	18,987	21	6,849	35	7,376	81	16,751	11	5,552
Fremont	117,382	158,301	170,695	16	9,566	9	23,556	22	36,162	25	33,852	28	16,475	19	6,457	30	6,882	52	14,810	7	5,095
DOUGLAS	1,560,104	1,979,514	2,108,677	142	82,122	55	350,783	276	405,072	216	363,320	304	188,969	205	104,081	249	148,377	731	217,653	88	73,002
Omaha	1,382,948	1,774,067	1,893,650	121	70,541	48	327,640	241	343,481	189	310,634	273	171,246	182	97,066	218	142,609	652	197,978	79	67,718
DUNDY	5,985	8,893	9,772	3	637	1	489	3	2,657	3	2,363	5	846	4	504	3	283	3	680	1	331
FILLMORE	16,640	19,826	20,867	12	3,529	3	484	12	4,567	5	2,536	17	3,344	6	1,085	7	221	26	2,378	4	646
FRANKLIN	7,874	11,177	12,175	7	2,200	2	484	12	3,971	3	1,156	7	1,659	3	134	2	425	15	1,266	2	621
FRONTIER	4,943	6,887	7,481	6	801			4	1,120	3	933	3	2,957	1		2	181	8	613	1	229
FURNAS	17,734	23,329	25,047	12	1,528	6	772	13	5,682	13	4,794	12	7,296	4	287	9	910	22	1,439	7	904
GAGE	72,499	92,303	98,502	22	5,501	8	10,321	28	21,648	27	16,037	28	15,992	18	6,190	18	3,776	52	6,940	9	2,455
Beatrice	57,941	76,965	82,766	12	4,403	4	7,779	15	18,747	22	13,695	17	12,946	16	5,657	13	3,470	30	5,182	6	2,003
GARDEN	5,718	8,673	9,572	4	1,204	1	384	4	1,996	3	1,530	11	1,427	3	288	4	221	8	813	1	385
GARFIELD	5,775	8,124	8,836	5	1,298	1	285	4	2,833	2	1,256	2	1,465	2	300			4	275	1	192
GOSPER	2,267	3,253	3,555	2	199	1	76	3	687	1	129	2	1,192	1		2	85	7	1,056		
GRANT	1,580	1,863	1,957	2	706	1	78	4	284			4	657	1	72	1	36	3	38		
GREELEY	8,019	13,629	15,405	4	844	1	473	7	1,991	4	503	9	9,927			1	78	12	1,021	2	82
HALL	211,195	282,342	304,048	29	29,945	15	77,495	32	35,151	43	46,635	56	29,352	40	17,396	47	11,128	102	26,921	10	3,978
Grand Island	182,439	251,368	272,064	19	25,861	14	77,364	25	33,654	34	43,594	40	19,277	30	13,903	39	10,118	81	22,315	9	3,968
HAMILTON	24,254	30,895	32,957	8	2,670	4	1,501	8	6,055	8	6,424	12	8,986	7	1,023	6	750	13	1,725	5	1,362
HARLAN	8,954	14,794	16,603	6	2,045	2	1,019	7	2,900	5	2,872	8	2,739	5	823	4	321	18	2,165	1	609
HAYES	1,968	2,672	2,890					2	589			5	1,830			1		4	111		
HITCHCOCK	4,548	5,554	5,878	2	310			7	1,887	4	316	8	1,838	1	83	1		7	930	1	137

continued page 244

HASTINGS—continued

Intercity Bus Lines: Continental Trailways; Republic Valley; Hi-Line.
Airlines: Pioneer.

3—POPULATION:
Corp. City 70 Cen. 23,580; Loc. Est. 28,500
CZ ABC: (70) 23,580; (80) 22,000
RTZ-ABC: (70) 57,630; (80) 56,700
County 70 Cen. 30,553; Loc. Est. 29,561
City & RTZ-ABC: (70) 81,210; (80) 78,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,314; Loc. Est. 10,500
County 70 Cen. 11,000; Loc. Est. 12,000
CZ ABC: (70) 8,314; 8,900
RTZ-ABC: (70) 19,830; (80) 22,000
City & RTZ-ABC: (70) 28,144; (80) 30,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	6	$110,699,584
Commercial Banks	3	$208,084,052

6—PASSENGER AUTOS: County 16,850

7—ELECTRIC METERS: Residence 8,387

8—GAS METERS: Residence 7,997

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Milk Products 34 ($198); Farm Products 145 ($207); Irrigation Equipment 200 ($231); Various Products 500 ($219); Fertilizer 76 ($158); Cartons and IBM Cards 76 ($170); Newspaper Printing, Photography 118 ($202); Cooling and Heating Equipment 173 ($179); Irrigation pipes, engines and equipment 308 ($231); Swine production 90 ($227); Electricity 90 ($161); Natural Gas 149 ($231); Baked Goods 200 ($207); Women's Wear 100 ($161); Farm Equipment 498 ($195); Plastic Pipe 46 ($22*); Mobile Homes 114 ($212); Hospital 576 ($212).

Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14. Last killing frost, Apr. 27.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Downtown Shopping Center: 6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas: 5th and East Side Boulevard; Burlington and J Streets; South and Elm Streets; Intersection of Highways 6, 34 & 281.
Shopping Centers: K-Mart on West Marion Road, Allen's Shopping Center, Downtown, Gibson's on South Burlington.½ Price Store & Econofoods, Western Mall on S. Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Imperial Mall	38	Montgomery Ward, Woolworth, Walgreen, Hinky Dinky, McDonald's

Principal Shopping Days: Thurs., Fri., Sat., and Sunday for mall.
Stores Open Evenings: All Stores—Thurs.

13—RETAIL OUTLETS: Department Stores: Schweser's; Montgomery Ward; J. C. Penney; Allen's.
Variety Stores: Woolworth.
Discount Stores (CZ): General Supply; Big "G"; Allen Drug; Gibson's; K-Mart;½ Price Store.
Chain Drug Stores (CZ): Walgreen; Bert's Rexall 2.
Chain Food Supermarkets: Jack & Jill 3; Safeway; Hinky Dinky; Allen's; Econofoods.

Other Chain Stores: Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; S&H Green Stamps; Tober's; Maurice's; Barkers; Endicott-Johnson; Brodkeys; McDonald's; Gibson's.

14—NEWSPAPERS: TRIBUNE (e) 18,031, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Hunter, Gen. Mgr., TRIBUNE.
National Representatives: Branham/Newspaper Sales.

HOLDREGE, NEB.

1—LOCATION: Phelps County, E&P Map C-3. South-central part of state, 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383; State 23; 17 miles South of I-80.

2—TRANSPORTATION: Railroads: Burlington, Amtrak.
Intercity Bus Lines: Trailways.
Motor Freight Carriers: Ideal; Consolidated.

3—POPULATION:
Corp. City 70 Cen. 5,635; Loc. Est. 6,075
CZ ABC: (70) 5,635; (80) 6,000
RTZ-ABC: (70) 23,084; (80) 23,700
County 70 Cen. 9,553; Loc. Est. 10,368
City & RTZ-ABC: (70) 28,719; (80) 29,700

4—HOUSEHOLDS:
City 70 Cen. 1,963; Loc. Est. 2,534
County 70 Cen. 3,239; Loc. Est. 4,124
CZ ABC: (70) 1,963; (80) 2,400
RTZ-ABC: (70) 8,073; (80) 9,400
City & RTZ-ABC: (70) 10,036; (80) 11,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$77,814,000
Sav. & Loan Assn.	1	$15,677,857

6—PASSENGER AUTOS: County 5,438

7—ELECTRIC METERS: Residence 2,353

8—GAS METERS: Residence 2,407

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 8 ($140); Monument Mfg. 18 ($180); Weaving 65 ($160); Medical Supplies 650 ($210).
Principal Industrial Pay Days: Sat.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Days: Thurs., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: McDonald; J. C. Penney.
Variety Stores: Ben Franklin.
Discount Stores: Gibson.
Chain Food Supermarkets: Jack & Jill; Safeway; Hinky Dinky.

14—NEWSPAPERS: CITIZEN (e) 3,982, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN.
National Representatives: Branham/Newspaper Sales.

KEARNEY, NEB.

1—LOCATION: Buffalo County, E&P Map D-3. County Seat. 200 mi. W of Omaha. on U.S. Hwy. 30; Interstate 80; State Hwy. 10, 40, 44.

2—TRANSPORTATION: Railroads: Union Pacific; Burlington.

NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																			
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HOLT	39,417	49,215	52,282	15	6,492	5	3,670	18	9,873	14	7,753	23	10,665	14	2,267	14	2,494	31	2,871	6	1,426
HOOKER	2,717	3,617	3,889	2	263	1	134	3	827	5	2,050	1						3	175	2	137
HOWARD	11,834	15,085	16,089	11	1,814	1	673	10	3,583	[illegible]	2,583	12	2,346	2	268	7	847	17	1,483	2	1,059
JEFFERSON	31,847	38,262	40,320	11	3,466	3	2,414	14	8,402	17	8,988	11	3,211	7	2,446	7	2,142	29	2,917	3	1,162
JOHNSON	10,641	13,413	14,283	9	1,838	2	406	10	2,836	5	300	11	4,666	4	401	3	649	18	1,492	3	702
KEARNEY	14,702	19,143	20,499	9	3,307	2	752	7	5,912	10	4,135	5	1,448	3	426	4	603	14	1,466	3	800
KEITH	49,839	68,246	73,847	15	8,006	7	3,862	8	11,984	9	12,329	30	21,699	11	3,287	13	1,962	21	4,388	3	1,192
KEYA PAHA	1,108	1,384	1,472	2		1	145	2	90			1	736			1		4	177		
KIMBALL	23,983	30,734	32,826	4	3,279	3	1,165	6	4,932	12	5,382	19	10,793	6	1,012	6	865	14	1,722	2	734
KNOX	24,239	35,249	38,586	17	6,521	6	795	18	5,943	12	6,796	18	6,617	5	954	10	499	37	5,363	6	1,226
LANCASTER	673,836	848,998	903,247	82	71,850	35	160,202	90	162,071	115	147,915	167	90,141	83	46,459	137	35,981	272	87,453	40	19,367
Lincoln	643,406	808,766	860,014	75	64,665	35	157,777	78	152,230	108	146,345	151	83,104	82	45,199	126	34,922	243	81,971	39	18,595
LINCOLN	144,839	179,366	190,165	25	12,401	11	34,469	26	31,237	27	30,269	43	27,910	28	10,039	33	9,920	59	[illegible]	6	5,066
North Platte	134,765	167,370	177,521	17	11,311	11	34,469	21	29,516	25	30,006	30	20,847	27	[illegible]	32	9,885	46	[illegible]	5	4,968
LOGAN	758	1,052	1,142	2	222			2	322			2	423					2	25		
LOUP	746	907	959			1	89	1	290			3	223			1	69	3	288		
MCPHERSON	423	664	739					1	80			2	563					1	96		
MADISON	132,484	194,906	213,742	29	20,635	11	33,469	32	39,395	28	34,859	30	22,649	37	14,401	32	11,616	74	16,593	9	4,952
Norfolk	101,883	151,309	166,235	16	16,160	7	23,187	19	32,734	19	25,798	22	16,401	30	13,308	26	9,833	44	12,314	5	3,718
MERRICK	16,800	19,532	20,473	10	2,006	1	145	7	4,963	8	2,988	13	6,881			5	284	20	1,628	1	173
MORRILL	13,246	20,654	22,912	4	1,769	5	1,761	7	6,327	7	5,312	11	2,744	4	468	6	1,208	15	1,646	1	546
NANCE	5,829	8,394	9,170	6	1,932	1	460	6	2,838	4	651	7	1,297	2	84	4	575	13	988	2	186
NEMAHA	20,517	25,172	26,647	11	2,348	3	1,246	8	6,282	9	4,701	13	4,890	7	876	3	543	28	3,047	2	926
NUCKOLLS	19,796	23,962	25,309	9	2,132	4	1,099	14	5,479	6	2,975	12	6,996	6	772	6	791	22	1,712	3	517
OTOE	53,137	65,362	69,228	15	5,104	6	4,106	19	14,449	14	15,926	24	11,752	16	3,623	10	2,624	45	5,356	4	1,650
Nebraska City	38,518	47,310	50,241	6	2,837	3	2,170	9	11,672	9	10,542	14	9,330	12	3,229	7	1,877	28	3,911	3	1,258
PAWNEE	7,403	10,868	11,922	6	1,286	1	184	8	2,260	3	3,528	9	2,852	2	54	3	260	11	734	2	363
PERKINS	7,776	10,575	11,434	8	3,162	1	389	3	1,918	4	539	5	4,005	1	135	3		8	480	1	368
PHELPS	37,101	49,191	52,872	14	5,885	3	4,039	12	10,721	10	10,309	13	6,283	9	3,340	15	3,171	19	2,406	3	802
Holdrege	34,966	46,037	49,727	11	5,494	3	4,039	7	10,277	9	9,988	11	5,982	9	3,340	13	3,039	13	2,092	2	719
PIERCE	17,316	27,576	30,727	10	2,779	1	1,504	11	5,355	8	7,896	8	6,463	5	404	6	1,213	21	2,751	4	693
PLATTE	101,578	148,780	163,154	26	11,883	11	26,937	30	31,380	20	26,311	34	19,262	27	8,390	28	7,864	75	14,839	5	3,214
Columbus	[illegible]	140,504	154,598	18	11,277	9	26,288	20	30,004	18	25,698	24	15,874	26	8,316	22	7,036	59	14,008	5	3,214
POLK	[illegible]	18,161	19,660	7	1,828	3	375	10	2,943	5	2,942	[illegible]	5,628	1	1,159	4	135	11	849	2	1,231
RED WILLOW	56,475	78,478	85,095	15	5,903	9	10,187	11	[illegible]	16	18,110	[illegible]	6,135	23	8,787	15	4,027	26	6,019	4	1,497
McCook	54,565	75,657	81,996	13	5,676	9	10,187	8	15,825	16	18,110	12	5,320	23	8,787	14	3,951	20	5,711	3	1,419
RICHARDSON	34,349	43,037	45,750	14	2,584	6	4,346	16	9,609	17	10,919	13	7,214	11	1,681	13	1,812	29	2,320	5	1,162
Falls City	29,031	36,217	38,612	13	2,479	5	3,934	8	7,927	11	9,818	7	5,524	9	1,508	11	1,655	14	1,377	4	1,030
ROCK	4,734	6,693	7,288	3	789	3	314	4	2,297	1	[illegible]	5	1,778	1	77	5	219	3	558	1	63
SALINE	38,076	44,816	47,032	9	3,281	8	3,300	19	8,769	13	7,651	12	4,544	6	1,148	6	10,425	36	3,993	6	1,777
SARPY	154,822	195,490	208,076	22	7,899	12	54,416	30	44,329	38	28,353	41	27,146	19	5,388	34	6,376	85	21,072	9	3,098
SAUNDERS	38,631	57,717	63,523	14	2,469	8	2,432	19	13,929	14	10,965	22	14,001	7	2,026	12	6,285	49	4,853	8	1,650
SCOTTS BLUFF	152,613	181,309	190,727	29	15,060	14	24,395	40	42,349	43	33,673	44	21,731	29	9,684	44	10,352	80	12,791	11	3,883
Scottsbluff	117,795	143,614	151,784	12	9,236	11	23,306	22	34,121	28	29,580	19	13,555	22	8,049	31	9,507	45	8,379	6	2,119
SEWARD	44,969	64,046	69,819	13	5,542	5	4,350	14	13,506	14	16,081	21	12,749	9	2,810	8	3,428	33	5,517	4	1,502
SHERIDAN	32,488	47,589	52,174	11	3,820	7	1,069	9	11,048	11	8,911	15	10,545	18	4,844	9	1,933	24	3,738	4	1,508
SHERMAN	7,219	10,934	12,071	5	686			9	2,841	1	431	8	3,303	4	564	4	1,232	11	757	1	1,401
SIOUX	1,582	2,370	2,613	2	93	1	250	2	613	1	223	2	1,037	1	108						
STANTON	4,365	7,313	8,230	4	1,434	1	329	5	2,241	1	654	3	1,370	1		2	270	10	1,616		
THAYER	24,189	28,266	29,655	14	1,746	3	356	15	4,854	10	7,459	11	8,327	6	437	3	601	22	2,868	2	336
THOMAS	4,034	6,482	7,246	1				3	1,784	1		3	4,170					3	208		
THURSTON	11,910	16,796	18,280	7	2,080	1	940	8	3,700	5	3,301	7	4,330	3	344	3	581	13	1,489	2	594
VALLEY	18,812	26,482	28,820	9	2,530	4	1,435	9	5,686	10	3,052	10	8,934	7	678	9	869	14	1,231	3	650
WASHINGTON	39,605	53,170	57,287	16	5,248	3	1,884	14	10,794	13	15,225	20	9,506	14	2,295	7	1,013	33	4,914	4	1,731
WAYNE	25,988	39,478	43,575	8	5,404	3	3,824	7	6,030	6	12,268	10	4,448	6	1,767	8	1,036	23	3,852	2	1,093
WEBSTER	9,523	14,050	15,421	6	2,001	2	1,101	8	2,796	5	3,018	9	1,838	4	231	7	1,131	15	1,307	3	783
WHEELER	910	1,370	1,511	1				1	431			3	724					3	356		
YORK	53,853	66,564	70,551	9	2,904	6	7,405	14	15,396	21	15,379	19	10,559	13	4,415	16	1,616	31	5,601	7	1,578
York	48,195	59,300	63,001	6	2,608	6	7,405	10	15,036	17	14,208	13	7,187	13	4,415	11	1,092	18	3,971	6	1,509

Motor Freight Carriers 11.
Intercity Bus Lines: Interstate, Greyhound, Continental
Airlines: Trans-Nebraska, Pioneer Airlines

3—POPULATION:
Corp. City 70 Cen. 19,181, Loc. Est. 20,300
CZ ABC: (70) 19,181, (80) 20,300
RTZ-ABC: (70) 44,561, (80) 47,700
County 70 Cen. 31,222, Loc. Est. 33,090
City & RTZ-ABC: (70) 63,742, (80) 68,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 5,836, Loc. Est. 7,100
County: 70 Cen. 10,200, Loc. Est. 12,334
CZ ABC: (70) 5,836, (80) 7,100
RTZ-ABC: (70) 14,842, (80) 18,200
City & RTZ-ABC: (70) 20,678, (80) 25,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$838,782,130
Sav. & Loan Assn	4	$81,342,110

6—PASSENGER AUTOS: County 16,580 (1978)

7—ELECTRIC METERS: Residence 9,776

8—GAS METERS: Residence 7,435

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Metal & Irig. Pumps 84 ($245), Oil Filters 520 ($215), Plug Valves 300 ($240), Rubber Closures 102 ($210), Truck Generators 17 ($230), Auto Valves 282 ($265)
Principal Industrial Pay Days: 1st and 15th

10-CLIMATE: Min. & Max. Temp.—Spring 5-85, Summer 47-101, Fall 7-90, Winter 10-72. First killing frost, Oct. 6. Last killing frost, May 6.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING: Principal Shopping Center 6 blocks on Central St., 14 north on Hwy. 10, 5 East on Highway 30, 8 West on Hwy. 30
Neighborhood Shopping Centers 6 blks. E. 25 St.
Shopping Centers (CZ): Unimart, Boogaarts, Eastowne Center, IGA Food Center, Hinky-Dinky, Alco Discount Center, K-Mart West
Principal Shopping Days Thurs., Fri., Sat. & Sun.
Stores Open Evenings: Food

13—RETAIL OUTLETS: Department Stores Sears, J. C. Penney, Gambles, McDonalds; Hellmans; Unimart, Baumgartner, Kaufmann-Wernert
Variety Stores Baumgartner, Kaufmann-Wernert
Discount Stores: Unimart; Wheelers, TSC; Bob's Kwik Shops; Alco, K-Mart
Drug Stores (CZ): ABC, H. H. Haeberle, Valley Prescriptions 2, Medical Arts, Unimart
Chain Supermarkets Safeway, Unimart, Boogaart, IGA, Bob's Kwik Shop Foods 2, Hinky-Dinky
Other Chain Stores Gambles, Firestone, Goodyear; TSC; Wheelers, Wards, S&H Green Stamps, Goodrich; Earl May Nursery, McDonalds; Western Auto; Coast-to-Coast

14—NEWSPAPERS: HUB (e) 11,008, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gale Leitner, Adv. Dir., HUB
National Representatives Branham/Newspaper Sales

LINCOLN, NEB.

1—LOCATION: Lancaster County (SMSA). E&P Map E-3, State Capital, County Seat. Wholesale trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of State; 58 mi. SW of Omaha, 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80, State Hwys. 2, 79.

2—TRANSPORTATION: Railroads: Amtrak, Burlington- Northern, Union Pacific, Missouri- Pacific, Chicago & Northwestern, Omaha- Lincoln-Beatrice (freight).
Motor Freight Carriers: Interstate 27, Regional 17.
Intercity Passenger Bus Lines: Lincoln City, Continental Trailways, Greyhound, Interstate Transit.
Airlines Serving City: United, Frontier, Air Wisconsin; Air Midwest

3—POPULATION:
Corp. City 70 Cen. 149,518; Loc. Est. 172,347
CZ ABC: (70) 153,755, (80) 173,300
RTZ-ABC: (70) 187,583, (80) 184,200
County/SMSA 70 Cen. 167,972, Loc. Est. 189,400
City & RTZ-ABC: (70) 341,338, (80) 357,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 48,608; Loc. Est. 65,924
Co./SMSA 70 Cen. 66,660, Loc. Est. 68,600
CZ-ABC: (70) 49,746, (80) 64,100
RTZ-ABC: (70) 62,285, (80) 69,800
City & RTZ-ABC: (70) 112,031, (80) 133,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	13	$872,528,000
Savings Banks	14	$3,348,683,495

6—PASSENGER AUTOS: County 137,354 (1978)

7—ELECTRIC METERS: Residence 78,205

8—GAS METERS: Residence 61,920

9— PRINCIPAL INDUSTRIES (CZ): Total Employment 108,150, Agricultural 2,650, Mfg. 13,900, Durable Goods 6,350, Nondurable Goods 7,550, Construction 4,750, Railroad Transportation 2,950; Communication, Utility 2,900, Wholesale 4,400; Retail 18,050, Finance, insurance & Real Estate 6,950, Services 16,450, Fed. Govt. 2,400, State Govt. 16,400, Local Govt. 9,750.

10-CLIMATE: Min. & Max. Temp.—Spring 39-61, Summer 66-89, Fall 42-66, Winter 13-33. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: Lincoln Center (CBD), including 4 blocks on O St.; 4 on N St.; 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers 2 blocks at 14th & South. 2 at 27th & Randolph, 3 at 48th & St. Paul, 3 at 61st & Havelock, 3 at 48th & Prescott; 2 at Winthrop Road & Ryons, 2 at 70th & Vine

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Gateway	4	Mont. Ward, Miller & Paine, Sears
Piedmont	3	Safeway
Rathbone	3	Leon's, Food Mart
Indian Village	3	I.G.A.
Treasure City1	4	Safeway
Treasure City2	4	I.G.A.
Briarhurst	5	Hoppe Lumber
Meadowlane	5	Jack & Jill
K-Mart	3	K-Mart
Westgate	1	Warehouse Mkt.
Belmont	3	Jack & Jill
Clock Tower	2	Demma IGA
Van Dorn	3	Hinky Dinky, Woolco

Principal Shopping Days Thu., Fri., Sat., Sun.
Stores Open Evenings Mon., Thurs., Food—Some Thurs., some each weeknight.

13—RETAIL OUTLETS: Department Stores Brandeis Co., Miller & Paine, Sears, Montgomery Ward; J. C. Penney
Discount & Variety Stores K-Mart, Pamida, Richman-Gordman, Treasure City, Woolco, Osco
Chain Drug Stores (CZ) Walgreen 3, Wagey 4, Rexall 5, Four Star 2, Gilmour-Danielson 3; Fenton 1, Drug Mart 1, Winter 2, K-Ray Drug 2, Medicine Shoppe
Chain Supermarkets Safeway 9, I.G.A. 13, Hinky Dinky 5, Jack & Jill 7
Other Chain Stores Barker Shoes; Baker Shoes; Burk's Booterie, Kinney Shoe, Famous Footwear, Richman Brothers, Nebraska Clothing, Natelson's; Tober's Fashions, Zale's Jewelry, Coast-to-Coast 3, Bostonian Shoes, Ardan's, The Limited, Radio Shack, Team Electronics, Pier I, Audio Professionals, Earl May Garden

14—NEWSPAPERS: STAR (m) 30,788, JOURNAL (e) 44,623, Comb. (m&e) 75,411, JOURNAL & STAR (S) 71,428, Mar. 31, 1979 ABC
Local Contact for Advertising and Merchandising Data: Fred Chapp, Gen. Adv. Mgr., JOURNAL and STAR.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

McCOOK, NEB.

1—LOCATION: Red Willow County, E&P Map C-3, County Seat. Agricultural cntr. U.S. Hwys. 6,34, 83, 382 mi. NW of Kansas City, 285 mi. E of Denver, 285 mi. SW of Omaha.

2—TRANSPORTATION: Railroads: Amtrak
Motor Freight Carriers 4
Intercity Bus Lines: Trailways
Airlines: Pioneer

3—POPULATION:
Corp. City 70 Cen. 8,285, Loc. Est. 8,426
CZ ABC: (70) 8,285, (80) 8,300
RTZ-ABC: (70) 42,825, (80) 42,800
County 70 Cen. 12,191; Loc. Est. 12,925
City & RTZ-ABC: (70) 51,110, (80) 51,100

4—HOUSEHOLDS:
City 70 Cen. 2,883, Loc. Est. 3,471
County 70 Cen. 4,123; Loc. Est. 5,068
CZ ABC: (70) 2,883, (80) 3,300
RTZ-ABC: (70) 14,859, (80) 16,800
City & RTZ-ABC: (70) 17,742, (80) 20,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$73,081,327
Sav. & Loan Assn	1	Est. $7,500,000

6—PASSENGER AUTOS: County 7,020 (1979)

7—ELECTRIC METERS: Residence 3,481

8—GAS METERS: Residence 3,437

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Ret. & Whol. 1,450, Service 1,050, Constr. 300; Mfg., Transp. 400, 350 Oil Producers, TRW 304, Rubber Hose Co. 300 Grain Products Co. 50
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: First killing frost, Sept. 15. Last killing frost, Apr. 13. Mean annual temp., 60

11—TAP WATER: Alkaline, very hard, not fluoridated

12—RETAILING: Principal Shopping Center: 5 blocks on Norris Ave., 14 on B St., 4 on C St.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Penney, McDonald, DeGroff's, Carmichaels, Vogue, Clapp's, Sweetbriar, Mode O'Day, Gibson, Alco, Yellow Front
Variety Stores: Woolworth, Ben Franklin
Discount Stores: Gibson's, Alcoa
Chain Food Supermarkets: Hinky-Dinky, Safeway, Wiemers, Country Corner
Other Chain Stores: Auto Supplies: L. J. Car Parts, Sidles, Stickney's, Firestone, Gambles, S&H Green Stamps, Goodyear

14—NEWSPAPERS: GAZETTE (e) 10,688 Mar. 31 1980 ABC
Local Contact for Advertising and Merchandising Data: Allen D. Strunk, Publisher, GAZETTE
National Representatives: Branham/Newspaper Sales

NEBRASKA CITY, NEB.

1—LOCATION: Otoe County, E&P Map F-3, County Seat. Agricultural area, Misc. small manufactur-

NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	1,485,321	1,607,812	4,888,224	12,350,001	604,173	20,408	68,973	1,542,138	2,151,413
STANDARD METROPOLITAN STATISTICAL AREAS									
Lincoln, Neb.	167,972	186,843	651,049	1,452,192	71,777	20,232	1,622	24,267	18,692
Omaha, Neb.-Iowa	542,646	591,389	1,953,584	4,672,514	212,006	22,040	3,195	60,173	140,497
Sioux City, Iowa-Neb.	116,189	120,489	434,926	921,686	44,657	20,639	2,306	45,870	78,563
COUNTIES, Cities									
ADAMS	30,553	30,115	99,245	278,650	11,784	23,646	895	35,892	31,892
Hastings	23,560	21,933	80,309	219,427	9,274	23,660	*	*	*
ANTELOPE	9,047	9,584	22,544	66,621	3,720	17,909	1,158	20,362	49,617
ARTHUR	606	601	2,187	3,399	205	16,580	72	433	4,256
BANNER	1,034	999	4,043	6,932	307	22,580	109	10,587	2,834
BLAINE	847	916	3,127	9,543	417	22,885	132	1,150	5,582
BOONE	8,190	8,102	20,396	58,246	2,971	19,605	988	10,990	31,764
BOX BUTTE	10,094	13,591	38,415	94,356	5,298	17,810	602	28,815	13,480
Alliance	6,862	9,693	26,572	68,472	3,899	17,561	*	*	*
BOYD	3,752	3,586	8,729	18,719	1,428	13,109	510	2,968	10,113
BROWN	4,021	4,627	13,521	34,980	1,854	18,867	379	9,364	19,357
BUFFALO	31,222	34,021	86,811	262,602	12,689	20,695	1,385	36,341	31,624
Kearney	19,181	20,168	53,859	156,938	7,253	21,638	*	*	*
BURT	9,247	8,774	28,481	63,306	3,472	18,233	839	19,441	35,529
BUTLER	9,461	9,617	24,690	72,172	3,693	19,543	1,124	25,779	18,116
CASS	18,076	20,582	55,908	138,214	7,581	18,232	1,038	20,253	28,087
CEDAR	12,192	11,887	29,133	57,566	3,990	14,428	1,285	9,983	39,392
CHASE	4,129	5,299	12,658	33,984	2,087	16,284	422	29,101	16,644
CHERRY	6,846	6,907	26,284	61,191	2,666	22,949	714	3,778	35,096
CHEYENNE	10,778	10,595	40,437	75,606	4,095	18,463	756	24,717	17,151
CLAY	8,266	7,874	24,262	62,676	3,063	20,462	747	34,808	20,094
COLFAX	9,498	9,944	25,437	77,004	4,012	19,193	980	15,775	39,209
CUMING	12,034	12,127	30,057	77,973	4,414	17,665	1,386	15,361	129,978
CUSTER	14,092	14,099	43,901	113,708	5,735	19,827	1,645	24,909	44,822
DAKOTA	13,137	16,959	39,030	118,884	5,895	20,167	443	8,281	8,826
DAWES	9,761	9,191	31,358	73,335	3,584	20,467	491	5,515	7,687
DAWSON	19,771	22,847	59,072	194,553	8,944	21,752	1,149	38,546	90,516
DEUEL	2,717	2,485	10,109	21,165	1,018	20,791	306	15,355	4,180
DIXON	7,453	7,295	17,460	48,481	2,762	17,553	906	7,327	40,458
DODGE	34,782	35,936	117,004	286,389	13,712	20,886	1,173	27,057	36,068
Fremont	22,962	[illegible]	78,880	196,175	9,160	21,416	*	*	*
DOUGLAS	389,455	413,832	1,469,744	3,195,309	152,679	20,926	726	11,177	13,334
Omaha	346,929	313,045	1,295,551	2,863,057	139,927	20,461	*	*	*
DUNDY	2,926	2,899	9,407	28,419	1,229	23,124	404	12,365	9,635
FILLMORE	8,137	[illegible]	24,262	73,295	3,281	22,339	928	31,572	21,982
FRANKLIN	[illegible]	4,828	13,713	40,564	2,060	19,691	589	15,058	9,386
FRONTIER	[illegible]	4,306	[illegible]	36,778	1,744	21,087	526	16,614	11,370
FURNAS	[illegible]	7,014	20,041	56,124	2,976	18,926	616	16,742	18,499
GAGE	25,719	24,220	75,950	170,735	9,392	18,179	1,532	23,349	28,126
Beatrice	12,389	10,741	41,309	89,089	4,731	18,673	*	*	*
GARDEN	2,929	2,899	10,401	31,800	1,229	17,578	355	6,877	8,117
GARFIELD	2,411	2,704	6,360	[illegible]	1,128	19,572	305	[illegible]	6,418
GOSPER	2,178	2,945	5,394	25,854	1,144	22,600	343	2,367	5,847
GRANT	1,019	[illegible]	3,206	8,368	308	26,191	95	535	5,510
GREELEY	4,000	3,786	9,711	25,441	1,429	17,803	504	5,615	14,816
HALL	42,851	46,101	143,883	411,045	17,989	22,850	957	31,956	44,486
Grand Island	31,269	35,404	105,247	312,862	14,006	22,138	*	*	*
HAMILTON	8,867	9,374	24,349	72,852	3,510	20,699	923	17,243	16,941
HARLAN	4,357	4,867	15,549	39,295	1,973	19,916	518	7,169	13,232
HAYES	1,530	1,611	4,235	[illegible]	620	18,995	337	9,414	7,831
HITCHCOCK	4,051	4,448	13,580	33,478	1,760	19,022	481	14,903	9,511

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NEBRASKA CITY—continued

ing Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; Nebr. Hwy. 2, Interstate Hwy. 29.

2—TRANSPORTATION: Missouri Pacific RR, CB&Q RR, Greyhound Bus; Sioux City-New Orleans Barge Line.
Motor Freight Carriers: 3

3—POPULATION:
Corp. City 70 Cen. 7,441; Loc. Est. 7,000
CZ ABC: (70) 7,441; (80) 7,000
RTZ-ABC: (70) 25,695; (80) 24,600
County 70 Cen. 15,576; Loc. Est. 15,613
City & RTZ-ABC: (70) 33,136; (80) 31,600

4—HOUSEHOLDS:
City 70 Cen. 2,649; Loc. Est. 2,800
County 70 Cen. 5,420; Loc. Est. 6,355
CZ ABC: (70) 2,649; (80) 2,800
RTZ-ABC: (70) 8,766; (80) 9,700
City & RTZ-ABC: (70)11,415; (80) 12,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$45,000,000
Sav. & Loan Assn.	1	$181,000,000

6—PASSENGER AUTOS: County 15,690(1978)

7—ELECTRIC METERS: Residence 2,796

8—GAS METERS: Residence 2,570

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Foods 750 ($180); Gas Meters 315 ($200); Garment Mfg. 250 ($140).

10-CLIMATE: First killing frost, Oct. 9. Last killing frost, Apr. 24.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Central Ave., 10 off Central Ave.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Hemmingsens; Dammast's
Variety Stores: Woolworth
Discount Stores (CZ): Pamida, Duckwall-Alco
Chain Food Supermarkets: Safeway, Hinky Dinky
Other Chain Stores: Tober's Fashion; Earl May; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: NEWS-PRESS (e-Mon. to Fri.) 4,331; (S) 4,352; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Lowman, Gen. Mgr., NEWS-PRESS.
National Representatives: Branham/Newspaper Sales.

NORFOLK, NEB.

1—LOCATION: Madison County, E&P Map E-2. Residential Center, 60 mi. W of Missouri River, 115 mi. NW of Omaha, 75 mi. SW of Sioux City, 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State 35 and 24.

2—TRANSPORTATION: Railroads: C&NW; UP
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, P.Y.N. Bus Line; Arrow; Black Hills Stage Line.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 16,607; Loc. Est. 19,153
CZ ABC: (70) 16,607; (80) 18,300
RTZ-ABC: (70) 89,683; (80) 88,100
County 70 Cen. 27,402; Loc. Est. 30,788
City & RTZ-ABC: (70) 106,290; (80) 106,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,579; Loc. Est. 7,058
County 70 Cen. 8,954; Loc. Est. 11,694
CZ ABC: (70) 5,579; (80) 7,000
RTZ-ABC: (70) 28,514; (80) 32,000
City & RTZ-ABC: (70) 34,093; (80) 39,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$147,254,330
Sav. & Loan Assn.	3	$131,664,734

6—PASSENGER AUTOS: County 18,540

7—ELECTRIC METERS: Residence 7,549

8—GAS METERS: Residence 6,424

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Electronics 631 ($131); Dairy and Poultry Processing 148 ($132); Steel 280 ($190); Steel Fabrication 475 ($170); Medical 500 ($150); Beef Processing 150 ($166); Bottling 72 ($120).

10-CLIMATE: Min. & Max. Temp.—Spring 23-71; Summer 59-87; Fall 25-75; Winter —8-35. First killing frost, Oct. 4. Last killing frost, May 3.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Centers
Downtown Norfolk—1st to 8th Streets on Norfolk Ave., 1 blocks each on South 3rd, 4th & 5th Streets N. and S. of Norfolk Ave. Principal stores: Alco, Hesteds, Stinsons, Ashleys, Style Shop, Behmer's Music, Tom's Music, Bomgaars, Safeway, Chicago Lumber, Ballantyne Furniture. Most Stores open Thursday until 9 and Sundays 1-6 p.m.
Sunset Plaza—one mile south on Hwy. 18, ¼ mile west on 275 bypass. Principal stores: J.C. Penney, McDonald's, Hinky Dinky, Brodkeys, Schweser's, Earl May Garden Center, Furniture by Bestt, Marilyns, Goodyear, Sunset Drug, Tober's Style Shop, Singers, Schiff Shoes, Team Electronics and many others, over 40 units. Open weekdays 9:30 a.m. to 9 p.m. Most stores open Sunday 12-5 p.m.
Westside Plaza—2 miles west of Downtown Norfolk. Principal stores: Gibson's Discount Center, Lynn & Al's Food, Budget Furniture Mart, Richman Gordman Shoes, Gibson's Auto. Gibson's open weekdays until 9 p.m. Sundays, 1-6 p.m.
Westgate Plaza—corner of 13th street and Norfolk Avenue. Principal Stores: Norfolk IGA, Westgate Rexall Drug, and numerous offices. Teahouse & Drug Store open until 8 p.m., grocery 24hrs-7days.
Mid-City Plaza—Downtown Norfolk on the corner of 3rd and Norfolk Avenues. All stores subdivided under one roof. Principal stores are: Mid-City Stereo. Open Thursdays until 9 p.m.
Country Club Plaza—Riverside Blvd. and Benjamin Ave. Principal stores are: Godfather's Pizza, The Diet Scale, The Karpet Shop, Walker Mayer Furn. No set hours for businesses.
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Stinson's; J. C. Penneys; McDonalds, Sears (catalog); Schweser's.
Variety Stores: Hested; McCrory
Discount Stores: Gibson's; Ashleys; K-Mart; Alco; Warehouse Market.
Chain Supermarkets: Hinky Dinky; IGA; Safeway; HyVee.
Other Chain Stores: Gambles; Firestone; Sherwin-Williams; Schiff Shoes; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Chicago Lbr.; Earl Mays; Bucks; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Music City; Tober's; Payless Family Shoes; Holiday Station Store; Warehouse Market.

14—NEWSPAPERS: NEWS (e) 22,083, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Nat'l Adv. Mgr., NEWS.
National Representatives: Branham/Newspaper Sales.

NORTH PLATTE, NEB.

1—LOCATION: Lincoln County, E&P Map C-3. County Seat. Railroad center. Central part of state, 232 mi. from State capital; 289 mi. from Omaha. At intersection of Interstate 80 and US 83.

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 7
Intercity Bus Lines: Greyhound, Continental Trailways.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 19,447; Loc. Est. 24,058
CZ ABC: (70) 22,222; (80) 29,600
Balance Primary Mkt. Area ABC
(70) 59,449; (80) 65,300
County 70 Cen. 29,538; Loc. Est. 39,401
Total Prim. Mkt. ABC: (70)81,671; (80) 94,900

4—HOUSEHOLDS:
City 70 Cen. 6,522; Loc. Est. 9,350
County: 70 Cen. 9,695; Loc. Est. 14,962
CZ ABC: (70) 7,347; (80) 11,200
Balance Primary Mkt. Area ABC
(70) 19,885; (80) 24,900
Total Prim. Mkt. ABC: (70) 27,232; (80) 36,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$83,033,595
Sav. & Loan Assn.	4	$58,202,748

6—PASSENGER AUTOS: County 19,370

7—ELECTRIC METERS: 11,282

8—GAS METERS: Residence 9,092

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 105 ($138); RR 2,300 ($200); Meat Packing 125 ($190); Farm Equip. 120 ($130); Trucking 275 ($300).
Principal Pay Days: RR, 1st and 15th. Food and Textile: Sat.

10-CLIMATE: Min. & Max. Temp.—Spring -21- 99; Summer 33-109; Fall 25-105; winter 16-76. First killing frost, Sept. 23. Last killing frost, May 24.

11—TAP WATER: Alkaline, hard. Source—wells, not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Dewey St., 12 on Jeffers, 5 on 4th, 5th and 6th, 2 on 3rd.
Neighborhood Shopping Centers: S. Jeffers and West A, East 4th St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Gibson's	1	Gibson, True-Value, Home Furniture
Westfield	2	Sixth St. Mkt., Coast-To-Coast, Ben Franklin

NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HOLT	12,933	13,495	33,218	96,408	4,951	19,472	1,357	42,863	41,530
HOOKER	939	1,102	3,134	10,286	410	25,088	72	387	1,819
HOWARD	6,807	7,722	15,177	51,978	2,914	17,837	815	11,524	21,721
JEFFERSON	10,436	10,629	31,645	82,847	4,519	18,333	874	14,357	16,910
JOHNSON	5,743	5,703	15,028	35,704	2,254	15,840	678	7,389	9,124
KEARNEY	6,707	6,940	20,041	69,948	2,678	26,119	708	35,927	32,163
KEITH	8,487	10,658	28,205	86,830	4,094	21,209	424	21,084	15,079
KEYA PAHA	1,340	1,299	4,181	8,770	512	17,129	258	1,972	6,531
KIMBALL	6,009	5,029	23,251	41,315	1,818	22,726	389	14,133	3,561
KNOX	11,723	11,607	30,057	70,200	4,406	15,933	1,496	6,819	53,697
LANCASTER	167,972	186,843	651,049	1,452,192	71,777	20,232	1,622	24,767	18,692
Lincoln	149,518	171,791	587,616	1,347,538	66,586	20,238	*	*	*
LINCOLN	29,538	38,687	99,245	320,644	14,819	21,637	1,152	22,385	30,242
North Platte	19,447	26,862	67,510	227,333	10,478	21,696	*	*	*
LOGAN	991	1,212	3,153	10,369	414	25,046	159	2,298	3,709
LOUP	854	1,016	3,110	9,964	416	23,952	169	1,575	5,887
MCPHERSON	623	6,436	2,089	43,917	2,458	17,867	124	322	4,175
MADISON	27,402	26,807	77,005	223,204	10,142	22,008	1,164	14,921	38,330
Norfolk	16,607	18,045	51,328	162,878	6,979	23,338	*	*	*
MERRICK	8,751	8,934	22,544	65,551	3,290	19,924	774	25,929	26,164
MORRILL	5,813	6,495	20,802	37,352	2,495	14,971	574	20,196	11,969
NANCE	5,142	4,997	12,882	35,632	1,945	18,320	580	10,544	11,895
NEMAHA	8,976	8,067	22,544	65,039	3,366	19,322	706	11,990	10,831
NUCKOLLS	7,404	6,971	21,097	64,196	2,754	19,679	707	15,826	23,419
OTOE	15,576	15,614	53,047	114,965	6,356	18,088	1,161	17,199	16,592
Nebraska City	7,441	7,208	25,205	52,786	2,920	18,077	*	*	*
PAWNEE	4,473	4,178	11,807	24,024	[illegible]	13,871	692	5,282	8,698
PERKINS	3,423	3,864	13,142	32,438	1,562	20,767	558	26,964	5,765
PHELPS	9,553	10,256	32,245	104,941	4,119	25,477	642	39,193	32,819
Holdrege	5,635	6,116	19,450	63,994	[illegible]	24,881	*	*	*
PIERCE	8,493	8,823	20,501	57,040	3,286	17,358	1,049	10,035	27,660
PLATTE	26,544	29,658	74,895	235,583	10,438	22,570	1,411	22,603	34,367
Columbus	15,471	17,434	46,592	147,418	6,482	22,743	*	*	*
POLK	6,468	6,852	18,988	59,651	2,786	21,411	820	27,565	36,147
REDWILLOW	12,191	13,139	46,502	119,070	5,239	22,728	535	16,544	11,879
McCook	8,285	8,424	32,734	83,284	3,534	23,566	*	*	*
RICHARDSON	12,277	11,331	39,697	75,224	4,784	15,724	1,015	15,532	20,660
Falls City	5,444	5,268	17,619	35,005	2,391	14,640	*	*	*
ROCK	2,231	2,604	6,329	18,226	1,026	17,764	289	5,445	15,432
SALINE	12,809	13,620	35,994	118,843	5,683	20,912	1,085	21,261	13,716
SARPY	66,200	90,191	176,057	613,808	27,926	21,980	497	8,446	46,262
SAUNDERS	17,018	19,420	47,639	128,739	7,355	17,504	1,630	30,231	42,485
SCOTTS BLUFF	36,432	37,780	118,049	279,554	13,929	20,070	1,173	53,495	87,831
Scottsbluff	14,507	13,308	50,198	108,111	5,194	20,815	*	*	*
SEWARD	14,460	15,936	37,572	130,435	5,718	22,811	1,176	26,244	29,249
SHERIDAN	7,285	7,636	26,002	63,528	2,881	22,051	782	11,414	17,586
SHERMAN	4,725	4,377	10,912	30,276	1,732	17,480	695	5,806	12,809
SIOUX	2,034	1,999	7,255	13,917	717	19,410	387	5,714	10,633
STANTON	5,758	6,580	14,027	44,625	2,385	18,711	800	7,027	49,398
THAYER	7,779	7,800	20,396	57,532	3,175	18,120	828	24,530	22,462
THOMAS	954	894	3,134	7,467	407	18,346	89	291	3,286
THURSTON	6,942	7,140	15,277	38,738	2,472	15,671	630	10,057	19,728
VALLEY	5,783	5,588	15,880	39,103	2,248	17,395	653	8,173	18,587
WASHINGTON	13,310	16,418	37,053	126,930	6,201	20,469	920	13,551	36,112
WAYNE	10,400	9,597	26,837	61,765	3,481	17,743	894	7,530	36,067
WEBSTER	5,396	5,512	20,218	35,302	1,950	18,104	628	10,223	9,348
WHEELER	1,051	992	3,164	5,163	305	16,928	179	2,387	7,676
YORK	13,685	15,154	42,193	138,111	6,001	23,015	1,086	40,142	27,540
York	6,778	8,017	20,806	72,744	3,176	22,904	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1979 Cash Receipts as follows: From Crops $2,031,522,000; from Livestock & Livestock Products $3,526,089,000; Total $5,557,611,000.
* —Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

The Mall	J.C. Penney, Skagg's, Hinky Dinky, McDonald's
Parkade Plaza	Alco, Sixth Street Mkt.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thurs.; Mall-Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J.C. Penney, J.M. McDonald, Schweser's, Sears.
Variety Stores Woolworth, Ben Franklin.
Discount Stores Gibson's; Skagg's, Alco, K-Mart.
Chain Drug Stores Allen's, Skagg's; Gibson's.
Chain Food Supermarkets Safeway, Hinky Dinky, 6th St. Mkt. 5.
Other Chain Stores Sherwin-Williams Paint, Cook Paint, Sweetbriar Shops, Mode-O'Day, Gamble's, Firestone, Goodyear, Coast-to-Coast, Gibson's Discount Store, Allen's Self-Service, Dart Inn; Skagg's, Gallenkamp Shoes, Maurice's, Claire's Boutique, Evanson's Card Shop, Swiss Colony, So-Fro Fabrics, True-Value, K-mart, Alco, Zales, Radio Shack, Mode O-Day, Team Electronics, KWAL Paint, 84 Lumber, Pay'n Pak, Easy Rest, Waterbed World, McDonald's, Wendy's.

14—NEWSPAPERS: TELEGRAPH (m-Tues. to Sat.) 17,461, (S) 17,922; Mar. 31, 1980 ABC. Converted to morning publication on July 27, 1979. Now publishing (m-Tues. to Sat., S).
Local Contact for Advertising and Merchandising Data: Keith Blackledge, Acting Gen. Mgr., Darlene Lyman, Ad Dir., TELEGRAPH.
National Representatives Branham/Newspaper Sales.

OMAHA, NEB.

1—LOCATION: Douglas County (SMSA). E&P Map F-2. County Seat. Food processing, retail/ wholesale trade, military, insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River, 459 mi. W. of Chicago, 357 mi. S. of Minneapolis/St. Paul, 201 mi. N. of Kansas City, 537 mi. E of Denver. On Interstate Hwys. 80 & 29, U.S. 6, 30, 73, 75, 275, State 36, 38, 50, 64, 85, 96, 131, 133 & 370.

2—TRANSPORTATION: Railroads Burlington Northern; Chicago Milwaukee St. Paul & Pacific; Chicago & Northwestern, Chicago Rock Island & Pacific; Illinois Central, Missouri Pacific, Norfolk & Western; South Omaha Terminal, Union Pacific (HQ).
Motor Freight Carriers 94.
Rail Passenger Service Amtrak.
River Barge Lines 3.
Intercity Bus Lines Greyhound, Continental Trailways.
Airlines United, American, Braniff, Eastern; TWA, Republic, Texas International, Frontier.

3—POPULATION:
Corp. City 70 Cen. 346,929, Loc. Est. 380,600
County 70 Cen. 389,455, Loc. Est. 417,800
SMSA 70 Cen. 542,646; Loc. Est. 593,300
CZ ABC: (70) 493,615; (80) 539,300
RTZ-ABC: (70) 279,986, (80) 293,400
City & RTZ-ABC: (70) 773,601, (80) 832,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 111,223, Loc. Est. 135,900
County 70 Cen. 122,460, Loc. Est. 146,800
SMSA 70 Cen. 165,216; Loc. Est. 200,200
CZ ABC: (70) 151,675, (80) 188,500
RTZ-ABC: (70) 89,947, (80) 108,000
City & RTZ-ABC: (70) 241,622, (80) 296,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	25	$1,932,669,000
Sav. & Loan Assn.	8	$3,195,220,000

6—PASSENGER AUTOS: County 218,181

7—ELECTRIC METERS: Residence 113,093

8—GAS METERS: Residence 97,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machy. & Equipment 11,400 ($316); Meat Processing 4,700 ($306); Other Food 5,150 ($318), Metals 3,050 ($344); Printing & Publ. 3,400 ($252). All Other Mfg. 8,250 ($228).
Principal Pay Days Industrial, Fri., others 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 39-62; Summer 64-86; Fall 42-66, Winter 16-36. First killing frost, Oct. 20. Last killing frost, April 14.

11—TAP WATER: Moderately alkaline, moderately soft, fluoridated.

12—RETAILING: Principal Shopping Area Westroads, 102nd & Dodge, 158 stores; Crossroads 72nd & Dodge 40 stores. Southroads, 1001 Fort Crook Road N., Bellevue, 40 stores. Midlands Mall, downtown Council Bluffs, 50 stores. Downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area S. Omaha, 3 blocks at S. 24th & N. Sts.; Benson, 3 blocks at 61st & Maple St., Florence, 3 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway, Bellevue, 4 blocks at Franklin & Mission, Ralston, 3 blocks at 76th & Main, Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Baker's Square (20)	11	Brandeis, Baker's, Walgreen
Bel-Air Plaza (43)	10	Richman Gordman, Food City
Bellevue Plaza (14)	7	K-Mart, Safeway, Walgreen
Bluff Plaza (3)	5	J.C. Penney, Hinky Dinky
Bluffs Northway (3)	4	Richman Gordman Hy-Vee, Drug Town
Brentwood Sq. (-)	12	Richman Gordman, Baker's
The Center (49)	3	Younker-Kilpatrick's
Center Plaza (14)	7	Ardan, Walgreen
Country Club Mall (6)	6	Skaggs, Safeway
Crossroads (40)	5	Brandeis, Sears, Walgreen
Frederick Sq. (-)	7	Wooko, Bakers
56th & Ames (17)	5	Bakers, Half-Price
K-Mart North (3)	6	K-Mart
K-Mart South (7)	5	K-Mart, Hinky Dinky
Maple Plaza (-)	8	Target, Hinky Dinky, Walgreen
Midlands Mall (55)	3	Sears, Brandeis, Philips, Walgreen
Montclair (42)	11	High-Price, Service Merchandise, Hinky Dinky
Orchard Plaza (-)	11	Target
Plaza North (4)	9	Woolco, Baker's
Regency Court (40)	8	Hovland-Swanson
Saddle Creek (-)	3	Target, Hinky Dinky, Walgreen
Sherwood Pl. (15)	8	K-Mart Warehouse Mkt.
Southroads (43)	6	Brandeis, Sears, Penney's
Village Shopping Ctr. (13)	8	Skaggs, Safeway, Half-Price
36th & Q (-)	5	Richman Gordman, Hinky Dinky
Westgate Plaza (18)	7	Brandeis,
Westroads (157)	8	Mont. Ward, Penney's, Younker-Kilpatrick's, Brandeis, Walgreen
Westwood Mall (12)	10	K-Mart, Skaggs, Safeway

Principal Shopping Days Sat. Thu., Sun., Fri., Wed.
Stores Open Evenings Food & Shopping Centers—every evening except Sun.

13—RETAIL OUTLETS: Department Stores Brandeis 7, Montgomery Ward 1; J.C. Penney 3, Philips 4, Richman Gordman 5, Sears 3, Younker-Kilpatrick's 2.
Discount Stores (CZ) K-Mart 5, Walgreen 11, Skaggs 7, Woolco 2, Target 3, Ardan 1, Half-Price 5, Service Merchandise 1.
Variety Stores Ben Franklin 2; Hested's 1, Mangelsen's 1, TG&Y 2, Woolworth 4.
Chain Drug Stores (CZ): Walgreen 11, Skaggs 7, Keystone 3; Kohll's 4, Central Park 7, Beaton 5, Bogard's 4, Johnson 2, Clark 2.
Chain Food Supermarkets Baker's 10, Hinky-Dinky 16, Safeway 17, Food City 2, Shaver's 10, Super Valu 3, Spartan 13, Grocery Supply Co. 1, Kwik Shop 31, Convenient 14, 7-Eleven 19.
Other Chain Stores Abigail Uniform Adolph's Auto Parts; Baker Shoes; Ben Simon's; Bostonian Shoes; Buck's Shoes, Carriage House, Catherine's Stout Shoppe; Chess King, Color Tile, Crandell's Daisy, B. Dalton Books; Diamond-Vogel Paint, Earl May, Famous Footwear, Fashions-at-Large; Firestone; Flagg Bros., Florsheim, Flower City, Foreman & Clark, Fox Photo, Frederick's of Hollywood; General Nutrition, Genuine Parts; Glidden Paint, Goldstein- Chapmans, B. F. Goodrich, Goodyear; Handy Dan, Haney Shoes; Henry Field, Hickory Farms, Hovland-Swanson, Iowa Paint, Jaccard's, Jeans West, Jerry Leonard, Johnson Cashway Junction, Jr. Shoe World, Kinney, Lerner Shops, Landons, Magee's, Maternity Modes, Minnesota Fabrics, Mr. Automotive, Mode O'Day, Mortherhood Maternity; Natelson's, Natl. Pay-Less Shoes, Natl. Shirt, Natl. Uniform, Normans Shoes, Northwest Fabric; Payless Cashway; Pioneer Paint, Pioneer Uniforms; Pittsburgh Paint, Plywood Minnesota, Radio Shack, Sallyehs, Seiferts, Shepler's; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint, Spencer Gifts, Susie's Casuals, Sutherland Lumber, Team Electronics, Tober's, Toy City, Tullys; Uniroyal; Virgies Walden Books, Wickes Lumber; World Radio, Youngtown, Zales, Zondervan Books.

14—NEWSPAPERS: WORLD-HERALD (m-Mon. to Fri.) 125,533, (e-Mon. to Fri.) 109,780, Comb. (m&e) 235,313; (Sat.m) 219,552; (S) 278,520, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dale McCarney, Nat'l. Adv. Mgr., WORLD-HERALD.
National Representatives Cresmer, Woodward, O'Mara & Ormsbee, Inc.

SCOTTSBLUFF, NEB.

1—LOCATION: Scotts Bluff County, E&P Map A-2. 450 mi. W of Omaha, 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2—TRANSPORTATION: Railroads Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers 10.
Intercity Bus Lines Star.
Airlines Frontier.

3—POPULATION:
Corp. City 70 Cen. 14,507, Loc. Est. 11,872
Prim. Mkt. Area-ABC: (70) 22,767; (80) 23,500
Bal. in Primary Market Area-ABC
(70) 79,851; (80) 82,200
County 70 Cen. 36,432, Loc. Est. 38,913
Total Prim. Mkt. Area-ABC
(70) 102,618, (80) 105,700

4—HOUSEHOLDS:
70 Census City 4,831; Loc. Est. 4,612
County 70 Cen. 11,267, Loc. Est. 14,219
Prim. Mkt. Area-ABC: (70) 7,377, (80) 8,700
Bal. in Primary Market Area-ABC.
(70) 25,427; (80) 30,100
Total Primary Market Area-ABC
(70) 32,804; (80) 38,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	4	$33,090,318
Commercial Banks	5	$139,984,610

6—PASSENGER AUTOS: County 27,208

7—ELECTRIC METERS: Residence 11,468

8—GAS METERS: Residence 9,703

9— PRINCIPAL INDUSTRIES (CZ): Sugar, Meat Packing; Trailer; Furniture, Farm Chemical, Feed; Farm Mach. Mfg.; Oil Refining; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Weekly Wage—$225.
Principal Industrial Pay Days 5th and 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 22-66; Summer 49-76, Fall 36-73; Winter 22-53. First killing frost, Oct. 14. Last killing frost, May 17.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center 8 blocks on Broadway; 4 on First Ave., 3 on Avenue A, 5 on Gering, East 20th Place.
Neighborhood Shopping Centers W. 27th at Ave. B, E. Overland Drive, between 5th and 17th Aves., S. Bway at 11th St., 5 blocks on East 20th Place.

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
East Village	15	Rasco/Tempo Corral West Ranchwear

Principal Shopping Days Thurs., Fri., Sat.
Stores Open Evenings Thurs.

13—RETAIL OUTLETS: Department Stores Murphy, Montgomery Ward; Penney, Tempo, K-Mart & ALCO.
Discount Stores (CZ) Discount Furniture, Yellow Front, Wheeler's, Gibson's, Tempo, K-Mart, ALCO.
Variety Stores Woolworth, Baumgartner, Ben Franklin.
Chain Drug Stores Super Drug., Rexall, Lawrence Walgreen, Mart's Merit, McCosh.
Chain Supermarkets Safeway 2, Jack & Jill 2, co-op, Town & Country, Alexanders, Henry's Mkt.
Other Chain Stores Firestone, Western Auto, Sears (catalog) Brown shoes, S&H Green Stamps, Goodyear, Payless Shoes.

14—NEWSPAPERS: STAR-HERALD (m ex. Mon.) 17,771, (S) 18,518, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Watson, Adv. Dir., STAR-HERALD.

National Representatives Branham/Newspaper Sales.

YORK, NEB.

1—LOCATION: York County, E&P Map E-3, County Seat. Some light manufacturing, 100 mi. from Omaha, 50 mi. from Lincoln, Neb., 260 mi. from Kansas City, at junction of U.S. Hwys. 34, 81, Interstate 80.

2—TRANSPORTATION: Railroads Burlington Northern.
Motor Freight Carriers 2.

3—POPULATION:
Corp. City 70 Cen. 6,778, Loc. Est. 8,042
County 70 Cen. 13,685, Loc. Est. 14,828

4—HOUSEHOLDS:
City 70 Cen. 2,341, Loc. Est. 2,856
County 70 Cen. 4,542, Loc. Est. 5,504

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$87,890,655
Sav. & Loan Assn.	3	N.A.

6—PASSENGER AUTOS: County 8,127

7—ELECTRIC METERS: Residence 2,882

8—GAS METERS: Residence 2,674

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—Hog Slaughtering 60 ($240); Irrigation Pipe 25 ($230); Elevator Machy. 36 ($235), Mobile Homes 108 ($210), Beef Slaughtering 103 ($230), Electronics Assembly 152 ($145), Metal Tool Fabrication 50 ($225).

10-CLIMATE: Min. & Max. Temp.—Spring 20-100; Summer 46-97; Fall 13-86, Winter -14-73. First killing frost, Oct. 23. Last killing frost, Apr. 16.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center 15 blocks on Lincoln, Grant and Platte Aves.
Principal Shopping Days Thurs. and Sat.
Stores Open Evenings Thurs.

13—RETAIL OUTLETS: Department Stores J.C. Penney; Gamble's.
Variety Stores Ben Franklin, Hested's.
Chain Drug Stores G.A. Hartman 2.
Discount Stores (CZ) Wheeler's, Pamida, Alco.
Chain Food Supermarkets Stop-N-Shop, Jack & Jill, Grand Central Super Valu, Hinky Dinky.
Other Chain Stores (CZ) Sears, Coast-to-Coast; Montgomery Ward, Tober's, S&H Green Stamps; Goodyear, L & W Service Center (Firestone).

14—NEWSPAPERS: NEWS-TIMES (e) 6,323; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Don Gillen, Publisher., NEWS- TIMES.
National Representatives Branham/Newspaper Sales.

NEVADA SURVEYS

NEVADA STANDARD METROPOLITAN STATISTICAL AREAS

Las Vegas, Nev.—Clark County
Reno, Nev.—Washoe County

NEVADA POPULATION ESTIMATES

(Thousands)

Age Group	1978	1981	1985
Under 5 Years	44	55	59
5-14 Years	100	121	107
15-24 Years	79	143	126
25-44 Years	134	208	208
45-64 Years	101	164	158
65 and Over	31	68	76
TOTAL	489	731	734

Based on U.S. Census

NEVADA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	103	199	345
General Mdse	180	362	629
Food	326	593	1,037
Automobiles	306	637	897
Gasoline Stations	148	295	658
Apparel	92	139	247
Furniture	67	127	211
Eat-Drink Places	144	290	485
Drugs	56	149	255
Total Sales	1,572	3,069	5,295

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

CARSON CITY, NEV.

1—LOCATION: Carson City, an independent City (formerly Ormsby County), E&P Map A-3, County Seat. State Capital, commercial, recreation and agricultural center, 30 Mi. S of Reno, 14 Mi. E of Lake Tahoe; 4675 ft. elevation.

2—TRANSPORTATION: Railroads S. Pacific (freight), Amtrak (from Reno).
Bus Lines LTR Stage Lines, Gray Lines.
Airlines (Reno) American, Air California, Braniff, Delta, Eastern, Hughes Air West, PSA, TWA, United AL, Western.

3—POPULATION:
Corp. City/Co. 70 Cen. 15,468, Loc. Est. 33,191
Primary Mkt. Area-ABC: (70) 23,871, (80) 53,700

4—HOUSEHOLDS:
Corp. City/Co. 70 Cen. 4,837, Loc. Est. 11,830
Primary Mkt. Area-ABC: (70) 7,810, (80) 20,000

5—BANKS: 7 Commercial & 6 Sav. & Loan Assns.

6—PASSENGER AUTOS: County 20,520

7—ELECTRIC METERS: Residence 13,300

8—GAS METERS: City & County 11,973

9— PRINCIPAL INDUSTRIES (CZ): Govt. employment; tourist related business, light mfg., wholesale-retail sales.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center 6 Blocks on Carson St., Shpg. Ctr. (6 Blocks S) 27 stores, Shpg. Ctr. (8 Blocks N) 3 major stores.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Carson St	30	Sears, Wards Safeway, Sprouse-Reitz

NEVADA APPEAL
Carson City, Nevada
"The only daily newspaper serving Nevada's capital city"
DONREY MEDIA GROUP

CARSON CITY—continued

Silver City Mall	27	K-Mart, Skagg's Drugs, Albertson's
Carson Mall	32	J.C. Penney, Safeway
Frontier Plaza	45	Raley's Drug Center
Mayfair Ctr	5	Mayfair Super Mkt., Thrifty Drug
Warehouse Ctr.	30	Warehouse Super Mkt., Nat'l$ Stores, Coast-to-Coast Hdwe., Ben Franklin
Tierra Plaza	9	-
Lariet Ctr.	7	-
Winnie Ctr.	6	-
Carson Sq.	20	Long's Drug, Lucky's Food
Sixflags	3	Independent Sporting Goods, Furniture & Department Stores
Winnie West	6	Winchells Donuts, Seven Eleven
Crossroads	39	Wilburs Mens Shop

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Outdorrsman Sporting Goods; Coronas Dept. Store.
Variety Stores: Sprouse-Reitz, 2; Ben Franklin; Coast To Coast.
Discount Stores: K-Mart.
Chain Drug Stores: Drug Center; Raley's; Thrifty; Skaggs; Long's.
Chain Food Supermarkets: Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's.
Other Chain Stores: Western Auto; Carson Furniture; Grand Auto; Triple S Tires; McDonald's; Kentucky Fried Chicken (2); Taco Bell; Wendys; Burger King; A & W Root Beer; Long John Silver; Jolly Roger; Sirloin Stockade; Sizzler; Wienersshnitzel; Happy Steak; Colonial Lady Chicken; Taco Charley; Pizza Hut; VIPS Restaurant; Baskin Robbins Ice Cream (2); Dairy Queen; Winchell Donuts; Seven-Eleven (4); Arco Mini-Mart; Hobo Joes; True-Value Hardware; Ace Hardware.

14—NEWSPAPERS: NEVADA APPEAL (e-Mon. to Fri.) 8,984; (S) 9,585; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dale WetenKamp, Adv. Dir. NEVADA APPEAL.
National Representatives: Western Dailies.

ELKO, NEV.

1—LOCATION: Elko County, E&P Map C-2, County Seat. Interstate Hwy. 80 Bet. Salt Lake City and Reno.

2—TRANSPORTATION: Railroads: Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: United.

3—POPULATION:
Corp. City 70 Cen. 7,621; Loc. Est. 11,150
County 70 Cen. 13,958; Loc. Est. 16,450

4—HOUSEHOLDS:
70 Cen. City 2,555; Loc. Est. 4,308
County 70 Cen. 4,555; Loc. Est. 6,213

5—BANKS: 4 Commercial, Dep. N.A., 4 S & L

6—PASSENGER AUTOS: County 7,939

7—ELECTRIC METERS: Residence 4,183

8—GAS METERS: Residence 2,605

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Tourism; Railroad; Trucking; Construction; Ranching; Electronics Manufacturing.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 22-70; Summer 48-91; Fall 19-79, Winter 9-40. First killing frost, Sept. 30. Last killing frost, June 1.

11—TAP WATER: Neutral, very hard; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Elko Shopping Plaza	21	J.C. Penney, Albertson's, Penny Wise, Sprouse-Reitz

Principal Shopping Days: Wed., Thurs., Fri.

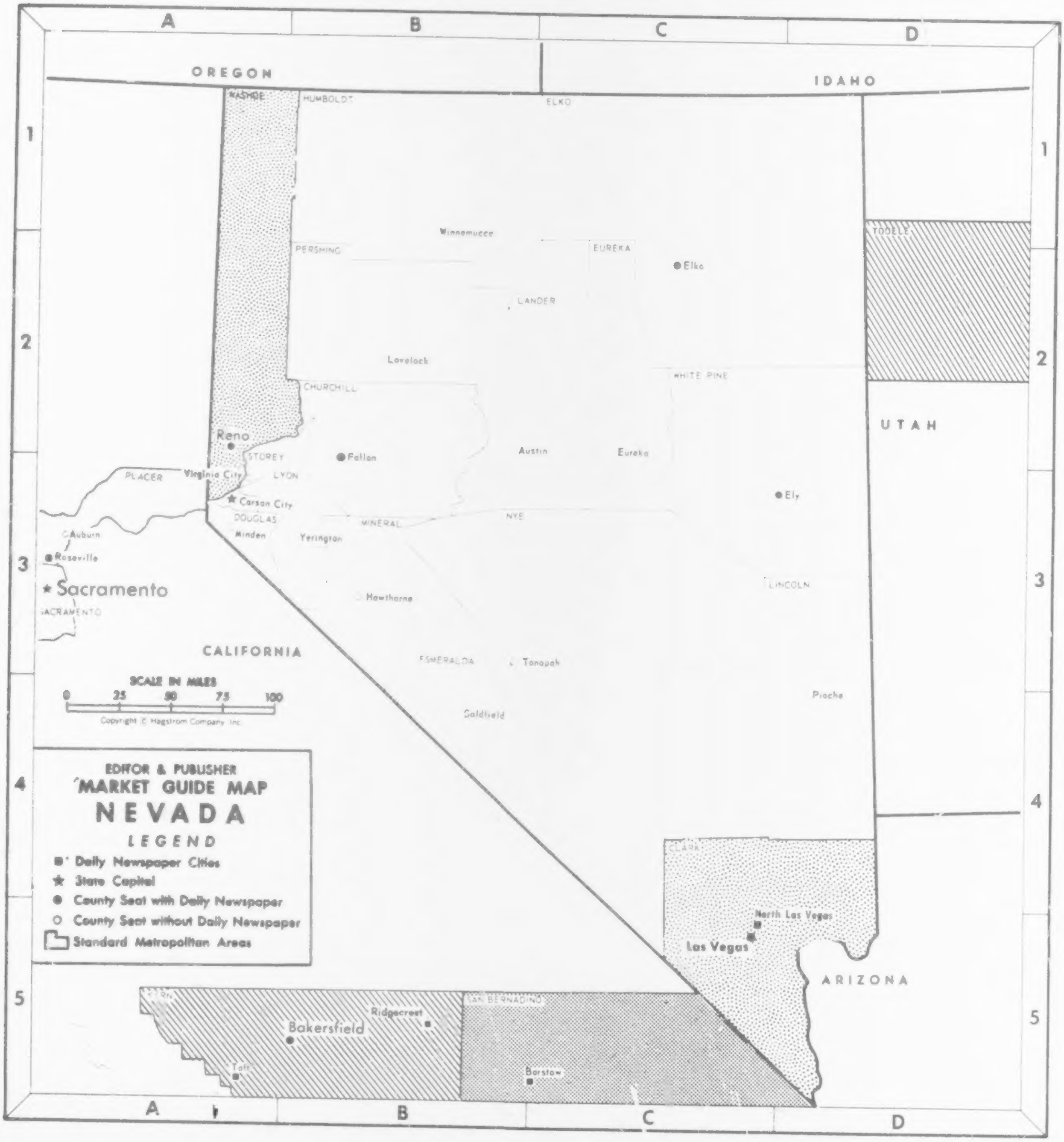
13—RETAIL OUTLETS: Department Stores: Golden Rule; Penney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores: Sprouse-Reitz; Penny Wise; Skaggs.
Chain Drug Stores (CZ): Elko Walgreen; Penny Wise; Skagg's.
Chain Food Supermarkets: Safeway; Mayfair; Albertsons.

14—NEWSPAPERS: FREE PRESS (e) 3,495; sworn Mar. 30, 1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS.
National Representatives: Branham/Newspaper Sales.

ELY-EAST ELY, NEV.

1—LOCATION: White Pine County, E&P Map C-3, Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City, Utah. On U.S. Hwys. 6, 50, 93.

2—TRANSPORTATION: Railroads: Nevada Northern.


A
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OREGON
IDAHO
UTAH
ARIZONA
CALIFORNIA
WASHOE
HUMBOLDT
ELKO
PERSHING
EUREKA
LANDER
CHURCHILL
WHITE PINE
STOREY
LYON
DOUGLAS
MINERAL
NYE
LINCOLN
ESMERALDA
CLARK
TOOELE
PLACER
SACRAMENTO
KERN
SAN BERNADINO
Winnemucca
Elko
Lovelock
Reno
Fallon
Austin
Eureka
Ely
Virginia City
Carson City
Minden
Yerington
Hawthorne
Tonopah
Goldfield
Pioche
North Las Vegas
Las Vegas
Auburn
Roseville
Sacramento
Bakersfield
Ridgecrest
Taft
Barstow
SCALE IN MILES
0
25
50
75
100
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capitol
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

Motor Freight Carriers: 4.
Intercity Bus Lines: Lewis Bros.; Wycoff; U.P.S.
Airlines: United.

3—POPULATION:
Corp. Cities 70 Cen. 6,168; Loc. Est. 6,340
County 70 Cen. 10,150; Loc. Est. 8,660

4—HOUSEHOLDS:
Cities 70 Cen. 2,019; Loc. Est. 2,295
County 70 Cen.3,577; Loc. Est. 3,059

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$25,000,000
Savings & Loan	1	$5,000,000

6—PASSENGER AUTOS: County 4,162

7—ELECTRIC METERS: Residence 3,400

9— PRINCIPAL INDUSTRIES (CZ): Mining, Constr. & Mfg.; Transp. & Util.; Total Employed 3,808.
Principal Industrial Pay Days: Tues.

10-CLIMATE: Min. & Max. Temp.: Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct. Last killing frost, May 28.

11—TAP WATER: Alkaline, very hard; 197 ppm.

12—RETAILING: Principal Shopping Center: 8 blocks in center of town.
Principal Shopping Days: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Nanette's; Goodman Tidball; Louis Cononelos; Wilson Bates.
Variety Stores: Sprouse-Reitz.
Chain Drug Stores (CZ): Economy; Steptoe; East Ely Phcy., Cowley's Phcy.
Chain Food Supermarkets: Safeway; IGA; Standard 2.
Other Chain Stores: Western Auto Supply.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 2,463; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Mgr., TIMES.
National Representatives: Western Dailies.

FALLON, NEV.

1—LOCATION: Churchill County, E&P Map B-3, County Seat. Mining, farming, dairying, agricultural area. 55 mi. E of Reno. On State Hwy. 42, U.S. Hwys. 50, 95. 25 mi. from Interstate 95.

2—TRANSPORTATION: Railroads: Southern-Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Las Vegas-Tonophah-Reno Stage Line; Nevada-Central Motor Lines; Greyhound.
Airlines: Hughes Air West; United; Western.

3—POPULATION:
Corp. City 70 Cen. 2,959; Loc. Est. 5,858
County 70 Cen. 10,513; Loc. Est. 13,388
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,115; Loc. Est. 2,458
County 70 Cen. 3,379; Loc. Est. 5,102

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2 Br	N.A.
Savings	2	$43,017,000
Sav. & Loan	3	$4,265,000

6—PASSENGER AUTOS: County 7,123

7—ELECTRIC METERS: (Residential) 2,670

8—GAS METERS: (Residential) 2,110

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly Wages)—Mining 250 ($300); Meat Packing 40 ($160); Naval Air Station 2,200 ($200); Gambling 275; Tourism 400.

10-CLIMATE: Min. & Max. Temp.—Spring 30-65; Summer 48-91; Fall 32-74; Winter 16-50. First killing frost, Sept. 15. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Neighborhood Shopping Centers: Raley's, Giant Discount.
Nearby Shopping Centers: Frontier Village (Sage Brush Market).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Food, discount.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomer Ward; Western Auto.
Variety Stores: Sprouse-Reitz.
Discount Stores: Kent's.
Chain Drug Stores (CZ): Morris-Loring.
Chain Food Supermarkets: Safeway; Kolhass; Stop & Shop; Sage Brush; Raley's.
Other Chain Stores: Mode O'Day, Sears.

14—NEWSPAPERS: EAGLE-STANDARD (e-Mon. to Fri.) 847; sworn Oct. 7, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: S. Dee Baughman, Pub./Ed., FALLON EAGLE-STANDARD.
National Representatives: American Newspaper Representatives, Inc.

LAS VEGAS, NEV.

1—LOCATION: Clark County (Las Vegas, Nev. SMSA). E&P Map C-5, County Seat. Industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15. 290 mi. NE of Los Angeles; 452 mi. SW of Salt Lake City.

2—TRANSPORTATION: Railroads: Union Pacific;
Motor Freight Carriers: 17.
Intercity Bus Lines: Continental Trailways, Greyhound.
Airlines: Air California, American, Braniff, Capitol, Continental, Delta, Eastern, Frontier, Hughes Airwest, Mackey, Northwest Orient, Pacific Southwest, Pan American, Republic, Texas International, Trans World, United, Western.

3—POPULATION:
Corp. City 70 Cen. 125,787; Loc. Est. 173,103
Primary Mkt. Area-ABC
(70) 273,288; (80) 414,400
County/SMSA 70 Cen. 273,288; Loc. Est. 395,124
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 40,927; Loc. Est. 60,644
County/SMSA: 70 Cen. 101,000; Loc. Est. 156,736
Primary Mkt. Area-ABC
(70) 87,728; (80) 152,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6/64	$1,600,000,000
Sav. & Loan Assn.	7/37	$8,800,000

6—PASSENGER AUTOS: County 261,691

7—ELECTRIC METERS: Residence 162,592

8—GAS METERS: Residence 78,622

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mining 5,000; Construc. 15,500; Transport., Utils. 12,500; Wholesale/Retail Trade 43,300; Fin., ins., R.E. 9,300; Services 30,800; Hotel, Gaming, Recreation 65,900; Gov't (excluding military) 24,700; Nellis AFB 8,111 military & 908 Civ., Nev. Test Site 450. Source: Nevada Economic Security Dept., 179 Annual Av.
Principal Industrial Pay Days: Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-78; Summer 66-118; Fall 44-80; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Las Vegas Is divided east/west by "The Strip" with Boulevard Mall in the east and Meadows Mall in the west. Fashion mall on the Strip opening 1981 with anchor Stores Saks Fifth Avenue, Neiman Marcus, Goldwaters, Diamonds, Bullocks plus 130 boutiques and specialty shops, Boulevard and Meadows Malls each are anchored by Sears, J.C. Penney, Diamonds and Broadway. Boulevard Mall, enclosed, 74 stores. Meadows Mall enclosed, 2levels, 130 Stores.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bonanza Square	2	SuperRx, Builders Village
Boulevard Mall	6	Sears, Penney, Diamond's, Broadway
Charleston Plaza	1	Woolco, Skaggs
College Pk.	2	Zody's
Commercial Ctr.	4	Vegas Village, Von Tobels
Decatur Center	4	Wonderworld, Thrifty Drug
Family Ctr.	6	Lucky Food
Maryland Square	6	Smith's Food King, Wonderworld
Meadows Mall	2	Diamonds, Broadway, Sears, Penney
Parkway Palza	4	Smith's Food King, Western Auto
Plaza Desert Inn	9	Lucky Food
Rancho Center	2	K-Mart, Thrifty Drug
Sunrise City	4	Thrifty Drug, Lucky
Tropicana Pl.	8	Safeway
Tropicana	8	Mayfair Market
Twin Lakes Pl.	2	Skaggs, Thrifty
Westland Mall	4	Woolco

Neighborhood Shopping Centers: Alta-Decatur, Alta at Decatur; 8 blocks on Fremont; Bolero Plaza, Desert Inn at Eastern; Camelot S/C, S. Maryland Pkwy; Carriage Trade Center, 900 E. Sahara; Charleston Bazaar, E. Charleston at Maryland Pkwy; College Park, 25th E. Lake Mead; Commercial Center, 800 E. Sahara; Almond Trade Center, E. Sahara, Central Valley, Flamingo at Boulder Hwy., Charleston Plaza Mall, E. Charleston at Bruce; Franklin Center, Nellis at Boulder Hwy., Decatur Center, Downtown (9 blocks on Fremont); Fashion Square, LV Blvd. S. at Desert Inn Rd; Lucky Center, W. Sahara at Industrial Rd.; Mission Shopping Center, NE Corner of Flamingo Rd. & Maryland Pkwy.; Maryland Square, Twain at Maryland Pkwy; Plaza Desert Inn, Desert Inn at Sandhill; Rancho Plaza, Rancho at Charleston, Sahara Center, LV Blvd. S. at Sahara, Sahara-Decatur Plaza, 4610 W. Sahara; Somerset, 200 Convention Center Dr., Sunrise City, Karen Ave & Maryland Pkwy., Tiffany Square, Maryland Pkwy at Flamingo; Tropicana Plaza, 3430 E. Tropicana; Vegas Village, Vegas Valley Dr. on Fremont; Vegas Village North, 1200 N. Main and LV Blvd. N.; Vegas Village West, Decatur at West Oakey; Village East Plaza, 5025 Eastern; Village Square, 957 E. Sahara, Westgate W. Charleston at Hinson; Westland Mall, 4400 W. Charleston; Wonderworld, Sahara at Vegas View Blvd.; Wonderworld East, E. Ownes at 25th St.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Food, every evening; 30% open 24 hours.

13—RETAIL OUTLETS: Department Stores: Diamond's 2; J.C. Penney 3; Sears 2; Montgomery Ward 1; Vegas Village 3, Broadway 2, Mervyn's 2.
Discount Stores (CZ): Ardan's 2, Gemco 2, Grand Central 2, K-Mart 3, Vegas Village 3, Wonder World 4, Woolco 2, Zody's 2.
Variety Stores: Woolworth 2, Sprouse-Reitz 3, Calavan's 88¢ Store 2; Cornet 1; National Dollar Store; Skaggs.
Chain Drug Stores (CZ): Thrifty Drug 8, Walgreen 3, White Cross 4; SuperRx 1, Skagg's, Sav-On 4.
Chain Food Supermarkets (CZ): Albertsons 8, Alpha Beta 3, Lucky 11, May Fair 2, Safeway 15, Smiths Food King 15, Thriftimart 4, Vons 6.
Other Chain Stores: B. Dalton; Bernina; Big O Tires, Bonds Jewelers; Chandlers Shoes, C.H. Baker, Checker Auto Parts, Chess King; Fashion Conspiracy; Florsheim, Foxmoor Casuals Fredericks; Gallen Kamp, Hallmark, Harris & Frank; Hickory Farms; House hold Finance; House of Fabrics, Jay Bernard, J. Herbert Hall, J. Magnin; Judy's; Karls Shoes; Kinneys, Leeds-Qualicraft, Lerners; Merle Norman, McMahan Furniture; Millers Outpost, Mode O Day; Naturalizer, Porklan Hosiery; Peck & Peck, Pittsburgh Paints, Red Cross Shoes, Sees Candy Show off, Silverwoods, Singer, Size 5-7-9; Standard Brands, Stride Rite, Timex, western Auto, Zales.

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NEVADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,069,165	4,672,839	5,295,015	287	345,418	131	628,970	578	1,036,715	476	897,276	641	657,717	515	246,551	468	211,407	1,356	485,387	128	255,287
STANDARD METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nev.	1,708,529	2,578,061	2,916,398	111	151,732	56	398,040	292	609,405	202	489,847	284	324,538	314	158,841	231	110,116	654	282,664	57	104,558
Reno, Nev.	904,814	1,443,085	1,648,212	91	138,555	30	197,984	150	283,653	164	296,551	149	185,768	122	68,135	150	76,315	340	137,038	37	101,877
COUNTIES, Cities																					
CARSON CITY	130,308	200,809	227,868	18	25,766	6	10,793	27	42,572	33	40,394	20	25,216	23	7,281	32	13,302	70	15,653	8	24,565
Carson City	57,974	200,809	227,868	19	25,766	5	10,793	13	42,572	18	40,394	29	25,216	10	7,281	8	13,302	55	15,653	6	24,565
CHURCHILL	43,528	59,566	66,095	11	5,651	1	3,492	13	15,651	12	18,673	13	9,922	12	2,560	7	680	23	3,097	3	1,728
Fallon	41,008	42,200	42,597	9	3,726	1	2,725	10	11,937	11	10,001	13	3,520	12	697	5	386	20	3,579	3	917
CLARK	1,708,529	2,578,061	2,916,398	111	151,732	56	398,040	292	609,405	202	489,847	284	324,538	314	158,841	231	110,116	654	282,664	57	104,558
Las Vegas	740,089	1,016,096	1,128,355	52	69,877	22	94,221	127	231,254	104	277,329	147	134,915	113	34,287	130	66,094	285	92,661	28	43,298
North Las Vegas	95,356	146,019	165,589	8	3,667	4	35,680	14	55,411	14	6,197	19	22,155	8	2,231	10	3,323	49	18,593	3	8,987
DOUGLAS	46,692	71,305	80,803	7	5,402	2	1,371	8	14,648	7	3,851	13	8,266	13	2,169	16	3,872	31	9,503	5	7,387
ELKO	64,949	85,052	93,672	9	3,262	6	4,796	17	20,979	18	14,284	38	23,666	12	2,934	11	2,451	58	7,804	4	7,503
Elko	53,785	71,307	77,148	9	3,262	2	3,955	9	18,695	15	13,664	25	15,096	11	2,871	11	2,451	37	4,569	4	7,503
ESMERALDA	1,111	2,063	2,428									4	1,614					3	761		
EUREKA	1,481	2,522	2,920	1	96			2	365	1	187	5	1,677					5	543		
HUMBOLDT	36,380	53,971	60,866	6	4,894	2	1,354	11	12,477	5	4,105	21	23,388	5	2,308	5	886	25	5,532	2	2,857
LANDER	9,139	14,673	16,793	5	2,743			6	3,054	1		8	4,695	1	103			15	3,439	2	1,801
LINCOLN	8,541	10,539	11,479	2	731	5	3,430	5	2,244	1	842	9	2,188			1		14	1,549		
LYON	23,580	30,043	32,909	11	2,242	5	771	13	8,056	7	5,360	21	7,639	2	446	6	852	32	3,372	2	[illegible]
MINERAL	16,301	19,539	21,160	3	447	4	2,727	7	3,479	7	3,713	9	4,281	1	401	3	1,908	11	817	1	424
NYE	15,891	29,234	34,314	4	1,566	7	1,279	8	4,590	6	3,269	16	13,337	2	32	2	181	24	6,038	1	
PERSHING	14,404	18,006	19,676	2	638	1	276	4	3,160	6	1,450	15	11,050	2	372			9	1,122	2	349
STOREY	3,257	5,789	6,750			3	325	5	687			1	922					15	2,408		
WASHOE	904,814	1,443,085	1,648,212	91	138,555	30	197,984	150	283,653	164	296,551	149	185,768	122	68,135	150	76,315	340	137,038	37	101,877
Reno	689,142	1,091,541	1,244,889	61	111,696	20	149,361	101	176,233	117	273,411	107	123,712	88	55,795	98	60,300	221	92,705	24	73,247
WHITE PINE	40,260	48,582	52,672	6	1,693	3	2,332	10	11,695	6	14,750	15	9,550	6	969	4	844	27	4,047	4	1,586
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	16,036	20,250	21,655	3	593	3	1,549	6	5,541	6	5,582	10	2,190	6	623		140	14	3,034	4	860

NEVADA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	488,738	761,695	1,884,747	6,807,928	293,237	23,216	2,218	41,486	89,910
STANDARD METROPOLITAN STATISTICAL AREAS									
Las Vegas, Nev.	273,288	428,530	991,494	3,744,282	160,866	23,276	194	679	6,967
Reno, Nev.	121,068	188,709	548,959	2,030,723	76,811	26,438	220	905	3,243
COUNTIES, Cities									
CARSON CITY	15,468	33,330	54,884	264,069	12,231	21,590	13	13	298
Carson City	15,468	33,330	54,884	264,069	12,231	21,590	*	*	*
CHURCHILL	10,513	14,358	33,207	89,145	5,434	16,405	469	4,318	22,058
Fallon	2,959	6,117	9,294	37,766	2,555	14,781	*	*	*
CLARK	273,288	428,530	991,494	3,744,282	160,866	23,276	194	679	6,967
Las Vegas	125,787	184,010	465,398	1,631,126	69,318	23,531	*	*	*
North Las Vegas	36,216	44,151	98,895	272,656	14,062	19,390	*	*	*
DOUGLAS	6,882	18,503	26,276	161,382	7,536	21,415	111	694	5,400
ELKO	13,958	16,759	61,415	112,040	6,424	17,441	224	1,073	18,013
Elko	7,621	10,806	34,126	73,521	4,247	17,311	*	*	*
ESMERALDA	629	1,042	1,867	5,783	534	10,830	28	454	797
EUREKA	948	1,132	4,111	7,539	527	14,306	54	1,034	2,354
HUMBOLDT	6,375	8,907	25,130	58,617	3,500	16,748	151	17,148	5,078
LANDER	2,666	4,359	8,123	24,356	1,633	14,915	50	765	2,966
LINCOLN	2,557	3,948	7,472	24,715	1,490	16,587	81	365	1,730
LYON	8,221	14,269	24,371	91,468	5,305	17,242	290	4,569	8,793
MINERAL	7,051	5,576	25,945	39,369	2,142	18,380	29	120	263
NYE	5,599	8,818	22,044	64,753	3,548	18,251	105	1,093	1,750
PERSHING	2,670	3,205	10,323	23,216	1,333	17,416	101	7,928	7,207
STOREY	695	1,483	2,204	12,778	760	16,813	N.A.	N.A.	N.A.
WASHOE	121,068	188,709	548,959	2,030,723	76,811	26,438	220	905	3,243
Reno	72,863	91,226	339,892	1,009,378	40,503	24,921	*	*	*
WHITE PINE	10,150	8,767	36,922	53,693	3,163	16,975	93	291	2,982
East Ely	1,992	2,222	7,246	13,609	766	17,766	*	*	*
Ely	4,176	4,133	15,054	25,085	1,584	15,836	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1979 Cash Receipts as follows: From Crops $50,342,000, from Livestock & Livestock Products $136,432,000, Total $186,774,000.
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

LAS VEGAS—continued

14—NEWSPAPERS: REVIEW-JOURNAL (e-Mon. to Fri.) 79,292; (e-Sat) 72,200, (s) 87,956; Mar 31, 1980 ABC SUN (m-mon. to Fri.) 56,446; (m-Sat) 52,571; (s) 59,220; Mar, 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jeff C. Haag, Adv. Dir., REVIEW JOURNAL. Bob Preble, Adv. Mgr., SUN.
National Representatives: REVIEW-JOURNAL-Western Dailies. SUN—Landon Associates, Inc.

NORTH LAS VEGAS, NEV.

1—LOCATION: Clark County, E&P Map C-5 (In Las Vegas SMSA). Tourist Area; Southeast part of state, adjacent to Las Vegas. U.S. Hwy. 95; State Hwy. 9, 1, 93; Interstate 15.

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 2.
Intercity Bus Lines: Cont'l Trlwys; Greyhound; Las Vegas-Tonopah-Reno Stage Lines; Sun Valley; Intermountain; Iowa Coaches; Orange Belt; Pac. Trlwys.; Peoria-Rockford; Pioneer Transit; Star.
Airlines: Delta; Frontier; Hughes Airwest; National; TWA; United; Western; Scenic; Braniff; Continental; Texas International; P.S.A.; California Air (Las Vegas).

3—POPULATION:
Corp. City 70 Cen. 36,216; Loc. Est. 41,479
County/SMSA
70 Cen. 273,288; Loc. Est. 395,124
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 9,948; Loc. Est. 13,086
County/SMSA 70 Cen. 87,728; Loc. Est. 146,746

5—BANKS: 3 Commercial,

Valley Bank	N/A
First National Bank of Nevada	N/A
Bank of Nevada 328,797	N/A

6—PASSENGER AUTOS: County 261,691

10-CLIMATE: Min. & Max. Temp.—Spring 38-71; Summer 66-118; Fall 44-82; Winter 26-61. First killing frost, Nov. 15. Last killing frost, Mar. 31.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Charleston Heights		Sears, Safeway
Civic Center Plz.	22	Sears, Zody's, Smiths Food King
College Park	33	Skaggs Drugs, TG&Y, Thriftmart
Commercial Center	27	Vegas Village
Decatur	17	Smith's Food King, Thrifty Drugs
Golden West	11	Food fair
Parkway Plaza	5	Food fair
The Meadows	154	Sears, Penney's, Diamonds, The Broadway

13—RETAIL OUTLETS: Department Stores:
Discount Stores (CZ): K-Mart.
Chain Food Stores: Smiths Food King; Thriftimart.

14—NEWSPAPERS: VALLEY TIMES (m-ex Sat.) 9,341; (S) 9,341; Sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Tom Nelms, National Sales Mgr., VALLEY TIMES.
National Representatives: None.

RENO, NEV.

1—LOCATION: Washoe County, E&P Map A-2 (In Reno SMSA). Situated at the eastern base of the Sierra Nevada Mountains. 32 mi. NW by N of Carson City; Reno is 227 hwy. mi. east of San Francisco via Interstate 80. On U.S. Hwys. 395, I-80.

2—TRANSPORTATION: Railroads: Southern Pacific; Western Pacific; Union Pacific; Amtrak.
Motor Freight Carriers: 19.
Inter-State Bus Lines: Continental Trailways; Gayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines: United; Air California; American; Braniff; Delta; Hughes Airwest; PSA; TWA; Western.

3—POPULATION:
Corp. City 70 Cen. 72,863; Loc. Est. 87,[illegible]
CZ ABC: (70) 114,192; (80) 168,700
RTZ-ABC: (70) 64,751; (80) 105,300
County/SMSA 70 Cen. 121,068; Loc. Est. 181,461
City & RTZ-ABC: (70) 178,943; (80) 274,000
Demographic Information available from Newspapers. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 26,870; Loc. Est. [illegible]8,299
County/SMSA 70 Cen. 41,762; Loc. Est. 73,086
CZ ABC: (70) 39,269; (80) 66,900
RTZ-ABC: (70) 20,976; (80) 39,300
City & RTZ-ABC: (70) 60,605; (80) 106,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	6	$1,081,254,768
Commercial Banks	5	$2,481,824,823

6—PASSENGER AUTOS: County 120,490

7—ELECTRIC METERS: Res. & Bus. 83,010

8—GAS METERS: Res. & Bus. 47,810

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Const. 8,900 ($457); Mfg. 8,600 ($257); Transp. Comm. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin. Ins. & Real Est. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gvt. 15,000 ($307); Education 5,600 ($232).
Principal Industrial Pay Days: 10-20, 15-30.

10-CLIMATE: Min. & Max. Temp.—Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29. Last killing forst, June 29.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: Downtown; 10 blocks on Virginia St. and Sierra St. and connecting streets. Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers: Value Center, S. Virginia St.; Keystone Square, Keystone Ave.; Lakeside Plaza, Plumb Ln.; Plaza, 4th St.; Pyramid Park, Kietzke Lane; Ideal Moana Ln.; Old town Mal-So Virginia; Meadowood Mall-So Virginia Village, California Ave.; Clarkson's Plaza, Gentry Way; Town & Country, Vassar Way; Del Monte, S. Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae Sr.; K-Mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Village, Denslow Dr.; Bonanza Square, N. Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plaza, Prater Way; Ross Plaza, Rock Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lakeside Plaza	21	Albertson's, Thrifty
Park Lane Ctr.	64	Sears, Weinstock's
Moana West	30	
Shoppers Sq.	51	Radio Shack, Mayfair, Skagg's
Old Town Reno	50	Breuner's, Eagle
McCarran Plaza	19	Merbyn's, Warehouse, Lawrence's, Safeway, Skaggs
Meadowood Mall	110	Macy's J.C. Penney, Joseph Magnin

Principal Shopping Days: Department Stores—Thu., Fri. & Sat.; Food—Every night.
Stores Open Evenings: Food—Every night.
Stores Open Sundays: Food and 35% retail.

13—RETAIL OUTLETS: Department Stores: Sears; Montgomery Ward; J.C. Penney; Gray Reids; Weinstock; Mervyn's; Macy's, Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores: Woolworth 2; Sprouse-Reitz 3.
Discount Stores (CZ): K-Mart 2; Skaggs; Grand Central.
Chain Drug Stores (CZ): Skaggs 2; Thrifty; Pay-Less; Raley's 5; Rexall 4.
Chain Food Supermarkets: Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco 1; Seven-Eleven 17.
Other Chain Stores: Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lemer; J. Magnin; Fallenkamp; Mode O'Day; Lan[illegible]; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Raido Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B. F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furniture.

14—NEWSPAPERS: NEVADA STATE JOURNAL (m) 31,531; GAZETTE (e) 24,473; Comb (m&e) 56,004; GAZETTE JOURNAL (S) 49,554; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Skinner, Adv. Dir., Larry Nyland, Mkt. Dir., Reno Newspapers, Inc.
National Representatives: Gannett Newspapers.

NEW HAMPSHIRE SURVEYS

NEW HAMPSHIRE STANDARD METROPOLITAN STATISTICAL AREA

Manchester, N.H.—Manchester city; Bedford and Goffstown towns in Hillsborough County, N.H.; Allenstown, Hookset and Pembroke towns in Merrimack County, N.H.; Derry and Londonderry towns in Rockingham County, N.H.

Nashua, N.H.—Nashua city; Amherst, Hudson, Merrimack and Milford towns in Hillsborough County, N.H.

Lawrence-Haverhill, Mass.-N.H.—Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimack, Methuen, North Andover, Salisbury and West Newbury towns in Essex County, Mass.; Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem and Windham towns in Rockingham County, N.H.

Lowell, Mass.-N.H.—Lowell City; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

NEW HAMPSHIRE RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	140	240	361
General Mdse.	244	353	531
Food	497	826	1,252
Automobiles	385	649	792
Gasoline Stations	137	237	459
Apparel	86	135	208
Furniture	73	122	177
Eat-Drink Places	124	253	367
Drugs	41	[illegible]78	116
Total Sales	2,038	3,387	5,076

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

STANDARD CONSOLIDATED STATISTICAL AREAS

Boston-Lawrence-Lowell, Mass.-N.H.—Includes Boston, Mass. SMSA; Brockton, Mass. SMSA; Lawrence-Haverhill, Mass.-N.H. SMSA; Lowell, Mass.-N.H., SMSA.

NEW HAMPSHIRE POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	65	66	76
5-14 Years	149	142	132
15-24 Years	126	167	154
25-44 Years	171	262	291
45-64 Years	149	175	173
65 and Over	78	103	109
TOTAL	738	917	935

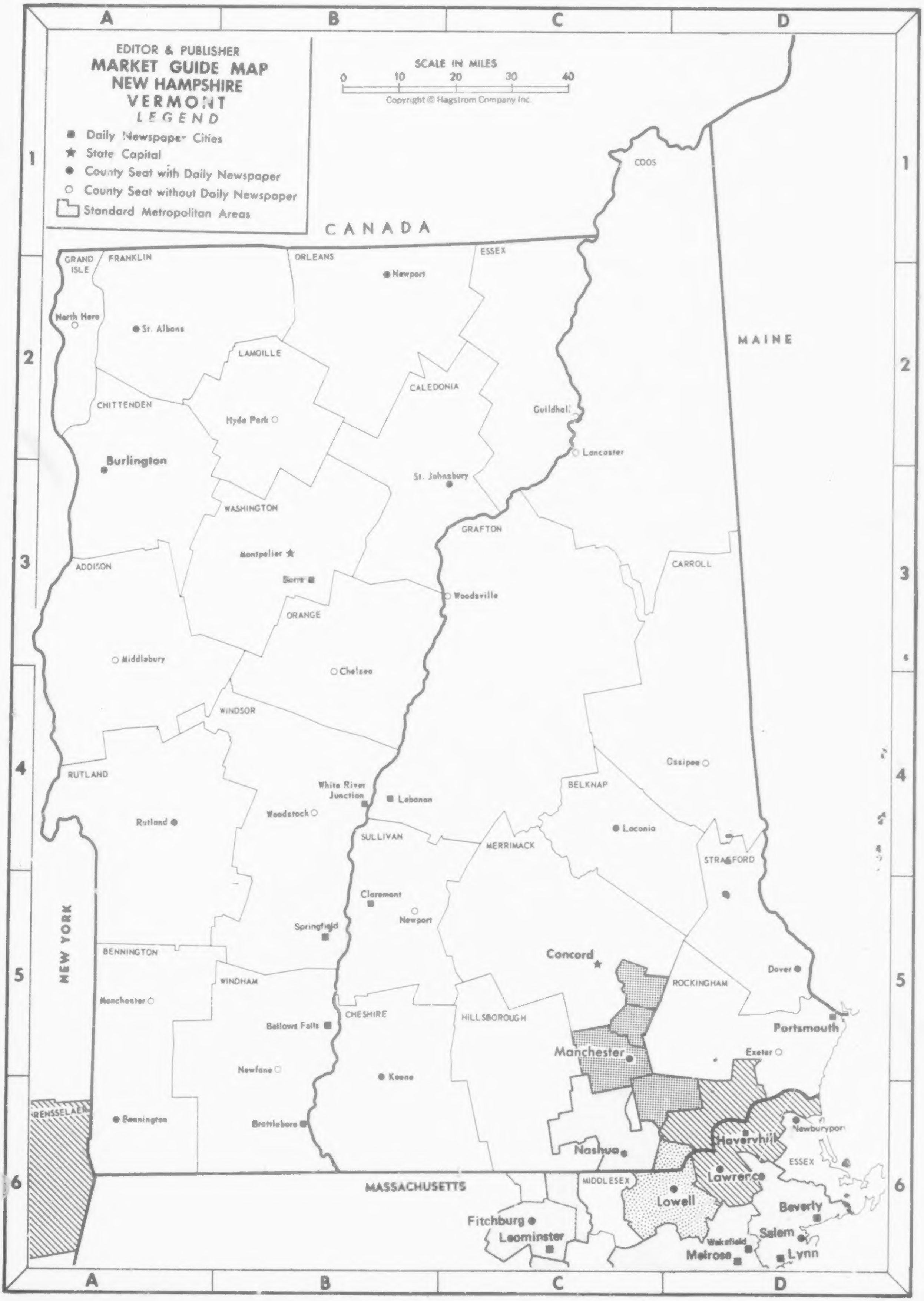
Based on U.S. Census

CLAREMONT, N.H.

1—LOCATION: Sullivan County, and Springfield, Vt. E&P Map B-5. Shopping Center for 35 mi. radius in N.H. and Vt. Center for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12 and 103; Near 191 & 189.

2—TRANSPORTATION: Railroads: Boston & Maine, Claremont & Concord.
Motor Freight Carriers: 13.
Intercity Bus Lines: Vt. Transit; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 14,221; Loc. Est. 14,195
CZ-ABC: (70) 14,221; (80) 13,500
RTZ-ABC: (70) 48,326; (80) 53,200
CZ & RTZ-ABC: (70) 62,547; (80) 66,700
County 70 Cen. 30,949; Loc. Est. 34,901
Demographic Information available from Newspaper. See paragraph 14.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
10
20
30
40
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A
B
C
D
1
2
3
4
5
6
CANADA
MAINE
NEW YORK
MASSACHUSETTS
COOS
GRAND ISLE
North Hero
FRANKLIN
St. Albans
ORLEANS
Newport
ESSEX
LAMOILLE
Hyde Park
CALEDONIA
CHITTENDEN
Burlington
Guildhall
Lancaster
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
ADDISON
CARROLL
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
BELKNAP
Woodstock
Rutland
SULLIVAN
MERRIMACK
Laconia
STRAFFORD
Claremont
Newport
Springfield
Concord
BENNINGTON
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Nashua
Haverhill
Newburyport
ESSEX
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

CLAREMONT—continued

4—HOUSEHOLDS:
City 70 Cen. 4,796; Loc. Est. 5,619
County 70 Cen. 10,017; Loc. Est. 13,064
CZ-ABC: (70) 4,796; (80) 5,200
RTZ-ABC: (70) 15,406; (80) 19,500
CZ & RTZ-ABC: (70) 20,202; (80) 24,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$64,017,000
Commercial Banks	3	$53,965,000

6—PASSENGER AUTOS: County 18,980 (1977)

7—ELECTRIC METERS: Residence 4,000

8—GAS METERS: Residence 1,350

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Durables & Precision Machine in Vt. 3,000 ($200); N.H. 3,300 ($192); Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($160); N.H. 2,300 ($165).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-66; Summer 54-80; Fall 24-58; Winter 8-40. First killing frost, Sept. Last killing frost, June 7.

11—TAP WATER: Acid, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers: 2 blocks on Washington St.; 1 on Maple Ave.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Upper Valley Plaza (-)	25	Rich's Purity Supreme, K-Mart
Lebanon Mall (-)	25	Curriers, IGA
Miracle Mall (-)	25	Giant, Super Duper
Springfield Plaza (22)	16	Britt's Young's, Sears, Rexall Super Duper, Grand Union
Washington Street Plaza (-)	-	-
Kings Shopping Center (3)	-	P&C Market, Kings

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri. Super Markets every evening til 11:00 P.M.

13—RETAIL OUTLETS: Department Stores: Sears, Merit's, King's, Furman's; Marson's; J.C. Penney; Britts.
Variety Stores: Woolworth, Fishman.
Chain Drug Stores (CZ): Rexall; Adams, General Sales.
Chain Food Supermarkets: First National, Jiffy Marts; IGA, P&C; Grand Union; Dixon's 6.
Other Chain Stores: Puritan, W. E. Aubuchon; Western Auto; Sherwin-Williams; Standatd Automotive; Goodyear.

14—NEWSPAPERS: EAGLE-TIMES (e-Mon. to Fri.) 9,741; (S) 9,859; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Terry Rousseau, EAGLE-TIMES.
National Representatives: Landon Associates, Inc.

CONCORD, N.H.

1—LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 9, 3A, 36, 13, 103, 106.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 10
Intercity Bus Lines: Capital; Vermont Transit; Greyhound; Continental Trailways; Whitney's; Interstate.
Airlines: Precision Airlines.

3—POPULATION:
Corp City 70 Cen. 30,022; Loc. Est. 33,000
CZ ABC: (70) 30,022; (80) 28,400
RTZ-ABC: (70) 62,127; (80) 82,000
County 70 Cen. 80,925; Loc. Est. 102,000
City & RTZ-ABC: (70) 92,149; (80) 110,400

4—HOUSEHOLDS:
City 70 Cen. 9,136; Loc. Est. 11,900
County 70 Cen. 24,498; Loc. Est. 35,000
CZ ABC: (70) 9,139; 9,900
RTZ-ABC: (70) 18,859; (80) 28,500
City & RTZ-ABC: (70) 27,998; 38,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$223,650,000
Sav. & Loan Assn.	2	$9,702,000
Commercial Banks	3	$77,616,000

6—PASSENGER AUTOS: County 61,141 (1977)

7—ELECTRIC METERS: 13,247

8—GAS METERS: 5,998

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Gov. 9,000 ($230); Ptg. & Pub. 1,300 ($260); Electronics 1,480 ($250); Leather 853 ($195); Stone & Clay 220 ($216); Wood products 848 ($188); Textiles & apparel 789 ($114); Contracting/bldg. 1,600 ($215).
Principal Industrial Pay Days: Thu. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28. Last killing frost, May 5.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main, 3 on State; 2 each on Pleasant, Warren School, Capitol and Park.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Arena	6	King's, IGA
Capitol	12	Zayre, Howland, Stop & Shop
Eddy Plaza	9	Osco, Shaws, Rich's
Bradlees	-	Bradlees

Other Neighborhood Shopping Centers: Penacook; West Concord; East Concord; Concord Heights; South Street at Clinton and Broadway.
Principal Shopping Days: Wed., Thu., & Fri.
Stores Open Evenings: Fri. Some, every night.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Sears; Montgomery Ward (catalog); Howland.
Variety Stores: Woolworth, Newberry.
Discount Stores (CZ): Bradlees, Alchs, Zayres; King's.
Chain Food Supermarkets: A&P 2, First Nat'l., Mr. Grocer 3; Stop & Shop; IGA; Shaw's, Grand Union.
Other Chain Stores: Scott Jewelry; Sherwin-Williams; Rosen's, Endicott-Johnson; Singer Co., Goodyear, Carroll, So-Fro, Fletcher's Paint; Toy Center, Solomons, Allied Radio Shack, Bradlee's, Grossman's Lumber, Eagle Furniture, Ralph Pill Electric, Martin's-Hosiery, Lafayette Radio; Firestone; Wickes Lbr.; CVS, Duffey's; Car-Go; Rich's; Osco.

14—NEWSPAPERS: MONITOR (e) 20,064; Mar. 31, 1980, ABC.
Local Contact for Advertising and Merchandising Data: George W. Wilson, Pub.; Loren G. Osborn, Adv. Dir., MONITOR.
National Representatives: Landon Associates, Inc.

DOVER, N.H.

1—LOCATION: Strafford County, E&P Map D-5, County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE, part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 32
Intercity Bus Lines: Trailways; Greyhound; York Lines; Dineen; Michaud; Airport Limousine Service.

3—POPULATION:
Corp City, 70 Cen. 20,850; Loc. Est. 21,771
County 70 Cen. 70,431; Loc. Est. 85,486
Primary Mkt. Area ABC: (70) 69,630; (80) 83,700
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 6,514; Loc. Est. 8,094
County 70 Cen. 20,715; Loc. Est. 29,783
Primary Mkt. Area ABC: (70) 20,418, (80) 27,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$81,950,000
Sav. & Loan Assn.	2	$59,795,000
Savings	4	$359,745,000

6—PASSENGER AUTOS: County 47,102 (1977)

7—ELECTRIC METERS: Residence 9,886

8—GAS METERS: Residence 1,724

9— PRINCIPAL INDUSTRIES (CZ): Submarines, Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Electrical components; Fiber goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Products; Mica Products; Steel Fabricators; Leather Products; Shoes, Counter, Findings & Heels.

11—TAP WATER: Acid, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Rochester Mall	10	
Lilac City Mall	28	
Dover/Central Av.	2	Sawyer-Siegels, Star Mkt.
Somersworth	10	
Tri-City Plaza	14	
Dover		A&P, IGA, Shaw's
Newington Mall	65	

Principal Shopping Days: Thurs., Fri.
Stores Open Evenings: Discount, Variety & Food.

13—RETAIL OUTLETS: Dept.-Variety Stores—Montgomery Ward; King's Dept.; Brooks; Rich's; Globe Purity Supreme; Radio Shack; K-Mart; J.C. Penny; Value House.
Discount Stores (CZ): Sawyer Mills Factory Outlet; Bradlees, Siegel City, J. M. Fields; Porteous, Value House; Pease Air Base PX.
Chain Food Supermarkets: A&P 4; Dan's; Star Mkt.; Shaw's; Purity Supreme; IGA; S&S Foods; Hanaford Bros. (Shop 'N Save). Demoulas;
Other Chain Stores: Western Auto Store; Sears (catalog).

14—NEWSPAPERS: FOSTER'S DEMOCRAT (e) 19,970; Mar. 31, 1980. ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Dir. of Sales/Marketing FOSTER'S DEMOCRAT.
National Representatives: Landon Associates, Inc.

HANOVER, N.H.

See LEBANON, N.H.

KEENE, N.H.

1—LOCATION: Cheshire County, E&P Map B-6, County Seat. Industrial center in SW part of State on State Hwys. 9, 10, 12 and 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 14.
Intercity Bus Lines: People's; Vermont Transit.
Airlines: Air New England; Precision Airlines.

3—POPULATION:
Corp. City 70 Cen. 20,467; Loc. Est. 21,368
Primary Mkt. Area (70) 52,364, (80) 60,900
County 70 Cen. 52,364; Loc. Est. 61,210

4—HOUSEHOLDS:
City: 70 Cen. 6,479, Loc. Est. 7,989
County: 70 Cen. 16,275; Loc. Est. 22,[illegible]32
Primary Mkt. Area (70) 16,275; (80) 2[illegible],600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$177,675,855
Sav. & Loan Assn.	1	$28,107,513
Commercial Banks	3	$90,430,066

6—PASSENGER AUTOS: County 35,046

7—ELECTRIC METERS: Residence 16,000

8—GAS METERS: Residence 1,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg. Wkly. Wage)—Manufacturing 4,167 ($284); Durable goods 3,605 ($298); Nondurable goods 562 ($197); Non manufacturing 7,802 ($185) —Total all industry 11,969 ($220).
Principal Individual Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 8-77; Summer 41-94; Fall 18-79; Winter—12-51. First killing frost, Oct. 5. Last killing frost, May 8.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: Central Sq., 4 blocks on Main St.; 1 on West St.; 1 on Roxbury St.; 1 on Washington St.; 1 on Marlboro St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Fairbanks	15	King's, Mont. Ward
Keene Plaza	2	Kings, First Natl.
Riverside Plaza	12	IGA, Bradlees

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri. Main St., Shopping Centers every night.
Stores Open Sun.: 12 noon to 6

13—RETAIL OUTLETS: Department Stores: Goodnow's, The Mart, Kings, Bradlees.
Variety Stores: Woolworth, Jupiter.
Discount Stores: King's 2.

NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,387,452	4,666,851	5,075,714	512	360,539	321	531,386	1,182	1,251,814	661	791,865	704	459,047	538	208,413	660	177,060	1,542	366,743	209	115,649
STANDARD METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Mass.-N.H.	396,323	1,056,429	1,109,798	96	53,011	76	124,684	268	273,454	148	155,110	193	100,129	158	76,209	175	51,966	488	95,593	77	32,378
Lowell, Mass.-N.H.	595,002	714,647	754,528	52	32,470	59	95,465	183	201,654	98	112,871	141	82,402	70	30,052	102	20,572	297	57,288	63	25,078
Manchester, N.H.	623,410	805,847	866,659	63	57,055	38	140,993	183	176,351	103	144,461	113	79,266	104	38,023	114	31,762	235	62,525	33	19,145
Nashua, N.H.	441,982	601,083	654,116	49	40,161	25	66,738	110	166,648	71	114,665	70	53,091	60	36,726	86	30,549	150	43,961	28	16,324
COUNTIES, Cities																					
BELKNAP	183,572	238,025	255,530	33	32,905	20	18,544	77	62,928	50	43,462	39	20,167	33	10,959	47	9,201	82	15,841	11	6,418
Laconia	98,226	121,484	129,174	13	8,730	3	3,354	38	31,292	27	29,909	18	12,149	26	8,978	26	6,386	38	10,238	7	3,624
CARROLL	116,662	156,264	168,811	24	20,037	22	7,844	69	41,749	25	16,482	42	17,342	24	5,451	35	5,128	102	17,333	8	2,674
CHESHIRE	188,331	242,322	259,732	32	14,216	22	24,582	81	71,171	51	38,381	43	23,291	29	7,722	39	8,884	91	18,882	9	4,255
Keene	133,696	173,399	186,134	15	10,305	11	22,419	33	49,100	25	34,432	21	15,029	22	7,469	29	7,291	40	11,643	5	3,575
COOS	117,137	127,105	131,784	25	9,846	22	11,985	59	34,622	28	20,133	35	12,886	23	4,070	20	3,299	71	8,637	13	2,738
GRAFTON	263,124	323,457	343,574	48	20,778	40	37,213	114	90,216	69	38,290	80	37,016	49	11,846	53	11,584	142	27,766	20	6,728
Hanover	25,967	32,246	34,339	1	212	2	1,253	7	9,695	1	319	4	2,827	10	3,725	6	1,293	12	3,763	2	833
Lebanon	95,374	116,936	124,123	10	8,585	9	25,030	20	28,718	11	13,691	20	11,850	10	3,453	13	4,619	21	7,044	4	2,087
HILLSBOROUGH	1,014,337	1,343,470	1,448,522	110	87,104	71	186,245	304	332,218	176	239,797	183	127,087	163	72,435	188	57,131	379	103,626	63	35,750
Manchester	389,715	485,815	517,492	29	25,765	24	59,041	127	98,862	70	105,951	77	53,349	83	25,289	71	18,304	158	45,863	24	17,335
Nashua	338,575	460,109	498,403	24	26,258	18	62,881	67	111,808	40	98,430	43	37,894	43	34,112	61	23,465	99	31,219	19	11,323
MERRIMACK	356,071	478,660	517,426	50	37,245	25	60,378	114	117,782	58	91,302	85	65,587	45	13,533	59	13,021	154	33,505	18	12,808
Concord	197,427	266,592	288,438	22	19,823	11	29,184	48	59,376	31	57,161	40	45,663	26	8,944	33	7,507	65	19,548	8	7,156
ROCKINGHAM	764,620	1,239,394	1,389,660	119	92,992	62	138,428	207	363,222	126	210,193	110	109,735	110	61,015	142	49,306	343	106,251	36	26,671
Portsmouth	178,633	282,856	315,700	17	18,611	7	17,483	44	51,997	21	62,044	26	38,046	27	14,123	31	13,255	68	29,782	8	4,012
STRAFFORD	267,958	362,733	392,680	45	24,871	25	37,098	103	94,082	41	63,534	58	32,509	39	13,650	47	13,738	134	29,398	19	13,412
Dover	99,252	130,391	140,3[illegible]	11	8,275	4	9,895	25	23,496	11	23,108	16	11,200	12	7,171	24	9,322	43	12,114	6	3,080
SULLIVAN	115,640	155,421	167,995	26	20,545	12	9,069	54	43,824	40	30,291	29	13,427	23	7,732	30	5,768	44	9,502	12	4,195
Claremont	69,219	91,961	99,167	10	8,559	4	2,624	28	27,984	23	19,991	12	8,056	17	5,252	17	4,450	19	3,928	6	2,473

Chain Drug Stores: Bullard & Shedd Rexall; Adams Drug.
Chain Food Supermarkets: First National; Grand Union, O.K. Fairbanks 2, Wilbers 2; IGA.
Other Chain Stores: Goodyear; Sears Roebuck, Endicott-Johnson, Montgomery Ward (catalog); W. E. Aubuchon; Merrimack Farmers Exchange; Sherwin-Williams; S&H Green Stamps; Fletcher's Paint, Grossmans; Cashway Sales; R&R Jewelers; Fayus, Dexter, Famolare.

14—NEWSPAPERS: SENTINEL (e) 12,545, Mar. 31, 1980 ABC.
Local Contact forAdvertising and Merchandising Data: Colin Lyle, Adv. Mgr., SENTINEL.
National Representatives: Landon Associates, Inc.

LACONIA, N.H.

1—LOCATION: Belknap County, E&P Map C-4, County Seat. In central New Hampshire on Daniel Webster Hwy. U.S. Route 3.

2—TRANSPORTATION: Railroads: Boston & Maine.
Motor Freight Carriers: 8.
Intercity Bus Lines: Interstate; Trailways; Concord Coach.
Airlines: Precision.

3—POPULATION:
Corp City 70 Cen. 14,888, Loc. Est. 15,148
CZ ABC: (70) 14,888; (80) 15,000
RTZ-ABC: (70) 53,760; (80) 71,200
County 70 Cen. 32,367; Loc. Est. 40,357
City & RTZ-ABC: (70) 68,648, (80) 86,200

4—HOUSEHOLDS:
City 70 Cen. 4,653, Loc. Est. 5,756
County 70 Cen. 10,219, Loc. Est. 15,288
CZ ABC: (70) 4,653, (80) 5,400
RTZ-ABC: (70) 16,943; (80) 25,700
City & RTZ-ABC: (70) 21,596; (80) 31,100

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$68,970,000
Savings	2	$117,734,989
Savings & Loan	1	$45,000,875

6—PASSENGER AUTOS: County 6,824 (1977).

7—ELECTRIC METERS: Residence 15,000.

8—GAS METERS: Residence 1,950.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Engineering 125, Woodstove Mfg. 65; Woodworking 250, kniting 235, Gen. Mfg. 746; Electronics 400.
Principal Pay Days: Thu., Fri.

10-CLIMATE: First killing frost, Oct. 1. Last killing frost, May 15.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St., 1 on Court St., 1 on Union Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Plaza	4	King's
Keller's Plaza	3	Globe Discount
Lake Region	2½	Osco, K-Mart Star Mkt., Radio Shack, Sears
Belknap Mall	14	Shaw's, Zayres CVS, Garlands
Franklin	10	Rite Aid, Steenbek, Newberry
Capital	26	Britt's
Concord	26	Shaws, Richs, Kings, Howlands

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: O'Shea's; King's, K-mart, Zayre.
Variety Stores: Newberry's.
Discount Stores: Clobe.
Chain Drug Stores (CZ): Rexall 2; Osco, CVS, Value Plus.
Chain Food Supermarkets: First National, IGA; Dan's Star Mkt., Shaw's.
Other Chain Stores: Western Auto; Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co., Sears (catalog), Engdicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14—NEWSPAPERS: CITIZENS (e) 8,411, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchanidsing Data: C. Richard Buckman, Adv. Mgr., CITIZEN.
National Representatives: Landon Associates, Inc.

LEBANON-HANOVER, N.H.- HARTFORD, VT.

1—LOCATION: Grafton County, N.H., Windsor County, Vt. E&P Map B-4. Manufacturing and industrial center. At junction of Mascoma, Connecticut and White Rivers, 123 mi. from Springfield, Mass.; 142 mi. from Boston, Mass.; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; N.H. Hwys. 120, 10, 12A, Vt. Hwys. 14, 10A.

2—TRANSPORTATION: Railroads: Boston & Maine; Vermont Central, Canadian Pacific, Candaina National, Amtrak.
Motor Freight Carriers: 11.
Intercity Bus Lines: White River Vermont Transit; Boston & Main; Greyhound.
Airlines: Air New England.

3—POPULATION:
Corp Cities 70 Cen. 24,696, Loc. Est. 27,212
Counties:
Grafton, N.H. 70 Cen. 54,914; Loc. Est. 62,934
Windsor, Vt. 70 Cen. 44,082; Loc. Est. 49,210
Primary Mkt Area ABC (70) 23,580, (80) 30,300

4—HOUSEHOLDS:
Cities 70 Cen. 7,231; Loc. Est. 9,583
Counties:
Grafton(N.H.) 70 Cen. 19,975; Loc. Est. 23,164
Windsor (Vt.) 70 Cen. 16,000, Loc. Est. 18,186

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$120,290,449
Sav. & Loan Assns.	1	$7,800,000
Commercial Banks	5	$177,924,327

6—PASSENGER AUTOS: Counties ,Grafton Co (N.H.) N.A., Windsor Co. (Vt.) N.A.

7—ELECTRIC METERS: Residence 7,864.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machine Tool 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-53, Summer 54-77, Fall 37-57, Winter 9-29.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: Several blocks in each town in Cmty Zone. Upper Valley Shopping Plaza; West Lebanon Shopping Plaza.
Principal Shopping Days: Wed., Thu., Fri., Sat.
Stores Open Evenings: Fri., Mon., Thru Sat. in Plazas.

13—RETAIL OUTLETS: Department Stores: Currier, K-Mart; J.C. Penney; Surprise, Ward's; Campion's, Town Country; Brown's, Sherwin-Williams; Bridgman's; Fletcher's; Panache; Dartmouth Co-op; Greydon Freeman; Powers; Briggs; Shopping International; Hildreth's; Shoetorium; Dulac's; Nugents; Fayva Shoe; Beaconway; Hirschs; Kings; Hills; Merit's; David Heller; A&S Office Concepts; Carroll Reed Conual; Johnson's Home Ctr.; Dulac's; Singer; J&D Auto; Bedpost.
Discount Stores (CZ): J.W. Barber; Rich's; Daxter Shoe.
Variety Stores: Newberry; Woolworth.
Chain Drug Stores (CZ): Rexall 3; Big L.
Chain Food Supermarkets: P&C 5; First Mational; IGA; Purity Supreme; Lebanon IGA; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores: Aubuchon; Army & Navy; Agway; Feed; Seven States; Western Auto; Sears; Montgomery Ward; Midas Muffler; Trustworthy; Tru-Value; Radio Shack.
Fast Food Outlets: Burger King; Pizza Hut; McDonalds; Papa Gino; A&W; Subway; Kentucky Fried Chicken.

14—NEWSPAPERS: VALLEY NEWS (e) 13,072, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS.
National Representatives: Landon Associates, Inc.

MANCHESTER, N.H.

1—LOCATION: Hillsborough County, E&P Map C-6 (SMSA). Industrial, Wholesale & Retail Center; 55 mi. NW of Boston, 65 mi. NNE of Worcester, in south central part of State. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; Interstate 93,293.

2—TRANSPORTATION: Railroads: B.&M.
Motor Freight Carriers: 33.
Intercity Bus Lines: Vermont Transit; Concord Trailways; Peoples.
Airlines: Bar Harbor; Precision; Pilgrim.

3—POPULATION:
Corp. City 70 Cen. 87,754; Loc. Est. 81,491
CZ ABC: (70) 113,841; (80) 127,100
RTZ-ABC: (70) 185,618; (80) 248,300
County 70 Cen. 223,941; Loc. Est. 273,875
SMSA 70 Cen. 132,512; Loc. Est. 150,649
CZ & RTZ ABC: (70) 299,459; (80) 375,400

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 28,807; Loc. Est. 31,614
County 70 Cen. 68,236; Loc. Est. 97,104
SMSA 70 Cen. 41,486; Loc. Est. 55,430
CZ ABC: (70) 35,826; (80) 44,900
RTZ-ABC: (70) 55,979; (80) 85,200
City & RTZ-ABC: (70) 91,805; (80) 130,100

5—BANKS: 8 Banks & Branches; Time deposits total $1,136,530,248, demand deposits total $241,939,278. 1 Savings & Loan Assn., Deposits total $220,192,148.

6—PASSENGER AUTOS: County Est. 167,256.

7—ELECTRIC METERS: Res. 51,974.

8—GAS METERS: All 15,724.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg. Wkly. Wage) Lumber, Wood Prod., Furn., 750 ($177); Electrical, Electronic, Mach., 6200 ($202); Metal Prodvcts 600 ($218); Printing, Paper, 850 ($292); Textiles & Apparel 2,250 ($178); Food 1,000 ($242).

Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11—TAP WATER: Slightly acid, very soft.

12—RETAILING: Principal Shopping Center: 25 blocks on Elm St., North to South, Harrison to Hayward Easterly and Westerly one block, excepting Bridge, 2 blocks; Hanover, 3 blocks.

Neighborhood Shopping Centers: Granite St. So. Main 6 blocks; Pinard St. & Mast Rd., 7 blocks, Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks; So. Maple St., & So Willow 14 blocks, W. Bridge St. & McGregor, 3 blocks; Valley St. & Mammoth Rd., 3 blocks; Lake Av. & Massabesic St., 3 blocks; Webster St. & D. W. Hwy. N. 16 blocks.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
New Hampshire Mall	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth's, Star Mkt.
Victor Plaza	2	Ferretti's, Lord's
Bedford Mall	5	Alexander's, Montgomery Ward
Hampshire Plz.	Downtown	Lynch's
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K-Mart Hooksett	5	K-Mart, Shaw's
K-Mart(So Willow (S)	5	K-Mart, Kostkutter
McGregor St.	2	Osco, Star
Goffstown Plz.	6	Stuart's, Shaw's

Principal Shopping Days: Mon., Thurs., Fri., Sat.
Stores Open Evenings: Shopping Centers, Discount Stores. Supermarkets, Neighborhood; Gen. Merch-Thurs.
Stores Open Sundays: Shopping Centers, Supermarkets; Neighborhood.

13—RETAIL OUTLETS: Department Stores: Sears; Hills; Machinist's; Jordan Marsh; Moreau's; Filene's; Lechmere; Almy's.
Variety Stores: Woolworth's.
Discount Stores (CZ): Mammoth Mills; Zayre; Bradlees; Big L; CVS; Toy City; Lord's; Osco Drug; Caldor; 606; K-Mart; Stuart's.
Chain Drug Stores: Gosselin 3; Osco 2; Hospital Pharm. 2.
Chain Food Supermarkets: Grand Union 2; Ferretti's 2; Star Mkt. 3; Alexander's 2; Bi-Wise 2; Shaw's 2; Superfine 4.
Other Chain Stores: Aubuchon Hdwe., Singer; Noyes Tire; Thom McAn; Radio Shack; Stowells; Sherwin-Williams; Gingiss; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Alves Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Fayva Shoe; Curtis Mathes; Agway; Merrimack Farm; Grossman's; Florsheim Shoe; Kay Jewelers; Plywood Ranch; Wickes Lumber; Tagway Shoe; Karten's; Hickory Farms; A. S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith, Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms, Docktor Pet; Photo Corral; Mothercare, Sno Fro Fab., Zales Jewelers; Riteaid; Spencer Gifts; Pearle Vision; B. Dalton, Book seller.

14—NEWSPAPERS: UNION LEADER (All Day) 63,389; NEW HAMPSHIRE SUNDAY NEWS (S) 66,177, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising: Richard H. Becker, V.P. Sales; Market Data: D.P. Bliven, Director, R&D. UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

NASHUA, N.H.

1—LOCATION: Hillsborough County, E&P Map C-6 (Nashua WMSA). County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2—TRANSPORTATION: Railroads: Boston & Maine.

NEW HAMPSHIRE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	737,681	917,215	2,385,867	7,071,249	332,042	21,296	2,821	17,453	54,139
STANDARD METROPOLITAN STATISTICAL AREAS									
Lawrence-Haverhill, Mass.-N.H.	258,564	250,280	969,428	2,084,227	92,720	22,479	N.A.	N.A.	N.A.
Lowell, Mass.-N.H.	218,268	209,662	805,947	1,637,596	69,564	23,541	N.A.	N.A.	N.A.
Manchester, N.H.	132,512	150,136	449,144	1,181,302	55,834	21,157	N.A.	N.A.	N.A.
Nashua, N.H.	86,280	115,565	326,306	947,032	41,036	23,078	N.A.	N.A.	N.A.
COUNTIES Cities									
BELKNAP	32,367	41,073	109,028	318,362	15,709	20,266	135	466	1,451
Laconia	14,888	15,385	51,072	122,607	5,902	20,773	*	*	*
CARROLL	18,548	27,402	54,758	201,689	10,778	18,713	126	549	1,370
CHESHIRE	52,364	62,854	163,734	481,965	23,111	20,854	284	536	10,585
Keene	20,467	21,953	66,867	178,817	8,310	21,518	*	*	*
COOS	34,291	37,373	111,589	241,500	13,648	17,695	226	638	4,747
GRAFTON	54,914	62,976	178,598	485,102	23,350	20,775	441	958	8,562
Hanover	8,494	9,863	24,385	67,063	2,687	24,958	*	*	*
Lebanon	9,725	11,077	33,893	91,435	4,732	19,323	*	*	*
HILLSBOROUGH	223,941	273,339	768,385	2,171,308	97,977	22,161	420	4,978	10,377
Manchester	87,754	83,738	289,208	649,383	32,781	19,810	*	*	*
Nashua	55,820	70,378	198,491	588,414	25,634	22,954	*	*	*
MERRIMACK	80,925	94,895	261,766	738,960	34,289	21,551	383	1,624	5,896
Concord	30,022	28,678	97,080	233,458	10,368	22,517	*	*	*
ROCKINGHAM	138,951	196,082	416,799	1,541,924	69,626	22,146	423	3,601	5,298
Portsmouth	25,717	26,661	69,264	188,272	9,628	19,555	*	*	*
STRAFFORD	70,431	85,913	221,093	635,718	30,176	21,067	195	3,487	2,513
Dover	20,850	22,477	68,928	178,197	8,403	21,206	*	*	*
SULLIVAN	30,949	35,308	100,117	254,723	13,378	19,080	138	617	3,340
Claremont	14,221	13,716	46,271	103,429	5,506	18,785	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1979 Cash Receipts as follows: From Crops $26,014,000, from Livestock & Livestock Products $59,372,000; Total $85,386,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

NASHUA—continued

Motor Freight Carriers: 5.
Intercity Bus Lines: Trailways of N.E.; Hudson; Vermont; Community.

3—POPULATION:
Corp. City 70 Cen. 55,820; Loc. Est. 68,204
CZ ABC: (70) 73,744; (80) 89,300
RTZ-ABC: (70) 39,664; (80) 78,000
County 70 Cen. 233,941; Loc. Est. 273,875
SMSA 70 Cen. 86,280; Loc. Est. 115,270
City & RTZ-ABC: (70) 113,408; (80) 167,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 16,997; Loc. Est. 24,618
County 70 Cen. 68,236; Loc. Est. 97,104
SMSA 70 Cen. 25,437; Loc. Est. 40,530
CZ ABC: (70) 21,651; (80) 30,000
RTZ-ABC: (70) 11,391; (80) 25,000
City & RTZ-ABC: (70) 33,042; (80) 55,000

5—BANKS:	NUMBER	DEPOSITS
Commercial	4	$492,415,200
Sav. & Loan Assn	2	$231,791,422

6—PASSENGER AUTOS: County 161,338 (1977)

7—ELECTRIC METERS: Residence 37,210

8—GAS METERS: Residence 16,280

9—PRINCIPAL INDUSTRIES (CZ): Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles, Lumber and Wood Products; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy; Wrappers, Gummed Sealing; Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage, Plastic Packaging Units; Custom Hardware; Language Trainers; Packaging Materials, Chemicals; Laboratory Equipment; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Days: Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4. Last killing frost, May 26.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on 4 Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Nashua Mall	1	Alexander's Mkt., Mont Ward, Almy's Dept., Singer Co., Woolco, Thom McAn
Southgate	4	Stuart's Dept., DeMoulas Mkt.
Royal Ridge Mall	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall	3	Alexander's Mkt.
Simoneau Plaza	-	Bradlee's, Stop & Shop, J. C. Penney, McQuade's
Milford Rd.	2	First Nat'l, Rich's Dept.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Shopping Centers every evg. till 9:30

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears; McQuade's; Rich's, Miller's; Almy's; Woolco, Marshall's; J. C. Penney.
Discount Stores (CZ): Kimrick Mills; Bradlee's; Big Discount; Rich's, Stuart's; Woolco, CVS, Marshall's.
Chain Drug Stores (CZ): Big L Disc., CVS; Pharmacity.
Chain Food Supermarkets: First Nat'l; Stop & Shop; Soucy's Mkts. 3; Jean's Foodland, Alexander's 2; Demoulas, Purity Supreme.

14—NEWSPAPERS: TELEGRAPH (e) 27,516; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandisng Data: Walter McLaughlin, Adv. Mgr., TELEGRAPH.
National Representatives: Landon Associates, Inc.

PORTSMOUTH, N.H.

1—LOCATION: Rockingham County. E&P Map D-5. County Seat 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18 and 4. State Hwys. 16, 95, 101, 108, & 151. Starting point of N.H. toll road. Resort area.

2—TRANSPORTATION:
Motor Freight Carriers: 3.
Intercity Bus Lines: Timberlane, Greyhound, Mackenzie; Trailways.

3—POPULATION:
Corp. City 70 Cen. 25,717; Loc. Est. 24,114
CZ ABC: (70) 41,217; (80) 40,200
RTZ-ABC: (70) 88,040; (80) 109,700
County 70 Cen. 138,951; Loc. Est. 191,902
City & RTZ-ABC: (70) 129,257; (80) 149,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,838; Loc. Est. 8,622
County 70 Cen. 41,677; Loc. Est. 67,454
CZ ABC: (70) 12,309; (80) 13,800
RTZ-ABC: 0) 26,336; (80) 37,100
City & RTZ-ABC: (70) 38,645; (80) 50,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$194,904,439
Commercial Banks	3	$161,133,000

6—PASSENGER AUTOS: County Est. 13,159 (1977)

7—ELECTRIC METERS: Residence 7,200

8—GAS METERS: Residence 2,366

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electronic 1,200; Civil Service 8,000; Shoe & Leather 500; Insurance 550; Wire & Cable 550; Fish Processing 300; Misc. Manufacturing 500; Military 5,000.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24. Last killing frost, May 17.

11—TAP WATER: Moderately hard, good PH, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Congress; 1 on Vaughan Mall; 1 on Fleet; 2 on Market; 3 on Daniel; 3 on Pleasant; downtown area (110 units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lafayette Plaza (-)	2½	A&P, Woolworth, Radio Shack, King's
Newington Mall (55)	3	Anderson Little, Mont. Ward., CVS, Shaw's, Porteous Mitchell.
Southgate Plaza (7)	3	Shaw's, Rich's, Tober's, Fayva Shoes, Brooks
K-Mart Plaza (10)	2	K-Mart, Demoulas Market Basket, Garlands, Osco.

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Kimball's; Porteous Mitchel.

Variety Stores: Newberry, Woolworth.
Discount Stores (CZ): King's; K-Mart; Rich's.
Chain Drug Stores: General Sales 1; Osco 1; Laverdier Drugs; CVS.
Chain Food Supermarkets: A&P; Pic-N-Pay; Shaw's; DeMoulas.
Other Chain Stores: Thom McAn; Sears (catalog); Singer Co.; Atherton's; Radio Shack; Touraine's; Brooks, Artisan, Anderson Little; Hickory Farms; Scott's; Zales; Jewel Box; Cumberland's, Fanny Farmer.

14—NEWSPAPERS: HERALD (e) 18,311, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr. HERALD.
National Representatives: Thomson Newspapers, Inc.

ATLANTIC CITY,
You can bet there's a world of excitement here.....
The Press
Sunday Press
1900 Atlantic Avenue, Atlantic City, N.J. 08404
(609)345-1111
represented nationally by: SAWYER-FERGUSON-WALKER COMPANY, Inc.

NEW JERSEY SURVEYS

NEW JERSEY STANDARD METROPOLITAN STATISTICAL AREAS

Allentown-Bethelhem-Easton, Pa.-N.J.—Carbon, Lehigh, and Northampton Counties, Pa.; Warren County, N.J.

Atlantic City, N.J.—Atlantic County.

Jersey City, N.J.—Hudson County.

Long Branch-Asbury Park, N.J.—Monmouth County.

Newark, N.J.—Essex, Morris, Somerset and Union Counties.

New Brunswick-Perth-Amboy-Sayreville, N.J.—Middlesex County.

New York, N.Y.-N.J.—New York City (Bronx, Kings, New York, Queens and Richmond Counties); Putnam, Rockland and Westchester Counties, N.Y.; Bergen County, N.J.

Paterson-Clifton-Passaic, N.J.—Passaic County.

Philadelphia, Pa.-N.J.—Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.

Trenton, N.J.—Mercer County.

Vineland-Millville-Bridgeton, N.J.—Cumberland County.

Wilmington, Del.-N.J.-Md.—New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

STANDARD CONSOLIDATED STATISTICAL AREAS

New York-Newark-Jersey City, N.Y.-N.J.-Conn.—Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Ashbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayerville, N.J. SMSA; Norwalk and Stam[illegible], Conn. SMSA.

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.—Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J., SMSA.

NEW JERSEY POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	590	499	598
5-14 Years	1,404	1,119	1,057
15-24 Years	1,122	1,309	1,229
25-44 Years	1,748	2,026	2,308
45-64 Years	1,613	1,641	1,607
65 and Over	694	847	942
TOTAL	7,171	7,444	7,741

Based on U.S. Census

NEW JERSEY RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr	655	[illegible]18	1,149
General Mdse	2,485	3,009	3,774
Food	3,947	5,838	7,379
Automobiles	2,757	4,225	4,300
Gasoline Stations	1,100	1,804	2,909
Apparel	1,081	1,440	1,848
Furniture	894	1,122	1,354
Eat-Drink Places	1,423	2,148	2,600
Drugs	458	609	755
Total Sales	16,831	24,287	30,417

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ASBURY PARK, N.J.

1—LOCATION: Monmouth County, E&P Map C-3. Trading center for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden City Pkwy.

2—TRANSPORTATION: Railroads: Conrail, New York and Long Branch (passenger and freight).
Motor Freight Carriers: 43.
Intercity Bus Lines: Coast Cities, Public Service, Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines: Scheduled flights from Monmouth County Airport to Washington, Newark, Atlantic City, Cape May. Also Air Taxi Service air ambulance, charter and car rental.

3—POPULATION:
Corp. City 70 Cen. 16,552; Loc. Est. 11,803
Total Primary Mkt. ABC:
(70) 667,849; (80) 875,00
County/SMSA 461,849; Loc. Est. 494,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,572; Loc. Est. 5,619
County/SMSA 70 Cen. 135,230; Loc. Est. [illegible]1,767
Total Primary Mkt. ABC:
(70) 203,592; (80) 308,300

5—BANKS:	NUMBER	DEPOSITS
Commercial	29	N.A.
Sav. & Loan	17	N.A.

6—PASSENGER AUTOS: Counties: Monmouth Co. 262,061; Ocean Co. 173,718

7—ELECTRIC METERS: Asbury Park 6,533 Monmouth Co. 197,067; Ocean Co. 147,309

8—GAS METERS: Asbury Park 4,174 Monmouth Co. 101,934; Ocean Co. 74,600

9—PRINCIPAL INDUSTRIES (CZ): Electronics; Utilities; Glass, Apparel & Needlepoint; Foods, Horse Breeding; Recreation; Financial Institutions; Publishing; Education; Retailing; Light Manufacturing; Perfume; Chemicals; Military Installations; Farming; Machinery; Plastics; Metal Products; Real Estate; Construction; Tourism; Boat Building; Commerical Fishing.
Principal Industrial Pay Day: Friday.

10-CLIMATE: Min. & Max. Temp.—Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39; First killing frost, Oct. 29. Last killing frost, Apr. 8.

11—TAP WATER: Alkaline, soft.

12—RETAILING: In the city of Asbury Park; 9 blocks on Main St.; 5 blocks on Lake Avenue; 5 on Cookman Avenue; 2 on Mattison Avenue; 10 blocks on the Boardwalk.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ocean Co. Mall	30	J.C. Penney, Sears Bamberger's
Lacey Mall	40	Shop Rite
Kennedy Mall	20	Shop Rite
Brick Plaza	25	A&P, Steinbach, Britt's
Dover Mall	25	Shop Rite-Bradlees
Sea Girt Mall	12	Finast
Toms River	3	Steinbach, Sears
Seaview Square	28	Stern's, Sears, Steinbach, Acme
Lakewood Plaza	20	Pantry Pride, King's
Bradley Hazlet Plaza	20	Stop & Shop, Bradlees
Laurel Square	14	K-Mart
Neptune City	2	2 Guys
Shrewsbury	7	Acme
Monmouth	6	Bamberger's, Alexander's, Abraham & Strauss, Hahne's, J.C. Penney
Middlebrook	5	Woolco
Shark River Plaza	-	Stop & Shop

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: All stores are open Wed., Fri. evenings (city); 6 nights at shopping centers, and Sundays in both counties.

13—RETAIL OUTLETS: Department Stores: Monmouth and Ocean Counties.
Major Shopping Centers (Number of Stores): Monmouth (161); Manalapan Mall (25); Middlebrook (25); Ocean County Mall (95); Circle Plaza (20); Shrewsbury (12); Laurel Square (16); Toms River Mall (15); Stella Plaza (24); Peddiers Village (137); Seaview Square (83).
Department Stores: Steinbach Co. 5; Sears 3; Alexander's; Two Guys 5; Bamberger's, J.C. Penney 2; King's; Franklin Simon, Woolco; Bradlees 2; Atlantic Superama 2; Kresge; Britt's 2; Fisch's; K-Mart 4; Rickel's 4; J.M. Field's; Jamesway; Channel Lumber 2; Hahne's.
Variety Stores (City): Newberry; Green; Nichols 2.
Chain Drug Stores: Parke, Rite Aid; Medi-Mart; Genovese.
Chain Food Supermarkets: Acme 16; A&P 9; Finast; Food Fair; Food Circus; Cumberland Farms; Grand Union; Mayfair; Shop Rite; Food Town; Seven Eleven 27; Stop-N-Shop; Pathmark; Kwik-Check; One Stop; Krauzer's 35; Foodland; Wawa.
Other Chain Stores: Shoes: Kinney, Thom McAn, National, Miles, Shoe Town. Goodyear, Radio Shack, Cloth World; Baker's, Clothing; Bond, Lerner's, Braddock's, Misc. Firestone, Huffman- Koos, Castro Convertible, Singer Co., Sherwin- Williams, Reed Jewelers, Loft, Fanny Farmer, Littman Jewelers, Gordon Jewelers, Hickory Farms.

14—NEWSPAPERS: PRESS (e) 105,368; (S) 139,787; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: S. Russell Famulary, Natl. Adv. Mgr., PRESS.
National Representatives: Sawyer, Ferguson, Walker Co., Inc.

ATLANTIC CITY, N.J.

1—LOCATION: Atlantic County (SMSA). E&P Map B-5. Vacation, convention center. On Atlantic Ocean; 5 mi. E of Garden State Pkwy. and terminus of Atlantic City Expwy. On U.S. Hwys. 9, 30, 40; State Hwy. 42; 60 mi. E of Phila.; 120 mi. S of New York.

2—TRANSPORTATION: Railroads: Penn-Reading Seashore Lines.
Motor Freight Carriers: 14.
Bus Lines: Transport of N.J.; Lincoln Transit; Continental Trailways, Greyhound, Martz Trailways; Atlantic City Transportation; Salem Transportation.
Airlines: US Air Commuter, Southern Jersey Airways (regularly scheduled charter flights).
Waterways: Cape May-Lewis ferry.

3—POPULATION:
Corp. City 70 Cen. 47,859; Loc. Est. 39,425
Prim. Mkt. Area-ABC: (70)330,678; (80)405,500
County/SMSA
70 Cen. 175,043; Loc. Est. 198,367

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 19,561; Loc. Est. 19,027
County 70 Cen. 60,716; Loc. Est. 79,384
Prim. Mkt. Area-ABC: (70)112,562; (80)158,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$860,993,807
Sav. & Loan Assn.	5	$98,583,000

6—PASSENGER AUTOS: Est. County 100,000

7—ELECTRIC METERS: Residence 71,255

8—GAS METERS: Residence 45,067

9— PRINCIPAL INDUSTRIES (CZ): Hotels; Motels; Amusements; Restaurants; Clothing; Insur.; Candy; Aviation Research; Glass; Pottery; Construction; Boat Bldg.; Farming; Mail Order; Casinos.

10-CLIMATE: Min. & Max. Temp.—Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5. Last killing frost, Apr. 10.

11—TAP WATER: Acid, soft, 45% fluoridated, 55% not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Atlantic Ave.; 8 on Pacific Ave.; 10 on Boardwalk.
Neighborhood shopping Centers: Ventnor, Ventnor Ave.; Margate; Ventnor Ave.; Northfield; Tilton Rd.; Pleasantville: Main St.; Black Horse Pike Shore Mall; Somers Point; Absecon; Linwood; Central Square; Brigantine; Ocean City; Cardiff; Pamona; Egg Harbor; Vineland; Cape May Court House; Rio Grande; Wildwood; Asbury Ave.
Shopping Centers: Ventnor, West End Ave. (Wellington Avenue); Cardiff, Shore Mall & New Center at Cardiff Circle; Northfield, Tilton Rd.; Pomona, White Horse Pike; Pleasantville, Black Horse Pike; Somers Point, New Road & Bethel; Cape May Court House, Shopper's Haven; Rio Grande, Marlyn Manor Center; Cape May Plaza; Absecon Sandpiper Square, White Horse Pike.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Atlantic City	-	Two Guys
Margate	5	Shearer's
Pleasantville	5	Woolco, Acme, A&P
Somers Point	11	Acme, Shop Rite
Absecon	7	Shoprite, Howlett Hdwe.
Northfield	6	Mr. Big
Northfield	8	House & Garden
Cardiff	10	Bradlee's, Rickel, Pathmark
Shore Mall	10	Sears, Steinbach, J. C. Penney

Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Retail—Wed.; Food—Thurs., Fri. About 30% open Sundays.

13—RETAIL OUTLETS: Department Stores: House & Garden, Sears, Woolco, Steinbach's, J. C. Penney.
Discount Stores: Two Guys, Jamesway, Mr. Big, Bradlee's.
Variety Stores: Woolworth; Newberry; Silvers, Murphy; Ben Franklin.
Specialty Stores: Gordon's & Capezio, Homberger's; Needlecraft; Kensington; Home Handyman; 84 Lumber; Family Shoes; G. G. Kinney; Thom McAn; Endicott-Johnson; Pep Boys; Penn Jersey; Jack Lang; Goodyear Service Stores; Landsman's; Singer; Rickel's; Morton's Jewelcor; Tiny Tots; Hit or Miss; Deb-Joy.
Chain Drug: Thrift Drug; Lincoln-Reese; Rite-Aid; Merland; Medicine Shoppe; Eckerd.
Chain Food Supermarkets: Acme; Foods Discoont; Thriftway; IGA; A&P; Shop Rite; Foodtown; Two Guys; Casels; Shop 'n Bag; Shop-n-Save; Wa-Wa Dairy; 7-Eleven; Cumberland Farme; Pathmark.
Other Chain Stores: Famous Maid; Lerner's; Park Lane Hosiery; Cut 'n Curl; Loft's; Child's; Gino's; Mac-Donald's; Burger Chef; Burger King; Wendy's; Sherwin-Williams; MAB Paints; Buten Paints; Perkins Pancake.

14—NEWSPAPERS: PRESS (m) 71,471; (S) 71,978; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William K. Battista, Nat. Adv. Mgr. PRESS.
National Representatives: Sawyer-Ferguson-Walker Co.

BERGEN COUNTY, N.J.
See HACKENSACK, [illegible] J.

BRICKTOWN, N.J.
See TOMS RIVER, N.J.

BRIDGETON, N.J.

1—LOCATION: Cumberland County, (In Vineland-Millville-Bridgeton, N. J. SMSA). E&P Map A-5, County Seat. Farming and glass mfg. center. State Hwys. 77, 49; 40 mi. S of Philadelphia; 40 mi. W of Atlantic City.

2—TRANSPORTATION: Railroads: N. J. Central (freight); Conrail (freight).
Motor Freight Carriers: 10.
Intercity Bus Lines: Transport of N. J.; Garden State Coachway.

3—POPULATION:
Corp. City 70 Cen. 20,435; Loc. Est. 20,58[illegible]
Prim. Mkt. Area-ABC: (70) 48,886; (80) 50,[illegible]00
County/SMSA
70 Cen. 121,374; Loc. Est. 134,615

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Census: 6,633; Loc. Est. 7,756
County/SMSA, 37,086; Loc. Est. 47,944
Prim. ,kt. Area-ABC: (70) 14,992; (80) 17,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Savings & Loan Assn.	2	$75,464,176

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Residence 8,570

8—GAS METERS: Residence 2,870

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 1,450 ($204); Glass Mkg. 1,350 ($265); Textiles 1,840 ($174); Machy. 150 ($180).
Principal Pay Days: Wed., Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4. Last killing frost, Apr. 21.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Centers: 3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers: Broad and West Park Drive; 1 block on N. Pearl St.

Nearby shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bridgeton	10	Acme
Jamesway Plaza	8	Thriftway, Eckerd, Jamesway
Hopewell	8	Halter's Variety

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept. Stores—Mon., Fri.,, Food—Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Silo-Dorr Furniture, J. C. Penney, Rovner's Cumberland Sales.
Discount Stores (CZ): Mr. Big.
Variety Stores: Woolworth; Kress; Jamesway.
Chain Drug Stores (CZ): Rite Aid; Eckerd Drug.
Chain Supermarkets: Thriftway; A&P; Acme; IGA; Mkt.; Chiari's 2; Eatmor; Fishers Mkt.
Other Chain Stores: Firestone; Goodyear; Sears (catalog); Pep Boys; J. S. Raub Shoes; Sherwin-Williams Paint; Radio Shack; Western Auto.

14—NEWSPAPERS: NEWS (e) 11,978; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James G. Homan, Adr. Dir., NEWS.
National Representatives: Landon Associates, Inc.

BRIDGEWATER, N.J.

1—LOCATION: Somerset County (In Newark SMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and Interstate 287; 19 mi. N of Garden State Pkwy. and N.J. Tpk.

2—TRANSPORTATION: Railroads: Erie-Lackawanna; Conrail; Amtrak.
Motor Freight Carriers: 22.
Intercity Bus Lines: Transport of N.J.; Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Air Lines: All at Newark Airport.

3—POPULATION:
PMA-ABC: (70) 389,197; (80) 396,000
SMSA 70 Cen. 2,057,241; Loc. Est. 1,951,300
County 70 Cen. 198,372; Loc. Est. 207,793

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
County 70 Cen. 58,500; Loc. Est. 68,180
SMSA 70 Cen. 640,996; Loc. Est. 665,347
PMA-ABC: (70) 113,868; (80) 132,300

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	4	N/A
Sav. & Loan Assn.	14	N/A

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: County Est. 47,000

8—GAS METERS: County Est. 38,000

9— PRINCIPAL INDUSTRIES (CZ): (Primary Mkt. Area): Chemical Apparel; Textiles; Fabricated Metals; Printing; Publishing; Pharmaceuticals; Electrical Products; Construction; Rubber; Plastics; Cosmetics; Farming; Food Processing.

10-CLIMATE: Min. & Max. Temp.—Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23. Last killing frost, Mar. 21.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Downtown Shopping Areas (Primary Market Area): Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen; Middlesex; South Plainfield; Piscataway.
Shopping Centers in Primary Market Area: Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr.; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Village; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plaza; Hillsborough Shpg. Plaza; Rustic Mall; Stirling Plaza; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. Shopping "Strip" along Route 22 from Springfield to Somersville, over 50 diversified retail outlets.
Shopping Centers in Entire Market Area Include: Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plaza; Montgomery Plaza.

13—RETAIL OUTLETS: (Primary Market Area) Department Stores: Sears; Bamberger; Korvette; Hahne; Stern's; Dunhams; Epsteins.
Variety Stores: S. S. Kresge; Woolworth; McCrory.
Discount Stores: Two Guys, K-Mart; K-Way; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores: Sav-on; CVS; Rexall; Walgreen; Pathmark; Drug Fair.
Chain Food Supermarkets: A&P 13; Acme 5; Food town 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores: Huffman-Koos; Mirons; Granetz; Newberry's; Fabric Land; Larkey; Rogers Clothes; Firestone; Roth & Schilengers; Goodyear; Penn Jersey; B. F. Goodrich; Pep Bros.; Midas Muffler; Loft Candy; Helen Elliott; Singer Sewing; Imperial Magnavox; Brick Church; Uneeda; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14—NEWSPAPERS: COURIER-NEWS (e) 58,990; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James Petrini, Adv. Dir., COURIER-NEWS.
National Representatives: Gannett Newspaper Advertising Sales.

BURLINGTON, N.J.
See WILLINGBORO, N.J.

CAMDEN, N.J.

1—LOCATION: Camden County (In Philadephia, Pa.-N.J., SMSA). E&P Map A-4. County Seat, on Delaware River Opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial center. On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge betw. S. Phila. & Gloucester links with Penna. Tpk. via Schuylkill Expway. Benjamin Franklin Bridge betw. Center City, Phila. and Camden. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2—TRANSPORTATION: Railroads: Conrail; Pennsylvania-Reading Seashore.
Motor Freight Carriers: 237.
Intercity Bus Lines: Transport of New Jersey; Trailways; Red Arrow.
Airlines: At Airport in Phila.

3—POPULATION:
Corp. City 70 Cen. 102,551; Loc. Est. 82,827
Primary Mkt. Area-ABC
(70)658,787; (80)744,900
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 456,291; Loc. Est. 483,404

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 32,565; Loc. Est. 30,641
County 70 Cen. 138,408; Loc. Est. 169,319
SMSA 70 Cen. 1,480,[illegible]; Loc. Est. 1,696,327
Primary Mkt. Area-ABC
(70)196,202; (80)253,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks		(N/A)

6—PASSENGER AUTOS: Co. 224,246 (1978)

7—ELECTRIC METERS: Co. N/A

8—GAS METERS: Co. N/A

9— PRINCIPAL INDUSTRIES (CZ): Industry (Av. Wkly. Wage—Elec. Prod. 13,400; Food 7,600; Fab. Metal Prod. 6,700; Chemicals 5,700; Misc. Mfg. 2,800; Trans. Equip. 1,200; Average Weekly earnings in 1974; Mfg. ($178); Durable Good ($178); Non-Durable Goods ($179); Prim. Metal Industries ($233); Fab. Metals including ordnance ($171); Textile Mill Prod. ($147); Paper & Allied Prod. ($185); Printing Pub. & Allied Industries ($191); Chemicals & Allied Prod. ($220).
Principal Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11—TAP WATER: Acid, soft; not fluoridated.

12—RETAILING: Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.
Suburban Shopping Districts include: Cherry Hill Mall, Cherry Hill; Moorestown Mall, Moorestown, Echelon Mall, Voorhees; Deptford Mall, Deptford.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Haddonfield	8	
Black Horse Pike	5	Penneys,
Brooklawn	8	Atlantic Appliance
Cherry Hill Mall	5	Bamberger, Strawbridge & Clothier, J. C. Pennoy
Deptford Mall		Sears, Bambergers,
Echelon	10	Strawbridge & Clothier, Penneys, Gimbels
Moorestown Mall	10	Wanamaker, Gimbels, Sears
Stratford	10	Clover
Westmont	3	
Woodcrest	9	
Willingboro	12	Sears, Pomeroys
Airport Circle	-	K-Mart

Principal Shopping Days: Department Stores Mon., Wed. and Fri. Food: Wed., Thu. and Sat.

GET TO THE
HEART
OF NEW JERSEY'S
AGRICULTURE MARKET
Bridgeton Evening News
Bridgeton, N.J.
Covering 96% of Area Homes

A GROWING MARKET PLACE
1970 37,000 Households
1976 45,000 Households
1981 53,000 HH. Projected*

Bridgeton is a member of Southern New Jersey Newspaper Network

Marketed Nationally by
LANDON ASSOCIATES

*Source: National Planning Data Corp.

CAMDEN—continued

Stores Open Evenings: Dept.—Mon. to Sat.; Food— Tues. thru Fri.; Shopping Ctrs.—Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores J. C. Penney; Sears; Strawbridge & Clothier 2; Bamberger's; Gimbel's; Wanamaker's; Pomeroys.
Discount Stores: Dee's; Pennsauken Mart; Clover Stores.
Specialty Stores: Charles David; Diane Furs; Kotlkoff's; Zinman Furs; Lillian Albus; Town & Country; Jacob Reed's; Fashion Bug; Haddon-Towne Togs; Lane Bryant; Country Set; Miss I Ltd.; Greenbriar Shops; Marianne; Sally Shops; Loehmann's.
Variety Stores: Ben Franklin Stores; Woolworth; McCory's; John's Bargain Stores.
Furniture Stores: Carriage House; Bellmawr Furniture; DiMona's; Doughertys' Furniture; Howard Hill; Menchel-McDonald Furniture Co.; Murphy's Furniture; Naden Store, Inc.; Nastasi's; Newman's Home Furnishings; Okulicz Furniture; Philmore Furniture; Ressa Bros.; House of Ruttenberg's; Sullivan Furniture Co., Inc.; J. B. Van Sciver Co.; Robert I. Weir; Levitz; N. B. Liebman.
Electrical Appliance Stores: Electrical Center Inc.; Hubbs Corner; Leo's; Dee's; Pearlman's; Nastasi's; Moffa's; A B C Discount Appliances; G & G Electronics; Atlantic Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores: Lincoln; Quality 6; SupeRx 1; Thrift 8; Worner.
Chain Grocery Super Markets: Acme Markets 35; A&P; Shop-Rite; Shop in Bag; Pathmark.
Corporate Chains: Frankford-Quaker; Thriftway; Perlof Bros.; Foodtown; 7-Eleven; Wa-Wa Markets.
Other Chain Stores: Automotive: B. F. Goodrich; Firestone; Goodyear; Penn Jersey; Pep Boys; Rayco Auto Seat Cover Co.; Midas Muffler Co.; Rem Auto Supply; North American Brake; North American Transmission; Aamco; Uniroyal. Car Rentals: Hertz; Avis-Rent-A-Car; Biddle Car & Truck Rental; Budget Rent-a-Car; Automotive Rentals, Inc. Candy: Shellen-berger's; Dairy Maid; Marguetland's; Hanscom Bros., Inc.; Bayard's Chocolate Houses; Bowers Candies. Flooring: Best Tile Co.; Royal Tile; Allied Floor Covering; Tile City; Famous Tile. General Merchandise: Singer Sewing Machines; Hanscom's Bakery; Kiddie Mart; Rickles 2. Jewelry: Zale's 2; Littmann's; Kellmer; Riverside; Baily, Banks & Biddle 2; Merrill's 1; Tappins; Basco; Morton's. Men's Apparel: Braits; Jack Lang Regal Slacks, Inc.; Bond Rogers; Stockade 2; Clothing Whse.; Turl's; Men's Loft. Women's Apparel: Holly Stores; Joy Hosiery; Charming Shoppes, Inc.; Fashion Bug; Peck & Peck, Inc.; Bond. Metal Fences: Anchor Fence; Cyclone Fence. Paints: Buten Paints; Sherwin-Williams; M. A. Bruder & Son; Devoe; DuPont; Dutch Boy; Felton-Sibley Products; Lucas; Benjamin Moore; Finnaren and Haley; Pittsburgh; Spred-Glidden. Martin Shoes; Baker's; A. S. Beck; Buster Brown; Dial Shoes; Father & Son Shoes; Geuting's; Florsheim; Hanover; Miles Shoes; Thom McAn; Burts; Chandler's; Holiday; Regal; Flagg; Hardy; Shoe-Town; Salsimer; National Shoe Bost; Marshalls; Martin Paint.

14—NEWSPAPERS: COURIER-POST (e) 126,498; (S) 96,030; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Herman F. Transmondi, Advertising Director, COURIER-POST.
National Representatives: Gannett Newspaper Advertising Sales.

CLIFTON, N.J.

See PASSAIC, N.J.

DOVER, N.J.

1—LOCATION: Morris County, E&P Map B-2, (In Newark SMSA). Manufacturing & military center; NW part of State; 45 mi. E of New York City.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound; Public Transport of N.J.; Lakeland; West Morris; Transit.
Morot Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 15,039; Loc. Est. 14,490
CZ ABC: (70) 42,150; (80) 41,300
RTZ-ABC: (70) 96,405; (80) 116,300
SMSA 70 Cen. 2,057,241; Loc. Est. 1,952,444
County 70 Cen. 383,454; Loc. Est. 400,535
City & RTZ-ABC: (70) 138,555; (80) 157,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,818; Loc. Est. 5,337
County 70 Cen. 109,823; Loc. Est. 133,226
SMSA: 70 Cen. 640,998; Loc. Est. 702,860
CZ ABC: (70) 12,937; (80) 14,500
RTZ-ABC: (70) 26,902; (80) 37,000
City & RTZ-ABC: (70) 39,839; (80) 51,500

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	6	$232,105,000
Sav. & Loan Assn.	7	$401,131,062

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Residence 126,161

8—GAS METERS: Residence 26,800

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees— Thiokol 1,400; Picatinney Arsenal 8,500; RCA 500; Westinghouse 400; Glass 300; Paperboard 1,100; Drugs 2,800; Electronics 3,500; Plastics 400; Timers 400; Packaging Machy. 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650.
Principal Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Dover	30	Two Guys
Ledgewood Circle	2	A&P, Endicott Johnson
Ledgwood Mall	-	Jamesway
Town Square	-	J.C. Penney, Sears, Bamberger's

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sears; J.C. Penney; Newberry; K-Mart; Friedland's; Bamberger's.
Discount Stores: K-Mart; Two Guys; Rockaway Sales.
Chain Supermarkets: A&P; Acme; Finast; Foodtown; Shop-Rite; Two Guys; Pathmark; Grand Union.
Other Chain Stores: Goodrich; Firestone; Three Sisters; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Dean's; Kaufman Carpet; Wick's Lumber; Zales Jewelry; Channel; Rickel's.

14—NEWSPAPERS: ADVANCE (e-Mon. to Fri.) 15,708; (S) 13,135; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Vincent Mele, Adv. Dir., ADVANCE.
National Representatives: Drukker Newspapers, Inc.

ELIZABETH, N.J.

1—LOCATION: Union County (In Newark SMSA), E&P Map B-2, County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Staten Island Sound and Newark Bay. U.S. Hwys. 1,9.

2—TRANSPORTATION: Railroads: Conrail; Rahway Valley; Amtrak.
Motor Freight Carriers: 14.
Intercity Bus Lines: Green Flyer; Greyhound; Aro; Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoin; Quaker City; American; Somerset; Beviano; Villani; Elizabeth; Gershkowitz; Wm. Seidler; Benj. Hughes.
Airlines: American; Eastern; National; Trans World; U. S. Air; United-Capital; Aero; Flying Tiger; Slick; TWA; Pan Am; Braniff; Delta; Northwest; Piedmont; N.Y. Airways; World Airways.

3—POPULATION:
Corp. City 70 Cen. 112,654; Loc. Est. 98,022
County 70 Cen. 543,116; Loc. Est. 509,801
SMSA 70 Cen. 2,057,241; Loc. Est. 1,952,444
Primary Mkt. Area ABC:
(70) 543,116; (80) 496,000

4—HOUSEHOLDS:
City 70 Cen. 38,573; Loc. Est. 38,76
County 70 Cen. 171,580; Loc. Est. 185,616
SMSA 70 Cen. 640,998; Loc. Est. 702,860
Primary Mkt. Area ABC:
(70) 171,580; (80) 179,600

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	3	$342,442,000
Sav. & Loan Assn.	6	$341,140,000
National Banks	1	$145,781,000
State Banks	4	$265,951,000

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: 41,345

8—GAS METERS: Residence 39,965

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Sewing Machines 3,189 ($174); Gas and Chemicals 1,655 ($185); Pharm. Products 5,750 ($180); Auto 5,637 ($210); Cookies 1,356 ($147); Elec. Equip. 1,737 ($202).

10-CLIMATE: Average Temp.—Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30. Last killing frost, Apr. 10.

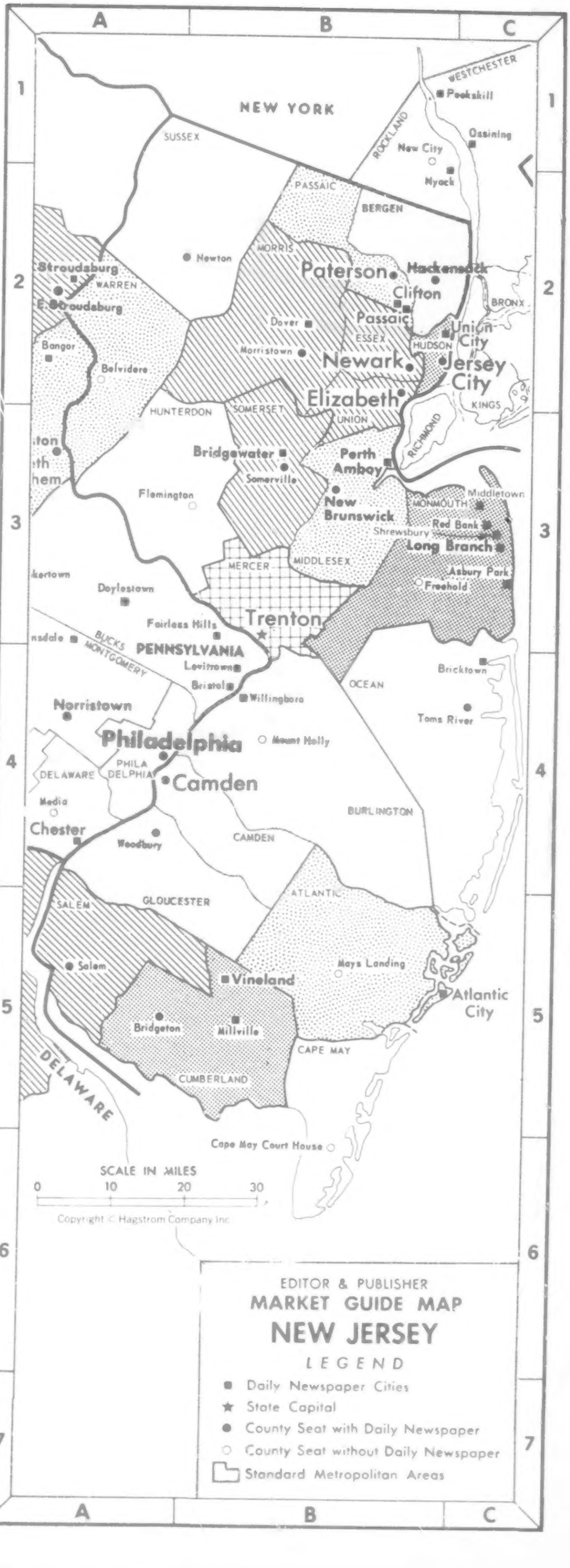
11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING: Principal Shopping Center: Half mile south from Penna. R.R. arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, east to Union Square. Many fine stores on first blocks of most cross streets off Broad St. east and west to Elizabeth Ave. and north of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers: 6 centers throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Roselle	3	Foodtown
Garwood	5	Medi Mart, Stop & Shop
Menlo Park	8	Bamberger, Alexander's, Finast
Short Hills	9	Bloomingdale's, Lord & Taylor
Woodbridge	7	A&S, Orbach, Hahne, Stern's

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Furniture—nightly (ex. Sat.); Other retail—Mon., Thu., Fri.


A
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NEW YORK
WESTCHESTER
ROCKLAND
Peekskill
Ossining
New City
Nyack
SUSSEX
PASSAIC
BERGEN
MORRIS
Newton
Stroudsburg
E. Stroudsburg
WARREN
Paterson
Hackensack
Clifton
Passaic
BRONX
Union City
HUDSON
Jersey City
Dover
Morristown
ESSEX
Newark
Bangor
Belvidere
Elizabeth
KINGS
UNION
HUNTERDON
SOMERSET
RICHMOND
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
MONMOUTH
Middletown
Red Bank
Shrewsbury
Long Branch
MIDDLESEX
MERCER
Asbury Park
Freehold
Doylestown
Fairless Hills
Trenton
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
Bricktown
OCEAN
Toms River
Norristown
Philadelphia
Mount Holly
PHILA DELPHIA
DELAWARE
Camden
Media
Chester
Woodbury
BURLINGTON
CAMDEN
SALEM
GLOUCESTER
ATLANTIC
Salem
Vineland
Mays Landing
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
0
10
20
30
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

13—RETAIL OUTLETS: Department Stores: Steinbach's.
Variety Stores: Newman's 3; Green; C. H. Martin; McCrory's; K-Mart.
Discount Stores (CZ) : 2 Guys from Harrison; Daffy Dan's.
Chain Drug Stores: Rite Aid 4; Shor's 2; Medi-Mart 1.
Chain Food Supermarkets: A&P 11; Grand Union 2; Pathmark 15; Foodtown 30; Shop Rite 14; Acme 11; Two Guys 2; Stop and Shop.
Other Chain Stores: A. S. Beck; Kitty Kelly; Hanover; National; Flagg Bros.; Miles; Thom McAn; Forsythe; Regal; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; Poppy's; Tappins.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 40,046; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rudy Mazurosky, Adv. Dir., JOURNAL.
National Representatives: Landon Associates, Inc.

HACKENSACK-BERGEN COUNTY, N.J.

1—LOCATION: Bergen County, E&P Map B-2 (In New York SMSA), County Seat. On Hwys. 1, 3, 4, 9, 17, 46 and 80. 9 mi. from New York; 9 mi. E of Paterson; 14 mi. N of Newark; Garden State Pkwy.; N.J. Tpk.

2—TRANSPORTATION: Railroads: Erie-Lackawanna; Conrail (West Shore); Northern RR of N.J., New York, Susquehanna and Western.
Intercity Bus Lines: Greyhound; Transport of N.J.; Rockland (Red & Tan); Shortline, Manhattan Transit; Maplewood Equipment; Blue & White; Garfield & Passaic Transit; Decamp.
Motor Freight Carriers: 30.
Airlines: Emery, Federal Express (fght.), Teterboro Arpt. N.Y. and all airports.

3—POPULATION:
Hackensack 70 Cen. 35,911; Loc. Est. 37,589
County 70 Cen. 897,148; Loc. Est. 865,700
SMSA 70 Cen. 9,973,414; Loc. Est. 9,266,300
Total Primary Mkt. ABC:
(70) 898,012; (80) 852,600

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Hackensack 70 Cen. 13,547; Loc. Est. 15,890
County 70 Cen. 279,625; Loc. Est. 303,200
SMSA 70 Cen. 3,475,473; Loc. Est. 3,628,500
Total Primary Mkt. ABC:
(70) 279,625, (80) 303,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	35	$3,487,100,000
Sav. & Loan Assn	24	$2,728,816,158
Savings Banks	4	$2,894,000,000

6—PASSENGER AUTOS: Co. Est. 468,600 (1978)

7—ELECTRIC METERS: Res. County 248,300

8—GAS METERS: Residence, County 249,200

9—PRINCIPAL INDUSTRIES (CZ): Total Plants: 1,105; Miscellaneous Plastic Products 45; Letterpress Commercial Printing 24; Lithographic Commercial Printing 22; Women's & Misses Dresses 22; Machinery (except electrical) 21; Electronic Components 18.
Principal Industrial Pay Days: Thurs., Fri.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,286,554	29,257,136	30,416,893	2,235	1,148,593	1,048	3,773,784	9,026	7,378,844	3,151	4,299,685	5,350	2,909,020	5,623	1,847,553	4,031	1,353,845	12,985	2,599,604	1,551	754,568
STANDARD METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem-Easton, Pa.-N.J.	2,106,565	2,554,250	2,665,838	227	118,757	112	393,928	712	632,166	385	389,196	520	257,047	373	105,966	398	115,580	1,187	206,386	120	72,853
Atlantic City, N.J.	746,213	1,070,522	1,152,432	69	52,670	52	134,164	309	259,378	114	116,986	189	98,528	205	66,238	117	42,479	572	135,891	50	28,755
Jersey City, N.J.	1,337,115	1,435,526	1,457,120	122	42,405	85	128,708	1,047	393,023	150	154,837	293	134,993	561	140,641	263	62,521	1,297	130,166	134	45,016
Long Branch-Asbury Park, N.J.	1,681,310	2,158,857	2,272,117	183	93,973	66	258,032	544	580,536	211	336,675	349	227,986	391	117,861	292	103,983	949	213,193	112	64,109
New Brunswick-Perth Amboy-Sayreville, N.J.	1,912,453	2,373,142	2,481,495	153	98,694	63	410,509	574	611,301	201	261,111	408	254,281	353	170,791	263	95,070	966	197,402	103	60,651
New York, N.Y.-N.J.	24,812,378	27,689,927	28,113,419	2,000	657,002	1,443	3,753,357	13,502	7,020,708	1,868	2,511,255	3,372	1,648,456	8,545	2,516,652	4,645	1,385,457	15,822	3,050,520	2,173	809,228
Newark, N.J.	6,279,791	7,387,457	7,645,452	545	270,018	226	713,252	2,309	1,924,519	741	1,153,053	1,362	712,425	1,535	490,082	1,123	399,231	3,256	646,300	435	201,027
Paterson-Clifton-Passaic, N.J.	1,524,648	1,783,173	1,842,757	126	61,551	62	323,902	594	371,054	189	222,852	333	142,267	362	141,533	242	83,967	850	144,673	104	38,474
Philadelphia, Pa.-N.J.	14,787,379	17,944,424	18,708,773	1,458	628,750	826	2,504,847	5,730	4,198,108	1,816	2,805,315	2,742	1,645,703	3,515	1,137,729	2,426	805,393	7,790	1,606,406	1,116	529,205
Trenton, N.J.	1,044,368	1,244,380	1,290,809	89	46,730	47	170,617	350	311,339	112	168,359	219	133,528	276	74,577	183	65,707	558	103,881	64	33,589
Vineland-Millville-Bridgeton, N.J.	445,639	493,702	504,200	56	19,649	25	55,879	186	142,781	131	80,773	116	39,968	111	28,475	79	20,304	204	33,711	20	14,733
Wilmington, Del.-N.J.-Md.	1,791,371	2,243,864	2,349,701	177	105,580	99	362,100	514	501,404	282	325,767	370	252,893	274	107,223	268	119,221	719	174,867	107	81,581
COUNTIES, Cities																					
ATLANTIC	746,213	1,070,522	1,152,432	69	52,670	52	134,164	309	259,378	114	116,986	189	98,528	205	66,238	117	42,479	572	135,891	50	28,755
Atlantic City	220,079	283,409	298,385	9	4,874	19	19,200	100	30,178	21	17,508	28	14,987	95	25,262	37	11,518	243	47,620	14	8,732
BERGEN	3,513,554	4,112,409	4,247,226	272	138,408	120	578,555	1,012	987,575	378	630,424	733	410,410	741	288,528	542	203,247	1,360	339,372	208	99,138
Hackensack	253,574	277,432	282,533	10	8,915	8	95,043	52	16,410	27	43,116	40	14,630	115	40,991	37	8,591	104	21,445	11	2,288
BURLINGTON	1,118,403	1,437,319	1,512,349	113	58,473	46	280,058	303	305,587	161	288,686	256	156,105	181	68,886	150	43,238	427	128,589	53	28,393
Burlington	87,043	97,371	99,567	4	1,846	2	6,178	14	8,466	14	35,553	14	11,684	22	10,033	18	5,533	31	6,175	2	1,016
Willingboro	81,302	104,130	111,739	5	757	4	42,043	21	38,813	7	1,628	16	9,352	18	4,595	12	1,851	14	3,051	5	3,957
CAMDEN	1,590,013	1,933,316	2,013,525	123	60,608	63	279,758	579	453,848	181	291,789	303	185,633	322	104,319	267	113,609	657	168,085	89	49,576
Camden	150,934	149,588	149,351	17	3,963	16	3,973	123	34,881	16	23,292	26	10,014	32	7,160	26	10,269	157	15,910	20	8,367
CAPE MAY	365,305	435,550	451,513	49	24,722	47	32,852	252	118,310	54	61,110	106	44,445	118	18,149	58	10,575	475	82,231	32	12,599
CUMBERLAND	445,639	493,702	504,200	56	19,649	25	55,879	186	142,781	131	80,773	116	39,968	111	28,475	79	20,304	204	33,711	20	14,733
Bridgeton	92,311	100,717	102,494	12	3,484	4	3,909	39	20,605	32	27,480	16	4,745	22	6,577	13	4,471	29	4,212	5	4,806
Millville	74,006	85,644	88,207	9	1,865	3	1,741	29	28,686	24	18,218	24	9,372	14	3,505	19	3,680	55	6,862	4	1,330
Vineland	232,257	260,215	266,331	26	13,171	9	46,837	83	71,987	54	30,862	52	18,961	71	18,333	41	11,263	89	18,981	9	7,973
ESSEX	2,453,247	2,654,340	2,699,844	189	59,343	91	322,865	1,097	654,812	244	341,179	494	226,151	738	219,115	432	138,483	1,463	235,828	187	75,279
Newark	643,386	629,207	626,796	48	11,062	31	91,408	456	135,387	71	43,797	138	45,857	224	54,381	121	41,625	718	78,390	63	21,766
GLOUCESTER	644,216	812,471	851,751	69	29,176	26	143,185	222	165,043	106	123,273	140	83,351	104	36,530	77	21,523	250	54,790	35	16,527
Woodbury	103,859	121,194	124,953	9	5,013	2	1,702	25	35,819	14	49,875	12	6,816	12	3,357	16	3,635	26	4,854	6	1,506
HUDSON	1,337,115	1,435,526	1,457,120	122	42,405	85	128,708	1,047	393,023	150	154,837	293	134,993	561	140,641	263	62,521	1,297	130,166	134	45,016
Jersey City	502,273	521,039	525,217	42	12,861	28	52,533	385	135,990	51	60,634	91	46,676	197	50,987	90	21,228	470	52,017	52	18,855
Union City	149,562	163,676	166,704	15	5,655	16	24,242	162	38,505	24	26,844	22	8,544	87	13,471	39	8,643	161	11,295	20	6,023
HUNTERDON	280,098	368,766	390,043	42	28,537	20	19,343	91	102,630	56	58,484	71	34,416	43	20,538	53	17,081	135	27,432	12	6,346
MERCER	1,044,368	1,244,380	1,290,809	89	46,730	47	170,617	350	311,339	112	168,359	219	133,528	276	74,577	183	65,707	558	103,881	64	33,589
Trenton	175,700	173,581	173,281	18	6,877	18	17,246	145	29,512	18	9,346	56	18,240	87	12,671	54	8,721	250	23,841	19	4,975
MIDDLESEX	1,912,453	2,373,142	2,481,495	153	98,694	63	410,509	574	611,301	201	261,111	408	254,281	353	170,791	263	95,070	966	197,402	103	60,651
New Brunswick	149,096	157,669	159,491	10	4,838	4	41,264	48	12,513	14	27,525	26	11,781	28	5,993	28	15,691	119	14,547	8	1,863
Perth Amboy	132,408	138,348	139,598	11	2,726	3	4,701	67	31,587	23	32,941	23	10,129	46	9,330	30	6,863	123	12,874	14	4,249
Woodbridge	403,339	508,766	543,908	14	7,442	11	137,043	95	119,096	37	47,529	74	56,115	86	64,013	42	23,072	128	33,155	14	8,794
MONMOUTH	1,681,310	2,158,857	2,272,117	183	93,973	66	258,032	544	580,536	211	336,675	349	227,986	391	117,861	292	103,983	949	213,193	112	64,109
Asbury Park	67,164	70,955	71,761	6	1,029	4	19,169	32	8,521	10	7,799	13	6,278	23	5,518	14	2,685	74	8,007	6	1,438
Middletown	144,070	186,970	201,270	17	10,880	6	34,258	47	70,623	13	11,141	26	16,532	23	5,202	24	10,675	50	10,788	8	8,183
Red Bank	111,169	135,793	141,396	14	5,169	6	9,256	24	17,916	19	33,827	22	16,494	47	16,029	26	7,550	43	9,448	9	4,256
Shrewsbury	51,501	65,738	70,483	6	4,766	1	6,879	4	16,816	5	19,042	3	2,145	3	2,741	4	1,369	7	4,455		
MORRIS	1,383,797	1,859,189	1,974,011	138	85,729	45	163,094	417	569,541	169	299,296	323	200,064	235	88,350	245	80,313	605	162,649	83	47,378
Dover	95,845	120,911	126,662	6	6,813	2	8,200	21	9,484	18	47,832	20	8,791	14	8,947	19	5,843	45	7,466	4	1,618
Morristown	161,366	204,659	214,674	13	9,242	5	36,925	31	27,928	17	56,125	23	16,696	30	10,724	25	6,301	52	14,468	7	2,809
Parsippany	142,214	189,919	205,820	7	7,468	4	12,882	65	73,300	13	28,072	26	26,548	19	3,181	20	9,731	52	18,721	10	4,950
OCEAN	1,115,210	1,393,783	1,458,137	116	77,638	50	190,372	417	398,075	206	232,745	232	140,475	187	52,776	177	47,398	584	127,433	53	72,881
Brick Township	193,561	244,444	254,859		16,070		63,265		71,819		26,463		20,583		5,866		11,152		14,230		3,576
Point Pleasant	43,916	49,802	51,078	9	2,480			29	13,597	20	11,474	13	6,874	5	1,316	13	754	30	4,941	2	1,373
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	1,524,648	1,783,173	1,842,757	126	61,551	62	323,902	594	371,054	189	222,852	333	142,267	362	141,533	242	83,967	850	144,673	104	38,474
Clifton	256,717	381,976	308,129	27	20,574	4	14,925	97	94,798	23	54,253	62	29,146	28	12,695	33	3,943	141	30,091	16	5,423
Passaic	163,789	167,246	168,021	13	2,456	7	6,505	102	24,168	21	11,746	35	11,698	97	24,475	42	8,241	140	14,412	12	4,877
Paterson	233,865	234,061	234,169	31	5,248	19	19,079	194	50,593	46	31,557	78	20,905	82	12,924	56	20,347	256	18,985	35	8,253
SALEM	154,154	177,926	183,142	27	9,137	12	9,214	66	42,935	54	40,736	60	22,074	29	5,258	33	8,036	84	16,424	10	3,960
Salem	29,515	34,511	36,176	4	155	4	1,821	14	9,980	12	4,118	11	1,961	10	2,052	9	1,804	11	2,637	2	1,165
SOMERSET	719,918	915,038	960,688	68	36,394	22	109,992	181	219,123	95	171,694	162	100,512	135	45,004	122	44,764	314	82,607	47	29,514
Bridgewater	46,762	59,129	63,251	6	8,885	1	3,579	11	7,579	10	8,733	12	6,800	9	6,050	6	1,356	39	13,337	2	1,901
Somerville	108,790	142,352	150,314	7	2,940	4	10,046	29	26,264	10	28,679	25	15,780	31	11,427	24	13,320	44	9,838	10	6,962
SUSSEX	275,326	331,689	344,501	45	19,855	21	25,131	83	121,906	53	42,898	89	35,676	64	12,804	60	7,579	180	24,735	19	9,765
Newton	98,094	118,109	[illegible]	7	3,570	7	14,392	19	42,032	15	24,666	18	7,190	15	4,368	18	2,057	32	3,297	5	3,267
UNION	1,722,836	1,958,890	2,010,909	150	88,552	68	117,301	614	481,043	233	340,884	383	185,698	427	137,613	324	135,671	874	165,216	118	48,836
Elizabeth	292,473	327,064	334,509	25	10,123	15	12,457	188	93,839	51	64,947	59	27,981	113	29,672	60	18,441	261	28,306	30	10,612
WARREN	258,738	307,148	318,324	36	16,349	17	20,253	88	89,004	53	34,894	91	52,459	40	9,567	52	8,292	181	25,276	18	9,029
Phillipsburg	86,815	169,945	120,151	9	7,446	4	4,225	35	38,279	18	9,020	22	22,479	9	3,108	15	2,518	65	12,272	5	3,711

HACKENSACK—continued

10-CLIMATE: Min. & Max. Temp.—Spring 45-75, Summer 60-90; Fall 45-65, Winter 25-55. First killing frost, Oct. 1. Last killing frost, Apr. 20.

11—TAP WATER: Moderately alkaline, moderately soft; not fluoridated.

12—RETAILING: Principal Shopping District: Garden State Plaza, 80 Stores; Bergen Mall, 78 Stores; The Fashion Center, 25 Stores; Paramus Park, Paramus, N.J., 115 Stores; Riverside Square, Hackensack, N.J., 90 stores.
Additional Shopping Areas: Hackensack; Ridgewood; Tenafly; Bergenfield; Rutherford; Teaneck; Englewood; Fort Lee; Westwood; Cliffside Park.
Neighborhood Shopping Areas: Municipality.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Garden State Plaza	80	Bamberger's, J.C. Penney, Gimbel's
Bergen Mall	78	Stern's, Ohrbach's, J.J. Newberry
Chestnut Ridge	22	Grand Union
Paramus Park	115	Abraham & Straus, Sears
Riverside Square	90	Bloomingdale's, Saks
The Fashion Center	25	B. Altman; Lord & Taylor
Korvette City	5	E.J. Korvette
Unwood Plaza	-	Foodtown
Mahwah Plaza	20	A&P
Lincoln Plaza	5	Top Variety
River Rd. Ctr	-	Pranti, Shop-Rite
Fair Ridge	15	A&P
Urban Farms	22	Gristede's
Valley Fair	20	Albrecht's, Children's
Park Ridge	-	A&P
Interstate	35	Sears, Grossman's
Rochelle Park	7	Shop-Rite
Allendale	16	A&P
Foster Village	23	Montgomery Ward, Grand Union
Closter Plaza	41	Woolworth's, Sears, Grand Union
Cresskill Plaza	10	King's Super Mkt.
Pascack Valley	25	Channel, Grand Union
Elmwood	15	S.H. Kress, Walgreen, Channel
Ramsey Square		Bradlees, Channel
Saddle Brook Mall	17	Bradlees, Stop & Shop
Willowbrook Mall	164	Bambergers Orbachs Sears Sterns
West Baltmall	32	J.C. Penney Korvettes
Preakness Shopping Ctr	43	Sterns Rickel
Wayne Hills Mall	32	Meyer Bros K-Mart

Stores Open Evenings: Food & Department Stores, Shopping Centers Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: County: Sears; Lord & Taylor, B. Altman, Packard's, Montgomery Ward; Bambergers, Stern Bros.; Gimbel's; Alexander's; Bloomingdale's; Ohrbach's, Saks Fifth Ave., Abraham & Strauss.
Variety Stores: Woolworth; Kresge; Newberry, J.C. Penney.
Discount Stores (CZ): Korvette; Two Guys, Shop-Rite, Valley Fair, Packard's; Bradlees; K-Mart, Korvette, Toys-R-Us.
Chain Lumber/Hardware: Channel Industries; Rickel Home Center; Kay's.
Chain Drug Stores (CZ): Whelan 1, Rexall 7, Genovese 2; Walgreen 2; Rite Aid 4; CVS 5; Medi-Mart 4.
Chain Food Supermarkets: Acme/Super Saver 5; A&P 20; Grand Union 24, Gristede 1, Valley Fair/Met 1; Kings 3; Shop-Rite 15; Foodtown 18; Pathmark 6; Stop N' Shop 4; Two Guys 3.
Other Chain Stores: Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe Shoes, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn. Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits; Lane Bryant Inc., MacHughe's; Roaman's; Schlessinger's; Florence Shop; Rogers Peet, Sealfon's; Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff. Others: Adler's, Radio Shack; Trader Horn, Friendly Frost, Sam Goody; Roots, Field Bros.
Furniture: Carlyle, Einstein Moomiy: Huffman-Koos, Kaufman, Levitz; Sporting Goods: Morsan's; Herman's.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 150,824; SUNDAY RECORD (S) 214,274, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bernard Schraer, Adv. Dir., RECORD.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

JERSEY CITY, N.J.

1—LOCATION: Hudson County (SMSA), E&P Map B-2, County Seat. Industrial, wholesale, residential and educational center. Occupies 19.2 square mi. on peninsula formed by Hudson R. and Upper N.Y. Bay on east and south and Hackensack River and Newark Bay on west.

2—TRANSPORTATION: Railroads: Journal Square Transportation Center; Lehigh Valley. Hoboken Shore & Path.
Motor Freight Carriers: 117
Intercity Bus Lines: Inter City, Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue, Edwards Lakes to Sea; Jersey Central; Central Greyhound.

3—POPULATION:
Corp. City 70 Cen. 260,545; Loc. Est. 226,072
CZ ABC: (70) 557,948; (80) 484,400
RTZ-ABC: (70) 431,055; 411,000
County/SMSA 70 Cen. 609,266; Loc. Est. 565,853
City & RTZ-ABC: (70) 989,003; (80) 895,400
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 87,853; Loc. Est. 88,416
CZ ABC: (70) 190,360; (80) 189,200
RTZ-ABC: (70) 145,128; (80) 159,200
City & TRZ-ABC: (70) 335,488; (80) 348,400

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	6	$856,800,000
Sav. & Loan Assn	15	$2,215,039,000
Commercial Banks	12	$2,488,650,000

6—PASSENGER AUTOS: County 206,513

7—ELECTRIC METERS: Met. Res. 231,802

8—GAS METERS: (Metro). Res. 217,957

9— PRINCIPAL INDUSTRIES (CZ): Metro Area—Container Port, Pharmaceutical Prod.; Lamps, Food Packing; Radio & TV Sets; Iron Prod., Candy; Soap; Carbon; Elevators; Chemical, Wearing Apparel; Paper Prod., Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil refining.

10-CLIMATE: Min. & Max. Temp.—Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11—TAP WATER: Neutral, very soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Hudson Plaza	40	Two Guys
Stadium Plaza	2	Rickels
Twin City Plaza	4	Acme, McCroy's
Channel Shoprite	3	Channel Lumber

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thurs., Fri., Mon.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck.
Variety Stores: Woolworth, Grand, McCrory's, Home Fair, Jupiter 2.
Discount Stores (CZ): Two Guys 3, National Family Store, K-Mart; Wonder Stores.
Chain Drug Stores (CZ): Whelan 4; Rexall 5; Rite Aid 7; Drug Guild, Peckman's 2; Brooks 1; Rite Way 12; Rock Bottom.
Chain Food Supermarkets: A&P 16; Shop Rite 15; Food Town 7; Pathmark 2; Acme-3; Shelley's 2; I.G.A. 1.
Other Chain Stores: Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Pep Boys; Martin Paints; National Shoes; Rayco, A. S. Beck; Kinney Shoes; Kay Jewelers, Lynn, Allied Radio Shack; Channel Co.; Castro, Shoe Town, Knapp, Fayva; Zale Jewelers, Mandee, Ris Auto; Rickels.

14—NEWSPAPERS: JERSEY JOURNAL (e-Mon. to Fri.) 69,963; (Sat. e) 66,086, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL.
National Representatives: Newhouse Newspapers; Metro-Suburbia.

MIDDLETOWN, N.J.

See RED BANK, N.J.

MILLVILLE, N.J.

1—LOCATION: Cumberland County (In Vineland-Millville Bridgeton-SMSA) E&P Map B-5. Industrial center. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia, 35 mi. from Atlantic City; 130 mi. from New York City.

2—TRANSPORTATION: Railroads: Conrail; Reading Sea Shore.
Motor Freight Carriers: 11
Intercity Bus Lines: Public Service, Bridgeton.

3—POPULATION:
Corp. City 70 Cen. 21,366; Loc. Est. 27,305
CZ ABC: (70) 21,366, (80) 25,500
RTZ-ABC: (70) 11,516, (80) 13,200
County SMSA 70 Cen. 134,615
Loc. Est. 139,509
City & RTZ-ABC: (70) 32,882; (80) 38,700

4—HOUSEHOLDS:
City: 70 Cen. 7,083; Loc. Est. 10,550
County SMSA 70 Cen. 37,030; Loc. Est. 47,944
CZ ABC: (70) 7,083; (80) 9,700
RTZ-ABC: (70) 3,440; (80) 4,400
City & RTZ-ABC: (70) 10,523; (80) 14,100

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$53,000,000
Sav. & Loan Assn	2	$31,000,000

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Residence 10,905

8—GAS METERS: Residence 4,997

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass Mfg. 4,700 ($110); Textile Mfg. 600 ($100); Sand Mining 560 ($120); Airworks & Aircraft Repairs ($120).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 41-63; Summer 62-83, Fall 45-66, Winter 22-24.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Delsea (2)	6	Sears, Two Guys, King's
Cumberland Mall (60)	-	Bradlee's, Wilmington Dry Goods

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Dept.—Fri. Food– Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Fath's, Kress, K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Joseph's, Rexall, Sun Ray.
Chain Food Supermarkets: Acme, Food Fair, Pathmark.
Other Chain Stores: Endicott-Johnson (shoes), Diana Shop, Sherwin-Williams (paint), Goodyear, Firestone.

14—NEWSPAPERS: DAILY (e) 6,837, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Springsteen, Adv. Mgr., DAILY.
National Representatives: Landon Associates, Inc., Robert Hitchings & Co., Inc.

MORRISTOWN-PARSIPPANY, N.J.

1—LOCATION: Morris County (in Newark, N.J. SMSA) E&P Map B-2. County Seat. Mfg. & education center.

2—TRANSPORTATION: Railroads: Morristown & Erie, New York, Susquehanna & Western, Erie Lackawanna, Central Railroad of New Jersey.
Motor Freight Carriers: 1
Intercity Bus Lines: Morristown, Public Service, De-Camp.

3—POPULATION:
Corp. Cities 70 Cen. 62,774; Loc. Est. 103,490
Morristown 70 Cen. 17,662; Loc. Est. 16,606
Parsippany 70 Cen. 55,112; Loc. Est. 86,884
Primary Mkt. Area-ABC

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	7 172 164	7 444 714	29 239 365	67 311 339	2 703 283	24 900	8 055	199 400	89 165
STANDARD METROPOLITAN STATISTICAL AREAS									
Allentown-Bethlehem-Easton, Pa.-N.J.	594 205	643 917	2 043 723	5 195 015	243 687	21 318	2 098	33 605	31 819
Atlantic City, N.J.	175 043	197 855	701 470	1 465 908	79 933	18 339	391	18 928	2 001
Jersey City, N.J.	609 266	561 156	2 624 101	4 533 813	224 028	20 238	N.A.	N.A.	N.A.
Long Branch-Asbury Park, N.J.	461 849	506 149	1 894 542	5 275 305	178 001	29 636	762	20 323	5 520
New Brunswick-Perth Amboy-Sayreville, N.J.	583 813	585 239	2 223 575	6 249 171	197 069	31 711	286	13 919	785
New York, N.Y.-N.J.	9 973 414	9 097 448	41 519 345	84 017 789	3 692 476	22 754	517	11 982	065
Newark, N.J.	2 057 241	1 946 079	8 636 606	17 671 870	707 101	24 992	842	11 273	7 479
Paterson-Clifton-Passaic, N.J.	460 782	446 949	1 838 286	2 971 969	166 522	17 847	55	508	472
Philadelphia, Pa.-N.J.	4 817 914	4 764 128	17 629 696	39 984 010	1 713 975	23 328	5 328	145 544	81 757
Trenton, N.J.	303 968	317 710	1 286 712	2 594 916	115 081	22 549	317	7 612	1 865
Vineland-Millville-Bridgeton, N.J.	121 374	133 400	430 778	742 506	48 306	15 467	623	30 475	4 573
Wilmington, Del.-N.J.-Md	499 493	527 863	1 941 417	4 451 061	184 484	24 127	1 645	43 835	25 436
COUNTIES, Cities									
ATLANTIC	175 043	197 855	701 470	1 465 908	79 933	18 339	391	18 928	2 001
Atlantic City	47 859	39 566	167 136	248 541	19 266	12 901	*	*	*
BERGEN	897 148	882 963	4 253 265	10 248 577	320 455	31 981	180	4 824	586
Hackensack	35 911	36 721	203 024	390 512	16 092	24 267	*	*	*
BURLINGTON	323 132	369 423	1 155 748	3 266 801	121 118	26 534	746	22 118	8 988
Burlington	11 991	11 138	40 157	92 572	4 554	20 328	*	*	*
Willingboro	43 414	80 489	155 279	711 761	24 212	29 373	*	*	*
CAMDEN	456 291	483 624	1 789 688	4 329 362	171 256	25 280	355	5 383	158
Camden	102 551	80 770	309 856	517 214	30 219	17 777	*	*	*
CAPE MAY	59 554	82 967	218 506	649 580	35 277	18 519	91	1 715	606
CUMBERLAND	121 374	133 400	430 778	742 506	48 306	15 467	623	30 475	4 573
Bridgeton	20 435	19 436	69 448	104 577	7 410	14 113	*	*	*
Millville	21 366	25 980	82 801	157 598	10 161	15 510	*	*	*
Vineland	47 399	56 680	173 171	[illegible]	19 539	16 412	*	*	*
ESSEX	932 299	[illegible]	3 753 160	6 878 116	311 247	22 102	48	[illegible]	18
Newark	382 288	[illegible]	1 107 443	1 690 825	108 874	15 528	*	*	*
GLOUCESTER	172 681	208 911	612 897	1 672 209	70 266	23 798	704	26 423	[illegible]
Woodbury	12 408	[illegible]	49 815	99 793	4 190	23 817	*	*	*

(70) 334,018. (80) 354,600
SMSA 70 Cen 2,057,241. Loc Est 1,952,444
County 70 Cen 383,454. Loc Est 400,535
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen 25,935; Loc Est 36,412
Morristown 70 Cen 6,426. Loc Est 6,966
Parsippany 70 Cen 16,135. Loc Est 29,416
SMSA 70 Cen 640,998. Loc Est 702,860
County 70 Cen 302,582; Loc Est 315,478
Primary Mkt Area-ABC
(70) 96,676. (80) 116,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$551,031,802
Sav & Loan Assns	4	Not Available
Commercial	2	$697,811,109

6—PASSENGER AUTOS: County N.A.

7—ELECTRIC METERS: Residence 138,096

8—GAS METERS: Residence 24,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Public Utilities 1,218; Chemical Products 2,663; Printing 687; Construction 570; Rubber 305; Food 372; Paper 1,547; Engineering 2,891; Pharmaceuticals 1,095
Principal Industrial Pay Days: Fri

10-CLIMATE: Min. & Max. Temp.—Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost, Oct. Last killing frost, Apr. 24

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Midtown	9	A&P
Baldwin Manor	11	Baldwin Pharm., Foodtown
Troy	19	Pathmark, K-Mart
Morris Hills Plaza	15	Kinney Shoes Rexall

Principal Shopping Days: Fri., Wed., Sat
Stores Open Evenings: Wed., Fri.

13—RETAIL OUTLETS: Department Stores: L. Bamberger, M. Epstein, Sears; Penny
Discount Stores (CZ): Two Guys from Harrison 2; Jamesway; Rockaway Sales 2; K-Mart, Bradlees
Variety Stores: Woolworth
Chain Drug Stores (CZ): Sav On, Foods Plus, Thrift Drug; CVS; Drug Fair
Chain Food Supermarkets: A&P 3, Acme 2, Grand Union, Foodtown 3, Shop-Rite 8; Pantry Pride; Progressive 4; W&O; Finast, Kings, Stop & Shop

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 49,334; PARSIPPANY'S RECORD (e-Mon. to Fri.) 7,916, Comb. (e-Mon. to Fri.) 57,250; SUNDAY DAILY RECORD 65,683; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Robert E. Rath, Adv. Mgr., RECORD
National Representatives: Landon Associates, Inc.

NEW BRUNSWICK, N.J.

1—LOCATION: Middlesex County (In New Brunswick-Perth Amboy-Sayreville, N.J. -SMSA) E&P Map B-3. County Seat. Industrial and educational center, 32 mi. from New York City; 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26; Lincoln Hwy., New Jersey Tpke., Rt. 287

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 71.
Water: Raritan River
Intercity Bus Lines: Transport of N.J., Continental Trailways, Suburban, Greyhound, Middlesex, Star

3—POPULATION:
Corp. City 70 Cen. 41,885. Loc. Est. 48,906
CZ ABC: (70) 192,600; (80) 192,600
RTZ-ABC: (70) 184,151; (80) 196,100
County/SMSA 70 Cen 583,813, Loc Est 586,512
City & RTZ-ABC: (70) 376,751, (80) 391,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 12,741; Loc. Est. 17,200
Co./SMSA 70 Cen. 168,076; Loc. Est. 195,457
CZ ABC: (70) 57,135; (80) 66,400
RTZ-ABC: (70) 51,800; (80) 63,000
City & RTZ-ABC: (70) 108,935; (80) 129,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$311,614,800
Sav. & Loan Assn	11	$273,130,420
Commercial Banks	13	$973,425,180

6—PASSENGER AUTOS: County 258,136 (1978)

7—ELECTRIC METERS: Residence 16,710

8—GAS METERS: Residence 13,209

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Pharmaceuticals 4,725; Medical Goods 3,150; Electrical 2,310; Apparel 2,625; Transp. 4,200

10-CLIMATE: Min. & Max. Temp.—Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost, Oct. 20. Last killing frost, Apr. 18

11—TAP WATER: Acid, very soft, not fluoridated

12—RETAILING: Principal Shopping Centers: 8 blocks on George St., 5 on Albany St., 3 on Neilson, 3 on Church, 2 on Bayard, 2 on Paterson, 1 on Livingston, Rutgers Plaza, Nixon Shopping Center, Market Place, Kilmer Plaza, Middlesex Mall, Brunswick Center, Mid State Mall, Route S-18, Brunswick Square, Miracle Mall, Shoppers Mall; Old Bridge Center U.S. Route 1, Menlo Park Shopping Center, Woodbridge Center, [illegible] Mall; Village Green Shopping Center.
Neighborhood Shopping Centers: 5 blocks on French St.
Stores Open Evenings: Most Mon. thru Fri.; Some on Mon. & Thurs. only

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; Penney, Lerner's, Kennedy's; Bamberger; Alexander's, Woolco, Korvette; Loehmann's; Ohrbach's, A. & S., Stern's, Bradlees.
Variety Stores: Newberry, McCrory's, F.W. Woolworth.
Discount Stores (CZ): Korvette, Two Guys; Bradlee's, Channel, Rickel; K-Mart, Pergament (2).
Chain Drug Stores (CZ): Drug Fair 3, Sav-On; Walgreen; Rexall; Siegel's; Sunray 2, Thrift Drug; Pathmark, Mandell's; Tobin's., Rite-Aid.
Chain Supermarkets: A&P 7, Shop Rite, Foodtown 6, Acme, Pathmark, Mayfair 3, Stop & Shop; Grand Union; Pantry Pride, Food Fair, Finast 2
Other Chain Stores: Shoes: Thom McAn, National, A.S. Back, Miles, G.R. Kinney, Florsheim, Melco; Clothing: Bond, Rogers, Franklin-Simon, Wallachs; Auto Supplies: Firestone, Lee Miles, Midas, Rayco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear, Misc.: Loft, Singer Co.

14—NEWSPAPERS: HOME NEWS (e) 59,006; (S) 71,837, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: R.S. Kain, Gen. Adv. Mgr., HOME NEWS.
National Representatives: Story & Kelly-Smith

NEWARK, N.J.

1—LOCATION: Essex County (In Newark SMSA). E&P Map B-2, County Seat. Industrial, wholesale and retail center. On U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 280, 82. N.J. Tpke. & linked with Garden State Pkway.

2—TRANSPORTATION: Railroads: Conrail; Central of New Jersey; Erie-Lackawanna; Hudson & Manhattan (passenger)
Motor Freight Carriers: 30
Intercity Bus Lines: Public Service, Trailways, Greyhound; American; De Camp; Borough; N.Y. & Long Branch; Somerset, Martz, Consolidated Shore
Airlines: U.S. Air, American, Braniff, Delta, Eastern, Flying Tiger, National, TWA, United.

3—POPULATION:
Corp. City 70 Cen. 382,288, Loc. Est. 301,694
CZ ABC: (70) 1,089,853; (80) 947,100
RTZ-ABC: (70) 4,220,633; (80) 4,215,300
County 70 Cen. 932,299, Loc. Est. 836,411
SMSA 70 Cen. 2,057,241; Loc. Est. 1,952,444
City & RTZ-ABC: (70) 5,310,486, (80) 5,162,400

4—HOUSEHOLDS:
City 70 Cen. 121,041; Loc. Est. 110,698
County 70 Cen. 302,582, Loc. Est. 315,478
SMSA 70 Cen. 640,998. Loc. Est. 702,860
CZ ABC: (70) 355,712, (80) 353,600
RTZ-ABC: (70) 1,296,520, (80) 1,476,000
City & RTZ-ABC: (70) 1,652,232, (80) 1,829,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	11	$1,350,000,000
Sav. & Loan Assn	88	$1,840,000,000
Commercial Banks	16	$50,229,000,000

6—PASSENGER AUTOS: County 593,480

7—ELECTRIC METERS: CZ 324,991

8—GAS METERS: County 343,974

9— PRINCIPAL INDUSTRIES (CZ): Estimated Number of Employees, Essex, Union & Morris Counties—Prim. Metal Ind. 10,700, Fab. Metal Pdts. 21,300, Mach. (ex. Elec.) 25,500, Elect. Mach. 38,500, Transp. Equip. 10,800, Instruments & Rel. Prod. 4,500, Other Durable Goods 19,900, Food & Kindred Prod. 22,000, Textile-Mill Prod. 3,400, Apparel & Textile Prod. 14,600, Paper & Prod. 6,600, Printing & Publishing 11,700, Chemicals & Prod. 34,100; Rubber & Plastic Prod. 9,200; Leather & Prod. 4,000, Other Nondurable Goods 3,400, Mining 900, Construction 28,400, Transp. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200, Fin., Ins. & Real Est. 48,400, Service & Misc. 110,900, Govt. 85,200

10-CLIMATE: Min. & Max. Temp.—Spring 40-60, Summer 60-90, Fall 45-65, Winter 20-40. First killing frost, late Oct. Last killing frost, early Apr.

11—TAP WATER: Alkaline, soft to medium

12—RETAILING: Downtown Shopping areas in Newark, Livingston, Montclair, Orange, Plainfield, Morristown; Summit; Irvington, East Orange, Elizabeth; Dover, Madison, Maplewood, Westfield, Union; Bloomfield; Somerville

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
(In Essex Co.)		
The Common	24	Lane Bryant
Livingston Mall	127	Bambergers, Sears, Hahnes Epsteins
Oakwood Mall	6	Kings
The Mall, Short Hill	140	Bloomingdales Abraham & Straus, B Altman, Bonwit Teller
Pilgrim Shopping Plaza	15	Newberrys, Savon Drug
Essex Mall	17	Marshalls Stop & Shop
West Caldwell	27	A&P
Essex Green	42	Woolworths Shop-Rite
(in Morris Co.)		
Dover	30	Woolworths J.C. Penney
Morris Co. Mall	77	Bradlees, J.C. Penney, Stop & Shop
Morris Hill Plaza	15	Rexall Drug, Sherwin-William
Rockaway Town Square	150	Bambergor, Hahn, Sears J.C. Penney
(in Union Co.)		
Morry Hill Sq	45	-
Parkway Plaza	-	Brand Union, Kresges

Outside Metro Area: Bergen Mall, Paramus, Menlo Park, Blue Star, Watchung, Two Guys, East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shopping center in themselves, in Somerset County
A 15 mi. shopping "strip" along Route 22, 40 stores
Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Dept.—Mon., Wed., Fri. Food—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores (Metro Area)—Bamberger, Steinbach's, Hahne, Muir's Ohrbach's, Sears; Bloomingdale's, B. Altman, Abraham & Straus, Stern Bros., J.C. Penney
Discount Stores: Carr's, J.M. Fields, Newberry's, Rickel Bros., Two Guys, Valley Fair, Korvette's, Channel, Woolco, K-Mart, Bradlee's
Chain Drug Stores: Rubin Bros. 6, Weisbard Bros. 2, Thrift Drug, Sav-on, CVS, Med. Mart, Schwartz, Rite-Aid 2, Winsor, Angelo 2
Chain Supermarkets: A&P, Acme, Food Fair, Finast, Grand Union, Shop-Rite, Foodtown, King's, Two Guys, Valley Fair, Pathmark, Stop 'n Shop
Other Leading Stores (Central City): Canadian Fur, Loft Candy, McCrory's, Lerner, Woolworth, Bond's, Wallach's, A.S. Beck, Howard Clothes
Suburban: B. Altman, Lord & Taylor, Saks Fifth Ave., Franklin Simon, Huffman-Koos, Harrison Bros., Marshalls, M. Epstein, Teppers, Wiss Jewelers, Levitz, Gimbel's and many others.

14—NEWSPAPERS: STAR LEDGER (m-Mon. to Fri.) 407,844, (Sat. m) 382,065, (S) 574,966, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER
National Representatives: Newhouse Newspapers- Metro Suburbia, The Leonard Co.

NEW JERSEY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HUDSON	609,266	561,156	2,624,101	4,533,813	224,028	20,238	N.A.	N.A.	N.A.
Jersey City	260,545	216,408	1,087,811	1,674,732	85,458	19,597	*	*	*
Union City	58,537	50,230	242,868	382,914	20,869	18,348	*	*	*
HUNTERDON	69,718	90,461	254,498	739,116	32,268	22,906	1,038	5,365	13,693
MERCER	303,968	317,710	1,286,712	2,594,916	115,081	22,549	317	7,6.2	1,865
Trenton	104,638	91,458	358,243	576,128	34,651	16,627	*	*	*
MIDDLESEX	583,813	585,239	2,223,575	6,249,171	197,069	31,711	286	13,919	1,785
New Brunswick	41,885	45,878	135,136	372,661	16,300	22,863	*	*	*
Perth Amboy	38,798	33,484	132,040	312,360	13,152	23,750	*	*	*
Woodbridge	98,944	122,559	376,849	1,308,683	19,414	33,204	*	*	*
MONMOUTH	461,849	506,149	1,894,542	5,275,305	178,001	29,636	762	20,323	5,520
Asbury Park	16,533	13,446	56,006	108,977	6,467	16,851	*	*	*
Middletown	54,623	72,187	214,075	718,809	30,937	23,235	*	*	*
Red Bank	12,847	11,369	55,037	122,173	5,210	23,450	*	*	*
Shrewsbury	3,315	3,424	15,763	41,368	1,232	33,578	*	*	*
MORRIS	383,454	408,306	1,654,963	3,841,484	137,183	28,003	335	4,212	3,039
Dover	15,039	13,919	55,717	109,278	5,183	21,084	*	*	*
Morristown	17,662	15,691	77,659	158,203	6,684	23,669	*	*	*
Parsippany	55,112	89,839	237,860	845,236	30,756	27,482	*	*	*
OCEAN	208,470	360,465	573,515	2,788,341	138,221	20,173	170	1,294	2,364
Brick Township	5,057	65,415	105,565	511,923	20,021	25,569	*	*	*
Point Pleasant	15,968	19,622	45,846	159,954	7,782	20,554	*	*	*
Toms River	7,303	9,564	20,091	81,765	3,358	24,349	*	*	*
PASSAIC	460,782	446,949	1,838,286	2,971,969	166,522	17,847	55	508	472
Clifton	82,437	72,912	368,288	586,405	29,086	20,161	*	*	*
Passaic	55,124	47,536	200,030	294,922	19,493	15,130	*	*	*
Paterson	144,824	152,508	484,481	849,268	58,887	14,422	*	*	*
SALEM	60,346	63,416	255,316	542,031	22,924	23,645	634	20,879	11,851
Salem	7,648	6,348	30,714	51,502	2,432	21,177	*	*	*
SOMERSET	198,372	209,908	895,643	2,121,521	70,697	30,009	407	3,533	4,208
Bridgewater	30,235	47,209	136,510	477,137	14,548	32,797	*	*	*
Somerville	13,652	12,873	58,931	125,085	5,017	24,932	*	*	*
SUSSEX	77,528	119,642	234,244	887,908	41,421	21,43[illegible]	506	1,840	9,538
Newton	7,297	9,108	21,042	64,015	3,610	17,733	*	*	*
UNION	543,116	510,834	2,332,820	4,829,747	187,974	25,694	52	2,497	51
Elizabeth	112,654	98,624	419,975	782,996	39,415	19,865	*	*	*
WARREN	73,960	88,105	255,816	681,956	32,536	20,960	549	5,651	10,638
Phillipsburg	17,849	17,430	59,518	129,310	6,845	18,891	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1979 Cash Receipts as follows: From Crops $292,827,000, from Livestock & Livestock Products $109,129,000, Total $402,056,000
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

NEWTON, N.J.

1—LOCATION: Sussex County, E&P Map A-2, County Seat. Recreation, agricultural, manufacturing NW portion of State. 58 mi. NW of NYC; 48 miles NW of Newark.

2—TRANSPORTATION: Railroads: 2 (Freight).
Motor Freight Carriers: 15.
Intercity Bus Lines: Garden State; Lakeland
Airports: 4, Hiliport-1.

3—POPULATION:
Corp. Town 70 Cen. 7,297; Lcc. Est. 9,000
Primary Mkt. Area-ABC:
(70) 82,521; (80) 124,800
County 70 Cen. 77,528; Loc. Est. 105,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,429; Loc. Est. 4,232
County 70 Cen. 24,500; Loc. Est. 37,100
Primary Mkt. Area-ABC: (70) 24,325; (80) 42,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$620,000,000
Sav. & Loan Assn	6	$310,000,000

6—PASSENGER AUTOS: County N. A.

7—ELECTRIC METERS: County 50,021

8—GAS METERS: County 1,655

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Gvt. & Education 1,000 ($275); Retailers & Service 600 ($240); Professional & Staff 500 ($325); Manufacturing & Fabrics 300 ($225).
Principal Industrial Pay Day: Wed.

10-CLIMATE: Min. & Max. Temp.—Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11—TAP WATER: Neutral to Alkaline.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Clinton St.	10	Rockaway Sales
Spring St.	49	Wyckoffs
Ames/Big N	12	Ames/Big N, Shepards Fashions
Sparta Centre	12	Acme
Franklin	6	A&P
Shop Rite	7	Shop Rite
Sussex	9	A&P
Tri-States	10	Jamesway
Vernon	8	A&P
Gristmill	6	A&P
Wantage	3	Foodtown, Jamesway

Principal Shopping Days: Mon., Thurs., Fri., Sun.
Stores Open Evenings: Ames/Big N; Jamesway; A&P; Acme; Grand Union; Foodtown; Rockaway Sales.
Stores Open Sundays: Ames/Big N; A&P; Acme; Grand Union; Shop-Rite; Shepards; Jamesway; Foodtown; Rockaway Sales.

13—RETAIL OUTLETS: Department Stores: Wyckoffs.
Discount Stores: Jamesway, Rockaway Sales; Ames/Big N.
Variety Stores: Woolworth; R. J. Mars.
Chain Drug (town): Thrift; Rite-Aid, Genovese.
Chain Food Stores: A&P 4; Acme 2, Grand Union 3; Shop Rite 3.
Chain Fast Foods: McDonalds; Burger King; Dunkin' Donuts; Arthur Treachers.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 17,455; (S) 24,657; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert O. Cosgrove, Adv. Dir., HERALD.
National Representatives: Landon Associates.

PARSIPPANY, N.J.
See MORRISTOWN, N.J.

PASSAIC-CLIFTON, N.J.

1—LOCATION: Passaic County (In Paterson-Clifton-Passaic, N.J.-SMSA). E&P Map B-2 Industrial center; center of Paterson-Clifton-Passaic Standard Metropolitan Statistical Area. 12 mi. West of New York; 9 mi. North of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines: Manhattan, Inter-City, DeCamp, Greyhound, Public Transport of N.J.
Airlines: At Teterboro Airport—915 acres; 5,000 ft. x 100 ft. runways; 13 hangars; Heliport service to midtown N.Y. City and N.Y. Airports. Passenger Service at Newark Airport. All airlines (8 mi.).

3—POPULATION:
Corp. Cities 70 Cen. 137,561; Loc. Est. 124,294
Passaic: (70)55,124; Loc. Est. 49,770
Clifton: (70)82,437; Loc. Est. 74,524
Total Primary Mkt. ABC:
(70)890,598; (80)834,200
County/SMSA
70 Cen. 460,782; Loc. Est. 460,449
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Passaic: 70 Cen. 19,305; Loc. Est. 20,196
Clifton: 70 Cen. 27,996; Loc. Est. 29,419
County/SMSA
70 Cen. 147,214; Loc. Est. 169,727
Total Primary Mkt. ABC:
(70)278,968; (80)299,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	13	$421,486,541
State Banks	5	N.A.

6—PASSENGER AUTOS: SMSA 228,870 (1978)

7—ELECTRIC METERS: SMSA, 252,864

8—GAS METERS: SMSA Res. 262,979

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Fabricated metals 5,300; Nonelectrical machinery 5,400; Electrical machinery 11,400; Other durable goods 6,700; Food 3,200; Printing and Publishing 3,400; Chemicals 10,600; Rubber 4,000; Other nondurable goods 16,200; Construction 5,500; Transport. and Utilities 6,500; Trade 42,000; Finance, Insurance, Real Estate 9,300; Services 29,000; Government 2,800.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers: Passaic-Clifton: Main Ave. and Intersecting Streets, Clifton-Allwood Shopping Center; Clifton Plaza Shopping Center; Elmwood Shopping Center; Garden State Plaza, Styertowne; and Bergen Mall, Preakness; Willowbrook; Fashion Center; Paramus Park; West Belt Mall, Riverside Square.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Preakness	-	Sterns
Elmwood	5	Walgreen's, Grand Union, Grandway
Fashion Center	10	Lord & Taylor, B. Altman, W. J. Sloane, Peck and Peck
Garden State Plz.	5	Bamberger's, Gimbel's, J. C. Penney's, Grand Union Safeway
Styertown	?	Grand Union, Rowe Manse
Bergen Mall	6	Ohrbach's, Stern's, Penn Fruit, Ohrbach's
Willowbrook	9	Bamberger's, Sears, Stern's, Ohrbach's
Paramus Park	7	Sears, A & S, Fortunoff
Clifton Plaza	3	Acme, Korvettes
West Belt Mall	9	J. C. Penney
Riverside Square	7	Saks, Bloomingdales
Wayne Hills Mall	6	Meyer Brothers

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. through Fri. Closed Sun.

13—RETAIL OUTLETS: (Metro Area): Department Stores: Alexander's; B. Altman; Bamberger's 2; Bloomingdale; Canadian Furs; Gimbel's; Korvette's Lord & Taylor; Meyer Bros.; Ohrbach's 2; J. C. Penney; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A & S; K-Mart; Saks; Marshall's.
Discount Stores (CZ): K-Mart; Two Guys; National Family Stores; Bradlees.
Variety Stores: McCrory; Woolworth.
Chain Drug Stores (Metro Area): Liggett, Whelan; Walgreen, Rite-Aid; Medi-Mart; Martel's; CVS; Drug Fair; Genovese.
Chain Food Supermarkets: A&P 8; Shop-rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 3; 2 Guys 1; Foodtown 10; Stop & Shop 2; Basics 1; Plus Stores 1.
Other Chain Stores: Shoes: A. S. Beck, National, Red Cross, Pal Discount, Flagg Bros., Regal, Miles, Kitty Kelly, Thom McAn, Chandler's, Florsheim, Selby, Bostonian, Stenchever, Baker; Clothing: Bond, Lorry's Rogers Clothing 3, Wallach's, Lane Bryant, Canadian Franklin Simon, Plymouth Shops, Radio Shack, Burts Shoes, Zale Jewelry, Barney's Furniture; Auto Supplies: Firestone, Uniroyal, Goodrich, R&S, Pep Boys; Goodyear, Scott, General Auto, Midas, Stern's Auto, Western Auto, J.C. Penney Auto, Garden State Tire, Bamberger's Auto; Others: Trader Horn, Inger Co., Prince Range, Loft Candy, Channel Lumber, Rickel Bros., Siperstein, Best Bros. Paints; Jewelry; Wiss, Corbo's, Marcus; Furniture; Castro, Rockford, Huffman-Koos 4, W&J Sloane, Dover, Bograd Bros., National, Levitz, Faber Bros; Seaman's.

14—NEWSPAPERS: HERALD-NEWS (e-Mon. to Fri.) 73,595; (S) 61,779; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS.
National Representatives: Drukker Newspaper, Inc.

PATERSON, N.J.

1—LOCATION: Passaic County (In Paterson-Clifton- Passaic SMSA). E&P Map B-2, County Seat. Diversified mfg., 15 mi. W of New York, 10 mi. N of Newark. On U.S. Hwys. 46,80; State Hwys. 3, 4,20,23,208; Garden State Pkway.

2—TRANSPORTATION: Railroads-Erie-Lackawanna; Susquehanna.
Motor Freight Carriers: 76.
Intercity Bus Lines: Transport of N.J.; Inter-city; Manhattan; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 144,824; Loc. Est. 153,000
CZ ABC: (70) 267,550 (80)257,500
RTZ-ABC: (70) 509,204; (80)487,800
County/SMSA 70 Cen. 460,782;
Loc. Est. 496,000
City & RTZ-ABC: (70) 776,754; (80) 745,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 47,746; Loc. Est. 51,000
Co./SMSA 70 Cen. 147,214; Loc. Est. 155,000
CZ ABC: (70) 86,483; (80) 95,400
RTZ-ABC: (70) 149,623; (80) 164,100
City & RTZ-ABC: (70) 236,106; (80) 259,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$2,737,241,550
Sav. & Loan Assn	11	$4,644,570,555

6—PASSENGER AUTOS: County Est. N.A.

7—ELECTRIC METERS: 41,212; CZ 100,519

8—GAS METERS: Res. 37,402; CZ 100,060

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Constr. 4,800; Transport. & Utilities 5,900; Trade 39,700; Fin., Ins. & Real Estate 39,700; Service & Misc. 28,200; Gov't. 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 60-100; Fall 30-70; Winter—10-60. First killing frost, Sept. 15-Oct. 15. Last killing frost, Apr. 1.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St.; 7 on Market St.; 5 on Broadway.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Elmwood	3	Walgreen, Grand Union
Garden State Plz.	6	Bamberger's, J.C. Penney, Gimbels, Grand Union
Bergen Mall	7	Stern's, Orbach's
Willow Brook	5	Bambergers, Sears, Orbachs, Stern's
Preakness	4	Stern's, A&P
Midland Park	6	Kress, Grand Union
Fashion Center	5	Lord & Taylor, B. Altman
Wayne Hills Mall	4	Meyer Bros., K-Mart
West Belt Mall	5	Korvette, J.C. Penney
Paramus Park	5	Abraham & Strauss, Sears

Principal Shopping Days: Thu., Fri.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Meyer Bros.; Jacob's.
Discount Stores (CZ): Two Guys; Bradlee's; K-Mart.
Variety Stores: Woolworth; Martin's, Kresge.
Chain Drug Stores (CZ): Walgreen's; Rite-Aid 2.
Chain Supermarkets: A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; Stop & Shop 4; Two Guys 2; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores in City Limits—Thom McAn; Singer Co.; Hanover Shoes; Simco Shoes; Regal Shoe; W.L. Douglas Shoe; Goodrich; Goodyear; National Shoe; Miles Shoes; Pep Boys; Shoetown; Garden State Farms; General Tire.

14—NEWSPAPERS: NEWS (m) 24,447; (e) 26,076; Comb. (m&e) 50,523; (wk.end) 46,616; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Armani, Adv. Mgr., NEWS.
National Representatives: Landon Associates, Inc.

PERTH AMBOY-WOODBRIDGE, N.J.

1—LOCATION: Middlesex County. (In New Brunswick-Perth-Amboy-Sayreville,SMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of New York City; 18 mi. S of Newark; 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2—TRANSPORTATION: Railroads: Amtrak; Conrail; Lehigh Valley.
Intercity Bus Lines: Transport of N.J., Marathon; Hudson; Suburban.
Motor Freight Carriers: 43.
Airlines: Almost all at Newark Airport.

3—POPULATION:
Corp. Areas, 70 Cen. 137,742; Loc. Est. 136,400
Perth Amboy 70 Cen. 39,798; Loc. Est. 36,600
Woodbridge 70 Cen. 98,944; Loc. Est. 99,800
Retail Trading Zone-Local Est. 135,000
County/SMSA 70 Cen. 583,813, Loc. Est. 589,000
Primary Mkt. Area-ABC: (70) 391,931; (80) 377,900
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
Corp. Areas, 70 Cen. 41,529; Loc. Est. 41,100
Perth Amboy 70 Cen. 13,044; Loc. Est. 12,300
Woodbridge 70 Cen. 28,485; Loc. Est. 28,800
County/SMSA 70 Cen. 168,076; Loc. Est. 180,000
Primary Mkt. Area-ABC: (70) 112,338; (80) 123,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	1	$340,000,000
Sav. & Loan Assn	5	$200,000,000
Commercial Banks	1	$1,000,000,000

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Residence 44,217

8—GAS METERS: Residence 47,111

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Copper Ref. 1,000($300); Chemicals & Paint 1,433 ($300); Oil Ref. 1,771 ($350); Ceramicware 512 ($200); Wire Cable 713 ($180); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances, Steel Making 500 ($300);
Principal Industrial Pay Days: Wed. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 57-92; Fall 35-84; Winter 12-60.

11—TAP WATER: Soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 12 blocks on Smith St.; 4 on Madison Ave.; 3 on State St.; 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridga Center.
Neighborhood Shopping Centers: 3 blocks on Outer Smith St., 3 on Amboy Ave.; 4 on Hall Ave.; Woodbridge; 3 on Main St.; Metuchen; 3 on Main St., Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Woodbridge	2	A&S, Stern's, Ohrbach's, Hahne's
Menlo Park	6	Bamberger's, J.C. Penney, Alexander's
Sayre Woods	8	J.C. Penney
South Amboy	8	
Middlesex Mall	12	Pathmark, K-Mart, Stern's
Oakwood Plaza	-	Marshall's, Drug Fair

Principal Shopping Days: Thurs., Fri., Sat.
Most Stores Open Evenings: Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Bamberger's; K-Mart; Steinbach's, Alexander's, J.C. Penney, E. J. Korvette; Bradlees; Abraham & Straus; Ohrbach's;Stern's; Marshall's., Hahnes.
Variety Stores: Woolworth; McCrory's, Mickey Finn.
Discount Stores (CZ): Two Guys; Woolco; Rickel, Service Merchandise, Consumers Distributing.
Chain Drug Stores (CZ): Walgreen; Sav-On; Medi-Mart; Drug Fair; Mack Drug; Pathmark; Thrift Drugs; Rite Aid.
Chain Food Supermarkets (CZ): A&P 16; Food Fair 3; Foodtown 15; Acme 11; Grand Union 2; Two Guys 1; Shop-Rite 7; Pathmark 4; Stop'N Shop 4.; Discount Food 2.
Other Chain Stores: Shoes: Knapp, A. S. Beck, National, Kinney, Mecco Shoes, Father & Son. Thom McAn; Shoetown 2; Fayva. Auto Supply: Pep Boys, R&S, Auto-Rite, Western Auto, Two Guys Auto. Clothing: Lerner Shops, Rogers, Wallachs, Bond, Canadian Fur, Field Bros. Candy: Loft, Barracini.

14—NEWSPAPERS: NEWS TRIBUNE (e) 53,704; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sherman, Assoc. Pub., NEWS TRIBUNE.
National Representatives: Sawyer-Ferguson-Walker Co.

PHILLIPSBURG, N.J.
See EASTON, PA.

PLAINFIELD, N.J.
See BRIDGEWATER, N.J.

RED BANK-MIDDLETOWN-SHREWSBURY, N.J.

1—LOCATION: Monmouth county (In Long Branch-Asbury Park SMSA). E&P Map C-3. Trading Center (427 square mile area); On Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36; 40 mi. S from New York City; 45 mi. from Trenton.

2—TRANSPORTATION: Railroads: Conrail (freight & passenger).
Motor Freight Carriers: All Met.
Intercity Bus Lines: North & South Jersey Bus Co.; N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpk. Express Service to N.Y. & Newark.
Airlines: Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport; Wall Township; Preston Airport, Marlboro; Deep Run Aviation; Marlboro; Gibson Air Academy; Neptune; Lakewood.

3—POPULATION:
Corp. Cities:
Red Bank 70 Cen. 12,847; Loc. Est. 11,819
Middletown 70 Cen. 54,623; Loc. Est. 70,692
Shrewsbury 70 Cen. 3,315; Loc. Est. 3,415
Primary Mkt. Area-ABC:
(70)226,587; (80)242,100
County/SMSA
70 Cen. 461,849; Lcc. Est. 493,588
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
Corp. Cities:
Red Bank 70 Cen. 4,899; Loc. Est. 5,632

Middletown 70 Cen. 14,176; Loc. Est. 29,991
Shrewsbury 70 Cen. 970; Loc. Est. 1,216
County/SMSA
70 Cen. 135,230; Loc. Est. 171,767
Primary Mkt. Area-ABC:
(70)62,278; (80)76,000

5—BANKS: 149 Savings Banks and Sav. & Loan Assns., incl. branches. Deposits N.A.

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Res./County 155,480

8—GAS METERS: Residence 102,048

9— PRINCIPAL INDUSTRIES (CZ): Electronics; educational; Army Signal School; Naval Ammunition Depot; paper cups; cosmetics; race horse breeding; apparel; paper products; constr.; electric mach. equip.; lumber equip.; fabr. metal prod.; instruments; lumber & wood prod.; misc. mfg.; printing & pub.; boats; soft drinks; medical equip.; hospitals; real estate; whole & ret. nurseries; fruits; poultry; dairying; truck & farming; perfumes.

10-CLIMATE: Min. & Max. Temp.—Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:
Neighborhood Shopping Areas: Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County): Eatontown; Monmouth Mall; Seaview; Square Shopping Mall; Ocean Twsp.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Red Bank	3	Steinbach, Foodtown
Monmouth	4	Bamberger's, Alexander's, J. C. Penney, Kresge, A&S, Hahne's
Middletown	6	Foodtown, Stop & Shop, Shop Rite, A&P, Sears, 2 Guys, Channel
Lincroft	3	Acme
Little Silver	2	A&P
Fair Haven	3	Acme
Hazlet	12	K-Mart, Pergament, Grand Union
Middlebrook	5	Woolco
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Grand Union, Drug Fair
Seaview Square	7	Stern's, Steinbach, Sears, Acme
Eatontown	1	Pathmark, Rickels, A&S, Bamberger's, J.C. Penney, Hahne's, Alexander's
Colts Neck Towne Shoppes	6	
Shrewsbury Plz.	0	Marshall's, Mack Drugs, Acme
W. Long Br.	5	Shop-Rite, A&P, Acme, K-Mart

Principal Shopping Days: Wed., Sat.
Stores Open Evenings: Food, drug, service, retail.

13—RETAIL OUTLETS: Department Stores: Alexander's; Bamberger's; A&S; Steinbach; Stern's; J.C. Penney; Consumers Dist. Co.; J. M. Fields; Hahne's; Sears; Two Guys; Woolco; Woolworth.
Variety Stores: Prown's; Windsor; 5 J's Variety; Franklen Stores; Jo-Ro Inc.; L & S Variety; West End Variety; Deal Variety.
Discount Stores: Bradlee's Family Circle; K-Mart; Thrifty Cut Rate; CVS.
Chain Drug Stores: Genovese; Grand Union; CVS; Pathmark; Rite-Aid; Shop-Rite; Sun-Ray; Thrift; Family Pharmacy.
Chain Food Supermarkets: A&P 12; Acme 9; Foodtown 13; Grand Union 6; Pathmark 3; Shop-Rite 10; Stop & Shop 3; Foodland 3; 7-Eleven 11; Cumberland Farms; Krauszers; Welsh's.
Other Chain Stores: Auto: Rite Auto Stores, Firestone, J. H. Kelly, Star Auto, Western Auto. Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant, Franklin Simon. Shoes: Postur-Line, A. S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Miles, National, Naturalizer, Nunn-Busch, Shoe-Town, Melco, Stride-Rite. Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Marshall's, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice-Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, W. J. Sloane, Halle & Stieglitz, Canadian Furs, Hillman/Kohan, Pergament.

14—NEWSPAPERS: REGISTER (e-Mon. to Fri.) 31,626; (S) 31,337; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard McKean, Adv. Mgr., REGISTER.
National Representatives: Landon Associates, Inc.

SALEM, N.J.

1—LOCATION: Salem County (In Wilmington, Del.-N.J.-Md. -SMSA), E&P Map A-5, County Seat. Manufacturing and agriculture center, SW portion of State. Historical City, 34 miles SW of Philadelphia; on State Hwys. 49, 45, 5 miles S of Interstate 295, U.S. 40 N.J Turnpike.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Transport of New Jersey.
Motor Freight Carriers: 19.

3—POPULATION:
Corp. City 70 Cen. 7,648, Loc. Est. 6,459
SMSA 70 Cen. 499,493; Loc. Est. 526,016
County 70 Cen. 60,346, Loc. Est. 63,550

4—HOUSEHOLDS:
City 70 Cen. 2,524; Loc. Est. 2,448
County 70 Cen. 18,681; Loc. Est. 22,729
SMSA 70 Cen. 148,697; Loc. Est. 182,027

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$250,000,000
Savings and Loans	3	$90,000,000

6—PASSENGER AUTOS: County Est. N/A

9— PRINCIPAL INDUSTRIES (CZ): Floor coverings, chemicals, glass, canned foods, farming (tomatoes & vegetables).

10-CLIMATE: Min. & Max. Temp.—Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1. last killing frost, Apr. 5.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Pennsville	50	Ames, K-Mart, Acme, A&P
Christiana Mall	100	Bambergers, Strawbridges, J.C. Penney
Salem	20	Acme, G.C. Murphy, J.C. Penney
Woodstown	15	Acme
Penns Grove	25	IGA
Carney's Point		

14—NEWSPAPERS: TODAY's SUNBEAM (m) 11,082; sworn Dec. 31, 1979 CAC (Latest statement available).
Local Contact for Advertising and Merchandising Data: Robert Sibley, Adv. Dir., or Thomas H. Bowen, Pub., TODAY'S SUNBEAM.
National Representatives: Landon Associates, Inc.

SOMERVILLE, N.J.

See BRIDGEWATER, N.J.

TOMS RIVER, N.J.

1—LOCATION: Ocean County, E&P Map C-4. Apparel, Food Processing, Shipbuilding and Resort Center. Central eastern portion of state. 60 mi. from New York, 58 mi. from Philadelphia. Garden State Pky., N.J. Tpk, State Hwy. 9.

2—TRANSPORTATION: Railroads: Conrail (freight).
Motor Freight Carriers: 20.
Intercity Bus Lines: Transport of New Jersey.

3—POPULATION:
Corp. City 70 Cen. 7,303; Loc. Est. 9,564
Dover Twp. 70 Cen. 43,751; Loc. Est. 65,000
Primary Market Area-ABC
(70) 185,939; (80) 322,400
County 70 Cen. 208,470, Loc. Est. 349,510
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. City 70 Cen. 2,452; Loc. Est. 3,358
Dover Twp. 70 Cen. 13,817; Loc. Est. 19,721
Primary Mkt. Area-ABC: (70) 60,159; (80) 120,400
County 70 Cen. 68,302; Loc. Est. 132,612

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	22	$995,000,000
Sav. & Loan Assn	11	$594,000,000

6—PASSENGER AUTOS: Est. County N.A.

7—ELECTRIC METERS: (Res.) 139,000

8—GAS METERS: (Res.) 90,000

9— PRINCIPAL INDUSTRIES (CZ): Military Installation; Farming, Boating, Real Estate, Financial Inst., Publishing; Utilities; Light Mfg., Construction, Education, Chemicals.

10-CLIMATE: Min. & Max. Temp.—Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29. Last killing frost, Apr. 8.

11—TAP WATER: Well water, hard.

12—RETAILING: Principal Shopping Center: Ocean County Mall 96 units-Sears; J.C. Penney, Bambergers, Brick Plaza 22 units; Kennedy Mall 11 units; Brick Mall 9 units, Laurel Square 20 units; Riviera Plaza 9 units; Birchwood 10 units, Dover Mall 25 units, Toms River Shopping 17 units; Bellcrest Mall 5 units, Shop Rite East 6 units, Oak Ridge 18 units, Dorado 12 units; Silverton 6 units; Beachwood Plaza 19 units; Berkeley Plaza 7 units; Lacey Mall 16 units, Bay Harbor 9 units. A&P Shopping Plaza 18 units; Lakewood Plaza 20 units, H&O 7 units, Brook Plaza 15 units.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Eatontown (-)	20	
Toms River (17)	7	A&P, Shop-Rite
Manasquan Circle Plaza (25)	8	Grand Union
Point Pleasant (11)	6	Acme, Grand Union

Principal Shopping Days: Food: Wed., Thu., Sat., Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings: Most until 9 p.m.

13—RETAIL OUTLETS: Department Stores: Steinbachs, Britts, J.C. Penney, Sears, Bambergers.
Discount Stores: Bradlee's, Two Guys, K-Mart, Rickels.
Variety Stores: H.L. Green, Woolworth, McCrory.
Chain Drug Stores: Lanes, Rexall, Thrift, Genovese, Martels, Rite-Aid, Medicine Shoppe.
Chain Food Supermarkets: A&P, Acme, Shop-Rite, Food Fair, Pantry Pride, Stop & Shop, Grand Union, Two Guys, Foodtown, Pathmark.
Other Chain Stores: Firestone, Goodyear, Penn-Jersey, Western Auto, Atlantic Appliance; Prince Range, R&S; Kinney Shoes, Shoetown, Singer Co., Martin Paints, Mary Carter Paints, Sherwin-Williams; M.A.B. Paints, Tiny Tots, Diamond Pools, Consumers Distributing, Ethan Allen, The Original Bike Shop.

14—NEWSPAPERS: TIMES-OBSERVER (m-Mon. to Fri.) 24,230, (S) 22,721, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: None, TIMES- OBSERVER.
National Representatives: Landon Associates, Inc.

TRENTON, N.J.

1—LOCATION: Mercer County, E&P Map B-3, County Seat. State Capital. Fort Dix Training Center. 60 mi. to New York, 30 mi. to Phila. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2—TRANSPORTATION: Railroads: Conrail, Reading.
Airlines: U.S. Air, Ransome, N.J. Airways.
Motor Freight Carriers: 100.
Intercity Bus Lines: Capital, Greyhound, Continental Trailways, Safeway Trails; Blue, Starr, Trenton-Philadelphia Coach, Suburban Transit.

3—POPULATION:
Corp. City 70 Cen. 104,638, Loc. Est. 95,143
CZ ABC: (70) 259,757; (80) 261,000
RTZ-ABC: (70) 403,512, (80) 429,000
County/SMSA 70 Cen. 303,968, Loc. Est. 318,214
City & RTZ-ABC: (70) 663,269, (80) 229,800
Demographic Information available from Newspapers. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 33,546, Loc. Est. 35,733
County 70 Cen. 93,486, Loc. Est. 114,253
CZ ABC: (70) 80,078, (80) 91,700
RTZ-ABC: (70) 108,141, (80) 138,100
City & RTZ-ABC: (70) 188,219, (80) 229,800

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	1	
Sav. & Loan Assn	12	$1,892,455,544
State Banks	4	
Commercial Banks	7	

6—PASSENGER AUTOS: County N.A.

7—ELECTRIC METERS: CZ 122,950

8—GAS METERS: CZ 87,316

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Metal Products; Ceramics; Rubber; Non-Electric Mach.; Clay, Stone & Glass; Chemicals & Allied Prods.; Electrical Mach.; Equip & Supplies; Fabricated Metal Prod.; Leather Prod.; Lumber & Wood Prod.; Paper & Allied Prods.; Textile; Brewery.
Principal Industrial Pay Days: Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9. Last killing frost, Apr. 11.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on State St.; 5 on Broad St.
Neighborhood Shopping Centers: 4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ewing	2	Woolworth
Princeton	12	A&P
Levittown	8	Pomeroy's,
Home & Fashion	4	Hermal Spiegel
Lake Lawrence	2	
Lawrence	2	S.P. Dunham, Channel
Hamilton Sq.	5	Jamesway
Fairless Hills	7	
Country Club	-	
Capitol Plaza	-	Korvette's, Food Fair
Independence Mall		Thrift Drug, G.C. Murphy, S.P. Dunham
Oxford Valley Mall	6	Bamberger, Gimbel Woolco, J.C. Penney, Wanamaker, Acme
Morrisville		Acme, Kresge
Neshaminy Mall		Strawbridge & Clothier
Hamilton Twp.	3	K-Mart, Acme
Quakerbridge Mall		Sears, Bamberger's, J.C. Penney, Hahne's
Fairgrounds		Kings, Shop-Rite

Principal Shopping Days: Mon., Thu., & Sat.
Stores Open Evenings: Dept.—Mon., Thu. Food—Tues., Wed., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: S.P. Dunham 4; Sears, Bamberger's 2; Hahne's, J.C. Penney.
Variety Stoes: Woolworth; Kresge; Murphy; McCrory.
Discount Stores (CZ): K-Mart 2.
Chain Drug Stores (CZ): Thrift 2; Sav-On 3; Rite-Aid; Medicine Shoppe.
Chain Supermarkets: A&P 10; Acme 8; Shop Rite 5; Thriftway 7; Shop 'N Bag 5; Pathmark.
Other Chain Stores: National Shoes; Thom McAn; Flagg Bros.; Lerners Shop; Lane Bryant; Famous Maid; Robert Lewis; Singer; Father & Son Shoes; Fanny Farmer; M.A.B. Paint; Kinney Shoes; Bata Shoes; Felsway Shoe; Gordon Jewelers; Spiegel Catalog; Roger's Clothes; Melco Shoes; Martin Paint; Shoetown; Herman Brooks, Sporting Goods; Einstine Moomjy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 73,373 (Sat.m) 67,700; TIMES-ADVERTISER (S) 84,963; Mar. 31, 1980 ABC. THE TRENTONIAN (m) 65,355 (S) 56,181, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ken Irman, Adv., Dir., TIMES; Hedi Roulette, Adv. Dir., THE TRENTONIAN.
National Representatives: TIMES AND TIMES ADVERTISER —Story & Kelly-Smith, Inc.; THE TRENTONIAN—Landon Associates, Inc.

UNION CITY, N.J.

1—LOCATION: Hudson County (In Jersey City SMSA). E&P Map B-2, 21 minutes from Times Sq., N.Y.; border lines of Hoboken, West New York, North Bergen, Seacaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 98.
Intercity Bus Lines: Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.

3—POPULATION:
Corp. City 70 Cen. 58,537; Loc. Est. 50,501
CZ ABC: (70) 264,504; (80) 261,700
RTZ-ABC: (70) 463,284; (80) 414,400
County/SMSA 70 Cen. 609,266, Loc. Est. 590,000
City & RTZ-ABC: (70) 747,788; (80) 676,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 20,703, Loc. Est. 20,400
County/SMSA 70 Cen. 208,799, Loc. Est. 230,000
CZ ABC: (70) 94,909, (80) 107,700
RTZ-ABC: (70) 157,754, (80) 154,300
City & RTZ-ABC: (70) 252,663; (80) 262,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	13	$3,524,852,066
Sav. & Loan Assn	14	$1,345,485,168
Savings Banks	3	$1,632,878,887

6—PASSENGER AUTOS: County 199,100 (1977)

7—ELECTRIC METERS: Residence 26,381

8—GAS METERS: Residence 24,448

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees (Av. Wkly. Wage)—Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furniture 111 ($195); Truck 1,195 ($213); Elec. 1,128 ($200); Chemical 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day: Friday.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 44 blocks on Bergentine Ave.; 27 blocks on Summit Ave., Anderson Ave., Cliffside Park, Fair Ridge; Fairview.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Schlesinger's (Men's Dept. Store), Sears.
Variety Stores: Woolworth 2; Kress 2.
Discount Stores (CZ): 2 Guys; BD Store; Home Fair 1; Wonder Store 4; Bargainland 4; Marburn Warehouse; National Family 1; Radio Shack 1.
Chain Drug Stores: Rite Aid 8; Rexall 2; Rite-Way.
Chain Supermarkets: A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores: Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; Sylvette Specialty 2; Father & Son Shoes; Panelrama Corp.

14—NEWSPAPERS: DISPATCH (m) 40,061, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alan Freedman, Nat'l. Adv. Mgr., DISPATCH.
National Representatives: Landon Associates, Inc.

VINELAND, N.J.

1—LOCATION: Cumberland County (In Vineland-Millville-Bridgeton, N.J.-SMSA). E&P Map B-5, Agricultural center. In Southern Part of State 35 mi. SE of Philadelphia, 35 mi. NW of Atlantic City, 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing mfg., food processing.

2—TRANSPORTATION: Railroads: New Jersey Central (freight); Conrail; Amtrak.
Intercity Bus Lines: Trailways; Transport of N. J., Garden state Coachways.

3—POPULATION:
Corp. City 70 Cen. 47,399; Loc. Est. 58,457
CZ ABC: (70) 52,169; (80) 59,700
RTZ-ABC: (70) 46,860; (80) 63,900
County/SMSA 70 Cen. 121,374;
Loc. Est. 134,615
City & RTZ-ABC: (70) 99,029; (80) 123,600

VINELAND—continued

4—HOUSEHOLDS:
City 70 Cen. 13,907; Loc. Est. 19,914
County/SMSA 70 Cen. 37,086; Loc. Est. 47,944
CZ ABC: (70) 15,399; (80) 20,200
RTZ-ABC: (70) 13,873; (80) 21,600
City & RTZ-ABC: (70) 29,272; (80) 41,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Banks	8	$577,649,957*
Sav. & Loans	3	$244,500,000

*2 are branch banks, individual figures not available

6—PASSENGER AUTOS: County Est. 55,300 (1978)

7—ELECTRIC METERS: Residence 19,437

8—GAS METERS: Residence 10,051

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass 3,700 ($140); Clothing 3,300 ($150); Food 1,100 ($150).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-87; Summer [illegible]-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7. Last killing frost, Apr. 13.

11—TAP WATER: Acid, very soft, not fluoridated.

12—RETAILING: Principal Shopping District: 500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Road and along Delsea Drive, Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Cumberland Mall	60	Bradlee's, Pathmark Mkt., Wilmington Dry Goods Dept. J.C. Penney
Vineland Plaza	13	Eckerds

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Sears; Two Guys; Newberry; King's; Wilmington Dry Goods; Bradlee's.
Discount Stores: Two Guys.
Chain Drug Stores: Eckerd's 2; Thrift 1; Rite-Aid; CVS.
Chain Supermarkets: Acme 2; Pantry Pride; Vineland Shop-Rite 2; Shop 'n Bag; Shop 'N Save; Jewel Tea.
Other Chain Stores: Shoes: Miles, Kinney, Endicott- Johnson; Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear. Auto Supply: Pep Boys, Penn-Jersey. Jewelry: Crosby's, Horowitz Jewelers, M.A. Bruder.
Wholesale Distributors: M. Zuckerman (groceries); Vineland (groceries).

14—NEWSPAPERS: TIMES-JOURNAL (e) 17,003, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Felix Scapellati, Adv. mgr., TIMES-JOURNAL.
National Representatives: Landon Associates, Inc.; Robert Hitchings and Co., Inc.

WILLINGBORO-BURLINGTON, N.J.

1—LOCATION: Burlington County. (In Philadelphia, Pa.—N.J. SMSA). E&P Map B-4. On Delaware River. On Route 130.

2—TRANSPORTATION: Railroads: Conrail; Central.
Motor Freight Carriers: 24.
Intercity Bus Lines: Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.-Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 55,405; Loc. Est. 89,578
Primary Mkt. Area-ABC:
(70) 232,708; (80) 269,900
County 70 Cen. 323,132; Loc. Est. 368,838
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 14,080; Loc. Est. 26,934
County 70 Cen. 84,788; Loc. Est. 117,562
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
Primary Mkt. Area-ABC: (70) 65,940; (80) 87,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns	13	$193,640,943
Savings Banks	21	N.A.
Commercial Banks	18	N.A.

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Residence 12,400

9— PRINCIPAL INDUSTRIES (CZ): Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chemicals; Explosives; Sand & Gravel; Plastics; Rubber; Construction; Pipe; Computers; Engineering; Metal- Working; Heating Equipt.; Boats. Income per household $19,913, per capita $5,487. Total 70,226 Emp.

10-CLIMATE: Min. & Max. Temp.—Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers: Mt. Holly, 7 mi.; Riverside, 8 mi.; Bordentown, 9 mi.; Moorestown, 10 mi.; Trenton, 12 mi.; Cherry Hill, 14 mi.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Country Club Plz	28	Shop-N-Bag
Willingboro Plaza	70	Woolworth's, Sears, Pomeroy's, Lerner's, Walgreen's
Moorestown Mall	85	Wanamaker's, Gimbel's, Sears
Cinnaminson Mall	20	Woolco
Willingboro Vlg. Mall	2	Woolco, Acme
Clover Square	30	Clover

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon., Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Sears 2; Pomeroy's; Gimbel's; Wanamaker's; Strawbirdge- Clothier; Clover.
Discount Stores: Gregory 2; K-Mart 4; Woolco 3; Kings; Clover Stores 2; Dees 2.
Chain Drug Stores: Walgreen; Thrift; Rite-Aid; Pathmark.
Chain Food Supermarkets: Acme 11; A&P 11; Pathmark 2; Shop-Rite 3; Shop 'n Bag 4; Cumberland Farms 15; Red Robin 5; 7-Eleven 8.

14—NEWSPAPERS: BURLINGTON COUNTY TIMES (e) 41,748, (S) 42,572, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandsing Data: Joseph A. Browne, Adv. Dir. or William T. Harrigan, Gen. Adv. Mgr. BURLINGTON COUNTY TIMES.
National Representatives: Landon Associates, Inc.; Robert Hitchings & Co., Inc.

The Community
Information
Center In
Gloucester
County,
New Jersey.

The Gloucester
County Times
A Harte-Hanks
NEWSPAPER

WOODBURY-GLOUCESTER COUNTY, N.J.

1—LOCATION: Gloucester County (In Philadelphia, Pa.-N.J. SMSA). E&P Map A-4, County Seat.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 5.
Intercity Bus Lines: Public Service; Transport of NJ.

3—POPULATION:
Corp. City 70 Cen. 12,408; Loc. Est. 10,833
Primary Mkt. ABC: (70) 172,681; (80) 202,700
County 70 Cen. 172,681; Loc. Est. 213,708
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,070; Loc. Est. 3,800
County 70 Cen. 49,693; Loc. Est. 65,400
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
Primary Mkt. ABC: (70) 49,693; (80) 66,700

5—BANKS: 2 Commercial $455,065,000

6—PASSENGER AUTOS: County Est. N/A

7—ELECTRIC METERS: Residence, City 5,010

8—GAS METERS: Residence, City 3,500

9— PRINCIPAL INDUSTRIES (CZ): Petroleum Refining; Electrical Equipment; Chemicals; Fabricated metal Products; Agriculture.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Deptford Mall	107	Bamberger, Wanamaker, Sears
Woodbury Hts. Plz	3	Woolco, Pathmark, Thrift Drug
Sickel's	6	Shop-Rite, Gaudios
Woodbury	6	Thriftway, Atlantic Thrift Grossman's, Gaudios
Collegetown-Glassboro	25	
Woodbury Hts.	1	Jefferson Ward
Woolco Plaza		Thrift Drug, Woolco

Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Tue., Wed., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: K-Mart; Sears; Bamberger's; Wanamaker; Woolco; Jefferson Ward.
Variety Stores: Woolworth; Kresge.
Chain Drug Stores: Quality; Thrift; Eckerd; Ralen Rexall; K-Mart.
Chain Food Supermarkets: A&P; Acme; Shop-Rite; 7-11; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; IGA; Jewel Discount Food.
Othar Chain Stores: Firestone; Pep Boys; Charming Shoppes; Sherwin-Williams; S&H Green Stamps; Atlantic Thrift; Singer Co.; Diana Shops; Penn- Jersey Auto; Jamesway.

14—NEWSPAPERS: TIMES (e) 25,547, (S) 26,033, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stefanowski, Mktg. Dir., TIMES.
National Representatives: Landon Associates, Inc.; Harte-Hanks Newspapers, Inc.

NEW MEXICO SURVEYS

NEW MEXICO STANDARD METROPOLITAN STATISTICAL AREAS

Albuquerque, N.M.—Bernalillo and Sandoval Counties.

Las Cruces, N.M.—Dona Ana County.

NEW MEXICO POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	97	112	125
5-14 Years	242	228	216
15-24 Years	188	274	238
25-44 Years	241	357	397
45-64 Years	178	247	251
65 and Over	70	120	134
TOTAL	1,016	1,341	1,361

Based on U.S. Census

NEW MEXICO RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr	142	250	382
General Mdse	283	451	690
Food	471	839	1,295
Automobiles	511	934	1,161
Gasoline Stations	227	366	722
Apparel	106	187	293
Furniture	104	182	268
Eat-Drink Places	171	345	510
Drugs	76	110	166
Total Sales	2,300	4,022	6,087

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce

ALAMOGORDO, N.M.

1—LOCATION: Otero County. E&P Map C-4. Home of Holloman Air Force Base.

2—TRANSPORTATION: Railroads: So. Pac.
Motor Freight Carriers: 10.
Intercity Bus Lines: Bew Mexico Transp.
Airlines:

3—POPULATION:
Corp. City 70 Cen. 23,035; Loc. Est. 25,925
City Zone, Local Est. 31,031
Retail Trading Zone, Local Est. 53,300
County 70 Cen. 41,097; Loc. Est. 42,700
City & Ret. Trad. Zone; Loc. Est. 84,331

4—HOUSEHOLDS:
City: 70 Cen. 6,752; Loc. Est. 8,420
County 70 Cen. 11,252; Loc. Est. 14,525

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$93,968,000
Sav. & Loan Assn	3	$49,532,687

6—PASSENGER AUTOS: County 21,510

7—ELECTRIC METERS: Residence 10,940

8—GAS METERS: Residence 8,390

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wager Earners—Air Force Base 7,556, $62,000,000 Annual Payroll; Lumber Sawmills 65; Elect. Applicance Mfg. 132; Bus Air Conditioners 57; Garment Manufacturing 103; Govt. Contractors 532.

10-CLIMATE: Min. & Max. Temp.—Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1. Last killing frost, Apr. 15. Annual Precipitation 10.6.

11—TAP WATER: Alkaline, hard. Ample supply; not fluoridated.

12—RETAILING: Principal Shopping Center: Downtown.
Neighboring Shopping Centers: Security Center (15 stores—Goodyear, TG&Y); Gibson's (21 stores); Mid-Town; K-Mart.
Principal Shopping Days: Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; C.R. Anthony; Aaronson Bros; Bonanza City.
Variety Stores: Mott's.
Discount Stores (CZ): TG&Y; Surplus City; Gibson; K-Mart.
Chain Drug Stores (CZ): Skillern's; Furr's.
Chain Food Supermarkets: Piggly-Wiggly; Safeway; Furr's; Rancho; H&J Food Basket.
Other Chain Stores: Goodyear; Firestone; Western Auto; Karl's Shoes; Sweetbiar; Sherwin-Williams; Redigers Hallmark; Hastings; T-Bird Home Centers; Mode O'Day; Good Housekeeping Store; 84 Lumber; Blades Lotaburger; Frostee; Mr. Swiss; White Auto; Singer; Sears (catalog); Mont. Ward (catalog); Checker Auto; Payless Shoes; Radio Shack; Zales; Baskin-Robbins; 7-Eleven; Circle K; Gold Bond Center; General Tire; K-Bob's; Western Sizzlin; Hobo Joe's; Winchell's; Kentucky Fried; Dairy Queen; Long John Silver; Pizza Hut; Taco Bell; Taco Villa; Ken's Pizza; McDonald's; Sonic Drive In's.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 9,020, (S) 9,595, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Bille Holder, Pub., NEWS.
National Representatives: Landon Associates, Inc.

ALBUQUERQUE, N.M.

1—LOCATION: Bernalillo County. (In Albuquerque SMSA) E&P Map B-2. In north central New Mexico. In the middle Rio Grande Valley, about equidistant from east and west state boundaries. At crossroads of Interstate 40 and 25. Home of Kirtland Air Force Base.

2—TRANSPORTATION: Railroads: AT&SF.
Motor Freight Carriers: 15.
Intercity Bus Lines: Continental; New Mexico; Greyhound.
Airlines: Trans-World; Continental; Frontier; Texas International; Ross; American; Eastern; Southwest.

3—POPULATION:
Corp. City 70 Cen. 243,751; Loc. Est. 309,663
Primary Market Area ABC:
(70) 669,096; (80) 842,200
County 70 Cen. 315,774; Loc. Est. 416,178
SMSA 70 Cen. 333,266; Loc. Est. 442,811

4—HOUSEHOLDS:
City 70 Cen. 75,656; Loc. Est. 112,141
County 70 Cen. 94,223; Loc. Est. 143,999
Primary Market Area ABC:
(70) 189,100; (80) 267,700
SMSA 70 Cen. 98,364; Loc. Est. 151,301

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	12	$1,754,388,000
Sav. & Loan Assn	6	$880,543,000

6—PASSENGER AUTOS: Co. Est. 236,338

7—ELECTRIC METERS: Residence 147,425

8—GAS METERS: Residence 128,735

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Whole. & Retail 47,200; Service & Misc. 42,400; Finance, Ins. & Real Estate 10,800; Govt. 41,300; Transp., Util., Comm. 11,400; Constr. 16,000; Mfg. 17,900.
Principal Per Days: 1st, 5th, 15th, 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23. Last killing frost, Apr. 20.

11—TAP WATER: Aklaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on 3 Sts.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Altura	3	Safeway
B&H	8	Bruce Allen Mkt., Lucky Mkt.
Bel-Aire	-	Duran Opt.
Belle-Haven	18	N.A.
North Towne	30	Safeway
Juan Tabo Plaza	10	Safeway, Thrifty Drug
Coronado	146	Sears, Broadway, Goldwater's, Kistler-Collister
Del Nort	10	N.A.
Eastdole	28	Safeway, Skaggs
El Dorado Sq	26	N.A.
Encantada Sq	13	N.A.
Fair Plaza	21	Skaggs, Foodway
Fidelity Square	13	Sleepworld
Five Points	12	Zales, Shop-Rite Mkt.
Franklin Plaza	10	Safeway, Thrifty Drug
Galeria	25	N.A.
Corrales Center	16	Walgreen, Safeway
Gibson	2	Piggly Wiggly
Goff Plaza	6	Big Value Drugs
Arrowhead	24	Grand Central, Albertson's
Juan Tabo	8	Walgreen, Safeway
La Mesa	15	Foodway
Los Altos	15	Buy-Low Auto Supply
The Mall	25	Woolco, Furr's, Foodway
Manzano	22	Safeway, TG&Y
Monterey Plaza	11	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plz	45	Safeway, Anthony
Nob Hill	4	Nob Hill Super Mkt.
Northdale	23	TG&Y, Foodway
North San Pedro	6	Swell Bakery
Old Town	10	Safeway, TG&Y

Park Land Hills	15	Foodway
Princess Jeanne	13	TG&Y, Foodway
Ranchitos	6	Piggly-Wiggly
Republic Square	21	N.A.
Snow Heights	7	Furr Foods
South San Pedro	-	Central Super Mkt.
Winrock	79	Mont. Ward, Penney, Dillards, Ben Franklin, Walgreen

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Tue., Wed., Thu., Fri.

12—RETAILING: Department Stores: Kistler Collister; C. R. Anthony; Dillard's; Penney; Sears Roebuck; Montgomery Ward; Rhodes; Simon's; Broadway; Goldwater's; Mervyn's.
Discount Stores (CZ): Big Value Discount; Gibson; K-Mart 5; Woolco 2; Zody's, Grand Central.
Variety Stores: Woolworth, Kress; McLellan's; Sprouse-Reitz; Ben Franklin; Duckwall; Rasco; TG&Y; Wray's.
Chain Drug Stores (CZ): Walgreen; Payless, 8; Skagg's 4; Highland 2; Thrifty 3.
Chain Food Supermarkets: Safeway 17; Smith's Food King 5; Piggly Wiggly 14, Furr Food 8; Boy's 6; PDQ 2; Circle 5 Corp. 57; Albertson's 3.
Other Chain Stores: Gambles Auto Supply; Firestone; Goodrich; Lerner Shops (Women's); Sweetbriar (Women's); Maternity Modes; Shoes: Thom McAn, Kinney; Stover Candy; Singer Co.; White's Auto.

14—NEWSPAPERS: JOURNAL (m) 84,364; TRIBUNE (e) 43,769; Comb. (m&e) 128,133; JOURNAL (S) 129,343; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George L. Ramczyk, Gen. Adv. Mgr., Albuquerque Pub. Co.
National Representatives: JOURNAL Branham/Newspaper Sales; TRIBUNE Story & Kelly-Smith, Inc.

ARTESIA, N.M.

1—LOCATION: Eddy County, E&P Map C-4. Situated 40 mi. S of Roswell; 40 mi. N of Carlsbad; 85 mi. W of Hobbs.

2—TRANSPORTATION: Railroads: AT&SF.
Intercity Bus Lines: New Mexico.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 10,315; Loc. Est. 10,450
Retail Trading Area; Loc. Est. 12,050
County 70 Cen. 41,119; Loc. Est. 50,600
City & Ret. Trad. Area, Local Est. 22,500

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,119; Loc. Est. 4,027
County 70 Cen. 12,527; Loc. Est. 17,550

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$97,700,000
Sav. & Loan Assn.	2	$150,000,000

6—PASSENGER AUTOS: County 24,121

7—ELECTRIC METERS: Residence 3,960

8—GAS METERS: Residence 3,650

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)-Oil & Gas 890 ($400); Agri. 812 ($200); Const. 220 ($400); Trade Serv. 1,420 ($125); Fiber Glass Pite 25 ($300).

10-CLIMATE: Min. & Max. Temp.—Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Districts: 7 blocks on Main; 3 blocks on Quay.
Principal Shopping Days: Thu., Sat.
Neighborhood Shopping Centers: Abo Center, South 13th St. (Furr Foods); TG&Y; K-Mart; W. Main.

13—RETAIL OUTLETS: Department Stores: Main Place; C. R. Anthony; Hub Clothiers.
Variety Stores: TG&Y.

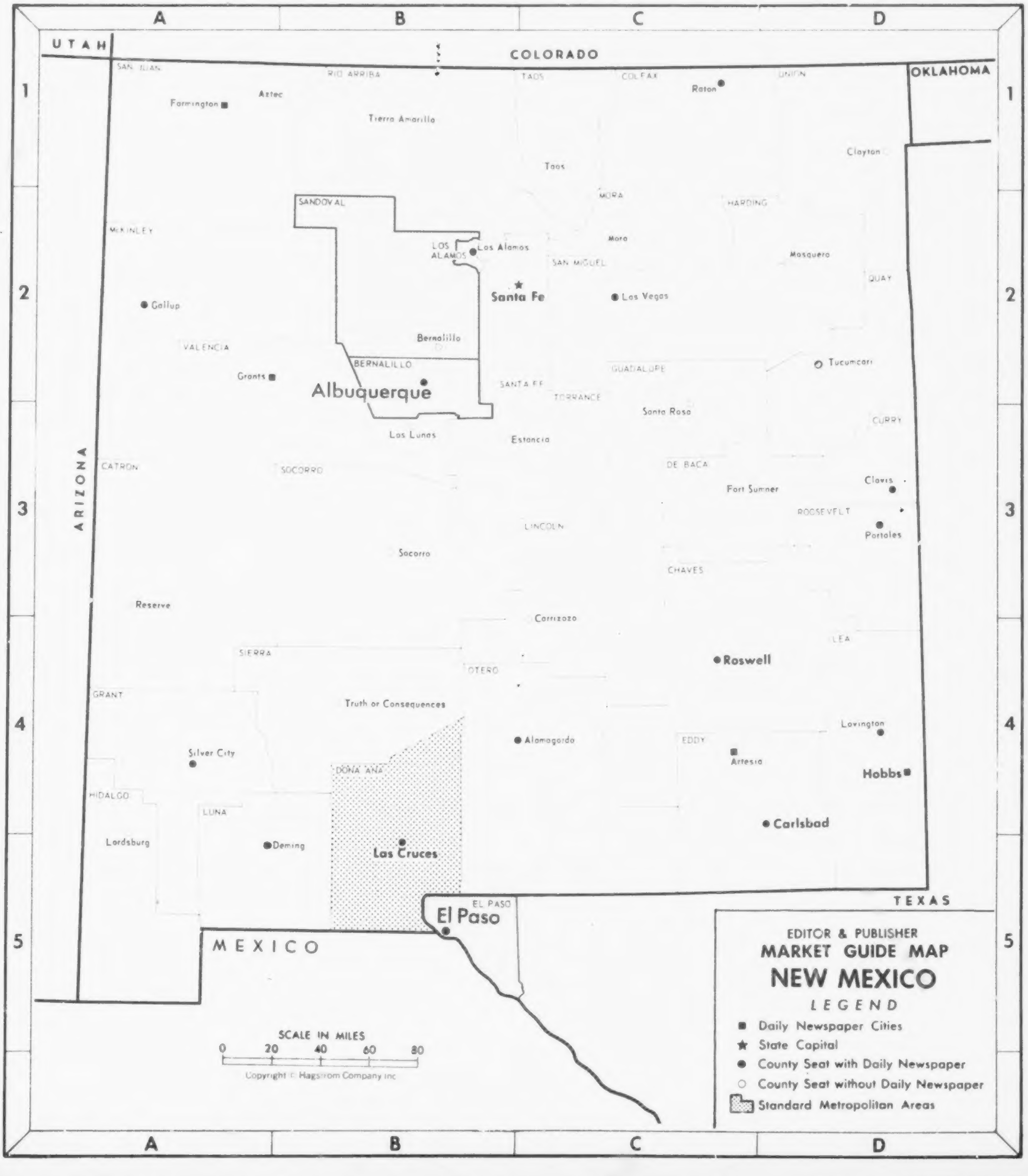
Discount Stores: Gibson's, K-Mart.

Chain Drug Stores (CZ): Palace Walgreen.

Chain Food Supermarkets: Safeway; H&J 1; Furrs; Food Baskets 3.

Other Chain Stores: Tru Value, State Furn; Montgomery Ward; Sears (Order Offices); Radio Shack; T-Bird; Home Lumber.

14—NEWSPAPERS: PRESS (e) 3,488; (S) 3,716; Sworn Mar. 31,1980.
Local Contact for Advertising and Merchandising Data: Gary Scott, Bus. Mgr., PRESS.
National Representatives: Texas Daily Press League, Inc.


A
B
C
D
1
2
3
4
5
UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarilla
Raton
Clayton
Taos
MORA
HARDING
SANDOVAL
MCKINLEY
LOS ALAMOS
Los Alamos
Mora
SAN MIGUEL
Mosquero
QUAY
Santa Fe
Los Vegas
Gallup
Bernalillo
VALENCIA
Tucumcari
Grants
BERNALILLO
Albuquerque
SANTA FE
TORRANCE
GUADALUPE
Santa Rosa
CURRY
Los Lunas
Estancia
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
SIERRA
OTERO
Roswell
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Silver City
Artesia
DONA ANA
Hobbs
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas

CARLSBAD, N.M.

1—LOCATION: Eddy County, E&P Map D-4, County Seat. On Pecos River near center of county, Southeastern section of state.

2—TRANSPORTATION: Railroads: AT&SF (Clovis, N.M.).
Motor Freight Carriers: 3.
Intercity Bus Lines: Texas; New Mexico & Okla. Coaches; New Mexico Transp.
Airlines: Permian Airway.

3—POPULATION:
Corp. City 70 Cen. 21,297; Loc. Est. 29,481
County 70 Cen. 41,119; Loc. Est. 47,808
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 6,839; Loc. Est. 9,041
70 Cen. County 14,527; Loc. Est. 16,812

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$154,311,896
Sav. & Loan Assn.	4	$176,856,974

6—PASSENGER AUTOS: County 24,121

7—ELECTRIC METERS: Residence 11,528

8—GAS METERS: Res. & Bus. 9,949

9— PRINCIPAL INDUSTRIES (CZ): Potash mining and refining 2,767; Emp. Av. Wage ($384); Annual Payroll $51,021,222; Santa Fe Ry. ships 43,000 cars potash annually; Farming and ranching $24.2 million in county in 1977; Cotton and alfalfa main crops on 25,000 acre irrigation project. Tourists.

10-CLIMATE: Min. & Max. Temp.—Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20. Last killing frost, Mar. 29.

11—TAP WATER: 18.9 grains per gal.

12—RETAILING: Principal Shopping Center: Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. New Shopping Center, 158,000 sq. ft. preparing For Construction in Corporate Limits.
Neighborhood Shopping Centers: Northgate on Roswell Hwy. (12 Stores—Furr's Rasco-Tempo, Trisha's Fashions, Anthony's, Wacker's); N. Canal St. (2 Stores—Quiky, Cindy's).
Principal Shopping Days: Sat., Mon., & Fri.
Stores Open Sundays: Drug; Variety; Supermarkets.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony, J.C. Penney; Rasco-Tempo.
Variety Stores: Wacker's; Woolworths.
Chain Drug Stores: Revco Drug Store.
Discount Stores: Gibson's; Carlsbad Surplus City; Rasco-Tempo; K-Mart.
Chain Food Supermarkets: Safeway 2; Albertson's; Furrs; Circle K; Piggly Wiggly.
Other Chain Stores (CZ): Surplus City; J. C. Penney; Whites; Rasco-Tempo; Checker Auto; Payless Shoes; Goodyear; Mont. Ward (Catalog); Sears (Catalog); Mc Donalds.

14—NEWSPAPERS: CURRENT-ARGUS (e Mon. to Fri.) 8,253; (S) 8,506; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ned Cantwell, Ed. & Pub. CURRENT ARGUS.
National Representatives: None.

CLOVIS, N.M.

1—LOCATION: Curry County, E&P Map D-3, County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2—TRANSPORTATION: Railroads: AT&SF.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, Tex. N.M. & Okla. Coaches.
Ailines: Texas International.

3—POPULATION:
Corp. City 70 Cen. 28,495; Loc. Est. 30,958
CZ ABC: (70) 28,495, (80) 30,400
RTZ-ABC: (70) 50,416; (80) 48,500
County 70 Cen. 39,517; Loc. Est. 44,109
City & RTZ-ABC: (70) 78,911; (80) 78,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,920; Loc. Est. 12,749
County 70 Cen. 11,462; Loc. Est. 15,295
CZ ABC: (70) 8,920; (80) 10,900
RTZ-ABC: (70) 14,547; (80) 15,900
City & RTZ-ABC: (70) 23,467; (80) 26,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	5	$67,724,694
Commercial Banks	4	$108,465,785

6—PASSENGER AUTOS: County 20,992

7—ELECTRIC METERS: Residence 13,245

8—GAS METERS: Residence 12,125

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Agric 188 ($94); Constr. 709 ($72); Mfg. 530 ($75); Transp. 573; Transp. R.R. 850 ($125); Meat Packing; Milk Plant. Cannon AFB 3,500 ($100)—home of 4,200 personnel, payroll over $16 million annually.

10-CLIMATE: Min. & Max. Temp.—Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26. Last killing frost, Apr. 26.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Grand; 6 on Metchell; three Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Highland	9	Stansel's Mkt.
Hilltop Plaza	15	TG&Y, Foodway

Principal Shopping Days: Mon., Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Vohs; Woolworth; Sears; Turners.
Discount Stores (CZ): Gibson; Surplus City; TG&Y; Big Value; K-Mart; Gebo's.
Chain Drug Stores in C.Z.: Rexall 2; Walgreen 1; Sasser; Highland Drug.
Chain Food Supermarkets: Safeway; Save U; Furr's; Furr Food 1; Affiliated 5; Foodway; Albertson's; 7-Eleven 8.
Other Chain Stores: Levine's (dept.); C.R. Anthony (dept.); White's Auto; Gambles; Goodyear; Shaw (jewelry); Sherwin-Williams (paint); Houston (lumber); Firestone; Alco; TG&Y; Zales (jewelry); Allsup's; Circle K-7.

14—NEWSPAPERS: NEWS-JOURNAL (e) 10,135; (S) 10,894; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Nat'l. Adv. Mgr., NEWS-JOURNAL.
National Representatives: Texas Daily Press League, Inc.

DEMING, N.M.

1—LOCATION: Luna County. E&P Map A-5. General farming, livestock. 210 mi. SW of Albuquerque. On U.S. Hwys. 70, 80, I-10.

2—TRANSPORTATION: Railroads: ATSF; Southern Pacific.
Motor Freight Carriers: N.A.
Intercity Bus Lines: Trailways, Greyhound.
Airlines: Notary.

3—POPULATION:
City 70 Cen. 8,343; Loc. Est. 14,385
County 70 Cen. 11,706; Loc. Est. 16,242

4—HOUSEHOLDS:
City 70 Cen. 2,770; Loc. Est. 4,985
County 70 Cen. 3,923; Loc. Est. 5,652

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$69,000,000
Sav. & Loan Assn.	1	$52,744,000

6—PASSENGER AUTOS: County 7,306

7—ELECTRIC METERS: Residence 6,020

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,021,781	5,549,318	6,087,489	517	381,868	399	690,212	1,254	1,295,172	890	1,160,788	1,389	721,693	817	293,327	799	267,886	2,061	509,801	252	165,670
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	1,556,536	2,159,295	2,369,037	142	120,042	86	334,125	355	436,060	269	486,090	336	229,279	272	118,233	286	141,232	659	213,902	65	71,576
Las Cruces, N.M.	241,323	345,178	381,315	30	27,589	19	45,158	78	82,871	68	77,922	72	51,152	42	12,965	42	14,357	128	31,125	12	8,040
COUNTIES, Cities																					
BERNALILLO	1,535,196	2,128,013	2,334,308	137	117,942	79	331,413	329	427,705	264	485,769	304	220,038	268	117,906	283	140,367	618	208,700	61	70,841
Albuquerque	1,440,704	1,989,611	2,180,731	113	108,715	67	325,236	285	373,906	233	472,382	256	191,527	256	114,437	264	138,802	552	190,782	50	66,759
CATRON	2,331	2,390	2,479	1	15	1	377	8	1,156			12	641					8	274		
CHAVES	176,666	240,606	263,096	29	15,329	15	34,359	47	48,413	59	51,506	61	35,138	33	10,926	33	10,203	70	17,396	16	6,487
Roswell	171,458	234,529	256,641	24	14,354	15	34,359	40	47,695	58	50,674	58	33,673	33	10,926	32	10,088	65	17,122	16	6,467
COLFAX	43,776	65,351	72,775	11	4,533	13	3,365	19	14,411	13	11,779	35	17,737	15	3,816	11	1,582	45	7,328	7	1,734
Raton	36,717	54,688	60,678	4	3,026	6	2,431	9	13,186	12	11,308	21	13,791	14	3,684	7	1,431	29	5,565	3	1,216
CURRY	142,594	171,094	182,512	22	13,818	11	27,132	37	31,797	38	46,583	42	13,797	45	10,490	47	9,401	54	11,459	9	5,336
Clovis	136,892	164,646	175,707	17	12,115	9	26,031	31	30,971	37	46,197	31	12,662	42	10,268	45	9,275	49	11,125	8	4,731
DE BACA	5,844	7,462	8,061	3	682	1		4	2,661	2	1,566	6	1,211	1	179			5	551	1	604
DONA ANA	241,323	345,178	381,315	30	27,589	19	45,158	78	82,871	68	77,922	72	51,152	42	12,965	42	14,357	128	31,125	12	8,040
Las Cruces	217,775	319,202	354,042	24	26,541	15	44,291	59	80,549	61	66,667	59	47,277	40	12,586	40	14,238	98	26,839	11	7,494
EDDY	138,378	163,717	174,217	28	10,493	15	16,385	51	45,017	43	32,679	55	13,416	29	12,543	38	7,192	77	12,954	19	4,906
Artesia	40,305	45,459	47,933	7	1,821	4	1,809	14	14,007	16	10,440	20	4,586	12	3,729	11	1,445	23	4,009	5	1,063
Carlsbad	97,225	117,315	125,290	20	8,566	11	14,576	32	30,895	26	22,146	31	8,356	17	8,814	27	5,747	51	8,903	14	3,843
GRANT	67,755	82,030	87,683	16	6,767	11	9,661	34	25,506	20	14,148	23	7,438	9	4,134	13	3,230	41	4,381	5	2,320
Silver City	57,303	69,860	74,045	13	5,882	11	9,661	19	19,999	18	13,160	12	5,685	8	3,814	11	2,884	19	2,443	4	1,995
GUADALUPE	21,313	31,172	34,629	2	143	2	1,001	11	3,460	6	1,050	37	18,646	2	334	2	134	24	5,665		
HARDING	1,933	3,058	3,445			4	825	2	717	1	138	2	1,299					5	268		
HIDALGO	19,030	21,299	22,469	7	1,015	3	991	15	3,699	4	2,282	23	10,265	2	299			13	1,876	1	856
LEA	189,948	248,289	269,330	30	19,370	14	24,021	64	61,990	55	61,134	73	20,481	51	19,721	48	12,006	98	17,768	18	6,428
Hobbs	135,099	173,703	187,788	20	15,015	8	13,290	32	41,931	40	52,380	42	11,366	36	16,001	31	8,503	60	13,271	7	1,995
Lovington	31,628	43,131	46,965	4	2,575	4	3,321	18	11,910	13	6,761	13	5,055	11	2,436	10	1,843	18	2,186	7	2,520
LINCOLN	37,160	53,857	59,594	10	3,492	6	4,341	26	16,491	9	10,622	20	4,473	12	1,923	12	1,501	45	7,966	3	638
LOS ALAMOS	37,909	43,327	45,831	6	2,076	4	4,630	17	17,190	5	460	10	7,274	9	2,498	8	617	18	3,395	4	2,300
Los Alamos	26,655	54,386	63,629	2	1,863	5	8,538	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,599
LUNA	45,850	58,971	63,832	11	3,030	4	3,434	14	16,717	12	7,274	31	17,770	14	1,767	7	2,913	26	3,493	4	1,566
Deming	44,654	57,799	62,181	11	3,030	4	3,434	13	15,591	12	7,274	31	17,770	14	1,767	7	2,913	24	3,239	4	1,566
MCKINLEY	194,217	301,438	338,149	13	16,250	33	31,175	66	78,142	24	52,686	66	58,319	27	13,842	30	15,009	81	26,127	5	3,085
Gallup	176,465	276,716	310,973	12	16,144	24	24,328	47	70,349	24	52,686	52	50,810	27	13,842	28	14,807	72	25,749	5	3,085
MORA	2,424	2,971	3,189			4	678	12	561			6	1,244	1		1	69	8	172	1	
OTERO	109,804	131,974	140,892	17	11,234	12	17,743	44	31,083	32	23,769	45	13,202	28	4,806	33	7,658	63	15,114	7	2,158
Alamogordo	101,001	121,748	130,031	11	10,771	8	17,595	31	28,785	29	23,239	28	10,077	23	4,644	30	7,588	45	12,820	6	2,085
QUAY	39,920	63,389	71,461	10	3,071	7	4,388	21	14,323	9	8,276	51	22,173	9	2,429	5	556	37	7,613	4	1,600
RIO ARRIBA	59,330	72,087	77,134	9	10,136	12	5,528	39	25,198	11	11,836	29	10,203	10	2,124	6	1,378	45	5,043	4	1,771
ROOSEVELT	36,776	50,056	54,771	8	4,876	7	4,913	17	14,706	15	9,534	21	6,675	12	2,794	10	1,228	22	5,626	7	1,458
Portales	33,741	46,883	51,470	6	4,373	7	4,913	14	13,652	14	9,281	18	5,913	12	2,794	10	1,228	19	5,596	7	1,458
SANDOVAL	21,340	31,282	34,729	5	2,100	7	2,712	26	8,355	5	321	32	9,241	4	327	3	865	41	5,202	4	735
SAN JUAN	258,762	370,456	408,968	32	26,916	41	41,398	64	96,358	59	91,566	69	44,594	55	22,387	40	10,858	84	24,860	9	11,870
· Farmington	206,696	296,787	327,757	22	17,075	23	33,534	40	73,324	42	82,376	36	24,279	49	21,704	30	10,418	59	20,313	8	9,709
SAN MIGUEL	44,096	61,873	68,074	6	4,251	7	6,052	31	20,332	17	7,113	31	11,380	11	3,666	11	2,877	35	5,271	5	1,225
Las Vegas	42,002	59,094	64,791	5	4,162	7	6,052	19	18,927	15	7,010	24	10,181	11	3,666	10	2,844	29	4,985	5	1,225
SANTA FE	266,479	372,590	409,531	26	29,083	17	42,385	64	79,181	45	66,001	64	38,143	70	28,600	64	16,022	149	43,940	19	15,863
Santa Fe	253,505	352,122	386,490	25	26,934	16	42,299	57	77,721	36	63,206	53	32,045	67	26,797	59	14,957	135	40,337	19	15,863
SIERRA	19,204	25,351	27,570	9	2,440	6	1,189	14	10,766	5	1,256	17	4,234	4	866	5	512	30	2,751	3	319
SOCORRO	29,338	42,064	46,484	4	1,078	5	1,406	11	11,156	10	7,875	30	8,226	9	1,528	1	338	24	3,932	2	692
TAOS	51,088	67,276	73,100	13	5,585	15	5,758	28	17,874	16	9,110	31	8,407	16	3,433	11	997	63	8,297	4	1,182
TORRANCE	23,620	33,987	37,586	1	849	1	863	8	4,053	6	13,426	21	12,946	1		1		14	2,182	2	220
UNION	12,432	18,244	20,248	3	1,177	5	1,916	9	6,600	6	1,421	8	3,346	3	346	4	875	15	1,676	4	773
VALENCIA	145,945	238,466	270,027	18	36,528	18	15,015	44	76,683	31	51,686	62	28,584	25	6,678	30	5,141	75	17,396	12	10,663
Grants	62,619	103,221	116,755	8	24,799	6	4,702	17	22,619	13	21,908	23	12,929	16	4,790	9	1,527	24	8,634	4	6,551
Milan	5,587	14,308	17,146				903		4,503		718		5,304						1,977		812

8—GAS METERS: Residence 4,083

9— PRINCIPAL INDUSTRIES (CZ): Agriculture.

10-CLIMATE: Av. Ann. 50

13—RETAIL OUTLETS:
Discount Stores (CZ): Surplus City; Ben Franklin.
Chain Food Stores in City Zone: K-Mart, Safeway.

14—NEWSPAPERS: HEADLIGHT (e) 3,700; June 1, 1980. Publishers' estimate.
Local Contact for Advertising and Merchandising Data: Harold R. Consland, Editor/Asst. Pub., or Elyson Taylor, Adv. Mgr., HEADLIGHT.
National Representatives: New Mexico Press Service.

FARMINGTON, N.M.

1—LOCATION: San Juan County, E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming center for the San Juan Basin & Four-Corners region of N.M., Colo., Ariz., & Utah. 185 hwy. mi. NW of Albuquerque, 123 mi. N of Gallup; 400 mi. SW of Denver; 400 mi. NE of Phoenix and 34 mi. from Navajo Lake recreation area on San Juan River.

2—TRANSPORTATION: Continental Trailways Bus.
Motor Freight Carriers: 5.
Airlines: Frontier; San West; Air New Mexico.

3—POPULATION:
Corp. City 70 Cen. 21,979; Loc. Est. 45,689
CZ ABC: (70)21,979; (80)33,600
RTZ-ABC: (70)30,538; (80)45,900
County 70 Cen. 52,517; Loc. Est. 85,000
City & RTZ-ABC: (70)52,517; (80)79,500

4—HOUSEHOLDS:
City 70 Cen. 6,329; Loc. Est. 11,150
County 70 Cen. 13,269; Loc. Est. 22,500
CZ ABC: (70)6,329; (80)11,100
RTZ-ABC: (70)6,940; (80)11,900
City & RTZ-ABC: (70)13,269; (80)23,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$221,729,000
Sav. & Loan Assn.	3	$97,976,000

6—PASSENGER AUTOS: County 32,286

7—ELECTRIC METERS: Res. & Comm. 13,016

8—GAS METERS: Res. & Comm. 10,439

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil & Gas 5,500 ($400); Agri. & Fruit Grow. 1,800 ($160); Constr. 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. 1,400 ($350).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard. Appr. 75% of the total stream volume of water in N. M. is in San Juan County with the county's right to use it. Fluoridated.

12—RETAILING: Principal Shopping Center: 24 blocks on Main St.; 14 blocks on Broadway. Valle Grande Ctr., in Valle Grande subdiv., Village Square, Ute St., at N. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd; Orchard Valley, Farmington Ave. & Main

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Palmer Plaza	25	Britt's Dept., Main Drug
Village Square	-	N.A.
West Main St.	15	Mont. Ward, Safeway
Brookside	5	Sack & Save, Sprouse-Reitz
Mesa	15	Foodway
San Juan Plaza	60	K-Mart, Safeway, Albertsons, Grand Central
Orchard Valley	8	Furrs

Principal Shopping Days: Wed. & Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; C.R. Anthony; Dunlap's; Hopper's; Britt's; K-Mart; Grand Central.
Variety Stores: Woolworth; F. S. Rasco; Sprouse-Reitz; McLellan; Ben Franklin.
Chain Drug Stores: Farmington Drug 3; Thrifty.
Discount Stores: Gibson; K-Mart.
Chain Food Supermarkets (CZ): Foodway; Leon's Discount Food Mkts.; 7-Eleven 18; Safeway 2; Furr Food; Albertson's
Other Chain Stores: Sears; Montgomery Ward; Cooper's; Western Auto; Firestone; White's Auto; Sweetbriar; Construction Supply; Mode O'Day; Kinney Shoe; Komac Paint; Singer Co.; Zale's; S&H Green Stamps; Mor-Valu Stamps; Dan's Boots & Saddles; Gamble's; K-Mart; Thrifty Drug; Furr's Cafeteria; Grand Central.

14—NEWSPAPERS: TIMES (e-Mon to Fri.) 14,861; (S) 16,796; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Jack Luttrell, Adv. Mgr., TIMES.
National Representatives: Branham/Newspaper Sales.

GALLUP, N.M.

1—LOCATION: McKinley County, E&P Map A-2. County Seat. Trading Center. 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Frontier (4 flights daily).

3—POPULATION:
Corp. City 70 Cen. 13,779; Loc. Est. 19,761
CZ ABC: (70)14,596; (80)19,300
RTZ-ABC: (70)67,687; (80)103,100
County 70 Cen. 42,391; Loc. Est. 61,524
City & RTZ-ABC: (70)82,283; (80)122,400

4—HOUSEHOLDS:
City 70 Cen. 4,201; Loc. Est. 6,883
County 70 Cen. 9,675; Loc. Est. 15,886
CZ ABC: (70)4,201; (80)6,400
RTZ-ABC: (70)13,068; (80)22,900
City & RTZ-ABC: (70)17,269; (80)29,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$130,000,000
Sav. & Loan Assn.	2	$40,000,000

6—PASSENGER AUTOS: County 13,936 (1978)

7—ELECTRIC METERS: Residence 7,600

8—GAS METERS: Residence 7,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Federal 2,210; Mining 1,969; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days: Fri.; 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 6. Last killing frost, May 5.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Coal; 4 on 66th; Malls N. 666
Neighborhood Shopping Centers: Uptown Plaza; Foodway Square; Downtown Plaza; Navajo Shopping Center; Little Bear; Trade Mart; Zecca Plaza.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Food—Daily; Sun.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; TG&Y; Aaronson; Trade Mart; Gamble; White Auto; Gibson.
Variety Stores: Sprouse-Reitz 2; Wacker's; F. S. Rasco.
Chain Drug Stores (CZ): Thrifty 1; Revco 1.
Chain Food Supermarkets: California 3; Foodway 1; Navajo Shopping Centr.; Dan Dee; Piggly-Wiggly; Albertson; Safeway; (in Window Rock, Ari., Fed Mart).
Other Chain Stores: Sweetbriar; Western Auto; Firestone; Goodrich; Ward; Sears (catalog); Big O Tire; Goodyear; Yellow Front 2.

14—NEWSPAPERS: INDEPENDENT (e-Mon. to Fri.) 10,796; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Al Prufert, Adv. Mgr., INDEPENDENT.
National Representatives: Branham/Newspaper Sales.

GRANTS-MILAN, N.M.

1—LOCATION: Valencia County, E&P Map B-1/B-2.

2—TRANSPORTATION: Railroads: AT&SF Ry., Continental Trailways; Greyhound Bus.

3—POPULATION:
Corp. Cities 70 Cen. 10,953; Loc. Est. 11,806
County 70 Cen. 40,539; Loc. Est. 59,104
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Cen.; Cities 2,675; Loc. Est. 3,450
County 70 Cen. 10,335; Loc. Est. 17,492

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$55,745,000
Sav. & Loan Assn	1	$17,500,000

6—PASSENGER AUTOS: County 26,652

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees and (Av. Wkly. Wage)—Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourist 1,800 ($216).

11—TAP WATER: Not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Baties'	20	Gambles, Piggly Wiggly, McLellan's, Thrifty Mart
Hillcrest	6	Foodway Mode O. Day, Anthony's, Furniture Mart
Roosevelt Ctr.	-	-
Lobo Canyon Ctr.	20	TG&Y, Winn-Dixie, Zales

Principal Shopping Days: Wed. Fri., Sat.

Stores Open Evenings: Fri. (Some); Sat.
Stores Open Sundays: Groceries.

13—RETAIL OUTLETS: Department Stores: McLellan's; Anthony's; TG&Y.

Chain Food Supermarkets: Handy Andy Quick Stops 2; Piggly Wiggly; Sturges 2; Smith Foodway.

NEW MEXICO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,014,979	1,341,001	2,711,267	8,780,745	448,039	19,598	12,387	157,574	359,357
STANDARD METROPOLITAN STATISTICAL AREAS									
Albuquerque, N.M.	333,266	448,619	983,884	3,051,956	154,988	19,692	635	2,762	15,939
Las Cruces, N.M.	69,773	95,167	184,194	498,471	29,623	16,827	896	39,278	13,886
COUNTIES, Cities									
BERNALILLO	315,774	421,937	957,922	2,934,396	147,593	19,882	350	1,935	13,479
Albuquerque	243,751	321,782	795,502	2,402,251	117,410	20,460	*	*	*
CATRON	2,198	2,804	7,125	26,238	1,128	23,261	194	42	4,535
CHAVES	43,335	56,003	136,907	324,949	20,001	16,247	542	17,036	66,917
Roswell	33,908	42,696	112,824	261,173	15,681	16,655	*	*	*
COLFAX	12,170	14,150	34,060	84,412	5,242	16,103	286	932	10,875
Raton	6,962	8,741	19,658	52,609	3,373	15,597	*	*	*
CURRY	39,517	44,746	90,163	300,210	16,008	18,754	700	21,688	37,441
Clovis	28,495	31,393	67,429	225,132	12,109	18,592	*	*	*
DE BACA	2,547	2,968	6,147	17,823	1,258	14,168	198	1,311	5,594
DONA ANA	69,773	95,167	184,194	498,471	29,623	16,827	896	39,278	13,886
Las Cruces	37,857	44,537	114,060	280,399	15,245	18,393	*	*	*
EDDY	41,119	51,645	131,946	310,531	18,488	16,796	500	12,331	12,715
Artesia	10,315	11,382	32,099	66,108	4,093	16,151	*	*	*
Carlsbad	21,297	26,603	72,371	166,239	10,025	16,582	*	*	*
GRANT	22,030	27,219	42,036	154,549	9,081	17,019	221	213	3,578
Silver City	8,557	13,105	15,743	71,746	4,474	16,036	*	*	*
GUADALUPE	4,765	5,352	9,275	23,888	1,655	14,434	253	99	9,030
HARDING	1,348	1,298	3,118	8,737	511	17,098	178	120	5,355
HIDALGO	4,734	6,441	12,233	30,401	2,094	14,518	146	4,841	3,563
LEA	49,554	59,983	172,269	384,324	21,135	18,184	554	7,351	17,240
Hobbs	26,025	30,815	92,948	197,360	11,022	17,906	*	*	*
Lovington	8,915	10,052	30,992	64,405	3,401	18,937	*	*	*
LINCOLN	7,560	12,012	18,350	70,476	4,561	15,452	294	35	6,989
LOS ALAMOS	15,198	19,967	58,619	302,505	6,782	44,604	N.A.	N.A.	N.A.
Los Alamos	11,310	9,965	43,579	150,821	3,792	39,773	*	*	*
LUNA	11,706	16,210	25,166	80,810	5,640	14,328	229	11,159	6,073
Deming	8,343	13,672	17,809	67,674	4,729	14,310	*	*	*
MCKINLEY	42,391	61,846	66,208	372,206	16,181	23,003	163	395	3,543
Gallup	13,779	20,265	35,432	207,105	7,078	29,260	*	*	*
MORA	4,673	4,806	9,731	13,606	1,538	8,847	287	315	5,005
OTERO	41,097	45,383	120,210	265,950	14,695	18,098	321	2,339	3,450
Alamogordo	23,035	25,042	77,265	169,191	9,013	18,772	*	*	*
QUAY	10,903	12,192	32,056	77,897	4,787	16,273	654	4,511	22,904
RIO ARRIBA	25,170	30,631	36,782	163,887	8,994	18,222	628	1,021	3,618
ROOSEVELT	16,479	17,326	47,082	110,616	6,603	16,752	963	12,955	25,135
Portales	10,554	10,609	27,865	61,855	4,114	15,035	*	*	*
SANDOVAL	17,492	26,682	25,962	117,560	7,395	15,897	285	827	2,460
SAN JUAN	52,517	87,564	123,989	638,054	25,851	24,682	527	2,662	2,950
Farmington	21,979	36,345	70,149	359,196	12,090	29,710	*	*	*
SAN MIGUEL	21,951	24,085	43,088	102,211	7,400	13,812	468	337	7,299
Las Vegas	7,528	15,574	15,137	67,705	4,941	13,703	*	*	*
SANTA FE	53,756	72,856	126,039	629,636	24,661	25,532	269	1,504	4,638
Santa Fe	41,167	51,330	100,157	465,447	18,227	25,536	*	*	*
SIERRA	7,189	9,386	15,309	47,065	4,437	10,607	179	2,054	5,469
SOCORRO	9,763	11,427	20,971	51,553	3,729	13,825	328	2,084	4,908
TAOS	17,516	21,437	31,722	123,271	6,828	18,054	279	610	832
TORRANCE	5,290	8,936	10,495	45,256	3,156	14,340	375	2,380	5,730
UNION	4,925	5,123	14,225	30,642	1,955	15,674	433	3,148	35,952
VALENCIA	40,539	63,419	97,868	438,615	19,029	23,050	679	1,940	8,181
Grants	8,768	13,426	22,406	98,288	3,928	25,022	*	*	*
Milan	2,185	1,728	5,275	11,951	551	21,690	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1979 Cash Receipts as follows: From Crops $241,501,000; from Livestock & Livestock Products $841,579,000; Total $1,083,080,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

GRANTS—continued

Other Chain Stores: Aaronson Bros.; Gamble's; White's; Wackers.

14—NEWSPAPERS: BEACON (e-Mon. to Fri.) 4,700; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Mario C. Pizii, Adv. Mgr., BEACON.
National Representatives: None.

HOBBS, N.M.

1—LOCATION: Lea County, E&P Map D-4. Carlsbad, 75 mi. sw; Roswell, 120 mi. NW; Clovis, 126 mi. N; Midland, Tex., 111 mi. SE; Lubbock, Tex., 110 mi. NE.

2—TRANSPORTATION: Railroads: Texas & New Mexico.
Motor Freight Carriers: 5.
Airlines: Air Midwest; Crown.
Bus Lines: TNMO.

3—POPULATION:
Corp. City 70 Cen. 26,025; Loc. Est. 35,000
CZ ABC: (70) 26,025; (80) 29,500
RTZ-ABC: (70) 36,228; (80) 36,100
County 70 Cen. 49,554; Loc. Est. 56,136
City & RTZ-ABC: (70) 62,253; (80) 65,600
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,038; Loc. Est. 10,903
County 70 Cen. 17,750; Loc. Est. 19,577
CZ ABC: (70) 8,029; (80) 10,400
RTZ-ABC: (70) 10,714; (80) 12,200
City & RTZ-ABC: (70) 18,743; (80) 22,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$312,144,614
Sav. & Loan Assns.	2	$125,892,725
Commercial Banks		$312,144,614

6—PASSENGER AUTOS: County 57,233

7—ELECTRIC METERS: Residence 14,108

8—GAS METERS: Residence 10,890

9— PRINCIPAL INDUSTRIES (CZ): Mfg. of Oil Eqpt. for Well Treatment; Welding; Acidization; Rig Bldg.; Housing & Trucking; Argo Industries Farm Produce Processing; Space Probing Antennas; Truck Beds; Men's Clothing Mfgr.; 2 Refineries; Chemical Processing Paint; 2 Live- stock Feed Lots. About 40 Major Oil Companies & 35 Major Supply Companies are represented in Hobbs, 28,000 Wage earners. Two colleges, enrollment avg. 3,432. 45 Businesses hiring 5000 more employees. $35 Million in Agri. Sales in 1979.

10-CLIMATE: Avg. Winter, 27-57, Avg. Summer 65-93; Rel. Humidity, Summer, 30%.

12—RETAILING:
Principal Shopping Center: 10 blocks from downtown; Broadmoor (17 Stores).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bel Aire	7	Sears, Foodway, Anthonys, Wackers
Broadmoor	25	Furr Food, Furr Cafeteria, Mont. Ward, Anthonys, Dunlaps, Penney
Covered Mall	42	
Mini Mall	14	

Principal Shopping Days: Mon., Wed., Sat.; Best grocery day—Thurs.
Stores Open Evenings: Discount stores.

13—RETAIL OUTLETS: Department Stores: C.R. Anthony 2; J.C. Penney; Dunlap; World's Largest Western Auto Store; Whites Auto; Franklins; Sweet Briar.
Variety Stores: S&H Green Stamps; G.F. Wacker 2.
Chain Drug Stores (CZ): Broadmoor; Walgreen; Cashmart Bharma Discount; Reese 2; Norte Vista; Revco Drug; Pharmacy.
Discount Stores (CZ): Gibson's; K-Mart; Allwoods (1 br., bldg. supplies),
Chain Food Supermarkets: Furr Food; Safeway; Allsup's 6; Foodway 2; Tooties Hom-Ond 1; Albertson's.
Other Chain Stores: Firestone; General Tire; Allied Radio Shack; Sears; Montgomery Ward; Payless Shoes; Sherwin-Williams; T-Bird Lumber; Callaway Lbr. & Furniture; Don Clark Furniture; Woods Furniture; Miller-Waldrop Furn.

14—NEWSPAPERS: NEWS-SUN (e-Mon. to Fri.) 9,922; (S) 11,579; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Summers, Pub., Art Paul, Adv. Mgr., NEWS-SUN.
National Representatives: None.

LAS CRUCES, N.M.

1—LOCATION: Dona Ana County (In Las Cruces SMSA), E&P Map B-5, County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range, 45 mi. N of El Paso, Tex. On U.S. hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstate 10 & 25.

2—TRANSPORTATION: Railroads: AT&SF.
Intercity Bus Lines: Greyhound; Whitfield; N.M. Transportation; Continental Trailways.
Motor Freight Carriers: 4.
Airlines: Zia; S. W. Aviation.

3—POPULATION:
Corp. City 70 Cen. 37,857; Sp. 79 Cen. 50,729
CZ ABC: (70) 37,857; (80) 43,700
RTZ-ABC: (70) 31,916; (80) 47,800
County/SMSA 70 Cen. 69,773; Loc. Est. (80) 90,906
City & RTZ-ABC: (70) 69,773; (80) 91,500

4—HOUSEHOLDS:
City 70 Cen. 10,909, Sp. 79 Cen. 16,664
County/SMSA 70 Census 18,524; Loc. Est. 28,101
CZ ABC: (70) 10,909; (80) 14,400
RTZ-ABC: (70) 7,615; (80) 13,400
City & RTZ-ABC: (70) 18,524; (80) 27,800

5—BANKS:	NUMBER	DEPOSITS
Commercial	20	$285,643,552
Sav. & Loan Assn.	6	$109,918,666

6—PASSENGER AUTOS: County 79,860

7—ELECTRIC METERS: Corp. City Res. 18,035

8—GAS METERS: Corp. City Res. 12,900, Total 15,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—State University 5,100 ($250); White Sands Missile Range 2,000 military, 700 civilian ($200-plus); Agriculture and Food Processing 3,000 ($160); Industry (L. Eggs, Furtex, Wells-Lamont, Diebold, Sandyland) 1,500 ($200); Construction 1,000 ($200).

11—TAP WATER: Akaline, hard; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Mesilla Valley Mall (Opening 1981)	114	Sears, Bealls, Dillards, Wilsons, J.C. Penney
Loretto	22	Safeway, Penney, White House, Skaggs
Brazito Mall	15	Albertson's, Thrifty Drugs
Solano Square	10	Motts
Midway	7	Goodyear, S&H, Gold Bond
University Hgts	4	Pic. Quik, American Furniture
Madrid	10	Safeway, TG&Y, Rexall

Principal Shopping Days: Thurs., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Penney; Popular Dry Goods; United Fashion; Anthony; White House; Fed Mart; Gibson's; Montgomery Ward; Sears; K-Mart; Dillards; Wilsons; Bealls.
Variety Stores: TG&Y 2; Mott's 2.
Discount Stores: Fed-Mart; Gibson's; K-Mart; Furr's; Bonanza City.
Chain Drug Stores (CZ): Skagg's; Fed-Mart; Baker 2; Thrifty; Skiller; Rexall.
Chain Food Supermarkets: Safeway 2; Furr's 2; Pic Quik 18; Quick Chek 2; Piggly Wiggly 2; Albertson's; Fedmart; Circle K 4; Smith Food King.
Other Chain Stores: White's; Firestone; Montgomery Ward Sears Roebuck (catalog); Zales; Feder's; Baskin-Robbins; American Furniture; Zales; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdw.

14—NEWSPAPERS: SUN-NEWS (e-Mon. to Fri.) 15,030; (S) 15,791; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS.
National Representatives: Branham/Newspaper Sales.

LAS VEGAS, N.M.

1—LOCATION: San Miguel County, E&P Map C-2, County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84 & 85; State Hwys. 3 & 65.

2—TRANSPORTATION: Railroads: Sante Fe.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Mora Stage.

3—POPULATION:
Corp. City 70 Cen. 7,258; Loc. Est. 23,997
County 70 Cen. 21,951; Loc. Est. 34,160

4—HOUSEHOLDS:
City 70 Cen. 3,640; Loc. Est. 7,214
County 70 Cen. 5,506; Loc. Est. 7,295

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$56,000,000
Sav. & Loan Assn.	2	$24,000,000

6—PASSENGER AUTOS: County 8,237

7—ELECTRIC METERS: Residence 5,671

8—GAS METERS: Residence 2,401

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Highlands U. 350 ($125); State Hosp. 425 ($75); Jayval Mfg. 250 ($55); ASTF Div. Offices 125 ($115); Meadows Home for the Aged 30 ($55); State Hwy. Dept. 150 ($85).
Principal Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 33.4-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Dec. Last killing frost, Mar.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, J. C. Penney; Hoffman & Graubarth; Gambles; California; TG&Y; K-Mart; Revco; Anthonys.
Variety Stores: Newberry's; Wacker's.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Murphy's Rexall; Western Walgreen.
Chain Food Supermarkets: Safeway; Piggly-Wiggly.
Other Chain Stores: S&H Green Stamps.

14—NEWSPAPERS: OPTIC (e Mon. to Fri.) 4,250; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Stuart R. Beck, Pub., OPTIC.
National Representatives: Texas Daily Press League, Inc.

LOS ALAMOS, N.M.

1—LOCATION: Los Alamos County, E&P Map B-2, County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe; on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2—TRANSPORTATION: Railroads.
Motor Freight Carriers: 4.
Airline: Ross Aviation.

3—POPULATION:
County 70 Cen. 15,198; Loc. Est. 19,224
Demographic Information available from Newspaper See paragraph 14.

4—HOUSEHOLDS:
County 70 Cen. 4,461; Loc. Est. 6,457

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$29,000,000
Building & Loan	2	$27,000,000
Credit Unions	4	$59,290,000

6—PASSENGER AUTOS: County 12,484

7—ELECTRIC METERS: Residence 4,363

8—GAS METERS: Residence 3,424

9— PRINCIPAL INDUSTRIES (CZ): Nuclear/scientific research 5,800 employees Ave. Wage N.A.

10-CLIMATE: Min. & Max. Temp.—Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1. Last killing frost, May 1.

11—TAP WATER: Soft, salty.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central	6/50	Metzgers Hardware
Community	38/612	Sears, Goodyear, Metzgers Appliance White Auto
The Village	22/214	Gibson's, Longfields
White Rock	15	Foodway
Mari-Mac	30/500	TG&Y, Skillerns, Safeway

13—RETAIL OUTLETS: Department Stores:
Variety Stores: TG&Y, Yellow Front.
Discount Stores in City Zone: Gibson's.
Chain Drug Stores (CZ): Los Alamos Drug Stores; Skillern's.
Chain Food Stores: Speedway; Safeway; Foodway; Piggly-Wiggly.

14—NEWSPAPERS: MONITOR (e-Tues. to Fri.) 4,185 (S) 4,185, sworn Sept 30, 1979 (Latest statement available.)
Local Contact for Advertising and Merchandising Data: Marcie Weiner, Adv. Mgr., MONITOR.
National Representatives: None.

LOVINGTON, N.M.

1—LOCATION: Lea County, E&P Map D-4; County Seat in S.E. part of state. On U.S. Hwys. 82 & 62; State 18.

2—TRANSPORTATION: Railroads: Texas & New Mexico.
Bus Lines: Greyhound.
Airlines: At Lovington Airport.
Motor Freight Carriers: Apex; ICX; Yellow Transit.

3—POPULATION:
Corp. City 70 Cen. 8,915; Loc. Est. 9,605
City Zone, Local Est. 14,000
County 70 Cen. 49,554; Loc. Est. 56,136

4—HOUSEHOLDS:
City 70 Cen. 2,631; Loc. Est. 3,713
County 70 Cen. 14,996; Loc. Est. 10,903

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$47,000,000

6—PASSENGER AUTOS: County Est. 26,683

7—ELECTRIC METERS: Res./City 4,089

8—GAS METERS: Res./City 4,347

9— PRINCIPAL INDUSTRIES (CZ): Oil and Gas Production, Refineries, Irrigated Farming, Ranching.

10-CLIMATE: Mild, sunny; Summer mean 84; Winter mean 53.

11—TAP WATER: Alkaline, medium hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lovington Sq. Mini Mall		
June	5	-
Town & County	5	—
Apollo	5	—

13—RETAIL OUTLETS: C. R. Anthony; Sears; Montgomery Ward; Gibson; Thrifty Drug; TG&Y; Western Auto; Whites Auto; Wacker's.
Chain Food Supermarkets: Thriftway 2; Safeway-Alsup 4; Circle K 2.

14—NEWSPAPERS: DAILY LEADER (e-Mon. to Fri.) 3,225; (S) 3,570 sworn Sept. 30, 1979 (latest statement available.)
Local Contact for Advertising and Merchandising Data: W. H. Graham, Pub., Jean Richardson, Circ. Mgr., John Graham Adv. Mgr., LEADER.
National Representatives: Texas Daily Press League.

MILAN, N.M.

See GRANTS, N.M.

PORTALES, N.M.

1—LOCATION: Roosevelt County, E&P Map D-3, County Seat. Agricultural, Dairying, Oil, Education and Livestock. Shipping Center. 120 mi. SW of Amarillo, Tex.; 98 mi. N of Roswell, N.M. on U.S. Hwy. 70 State 18, 88.

2—TRANSPORTATION: Railroads: AT&SF.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound, New Mexico Transp.; Yellow Transit, Calif.-Ill. Express, Apex.

3—POPULATION:
Corp. City 70 Cen. 10,554; Loc. Est. 10,243
County 70 Cen. 16,479; Loc. Est. 16,888

4—HOUSEHOLDS:
City 70 Cen. 3,290; Loc. Est. 3,940
County 70 Cen. 5,834; Loc. Est. 6,383

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$53,060,000
Sav. & Loan Assn.	2	$20,000,000

6—PASSENGER AUTOS: County 7,353

7—ELECTRIC METERS: Residence 3,499

8—GAS METERS: Residence 3,326

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Farming 500 ($100); Dairying 125 ($125); Farm Processing 160 ($90); Ranching 75 ($100); Casing Factory 100 ($100); Peanut Mills 50 ($80); Meat Packing Plants 15 ($100); Feed Mills 25 ($100); Sweet Potato Pkg. 15 ($90); Eastern New Mexico University 400 ($175).

10-CLIMATE: Min. & Max. Temp.—Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11—TAP WATER: Alkaline, very hard, natural fluoridated.

12—RETAILING:
Shopping Centers: Sands (Foodtown); Safeway.
Principal Shopping Days: Mon. thru Sun.

13—RETAIL OUTLETS: Department Stores: Anthony's; J. C. Penney's; Turner's.
Variety Stores: Sprouse-Reitz; Wacker's.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Walgreen; B&J; Thrifty.
Chain Food Supermarkets: Safeway; Food Town; Home Town 3.
Other Chain Stores: White's; Gibson.

14—NEWSPAPERS: NEWS-TRIBUNE (e-Mon. to Fri.) 3,695; (S) 4,014; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Marshall Stinnett, Bus. Mgr.; Marshall Stinett, Adv. Mgr., NEWS-TRIBUNE.
National Representatives: Texas Daily Press League, Inc.

RATON, N.M.

1—LOCATION: Colfax County, E&P Map C-1, County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Alburquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 85, 87, 64; State Hwy. 72; Interstate I-25.

2—TRANSPORTATION: Railroads: Santa Fe.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 6,962; Loc. Est. 9,305
County 70 Cen. 12,170; Loc. Est. 13,931
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,259; Loc. Est. 3,480
County 70 Cen. 3,794; Loc. Est. 5,030

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$100,000,000
Sav. & Loan Assn.	2	$45,004,000

6—PASSENGER AUTOS: County 6,797

7—ELECTRIC METERS: Residence 2,470

8—GAS METERS: Residence 1,161

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Electronics 100 ($100); Railroad 180 ($200); Lumber Mills 225 ($90); Coal Mines 400 ($250); Metal Prods. 130 ($125); Furniture 18 ($90); National Rifle Assn. 12 ($250); Building Mfg. 40 ($150).
Principal Industrial Pay Days: Mines, Lumber Mills- 10th & 25th; Railroads—1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25. Last killing frost, May 17.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Second St.; 2 on 1st St.; 3 on Third St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Dona Anna Plaza	14	Safeway, Revco, Sprouse Reitz

Mira Monte	-	Sears (catalog), Fashion Fabrics

Principal Shopping Days: Sat.

13—RETAIL OUTLETS: Department Stores: Di Lisio's; Rubins; Marchiondo's; J.C. Penney; Montgomery Ward; Tops & Bottoms; The Men's Store; Del Rose Shops; Bernard's Hdwe.; Woody's Furn.; Burrough & Davis; Western Auto.
Variety Stores: Newberry.
Discount Stores: Pixie.
Chain Drug Stores (CZ): Merit, Rexall.
Chain Food Supermarkets: Safeway.
Other Chain Stores: Gamble's (hardware, furniture); Mode O'Day (women's); Goodyear; White Auto; Fabrific Fabrics; Coast-to-Coast; K-Mart; Yellow Front; C.R. Anthony.

14—NEWSPAPERS: RANGE (e-Mon. to Fri.) 3,200; sworn Mar. 31, 1978 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Wilson Koeppel, Pub., RANGE.
National Representatives: Landon Associates, Inc.

ROSWELL, N.M.

1—LOCATION: Chaves County, E&P Map C-4, County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70,285 & 380.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 8.
Intercity Bus Lines: New Mexico, Greyhound.
Airlines: Air Midwest.

3—POPULATION:
Corp. City 70 Cen. 33,908; Loc. Est. 48,405
CZ ABC: (70) 35,771; (80) 43,200
RTZ-ABC: (70) 50,404; (80) 59,000
County 70 Cen. 43,335; Loc. Est. 52,000
City & RTZ-ABC: (70) 86,175; (80) 102,200

4—HOUSEHOLDS:
City: 70 Cen. 10,610; Loc. Est. 14,926
County: 70 Cen. 13,175; Loc. Est. 17,000
CZ ABC: (70) 11,215; (80) 15,500
RTZ-ABC: (70) 14,920; (80) 20,000
City & RTZ-ABC: (70) 26,135; (80) 35,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4 (6 Br.)	$262,363,000
Sav. & Loan Assn.	4 Est.	$193,790,321

6—PASSENGER AUTOS: County 27,000

7—ELECTRIC METERS: Residence 19,675

8—GAS METERS: Residence 14,534

9— PRINCIPAL INDUSTRIES (CZ): Meat packing; Cotton Seed and Oil; Concrete Block; Levi Strauss; Eastern New Mexico University; I.M. Corp.
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.
Neighborhood Shopping Centers: Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Broadmoor	15	Sears, Furr's Mkt., Anthony Dept.
Del Norte	3	Safeway.
Highland	14	N.A.
Monterey	15	Safeway, C.R. Anthony
Plains Park	22	Alco, Piggly Wiggly
Sunset	-	N.A.
Union Plaza	-	N.A.
Wilshire	10	Furr's Mkt., Wacker's Variety

Principal Shopping Days: Mon., Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears Roebuck; Anthony; Penney; White's.
Variety Stores: Wackers.
Discount Stores (CZ): Gibson's 3; 1; Alco; K-Mart.
Chain Drug Stores (CZ): Pecos Valley Rexall; U-Save-it 3; Primm 2; Mitchell's 2; Medicine Shop 1.
Chain Food Supermarkets: Piggly Wiggly 1; Safeway 3; Furr Food 2; H. & J. 1; Shamas 1; Albertson's 1.
Other Chain Stores: Firestone; Zale's; S&H Green Stamps; Goodyear; Checker Auto; Radio Shack; McDonalds; Long John Silvers; Hobo Joe's; Kentucky Fried Chicken.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 13,572; (S) 14,789; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD.
National Representatives: Texas Daily Press League, Inc.

SANTA FE, N.M.

1—LOCATION: Santa Fe County, E&P Map C-2, State Capital; County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285.

2—TRANSPORTATION: Railroads: AT&SF.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Continental Trailways; Chama Valley; New Mexico Transportation.
Airlines: Albuquerque International Airport; Continental, TWA, Frontier & Texas International. Local Airlines-Zia Airline, Air New Mexico.

3—POPULATION:
Corp. City 70 Cen. 41,167; Loc. Est. 50,053
Prim. Mkt. Area-ABC: (70) 42,780; (80) 52,500
Bal. in PM Area: (70)42,216; (80)54,500
County 70 Cen. 53,756; Loc. Est. 71,551
Total Prim. Mkt. Area: (70)84,996; (80)107,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,063; Loc. Est. 17,655
County 70 Cen. 17,700; Loc. Est. 24,038
Prim. Mkt. Area ABC: (70)12,499; (80)17,600
Bal. in PM Area: (70)11,308; (80)16,800
Total Prim. Mkt. Area: (70)23,807; (80)34,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$289,267,000
Sav. & Loan Assn.	6	$164,604,265

6—PASSENGER AUTOS: County 38,216

7—ELECTRIC METERS: Residence 26,500

8—GAS METERS: Residence 21,455

9— PRINCIPAL INDUSTRIES (CZ): United Pump Co.; Pecos Trail Jeans; Eberline Instrument Corp.; Nambe Mills; Los Alamos Scientific Labs.; State Capitol Offices; Tourism.
Principal Industrial Pay Days: Every other Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-59; Summer 55-90; Fall 35-61; Winter 10-50. First killing frost, Oct. 1. Last killing frost, May 1.

11—TAP WATER: Neutral, soft in summer; hard in winter; mt. streams and reservoirs.

12—RETAILING: Principal Shopping Centers: DeVargas Center (enclosed); 12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Pevalta and Jefferson, College Plaza 2 blocks.
Neighborhood Shopping Centers: College St.; Cordova Rd.; Pen Rd.; Cerrillos Rd.; Casa Solana; St. Michaels Drive.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
DeVargas(Encl.)	1/2	Penney's, Wards, Albertsons, TG&Y Family
St. Michaels Vil	2	K-Mart, Safeway
Cordova Road	1½	Sav-U, Skaggs, Kinney Shoes
Pen Road	1	Bonanza Surplus City
Kaunes Ctr	1	Kaunes Food Town
Cerrillos Rd.	3½	Shur Valu, TG&Y
Coronado Ctr	1½	Furr's, TG&Y Family Ctr., Anthonys, TG&Y Variety, Walgreen
College Plaza	5	Albertson's, Grand Central
Plaza Princesa	6	Smith's Foodway, TG&Y Variety
Casa Solana	1	Piggly-Wiggly, TG&Y Variety
Downtown		Dunlaps, Sears, Bell's, Guarantee, Santa Fe Vil., El Centro Ctr.

Principal Shopping Days: Thu., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Dunlaps; Bell's; J. C. Penney; Sears; Wards; Guarantee; TG&Y Family Ctr.; K-Mart; Bonanza; Surplus city; Anthonys.
Variety Stores: Woolworth; TG&Y.
Chain Drug Stores (CZ): Walgreen-Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Food Supermarkets: Piggly Wiggly; Kaunes 3; Smith's Foodway; Shur Valu; Safeway 3; Furr's; 7-11; Speedway 4; Albertsons.
Other Chain Stores: Ace Auto; Leed's Shoes; Sweet- brier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Lafayette Elect.; Good Housekeeping Shops; Zales; Big O Tires; Coopers Western Wear; Furr's; House of Fabrics; Skillern's; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes.

14—NEWSPAPERS: NEW MEXICAN (e-Mon. to Fri.) 16,998; (m-Sat.) 16,565; (S)20,412; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: M. Padilla, Adv. Dir., NEW MEXICAN.
National Representatives: Gannett Newspaper Advertising Sales.

SILVER CITY, N.M.

1—LOCATION: Grant County, E&P Map A-4, County Seat. 160 mi. NW of El Paso, Tex. On U.S. Hwy. 260; State Hwy. 180.

2—TRANSPORTATION: Railroads: AT&SF.
Intercity Bus Lines: O.N.C., Whitfield.
Motor Freight Carriers: 2.
Airlines: Zia.

3—POPULATION:
Corp. City 70 Cen. 8,557; Loc. Est. 11,753
County 70 Cen. 22,030; Loc. Est. 30,000

4—HOUSEHOLDS:
City 70 Cen. 2,322; Loc. Est. 3,988
County 70 Cen. 6,242; Loc. Est. 8,874

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav.	2	$65,591,000
Sav. & Loan Assn.	1	$35,384,883

6—PASSENGER AUTOS: County Est. 11,260

7—ELECTRIC METERS: County 10,020

8—GAS METERS: County 6,939

9— PRINCIPAL INDUSTRIES (CZ): Copper; Lead; Zinc; Gold; Silver; Manganese; Molydenum; Vanadium; Iron; Cattle Raising; Lumber; Farming; Mining and Smelting—2,900 ($250).

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 55-95; Fall 42-85; Winter 28-65.

11—TAP WATER: Neutral, hard.

12—RETAILING:
Shopping Centers: Hudson Street, Silver Heights 9 mi.; Hurley 18 mi.; Tyrone 5 mi.
Principal Shopping Days: Wed., Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Maxwell House; J.C. Penney; Montgomery Ward; C. R. Anthony.
Variety Stores: TG&Y; Sprouse-Reitz; Rasco's.
Discount Stores (CZ): USA, Gibson's, K-Mart.
Chain Drug Stores (CZ): Rexall; Howell 2; Rx Fee System.
Chain Food Supermarkets: Piggly Wiggly, Safeway; Furr's; Snappy Mart 12.

14—NEWSPAPERS: PRESS & INDEPENDENT (e) 6,700; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr., Joe Cardona, Local Adv. Mgr., PRESS.
National Representatives: None.

NEW YORK SURVEYS

NEW YORK STANDARD METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy, N.Y.—Albany, Montgomery, Rensselaer, Saratoga and Schenectady Counties.

Binghamton, N.Y.-Pa.—Broome and Tioga Counties, N.Y.; Susquehanna County, Pa.

Buffalo, N.Y.—Erie and Niagara Counties.

Elmira, N.Y.—Chemung County.

Nassau-Suffolk, N.Y.—Nassau and Suffolk Counties.

New York, N.Y.-N.J.—New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Putnam, Rockland and Westchester Counties, N.Y.; Bergen County, N.J.

Poughkeepsie, N.Y.—Dutchess County.

Rochester, N.Y.—Livingston, Monroe, Ontario, Orleans and Wayne Counties.

Syracuse, N.Y.—Madison, Onondaga and Oswego Counties.

Utica-Rome, N.Y.—Herkimer and Oneida Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

New York-Newark-New Jersey City, N.Y.-N.J.-Conn.—Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Paterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayerville, N.J. SMSA; Norwalk and Stamford, Conn. SMSA.

NEW YORK POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	1.488	1.181	1.373
5-14 Years	3.393	2.597	2.386
15-24 Years	2.949	3.143	2.913
25-44 Years	4.421	4.898	5.399
45-64 Years	4.039	3.791	3.687
65 and Over	1.951	2.090	2.168
TOTAL	18.241	17.702	17.926

Based on U.S. Census

NEW YORK RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	1.312	1.752	2.044
General Mdse.	5.816	6.645	7.772
Food	9.526	12.611	14.864
Automobiles	5.457	7.512	7.130
Gasoline Stations	2.022	2.984	4.488
Apparel	2.899	3.342	3.999
Furniture	2.048	2.266	2.551
Eat-Drink Places	3.813	4.953	5.590
Drugs	1.220	1.629	1.881
Total Sales	39.173	50.698	52.277

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALBANY, N.Y.

1—LOCATION: Albany County (In Albany- Schenectady-Troy SMSA). E&P Map F-4. On West bank of Hudson River, 143 mi. N of N.Y. City. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carrier: 72.
Intercity Bus Lines: Adirondack-Trailways; Arrow Line; Greyhound; Interstate; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines.
Airlines: American; US Air; Braniff; Eastern.

3—POPULATION:
Corp. City 70 Cen. 114,873; Loc. Est. 105,700
CZ ABC: (70) 188,739; (80) 176,500
RTZ-ABC: (70) 543,130; (80) 576,000
County 70 Cen. 286,742; Loc. Est. 284,000
SMSA 70 Cen. 777,793; Loc. Est. 790,500
City & RTZ-ABC: (70) 731,869; (80) 752,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 41,279; Loc. Est. 41,900
County 70 Cen. 94,004; Loc. Est. 103,300
SMSA 70 Cen. 249,296; Loc. Est. 280,300
CZ ABC: (70) 63,562; (80) 67,900
RTZ-ABC: (70) 171,269; (80) 206,700
City & RTZ-ABC: (70) 234,831; (80) 274,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks		$3,423,448,000
Sav. & Loan Assns.		$246,769,000
Commercial Banks		$2,362,944,000

6—PASSENGER AUTOS: County 143,727

7—ELECTRIC METERS: Residence 75,081

8—GAS METERS: Residence 48,440

9— PRINCIPAL INDUSTRIES (CZ): Machine Tools; Printing; Meat Packing Equip.; Paper Mfg.; Felt Mfg.; Foundries; Electronics; State Govt.
Principal Industrial Pay Days: Fri., Thurs., N.Y. State Employees every 2nd Wed. (Depts.), Fri. (institutions).

10-CLIMATE: Min. & Max. Temp.—Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35; First freeze, late Sept. Last freeze, early May.

11—TAP WATER: Alkaline, very soft, 43p per mill; not fluoridated.

12—RETAILING: Principal Shopping Center (City): 5 blocks on N Pearl St., State St.; Broadway; 10 on Central Ave; Robinson Square-Hamilton St.
Neighborhood Shopping Centers: 3 blocks on Madison Ave.; 2 on New Scotland Ave.; 6 on Delaware Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Century II Mall	15	Grand Union
Loudon Ctr.	16	Convenient Mkt.
Westgate	26	Penney, Albany Pble.
Eismere	20	Grand Union, Denby's
Latham Crns	55	J.C. Penney, Boston Store, Grand Union
Stuyvesant	35	Denby's, Flah's, Grand Union
Mid City	4	Price Chopper
Colonie	72	Macy's, Sears
Northway Mall	36	Montgomery Ward
Mohawk Mall	88	Boston Store, Bradlees, Montgomery Ward
K-Mart	2	K-Mart, Price Chopper
Twenty Mall	16	Barkers, Price Chopper

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Thurs., Downtown; Mon. through Sat., Shopping Centers.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; Boston; Macy; Sears; Denby's; Flah's.
Discount Stores (CZ): King's; Boardman; Two Guys; K-Mart; Barker's; Joy Discount; Present Co. Service Mdse; Bradlees; Caldor.
Chain Drug Stores (CZ): CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Food Supermarkets: A&P 11; Trading Port 5; Grand Cash; Albany Public 12; Grand Union 28; Shop-Rite 4; Star 8; Price Chopper 24; P&C 5.
Other Chain Stores: National Auto; Thom McAn; Firestone, Fanny Farmer; Lerner; Shoe Town; Carl Co.

14—NEWSPAPERS: TIMES-UNION (m) 82,207 KNICKERBOCKER NEWS (e-Mon. to Fri.) 51,780 Comb. (m&e) 133,987; (Sat e) 43,269 (S) 149,516 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Nat. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS.
National Representatives: Hearst Advertising Service, Inc.

AMSTERDAM, N.Y.

1—LOCATION: Montgomery County (In Albany-Schenectady-Troy SMSA). E&P Map E-3, County Seat. On U.S. Hwy. 5; ¼ mi. to New York Thruway; on State Hwys. 58, 67 and 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114 mi. E of Syracuse; 185 railroad mi. from New York City.

2—TRANSPORTATION: Railroads: Conrail; West Shore (freight only).
Waterway: Terminal of N.Y. State Barge Canal.
Motor Freight Carriers: 6.
Intercity Bus Lines: Trailways, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 25,524; Loc. Est. 22,717
CZ ABC: (70)25,524; (80)22,600
RTZ-ABC: (70)36,287; (80)39,100
SMSA 70 Cen. 777,793; Loc. Est. 793,913
County 70 Cen. 55,883; Loc. Est. 54,978
City & RTZ-ABC: (70)61,811; (80)61,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,270; Loc. Est. 9,749
County 70 Cen. 18,812; Loc. Est. 21,602

AMSTERDAM—continued

SMSA 70 Cen. 249,296; Loc. Est. 296,501
CZ ABC: (70)9,270; (80)9,400
RTZ-ABC: (70)11,331; (80)14,000
City & RTZ-ABC: (70)20,601; (80)23,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$253,000,000
Sav. & Loan Assn.	1	$31,000,000
Commercial Banks	5	$152,000,000

6—PASSENGER AUTOS: County 25,801

7—ELECTRIC METERS: Residence 14,000

8—GAS METERS: Residence 8,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mohasco Industries Executive Offices, computer research, laboratory 900; Electric 2,300; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Brooms and Brushes 75; Christmas Trees, Lawn Furniture and Chairs 175; Warp Knitting 425; Toiletries, Sundries, Toys 75; Paint Applicators 75; Toys 425; Recreational Products (pools) 175; Laminating 40; Leather Tanning and Finishing 75; Glass Fiber Mats 75; Corrugated Shipping Containers 175; Laminated Fabrics 175; Men's Apparel 175; Litterbags and Printing 75; Chemicals 40; Paper 75; Radio and Auto Antennas 175; Furniture Refinishing Products 175; Av. Weekly Industrial Wage $185.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost Sept. 28, Last killing frost April 25.

11—TAP WATER: Acid, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers: Reid Hill Section, Fifth Ward Section, Route 30 Section, P&C Center 2; K-Mart Plaza; Nichols Plaza 2; Price Chopper; Fay's Plaza.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Reid Hill	1	Carls Drug, P&C
Amsterdam	1	Price Chopper, Fay's, Radio Shack, Red-Barn
Downtown Amsterdam	-	Grand Union, Denbys, Carls, CVS, Woolco
K-Mart Plaza	2	K-Mart, Chicago Markets
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown	13	Barker's, Price Chopper

Principal Shopping Days: Wed., Thur., Fri., Sat.
Stores Open Evenings: Downtown Mall Mon. - Fri.; most major stores open every night and Sun.

13—RETAIL OUTLETS: Department Stores: Carls; Denbys; Nichols.
Discount Stores (CZ): Nichols; Barker's; Fay's; K-Mart.
Chain Drug Stores (CZ): Daw/Rite Aid 2; Carl's; Fay's; CVS.
Chain Food Supermarkets: P&C 2; Chicago Markets; Price Chopper; Grand Union. Lou's Mkt.
Other Chain Stores: W.R. Furniture; Firestone; Radio Shack; Jo-Ann Fabrics; Big A Auto Parts.

14—NEWSPAPERS: RECORDER (e) 14,197; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Scott Miller, Mkt. Dir., RECORDER.
National Representatives: Landon Associates, Inc.

AUBURN, N.Y.

1—LOCATION: Cayuga County, E&P Map D-3, County Seat. Diversified mfg. center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20; N.Y. State 5 (junction).

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6.
Intercity Bus: Onondaga Coach Lines; Centro Bus Lines.

3—POPULATION:
Corp. City 70 Cen. 34,599; Loc. Est. 31,212
CZ ABC: (70) 34,599; (80) 31,200
RTZ-ABC: (70) 57,844; (80) 61,300
County 70 Cen. 77,439; Loc. Est. 79,233
City & RTZ-ABC: (70) 92,443; (80) 92,500
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen: City 10,786; Loc. Est. 11,503
County 70 Cen. 22,987; Loc. Est. 27,703
CZ ABC: (70) 10,786; (80) 11,100
RTZ-ABC: (70) 27,495; (80) 20,300
City & RTZ-ABC: (70) 27,495; (80) 31,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Savings Banks	2	$150,000,000
Sav. & Loan Assn.	1	$25,000,000
Commercial Banks	5	$125,000,000

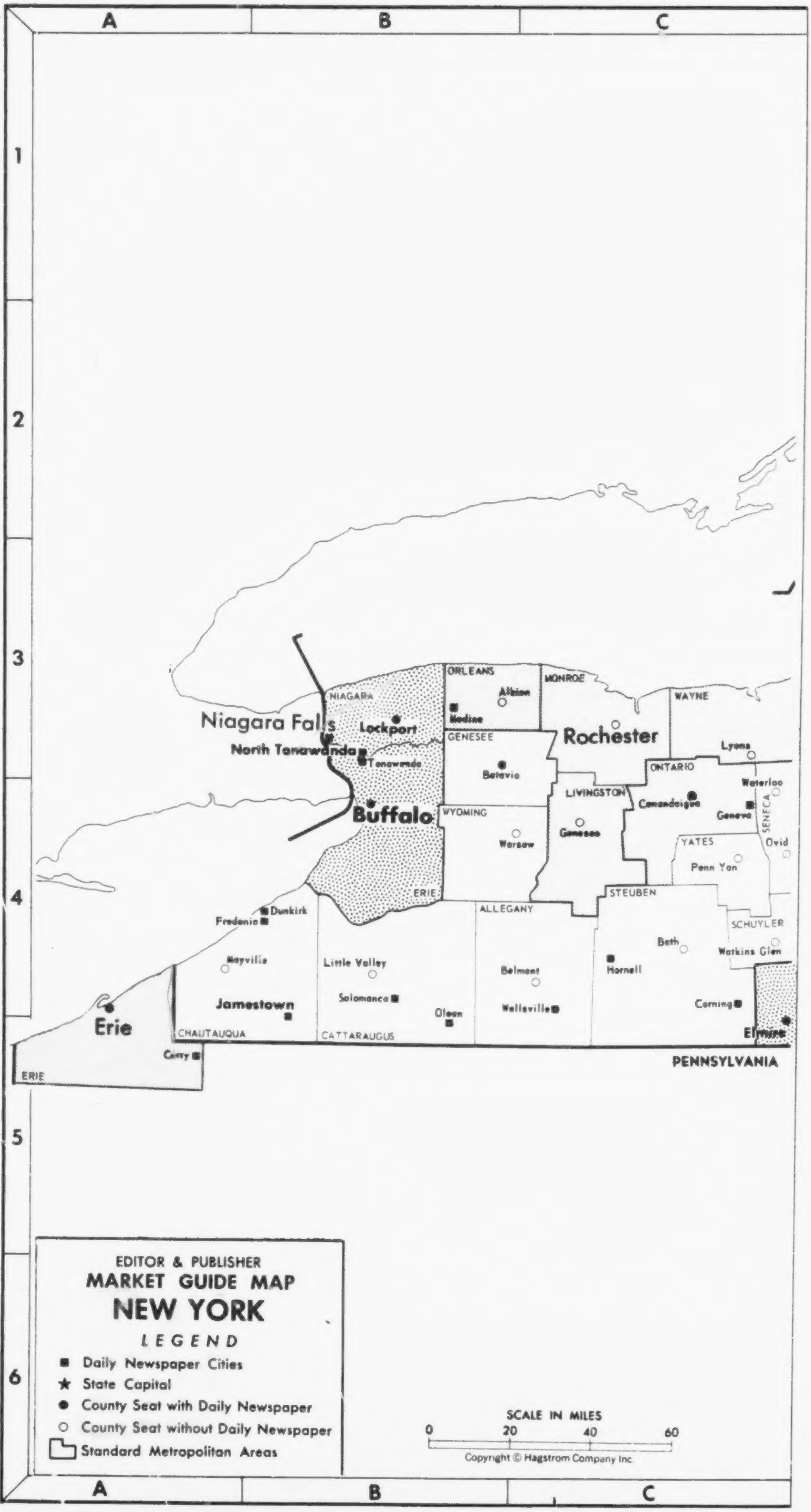
6—PASSENGER AUTOS: County 33,826

7—ELECTRIC METERS: Residence 11,414

8—GAS METERS: Residence 10,594

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Metal & Metal Prod. 2,795; Shoes 575; Rope 300; Plastics 290; Foods 380; Electronics 1,260; Bottling 300.
Principal Pay Days: Thu., Fir.

10-CLIMATE: Min. & Max. Temp.—Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First kiliing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Rochester
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North Tonawanda
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GENESEE
Batavia
ONTARIO
Waterloo
LIVINGSTON
Canandaigua
Geneva
Buffalo
WYOMING
Geneseo
SENECA
Warsaw
YATES
Ovid
Penn Yan
ERIE
STEUBEN
Dunkirk
Fredonia
ALLEGANY
SCHUYLER
Bath
Watkins Glen
Mayville
Little Valley
Belmont
Hornell
Salamanca
Jamestown
Olean
Wellsville
Corning
Erie
Elmira
CHAUTAUQUA
CATTARAUGUS
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
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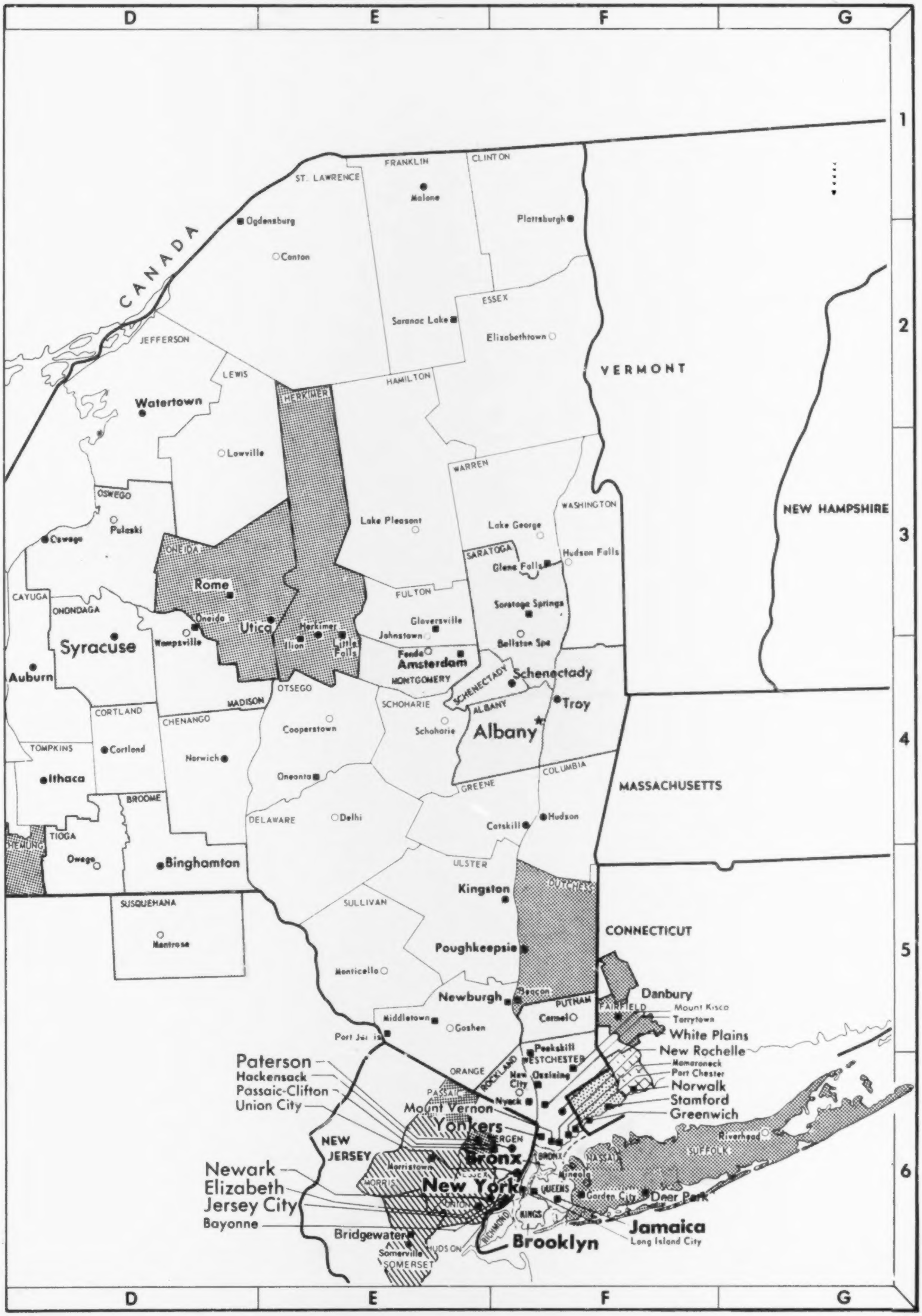
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Ogdensburg
Canton
Plattsburgh
Saranac Lake
ESSEX
Elizabethtown
JEFFERSON
LEWIS
HAMILTON
HERKIMER
VERMONT
Watertown
Lowville
WARREN
OSWEGO
Oswego
Pulaski
Lake Pleasant
Lake George
WASHINGTON
NEW HAMPSHIRE
SARATOGA
Hudson Falls
Glens Falls
ONEIDA
Rome
CAYUGA
ONONDAGA
FULTON
Saratoga Springs
Gloversville
Oneida
Utica
Herkimer
Ilion
Little Falls
Johnstown
Ballston Spa
Syracuse
Wampsville
Fonda
Amsterdam
Auburn
MONTGOMERY
SCHENECTADY
Schenectady
OTSEGO
Troy
MADISON
SCHOHARIE
ALBANY
CORTLAND
Cooperstown
Schoharie
Albany
CHENANGO
TOMPKINS
Cortland
Norwich
Ithaca
Oneonta
COLUMBIA
MASSACHUSETTS
GREENE
BROOME
DELAWARE
Delhi
Catskill
Hudson
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
DUTCHESS
Kingston
SUSQUEHANA
SULLIVAN
Montrose
CONNECTICUT
Poughkeepsie
Monticello
Newburgh
Beacon
PUTNAM
Danbury
FAIRFIELD
Mount Kisco
Middletown
Carmel
Tarrytown
Goshen
White Plains
Port Jervis
New Rochelle
Peekskill
WESTCHESTER
Mamaroneck
Paterson
ORANGE
Port Chester
Hackensack
ROCKLAND
New City
Ossining
Passaic-Clifton
PASSAIC
Norwalk
Union City
Nyack
Stamford
Mount Vernon
Greenwich
Yonkers
Riverhead
NEW JERSEY
BERGEN
Bronx
BRONX
NASSAU
SUFFOLK
Morristown
ESSEX
Newark
MORRIS
Mineola
Elizabeth
New York
QUEENS
Garden City
Deer Park
Jersey City
UNION
KINGS
Bayonne
Jamaica
Bridgewater
RICHMOND
Brooklyn
Long Island City
Somerville
HUDSON
SOMERSET

AUBURN—continued

frost, Oct. 10. Last killing frost, May 10.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Genesee St.; 2 on State St.; 2 on North St. 400,000 sq. ft. Pyramid Mall 3 miles west of town.
Neighborhood Shopping Centers at: The Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Auburn Plaza	25	Mont. Ward
Grant Ave. Plaza	6	K-Mart, Rite-Aid
Seminary Plaza	4	Fay's
Westside Plaza	5	Westside Phcy.
Pyramid Mall	-	J.C. Penney, K-Mart

Stores Open Evenings: Thu. & Fri. (most Thu.); Food: 7 days.

13—RETAIL OUTLETS: Department Stores: Auburn Dry Goods; Sears Roebuck; Stevens.
Discount Stores (CZ): Century Housewares, Inc.; Nichols; Barkers.
Variety Stores: K-Mart; Barkers.
Chain Drug Stores (CZ): Rite-Aid 3; Fay's; Westside; Clinton Discount 2; Carl's Drugs.
Chain Food Supermarkets: P&C 3; Super Duper 2; Tops 2; Wegmans.
Other Chain Stores: Singer Co.

14—NEWSPAPERS: THE CITIZEN (e) 17,162; (S) 16,865; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Adv. Dir., CITIZEN.
National Representatives: Landon Associates, Inc.

BATAVIA, N.Y.

1—LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agricultural & shipping center in Western New York. 30 mi. W of Rochester; 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2—TRANSPORTATION: Railroads: Conrail; Lehigh Valley; Erie-Lackawanna.
Motor Freight Carriers: 5.
Intercity Bus Lines: Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 17,338; Loc. Est. 17,250
CZ ABC: (70) 17,338; (80) 16,900
RTZ-ABC: (70) 73,320; (80) 77,100
County Cen. 58,722; Loc. Est. 60,383
City & RTZ-ABC: (70) 90,658; (80) 94,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,670; Loc. Est. 6,609
County 70 Cen. 17,589; Loc. Est. 20,925
City Zone ABC: (70) 5,670; (80) 6,300
RTZ-ABC: (70) 20,852; (80) 25,200
City & RTZ-ABC: (70) 26,522; (80) 31,500

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$125,000,000
Sav. & Loan Assn.	2	$39,000,000

6—PASSENGER AUTOS: County 28,505

7—ELECTRIC METERS: Residence 6,390

8—GAS METERS: Residence 5,519

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Die Castings 900 ($168); TV Sets 1,000 ($125); Paper Boxes 250 ($110); Shoes 350 ($110); Condensers 370 ($140); Steel Metal Prod. 175 ($125); Road Machy. 500 ($135); Sprayers 300 ($127).
Principal Industrial Pay Days: Fr

10-CLIMATE: Min. & Max. Temp.—Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: Genesee Country Mall.
Neighborhood Shpg. Centers: Elliott & Liberty Sts.; W. Main st.; E. Main St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Big 'N Plaza	10	Lane Drug, Loblaw Mkt.
Court St. Plaza	5	Montgomery Ward
Eastown Plaza	10	K-Mart
King's Plaza	24	Loblaws, Fay's Drugs, King's Dept.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thur., Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; C.L. Carr; Scott & Bean; Surprise; Big N (Neisner Bros.); King's; Twin Fair.
Discount Stores (CZ): Century, Clinton.
Variety Stores: Newberry.
Chain Drug Stores (CZ): Dean's; Clinton Pharmacy; Fay's.
Chain Food Supermarkets: A&P; Loblaw's; Star; Acme; Tops.
Other Chain Stores: National Auto; Endicott-Johnson; Sherwin-Williams; Singer Co.

14—NEWSPAPERS: NEWS (e) 14,185, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald Carmichael, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

BEACON, N.Y.
See NEWBURGH, N.Y.

BINGHAMTON, N.Y.

1—LOCATION: Broome County (Binghamton, N.Y.-Pa.-SMSA). E&P Map D-4, County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81 and 88. State Hwys. 7, 17 and 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2—TRANSPORTATION: Railroads: Conrail; D&H.
Motor Freight Carriers: 45.
Intercounty Bus Lines: Interstate; Capitol; Greyhound; Short Line; Trailways.
Airlines: U.S. Air; Colgan; Commuter; Mall; Air North; Air Vector; Altair. Mall; Suburban.

3—POPULATION:
Corp. City 70 Cen. 64,123; Loc. Est. 57,600
CZ ABC: (70) 187,586; (80) 178,500
RTZ-ABC: (70) 184,023; (80) 195,200
SMSA 70 Cen. 302,672; Loc. Est. 305,000
County 70 Cen. 221,815; Loc. Est. 216,700
City & RTZ-ABC: (70) 371,609; (80) 373,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 22,388; Loc. Est. 23,300
County 70 Cen. 69,458; Loc. Est. 78,300
SMSA 70 Cen. 93,290; Loc. Est. 108,300
CZ ABC: (70) 60,009; (80) 65,200
RTZ-ABC: (70) 54,319; (80) 66,100
City & RTZ-ABC: (70) 114,328; (80) 131,300

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	N.A.
Commercial Banks	8	N.A.

6—PASSENGER AUTOS: County 105,777

7—ELECTRIC METERS: County 60,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly. Wage)—Mfg. 40,500 ($206); Metals & Machy. 25,800 ($223); Durable Goods 31,300 ($221); Construction 3,600 (N.A.); Transp. & Pub. 4,700 (N.A.); Whole & Ret. Trades 20,900 (N.A.); Services & Misc. 15,200 (N.A.); Govt. 22,300 (N.A.).
Principal Pay Days: Mon., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 57-80; Fall 41-60; Winter 18-34. First killing frost, Oct. 8. Last killing frost, May 4.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Downtown Binghamton; Oakdale Mall; 4 Majors and 121 Stores.
Neighborhood Shopping Centers: 19 blocks at Clinton St. & Glenwood Ave.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 5 at Chenango & Eldredge Sts.; 3 at Chenango & DeForest Sts.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Conkin Ave. Plz.	1	Triumph Big M. Conklin Pharmacy
Endwell Plaza	7	Norman's Super Mkt.
Chenango Plaza	2	Great American
Vestal Plaza	1	Grand Union, Britts, K-Mart
Campus Plaza	2	Great American, Sugerman's
Binghamton Plz.	1	K-Mart, Grand Union, CVS
Kirkwood Plaza	-	Spiegel, Big M
Weston's Plaza	2½	Fay's, Great American, Century Housewares
Endicott Plaza	9	CVS, Philadelphia Sales, K-Mart
4-Corners Vestal Plaza	10	Grand Union, CVS
West Corners Pl.	12	Giant, CVS
Riverside Dr.	2	Great American; Triumph Big M. Crone's Drug
Northgate Plaza	2	Barkerhs, Carl's, Grand Union
Oakdale Mall	4	Montgomery Ward, Bradlees', Sear's, Fowler's
Park Manor Plaza	6	Barkers, Carl's, Grand Union
Brandywine Binghamton	-	Carl's, Great American

Principal Shopping Days: Mon., Thu., Sun.
Stores Open Evenings: Mon. & Thu.; Food: Mon.-Fri. Oakdale Mall (Mon.-Sat.).

13—RETAIL OUTLETS: Department Stores: Fowler, Dick & Walker; Montgomery Ward; Sears; J.C. Penney; Britt's; Burts; Howland's.
Discount Stores (CZ): Philadelphia Sales 3; Sugerman's; Bradlee's; Barker's 2; Jamesway; K-Mart 3.
Variety Stores: Woolworth; McCrory.
Chain Drug Stores (CZ): CVS 9; Kent's 6; Fay's 3; Crone's SuperRx 3; Rite-Aid 1; Carl's 3.
Chain Food Supermarkets: Grand Union 9; A&P 1; Great American 6; Grand Union 5; Giant Food 10; Harris 13; Triumph Big M 4; 7-Eleven 3; Day & Night Stores 4; P & C Foods 1; Schuster 6; Davis Supermarket 1.
Other Chain Stores: Goodyear; Barbara Moss; Henry's; Endicott-Johnson; Singer Co.; Sherwin-Williams; Loft; Firestone; Rayco; Spiegel (Catalog); Cole's Mufflers; Discount Records; Scranton Fabric; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Hickory Farms; Country Legend; Fanny Farmer; KayBee Toys; Kay-Rudolph Jewelers; Listening Booth; Kinney Shoes; Ormond Shops; Recordland; Rosenbaums; Shedhouse; So-Fro Fabrics; Thom McAn; Walden Books; Zales Jewelry; Herman's. Catalog Present Co.; Boardman; Century Housewares; Service Merchandise.

14—NEWSPAPERS: PRESS (e) 67,312; (S) 83,259; SUN-BULLETIN (m) 27,561; Comb. (m&e) 94,903; (sat.m) 73,055; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Gen. Adv. Mgr. PRESS and SUN-BULLETIN.
National Representatives: Gannett Newspapers Advertising Sales.

BUFFALO, N.Y.

1—LOCATION: Erie County, E&P Map B-4, County Seat. Industrial, distribution, research and transportation center. Western part of the State on Lake Erie and Niagara River on U.S.-Canada border. 72 mi. W. of Rochester, 187 mi. NE of Cleveland; 254 mi. E. of Detroit, 382 mi. NW of N.Y. City; 526 mi. E. of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie.

2—TRANSPORTATION: Railroads: Amtrak, Conrail; Delaware & Hudson; Chessie System; Norfolk & Western South Buffalo Railway, Canadian National.
Motor Freight Carriers: 350
Freight Steamship Lines: 5
Intercity Bus Lines: Greyhound; Bluebird; D&F; NFTA Metro; Trailways; Grand Island Transit.
Airlines: American; United; U.S. Air; Eastern; Federal Express; TWA.

3—POPULATION:
Corp. City 70 Cen. 462,768; Loc. Est. 360,572
CZ ABC: (70) 806,293; (80) 702,300
RTZ-ABC: (70) 720,427; (80) 764,400
County 70 Cen. 1,113,491; Loc. Est. 1,059,400
SMSA 70 Cen. 1,349,211; Loc. Est. 1,294,100
City & RTZ-ABC: (70) 1,526,720; (80) 1,466,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 157,951; Loc. Est. 144,557
County 70 Cen. 346,371; Loc. Est. 379,000
SMSA 70 Cen. 418,255; Loc. Est. 461,700
CZ ABC: (70) 260,756; (80) 258,600
RTZ-ABC: (70) 210,759; (80) 259,500
City & RTZ-ABC: (70) 471,515; (80)518,100

5— BANKS:	NUMBER	DEPOSITS
Savings Banks	8	N.A.
Sav. & Loan Assns.	4	N.A.
Commercial Banks	13	N.A.

6—PASSENGER AUTOS: 490,071

7—ELECTRIC METERS: Residence 428,337

8—GAS METERS: Residence 462,947

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)- Durable Goods 95,200 ($376); Stone, Clay, Glass & Concrete Prod. 6,900 ($296); Primary Metal Industries 19,500 ($438); Fabricated Metal Products 12,900 ($368); Machinery, except electrical 13,500 ($333); Electric and Electronic Equipment 12,200 ($315); Transportation Equipment 24,400 ($418); Other Durable Goods 5,800; Nondurable Goods 44,700 ($300); Food and Allied Prods. 8,700 ($333); Textiles and Apparel 3,400 ($220); Paper and Allied Products 4,100 ($273); Printing and Publishing and Allied Industries 8,700 ($295); Chemicals and Allied Products 9,200 ($357); Rubber and Miscellaneous Plastics Prods. 5,600 ($305); Other Nondurable Goods 4,800; Construction 15,900; Transportation and Public Utilities 28,-200; Wholesale and Retail Trade 114,300; Wholesale 26,000; Retail 88,400; Finance, Insurance and Real Estate 22,100; Services and Misc. 98,500.

10-CLIMATE: Min. & Max. Temp.—Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16. Last killing frost, May 7.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St., from S. Division St. to Tupper St.; 6 on Broadway from Detroit St. to Sears St.
Neighborhood Shopping Centers: Bailey Densington Ave. 4 blocks; Hertel Ave. near Parkside 4 blocks; Elmwood Ave. near W. Utica 5 blocks; Jefferson Ave. near E. Utica 4 blocks; Tonawanda St. near Ontario 3 blocks; Delaware Ave. in Kenmore 8 blocks; Seneca St. near Cazenovia 6 blocks; Grant St. near W. Ferry 4 blocks; Ridge Road in Lackawanna 7 blocks. Genesee St. near Moselle 3 blocks.
Large Plaza Centers (No. of Stores): Summit Park Mall, Williams Rd., Niagara Falls 90; Mil-Pine Plaza, Pine Ave. & Rt. 265, Niagara Falls 11; Mid-City Plaza, Payne Ave. & Meadow Dr., N. Tonawanda 32; Sheridan Plaza, Sheridan Dr. & Delaware Ave., Tonawanda 32; Boulevard Mall, Niagara Falls Blvd. Amherst 101; Northtown Plaza & Century Mall, Sheridan Dr., Bailey Ave. & Eggert Rd., Amherst 55; Georgetown Square Plaza Sheridan Dr. & Evans, Williamsville 28; Eastern Hills Mall, Transit Rd., Williamsville 95; Clarence Mall, Main St. & Transit Rd., Clarence 18; Transitown Plaza, Main St. & Transit Rd., Clarence 40 University Plaza, Main St. & Kenmore Ave., 21; Central Park Shopping Plaza, Amherst & Main Sts. 38; Airport Plaza, Genesee St. & Union Rd., Cheektowaga 37; Thruway Mall, Harlem Rd. & Walden Ave., Cheektowaga 83; Como Mall, Union Rd. between Como Park Blvd. & Bennett Rd., Cheektowaga 58; D & L Plaza, Broadway, Depew 25; Main Place Mall, Main St., between Church & Court Sts. 64; Abbott Road Plaza, Abbott Rd. & Ridge Rd., Lackawanna 35; Seneca Mall, Ridge Rd. at Slade Ave., West Seneca 58; Southgate Plaza, Union Rd. at Seneca St., West Seneca 51; Aurora Village Shopping Center, Grey St., East Aurora 25; South Shore Plaza, Southwestern Blvd. & Rogers Rd., Hamburg 24; Town Hall Plaza, South Park Ave. no. of Clark St., Hamburg 11; Hamburg Shopping Center, between Pine & Buffalo Sts., Hamburg 27; Lockport Mall, S. Transit Rd., Lockport 32 Sheridan-Harlem, Sheridan Dr. & Harlem Rd. 19; Cleve Hill Plaza, Kensington & Eggert Rd. 14; Dick Urban Plaza, George Urban Blvd. & Dick Rd., Checktowaga 13; Grand Island Plaza, Grand Island Blvd. & Baseline Rd., Grand Island 17.
Free Standing Stores (Complete Dept. Stores): Twin Fair, Walden Ave. at Dick Rd., Maple Rd. Amherst Transit Rd., Clarence, Eggert Road, Elmwood Ave., Grider & Ferry, Seneca St. Buffalo Transit Rd.; West Seneca Camp Rd., Hamburg; Abbott Rd. & Lake Ave., Hamburg; Porter & Packard Rd., Niagara Falls; Sears, Main St. & Jefferson Hengerer's, Main St. & Eggert Rd.; King's, Union Rd. & George Urban Blvd., Hertel Ave., Ridge Road, 3 stores; K-Mart, Walden Ave., Cheektowaga, Niag. Falls Blvd., Amherst, Southwestern Blvd., Orchard Pk., Transit & Maple, Amherst, Military Rd., Niag. Falls, Transit Rd. Plaza, Lockpt.; Two Guys, Walden Ave., Cheektowaga, Sheridan Dr., Amherst.
Principal Shopping Days: Thu., Sat., Mon.
Stores Open Evenings: Downtown Dept. Stores Mon. & Thurs. Some Plaza stores open Thurs. and Fri. Most Plaza stores open nightly.
Stores Open Sunday: Some supermarkets.

13—RETAIL OUTLETS: Department Stores: Adam, Meldrum & Anderson 8; Wm. Hengerer Co 5; Hens & Kelly 8; Sears 4; Sattler's 5; J.C. Penney 4; The Sample 10; Jenss 3; Hills Deptstore 4.
Variety Stores: Woolworth 5; Ames 7, G.C. Murphy 3; D & K6; Naum Bros. 2.
Discount Stores: Twin Fair 13; King's 5; Century 9; Brand Names 9; K-Mart 10; Two Guys 2; Ames 5.
Chain Drug Stores (SMSA): Brooks Drug 10; Fay Drug 6; Leader Wholesale Drugs 40; Miller Drugs 4; Peterson Drug 7; Revco 4; Rite Aid 27; Sattler's Drugs 8; Cvs 19.
Chain Food Supermarkets: Super Duper 42; Tops 63; B-Kwik 15; Bell's 63; Wegman's 3.
Other Chain Stores: Endicott Johnson; Thom McAn; Western Auto; Firestone; Goodyear; Fanny Farmer; Kinney ;Pantastik; Ulbrichs; Chess King; Man Two: Martin Jacobi; Radio Shack; Cauges; L.L. Berger; Lane Bryant; Cresburys; Florsheim Shoes; The Gap; Kleinhans.

14—NEWSPAPERS: COURIER-EXPRESS (m) 126,197; (S) 254,482; Mar. 30, 1980 ABC. NEWS (e. Mon. To Fri) 269,474; (Sat. M & Hol.) 226,675; (S) 170,410; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Hugh G. Monaghan, Mgr., Gen. Avd., NEWS; Melvin F. Pauly, Natl. Adv. Mgr., COURIER-EXPRESS.
National Representatives: NEWS-Story & Kelly Smith, Inc.; and American Publishers Association COURIER-EXPRESS-Cresmer, Woodward, O'Mara & Ormsbee, Inc.; Met. Pub. Rep. Ltd.

CANANDAIGUA, N.Y.

1—LOCATION: Ontario County (In Rochester SMSA). E&P Map C-4, County Seat. Shipping Center. In West Central part of State on Canandaigua Lake, on Routes 5 and 20. 30 mi. SE of Rochester; 75 mi. W of Syracuse; 88 mi. E of Buffalo.

2—TRANSPORTATION: AMTRAK-Freight only. Greyhound Bus.
Motor Freight Carriers: 9.

3—POPULATION:
Corp. City, 70 Cen. 10,488; Loc. Est. 12,960
City Zone, Loc. Est. 21,000
Retail Trading Zone, Loc. Est. 100,500
County 70 Cen. 78,849; Loc. Est. 90,900
SMSA 70 Cen. 961,516; Loc. Est. 960,465
City & Retail Trading Area, Loc. Est. 65,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,273; Loc. Est. 4,696
County 70 Cen. 23,748; Loc. Est. 31,117
SMSA 70 Cen. 294,263; Loc. Est. 387,073

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$214,700,00
Sav. & Loan Assn.	2	$48,200,000

6—PASSENGER AUTOS: County 41,322

7—ELECTRIC METERS: Residence 3,775

8—GAS METERS: Residence 3,277

9— PRINCIPAL INDUSTRIES (CZ): Industry (Number of Employees) Winery (237); Comm, Indus. & Office Tapes (300); Plastics (1700); Electric Insulators (310); Paper, Paper Prods. (200); Medical Supplies (8); Spec. Ind. Machy. (15).

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36. First killing frost, Sept. 15. Last killing frost, Apr. 20.

11—TAP WATER: Filtrated, soft; floundated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Parkway Plaza	20	Woolworths
Townline Plaza	14	Rite Aid

Nichols Plaza	
Finger Lake Plaza	10

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: S.E. Nichols; J.C. Penney; Barker's.
Variety Stores: Woolworth.
Discount Stores: Nichol's, Barker's.
Chain Drug Stores (CZ): Wayne 2; Dox; Rite-Aid; Fays.
Chain Food Supermarkets: Red & White, Star Market; Wegman's; P&C Mkt.; Shop Wise, Tops Mkt.
Other Chain Stores: Endicott-Johnson; Finn Auto; Outdoor; Johnson; Montgomery Ward (Order office); Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack.

14—NEWSPAPERS: MESSENGER (e-Mon. to Fri.) 10,000; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Thomas Miller, Gen. Mgr. & Mktg. Dir., MESSENGER.
National Representatives: Landon Associates, Inc.

CATSKILL, N.Y.

1—LOCATION: Greene County, E&P Map F-4, County Seat. Shopping Center for County; small mfg. On W. bank of Hudson River. 30 mi. S. of Albany; 115 mi. N of N.Y. City.

2—TRANSPORTATION: Railroads: Conrail to Hudson; West Shore.
Motor Freight: Cross Country Service.
Intercity Bus Lines: Greyhound; Mountain View; Adirondack Transit & Jersey.

3—POPULATION:
Corp. Village 70 Cen. 5,317; Loc. Est. 5,993
County 70 Cen. 33,136; Loc. Est. 39,757

4—HOUSEHOLDS:
70 Cen. Village 1,844; Loc. Est. 2,363
County 70 Cen. 10,750; Loc. Est. 14,969

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$90,575,158
Commercial Banks	2	$45,443,848

6—PASSENGER AUTOS: County 25,383

7—ELECTRIC METERS: Residence Village 2,000; Trade Area 15,008

8—GAS METERS: Residence 1,852

9— PRINCIPAL INDUSTRIES (CZ): Cement Mfr. 589 Emp. ($305 Wkly.); Tourism.

10-CLIMATE: Min. & Max. Temp.—Spring 32-69; Summer 68-90; Fall 50-75; Winter -2-40.

11—TAP WATER: Neutral.

12—RETAILING:
Shopping Center: Main Street Shopping Center; Jamesway Plaza, 9 W. Hwy. S.
Principal Shopping Days: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Newberry; Jamesway; Athens; Morton's.
Variety Stores: Newberry's.
Discount Stores: Jamesway.
Chain Drug Stores (CZ): Mikhitarian; Mall Drugs; Rite Aid.
Chain Food Supermarkets: Cut Rate 2; Grand Union 2; Victory Markets 2; Great American 4; Joe's Mkt.; Shop-Rite.

14—NEWSPAPERS: MAIL (e) 4,698; sworn Sept. 30, 1979 (Lalest statement available).
Local Contact for Advertising and Merchandising Data: Gunther Hafner, Pub., MAIL.
National Representatives: Barbara Craige.

CORNING, N.Y.

1—LOCATION: Steuben County, E&P Map C-4, SE part of County. 20 mi. W of Elmira. On U.S. Hwy. 15; State Hwys. 17,414.

2—TRANSPORTATION: Railroads: Erie; Lackawanna; Conrail (freight only).
Motor Freight Carriers: 12.
Intercity Bus Lines: Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways.
Airlines: U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 15,792; Loc. Est. 13,637
CZ ABC: (70) 29,590; (80) 27,000
RTZ-ABC: (70) 54,750; (80) 59,500
County 70 Cen. 99,546; Loc. Est. 100,627
City & RTZ-ABC: (70) 84,340; (80) 86,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,466; Loc. Est. 5,562
County 70 Cen. 30,751; Loc. Est. 36,168
CZ ABC: (70) 9,676; (80) 10,000
RTZ-ABC: (70) 15,844; (80) 19,600
City & RTZ-ABC: (70) 25,520; (80) 29,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Credit Unions	5	$49,722,000
Sav. & Loan Assn.	2	$72,000,000
Commercial Banks	4	$208,000,000

6—PASSENGER AUTOS: County 45,877

7—ELECTRIC METERS: Residence 12,409

8—GAS METERS: Residence 11,000

9— PRINCIPAL INDUSTRIES (CZ): Glass prod.; Fibre boxes; Air comp.
Principal Industrail Pay Days: Tues., Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-65; Summer 60-100; Fall 30-65; Winter 0-45.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 8 blocks on Market St.; 2 on Pine St.; 2 on Denison Pkway.; 3 on Bridge St.

Nearby /Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
The Mall, Big Flats	35	Penney, McCrory, Great American, Singer, Rea & Derick, Iszard's, Endicott Johnson
Grand Central Plz.	20	K-Mart
Murphy's Mart Plaza		Murphy's Mart, Radio Shack, A&P
Painted Post V.G. Sq.	18	Tallman's Dept. Store Harris Foodline
S. Corning Pk. Plz.		Corning Building Co.
Rts. 15 & 17	-	Nichols Disc.

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu.; Food Stores open 7 days evenings.

13—RETAIL OUTLETS: Department Stores: Gates-Rockwell; J.C. Penney.
Variety Stores: Woolworth; Newberry.
Chain Drug Stores (CZ): Rea & Derick, Rite Aid; Fay's; Carl's.
Discount Stores: Nichols.
Chain Food Supermarkets: Clover Farms 15; Red & White 4; Foodmart 2; A&P 1; Acme Mkt.; Great American; Harris Foodlines 2; P&C 1.
Other Chain Stores: Firestone, Joann Fabrics; Goodyear; Bern Furniture; Wickes; Grossman's; Radio Shack.

14—NEWSPAPERS: LEADER (e) 17,174; Mar. 31, 1980 ABC. Member Howard Publications, Inc.
Local Contact for Advertising and Merchandising Data: Jeanne Petti, Adv. Dir., LEADER.
National Representatives: Landon Associates, Inc.

CORTLAND, N.Y.

1—LOCATION: Cortland County, E&P Map D-4, County Seat. Agriculture & dairy shipping center, misc. mfg., college Center. Central part of State. 32 mi. from Syracuse; 40 mi. from Binghamton; 220 mi. from N.Y. city. On U.S. Hwy. 11 & Interstate 81; State Hwys. 13,41,90 & 281.

2—TRANSPORTATION: Railroad: Conrail (freight).
Motor Freight Carriers: 20.
Intercity Bus Lines: Greyhound.
Airline: US Air.

3—POPULATION:
Corp. City 70 Cen. 19,621; Loc. Est. 20,050
City Zone, Local Est. 35,300
Retailing Trading Zone, Local Est. 22,900
County 70 Cen. 45,894; Loc. Est. 49,200
City & Retail Trading Area, Local Est. 58,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,111; Loc. Est. 6,350
County 70 Cen.: 13,7773; Loc. Est. 14320

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$141,460,151
Sav. & Loan Assn.	1	$18,380,281
Commercial Banks	3	$108,685,651

6—PASSENGER AUTOS: County 20,230

7—ELECTRIC METERS: Residence 7,515

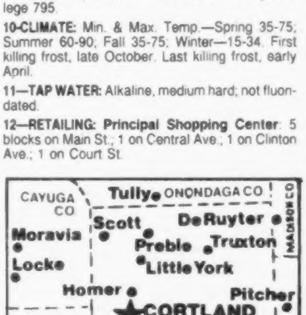
8—GAS METERS: Residence 4,810

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners: Metal Prod. 1,286, Typewriters 4,000; Food 51; Electronics 328; Printing 112; Corsets & Clothing 635; Sporting Goods 614; Wood Products 375; Plastics 104; State University College 795.

10-CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-90; Fall 35-75; Winter—15-34. First killing frost, late October. Last killing frost, early April.

11—TAP WATER: Alkaline, medium hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 1 on Central Ave.; 1 on Clinton Ave.; 1 on Court St.



Cortland Standard (e)
13,117 sworn 3/31/80

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Cortlandville Mall	2	K-Mart, Chappell's
Groton Ave.	1	Fay's Drugs, Central Tractor Sales, Crown Jewelry, JoAnn Fabrics, Tops
Grand Union Pl.	1	Grand Union, Philadelphia Sales, Carl's Drugs
Riverside Mall	1	P&C Markets
Cortland Plaza	2	Great American, Barker's
Port Watson Pl.	1	Great American, Carl's Drugs

Principal Shopping Days: Thu., Fri.
Stores Open Evenings: Food—Mon. thru Sun. Others—Thurs.; Plazas—Nightly except Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Chappell's.
Variety Stores (CZ): Newberry.
Chain Drug Stores: Rite-Aid 3; Fay's Drugs; Carl's Drugs 2.
Discount Stores (CZ): Barkers; K-Mart; Philadelphia Sales; Crown Jewelry.
Chain Store Supermarkets (CZ): Great American 2; Homer IGA; Grand Union; Central Ave. IGA; Owego St. IGA; P&C; Tops.
Other Chain Stores (CZ): Singer Co.; Royce Shoes; Thom McAn; Sears (catalog); Radio Shack; Action Audio; Firestone; Central Tractor Sales; Gloria Stevens; JoAnn Fabrics; Montgomery Ward (catalog).

14—NEWSPAPERS: STANDARD (e) 13,117; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD.
National Representatives: Landon Associates, Inc.

DUNKIRK-FREDONIA, N.Y.

1—LOCATION: Chautauqua County, E&P Map B-4 On S. Shore of Lake Erie. 40 mi. SW of Buffalo. Steel manufacturing center.

2—TRANSPORTATION: Railroads: Conrail, Erie-Lackawanna; Norfolk & Western.
Motor Freight Carriers: 20.
Intercity Bus Lines: Greyhound, D&F Transit.

3—POPULATION:
Corp. Cities 70 Cen. 27,181; Loc. Est. 27,181
Dunkirk 70 Cen. 16,855; Loc. Est. 15,355
Fredonia 70 Cen. 10,326; Loc. Est. 11,891
CZ ABC: (70) 28,827; (80) 28,100
RTZ-ABC: (70) 26,938; (80) 28,100
County 70 Cen. 147,305; Loc. Est. 147,310
City & RTZ-ABC: (70) 55,765; (80) 56,200
Demographic Information available from Newspaper. See paragraph 14.

Silver Creek
DUNKIRK
Sheridan
Van Buren
Forestville
FREDONIA
Brocton
Laona
Arkwright
Portland
Lily Dale
Hamlet
Cassadaga
Westfield
Stockton
NEW YORK
CHAUTAUQUA CO.
DUNKIRK & FREDONIA

Dunkirk Observer (e)
13,592 ABC 3/31/80

4—HOUSEHOLDS:
Dunkirk 70 Cen. 5,545; Loc. Est. 5,809
Fredonia 70 Cen. 2,820; Loc. Est. 3,764
County 70 Cen. 47,685; Loc. Est. 55,283
CZ ABC: (70) 8,829; (80) 9,800
RTZ-ABC: (70) 8,461; (80) 10,000
City & RTZ-ABC: (70) 17,290; (80) 19,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	2	$23,427,000
Savings Bank	1	$50,000,000
Commercial Banks	6	$161,000,000

6—PASSENGER AUTOS: County 67,597

7—ELECTRIC METERS: Residence 9,636

8—GAS METERS: Residence 11,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of wage earners (Av. weekly wage); Stainless Steel 1200 ($250); Metal Fab. 600 ($230); Foundry 350 ($240); Wood Fabricating 100 ($175); Food Processors 700 ($175); Clothing Mfg. 360 ($175); Steel Mfg. 220 ($300), Ice Cream Mfg. 250 ($160); Electronic Mfg. 30 ($200).

10-CLIMATE: First killing frost, Sept. 30. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, moderately hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Dunkirk: 3 blocks on Central Ave.; 3 on Main St.; 1 on 4th St.; Fredonia: 3 on Main St.
Neighborhood Shopping Centers: D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Westfield	18	Qudity market
Silver Creek	11	Ludeman, Super Duper
Brocton	9	Owne's, Red & White
Cassadaga	11	Gritman's, Red & White
Thruway	-	Twin Fair, Ames, Sidey's, Sears, McCrory, Bells
W. Sheridan Plz.	-	N.A.

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Most plaza stores.

13—RETAIL OUTLETS: Department Stores: Town & Country; J.C. Penney; Sidey's.
Discount Stores (CZ): Ames, Twin Fair.
Variety Stores: G.C. Murphy; Jupiter; McCrory.
Chain Drug Stores (CZ): Leader; West; Brooks; CVS.
Chain Food Supermarkets (CZ): Bells 2; Tops 2.

14—NEWSPAPERS: OBSERVER (e) 13,592; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER.
National Representatives: Landon Associates, Inc.

ELMIRA, N.Y.

1—LOCATION: Chemung County (SMSA). E&P Map C-4. South central part of state. 235 mi. from N.Y. City; 146 mi. from Buffalo. On U.S. Hwys. 13,14, 17.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 38.
Intercity Bus Lines: Capitol Trailways; Elmira-Troy- Canton; Elmira-Watkins Glen Transit; Edwards Lake to Sea; Greyhound; Trailways.
Airlines: U.S.Air; Elarco (charter); Mall Airways; Commuter Airlines.

3—POPULATION:
Corp. City 70 Cen. 39,945; Loc. Est. 34,010
CZ ABC: (70) 79,834; (80) 73,300
RTZ-ABC: (70) 195,334; (80) 202,900
Co./SMSA 70 Cen. 101,537; Loc. Est. 96,839
City & RTZ-ABC: (70) 275,168; (80) 276,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,826; Loc. Est. 12,960
County/SMSA 70 Cen. 31,230; Loc. Est. 34,940
CZ ABC: (70) 25,201; (80) 26,400
RTZ-ABC: (70) 58,508; (80) 69,400
City & RTZ-ABC: (70) 83,709; (80) 95,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$89,278,974
Sav. & Loan Assns.	3	$81,987,608
Commercial Banks	3	$213,997,161

6—PASSENGER AUTOS: County 45,699

7—ELECTRIC METERS: Residence 36,201

8—GAS METERS: Residence 29,832

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): All Mfg. 13,900 ($160); Durable Goods 9,900 ($160); Nondurable Goods 3,900 (N.A.).

10-CLIMATE: Min. & Max. Temp—Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20. Last killing frost, Apr. 20-30.

11—TAP WATER: Alkaline; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks E. and W. Water Sts., 6 on N. Main St.; 1 on Gray St.; 1 on W. Church St.
Neighborhood Shopping Centers: S. Main St.; Bulkhead (S. edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E Church & Madison Ave.; Grand Central Plaza, Rt. 17; Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S. edge of CZ); The Arnot Mall, Rt. 17 (N.W. edge of CZ) (32 stores); Lakehills Plaza; Diven Plaza (3

Cortland Standard.

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CONSUMER-NEWS
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NEW YORK RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,697,785	58,850,712	60,161,244	5,449	2,074,641	2,975	7,888,838	22,873	15,086,507	6,808	7,236,792	9,245	4,555,389	13,261	4,058,541	9,255	2,589,749	32,997	5,673,580	4,027	1,909,383
STANDARD METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y.	2,496,129	2,871,081	2,929,613	284	128,058	144	384,322	856	701,618	449	420,548	552	275,585	415	160,512	384	107,790	1,712	260,168	184	84,875
Binghamton, N.Y.-Pa.	917,867	1,067,663	1,091,974	129	52,183	60	118,525	326	276,590	206	180,024	248	121,691	171	50,801	171	44,829	587	85,654	67	41,027
Buffalo, N.Y.	3,856,593	4,543,074	4,657,888	430	166,832	179	761,818	1,337	1,170,433	586	762,552	777	367,145	621	251,130	673	181,684	2,779	435,925	307	179,821
Elmira, N.Y.	313,549	344,652	348,423	35	14,024	23	64,045	115	87,106	64	50,934	60	29,253	54	17,188	71	13,142	190	26,591	16	13,755
Nassau-Suffolk, N.Y.	9,166,174	11,140,182	11,489,949	914	394,018	369	1,575,735	3,107	2,696,004	1,142	1,423,647	1,851	1,015,304	1,918	654,990	1,425	524,025	4,227	864,409	597	276,525
New York, N.Y.-N.J.	24,812,378	27,689,927	28,113,419	2,000	657,002	1,443	3,753,357	13,502	7,020,708	1,868	2,511,255	3,372	1,648,456	8,545	2,516,652	4,645	1,385,457	15,822	3,050,520	2,173	809,228
Poughkeepsie, N.Y.	744,701	1,001,245	1,054,535	103	51,481	44	144,669	240	298,895	131	142,140	153	87,981	118	45,666	129	29,974	415	70,760	52	44,604
Rochester, N.Y.	3,230,500	3,801,646	3,897,154	362	165,508	136	494,954	865	922,483	555	675,652	613	342,598	464	169,681	499	146,792	1,582	305,265	170	135,143
Syracuse, N.Y.	1,979,079	2,438,319	2,521,958	230	97,359	83	296,632	630	666,821	398	414,454	415	229,726	335	135,142	370	102,940	1,333	222,356	118	128,786
Utica-Rome, N.Y.	913,651	1,069,956	1,095,052	134	47,960	67	137,571	355	274,217	198	161,404	255	110,330	189	56,231	219	35,411	791	96,700	82	53,390
COUNTIES, Cities																					
ALBANY	1,112,142	1,341,779	1,382,055	100	51,748	45	209,156	310	291,253	133	196,126	203	110,726	170	98,255	142	57,022	660	135,203	64	31,641
Albany	348,268	389,779	395,161	26	6,561	10	10,994	135	88,186	47	80,144	52	26,664	93	39,466	47	18,763	306	46,215	29	7,865
ALLEGANY	92,782	104,806	106,442	32	5,317	22	8,310	55	30,622	53	20,784	43	14,990	22	2,566	30	3,569	83	7,569	12	4,414
Wellsville	31,638	35,043	36,178	8	2,723	3	1,543	17	8,644	8	8,893	6	3,313	16	2,076	10	2,296	19	1,884	2	1,531
BRONX	1,940,776	1,976,675	1,966,059	173	29,699	139	183,345	1,624	704,500	173	175,829	268	116,644	677	147,912	377	96,142	1,294	129,430	258	62,460
BROOME	737,145	854,555	872,565	91	41,366	40	111,187	224	210,865	139	136,919	161	87,932	141	46,189	134	40,206	460	72,804	50	33,922
Binghamton	280,839	318,825	324,079	24	11,612	11	43,002	88	68,965	47	65,033	51	28,440	58	16,849	57	19,264	187	25,719	13	9,521
CATTARAUGUS	215,696	253,231	259,272	61	20,820	34	35,080	90	67,786	70	39,602	70	22,607	64	12,294	62	8,154	212	22,950	20	10,422
Olean	98,856	120,931	124,353	14	8,121	13	25,893	27	31,298	17	14,634	19	7,011	39	9,504	26	5,135	70	9,710	7	4,614
Salamanca	23,669	26,628	27,614	3	1,361	4	2,872	11	6,506	6	3,246	9	5,572	6	824	7	742	26	1,798	2	1,403
CAYUGA	202,532	241,713	248,288	41	13,250	17	25,481	91	67,751	60	44,613	50	32,835	35	8,360	39	6,888	138	16,695	13	12,007
Auburn	121,846	149,402	154,320	15	4,980	8	14,724	57	47,069	19	17,551	22	18,301	26	7,519	29	6,090	79	12,638	11	11,394
CHAUTAUQUA	434,421	546,765	567,840	79	30,216	45	77,917	182	130,276	119	99,563	123	56,079	104	26,765	98	23,010	359	56,285	34	16,869
Dunkirk	52,006	65,838	68,458	9	2,006	6	6,138	34	13,724	16	9,988	15	7,067	16	7,173	15	2,853	42	8,966	4	2,039
Fredonia	40,705	55,598	58,705	7	2,690	1	337	11	18,190	8	12,241	11	5,652	5	763	9	4,468	31	8,799	5	1,951
Jamestown	156,713	189,106	194,672	15	4,159	11	22,058	52	46,326	41	46,382	33	14,884	36	10,164	34	9,960	122	14,171	12	8,502
CHEMUNG	313,549	344,652	348,423	35	14,024	23	64,045	115	87,106	64	50,934	60	29,253	54	17,188	71	13,142	190	26,591	16	13,755
Elmira	153,265	153,709	152,388	13	6,035	11	23,547	57	45,082	27	20,907	22	9,973	33	9,372	40	5,956	101	9,618	10	7,444
CHENANGO	133,272	154,687	158,060	29	8,167	12	7,126	52	40,622	46	29,451	47	17,729	25	6,076	34	6,182	101	9,601	10	5,532
Norwich	55,502	69,088	71,574	6	1,793	2	2,885	12	13,868	11	16,427	14	7,325	13	4,305	12	2,940	33	4,175	3	2,636
CLINTON	241,793	312,690	326,493	33	15,860	21	44,211	100	74,982	51	49,174	51	25,132	33	19,694	47	12,317	148	31,069	20	10,675
Plattsburgh	128,337	165,639	172,890	12	5,105	8	18,461	34	35,576	13	25,761	24	13,664	17	13,341	30	9,365	73	20,650	11	8,671
COLUMBIA	151,042	174,341	177,860	34	5,436	16	13,538	82	50,953	42	25,151	51	23,248	44	6,102	35	4,992	140	11,115	12	3,802
Hudson	80,531	94,657	96,927	11	3,352	6	11,991	33	26,623	16	18,172	12	10,430	30	4,918	20	4,039	47	2,791	7	2,985
CORTLAND	148,071	170,603	173,970	21	7,790	13	22,695	53	44,650	45	29,941	34	18,412	32	9,976	30	6,359	112	13,028	10	8,416
Cortland	104,350	120,002	122,334	11	4,956	7	18,258	32	33,162	21	14,185	21	13,813	26	5,781	25	5,750	70	9,149	7	7,929
DELAWARE	119,004	161,332	170,086	36	11,395	17	7,338	74	50,648	47	26,699	51	21,555	28	4,061	28	4,226	106	8,889	15	6,964
DUTCHESS	744,701	1,001,245	1,054,535	103	51,481	44	144,669	240	298,895	131	142,140	153	87,981	118	45,666	129	29,974	415	70,760	52	44,604
Beacon	34,021	46,142	48,635	7	664	2	1,323	17	9,757	9	14,999	7	3,061	4	582	10	2,244	32	2,223	4	2,336
Poughkeepsie	175,197	205,638	210,550	9	1,534	8	10,781	64	40,446	37	26,406	38	16,060	56	28,889	33	6,801	101	20,401	10	10,948
ERIE	3,198,371	3,757,211	3,850,508	346	132,691	145	642,715	1,139	966,867	443	627,070	603	294,260	511	220,351	541	156,059	2,230	355,026	252	147,916
Buffalo	950,081	991,827	991,236	102	28,962	44	122,612	551	296,493	129	112,946	187	67,257	190	60,689	184	46,698	1,051	112,424	107	44,670
Tonawanda	72,693	79,272	79,935	5	2,607	2	1,290	27	28,650	12	16,569	15	5,494	12	2,395	8	1,608	53	9,292	6	5,696
ESSEX	98,797	137,969	146,343	30	12,287	10	5,474	57	43,694	35	19,578	51	21,404	30	5,340	16	1,557	138	15,076	16	3,337
Lake Placid	17,008	23,529	25,702	2	545	1	385	9	5,160	1	416	6	3,450	11	3,200	3	372	26	5,474	4	998
FRANKLIN	111,856	123,289	124,591	27	8,585	12	8,761	77	42,172	35	14,367	43	12,936	25	4,904	30	3,695	117	8,855	13	4,140
Malone	34,593	37,589	37,872	6	2,174	1	1,424	25	9,546	9	4,634	11	6,146	14	2,602	8	1,327	24	2,510	4	3,214
Saranac Lake	24,753	24,435	24,329	4	3,438	2	918	11	8,103	6	869	6	1,121	7	1,323	11	919	26	3,696	4	101
Tupper Lake	17,631	19,007	19,465	7	1,683	3	528	8	7,369	7	2,207	7	2,094	3	494	5	414	19	1,642	2	314
FULTON	147,668	163,014	164,889	28	9,567	18	15,060	77	43,237	44	32,133	47	18,360	32	7,735	25	4,383	142	9,951	14	10,485
Gloversville	70,824	101,674	82,005	10	2,647	7	6,614	37	20,369	16	11,600	21	10,366	17	6,826	14	2,675	51	7,759	7	5,313
Johnstown	52,529	43,188	44,279	11	4,603	2	66	19	18,228	13	14,991	14	182	14	35	6	1,136	40	41	4	4,802
GENESEE	167,200	207,133	214,454	28	15,887	16	28,733	63	51,743	52	36,997	42	21,995	33	5,261	34	7,334	125	18,835	10	8,020
Batavia	79,736	93,113	95,239	8	4,191	6	11,004	21	27,377	7	10,164	16	7,557	21	4,579	18	5,871	42	8,605	5	2,843
GREENE	123,523	157,160	163,543	34	9,904	10	9,945	56	53,783	34	28,934	45	16,218	18	3,515	22	4,070	171	14,198	11	4,429
Catskill	54,067	66,206	70,252	9	2,581	3	8,910	15	23,215	10	18,242	5	1,253	8	2,704	9	2,749	36	2,769	4	2,158
HAMILTON	12,825	15,281	15,691	7	2,903	8	1,141	14	4,128	9	1,582	11	1,234	1	459	4	124	40	2,414	2	245
HERKIMER	155,210	169,795	171,351	35	8,871	15	28,216	84	46,893	48	18,936	57	15,614	34	5,294	47	7,278	168	13,751	15	8,088
Herkimer	46,678	53,344	54,304	5	2,201	3	9,874	16	16,995	9	6,079	12	3,946	13	1,811	16	3,838	33	4,921	3	1,883
Ilion	24,893	26,472	26,998	3	1,177	3	4,472	14	8,102	7	2,613	5	1,768	4	464	9	1,178	11	590	3	1,676
Little Falls	20,617	21,984	22,43[illegible]	5	1,240	2	2,128	10	8,271	6	1,107	6	1,444	8	1,936	9	736	19	1,456	3	1,042
JEFFERSON	284,253	348,417	359,776	54	25,759	28	40,147	124	87,096	87	64,400	92	34,959	46	12,586	53	10,540	247	28,012	18	18,179
Watertown	154,204	184,785	189,928	20	10,970	14	37,111	52	48,525	29	20,279	34	13,910	26	10,569	29	7,341	85	12,850	10	13,349
KINGS	3,734,825	3,880,534	3,875,089	423	97,392	377	493,130	3,737	1,216,882	343	279,885	619	227,562	1,783	358,949	957	206,100	2,822	294,976	445	125,659
LEWIS	44,961	55,886	57,874	8	1,208	8	3,648	38	16,865	16	9,476	23	8,584	8	1,373	11	670	68	5,525	6	2,874
LIVINGSTON	133,481	165,373	171,171	34	11,311	13	11,920	59	47,164	53	25,042	51	26,921	22	2,560	34	5,081	125	13,807	15	6,544
MADISON	157,746	191,882	197,864	29	7,216	11	10,058	60	56,967	56	39,967	48	20,817	33	5,941	45	7,140	165	18,243	15	13,626
Oneida	64,920	82,908	86,315	4	2,831	4	6,879	13	23,278	19	24,425	8	4,113	17	3,288	15	5,151	31	3,875	4	6,769
MONROE	2,333,301	2,707,166	2,767,691	214	112,941	83	378,653	601	689,385	318	516,255	391	237,246	316	120,152	335	118,932	1,070	233,883	118	103,736
Rochester	774,945	774,975	767,850	60	27,258	24	100,066	305	140,482	122	153,344	161	65,311	115	34,759	118	36,355	563	72,459	53	32,557
MONTGOMERY	141,889	156,092	157,693	22	5,203	17	15,537	70	39,425	42	19,425	47	25,250	34	5,408	34	4,364	158	12,057	19	10,745
Amsterdam	79,782	89,738	91,066	11	1,843	5	7,067	38	25,300	19	10,872	22	11,556	19	4,602	21	3,243	85	6,922	12	7,053
NASSAU	5,454,611	6,507,479	6,686,716	449	164,048	203	959,832	1,707	1,485,299	547	811,653	1,025	571,632	1,209	407,038	816	322,541	2,283	499,353	347	154,535
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	138,818	178,836	186,668	7	2,268	6	59,943	23	20,274	3	101	11	6,859	35	35,882	12	22,400	22	6,797	8	1,976
Hempstead	262,883	304,854	311,287	7	4,965	9	92,229	37	20,174	21	75,287	27	12,150	33	13,918	50	30,820	69	13,397	13	3,259
Hicksville	351,190	411,290	431,323	15	4,425	8	103,561	56	74,242	28	58,321	45	31,637	43	15,508	30	10,566	102	18,147	13	5,445
NEW YORK	7,110,480	7,981,268	8,099,622	311	82,577	387	1,295,857	2,688	1,329,529	120	196,593	158	94,616	3,074	1,124,861	1,245	465,667	5,415	1,448,492	495	231,401
NIAGARA	658,222	785,863	807,380	84	34,141	34	119,103	198	203,566	143	135,482	174	72,885	110	30,779	132	25,625	549	80,899	55	31,905
Lockport	81,744	98,314	101,136	15	5,206	4	15,683	33	19,587	32	15,824	28	9,085	25	6,563	21	4,785	74	11,735	8	4,199
Niagara Falls	208,697	234,336	237,671	22	6,253	14	24,562	66	67,755	30	35,717	51	19,580	42	8,009	50	8,355	251	31,152	20	11,733
North Tonawanda	89,161	148,176	112,336	14	6,737	2	7,312	39	39,429	19	17,857	26	13,415	10	2,238	19	3,749	74	8,346	9	5,439
ONEIDA	758,441	900,161	923,701	99	39,089	52	109,355	271	227,324	150	142,468	198	94,716	155	50,937	172	28,133	623	82,949	67	45,302
Rome	164,323	207,499	215,637	16	7,819	17	28,083	38	49,842	35	34,181	41	16,746	32	11,424	33	5,657	106	16,186	12	13,220
Utica	241,243	269,040	272,551	21	5,779	11	25,439	128	84,646	44	20,039	62	28,276	81	24,098	68	10,717	222	23,808	28	15,100
ONONDAGA	1,543,676	1,894,503	1,958,121	151	69,121	56	261,579	462	503,385	244	304,988	298	176,134	258	119,200	269	84,878	930	176,503	85	93,257
Syracuse	568,360	639,556	648,883	32	15,427	16	44,242	23	177,024	86	138,374	105	47,670	88	36,994	111	42,284	425	66,103	31	23,090
ONTARIO	331,409	410,292	424,628	44	19,780	16	80,608	93	83,643	67	59,589	68	38,782	76	34,983	52	11,639	180	34,952	16	12,488
Canandaigua	71,060	88,048	91,141	5	2,747	1	3,699	17	27,343	12	16,375	15	9,473	13	3,425	13	2,656	39	11,543	4	1,923
Geneva	54,534	64,265	65,865	10	1,268	2	5,714	28	19,941	6	2,464	11	7,605	17	4,487	14	3,180	39	7,253	4	4,165

ELMIRA—continued

stores); Langdon Plaza (9 stores); Midtown Plaza (15 stores); Miller Plaza (2 stores).
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; S. F. Iszard; Sears; Women's Speciality, Rosenbaum's, Schwartz; Hess's; Bradlees.
Discount Stores (CZ): Elmira; Century; Nichols, Hills; Seagulls; Barkers; K-Mart.
Variety Stores (CZ): Woolworth; Kresge's; Newberry's; Hill's; Barker's.
Chain Drug Stores (CZ): Rand's 3; Elmira Drug 3; Nichols; Rea & Derick; Fay's 2; Rite-Aid 2.
Chain Food Supermarkets (CZ): Grand Union 2; Acme 1; Great American 3; P&C 3; Super Duper; Tops 2.
Other Chain Stores: Singer Co.; Goodyear, Endicott-Johnson; Richman Bros.; Kinney's; Triangle Shoe; Pittsburgh Plate Glass; Sherwin-Williams; Mary Carter Paint; S&H Green Stamps.

14—NEWSPAPERS: STAR-GAZETTE (All Day-Mon. to Sat.) 40,449, TELEGRAM (S) 49,408 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Christoffel, Adv. Dir., STAR-GAZETTE and TELEGRAM.
National Representatives: Gannett Newspaper Advertising Sales, Inc.

FREDONIA, N.Y.

See DUNKIRK, N.Y.

FULTON, N.Y.

See OSWEGO, N.Y.

GARDEN CITY, N.Y.

See LONG ISLAND, N.Y.

GENEVA, N.Y.

1—LOCATION: Ontario County (In Rochester SMSA). E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20; State Hwy. 14.

2—TRANSPORTATION: Railroad: Conrail.
Motor Freight Carriers: 7.
Intercity Bus Lines: Onondaga Coach; Elmira; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 16,793; Loc. Est. 16,069
CZ ABC: (70) 16,793; (80) 15,200
RTZ-ABC: (70) 119,587; (80) 118,700
SMSA 70 Cen. 961,516; Loc. Est. 960,465
County 70 Cen. 78,849; Loc. Est. 89,001
City & RTZ-ABC: (70) 136,380; (80) 133,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,221; Loc. Est. 5,775
County 70 Cen. 23,748; Local Est. 31,117
SMSA 70 Cen. 294,263; Loc. Est. 341,467
CZ-ABC: (70) 5,221; (80) 5,400
RTZ-ABC: (70) 35,143; (80) 39,900
City & RTA-ABC: (70) 40,364; (80) 45,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$59,586,572
Sav. & Loan Assn.	1	$45,838,000
Commercial Banks	2	$99,348,000

6—PASSENGER AUTOS: County 41,322

7—ELECTRIC METERS: Residence 4,555

8—GAS METERS: Residence 3,998

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Prod. 250 ($180); Print & Publ. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Machy 850 ($250); Electronics 100 ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 27-94; Summer 36-99; Fall-2-84; Winter-11-59. First killing frost, Oct. 22. Last killing frost, Apr. 17.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 1 block on Main St.; 4 on Seneca; 4 on Exchange; 2 on Linden.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Pyramid Mall	14	K-Mart, Montgomery Ward
Town & Country Plaza	19	Sears, Acme
Big N Plaza	2	-

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: McCurdy.
Variety Stores: Woolworth.
Discount Stores (RTZ): Gerryhs, Clinton, Present, Inc.; Big N Dept. Store; K-Mart; Ames; Barkerhs; Weston's.
Chain Drug Stores (CZ): Key, Carl's Drug, CVS.
Chain Food Supermarkets: (RTZ): Acme 2; Red & White 6; IGA 3; Bells; Grand Union; P&C 7; Foodland 1; Super Duper 2; Tops 2; Star 1.
Other Chain Stores: J.C. Penney; Kinney; Fanny Farmer; Firestone; S&H Green Stamps; Tagway; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: FINGER LAKES TIMES (e) 18,930; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J.H. Ralston, FINGER LAKES TIMES.
National Representatives: None.

GLENS FALLS, N.Y.

1—LOCATION: Warren County. E&P Map F-3. 50 mi. N of Albany on Route 9, halfway between New York City and Montreal. Manufacturing, agricultural and resort area.

2—TRANSPORTATION: Railroads: D&H.
Motor Freight Carriers: 18.
Intercity Bus Lines: Adirondack Trailways; Greyhound, Vermont Transit.
Airlines: Courtesy Air Service.

3—POPULATION:
Corp. City 70 Cen. 17,222; Loc. Est. 17,637
CZ ABC: (70) 32,885; (80) 32,000
RTZ-ABC: (70) 106,484; (80) 118,800
County 70 Cen. 49,402; Loc. Est. 54,023
City & RTZ-ABC: (70) 139,369; (80) 150,800

4—HOUSEHOLDS:
70 Cen. City 5,742; Loc. Est. 6,758
County 70 Cen. 17,500; Loc. Est. 19,485
City Zone ABC: (70) 10,565; 11,700
RTZ-ABC: (70) 31,075; (80) 39,300
City & RTZ-ABC: (70) 41,640; (80) 51,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$338,376,106
Branch Bank (CZ)	3	N/A
Savings Branch (CZ)	3	N/A

6—PASSENGER AUTOS: County 26,284

7—ELECTRIC METERS: Res. 50,473

8—GAS METERS: Residence 14,133

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Prod. 1,665 ($250); Shirts, Dresses, etc. 650 ($150); Elec. Products 1725 ($175); Machy. 500 ($200); Ins. 800 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 450 ($110); Print & Publishing NA ($225).

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1. Last killing frost, May 5.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Glen St.; 1 on Ridge St.; 1 on Warren St.
Neighborhood Shopping Center: Queensbury Plaza, about 30 acres 1¼ miles North of city line, route 9; Northway Plaza, 35 acres, 1½ miles north

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ORANGE	808,521	999,787	1,034,558	108	60,136	58	118,559	256	320,573	141	146,645	178	94,303	142	49,185	137	35,361	536	74,197	48	25,440
Middletown	136,544	157,845	161,078	13	4,078	8	24,712	50	28,310	23	21,413	30	15,518	38	17,310	40	10,275	96	14,776	6	4,019
Newburgh	143,006	108,905	174,161	15	9,724	7	12,129	61	42,486	28	41,202	39	20,060	27	6,826	28	10,135	108	13,682	7	3,360
Port Jervis	50,449	59,642	61,129	7	2,080	4	6,441	17	18,351	14	11,141	9	3,524	12	3,020	12	3,219	29	2,756	5	4,422
ORLEANS	84,575	94,745	96,064	18	4,348	5	6,650	36	30,991	30	15,601	29	7,991	15	4,249	21	4,538	56	5,592	8	3,656
Medina	40,297	44,653	46,105	7	2,025	3	5,040	9	11,316	13	6,084	9	2,408	11	3,564	6	2,535	23	2,642	4	2,551
OSWEGO	277,657	351,934	365,973	50	21,022	16	24,995	108	106,469	98	69,499	69	32,775	44	10,001	56	10,922	238	27,610	18	21,903
Fulton	82,595	102,088	105,620	13	4,007	3	11,457	27	29,837	21	18,150	16	8,796	15	3,718	16	4,094	52	5,753	4	7,725
Oswego	85,826	111,844	116,962	6	5,408	4	10,871	27	29,687	21	22,690	15	11,291	18	5,380	16	4,749	75	12,696	4	8,344
OTSEGO	171,879	182,706	183,358	39	12,292	24	23,933	73	44,597	51	30,202	46	12,450	29	4,819	35	3,712	147	16,292	15	7,954
Oneonta	70,115	80,139	81,586	7	3,607	5	15,263	22	15,982	15	11,559	11	3,673	18	3,952	17	2,670	55	9,253	7	4,779
PUTNAM	177,238	216,267	223,160	40	17,047	13	13,149	68	57,997	38	38,184	52	25,735	28	6,117	29	5,624	154	16,296	15	6,816
QUEENS	3,728,384	4,006,133	4,027,385	351	97,450	242	433,223	2,566	1,229,133	320	427,925	668	304,497	1,186	241,900	686	164,485	2,547	407,313	392	137,545
RENSSELAER	327,815	365,732	370,854	42	14,218	22	29,065	164	115,600	80	43,987	97	44,901	46	12,040	55	11,526	271	27,108	33	11,757
Troy	148,273	153,215	152,832	13	3,341	6	8,357	78	43,600	23	19,186	30	13,156	30	9,121	24	8,195	132	13,923	17	7,199
RICHMOND	709,910	763,749	768,097	77	23,236	30	117,502	377	261,135	86	92,180	120	45,922	153	41,256	126	26,947	402	50,207	61	22,207
ROCKLAND	743,388	874,687	896,362	75	38,570	27	120,991	271	245,618	95	126,410	157	81,109	187	52,614	144	34,844	370	69,597	58	25,477
Nyack	36,205	34,954	34,375	6	1,014	2	1,259	11	5,871	9	12,405	8	2,706	12	1,328	6	555	24	3,774	2	405
ST. LAWRENCE	292,959	328,373	332,962	55	23,559	28	28,816	169	94,054	98	51,751	73	23,620	65	13,715	73	11,919	229	24,579	15	2,774
Ogdensburg	53,813	60,557	61,461	7	4,856	3	5,184	21	13,107	17	7,397	8	2,553	13	2,286	13	2,395	31	4,610	2	366
SARATOGA	415,816	451,425	454,714	68	31,545	33	46,805	144	108,950	96	88,173	105	50,225	74	15,853	59	11,999	308	41,685	28	13,496
Saratoga Springs	114,763	125,289	126,337	16	4,306	7	12,131	34	24,438	19	27,307	17	8,148	24	5,989	21	6,217	91	16,297	9	7,823
SCHENECTADY	498,469	556,053	564,297	52	25,344	27	83,759	168	146,390	89	72,837	100	44,483	91	28,956	94	22,879	315	44,115	40	17,236
Schenectady	232,708	227,088	223,884	25	8,456	11	21,989	100	49,458	61	38,268	50	19,875	56	13,142	53	12,577	208	21,914	23	8,787
SCHOHARIE	65,905	91,651	97,140	20	5,163	8	6,721	23	28,543	20	17,431	30	10,075	9	2,009	16	2,341	58	6,327	3	744
SCHUYLER	32,528	35,892	36,277	6	3,086	3	1,318	18	11,183	16	6,657	14	4,159	8	753	10	1,026	40	2,460	4	1,297
SENECA	73,158	93,486	97,354	17	5,016	3	8,194	34	28,970	23	13,317	30	13,786	14	2,131	22	3,900	68	8,422	9	7,342
STEUBEN	286,316	341,184	350,333	54	23,101	20	37,691	122	85,834	88	57,291	79	44,558	58	15,736	76	11,962	191	26,674	22	12,175
Corning	56,279	63,929	64,998	6	6,024	4	6,346	26	12,362	13	6,418	12	7,310	18	5,543	23	4,093	52	6,856	4	2,503
Hornell	59,277	69,229	70,786	5	6,781	5	8,026	20	18,237	15	13,980	9	4,518	13	5,404	13	1,398	33	5,352	6	3,101
SUFFOLK	3,711,563	4,632,703	4,803,233	465	229,970	164	615,903	1,400	1,210,705	595	611,994	826	443,672	709	247,952	609	201,484	1,944	365,056	250	121,990
SULLIVAN	206,570	240,454	245,757	44	15,252	22	14,145	90	64,553	47	32,047	95	28,368	46	5,201	26	4,925	253	24,920	29	7,504
TIOGA	103,671	122,260	125,246	16	6,256	6	5,853	46	39,783	31	22,768	38	17,162	17	3,193	24	2,136	64	5,843	7	4,045
Waverly	24,056	27,988	29,298	4	1,692	1	1,416	17	13,325	6	3,159	7	1,536	6	501	6	[illegible]	15	1,370	2	1,093
TOMPKINS	242,106	290,943	299,331	35	15,190	17	32,093	72	73,668	63	42,711	48	25,916	55	17,404	50	[illegible]	172	30,125	18	13,739
Ithaca	138,245	161,180	164,775	17	7,037	10	18,363	37	33,587	24	23,666	26	14,265	40	13,160	35	7,583	92	17,695	11	7,158
ULSTER	470,751	592,292	615,101	67	30,242	29	63,013	224	165,641	89	88,541	125	64,419	75	20,236	93	14,303	382	56,163	37	15,269
Kingston	151,926	179,967	184,573	11	13,512	5	25,203	62	43,491	20	21,901	24	11,251	38	13,435	28	6,223	97	15,018	11	5,439
WARREN	238,330	272,444	277,726	27	17,398	20	38,697	91	65,919	56	42,139	51	26,371	52	14,678	38	8,239	217	29,840	16	8,488
Glens Falls	103,299	131,304	136,620	6	2,839	9	24,756	31	32,421	23	24,887	17	8,768	28	8,911	19	4,738	61	9,382	8	6,636
WASHINGTON	103,205	119,013	121,396	28	5,365	11	3,285	89	44,015	29	12,286	45	17,335	19	2,254	17	1,356	124	8,167	14	4,572
WAYNE	347,734	424,070	437,600	52	17,128	19	17,123	76	71,300	87	59,165	74	31,658	35	7,737	57	6,602	151	17,031	13	8,719
WESTCHESTER	3,153,823	3,878,205	4,010,419	278	132,623	108	517,605	1,159	988,339	315	543,825	597	341,961	716	254,515	539	182,401	1,458	294,837	241	98,525
Mamaroneck	90,837	108,914	111,998	9	4,490	3	6,492	35	[illegible]	22	16,362	24	11,170	16	3,333	11	3,294	42	9,453	6	1,110
Mount Kisco	112,809	145,486	151,806	7	6,900	2	6,389	28	26,065	11	46,216	15	7,451	26	14,175	23	11,209	30	7,778	5	1,585
Mount Vernon	192,150	233,217	240,391	15	3,373	9	5,196	102	53,134	22	40,609	37	19,855	56	11,231	41	9,579	97	8,718	19	8,677
New Rochelle	202,626	319,490	329,265	15	9,214	12	39,018	109	56,746	37	64,019	45	18,934	88	27,453	65	15,762	112	26,483	24	8,235
North Tarrytown	27,964	35,868	38,502	3	4,842	1	6,484	14	2,819	3	9,400	7	2,580			3	77	23	2,801	2	3,156
Ossining	60,438	74,617	77,169	7	5,229	3	8,548	26	16,470	9	12,481	18	8,427	15	2,463	6	3,332	35	4,718	7	1,519
Peekskill	129,968	147,102	149,485	10	4,937	7	27,877	50	55,031	13	14,790	27	12,587	21	5,030	22	6,662	56	5,645	5	2,129
Port Chester	86,431	101,969	104,511	6	1,263	1	10,664	45	19,894	19	7,086	26	10,920	23	6,391	16	6,840	70	9,793	13	5,097
Tarrytown	43,858	51,915	53,249	2	747	4	10,970	17	17,452	3	4,537	5	2,816	7	1,902	5	319	20	6,265	5	1,223
White Plains	422,601	501,245	514,283	20	15,477	11	190,521	63	68,430	24	62,194	42	22,687	89	50,109	52	19,486	130	34,548	16	7,940
Yonkers	542,454	642,048	658,532	38	18,565	21	71,705	258	196,872	54	63,543	99	46,497	120	51,780	103	38,226	260	46,854	51	20,300
WYOMING	85,976	108,380	112,570	25	7,856	8	4,950	41	37,508	39	18,913	28	12,433	23	3,796	15	3,324	78	8,350	7	4,136
YATES	49,859	61,302	63,333	13	5,178	3	1,230	21	19,083	29	12,567	15	8,257	10	1,511	18	1,428	40	5,028	6	1,583
New York City	17,224,375	18,608,359	18,736,252	1,335	330,354	1,175	2,523,057	10,992	4,741,179	1,042	1,172,412	1,833	789,241	6,873	1,914,878	3,391	959,341	12,480	2,330,418	1,651	579,272

GLENS FALLS—continued

of city line, route 9; North-gate 1¼ miles North of city line, Route 9; Zayres, 2½ miles North of city line, Route 9; Midtown, 1 mile South of city line, Route 9; Glen Square, 1 mile N of city line, Aviation Mall-40 acres, I-87 and 254

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Aviation Mall	80	J.C. Penney, Sears, Caldor
Northway		Wards, Grand Union, Howland
Midtown	10	Joy
Zayre	5	Zayre, P&C
Northgate	10	Radio Shack
Glen Square	5	Barker's
Pyramid Mall	70	Mont. Ward, Barker's
Queensbury Plaza	18	Shop Rite, Rite Aid Drugs

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Downtown-Thu.; Shopping Ctrs. and Discount-Mon. through Sat.; Sun. noon-5 p.m.

13—RETAIL OUTLETS: Department Stores: Howland's; Montgomery Ward; Sears; Joy; Pearl's; J.C. Penney; Denby's; Magram's; Caldor.
Discount Stores (CZ): Clark's; Joy; Warehouse Outlet; Zayre's; Barkers.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Rite Aid; CVS.
Chain Food Supermarkets (CZ): Grand Union 6; Price Chopper 3; Albany Public Mkt.; P&C; Shop Rite.
Other Chain Stores (CZ): Rudolph's Jewelry; Quality Manor Furn.; Endicott Johnson; Thom McAn; G. K. Kinney; Triangle; Fanny Farmer; Women's Clothing: Erlanger's, Honigsbaum's, Magram's, Denby, Barbara Moss, Argersinger's.

14—NEWSPAPERS: POST STAR & TIMES (m) 32,043, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William K. Tupper, Adv. Mgr., POST STAR.
National Representatives: Landon Associates, Inc.

GLOVERSVILLE-JOHNSTOWN, N.Y.

1—LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles north of Barge Canal. On State Hwys. 29 and 30A; 5 miles N. of exit 28, N.Y.S. Thruway.

2—TRANSPORTATION: Railroads: Conrail; Fonda, Johnstown & Gloversville.
Motor Freight Carriers: 12.
Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 29,772; Loc. Est. 27,635
CZ ABC: (70) 29,722; (80) 30,600
RTZ-ABC: (70) 49,020; (80) 51,100
County 70 Cen. 52,637; Loc. Est. 56,249
City & RTZ-ABC: (70) 78,742; (80) 80,700

4—HOUSEHOLDS:
Cities 70 Cen. 10,584; Loc. Est. 11,444
County 70 Cen. 17,800; Loc. Est. 21,720
CZ ABC: (70) 10,584; (80) 12,100
RTZ-ABC: (70) 15,323; (80) 18,800
City & RTZ-ABC: (70) 25,907; (80) 30,900

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$53,985,750
Commercial Banks	6	$143,850,000
Sav. & Loan Assns.	1	$28,350,000

6—PASSENGER AUTOS: County 24,361

7—ELECTRIC METERS: Residence 26,760

8—GAS METERS: Residence 10,350

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Tanneries 2,074 ($115); Gloves 6,790 ($98); Shoes 206 ($95); Phono Records 236 ($115); Machine Shops 499 ($121); Awnings 220 ($105).

10-CLIMATE: Min. & Max. Temp.—Spring 57-78; Summer 65-96; Fall 45-65; Winter 10-55. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Districts: (Gloversville)—6 Blocks on Main St.; 2 on Bleecker Sts.; 2 on W. Fulton st.; (Johnston)—5 blocks on Main St.; 2 on Market St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arterial Plaza	12	Montgomery Ward, CVS Drugs
Gloversville	9	Citicorp
Pyramid Mall	10	Barkers, Radio Shack

Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Fri. Shopping centers 6 nights.

13—RETAIL OUTLETS: Department Stores: Sears; Argersinger; Gould's; Britt's; Nichol's; Barker's.
Chain Drug Stores: Rite-Aid 2; CVS 2; Fay 2; Carl's 1.
Discount Stores: Nichol's, Barker's.
Variety Stores: Woolworth.
Chain Food Supermarkets: A&P 1; Grand Union 2; P&C 2; Price Chopper 2; Chicago Market 1.
Other Chain Stores: Picway Shoes; Radio Shack; Grossman's; Agway; Stylish Women; singer; Endicott Johnson Shoes; Firestone; Big L; Montgomery Ward; Diamond International; Radio Shack.

14—NEWSPAPERS: LEADER-HERALD (e) 13,967, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD.
National Representatives: Landon Associates, Inc.

GLOVERSVILLE
JOHNSTOWN
FULTON COUNTY, NEW YORK
Dynamic "2-for-1" Market
RETAIL SALES
$162,449,000*
Leader-Herald
85% C.Z. PENETRATION
Sunday Leader
Tabloid Feature
Saturation (TMC) Publication
Phone: (518) 725-8616
Nationally Marketed by Landon Assoc.
*E & P '81 Market Guide Fulton Co. Est.

HERKIMER-ILION, N.Y.

1—LOCATION: Herkimer County (In Utica-Rome SMSA). E&P Map E-3, County Seat. Midway bet. N.Y. and Buffalo on State Hwys. 5, 5s, 28; NYS Thruway (Interchange 30) and NY State Barge Canal.

2—TRANSPORTATION: Railroads: Conrail (freight only).
Motor Freight Carriers: 14.
Intercity Bus Lines: Central New York; Greyhound; Trailways to Mohawk.
Airlines: U.S. Air.

3—POPULATION:
Corp. Cities 70 Cen. 18,768; Loc. Est. 17,553
Herkimer 70 Cen. 8,960; Loc. Est. 8,160
Ilion 70 Cen. 9,808; Loc. Est. 9,404
SMSA 70 Cen. 320,670; Loc. Est. 323,902
County 70 Cen. 47,633; Loc. Est. 66,392

4—HOUSEHOLDS:
Herkimer 70 Cen. 3,031; Loc. Est. 3,023
Ilion 70 Cen. 3,242; Loc. Est. 3,530

NEW YORK POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	18,217,668	17,702,903	71,887,193	145,311,421	6,681,543	21,748	46,288	443,881	989,102
STANDARD METROPOLITAN STATISTICAL AREAS									
Albany-Schenectady-Troy, N.Y.	777,793	802,139	2,836,822	5,490,974	300,875	18,250	2,553	14,258	47,785
Binghamton, N.Y.-Pa.	302,672	302,336	1,109,015	1,838,041	108,883	16,881	2,312	4,365	54,640
Buffalo, N.Y.	1,349,211	1,292,152	5,354,313	8,433,069	468,769	17,990	2,954	35,244	37,945
Elmira, N.Y.	101,537	97,159	365,833	467,879	35,459	13,195	430	2,288	6,257
Nassau-Suffolk, N.Y.	2,553,030	2,758,085	10,867,926	29,244,178	887,067	32,967	927	57,387	15,692
New York, N.Y.-N.J.	9,973,414	9,097,448,	41,519,345	84,017,789	3,692,476	22,754	517	11,982	2,065
Poughkeepsie, N.Y.	222,295	235,893	770,540	1,783,146	79,949	22,304	642	6,008	17,960
Rochester, N.Y.	961,516	963,981	3,706,697	7,390,707	346,105	21,354	5,248	105,934	74,097
Syracuse, N.Y.	636,507	648,160	2,055,558	4,488,467	230,270	19,492	3,052	19,717	63,009
Utica-Rome, N.Y.	320,670	324,129	1,193,035	1,783,837	115,983	15,380	2,255	7,394	58,468
COUNTIES, Cities									
ALBANY	286,742	286,732	1,139,940	2,147,110	110,303	19,466	488	4,730	5,663
Albany	114,873	101,946	438,093	726,832	42,972	16,914	*	*	*
ALLEGANY	46,458	51,231	142,042	250,515	17,767	14,100	1,032	1,947	16,878
Wellsville	5,815	5,641	18,679	28,980	2,355	12,306	*	*	*
BRONX	1,471,701	1,201,548	4,991,590	8,265,111	474,786	17,408	N.A.	N.A.	N.A.
BROOME	221,815	213,918	876,103	1,333,561	78,456	16,998	689	1,191	14,830
Binghamton	64,123	55,933	248,211	3[illegible]462	23,008	15,493	*	*	*
CATTARAUGUS	81,666	87,152	284,206	424,903	31,304	13,573	1,299	4,634	26,329
Olean	19,169	17,422	69,358	90,954	6,960	13,068	*	*	*
Salamanca	7,877	7,219	27,034	34,710	2,926	11,863	*	*	*
CAYUGA	77,439	79,563	253,335	396,645	28,124	14,103	1,338	14,532	26,511
Auburn	34,599	31,272	111,568	153,627	11,652	13,185	*	*	*
CHAUTAUQUA	147,305	145,890	527,346	779,130	55,341	14,079	2,206	20,855	30,225
Dunkirk	16,855	15,244	55,403	75,759	5,839	12,975	*	*	*
Fredonia	10,326	12,102	36,948	64,209	3,873	16,579	*	*	*
Jamestown	39,795	35,179	145,288	196,157	14,795	13,258	*	*	*
CHEMUNG	101,537	97,159	365,833	467,879	35,459	13,195	430	2,288	6,257
Elmira	39,945	33,306	131,327	142,614	12,847	11,101	*	*	*
CHENANGO	46,368	48,638	157,771	245,285	17,054	14,383	1,103	1,583	30,357
Norwich	8,843	8,314	34,275	50,946	3,254	15,656	*	*	*
CLINTON	72,934	82,399	208,313	381,889	25,918	14,735	714	4,600	18,805
Plattsburgh	18,715	22,071	58,434	112,851	7,707	14,643	*	*	*
COLUMBIA	51,519	57,845	164,614	297,812	21,590	13,794	653	7,671	22,698
Hudson	8,940	7,139	25,634	31,282	2,672	11,707	*	*	*
CORTLAND	45,894	48,018	151,787	247,095	17,047	14,495	648	1,309	23,288
Cortland	19,621	20,198	63,443	103,618	7,399	14,004	*	*	*
DELAWARE	44,718	47,753	131,510	240,596	17,474	13,769	1,143	1,626	34,094
DUTCHESS	222,295	235,893	770,540	1,783,146	79,949	22,304	642	6,008	17,960
Beacon	13,255	11,303	41,225	74,536	4,012	18,578	*	*	*
Poughkeepsie	32,029	29,729	112,457	233,507	13,088	17,841	*	*	*
ERIE	1,113,491	1,056,445	4,492,231	6,959,403	384,776	18,087	1,611	18,736	27,653
Buffalo	462,768	349,629	1,673,229	2,032,457	141,817	14,332	*	*	*
Tonawanda	21,898	20,586	84,887	131,713	7,488	17,590	*	*	*
ESSEX	34,631	35,902	112,876	173,895	12,941	13,438	250	1,332	3,668
Lake Placid	2,731	2,890	8,902	13,999	1,122	12,477	*	*	*
FRANKLIN	43,931	45,426	134,510	198,079	15,713	12,606	622	2,456	17,034
Malone	8,048	7,513	27,873	37,711	2,954	12,766	*	*	*
Saranac Lake	6,086	5,892	18,465	25,458	2,424	10,502	*	*	*
Tupper Lake	4,854	4,475	14,834	19,476	1,636	11,905	*	*	*
FULTON	52,637	56,005	181,992	275,071	21,911	12,554	239	540	4,731
Gloversville	19,677	18,037	67,955	90,530	7,656	11,875	*	*	*
Johnstown	10,045	9,632	36,885	51,059	3,950	12,926	*	*	*
GENESEE	58,722	59,749	222,663	323,808	20,982	15,433	923	14,858	20,655
Batavia	17,338	17,252	67,488	98,615	6,695	14,730	*	*	*
GREENE	33,136	39,717	103,746	193,582	15,162	12,768	313	1,933	4,987
Catskill	5,317	5,980	16,529	28,940	2,390	12,109	*	*	*
HAMILTON	4,714	5,299	14,031	21,400	2,087	10,254	N.A.	N.A.	N.A.
HERKIMER	47,633	66,287	231,988	350,713	24,511	14,308	802	1,351	23,830
Herkimer	8,960	7,824	43,069	38,999	2,941	13,260	*	*	*
Ilion	9,808	9,366	47,811	49,598	3,568	13,901	*	*	*
Little Falls	7,629	6,319	37,156	33,433	2,618	12,770	*	*	*
JEFFERSON	88,508	90,021	327,132	438,182	32,684	13,407	1,433	3,193	40,051
Watertown	30,787	27,247	119,845	143,057	10,696	13,375	*	*	*
KINGS	2,602,012	2,264,654	8,930,943	16,514,496	889,313	18,570	N.A.	N.A.	N.A.
LEWIS	23,644	26,652	65,839	120,272	8,718	13,796	781	1,092	28,945
LIVINGSTON	54,041	57,336	165,781	362,529	18,954	19,127	1,019	14,771	21,224
MADISON	62,864	65,525	183,489	404,991	21,888	18,503	979	4,381	30,134
Oneida	11,658	10,637	35,370	71,308	4,093	17,422	*	*	*
MONROE	711,917	693,125	2,893,798	5,713,686	251,931	22,680	889	17,891	8,269
Rochester	296,233	231,444	1,072,612	1,588,543	94,146	16,873	*	*	*

County 70 Cen. 21,406; Loc. Est. 24,206
SMSA 70 Cen. 103,486; Loc. Est. 114,747

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	8	$120,000,000
Sav. & Loan Assns.	3	$21,500,000

6—PASSENGER AUTOS: County 28,932

7—ELECTRIC METERS: Res., CZ 8,739

8—GAS METERS: Res., CZ 6,265

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)-Apparel 581 ($119); Machy. 5,084 ($197); Textile 284 ($112); Metal Fab. 1,597 ($206); Furn. & Fixture 1,112 ($85); Computer Components 2,300 ($112).

10-CLIMATE: Min. & Max. Temp.—Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Districts: Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St., Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St., Mohawk: 2 on Main St., 1 on S. Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Neighborhood Shopping Centers: Herkimer: E. Albany St., Mohawk St., Smith St.; Ilion: King St., Morgan St., First St., State St.; Mohawk Valley Shopping Center: Rt. 28, Midville Road. (Open till 10 p.m., Mon. to Fri.)

13—RETAIL OUTLETS: Department Stores: Montgomery Ward.
Discount Stores (CZ): Nichol's, Fay's; K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores: Gallinger; Lennox Bros.; Daw Rite Aide; Nichols; Burns; Fay's; Wardle's Plaza; Carl's Drug.
Chain Food Supermarkets: Chicago Markets 1; P&C 2; Victory, Herkimer Chief; Aiello's; Big M 2.
Other Chain Stores: McDonald's; National Auto; Western Auto; Dan Dee Donut; Kentucky Fried Chicken; Losurdo's Mutual Distributors; Howard Johnson; Burger King; Ponderosa.

14—NEWSPAPERS: TELEGRAM (e) 7,488 sworn Oct. 1,1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Robert G. Masury, Gen. Mgr. TELEGRAM.
National Representatives: Thomson Newspapers, Inc.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSSIBLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONTGOMERY	55,883	55,538	194,764	302,885	22,036	13,745	700	2,558	20,397
Amsterdam	25,524	22,185	92,062	127,304	9,635	13,213	*	*	*
NASSAU	1,428,080	1,419,239	7,149,278	16,950,025	467,944	36,222	146	3,924	123
Bethpage	18,555	40,357	89,676	465,308	11,959	38,909	*	*	*
Garden City	25,373	27,213	239,041	421,470	9,261	45,510	*	*	*
Hempstead	39,411	40,241	249,313	392,987	15,533	25,300	*	*	*
Hicksville	49,820	45,464	240,955	524,571	13,855	37,861	*	*	*
NEW YORK	1,539,233	1,286,400	7,275,108	14,154,346	681,650	20,765	N.A.	N.A.	N.A.
NIAGARA	235,720	235,707	862,082	1,473,666	83,993	17,545	1,343	16,508	10,292
Lockport	25,399	27,690	98,597	189,493	10,929	17,339	*	*	*
Niagara Falls	85,615	74,597	306,356	454,080	28,748	15,795	*	*	*
North Tonawanda	36,012	41,541	131,537	254,222	14,582	17,434	*	*	*
ONEIDA	273,037	257,842	961,047	1,433,124	91,472	15,667	1,453	6,043	34,638
Rome	50,148	45,337	168,254	246,755	15,113	16,327	*	*	*
Utica	91,611	73,571	315,677	401,692	29,741	13,506	*	*	*
ONONDAGA	472,746	468,919	1,570,932	3,431,705	169,387	20,260	1,094	9,301	21,081
Syracuse	197,297	164,487	619,015	1,145,343	67,312	17,015	*	*	*
ONTARIO	78,849	90,498	268,198	528,642	31,980	16,530	1,109	19,400	18,754
Canandaigua	10,488	13,274	35,580	77,396	4,862	15,919	*	*	*
Geneva	16,793	15,608	55,620	89,407	5,671	15,766	*	*	*
ORANGE	221,657	263,397	709,147	1,462,703	92,803	15,761	911	21,448	20,707
Middletown	22,607	27,178	68,007	143,246	9,664	14,823	*	*	*
Newburgh	26,219	28,498	74,474	134,057	11,556	11,601	*	*	*
Port Jervis	8,852	8,431	24,776	40,430	3,378	11,969	*	*	*
ORLEANS	37,305	39,164	125,585	245,314	13,852	17,710	807	21,202	9,060
Medina	6,415	6,610	21,054	40,364	2,631	15,342	*	*	*
OSWEGO	100,897	113,716	301,137	651,771	38,995	16,714	979	6,035	11,794
Fulton	14,003	12,927	44,925	82,326	5,135	16,032	*	*	*
Oswego	20,913	20,602	60,496	118,264	6,791	17,415	*	*	*
OTSEGO	56,181	58,574	181,359	296,598	21,064	14,081	1,261	1,894	34,738
Oneonta	16,030	15,753	51,364	82,489	4,907	16,810	*	*	*
PUTNAM	56,696	77,419	153,820	483,256	25,570	18,899	60	731	702
QUEENS	1,987,174	1,880,170	8,943,089	18,603,565	767,037	24,254	13	435	
RENSSELAER	152,510	151,179	528,428	959,873	55,477	17,302	585	2,823	10,728
Troy	62,918	55,667	199,782	327,140	21,603	15,143	*	*	*
RICHMOND	295,443	362,682	1,045,793	3,190,872	125,585	25,408	17	829	
ROCKLAND	229,903	267,883	856,415	2,521,866	83,643	30,150	64	1,370	234
Nyack	6,659	5,878	22,866	49,174	2,320	21,196	*	*	*
ST. LAWRENCE	111,991	117,094	348,601	549,332	37,914	14,489	1,792	2,652	36,588
Ogdensburg	14,554	12,253	45,139	56,322	4,114	13,690	*	*	*
SARATOGA	121,679	155,887	321,009	971,372	53,577	18,130	579	3,133	8,722
Saratoga Springs	18,845	27,347	49,077	172,440	10,445	16,509	*	*	*
SCHENECTADY	160,979	152,803	652,681	1,109,734	59,482	18,657	201	1,014	2,275
Schenectady	77,958	69,700	294,193	475,682	29,942	15,887	*	*	*
SCHOHARIE	24,750	28,588	70,687	137,889	9,934	13,881	720	2,861	16,197
SCHUYLER	16,737	17,931	49,650	90,175	6,329	14,248	485	3,302	4,745
SENECA	35,083	33,872	108,025	180,238	11,462	15,725	546	8,735	5,609
STEUBEN	99,546	102,141	348,020	546,025	37,171	14,690	1,667	12,678	28,292
Corning	15,792	13,443	62,403	88,505	5,559	15,921	*	*	*
Hornell	12,144	9,865	41,323	51,489	3,970	12,970	*	*	*
SUFFOLK	1,124,950	1,338,846	3,718,648	12,294,153	419,123	29,333	781	53,403	15,569
SULLIVAN	52,580	64,114	175,825	337,910	24,452	13,819	455	1,483	30,747
TIOGA	46,513	50,308	141,375	288,701	16,828	17,156	641	1,555	15,278
Waverly	5,261	4,545	14,887	24,283	1,701	14,276	*	*	*
TOMPKINS	76,879	80,952	259,684	508,935	28,842	17,646	662	3,471	24,849
Ithaca	26,226	28,966	80,808	167,081	10,615	15,740	*	*	*
ULSTER	141,241	157,333	493,847	866,093	57,816	14,980	571	17,781	8,602
Kingston	25,544	22,182	86,521	122,602	8,927	13,734	*	*	*
WARREN	49,402	52,849	180,925	271,604	19,287	14,082	53	390	745
Glens Falls	17,222	17,629	62,906	89,452	6,830	13,097	*	*	*
WASHINGTON	52,725	56,758	167,241	262,456	19,412	13,520	946	2,652	32,736
WAYNE	79,404	83,858	253,335	540,536	29,388	18,393	1,424	32,670	16,790
WESTCHESTER	894,104	873,729	5,069,322	10,035,700	324,437	30,933	183	3,793	541
Mamaroneck	18,909	17,468	155,249	193,176	6,477	29,825	*	*	*
Mount Kisco	8,172	8,206	41,568	82,402	3,134	26,293	*	*	*
Mount Vernon	72,778	74,661	499,711	661,870	30,429	21,751	*	*	*
New Rochelle	75,385	67,100	617,989	749,863	25,844	29,015	*	*	*
North Tarrytown	8,334	7,797	45,092	88,293	3,088	28,592	*	*	*
Ossining	21,659	18,753	149,778	165,976	6,836	24,280	*	*	*
Peekskill	18,881	20,147	117,259	164,545	7,509	21,913	*	*	*
Port Chester	25,803	21,794	161,098	186,715	8,595	21,724	*	*	*
Tarrytown	11,115	11,773	89,108	125,041	4,359	28,686	*	*	*
White Plains	50,346	44,718	439,336	530,537	18,931	28,025	*	*	*
Yonkers	204,370	181,766	1,558,581	1,847,136	72,632	25,431	*	*	*
WYOMING	37,688	39,806	117,008	205,176	13,452	15,252	1,094	8,453	36,237
YATES	19,831	21,625	59,179	114,397	8,006	14,289	676	13,853	6,044
New York City	7,894,862	6,995,454	31,263,745	60,728,390	2,938,371	20,667	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1979 Cash Receipts as follows: From Crops $62[illegible],470,000; from Livestock & Livestock Products $1,619,586,000; Total $2,240,056,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

HORNELL, N.Y.

1—LOCATION: Steuben County, E&P Map C-4. Industrial Center. 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 17.
Intercity Bus Lines: Greyhound; Genesee Valley.

3—POPULATION:
Corp. City 70 Cen. 12,144; Loc. Est. 10,175
County 70 Cen. 99,546; Loc. Est. 100,627
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 70 Cen. 12,144; Loc. Est. 4,039
County 70 Cen. 30,751; Loc. Est. 36,168

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$600,000,000
Sav. & Loan	2	$31,300,000

6—PASSENGER AUTOS: County 45,877

7—ELECTRIC METERS: Residence 4,206

8—GAS METERS: Residence 4,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroad [illegible] ($275); Textiles 400; Machinery 275 ($175); Retail 1,500 ($120).

10—CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 55-85; Fall 45-75; Winter—10-50. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks downtown-Main St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart Plaza	6	K-Mart
Nichols Plaza	1	S.E. Nichols
Rt. 21 Plaza	3	Food Barn

Principal Shopping Days: Thur., Fri., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Tuttle & Rockwell; J.C. Penney, Sears.
Variety Stores: Woolworth, Service Star.
Discount Stores: K-mart; S.E. Nichols.
Chain Drug Stores (CZ): Harvey-Carey, Fay's Drug; Rexall; Rite Aid.
Chain Food Supermarkets: A&P; Acme; Wegman's; Food Barn.
Other Chain Stores: Endicott-Johnson; Triangle; Singer; Sherwin-Williams, Franklin; Montgomery Ward; Goodyear; Mary Carter Paint; Red Barn; Kentucky Fried Chicken; MacDonald's; Harold's Army & Navy Store; Pudgle's Pizza; Sambo's.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 9,100; SUNDAY SPECTATOR (S) 13,291; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Theodore Mike Jr., Nat. Adv. Mgr., TRIBUNE.
National Representatives: Landon Associates, Inc.

HUDSON, N.Y.

1—LOCATION: Columbia County, E&P Map I-4, County Seat. Industrial and residantial center. On E bank of Hudson River, 28 mi. S of Albany; 115 mi. N of New York. On Routes 9, 23, 66 and 9G.

2—TRANSPORTATION: Railroads: Conrail; B.&A.

3—POPULATION:
Corp. City 70 Cen. 8,940; Loc. Est. 6,880
CZ ABC: (70) 12,626; (80) 11,100
RTZ-ABC: (70) 35,386; (80) 42,700
County 70 Cen. 51,519; Loc. Est. 58,339
City & RTZ-ABC: (70) 48,012; (80) 53,800

4—HOUSEHOLDS:
City 70 Cen. 2,994; Loc. Est. 2,558
County 70 Cen. 16,292; Loc. Est. 21,624
CZ ABC: (70) 4,179; (80) 4,200
RTZ-ABC: (70) 11,044; (80) 15,400
City & RTZ (70) 15,223; (80) 19,600

5—BANKS: 1. Deposits $43,885,903

6—PASSENGER AUTOS: County 30,996

7—ELECTRIC METERS: Residence [illegible],504

8—GAS METERS: Residence 3,597

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage); Cement 650 ($86); Machine Tools 450 ($92); Textiles 700 ($58).

11—TAP WATER: City Zone; Neutral, soft; surrounding area; very hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Fairview Plaza	30	Shop Rite, Barker's Disc.
Hudson Plaza	4	Victory Mkt., Mont. Ward.

Principal Shopping Days: Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Marsh's; Hudson; Jamesway.
Variety Stores: Woolworth; Kresge; Newberry.

HUDSON—continued

Discount Stores: Jamesport; Baker's.
Chain Food Supermarkets: A&P; Grand Union 2; First National; Victory; Jamesway (Central Mkt.); Shop Rite.
Other Chain Stores: Endicott-Johnson; National.

14—NEWSPAPERS: REGISTER-STAR (e-Mon. to Fri.) 13,716; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frederick P. Andrews, Adv. Dir., REGISTER-STAR.
National Representatives: Landon Associates, Inc.

ITHACA, N.Y.

1—LOCATION: Tompkins County, E&P Map D-4, County Seat. S. Central part of Western State. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C.; 150 mi E of Buffalo; 55 mi. SW of Syracuse; 35 mi. NE of Elmira; 30 mi. N of Pennsylvania border. Education, dairy, some fruit and mfg. Home of various agricultural enterprises.

2—TRANSPORTATION: Railroads: Lehigh Valley (freight).
Intercity Bus Lines: Interstate; Greyhound.
Airlines: U.S. Air, Commuter Airlines.

3—POPULATION:
Corp. City 70 Cen. 26,226, Loc. Est. 30,371
CZ ABC: (70) 41,846; (80) 45,500
RTZ-ABC: (70) 35,033; (80) 39,100
County 70 Cen. 76,879; Loc. Est. 81,393
City & RTZ-ABC: (70) 76,879; (80) 84,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,965; Loc. Est. 11,082
County 70 Cen. 22,014; Loc. Est. 28,893
CZ ABC: (70) 11,939; (80) 14,900
RTZ-ABC: (70) 10,675; (80) 13,600
City & RTZ-ABC: (70) 22,614; (80) 28,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$138,000,000
Savings Banks	1	$102,000,000
Sav. & Loan Assn.	1	$31,000,000

6—PASSENGER AUTOS: County 35,804

7—ELECTRIC METERS: Residence 32,336

8—GAS METERS: Residence 11,063

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 6,600; Ithaca College 500.

10-CLIMATE: Min. & Max. Temp.—Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9. Last killing frost, May 5.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on State St., 1 on Green St., ½ on Seneca St. (these 3 parallel), 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers: Triphammer, N.E., The Plaza to S.E. College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy Cayuga Mall, N.E. on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell Univ.); Community Corners, abouth 3 mi. N.E., beyond village of Cayuga Heights; Pyramid Mall N.E.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Corners Community	20	Super Duper
Fairgrounds	2	Great American, K-Mart
Ithaca Plaza	12	Rite Aid Drug, P&C
Ithaca	13	Grand Union
Triphammer	15	A&P, Sears, Jamesway
Village Green	-	-
Cayuga Mall	8	Grand Union, Fays
Pyramid Mall	80	J.C. Penney, J.W. Rhodes, Howlands, Wards, Hills

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Rothschild Bros., J.C. Penney; Woolworth; Hills; Wards. J.W. Rhodes, Howlands.
Discount Stores (CZ): Century Wholesales, Jamesway; Clinton; Rite Aid; Down Town; Fay's; K Mart.
Chain Durg Stores: Co-op Village Green, The Hills; Rite Aid 1, Clinton.
Chain Food Supermarkets: A&P; Grand Union 2; P&C, Victory; Great American 2; Super Duper (Flickenger).
Other Chain Stores: Fanny Farmer; National Auto; Tower Outlet; Outdoor; Triangle; Singer Co.; Firestone; Goodyear; Thom McAn; Sears Roebuck (mail order); Sherwin-Williams; Mary Carter Paints, Montgomery Ward.

14—NEWSPAPERS: JOURNAL (e) 20,342, Mar. 30, 1930 ABC.
Local Contact for Advertising and Merchandising Data: John E. Kirby, Adv. Dir., JOURNAL.
National Representatives: Gannett Newspaper Advertising Sales.

JAMESTOWN, N.Y.

1—LOCATION: Chautauqua County, E&P Map B-4. Wholesale shipping & mfg. center. 70 mi. from Buffalo; 60 mi. from Erie; 115 mi. from Pittsburgh; 140 mi. from Rochester.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 24.
Airlines: U.S. Air Commuter.

3—POPULATION:
Corp. City 70 Cen. 39,795; Loc. Est. 35,690
CZ ABC: (70) 47,714; (80) 42,100
RTZ-ABC: (70) 89,462; (80) 92,300
County 70 Cen. 147,305; Loc. Est. 147,310
City & RTZ-ABC: (70) 137,176, (80) 134,400

4—HOUSEHOLDS:
City 70 Cen. 14,249; Loc. Est. 14,843
County 70 Cen. 47,685; Loc. Est. 55,283
CZ ABC: (70) 17,031; (80) 17,200
RTZ-ABC: (70) 27,224; (80) 32,200
City & RTZ-ABC: (70) 44,255; (80) 49,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$508,311,000
Sav. & Loan Assn.	3	$481,218,000

6—PASSENGER AUTOS: County 66,463

7—ELECTRIC METERS: (City, Res.) 19,670

8—GAS METERS: (City, Res.) 27,455

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners—Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-44; Summer 54-91; Fall 51-74; Winter 5-36. First killing frost, Oct. 26. Last killing frost, May 3.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Third St.; 2 on Main St.; 3 on Second St.; 4 on Fourth St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
South Side Plaza	1½	Rockman's Super Duper, Eckerd Drugs, Quality Mkt.
2nd St. Plaza	3	Bells
Fairmont Plaza	3	Century
Ames Big N Plaza	2	Ames, Big N
Super Duper Plaza	5	Lanewood, Super Duper, Jamesway
Zavre Plaza	4	Zayres, Revco Drug
Chautaugua Mall	4	Sears, Penney, Woolworth
Fluvanna Plaza	2	Super Duper Mkt.

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Drugs; Supermkts. & mall stores.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Bigelow; Sears.
Discount Stores (CZ): Jamesway, Century Wholesale, Shop 'n Save, Zayre's; Big N; Hills.
Variety Stores: Woolworth; Murphy.
Chain Drug Stores (CZ): Eckerd's; Rite-Aid; Gray 2.
Chain Food Supermarkets: Bells 2; Super Duper 3; Quality 28; Tops 1.
Other Chain Stores: Giant Shoes; Thom McAn; Triangle; National; Richman Bros.; Nugent's; Ames-Big N; Fanny Farmer; Betty Dixon; Top Value Stamps.

14—NEWSPAPERS: POST-JOURNAL (e) 28,550; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Earl J. Peters, Nar'l. Adv. Mgr., POST-JOURNAL.
National Representatives: Landon Associates, Inc.

KINGSTON, N.Y.

1—LOCATION: Ulster County, E&P Map F-5, County Seat. Mfg. Agriculture dairy and resort area. On W. bank of Hudson River, 83 mi. N of N.Y. City, 54 mi. S. of Albany. At Gate 19 on N.Y. Thruway, U.S. Hwy. 9W; State Hwys. 32, 213, 209 & 28.

2—TRANSPORTATION: Railroads: Conrail (freight).
Motor Freight Carriers: 6.
Intercity Bus Lines: Mountain View, Adirondack Pine Hill; Eagle, Adirondack Trailway; Acker; Arrow.

3—POPULATION:
Corp. City 70 Cen. 25,544; Loc. Est. 22,832
Total Prim. Mkt. ABC:
(70) 143,041; (80) 157,200
County 70 Cen. 141,241; Loc. Est. 156,658
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,649; Loc. Est. 9,082
County 70 Cen. 43,533; Loc. Est. 56,933
Total Prim. Mkt. ABC: (70) 44,073, (80) 55,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$169,740,206
Sav. & Loan Assn.	2	$170,974,926
Commercial Banks	3	$347,054,000

6—PASSENGER AUTOS: County 80,675

7—ELECTRIC METERS: Residence 57,691

8—GAS METERS: Residence 9,145

9— PRINCIPAL INDUSTRIES (CZ): Boats; Bricks; Dresses; Knit Goods; Apparel; Military Prod.; Shirts; Electronics; Cooling Equip.
Principal Pay Days: Mon., Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-93; Summer 46-98; Fall 32-82; Winter 5-58. First killing frost, Oct. 18. Last killing frost, Apr. 27.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 2 blocks on Wall St., 2 on Fair St., 2 on John St. & 4 on N. Front St., Kingston Shpg. Ctr. adjacent to uptown business section.
Neighborhood Shopping Centers:—Central Shopping Center 10 blocks on Bway.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Ulster Plaza (12)	1	Woolworth
Simmons Plaza (8) (Saugerties)	9	Great American Grant's, Rexal Drugs.
New Paltz Plaza (26)	0	Barker's, Great American, Shop Rite
Caldor (-)	1	Waldbaum
Mammoth MAll (3)	1	Mammoth Mart
Kingston Plaza (29)	-	Sears, Walgreen, Britt's
Kingston (-)	-	Big Scot Dept.
Ulster (12)	-	Woolworth

Principal Shopping Days: Wed., Fri., & Sat.
Stores Open Evenings: All Fri., many Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Penney; Sears; Caldor; Britt's.
Variety Stores: Woolworth.
Discount Stores (CZ): Shop-Rite; Big Scot; Caldor; Mammoth Mart.
Chain Drug Stores (CZ): Walgreen; Mack Drug.
Chain Food Supermarkets: A&P; Grand Union; Waldbaum; Weis Markets; Shop-Rite.
Other Chain Stores: National; Nugent's; Standard; Fanny Farmer; Firestone; Rudolph's; Singer Co.; Flah's; Crane's; Pittsburgh Plate Glass.

14—NEWSPAPERS: FREEMAN (e-Mon. to Fri.) 20,906; (S) 25,982, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert SaehLoff, Gen. Mgr., FREEMAN.
National Representatives: Landon Associates, Inc.

LITTLE FALLS, N.Y.

1—LOCATION: Herkimer County (In Utica-Rome-SMSA). E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 21.
Intercity Bus Lines: N.Y. Central Coach; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,629; Loc. Est. 6,430
SMSA 70 Cen. 320,670; Loc. Est. 323,902
County 70 Cen. 67,633; Loc. Est. 66,392

4—HOUSEHOLDS:
City 70 Cen. 2,705; Loc. Est. 2,626
County 70 Cen. 21,406; Loc. Est. 24,206
SMSA 70 Cen. 108,486; Loc. Est. 114,747

5—BANKS: 2 Comm.; Est. $63,000,000

6—PASSENGER AUTOS: County 28,932

7—ELECTRIC METERS: Residence 5,750

8—GAS METERS: Residence 10,686

9— PRINCIPAL INDUSTRIES (CZ): Dairy Equip.; Juncket Brand Foods; Bicycles; Shoes; Paper; Knit Goods; Plastic Backing; Leather Finishing; Ladies Dresses; Bookcases; Computer Hardware.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: First killing frost, Oct. 6. Last killing frost, May 9.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 2 on Ann St.; 2 on 2nd St.; 2 on Albany St.; 2 on John St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Albany St Plaza		J.C. Penney, Great American
Shoppers Sq.	20	P&C, McCrorys

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Wed., Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Penney; Wonder; Boston Store; McCrorys.
Variety Stores: Lovenheim's; Park Row Drugs; Daffy.
Chain Food Supermarkets: P&C, Great American.
Other Chain Stores: Sears, Mont. Ward, Nat'l. Auto.

14—NEWSPAPERS: TIMES (e & Sat.) 6,453, sworn Sept. 29, 1980 (Latest statement available).
Local Contact for Advertising and Merchandising Data: D. A. Paparella, Publisher. Pub., or Carson Hotaling, Adv. Mgr., TIMES.
National Representatives: Landon Associates Inc.

LOCKPORT, N.Y.

1—LOCATION: Niagara County (In Buffalo SMSA). E&P Map B-3, County Seat. 26 mi. N of Buffalo; 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal; State Hwys. 31, 78, 93 & 263.

2—TRANSPORTATION: Railroads: Erie-Lackawanna, Conrail.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Metro Bus.

3—POPULATION:
Corp. City 70 Cen. 25,399; Loc. Est. 27,120
CZ ABC: (70)25,399, (80)27,200
RTZ-ABC: (70)46,153; (80)47,500
SMSA 70 Cen. 1,349,211; Loc. Est. 1,295,442
County 70 Cen. 235,720; Loc. Est. 232,805
City & RTZ-ABC: (70)71,552; (80)74,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,462; Loc. Est. 10,579
County 70 Cen. 71,881; Loc. Est. 82,143
SMSA 70 Cen. 418,255; Loc. Est. 465,253
CZ ABC: (70)8,462; (80)10,400
RTZ-ABC: (70)13,159; (80)15,600
City & RTZ-ABC: (70)21,621; (80)26,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$92,126,108
Sav. & Loan Assn.	1	$12,500,000
Commercial	4(9 br.)	N.A.

6—PASSENGER AUTOS: County 115,000

7—ELECTRIC METERS: Res. 10,241

8—GAS METERS: Res. City & Town 8,480

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chemicals 100 ($160); Roofing 75 ($150); Food Processing 200 ($125);
Principal Pay Days: Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-55; Summer 57-79; Fall 40-59; Winter 20-39. First killing frost, Oct. 15. Last killing frost, May 10.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers: S side of city; 17 stores served by free parking area.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Lockport Plaza	1	Century, Valu
Lockport Mall	1	Mont. Ward, AM&A's
Transit Rd. Plaza	-	K-Mart, Bell's
Transit Plaza	-	Ames Disc., Topps Mkt.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: All.

13—RETAIL OUTLETS: Department Stores: AM&A's; Twin Fair; Montgomery Ward; Sample.
Discount Stores: Century House; Bell's Family Center; Ames; Quarter Sales; Valu Discount; CVS; Twin Fair; K-Mart.
Chain Drug Stores (CZ): Jay's 5; Parsons; Singer's; Peterson; Rite-Aid; Lane's 3; CVS.
Chain Food Supermarkets: Super Duper; Bell's IGA 2; Tops 2; Twin Fair.
Other Chain Stores: Endicott-Johnson; S. B. Thing; Singer Co.; Norban's; Mary Carter; Morse Shoe; Kenny Shoe; Walden Books; Foxmore; JoAnne Fabrics; Stuart's Books; Ulbricks.

14—NEWSPAPERS: UNION-SUN & JOURNAL (e) 17,757; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: D. Caswell Adv. Dir., UNION-SUN & JOURNAL.
National Representatives: Landon Associates, Inc.

LONG ISLAND, N.Y.
(Nassau & Suffolk Counties)

1—LOCATION: Nassau & Suffolk Counties, E&P Map F6, G5, G6. Long Island consists of four counties; Kings & Queens which are a part of New York City; Nassau and Suffolk which lie east of the New York City boundary line are a Metropolitan center, a Standard Metropolitan Statistical Area, adjacent to but not part of New York City. At this time, approximately 71% of its labor force works & lives within the two counties.

2—TRANSPORTATION: Railroads: LIRR.
Motor Freight Carriers: 100.
Intercity Bus Lines: Metropolitan Suburban Bus Authority.
Water Freight Carriers: 26.
Airlines: All major National & International Airlines from J.F. Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3—POPULATION:
Nassau County
70 Cen. 1,428,838; Loc. Est. 1,444,667
Suffolk County
70 Cen. 1,127,030; Loc. Est. 1,337,447
SMSA 70 Cen. 2,555,868; Loc. Est. 2,782,114
CZ ABC: (70) 2,470,619; (80) 2,624,600
RTZ-ABC (70) 82,411; (80) 106,300
City & RTZ-ABC: (70) 2,553,030; (80) 2,730,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Nassau County
70 Cen. 401,056; Loc. Est. 435,800
Suffolk County
70 Cen. 295,587; Loc. Est. 398,100
SMSA 70 Cen. 696,643; Loc. Est. 871,657
CZ ABC: (70) 668,124; (80) 810,600
RTZ-ABC: (70) 28,519; (80) 38,200
City RTZ-ABC: (70) 696,643; (80) 848,800

5—BANKS:
Banking Offices (Main Offices and Branches):

Commercial	Nassau 244	Suffolk 315
Savings	63	Suffolk 31

Sav. & Loan	Nassau 69	Suffolk 81
Totals	Nassau 376	Suffolk 427

Deposits in Mutual Savings Bank and Savings & Loan Associations in Nassau and Suffolk Counties total $12.4 billion. Long Island Economic Times, L.I. Regional Planning Board.

6—PASSENGER AUTOS: (Counties): Nassau 821,-615; Suffolk 729,448

7—ELECTRIC METERS: 876,878 Nassau County including Rockaway Peninsula; Residential 402,127; Commercial & Industrial 39,985; All other, 157. Suffolk County: Residential 397,810; Commercial & Industrial 36,782. All other 17. Source: L.I. Lightning Co. Jan. 1, 1979.

8—GAS METERS: 386,091 The L.I. Ltg. Co. supplies gas in part of Queens County and in both Nassau and Suffolk Counties. Totals in Nassau including Rockaway Peninsula: Residential 238,359; Other, 19,823. Suffolk County: Residential 117,689. Other, 10,720. Source: L.I. Ltg. Co. Jan. 1, 1979.

9— PRINCIPAL INDUSTRIES (CZ):
Nassau/Suffolk: Total employed 1,194,400. In Mfg., 160,600; Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equipment, Airplanes & Elect. Motors. Non-Mfg., 701,000.
Principal Industrial Parks(Number of Acres): NASSAU COUNTY: Freeport 80; Hempstead (Roosevelt Field) 70; New Hyde Park (Lake Success) 52; Old Bethpage 42; Plainview # 1-80; Plainview # 2-80; Roslyn 184; Syosset (Americana Research Ctr.) 20; Syosset (Syosset Ind. Park) 125; Syosset (Terminal Ind. Park) 28; Westbury 25; Woodbury (Gateway) 70; Woodbury (Nassau Crossway Intl.) 137. SUFFOLK COUNTY: Amityville 34; Bohemia 88; Brookhaven 46; Deer Park 52; Farmingdale (Industrial Court) 95; Farmingdale (Industrial Haven) 60; Farmingdale (Rt. 100-Expressway) 81; Hauppauge (Americana Ind. Park) 34; Hauppauge (Expressway Ind. Park) 30; Farmingdale (Marcus Ind. Park at Smithtown) 108; Hauppauge (Vanderbilt Ind. Park) 375; Islip (Cardinal) 60; Islip (Central Islip Ind. Park) 38; Islip (Islip Ind. Park) 400.

10-CLIMATE: Min. & Max. Temp.—Spring 45-81; Summer 59-88; Fall 33-64; Winter 26-45. First killing frost, Oct. 28. Last killing frost, Apr. 21.

11—TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12—RETAILING: Retail Establishments: NASSAU COUNTY—Total 18,091. Building Materials & Hardware 449; General Merchandise 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Service Stations 1,025; Apparel and Accessory Stores 1,209; Furniture, Home Furnishings & Equipment Stores 816; Eating and Drinking Places 228; Drug & Propriety Stores 347; Miscellaneous other stores 3,126; Hotels, Motels, Camps 84; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Miscellaneous Repair Services 974. SUFFOLK COUNTY—Total 14,170; Building Materials & Hardware 465; General Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Service Stations 826; Apparel and Accessory Stores 709; Furniture, Home Furnishings & Equipment Stores 609; Eating and Drinking Places 1,944; Drug & Propriety Stores 250; Miscelleneous other stores 2,520; Hotels, Motels, Camps 206; Personal Services (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors. etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Services 873.
Principal Shopping Days: Mon., Thur., Sun.
Stores Open Evenings: Department Stores: One to six nights a week. Food: six nights. Many Shopping Centers every evening ex. Sunday.
(Principal Stores—7,500 Sq. Ft. or more)

Shopping Centers
NASSAU COUNTY

Manhasset—Abraham & Straus; B. Altman; Bloomingdale's; Lord & Taylor.
Garden City—Abraham & Straus; Bloomingdale's; Lane Bryant; Lord & Taylor; Martin's; Saks 5th Ave.
Woodmere—E.J. Korvette; May's; Times Square Stores.
Elmont—Times Square Stores.
Freeport—Two Guys.
Green Acres—Alexander's; Gimbel's; J.C. Penney; E. J. Korvette.
East Meadow—Modell's.
Oceanside—Times Square Stores.
Roosevelt Field—Alexander's; Fortunoff's; Gimbel's; E.J. Korvette; Macy's; Orbach's; J.C. Penney.
Mid Island Plaza—Gertz; Sears; E.J. Korvette
New Hyde Park—Two Guys.
Levittown—Mays: Pergament; Rickels; Times Square Stores.
Nassau Mall—Pathmark; Rickels; McCrory.
Sunrise Mall—Gertz; E.J. Korvette; Macy's; J.C. Penney; May's; Sears.

SUFFOLK COUNTY

Coram—Two Guys.
Walt Whitman—Abraham & Straus; E.J. Korvette; Macy's.
Melville—Times Square Stores.
Middle Island—Times Square Stores.
Big H—Sears; Martin's.
Great South Bay—Abraham & Straus; Times Square Stores.
West Islip—E.J. Korvette.
Bay Shore Shopping Complex—Gertz; Macy's; Master's J.C. Penney; Sears; Modell's.
Ceutereach—Modell's.
Patchogue—Two Guy's; Modell's.
Commack—Modell's; E.J. Korvette; Gimbel's.
Sayville-Holbrook—Rickels; Time Square Stores.
Smith Haven Mall—Abraham & Straus; E.J. Korvette; Macy's; Sears.
Stony Brook—Rickels.

13—RETAIL OUTLETS:
Department Stores: Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Gertz 5; Gimbel's 4; E. J. Korvette 9; R.H. Macy 5; J.C. Penney 7; Sears 6; Saks 5th Ave. 1; Bonwit Teller 1; Orbach's 1; Franklin Simon 3.
Discount Stores: May's 3; Pergament 14; Rickels 3; Times Square Stores 8; Two Guys 2; Modell's 6; Woolco 5; Marshall's 3; Channel 1.
Chain Drug Stores: Courtesy; Genovese; Nescott-Whelan; Rite Aid; Rexall; SuperRx; Walgreen; CVS.
Chain Food Supermarkets: A&P 43; Associated Food 12; C-Town 7; Consumers' Food Outlet 2; Dan's Supreme 5; Edwards Food Warehouse 5; Finast 10; Food Town 18; Grand Union 22; Gristedes 18; IGA 20; Key Food 10; King Kullen 41; Met Foods 5; Modells 1; Pathmark 22; Shop Rite 9; Shopwell 5; Value Plus 2; Waldbaums 40.
Other Chain Stores: Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Lobel Youth's Centers; Loft's; Wurlitzer; Firestone; Friendly Frost 7; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World.

14—NEWSPAPERS: NEWSDAY (e) 492,580; (S) 557,933; Mar. 31, 1980 ABC. published in Melville, Suffolk Co.
Local Contact for Advertising and Merchandising Data: Robert Shelby, Nat. Adv. Dir., NEWSDAY.
National Representatives: Direct.

MALONE, N.Y.

1—LOCATION: Franklin County, E&P Map E-1. Shipping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2—TRANSPORTATION:
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Adirondack Trailways.

3—POPULATION:
Village 70 Cen. 8,048; Loc. Est. 7,503
City Zone 11,400
County 70 Cen. 43,931; Loc. Est. 45,429

4—HOUSEHOLDS:
City: 70 Cen. 2,715; Loc. Est. 2,931
County: 70 Cen. 12,907; Loc. Est. 15,612

5—BANKS: 3 Comm., Deposits $66,000,000

6—PASSENGER AUTOS: County 18,240

7—ELECTRIC METERS: Residence 3,743

8—GAS METERS: Residence 970

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Shoes 390 ($126); Men's Clothing 50 ($130); Dresses 300 ($136); Industrial-recreational vehicle distributor 100 ($160).
Principal Industrial Pay Days: Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-60. First killing frost, Sept. 30. Last killing frost, May 26.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on 3 Sts.
Neighborhood Shopping Centers: Seaway Plaza (3 Stores); Ames (5 Stores); Plaza Center (8 Stores).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: K-Mart; Sears; Empsall's; Radio Shack.
Variety Stores: J.J. Newberry.
Discount Stores: Ames.
Chain Food Supermarkets: IGA 2; Super Duper; Grand Union; P&C.
Other Chain Stores: Endicott-Johnson; Radio Shack; Kinney Drugs; Grossman's.

14—NEWSPAPERS: TELEGRAM (e) 5,954 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Publisher., TELEGRAM.
National Representatives: Landon Associates, Inc.

MAMARONECK, N.Y.

1—LOCATION: Westchester County, (In New York SMSA). E&P Map F-6. Residential center; 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127. New England Thruway.

2—TRANSPORTATION: Railroads-Conrail; Amtrak.
Airlines: Air Florida; Business Commuter; Command Airways; Commuter Airlines, Empire Airlines; Air North.

3—POPULATION:
Corp. City 70 Cen. 18,909; Loc. Est. 17,802
Prim. Mkt. Area-ABC: (70)40,175; (80)37,400
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,6003; Loc. Est. 6,513
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475; Loc. Est. 3,714,326
Prim. Mkt. Area-ABC: (70)12,635; (80)13,400

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	23 (71)	$4,477,784,000
Savings & Loan	17 (50)	$1,365,061,000
Commercial Banks	16 (228)	$3,226,742,000

6—PASSENGER AUTOS: Co. 464,900

7—ELECTRIC METERS: Residence 5,682

8—GAS METERS: Residence 5,233

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); Non-Electrical Machinery 16,400 ($563); Electrical Machinery 8,-700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421)

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave., 3 on Palmer Ave., Larchmont.
Principal Shopping Days: Thurs., Fri., Sat., Sun.

13—RETAIL OUTLETS:
Variety Stores: Woolworth.
Discount Stores (CZ): Post Appliance.
Chain Food Supermarkets: A&P (2); Grand Union; Gristede; Finast; Daitch Shopwell (3); Waldbaum's.
Other Chain Stores: Castro Convertible.

14—NEWSPAPERS: TIMES (e) 8,022; (S)6,078; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales.

MEDINA, N.Y.

1—LOCATION: Orleans County (In Rochester SMSA). E&P Map B-3. On the N.Y. State Barge Canal. On State Hwys. 31,63; U.S. Hwy. 104, 41 mi. W of Rochester.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,415; Loc. Est. 7,093
SMSA 70 Cen. 961,516; Loc. Est. 960,465
County 70 Cen. 37,305; Loc. Est. 39,445

4—HOUSEHOLDS:
City 70 Cen. 2,173; Loc. Est. 2,804
County 70 Cen. 11,320; Loc. Est. 13,881
SMSA 70 Cen. 294,263; Loc. Est. 341,467

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	N.A.
Sav. & Loan Assn.	1	$7,630,558
Savings Banks	1	N.A.

6—PASSENGER AUTOS: County 17,739

7—ELECTRIC METERS: Residence 22,225

8—GAS METERS: Residence 1,508

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Foundry 300 ($210); Furniture 75 ($150); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-80; Summer 55-95; Fall 40-75; Winner 0-65. First killing frost, Sept. 30. Last killing frost, Apr. 1.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Main and Center Sts., Maple Ridge Plaza.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Crowley's; J. C. Penney; Ames.
Variety Stores: G. C. Murphy.
Chain Drug Stores(CZ): Jay's Rite-Aid.
Chain Food Supermarkets: Super Duper; Bell's; Star.
Other Chain Stores: Noah's Ark; Western Auto; Endicott-Johnson; Sherwin-Williams.

14—NEWSPAPERS: JOURNAL-REGISTER (e-Mon. to Fri.) 5,719; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Lewis H. Waters, Adv. Dir., JOURNAL-REGISTER.
National Representatives: Landon Associates, Inc.

MIDDLETOWN, N.Y.

1—LOCATION: Orange County, E&P Map E-5. Industrial center. 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2—TRANSPORTATION: Railroads: Erie-Lackawanna; Middletown & New Jersey (freight).
Motor Freight Carriers: 3
Intercity Bus Lines: Short Line.

3—POPULATION:
Corp. City 70 Cen. 22,607; Loc. Est. 27,758
CZ ABC: (70) 37,533; (80) 50,100
RTZ-ABC: (70) 254,143; (80) 291,400
County 70 Cen. 221,657; Loc. Est. 259,179
City & RTZ-ABC: (70) 291,676; (80) 341,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census: City 6,739; Loc. Est. 9,771
County 70 Cen. 65,607; Loc. Est. 90,483
CZ ABC: (70) 11,210; (80) 17,200
RTZ-ABC: (70) 76,478; (80) 100,400
City & RTZ-ABC: (70) 87,688; (80) 117,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	6	$374,370,645
Sav. & Loan Assn.	7	$143,977,690
Commercial Banks	16	$2,055,585,132

6—PASSENGER AUTOS: County 128,370

7—ELECTRIC METERS: Residence 7,815

8—GAS METERS: Residence 7,005

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wager Earners: Machy. 450; Metal Fab. 300; Ptg. 325; Apparel 1,200; Brushes 225; Dairy Prod. 150; Chemical 200.

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost, Nov. 2. Last killing frost, Mar. 11.

11—TAP WATER: Neutral, soft; not fluoridated

12—RETAILING: Principal Shopping Center: 3 blocks on North St., 4 on E. and W Main Sts., 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lloyd's	2	Lloyd's
Orange Plaza	82	Sears, Penney, Mack Drug, Woolworth, Sullivan's
Shop Rite	2	Shop Rite
Monticello Mall	10	Jamesway, Victory Mkt.
Zayre Plaza	7	Zayre's
Campbell Plaza	10	Shop Rite
Mid-Valley Mall	10	Penney
Caldor	3	Caldor

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu., Fri.; Stores on 211 & 17m open every evening and Sunday.

13—RETAIL OUTLETS: Department Stores: Green's; Carson & Towner; Sears; Kassel Bros.; Lloyds; Tompkins Dry Goods; Sullivan's, J.C. Penney.
Variety Stores: Woolworth, Newberry, Caldor.
Discount Stores (CZ): Playtogs, Lloyd's; North End Sales; Rickel's.
Chain Drug Stores (CZ): CVS, Rite Aid; Walgreen.
Chain Food Supermarkets: A&P; Great American 2; Dis Count Plus 2; Weis Markets 1; Grand Union; IGA 4; Shop Rite 8.
Other Chain Stores: Singer Co.; Loft's; Fanny Farmer; Genovese; Barbara Moss.

14—NEWSPAPERS: TIMES HERALD RECORD (m) 65,797; SUNDAY RECORD (S) 69,975; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Adv. Dept., TIMES HERALD RECORD, Dan Witt.
National Representatives: Branham/Newspaper Sales.

MOUNT KISCO, N.Y.

1—LOCATION: Westchester County, In New York SMSA. Dairy, Poultry, Mixed farming.

2—TRANSPORTATION: Railroads: Conrail-Harlem Division
Intercity Bus Lines: Westchester County Busline
Airlines: Air Florida, Altair, Commuter

3—POPULATION:
Corp. City 70 Cen. 8,172; Loc. Est. 8,452
CZ ABC (70) 11,237; (79) 11,100
RTZ-ABC: (70) 107,727; (79) 124,000
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,406; Loc. Est. 866,099
City & RTZ-ABC: (70) 118,964; (79) 135,100

4—HOUSEHOLDS:
City 70 Cen. 2,754; Loc. Est. 3,185
CZ ABC: (70) 3,726 (79) 4,200
RTZ-ABC: (70) 31,086 (79) 37,400
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
County 70 Cen. 282,629; Loc. Est. 318,413
City & RTZ-ABC: (70) 34,812; (79) 41,600

6—PASSENGER AUTOS: County 487,730

7—ELECTRIC METERS: N.A.

8—GAS METERS: N.A.

10-CLIMATE: Min. & Max. Temp.—Spring 44-46; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, April 10.

11—TAP WATER: Soft, not fluoridated.

12—RETAILING: Principal Shopping Center: Bazaar Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Triangle	10	Caldor's
Baldwin Place	15	Sears
Westchester	15	Lloyd Lumber

Principal Shopping Days: Thurs. & Sat.
Stores Open Evenings: Thursday.

13—RETAIL OUTLETS: Department Stores: Silo; Sears.
Discount Stores (CZ): Caldor's; Barker's.
Chain Drug Stores (CZ): CVS.
Chain Food Stores in City Zone: Waldbaum's, A&P, Grand Union, Shoprite, Finast, Shopwell.
Other Chain Stores: Rudolph's.

MOUNT KISCO—continued

14—NEWSPAPERS: PATENT TRADER (All Day-Mon. to Fri.) 13,738; Sep. 30, 1979 ABC. (Latest statement available).

Local Contact for Advertising and Merchandising Data: John R. Berger, Publisher; Ed Shapiro, Retail Adv. Mgr., PATENT TRADER.

National Representatives: Landon Associates, Inc.

MOUNT VERNON, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1; State 22.

2—TRANSPORTATION: Railroads: Conrail, Amtrak.

Airlines: Air Florida; Business Commuter; Command Airways, Commuter Airlines, Empire Airlines; Air North.

3—POPULATION:
Corp. City 70 Cen. 72,778; Loc. Est. 81,664
Prim. Mkt. Area-ABC: (70)112,111; (80)109,600
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 25,051; Loc. Est. 32,844
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
Prim. Mkt. Area-ABC: (70)37,685; (80)42,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	23 (71)	$4,477,784,000
Savings & Loan	17 (50)	$1,365,061,000
Commercial	16 (228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 23,120

8—GAS METERS: Residence 16,736

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); Non- Electrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11—TAP WATER: Acid, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Gramaton Ave.; 4th Ave. 3 blks.
Shopping Center: Eastchester Shpg. Cntr. at Vernon Hills; Korvette City; Pelham Manor.
Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Bonwit Teller; Lord & Taylor; Korvette's.
Variety Stores: Woolworth; Green.
Chain Drug Stores (CZ): Rite-Aid.
Chain Food Supermarkets: A&P; Finast; Waldbaums (2); Pioneer; Shopwell; Grand Union; Kaplan's.

14—NEWSPAPERS: ARGUS (e) 11,469; (S) 11,410; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales.

NEW ROCHELLE, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-6. Residential center; 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B New England Thruway.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Airlines: Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines, Air North.

3—POPULATION:
Corp. City 70 Cen. 75,385; Loc. Est. 67,902
Prim. Mkt. Area-ABC: (70) 105,372; (80) 97,400
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 24,463; Loc. Est. 25,808
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
Prim. Mkt. Area-ABC: (70) 33,758; (80) 35,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	23 (71)	$4,477,784,000
Savings & Loan	17 (50)	$1,365,061,000
Commercial	16 (228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 22,842

3—GAS METERS: Residence 18,924

9— PRINCIPAL INDUSTRIES (CZ): (County): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); NonElectrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40 First killing frost, Oct. 31. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 15 blocks on main St., 12 on North Ave., New Rochelle; Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
New Rochelle mall	50	Macys, Franklin Simon, Daitch-Shopwell, McCrorys
WyKagyl	11	
Quaker Ridge	19	A&P
Scarsdale	19	
Korvette City	-	Korvette

Stores Open Evenings: Department Stores-Mon., Thurs.; Food-Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Bloomingdale's; Macy's.
Variety Stores: Woolworth; McCrory's.
Chain Drug Stores (CZ): Liggett; Rite-Aid.
Chain Food Supermarkets: A&P 2, Shopwell 5; Gristede; Caruso's 2.
Other Chain Stores: Sears; National Shoes; A. S. Beck.

14—NEWSPAPERS: STANDARD-STAR (e) 15,054; (S) 12,875; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales.

NEW YORK, N.Y.

1—LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in U.S.A. in mfg. imports, exports and retail sales; important financial, publishing and garment center. More than 60% of the U.S. garment industry is within the New York Metropolitan area. United Nations Headquarters, about 10 million visitors annually.

The Port of New York and New Jersey, the nation's **primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1979, nearly half again the value of the second place port. It covers 1,500 square miles in the two** States, generally within a 25-mile radius of the Statue of Liberty.

2—TRANSPORTATION: Railroads: Conrail, with connecting service throughout the United States, and six terminal railroads furnish service to industrial and marine facilities.

Motor Freight: 10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.

Steamship Service: ships of 150 steamship lines and agencies carry cargoes and passengers from and to all the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 365,664 passengers on over 300 ships in 1979, mostly on cruises.

The Port of N.Y. & N.J. Foreign Trade in 1979

Oceanborne	**Long Tons**	**Millions of Dollars**
Bulk Exports	875,410	$179.3
Bulk Imports	39,045,845	$5,234.8
Total Bulk Cargo	39,921,255	$5,414.1
General Cargo		
Exports	6,001,880	$13,694.0
Imports	10,275,097	$21,522.0
Total	16,276,977	$35,216.0
Total Oceanborne Cargo-Bulk & General	59,198,232	$40,630.1
Air Cargo		
Exports	379,404	$19,503.2
Imports	292,154	$12,415.6
Total	671,558	$31,918.8

Vehicular crossings: The Port Authority of New York and New Jersey operates six tunnels and bridges linking New York City with New Jersey. The Triborough Bridge and Tunnel Authority (a part of MTA) operates tunnels and bridges connecting various parts of the City of New York. (Triborough information from TBTA).

ALL CROSSING 1979
(Eastbound Traffic in Thousands)

Autos	Buses	Trucks	Total Vehicles
73,968	1,570	8,919	84,457
GEORGE WASHINGTON BRIDGE—1979			
35,930	247	3,847	40,024
LINCOLN TUNNEL—1979			
13,913	1,202	1,851	16,966
HOLLAND TUNNEL—1979			
9,064	40	1,662	10,766
STATEN ISLAND BRIDGES—1979			
15,061	81	1,559	16,701

Cumulative PA Investment in Tunnels and Bridges—1979 (In Thousands) $625,600

Triborough Bridge and Tunnel Authority
Total Toll Traffic—1979

Triborough	51,429,408
Bronx-Whitestone	31,470,589
Throgs Neck Bridge	33,086,907
Henry Hudson	11,146,100
Verrazano-Narrows Bridge	44,023,678
Cross Bay Veterans Memorial Bridge	5,731,323
Marine Parkway Gil Hodges Memorial Bridge	6,878,966
Jacob Riis Parking Field (open 4 mo.)	257,913
Queens-Midtown Tunnel	23,160,905
Brooklyn-Battery Tunnel	19,770,926
Total	226,956,715

Bus Service: During 1979, the Port Authority Bus Terminal in mid-town Manhattan handled about two million buses and 55 million passengers. On a **typical weekday** in 1979, approximately, 6,200 buses, carrying almost 170,000 passengers, used the Bus Terminal. It provides centrally located terminal facilities for direct and connective bus travel between the New York Metropolitan area and virtually any point in the continental United States, Canada and Mexico. The Bus Terminal is located one block from Times Square at 41st Street and Eighth Avenue. A $180 million expansion and modernization project is under way, with the first elements operational in 1979. The George Washington Bridge in Upper Manhattan serves about 28,000 passengers on some 1,200 buses on a typical weekday. It is located on the New York approaches to the great bridge between 178th and 179th Streets.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:

Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Line
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
Manhattan Transit Co.
Maplewood Equipment Co.
Northern Boulevard Transportation Co.
Rockland Coaches, Inc.
Somerset Bus Co., Inc.
Transport of New Jersey

Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines, Inc. (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Edwards Motor Transit Company
Evergreen Equipment Corp.
Frank Martz Coach Company, Inc.
Garden State Coachways
Greyhound Lines, Inc.
Hudson Transit Lines, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
Lincoln Transit Company, Inc.
Maplewood Equipment Company
Mohawk Coach Lines, Inc.
New York-Keansburg-Long Branch Bus Co., Inc.
Pine Hill-Kingston Bus Corporation
Real Transit
Recreation Lines, Inc.
Resort Bus Lines, Inc.
Safeway Trails, Inc.
Suburban Transit Corp.
Trailways of New England, Inc.
Transport of New Jersey
West Hunterdon Transit Company, Inc.

Scheduled Airlines and Certified Cargo Carriers

Airports: The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens and Newark International and Teterboro Airports in northern New Jersey. Together, they handle about 2,000 commercial plane movements a day. Kennedy handles most international flights and long haul domestic movements. The Air Cargo Center, largest in the world, handles about a million tons a year between major cities in the United States and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION

	Kennedy	LaGuardia	Newark
U.S. Flag Airlines			
Air Florida	●		
Air New England		●	
U.S. Air	●		●
Altair	●	●	●
American	●	●	●
Braniff International Airways	●		●
Capitol International Airways	●	●	●
Delta	●	●	●
Eastern Air Lines	●	●	●
Evergreen		●	
North Central	●	●	●
Northwest		●	
Ozark	●		
Pan American/National		●	●
Piedmont Aviation		●	
Southern	●		●
Trans World Airlines	●	●	●
United Air Lines	●	●	●
U.S. Flag (cargo only):			
Airlift International	●		
Flying Tiger Line	●		
Seaboard World Airlines	●		
Zantop International Airlines			●

The three airports are served by a number of "Commuter" and Supplemental airlines. Since deregulation of airline routes and services became effective, the number of these carriers has increased significantly.

Foreign Flag Airlines (serving Kennedy only):
* cargo only
Aer Lingus
Aerolineas Argentinas
Aeromexico
Aeroperu
Air Afrique
Air Canada
Air France
Air India
Air Jamaica
Air Panama
Alia Royal Jordan
Alitalia
ALM
Avianca
British Airways
British West Indian Airways
Czechoslovakian Airlines
Dominicana
Ecuatoriana
El Al Israel Airlines
Finnair
Iberian Airlines of Spain
Icelandair
Japan Air Lines
KLM Royal Dutch Airlines
Korean Airlines
Laker Airways
Lan-Chile
LOT Polish Airlines
Lufthansa German Airlines
Nigerian Airways
Olympic Airways
Pakistan International Airlines
Qantas
Royal Air Maroc
SABENA-Belgian World Airlines
SAS-Scandinavian Airlines System
South African Airways
Swissair
TAP (Air Portugal)
TAROM Romanian Airlines
Transmediterranean Airways*
VARIG Airlines (Brazil)
VIASA Airlines (Venezuela)
Yugoslav Airlines

Air Terminals 1979

Totals at the Three Major Airports	
Plane Movements	849,000
Passenger Traffic	54,665,000
Cargo—Tons	1,371,400
Revenue Mail—Tons	224,300
Total Employment	56,922
Kennedy International Airport	
Plane Movements	314,100
Passenger Traffic (total)	26,977,000
Domestic	13,639,000
Overseas	13,338,000
Cargo—Tons	1,209,500
Total Employment	42,837
LaGuardia Airport	
Plane Movements	335,800
Passenger Traffic	13,391,000
Cargo—Tons	43,500
Total Employment	8,277
Newark International Airport	
Plane Movements	199,100
Passenger Traffic	9,297,000
Cargo—Tons	118,400
Total Employment	5,808

Cumulative PA Investment in Air Terminals (In Thousands) $1,375,600

Subways

All now operated by the Metropolitan Transit Authority. (About 1,230,000,000 passengers annually).

Intercity (N.Y.-N.J.) Subway

PATH operates two rail transit lines from Manhattan to Jersey City, Hoboken and Newark. One extends south beneath Avenue of the Americas (6th Ave.) from 33rd to Christopher St., where it crosses the Hudson River to Hoboken and Jersey City; the other line links Cortlandt St. in lower Manhattan with Jersey City, Hoboken and Newark. 44,273,000 passengers were carried on the 14-mile rapid transit system in 1979.

3—POPULATION:	**70 Census**	**81 Est.**
Total Corporate City	7,895,563	7,161,074
Bronx	1,471,701	1,258,499
Kings (B'klyn.)	2,602,012	2,309,552
New York (Manh.)	1,539,233	1,336,936
Queens	1,987,174	1,923,355
Richmond	295,443	332,732

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City; towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, N.J.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, N.Y.; east of Patchogue, N.Y., south to Silverton, N.J.; west to Washington, N.J.; all of these places being 50 miles from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. User of the Market Guide should consult the survey of these cities for more detailed information. Retail Trading Zone

Retail Trading Zone: The largest towns in retail trading zone; Yonkers, N.Y.; Mt. Vernon, N.Y.; Newark, N.J.; Passaic, N.J.; Patterson, N.J.; Elizabeth, N.J.; The Oranges, N.J.

Corp. City (5 Boros)
70 Cen. 7,895,563; Loc. Est. 7,161,074
CZ-ABC: (70); 8,391,831; (80) 7,322,600
RTZ-ABC: (70) 9,133,940; (80) 9,308,900
City & RTZ-ABC: (70) 17,525,771; (80) 16,631,500
New York, N.Y.-N.J. SMSA
70 Cen. 9,973,414; Loc. Est. 9,252,996

4—HOUSEHOLDS:	70 Census	81 Est.
Total Corporate City	2,836,872	2,971,578
Bronx	497,222	492,422
Kings (B'klyn)	876,119	897,495
Manhattan	687,283	691,470
Queens	690,056	776,559
Richmond	86,192	113,632

CZ-ABC: (70) 3,006,485; (80) 2,992,500
RTZ-ABC: (70) 2,712,578; (80) 3,148,800
City & RTZ-ABC: (70) 5,719,063; (80) 6,141,300
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326

SIZE AND LOCATION OF HOUSING PROJECTS

(as of Jan. 1, 1979)

*Projects Partially Occupied
#Projects Under Construction
+Projects in Pre-Construction or Planning Stage

New York City Housing Authority Program includes 270 projects, with total of 179,347 apartments. Of these 246 projects (167,788 Apts.) are in full operation; 14 projects under contruction or rehabilitation (3,529 Apts); 2 projects (748 Apts.) in pre-construction stage; 8 (projects) (7,282 Apts.) developed as cooperates.

Bronx

Project and Address	No. of Apts.
Bailey Ave. W. 193rd St./Health Ave.	233
Baychester—Schieffelin Ave., E. 225, 229 Sts.	441
Clason Point Gardens—Story, Seward, Noble, Metcalf Aves.	400
Arthur H. Murphy—Crotona Ave., Crotana Pk. No., Cross Bx. Expwy.	281
2440 Boston Rd.—Mace, Holland & Waring Aves., Boston Rd.	235
Lester W. Patterson—Morris, 3rd Aves E. 145, 139 Sts.	1,791
Melrose Houses—Morris Ave., E. 153 St. Court's Ave., E. 156 St.	1,023
Bronxchester—E. 156 St., St. Ann's Ave.	208
Bronx River Houses—Harrod & Bronx River Aves./E. 174 St.	1,246
Bronx River Houses Addition—E. 172nd & 174th Sts., Manor & Harrod Aves.	226
Boston Secor—Boston Rd. & Steenwick Ave.	538
1010 E. 178th St. E. Tremont, Bryant Aves., Boston Rd.-Urban Renewal	220
Middletown Plaza—Roberts & Hobart Aves., Middletown Rd.	179
Eastchester—Burke, Bouck, Adee, Yates Aves.	874
E. Roberts Moore—E. 149th St. Jackson, Trinity Aves.	463
Dr. Ramon E. Betances—E. 143/144 Sts./St. Anns, Brook Aves.	309
Fort Independence St.—Heath Ave. Area—Health & Bailey Aves.	344
Lewis S. Davidson, Sr.—Prospect, Union Aves./Home, 167 Sts.	175
Pelham Parkway—Wallace, Mace Aves., Williamsbridge Rd.	1,266
Glebe Ave.—Westchester Ave., Castle Hill, Lyons Aves.	132
1471 Watson Ave.—Colgate, Evergreen Aves.	96
Teller Ave.—Clay Ave. & E. 166/167 St.	90
Hoe Ave.—E. 173, 174 Sts., Vyse Ave.	65
Eagle Ave.—E. 163, 161 Sts./3rd Ave.	66
Gun Hill—Holland Ave./White Pl., Gun Hills Rds., Magenta St.	733
Sedgwick—University Ave./W. 174 St.	786
Parkside—Bronx Park, White Pl. Rd./Adee/Arnow Aves.	879
Edenwald—Grenada Pl./Baychester, Laconia Aves./E. 225 St.	2,039
Throggs Neck—Randall, Calhoun, Sampson, Balcom Aves.	1,185
Throggs Neck Addition—Dewey, Balcom, Randall Ave./Throggs Neck Houses	287
Bronxdale—Bruckner Blvd., Watson, Soundview & Leland Aves.	1,497
Woodstock Terrace (Martin Van Burren)—Trinity Ave./E. 161, 163 Sts., Co-op	320
Soundview—Rosedale, Lacombe; Bronx River Aves., Soundview Pk.	1,259
Highbridge Gardens—W. 167th St., Sedgwick, University Aves.	700
Forest—Tinton, Trinity Aves., E. 163, 166 Sts.	1,350
Castle Hill—Olmstead, Seward, Havemeyer, Lacombe, Cincinnatus Aves.	2,025
Twin Parks West—Urban Renewal—Webster, Tiebout Aves./E. 182/184 Sts.	312
Washington Ave.—Rehab.—E. 167/168 Sts.—Third Ave.	66
Bryant Ave./E. 174—173 St./Vyse Ave.	72
College Ave.—E. 165 St.; E. 166 St. Findlay Ave.	95
E. 152 St. Courtlandt Ave.(Urban Renewal)—E. 151/153 Sts., Melrose Ave.	221
Mill Brook—E. 135 St. Brook Ave., E. 137 St., Cypress Ave.	1,255
Mill Brook Ext.—Cypress Ave. E. 135 St.	125
James Monroe—Lafayette, Soundview, Story, Taylor Aves.	1,102
Gouverneur Morris—Park/3rd Ave., E. 171, 169 Sts.	1,887
John P. Mitchel—Lincoln & Willis Aves., E. 135 St. & E. 138 St.	1,732
Rosedale Gardens—Bruckner Blvd., Taylor, Story, Rosedale Aves. (Co-op)	408
Borgia Butler—E. 169, 171 Sts./Webster, Park Aves.	1,492
John Adams—Westchester/Union Aves., E. 152 St.	925
Marble Hill—W. 225—230 Sts./Esterior St., B'way.	1,682
Andrew Jackson—Park, Courtlandt Aves., E. 156, 158 Sts.	868
Mott Haven—E. 140—141—144 Sts., Alexander, Willis Aves.	1,008
Mott Haven—136, 140; 144 Sts., Jackson, Willis Ave.	175
Mott Haven—E. 143, 147 Sts., Willis Ave., St. Ann's St.	282
Mott Haven (Rehab.)—136, 140, 144 Sts., Jackson, Willis Aves.	132
Mott Haven (Rehab.) E. 143, 147 Sts., Willis Ave., St. Ann's St.	152
Morrisania—E. 169 St., Washington, Park Aves.	206
St. Mary's Park—Cauldwell, Westchester, Trinity Aves., E. 156 St.	1,007
Daniel Webster—E. 168, 169 Sts., Webster, Park Aves.	606
Randall Ave.—Balcom, Schley, Buttrick Aves.	252
William McKinley—E. 161, 163 Sts., Tinton Ave.	619
E. 180 St. Monterey Ave.—E. 181 St., LaFontaine Ave., Quarry Rd.	
W. Tremont, Sedgwick Aves. Area—Montgomery Ave., Palisades Pl.	148
+W. Tremont (Rehab. #1)-W. 175-176 **Sts., Montgomery/Andrews Aves., Comm. Bd. #5**	97
+W. Tremont (Rehab. #2)-W. 175/176 **Sts., Popham/University Aves., Comm. Bd. #5**	98
+W. Tremont (Rehab. #3)-W. 174/175 **Sts., University Ave., Comm. #5**	88
+Twin Parks East #9-E. 180 St., **Prospect Ave., Oakland Pl.**	219
+South Haven-E. 146/147 Sts., St. Anns/Willis Aves.	151
+East 165 St. Bryant Ave.—Longfellow Hoe Aves., Aldus St. Westchester Ave.	140
+South Bronx Area (Site 402)—E. 158/161 Sts., Cauldwell/Eagle Aves.	162
#E. 161 St.-Park Ave. U.R.A.	843
+Claremont Rehab. (Group 1)—Clay/Webster Aves./E. 170/171 Sts.	122
+Claremont Rehab. (Group 2)—Clay/Webster Aves./E. 166/169 Sts.	99
+Claremont Rehab. (Group 3)—Teller/Findlay Aves./ 165/167 Sts.	117
F.H.A. Repossed Houses	13
*Sack-Wern—Beach, Taylor Noble & Rosedale Aves.	420

Brooklyn

Project and Address	No. of Apts.
Atlantic Terminal U.R.A.—Clermont Ave., Fulton St.	300
572 Warren St.—Baltic St., 3rd, 4th Aves.	200
Williamsburg—Maujer, Leonard, Scholes Sts. Bushwick Ave.	1,630
Red Hook—Dwight, Clinton, Lorraine, W. 9 Sts.	2,545
Red Hook II—Richards, Dwight, Wolcott Sts., Red Hook Pk.	346
Kingsborough—Ralph, Rochester Aves., Pacific, Bergen Sts.	1,166
Kingsborough Ext.—Bergen St.	184
Whitman-Ingersoll—Carlton, Myrtle, Park Aves., Prince St.	3,501
Brownsville—Sutter, Stone, Rockaway, Durmont Aves.	1,338
Gerald J. Carey Gardens—W. 22, 24 Sts., Surf, Neptune Aves.	674
Marcy—Flushing, Myrtle & Nostrand Aves.	1,717
Gowanus—Wyckoff, Douglass, Bond, Hoyt Sts.	1,139
Farragut—York, Nassau, Navy, Bridge Sts.	1,390
Albany—Albany, St. Marks, Troy Aves., Park Pl.	829
Albany II—Bergen St., Troy, Albany Aves.	400
Sheepshead Bay—Nostrand, V & X Aves., Batchelder St.	1,056
Nostrand—Ave. V. Ave. X, Bragg, Batchelder Sts.	1,148
Glenwood—E. 56 St., Farragut Rd., Ralph "H" Aves.	1,188
Boulevard—Linden Blvd., Ashford/Hendrix Sts., Worthman Ave.	1,441
Breukelen—Stanley/Flatlands/Louisiana Aves., E. 103 St.	1,595
Gravesend—Bayview/Neptune Aves., W. 33 St.	634
Fenimore St./Lefferts Ave.—Troy/Nostrand Aves.	36
Cooper Park—Forst St., Morgan/Kingland/Maspeth Aves.	700
Cypress Hills—Sutter/Euclid/Fountain Aves., Linden Blvd.	1,444
Van Dyke—Sutter/Stone/Livonia Aves., Powell St.	1,603
Van Dyke II—Dumont Ave./Powell St.	112
Brevoort—Bainbridge/Fulton Sts., Patchen/Ralph Aves.	896
Howard—East New York/Stone/Pitkin/Rockaway Aves.	815
Independence Towers—Cylmer/Wilson Sts., Wythe/Bedford Aves.	744
F.H.A. Repossessed Houses	23
+F.H.A. Repossessed Houses	55
Bedford Stuyvesant—Greene, Gates Tompkins, Marcy Aves.	248
Bedford Stuyvesant—Marcy/Gates/Bedford Aves., Clifton Pl.	371
Bedford Stuyvesant—Reid/Lewis Aves., Monroe/Quincy Sts.	331
Bedford, Stuyvesant Rehab.—Throop/Vernon/Summer Aves., Hart St. (CB #3)	88
Coney Island—Surf Ave. W. 32 St./Boardwalk W. 29 St.	534
Coney Island U.R.—W. 35, 36 Sts./Surf, **Mermaid Aves.**	125
Coney Island U.R.—W. 20, 21 Sts./Surf, Mermaid Aves.	193
Boringuen Plaza, I, U.R.—Manhattan, Bushwick Aves./Boerum, Varet Sts.	509
Borinquen Plaza II, U.R.—Boerum/Humboldt/Seigel Sts., Bushwick Ave.	425
Florentino Plaza—Glenmore, Van Siclin, Pitkin Aves./Wyona St.	160
Weeksville Gardens—Pacific, Dean Sts./Schenectady, Troy Aves.	257
Sumner-Park, Lewis, Myrtle, Throop Aves.	1,099
Bay View—Seaview Ave./Rockaway Pkwy., E. 102 St.	1,610
Carter G. Woodson—Blake/Livonia Aves. Powell/Junius Sts.	407
Langston Hughes Apts.—Rockaway, Stone, Sutter, Belmont Aves.	514
East New York—Fountain/Hegeman Aves.; Logen St.	66
Marlboro—Stillwell/"V"/"X" Aves., 86 St.	1,765
Bushwick—Humboldt/Moore Sts./Bushwick, Flushing Aves.	1,220
Bernard Haber—W. 24, 25 Sts./Surf Ave./Reigelmann Bdwlk.	380
Wyckoff Gardens—3rd Ave./Nevins, Wycoff, Baltic Sts.	529
Linden—Vermont St./Stanley, Schenck, Cozine Aves.	1,586
Samuel J. Tilden—Dumont, Stone, Livonia, Rockaway Aves.	998
Taylor St., Wythe Ave. U.R.—Clymer, Ross Sts.	525
Louis Heaton Pink—Crescent St./Linden Blvd./Elderts' Lane/Stanley Ave.	1,500
John F. Hylan—Moore, Humboldt, Siegel Sts./Bushwick Ave.	209
Luna Park (Co-op)—Surf, Stilwell, **Neptune Aves.**/W. 8 St.	1,576
Lafayette—Classon, DeKalb, Franklin Aves.	882
Tompkins—Park, Throop, Myrtle Aves.	1,046
Jonathan Williams—Roebling St./B'way, Division, Marcy Aves.	577
Eleanor Roosevelt I—Kosciusko, Pulaski Sts./Stuyvesant, Sumner Aves.	763
Eleanor Roosevelt II—Hart, Pulaski Sts./Lewis; Stuyvesant Aves.	342
Ocean Hill—Broadway, Macdougal St., Stone Ave.	238
Pennsylvania—Wortman Ave., Stanley Ave./Vermont St.	336
Unity Plaza—Blak/Sheffield/Dumont Aves., Hinsdale St.	462
Unity Plaza—Sutter, Blake, Alabama/Sheffield Aves.	167
104-14 Tapscott St. Rehab.—Union St., Sutter, Blake Aves.	30
33-35 Saratoga Aves.—Hancock, Halsey Sts.	125
Seth Low—Sackman, Powell Sts./Christopher, Pitkin Aves.	535
Wm. O'Dwyer Gardens—W. 32 St., Surf Ave., W. 35 St., Mermaid Ave.	573
303 Vernon Ave.—Sumner, Myrtle Aves.	234
Propect Plaza—St. Marks, Sterling Pl./Howard, Saratoga Aves.	369
+Saratoga Square—Halsey/Macon Sts., B'way, Saratoga Ave.	251
Surfside Gardens—Neptune & Surf Aves., W. 31 & 33 Sts.	600
Surfside Gardens U.R.—Mermaid/Surf Aves./W. 25 & 28 Sts.	376
Wm. Reid Apts.—Troy, Albany, East **New York Aves./Maple St.**	230
Glenmore Plaza—Pitkin, Glenmore Aves./Watkins, Powell Sts.	440
Marcus Garvey—U.R.A.—E.N.Y., Pitkin Aves./Amboy, Strauss Sts.	321
+Bedford Stuyvesant Rehab.—Throop/Vernon/Sumner Aves. Hart St.	88
+**Bushwick II CDA Group A&C Central/Wilson/Bushwick/Evergreen** Aves., Covert/Weirfield/Bleeker/Himrod Sts.	300
+Bushwick II CDA Group B & D—Gates/Wilson/Evergreen Aves., Madison St.	300
+Bushwick-Ridgewood—Wilson Ave., Linden/Grove Sts., Federal U.R.A.	330
+Crown Heights Rehab.—Buffalo/Ralph Aves., Bergen St./St. Johns Pl.	112
+Ocean Hill-Brownsvile-Saratoga/St. Marks/Howard/Hopkinson Aves., Sterling Pl., Eastern P'kway.	192
+**Ocean Hill-Brownsville Rehab.**—Ralph/**Atlantic/Saratoga Aves.**, Dean St.	126
+Vandalia Ave. Area—Louisiana/Georgia/Flatlands Aves.	293
Palmetto Gardens—Gates/Evergreen/Bushwick Aves.	115
Long Island Baptist Houses-Sutter, Sheffield, Dumont, Hinsdale Aves.	232
Rutland Towers-E.N.Y. Ave. E. 91/92 St., Rutland Rd.	64

Manhattan

Project and Address	No. of Apts.
830 Amsterdam Ave.—W. 100/101 Sts.	159
Amsterdam Ave.—W. 61-64 St./W.E. Ave.	1,084
Amsterdam Ave. Addition U.R.—W. 64, 65 Sts./West End Ave.	175
First Houses—E. 2, 3 Sts./Aves. 1, "A"	123
Harlem River—Macombs Pl./Harlem R. Dr/W. 151/153 Sts.	577
Harlem River II—8th Ave./W. 151, 152 Sts./Macombs Pl.	116
Vladeck—Henry, Water, Governeur, Jackson Sts.	1,531
Vladeck—Madison, Cherry, Jackson Sts.	240
East River—1st Ave./F.D.R. Dr./E. 102, 105 Sts.	1,170
Stanley M. Isaacs—E. 93 St./1st Ave., F.D.R. Dr.	636
J. L. Elliott—W. 25 St./Chelsea Pk./9, 10 Aves.	608
Chelsea—W. 25, 26 St./9th Ave.	425
Chelsea Addition—Chelsea Pk. W. 26 St./10th Ave.	96
J. W. Johnson—E. 112th St./Park Av.	1,310
Jacobs Riis—FDR Dr., Ave. D/E. 8, 13 Sts.	1,190
Jacob Riis City RFD Dr., **Ave., D/E 6, 8 Sts. 578 Park Aves.**	1,286
Abraham Lincoln—E. 132, 135 St./5th,	
Hester St.—Allen St. U.R.—Grand, Eldridge Sts.	107
Two Bridges URA—Clinton, South, Cherry, Montgomery Sts.	250
Harborview Terrace URA—W. 54, 56 Sts./10th, 11th Aves.	377
Robert Fulton—W. 16, 19 Sts./9th Ave.	944
Lillian Wald—FDR Dr., Ave. D/E. 6, E. Houston Sts.	1,861
Gov. Smith—Catherine & South Sts.	1,935
335 E. 111 St.—1st, 2nd Ave./E. 112 St.	66
Herbert H. Lehman—Madison, Park Aves./E. 106, 110 Sts.	622
Martin Luther King, Jr.—W. 112, 115 Sts./5th, Lenox Aves.	1,379
Ralph J. Rangel—Harlem River Dr., Polo Grounds	984
St. Nicholas—W. 127, 131 Sts./7th, 8th Aves.	1,526
Dyckman—Nagle, 10th Aves./W. 204 St.	1,167
Marble Hill—W. 225-230 St./B'way	1,682
Lexington—E. 98, 99 Sts./3rd, Park Aves.	448
Carver—E. 99, 105 Sts./Park, Madison Aves.	1246
Baruch—E. Houston, Delancey, Columbia Sts./FDR Dr.	2,194
Baruch Addition—Columbia St.	197
George Washington—E. 97, 104 Sts./2nd, 3rd Ave.	1,515
Rehab. W. Side UR—W. 89, 90, 91, 93 Sts./Columbus Ave., C.P.W.	236
Park Ave.-E. 122 St.—E. 122/123 Sts., Park & Lexington Aves.	90
Jefferson—E. 112, 115 Sts./1st 3rd Aves.	1,493
Cathedral Pkway. F.U.R.A.—W. 109 St./C.P.W., Manhattan Ave.	268
Manhattanville—W. 133 St./B'way, Amsterdam Ave., W. 129 St.	1,272
Frederick Douglass—Amsterdam, Manhattan Aves./100, 104 Sts.	2,057
Douglass Addition—W. 102, 103 Sts./Amsterdam Ave.	135
Franklin Plaza—1st, 3rd Aves./E. 106, 109 Sts. (Co-op)	1,635
Sen. Robert A. Taft—E. 112, 115 Sts./Park, Fifth Aves.	1,470
Rutgers—Cherry Pike, Madison Sts.	721
Samuel Gompers—Delancey, Pitt, Stanton Sts.	474
Gouverneur Gardens—Montgomery, Henry Sts./F.D.R. Dr. (Co-op)	782
Nathan Straus—2nd, 3rd Aves./E. 27, 28 Sts.	267
131 St. Nicholas Ave.—W. 116, 117 Sts.	99
341 E. 70 St.—E. 70, 71 Sts./1st, 2nd Aves.	150
Drew-Hamilton—W. 141, 144 Sts./7th, 8th Aves.	1,217
120 W. 94 St., UR—Amsterdam Ave.	70
74 W. 92 St., UR—Columbus Ave.	168
589 Amsterdam Ave., UR—W. 88, 89 Sts.	158
Steven Wise Towers, UR—W. 90, 91 Sts./Columbus, Amsterdam Aves.	399
+W. 91 St. Columbus Ave., (West Side U.R.A.)—W. 90, 91 Sts.	160
LaGuardia—Madison, Rutgers, Montgomery, Cherry Sts.	1,094
LaGuardia Addition—Cherry St., LaGuardia Houses	150
Gen. Grant—W. 123, 125 St./B'way Morningside Ave.	1,940
Morris Park Sr. Citizens Home-E. 124 St. Madison & 5th Aves.	97
Senator Robr. F. Wagner—2nd Ave. F.D.R. Dr./120, 124 St.	2,162
Woodrow Wilson—F.D.R. Dr., 1st Ave./E. 105, 106 Sts.	398
Franklin D. Roosevelt (Village View)—"A", 1st Aves./E. 2, 6 Sts.; Co-op	1,236
Masaryk Towers—Stanton, Columbia, Delancey Streets; Co-op	1,109
Polo Grounds Towers—8th Ave./W. 155 St., Harlem River Dr.	1,614
John Haynes Holmes—1st Ave., Isaacs Houses/F.D.R. Dr., E. 92 St.	537
Mariana Bracetti Plaza—E. 3, 4 Sts./Aves. B.C.	108
DeWitt Clinton—Park, Lex. Aves./E. 104, 106, 108, 110 Sts.	749
Gaylord White—2nd Ave. & E. 104th St.	248
Audubon—W. 154, 155 Sts./Amsterdam Ave.	168
Corsi House—E. 116, 117 Sts./1st 2nd Aves.	171

NEW YORK CITY—continued

Jackie Robinson U.R.—E. 128, 129 St./Lex., Park Aves.	189
Mary McLeod Bethune—W. 156 St./St. Nicholas, Amsterdam Aves.	210
Eugenio Maria De Hostos Apts.—W. 93, 94 Sts./Amsterdam Ave. B'way	223
Metro North Plaza U.R.—E. 101, 102 Sts./1st, 2nd Aves.	275
Max Meltzer Tower—E. 1st, 2nd Sts./1st, and "A" Aves.	231
Rafael Hernandez—Allen, Stanton, Eldridge & E. Houston Sts.	149
344 E. 28th St. UR—E. 27, New Sts./1st Ave.	225
Seward Park Extension U.R.—Broome, Norfolk, Grand, Essex Sts.	360
Grampion-182 St., St. Nicholas Ave.	36
West 114 St. Rehab Bldg. 7 & 8th Aves.	458
Pedro Albizu Campos Plz.II—E. 13/14 Sts., Aves. "B" & "C"	226
+Lavanburg Rehab.—E.. Houston St/Baruch Place/Mangin St.	108
+Lower Eastside Rehab; Group I—E. 3/Eldridge/Rivington/Delancey Sts., 1st & 2nd Aves.	24
+Lower Eastside Rehab., Group II—E. 4 & 6 Sts., Aves. C & D	72
+Lower Eastside Rehab., Group III—Stanton/Delancey/Ridge-Pitt Sts.	77
+Lower Eastside Rehab., Group IV—2nd/Houston Sts., Aves. A & B	75
+Lower Eastside Rehab., Group V—E. 4th/7th Sts., Aves. B & C	60
+Washington Hghts. Rehab., Group I—W. 176/177 Sts., Audubon/Amsterdam Aves.	260
+Delafield Hospital Rehab.—W. 163 & 165 Sts./Riverside Dr./Washington Ave.	231
+Manhattanville Rehab., Group I—B way, W. 135/136 Sts. Amsterdam Ave.	48
+Manhattanville Rehab., Group II—B'way, 134/135 Sts., Amsterdam Ave.	61
+Manhattanville Rehab., Group III—B way W. 133/134 Sts., Amsterdam Ave.	51
+Manhattanville Rehab., Group IV—Amsterdam Ave., W. 133 St./Convent Ave., W. 129 St.	37

Queens

Beach 41st St. Beach Channel Dr.-B. 38th & B. 41st Sts. Norton Ave.	712
Queensbridge—Vernon Blvd. 21 St./40th Ave. 41st Rd.	3,149
South Jamaica—158, 160 Sts./South Rd., 109th Ave.	448
South Jamaica II—South Rd. 106th St. Brinkerhoff Ave., 158th St.	600
Astoria—27th Ave., 8th St., Hallet's Cove & East River	1,104
Hammel—Beach 81, 86 Sts./R'way Bch., Hammels Blvds.	712
Leavitt St., 34th Ave.—Union St./34th Rd.	83
Lewis H. Latimer Gardens—Linden Place, 34th, 35th Aves./Leavitt, 137 Sts.	423
Woodside—49, 51 Sts./31st Ave., Newtown Road	1,357
Ravenswood—12, 24 Sts./34th, 36th Aves.	2,166
Arverne Blvd.—B. 56, 54 Sts./B. Channel Dr.	418
Pomonok—65, 71 Aves./Kissena, Parsons Blvd.	2,071
James A. Bland—Prince, Lawrence Sts./Roosevelt Ave., L.I.R.R.	400
Redfern—Hassock, B 12 Sts./Redfern Ave., Beach Channel Dr.	604
Carleton Manor-Rockaway Freeway, Beach Channel Drive	174
Edgemere—B. 58, 51 Sts./Alameda Ave., Bch. Channel Dr.	1,395
Baisley Park—Foch, N.Y. Blvds. L.I.R.R., 116th Ave.	386
Cedar Manor—157 St./Foch Blvd., 116th Ave. (Co-op)	216
108 St. 62 Dr.—Colonial Ave./Horace Harding Expwy.	430
Lihfe Towers—170, 172 Sts./Jamaica, 93rd Aves.	216
Shelton House—162/163 Sts., 89th/Jamaica Aves.	155
F.H.A. Repossessed Houses Groups I thru VIII	449
+F.H.A. Repossessed Houses-Group IX	18
+F.H.A. Repossessed Houses-Group X	139
+170th St.-90th Ave.—169 St./Jamaica Ave.	159

Richmond

Edwin Markham—Richmond Ter., Wayne St./B'way W. Burgher Ave.	360
South Beach—Kramer St., Lamport Blvd./Reid, Parkinson Aves.	422
Todt Hill—Manor Rd., Schmidt's Lane/LaGuardia, Westwood Aves.	502
General Charles W. Berry—Dongan Hills Ave. & Richmond Rd.	506
Mariners Harbor—Grand View, Lockman Aves./Roxbury St., Continental Pl.	607
Stapleton—Broad, Hill, Warren, Gordon Sts./Tompkins Ave.	693
Richmond Terrace—Jersey St./Crescent Ave.	489
West Brighton I—Castleton, Henderson Aves./Alaska St., B'way	490
West Brighton II—Castleton Ave., Alaska St., B'way	144
Cassidy Place—LaFayette, Clinton Aves., Fillmore St.	380
F.H.A. Repossessed Houses	1
+New Lane Area—Linden Place, Water Front Tract	339

5—BANKS:
NOTE: Banking Laws in N.Y. State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.

Savings Banks:	**Number**	**Deposits**
Bronx	3	$3,683,227,000
Brooklyn	13	$16,638,734,000
Manhattan	15	$25,683,628,000
Queens	7	$4,874,771,000
Richmond	3	$851,250,000
Total Entire City	41	$53,731,610,000

Source: Savings Banks Assn. of N.Y. State Dec. 31, 1979.

6—AUTO REGISTRATIONS: Bronx 222,812; Kings (Brooklyn) 419,760; New York (Manhattan) 195,068, Queens 632,861; Richmond (Staten Island) 164,667; Total Pd. Registration Passenger Autos 1979; 1,635,168, (Includes—Commercial; Trailer; Motorcycle & Moped; Bus; Taxi; Ambulance; Rental cars & Farm Vehicles).
Source: State of N.Y. Dept. of Motor Vehicles, 1979.

7—ELECTRIC METERS: Bronx: 378,847; Brooklyn: 838,289; Manhattan: 626,418; Queens: 659,460; Richmond: 116,074; Westchester; 303,386; Total: 2,922,474. Source: Consolidated Edison Co. April, 1980.

8—GAS METERS: Brooklyn Union Gas Co.; Kings County: 690,093; Queens County: 346,982; Richmond County: 93,575; Total: 1,130,650. Consolidated Edison Co.; Bronx: 329,554; Manhattan: 420,533; Queens: 185,325; Westchester: 204,944; Total 1,140,356. Long Island Lfg. Co. serves gas in part of Queens County.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Mfg. 534,800; Lumber, Wood Prod. exc. Furniture 3,500; Furniture, Fixtures 10,900; Stone, Clay, Glass Prods. 4,600; Primary Metal Industries 7,200; Fabricated Metal Prods. 23,200; Machinery exc. Electrical 16,600; Electrical Machy. 32,000; Transportation Eqpt. 6,300; Instruments, Related Prods. 11,700; Food & Kindred Prods. 31,900; Tobacco Mfgs. 2,500; Textile Mill Prods. 23,300; Apparel & Other Finished Prods. 153,000; Paper & Allied Prods. 18,000; Printing, Publishing & Allied Indus. 90,700; Chemicals & Allied Prods. 26,700; Petroleum Refining & Related Indus. 4,000; Rubber & Misc. Plastics Prods. 8,700; Leather & Leather Prods. 14,800; Misc. Mfg. Industries 45,300; Mining 1,300; Government 511,500; Services & Misc. 1,300; Gen'l. Contractors (Buiilding) 11,800; Gen'l. Contractors (Non Bldg.) 8,000; Special Trades Contractors 45,200; Transportation & Public Utilities 258,100; Wholesale Trade 247,900; Retail Trade 372,100; Finance, Real Estate, Insurance 416,600; Total 3,223,900 (Source: N.Y. State Business Fact Book, 1979 Supplement).

10-CLIMATE: Average Temp. Min. & Max. For 1979—Spring 42.4-59.3; Summer 65.3-81, Fall 49.4-64.7, Winter 26.4-39.4; Annual precipitation for 1979; 45.78 inches.

11—TAP WATER: Three major sources of water supply through the Catskill & Delaware (Neutral, soft; neutral, average pH 7.0); Croton (Moderately hard; alkaline, average pH 7.2). Average consumption per day in City 1,513.0 million gallons, incl. outside communities 1,617.6 million gallons. New main city feeder under construction. Hudson River Pumping Plant on standby basis. Capable of supplying 100 mgd. Water is fluoridated. (Source: Dept. of Environmental Protection May 1,1980.)

12—RETAILING: Principal Shopping Districts—
Bronx Borough (Bronx County)

Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every Type of retail outlet from small specialty shops and corner drug stores to most modern large department stores and national chain outlets may be found in some of these centers. A partial list follows: 183rd St., King Korn Stamps; Barton Candy; Florsheim Shoes; Red Cross; Coward.

Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Bond; Ripley; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Sachs Furn.; Castro Convertible; Barton's; Candy; Busch Jewelers.

Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.

149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's; Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros.; Alexander's.

Department Stores: Alexander's; Korvette's; Wertheimer Stores Corp.

Variety Stores: B&C; Big A; Frank Bee; J&L; Kay & Eff; S.S. Kresge; Woolworth; M.H. Lamston; S.H. Kress & Co.; McCrory.

Discount Stores: Alexander's, Franklin; Honig's Parkway; Korvette's.

Principal Supermarkets: A&P; Altagracia; Baychester Consumers Cooperative; Concourse Food Corp.; D'Agostino; M.R. Damiani; Domino Supermarkets; E & B; E&W Foods; Fairway; Fedco Foods; Federation of Co-ops; First National; Food Cart; Food City; Foodman; Food Pageant; Food Stop; The Foodway Corp.; Food Village; Food Warehouse; The Grand Union Co.; Gristede Bros.; Merit Farms; Met Food Stores; Mid-Eastern Cooperatives; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Red Apple; Royal Farms; Shopwell, Inc.; Sloan's Associated; Waldbaum's.

Brooklyn Borough (King's County)

Prinicpal Shopping area is bet. Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.

Department Stores: Abraham & Strauss 1; Martin's May's; Alexander's; Korvetts; Sear's; R.H. Macy & Co.

Ladies Shops: Lerner's; Janice, Plymouth, Goodwin's, High Voltage.

Men's Clothing: Bond, Howard, Benhil, Wallach's, Ripley, B&B Lorry's.

Ladies Shoes: Baker's; Chandler; Carlyle Bootery; Coward; Miles; National Wise; Simcol; Fabco; Fayva; Selby.

Men's Shoes: Adler, Florsheim, Flagg, Hardy, Father & Son; Thom McAn, Regal, Wallabee.

Drug: Crown Pathmark; Rexall; Whelan; Silver Rod.

Candy: Baracini, Barton, Loft's.

Discount Stores: Alexander's; Buy Rite, Century 21; Discount City; Korvette's; L.H. Martin Value Ctr.; B.D's; May's; Fae-Mart; Sid's Bargain Mart; Time Square Stores.

Variety Stores: Woolworth; McCrory; M. H. Lamston; Grand General Stores; H&E; Payless; Value City; Thrifty's; King Solomon Stores; S. S. Kresge; Newberry; Jahn's Bargain Stores.

Other Chain Stores: Castro, Sachs, Singer Co., Busch Jewelry.

Retail Centers along Flatbush Ave. at main throughfares as Times Plaza and Park Pl. Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Mytle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves.; Manhattan Ave. in Greenpoint section; in Bay Ridge on Third, Fourth, Fifth and Seventh Aves.; Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. include stores such as Ripley, Thom McAn, Miles, etc.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.

Principal Supermarkets: A&P, Ahmad, Bernstein Bros.; Burg & Fried; C-Town; Conte Supers; D'Agostino; Dan's Supreme; Danza; Dominick Coluccio, Edru Foods Corp.; El Faro; First National, Federation of Co-ops; Food Pageant, Foodarama, The Grand Union Co.; Key Foods; King Kullen, Man-Dell Food Stores; Max Spinner; Mico Foods, Mid-Eastern Co-ops; Miehle's Key Mkts.; Pick Quick; Pioneer Food; Pollock-Lipschitz; Rosa Bros.; Royal Farms; Charles Scaturro & Sons, Supermarkets General; Speedway Food, Town Fair; Trunz; Waldbaum's; Widtal Supers.

Manhattan Borough (New York County)

Many shopping areas all over this borough. Most famous is along Fifth Ave., where from 34th to 59th St., many well known chain stores are located. Among Them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci; Fortunoff; Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Rogers Peet, Scribner's, Doubledays, Korvette's, Wallach, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, W&J Sloane, Miles Shoes; Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Gimbels, Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Franklin Simon, Hoffritz, John Ward, Barton, Baracini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer, John's Bargain Store.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexander's).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St.; then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.). Above 59th St. it becomes a series of typical neighborhoods built around subway outlets.

Around Union Square: May's, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St.; 7th Ave. at 14th St., 23rd St., 3rd Ave. at 23rd St. 34th St., 42nd St., 59th St., 68th St., 77th St., 86th St., 96th St., 110th St., 116th St., 125th St.; Lenox Ave. at 116th St., 125th St., 145th St., E. B'way. and Division St.; 207th St. from 10th Ave. to B-way.; 231 St. & B-way.

Department Stores: Mays; Macy's, Gimbel's; Altman's; Alexander's; Korvette's; Lord & Taylor; Bergdorf Goodman; Bloomingdale's, Blumstein's; Lane Bryant, W&J Sloane; Lerner's Ohrbach's; Saks-Fifth Ave.; Gimbel's, J.C. Penney, Sears Roebuck.

Variety Stores: Jay's; Everyone's Stores; S. S. Kresge; S. H. Kress; M. H. Lamston; McCrory Stores; G. C. Murphy; Woolworth; 69¢ Shops.

Discount Stores: Alexander's; Bargain World; Century 21: Korvettes; Mays: Neisner Bros.

Principal Supermarkets: A&P; Bill Clancy, Inc.; Bohack; Bleecker Super Mkts., Dan's Supreme; D'Agostino; D'Urso; E & B; Fairway Super Mkts.; Fedco; Federation of Cooperatives, Inc.; First National; Food Cart; Food City, Food-O-Rama; The Foodway; The Grand Union Co.; Great Way; Gristede; Kane's; Kenwood Foods Corp.; Key Foods; Lion Super Mkts., Lisa Super Mkts.; Mid-Eastern Co-ops; Paul's Super Mkts.; Pioneer Super Mkts., Pueblo International; Red Apple; Royal Farms; Shopwell, Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 150th and 172nd Sts. Stores include Goodwins, Gertz, J. Kurtz, Stevens, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.

Department Stores: G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; May's; Sears; Lerner's; Abraham & Strauss.

Variety Stores: ABC; B&J, Ben Franklin; Buy-Rite; Silver Dollar; H.L. Green; S.S. Kresge; Lamston; Woolworth's.

Discount Stores: Alexander's; Korvettes; L.H. Martin Valu Center; Mays; Stevens; Sunset Stores; Times Square Stores; Walnrite.

Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; Dan's Supreme, D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristede; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Met Super Mkts; Mid-Eastern Co-ops.; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Eight Shopping Centers, largest of which is Port Richmond, where retail trade is along Richmond Ave. from Church St. to Hatfield Place, with a number of shops on Castleton Ave. Stores include Lerner, Woolworth, Richmond Dry Good, Audrey Philips, Stone's, Norwood Shoes, Frankel's, Ripley, Archie Jacobson, Thom McAn, Lobel's, A.S. Beck and others.

Other shopping areas are Tompkinsville on Bay St. and Victory Blvd.; New Brighton and West Brighton on Castleton Ave.; Stapleton along Bay, Broad, Water and Canal Sts. around Tappen Park; Princess Bay on Amboy Rd., New Dorp or New Dorp Lane; Great Kills on Amboy Rd., 7 mi. north of Princess Bay and Tottenville along Hyland Blvd. and Amboy Rd.

Stores in Tompkinsville include Nunn-Bush, Richmond Dry Goods, Suskind's, Sylvia's and others. In the two Brightons: Marie's, Goodman's, Krasner's and others.

Department Stores: Richmond Dry Goods Plaza; Lerner's.

Variety Stores: C.H. Martin; S.S. Kresge, Woolworth; McCory's.

Discount Stores: K-Mart; Korvettes; Major's; Masters.

Principal Supermarkets: A&P, Acme; Associated Super Mkts; Dougle "D" Foods; Finast, Waldbaum; Pathmark, Pantry Pride; South Bch Suprmkt; Trunz.

NEW YORK CITY SHOPPING CENTERS

Name & Location	**No. of Stores**
Bronx:—	
Boston Post Rd. (under constr.)	12
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way 233rd St.)	-
Brooklyn:—	
Albee Square Mall (De Kalb Ave.)	80
Dykers Plaza (535-86 St.)	4
Flatbush Gardens (Ave. "U", E. 64 St.)	15
Flatlands (Ralph & Flatlands Aves.)	16
Flatlands (E. 102 & 103rd Sts.)	7
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatlands & Ralph Aves.)	9
Kings Bay (Nostrand Ave.)	17
King's Plaza & Marina (Flatbush & "U" Aves.)	143
Korvette (Bay & Shore P'kways.)	16
Seaview Village (Rockaway P'way, Ave. "M")	12
Manhattan:—	
Delano Village (Lenox Ave. & 139th St.)	-
Grand Square (B'way & 125th St.)	-
Manhattan Plaza (42nd/43rd Sts., 9th/10th Ave.)	-
Park West (Columbus Ave.)	-
Shoreview Towers (First Ave. & 85 St.)	-
Queens:—	
Barclay Square (Kissena Blvd. 41st Ave.)	-
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	-
Beechcroft (Kissena Blvd, Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	-

Carlyle (Kissena Blvd.)	9
Crossroads at Whitestone (Whitestone)	9
Dayton Plaza (Rockaway Beach)	25
Expressway (99th St. Long Island Exprwy.)	-
Far Rockaway (Motte Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Tpke.)	-
Grand Union (Merrick Rd. Laurelton P'kway)	-
Jackson Heights (31st Ave.)	20
Korvette (Douglaston)	4
Lefrak City (Junction Blvd. & 57th Ave.)	50
Northridge (Northern Blvd., Jackson Hghts.)	-
Queens Center (Queens & Woodhaven Blvd., L.I., Exprwy.)	74
Queens Plaza North (Long Island City)	-
Rego City (57th Ave., 96&97Sts.)	10
Rego Park (Queens Blvd., 63rd Rd.)	20
Rentar Plaza Mall (Queens)	-
Whitestone (Cross Island Parkway)	-
Yellowstone (Forest Hills)	-
Staten Island:	
Fox Hills (Targee St.)	17
Greenridge Plaza (Richmond Ave.)	22
Green Tree Mall (Victory Blvd. Exprwy.)	20
Heartland Village (Richmond Ave.)	14
Hylan Plaza (New Dorp)	46
Korvette (Richmond Ave.)	18
New Springville (Richmond Ave.)	21
Oakwood (Amboy Rd.)	12
Page & Amboy (Tottenville)	-
Richmond Valley (Page Ave.)	7
Rosebank (Tompkins Ave.)	2
Southgate Center (Forest Ave.)	20
Staten Island Mall (Richmond Ave.)	131
Staten Island Plaza (Forest Ave.)	37

13—RETAIL OUTLETS: Largest Department Stores
Bronx: Alexander's; Hears's; Macy's; Lerner's Korvettes; Plymouth Shops.

Brooklyn: Alexander's; Abraham & Straus; Macy's; Lerner's; Korvettes; Plymouth Shops.

Manhattan: Alexander's; B. Altman, Bloomingdale Bros., Gimbel Bros.; Korvettes; Lord & Taylor, Macy's, Saks-5th Ave., Lerner's, Orbach's Plymouth Shops.

Queens: Gertz Montgomery Ward, R. H. Macy, Abraham & Strauss; Sears Roebuck, Abramson's, Bloomingdale's, Alexander's; Lerner's; Korvettes; Orbach's

Richmond: Tompkins, Mayflower, Lieberman's, Sears Roebuck, Richmond Dry Goods, Lerner's, Korvettes; R. H. Macy

Leading Chain Drug Stores:
Bronx: Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parchester; Pathmark; Rite Aid; Stanken; Whelan.
Brooklyn: Courtesy; Crown Pathmark; Harrico; Ketchum Distributors, Neergard, Rexall; Silver Rod; Thirftway; Whelan.
Manhattan: Block; Clearfield, Drug Mart, Duane Reade Corp.; Falk Drug Corp., Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreen Eastern Co.; Whelan.
Queens: Courtesy; Duane Reed; Genovese, Pathmark; Rexall; Whelan.
Richmond: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets
Bronx: A&P 15; Baychester Consumers Coop 7, Gristede; Finast; Merit Farms; Food City; Pioneer 4, D'Agostino 3, Grand Union 7, Associated 23, Shopwell 8; Sloan's 3; Pathmark 2.

Brooklyn: Dan's Supreme 4, Finast; D'Agostino; Pantry Pride 3; Pathmark 2, A&P 21, Waldbaum's.
Manhattan: A&P 25; D'Agostino's 15, Gristede 61; Finast 30, Grand Union 6; Shopwell 22; Pathmark 1, Food Family 2, Food-O-Rama 3, Food Pageant 8, Smilers 14, Sloan's, Shop Quick 6.
Queens: A&P 21; Finast 10, Gristede 1, Grand Union 7; Shopwell 5, Pathmark 4; Sloan's 1.
Richmond: A&P 5; Finast, Dan's Supreme; Pathmark.
Largest Variety Stores:
Bronx: Woolworth 17, Kresge 4, Green 1, Lamston 2, Newberry, McCrory 3.
Brooklyn: Woolworth 17, Kresge 4, Green 1, Lamston 2, Newberry, McCrory 3.
Manhattan: Woolworth 30, Green 3, Lamston 20, Nichols 3, McCrory 3.
Queens: Woolworth 23, Kresge 2, Green, Lamston 4, Nichols, McLellan 2, McCrory 3.
Richmond: Woolworth 2, Kresge 2, Neisner 1, McCrory 1.

14—NEWSPAPERS: Contact for Advertising and Merchandising Data— Representatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

BULLETIN (m-Mon. to Fri.) Circ 5,000; Sworn Oct. 1, 1979; Sylvia M. Adelman, Ed. & Pub.
National Representatives: None.

Manhattan Borough

JOURNAL OF COMMERCE and COMMERCIAL (m-Mon. to Fri.) 22,287; Mar. 31, 1980 ABC, P. Robert Potesky, Adv. Dir.
National Representatives: Knight-Ridder Newspapers, Inc.

NEWS (m-Mon. to Fri.) 1,554,604; (m-Sat.) 1,305,553; (S) 2,202,601; Mar. 31, 1980 ABC.
(Started evening edition News TONIGHT, mon. to fri., Aug. 18, 1980. Circ. N.A.).
Arthur E. Wible, Vice Pres/Adv. Dir.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc; Western States Associates; (Pacific Coast); Chicago Tribune/N.Y. Daily News (Detroit, Mich); Towmar (Mexico & Central & (S.A.); All American Media (Europe).

POST (e-Mon. to Fri.) 654,314, (Sat.) 421,350, Mar. 31, 1980 ABC. (Started morning edition Mon. to Fri. July 22, 1980, Circ. 700,000; Oct. 31, 1980). Peter N. Anderson, Adv. Dir.
National Representatives: Braham/Newspaper Sales; Metropolitan Publishers Representatives; Media People, Inc.

TIMES (m-Mon. to Fri.) 914,938; (m-Sat.) 682,919; (S) 1,477,499; Mar. 31, 1980 ABC. Fred D. Thompson, V.P. Adv.
National Representatives: Direct—Through branch offices.

WALL ST. JOURNAL (Eastern Edition m-Mon. to Fri.) 714,902; (Total all Editions m-Mon to Fri). 1,798,416; Mar. 31, 1980 ABC. Lee Heffner, Adv. Dir. Eastern Edition.
National Representatives: Direct—through branch offices.

EL DIARIO-LA PRENSA (m-Mon. to Fri.) 60,411; (S) 63,012; Sept. 30, 1978 ABC (Latest statement available); John P. DeBellis, Adv. Dir.
National Representatives: None.

WORLD (m-Tues. to Sat.) Circ. N.A.
National Representatives: None.

NEWS WORLD (m) 72,510; (S) 72,656, Sworn Mar. 31, 1979, (Latest statement available). Larry Moffitt, Pub. Rel. Dir.
National Representatives: Direct.

Queens Borough

QUEENS EVENING NEWS (e) Circ. N.A.; Joseph Sabba, Pub.
National Representative: None.

Richmond Borough

STATEN ISLAND ADVANCE (e-Mon. to Fri.) 73,164; (e-Sat.) 70,849; (S) 80,409; Mar. 31, 1980 ABC. Gary Cognetta, Ret. Adv. Mgr., George Fries, Class. Adv. Mgr., Jack Furnari, Mktg. Mgr.
National Representatives: Newhouse Newspapers— Metro Suburbia.

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NEWBURGH-BEACON, N.Y.

1—LOCATION: E&P Map F-5 (In Poughkeepsie SMSA). Newburgh on W. bank (in Orange County) and Beacon on E. bank (in Dutchess County) of Hudson River, 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mile from N.Y. State Thruway; Interstate Rte. 84.

2—TRANSPORTATION: Railroads: Conrail, Erie-Lackawanna.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3—POPULATION:
Corp. Cities 70 Cen. 40,174; Loc. Est. 40,645
Newburgh 70 Cen. 26,219; Loc. Est. 28,786
Beacon 70 Cen. 13,255; Loc. Est. 11,859
CZ ABC: (70) 61,067; (80) 59,500
RTZ-ABC: (70) 173,287; (80) 205,200
Counties:
Dutchess/SMSA 70 Cen. 222,295; Loc. Est. 234,429
Orange 70 Cen. 221,657; Loc. Est. 259,179
City & RTZ-ABC: (70) 234,354; (80) 264,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 12,771; Loc. Est. 15,722
Newburgh 70 Cen. 8,881; Loc. Est. 11,555
Beacon 70 Cen. 3,890; Loc. Est. 4,167
Counties 70 Census:
Dutchess/SMSA 62,495; Loc. Est. 78,794
Orange 68,926; Loc. Est. 90,483
CZ ABC: (70): 19,026; (80) 21,400
RTZ-ABC: (70) 49,936; (80) 68,000
City & RTZ-ABC: (70) 68,962; (80) 89,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$254,970,000
Sav. & Loan Assn.	2	$97,300,000
Commercial Banks	12	$1,190,860,000

6—PASSENGER AUTOS: (Counties): Orange 120,200; Dutchess 119,500.

7—ELECTRIC METERS: Residence Newburgh 10,120; Beacon 6,510.

8—GAS METERS: Residence Newburgh 11,142; Beacon 9,240.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 1500; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; West Point Military Academy.
Beacon: Research 1,160; Printing 565; Electronics (IBM) 19,750; Apparel 200; Furniture 154.
Principal Industrial Pay Days: Newburgh: Wed., Thurs., Fri.; Beacon: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30.2-48; Summer 57.6-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8. Last killing frost, May 1.

11—TAP WATER: Newburgh: Alkaline, soft. Beacon: Neutral, soft, fluoridated.

12—RETAILING: Newburgh-West Broadway. Beacon-Main Street. Fishkill-Main Street.

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Lloyd's	-	
Mid Valley Mall	47	J.C. Penney, Woolworth
Newburgh Mall	70	Sears, Caldor
Zayre Plaza	22	Zayre, Walgreen
Big V Plaza	-	Shoprite
Dutchess Mall	75	May's
South Hill Mall	60	K-Mart

Principal Shopping Days: Thu., Fri. Sat.

13—RETAIL OUTLETS: Department Stores: J. C. Penney Lloyd's; Caldor, Fishkill-Mays; Barker's; Howlands.
Variety Stores: Woolworth, Sears; Caldor's, Mason's, Howland's Dept. Store; Barker's; Big V; Albany Market.
Discount Stores (CZ): Bakers, Zayre, Masons.
Chain Drug Stores: Rexall; Walgreen; Genovese; Rite Aid, 2-Dixx.
Chain Food Stores (CZ): Grand Union 4; Shop-Rite 3; A&P 2, Pantry Pride, Foodtown.
Other Chain Stores: Miles, Thom McAn; 2-Radio Shack; 2-Firestone; General Tire; Regal Shoe; Fayva, Cranes; Royce Shoe; Goodyear, Cumberland Farms; Singer; Wickes Lumber.

14—NEWSPAPERS: NEWS (e) 23,387, (S) 22,970; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Van Wagner, Adv. Mgr. NEWS.
National Representatives: Thomson Newspapers, Inc.

NIAGARA FALLS, N.Y.

1—LOCATION: Niagara County (In Buffalo SMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical mfg. center; 23 mi. NW of Buffalo on Niagara River.

2—TRANSPORTATION: Railroads: Conrail, Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).
Motor Freight Carriers: 55.
Intercity Bus Lines: Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3—POPULATION:
Corp. City 70 Cen. 85,615; Loc. Est. 76,177
CZ ABC: (70) 112,863; (80) 102,600
RTZ-ABC: (70) 34,261; (80) 35,600
SMSA 70 Cen. 1,349,211; Loc. Est. 1,295,442
County 70 Cen. 235,720; Loc. Est. 232,805
City & RTZ-ABC: (70) 147,124; (80) 138,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. Loc. Est. 29,012
County 70 Cen. 71,881; Loc. Est. 82,143
SMSA 70 Cen. 418,255; Loc. Est. 465,253
CZ ABC: (70) 35,348; (80) 36,500
RTZ-ABC: (70) 9,674; (80) 11,500
City & RTZ-ABC: (70) 45,022; (80) 48,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$373,685,000
Sav. & Loan Assn.	1	$143,132,289
Commercial Banks	5	$245,618,000

6—PASSENGER AUTOS: County 114,099.

7—ELECTRIC METERS: Residence 47,000.

8—GAS METERS: Residence 30,181.

9— PRINCIPAL INDUSTRIES (CZ): Chemical Abrasives, Metallurgical, Paper Pdts. (16,684 employees). Av. salary—$293 wk.

10-CLIMATE: Min. & Max. Temp.—Spring 30-54; Summer 60-76, Fall 44-54; Winter 26-44.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 7 on Main St.; 23 blocks on Pine Ave., Military Rd. from Pine Ave. to Saunders Settlement Rd., 93-store mall.
Neighborhood Shopping Centers: 12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston, mall on Williams Rd.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Haeberle	4	Portage Pharmacy
Military Sq. Plaza	12	Century Housewares
Mil-Pine Plaza	9	Jenss, Tops Mkt.
Pine Plaza	22	Super Duper
Summit Pk. Mall	66	AM&A, Jenss, Sears

Principal Shopping Days: Mon., Wed., Thu., Sat.
Stores Open Evenings: City—Mon., Thu., Fri.; Plazas— Every eve.

13—RETAIL OUTLETS: Department Stores: Beirs, Jenss 5, Sears; Hens & Kelly; AM&A.
Discount Stores: Century, Jupiter, King's; Twin Fair; K-Mart; Saxon's; Brand Names.
Chain Drug Stores (CZ): Miller; Single-Rexall 1; Stires; Leader 5; Coulson 2; Saraceni 3; Rite-Aid 2, Brooks.
Chain Food Supermarkets: Super Duper, Bell's; Wilson Farms; Tops 5; Twin Fair, B Kwik.
Other Chain Stores (CZ): Shoes; Shoetown, Kinney's, Nobil, Gallenkamp, Regal, Flagg Bros, Thom McAn 2, Clothing: National Shirt, Richmond Bros., Motherhood Maternity, David's, Merry-Go-Round, Chess King, Snodgrass, Lerner's, Norban; Rato Supplies: Firestone., Goodrich, Goodyear, General Tire, Sherwin-Williams, Mary Carter; Color Your World; Crandall; Misc: Singer Co., S&H Green Stamps, Spiegel (catalog), Color Tile, Gordon Jewelers, Child World, The Gap, Cavage's, Fredericks of Hollywood, General Nutrition, Jaccord Jewelers, Zales, Waterbed World, Keepsake, Proving Grounds, Susie's Casuals.

14—NEWSPAPERS: GAZETTE (e) 30,247, (S) 31,984; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Benfante, Adv. Dir., GAZETTE.
National Representatives: Gannett Newspaper Advertising Sales; Landon Associates, Inc.

NORTH TARRYTOWN, N.Y.

See TARRYTOWN, N.Y.

NORTH TONAWANDA-TONAWANDA, N.Y.

1—LOCATION: Niagara & Erie Counties (In Buffalo SMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2—TRANSPORTATION: Railroads: ConRail.
Motor Freight Carriers: 4.
Intercity Bus Lines: Metro Bus.
Airlines: American; United; U.S.Air; Eastern T.W.A.

3—POPULATION:
Corp. Cities 70 Cen. 57,910; Loc. Est. 62,818
No. Tonawanda 70 Cen. 36,012; Loc. Est. 41,894
Tonawanda 70 Cen. 21,898; Loc. Est. 20,924
CZ ABC: (70) 57,910; (80) 60,100
RTZ-ABC: (70) 126,063; (80) 115,700
SMSA 70 Cen. 1,349,211; Loc. Est. 1,295,442
Counties:
Niagara 70 Cen. 235,720; Loc. Est. 232,805
Erie 70 Cen. 1,113,491; Loc. Est. 1,062,637
City & RTZ-ABC: (70) 183,973; (80) 175,800

4—HOUSEHOLDS:
No. Towanda 70 Cen. 11,011; Loc. Est. 14,532
Tonawanda 70 Cen. 6,675; Loc. Est. 7,523
Counties:
Niagara 70 Cen. 71,881; Loc. Est. 82,143
Erie 70 Cen. 346,374; Loc. Est. 383,110
SMSA 70 Cen. 418,255; Loc. Est. 465,253

NORTH TONAWANDA—continued

CZ ABC: (70) 17,438; (80) 20,700
RTZ-ABC: (70) 37,306; (80) 39,200
City & RTZ-ABC: (70) 54,744; (80) 59,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings (Branch)	2	$49,130,130
Commercial Banks	4	$9,132,820,130
Sav. & Loan Assn.	2	$50,833,000

6—PASSENGER AUTOS: (Counties): Erie 490,071 Niagara 114,099

7—ELECTRIC METERS: Res. T&NT 20,706

8—GAS METERS: Res. T&NT 16,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chem., Plastics, Paints 797 ($275.38); Paper & Allied Products 53 ($300); Machine Shop Metal Trades 172 ($261.46).

10-CLIMATE: Min. & Max. Temp.—Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21. Last killing frost, Apr. 27.

11—TAP WATER: Medium Hard.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 1 one each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers: Midcity, Plaza, N. Tonawanda; 3 blocks at Oliver and Wheatfield Sts., N. Tonawanda.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Midcity Plaza (25)	3	Bell's, Sav-Rite, Sample Shop
Blvd. Mall (77)	4	Sattler, Kleinhans, Jenss, J. C. Penney
Sheridan Plaza (33)	3½	A.M.&A., Hengerers
Northtown Plz.	4½	Hans & Kelley, Bergers
Del-Ton Plaza (15)	1½	Bells, Valu
Powerline Plaza (-)	1½	Budway Mkt., Rite Aid
Summit Pk. Mall (66)	5	Sears, Hans & Kelley, McCrory, Jenss, AM&A Also Wurlitzer Park; Green Acres Plaza; Highland-Colvin Plaza; Parkview Plaza.

Principal Shopping Days: Thurs., Fri., Mon., Sat.
Stores Open Evenings: Mon., Sat. Til 9 P.M.
Principal Industrial Pay Days: Thurs., Fri.

13—RETAIL OUTLETS:
Discount Stores (CZ): Twin Fair; Century; Ames; Value.
Variety Stores: G. C. Murphy.
Chain Drug Stores (CZ): Leader 1; Go Rite Aid 6; P.K.3; Brooks 1; C.V.S.2.
Chain Food Supermarkets: Bell Mkts. 2; Tops 2.
Other Chain Stores: Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 17,232; (Sat.m) 17,236; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Lindbeck, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.; U.S. Suburban Press, Inc.

NORWICH, N.Y.

1—LOCATION: Chenango County, E&P Map D-4, County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23 & 319.

2—TRANSPORTATION: Railroads: Erie & LAckawanna (freight).
Intercity Bus Lines: Shortline.
Airlines: Midstate; Airport Chartered Service.

3—POPULATION:
Corp. City 70 Cen. 8,843; Loc. Est. 8,184
County 70 Cen. 46,368; Loc. Est. 48,927
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,965; Loc. Est. 3,153
County 70 Cen. 13,839; Loc. Est. 16,875

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$210,000,000
Sav. & Loan Assn	1	$26,000,000

6—PASSENGER AUTOS: County 21,972

7—ELECTRIC METERS: Residence 3,420

8—GAS METERS: Residence 1,905

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Pharmaceutical 1,200; Textile 400; Aircraft Parts 400; Metal Working 335; Footwear 500.

10-CLIMATE: Min. & Max. Temp.—Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11—TAP WATER: Very soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Great American	-	Great American Grocers Ames.
Family shopping Plaza	9	Family Bargain Center
Norwich	15	Jamesway, Grand Union

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Fishman; Woolworth's; McLaughlin's.
Discount Stores (CZ): Ames; Jamesway.
Chain Drug Stores (CZ): Carl Drug; Rite Aid.
Chain Food Supermarkets: Grand Union; A&P; Great American.
Other Chain Stores: Sears (catalog); Bern's; Besdin's; Triangle Shoes; Endicott-Johnson; S&H Green Stamps; Natl'. Auto: Mila Fabrics; Montgomery Ward.

14—NEWSPAPERS: SUN (e) 7,490; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Alan H. Marsh, Gen. Mgr., SUN.
National Representatives: Landon Associates, Inc.

NYACK, N.Y.

1—LOCATION: Rockland County (In New York SMSA). E&P Map F-6. On New York State Thruway; Garden State Pkwy., Route 59 & 17.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 1.
Intercity Bus Lines: Mohawk, Rockland, Short Line; Red & Tan.

3—POPULATION:
Corp. City 70 Cen. 6,659; Loc. Est. 5,746
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 229,903; Loc. Est. 266,647
Primary Mkt. Area—ABC; (70) 229,903; (80) 271,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,411; Loc. Est. 2,249
County 70 Cen. 60,359; Loc. Est. 82,511
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
Primary Mkt. Area—ABC: (70) 60,359; (80) 81,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Saving	9 (15)	$395,910,000
Savings & Loan	9 (16)	$548,741,000
Commercial	12 (61)	$698,752,000

6—PASSENGER AUTOS: 143,000

7—ELECTRIC METERS: Res. Co. 74,695

8—GAS METERS: Res. Co. 58,163

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Manufacturing 15,800 ($305); Contract Construction 2,500 ($283); Transportation and Public Utilities 3,500 ($333); Wholesale & Retail Trade 17,200 ($161); Finance, Insurance & Real Estate 2,500 ($223); Services 17,600 ($178).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: Rockland Plaza, Korvette City, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave. Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw.
Principal Shopping Days: Thurs, Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Korvettes; Sears, Bambergers; Caldors; Marshalls.
Variety Stores: Woolworth; J.J. Newberry.
Chain Food Supermarkets (County): Shop Rite (4); A&P (4); Grand Union (10); Waldbaums (3); Pathmark (3); Shopwell; Foodtown, Stop and Shop.
Other chain stores: National; Firestone; Strauss; Lightning; Pergament Paint; Rickels; Huffman-Koos; Sandler & Worth; Childworld; Morsan; Channel Lumber.

14—NEWSPAPERS: JOURNAL-NEWS (e) 46,392; (s) 43,485; March 29, 1980 ABC
Local Contact for Advertisng and Merchandising Data: Gannett Newspaper Advertising Sales.

OGDENSBURG, N.Y.

1—LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Wholesale & retail center of a three-county area in northern N.Y. Major distributing center for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2—TRANSPORTATION: Railroads: Conrail.
Intl. Bridge Provides fast truck & car connections with Canada. Also, Ogdensburg Bridge and Port Authority—Port of Ogdensburg.
Motor Freight Carriers: 5.
Freight Steamship Lines: 2.
Intercity Bus Lines: Greyhound; Thousand Island.
Airport: Air North.

3—POPULATION:
Corp. City 70 Cen. 14,554; Loc. Est. 12,330
County 70 Cen. 111,991; Loc. Est. 117,787
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,145; Loc. Est. 4,118
County 70 Cen. 30,354; Loc. Est. 37,944

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$63,632,393
Sav. & Loan Assn	1	$14,342,140
Commercial Banks	2	$198,000,000

6—PASSENGER AUTOS: County 44,519

7—ELECTRIC METERS: Residence 4,382

8—GAS METERS: Residence 3,557

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): State Hosp. 1050 ($269); Paper 310 ($270); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Aluminum Prod.-Milk Prods. 50 ($135); Drapery Hdwr. 100 ($240); Concrete Prods. 25 ($105); Office Sup. 250 ($105).
Principal Pay Days: Wed., Fri., 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35; First killing frost, Oct. 15. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on Ford St.; 2 on State St.; Seaway Shpg. Ctr., Canton St., Park Plaza (Rt. 37 & Rt. 56).
Neighborhood Shopping Centers: 2 blocks on E. Ford St., 2 blocks on Main St.
Nearby Shopping Centers: Seaway, 2 miles (11 stores—Kinney Shoes; Sears; K-Mart); Park Plaza, 1½ mile.
Shopping Center: Open every night.
Principal Shopping Days: Tues. Thru Sun.
Stores Open Evenings: Every evening; Sun. 1-6 p.m.

13—RETAIL OUTLETS: Department Stores: Ames.
Discount Stores (CZ): Ames; K-Mart.
Chain Drug Stores: B.O. Kinney; Fays Drugs.
Chain Food Supermarkets: Great American; Eddy's Mkt.; Acme; P&C; Chicago Market.
Other Chain Stores: Triangle; Singer Co.; Sperlings Furn.; Puritan; Goodyear; Agway; Sears; Montgomery Ward; Grossman's.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 5,456; ADVANCE NEWS (S) 7,846; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Kathleen Wade. Adv. Dir., JOURNAL and ADVANCE-NEWS.
National Representatives: Landon Associates, Inc.

OLEAN, N.Y.

1—LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17; on New York-Pennsylvania boundary; 70 mi. S of Buffalo.

2—TRANSPORTATION: Railroads: Erie-Lackawanna; Conrail.
Motor Freight Carriers: 18
Intercity Bus Lines: Blue Bird.

3—POPULATION:
Corp City 70 Cen. 19,169; Loc. Est. 17,990
CZ ABC: (70) 33,174; (80) 32,100
RTZ-ABC: (70) 130,851; (80) 136,900
County 70 Cen. 81,666; Loc. Est. 86,632
City & RTZ-ABC: (70) 164,025; (80) 169,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,533; Loc. Est. 7,099
County 70 Cen. 24,878; Loc. Est. 30,782
CZ ABC: (70) 10,146; (80) 11,100
RTZ-ABC: (70) 40,345; (80) 48,100
City & RTZ-ABC: (70) 50,491; (80) 59,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$68,421,112

6—PASSENGER AUTOS: County 34,883

7—ELECTRIC METERS: Residence 7,225

8—GAS METERS: Residence 6,304

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Turbines, compressors, 2,700; Electric components, 1050; Capcacitors, resistors, 700; Ceramic Tile, 400; Elec. Protect. Equip., 185; Household cutlery, 150; Precision machine work; Tool & Die; Industrial supplies; Industrial machinery; Electroplating.

Principal Pay Days: Wed., Thurs., Fri., Sat.

10-CLIMATE: Average Temp.—Spring 47; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30. Last killing frost, May 5.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: Olean Center Mall.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Allegany	4	Reeid's Food Barn, K-Mart A.M. & A's, Hill's
Weston's	2	Weston's

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Downtown—Wed., Shopping centers—every night.

13—RETAIL OUTLETS: Department Stores: A.M.&A's; Bradner's; Hill's; Sears; Montgomery Ward; J.C. Penney.
Discount Stores: K-Mart; Weston's; Hills.
Chain Drug Stores: Rite-Aid; Clinton; Rexall.
Chain Food Supermarkets: A&P; Service 2; Super Duper; F.J. Mahar 5; Tops; Reid's Food Barn 2.
Other Chain Stores: Co-op Grocery; Firestone; Grossmans; Century House; A.M.&As.

14—NEWSPAPERS: TIMES-HERALD (e) 25,239 Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Chris Henzel, Dir. of Adv., TIMES-HERALD.
National Representatives: Landon Associates, Inc.

ONEIDA, N.Y.

1—LOCATION: Madison County (In Syracuse SMSA). E&P Map D-3. Geographic center of State. On State Hwys. 5, 46, 365; 263 mi. from NYC; 26 mi. E. of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 3
Intercity Bus Lines: Central N.Y.

3—POPULATION:
Corp. City 70 Cen. 11,658; Loc. Est. 10,858
SMSA 70 Cen. 636,507; Loc. Est. 643,026
County 70 Cen. 62,864; Loc. Est. 65,082
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,848; Loc. Est. 4,141
County 70 Cen. 17,741; Loc. Est. 21,565
SMSA 70 Cen. 192,242; Loc. Est. 226,148

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$2,457,027,000
Savings Banks	2	$1,247,920,136

6—PASSENGER AUTOS: County 29,702

7—ELECTRIC METERS: Residence 14,251

8—GAS METERS: Residence 7,064

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Silverware 2,200, Paper Plates 300; Food Prod. 190, Milking Mach. 110.
Principal Industrial Pay Days: Thu.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 2 on Madison St.; 1 on Lenox Ave.; Farrier Ave. & Phelps St.; 3 on Broad St.; 4 New Shpg. Ctrs.
Shopping Centers: Oneida (16 stores-Mont. Ward, Sears); North Side; Wilson St; Rt. 5 Big'N' Plaza.
Principal Shopping Days: Thurs., Fri., Tue.
Stores Open Evenings: Thu.; Gro. Mon. Thu.

13—RETAIL OUTLETS: Department Stores: Ames.
Discount Stores (CZ): Alfred's Bargain City; National Auto Stores; Agway.
Chain Drug Stores: Medical Ctr. Phcy Carl's 1, Fay's Drugs; Rite-Aid.; Colonial Pharmacy.
Variety Stores: H.L. Green.
Chain Food Supermarkets: P&C; Save-More; Chicago Markets; Great American Stores. Food—land.
Other Chain Stores: Montgomery Ward; Singer Co.; Sears (catalog).

14—NEWSPAPERS: DISPATCH (e-Mon. to Fri.) 10,940; (Sat.m) 10,917; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert Cross, Adv. Mgr. DISPATCH.
National Representatives: Landon Associates, Inc.

ONEONTA, N.Y.

1—LOCATION: Otsego County, E&P Map E-4. Agricultural and Dairy Center. 80 mi. SW of Albany; 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23.60 mi. S of Utica.

2—TRANSPORTATION: Railroads: Delaware & Hudson.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Adirondack, Pine Hill.
Airlines: Catskill Airways.

3—PCPULATION:
Corp. City 70 Ecn. 16,030; Loc. Est. 16,116
CZ ABC: (70) 17,722; (80) 16,500
RTZ-ABC: (70) 72,981; (80) 78,500
County 70 Cen. 56,181; Loc. Est. 58,003
City & RTZ-ABC: (70) 90,703; (80) 95,000
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,109; Loc. Est. 4,998
County 70 Cen. 16,785; Loc. Est. 20,731
CZ-ABC: (70) 4,712; (80) 5,000
RTZ-ABC: (70) 22,701; (80) 27,800
City & RTZ-ABC: (70) 27,413; (80) 32,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$166,000,000
Sav. & Loan Assn	1	$82,000,000
Savings Banks	1	$14,500,000

6—PASSENGER AUTOS: County 25,948

7—ELECTRIC METERS: Residence 4,123

8—GAS METERS: Residence 2,919

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Colleges 1,385 ($280); RR. 500 ($280); Plastics 190 ($180); Electronics 365 ($200); Paper Processing 90 ($180); Dress Mfg. 190 ($160); Feed Mill 60 ($200).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-73; Summer 52-98; Fall 31-72; Winter -12-55. First killing frost, Oct. 12. Last killing frost, May 17.

11—TAP WATER: Soft; fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers: East Main St., Chestnut St.; River St.; Oneonta Shpg. Plaza.; West End Shpg. Center; Pyramid Mall, Route 7; Oneonta Trade Mart; West End; Sidney Plaza.
Principal Shopping Days: Thur., Sat.
Stores Open Evenings: Mon. thru Sat. at shopping centers; Thursday nights downtown. Some stores open Sunday.

13—RETAIL OUTLETS: Department Stores: Bresee's; Argersingers; J.C. Penney; Singer.
Discount Stores (CZ): Carl's Drug; Jamesway.
Variety Stores: Woolworth; Newberry's, Fay's Drug; Ames; Barkers
Chain Food Supermarkets: Victory; Grand Union; P&C; Price Chopper; Great American.
Other Chain Stores: Singer Co.; Endicott Johnson; Montgomery Ward (catalog); Woolworth; Triangle Shoes; Sears (catalog).

14—NEWSPAPERS: STAR (m) 18,353 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Ret. Adv. Mgr., STAR.
National Representatives: Branham/Newspaper Sales.

OSSINING, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-5. Residential center 30 mi. N of N.Y. City. On U.S. Hwy. 9; State 133 & 134.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Airlines: Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3—POPULATION:
Corp. City 70 Cen. 21.659; Loc. Est. 19,531
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099
Prim. Mkt. Arca-ABC: (70) 47,144; (80) 42,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,745; Loc. Est. 7,026
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
Prim, Mkt. Area-ABC: (70) 13,567; (80) 13,900

5—BANKS:	NUMBER	DEPOSITS
Savings	23(71)	$4,477,784,000
Savings & Loan	17(50)	$1,365,061,000
Commercial	16(228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 6,204

8—GAS METERS: Residence 4,319

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700($270); Non- Electrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS:
Variety Stores: Woolworth; J.J. Newberry
Discount Stores (CZ): Barkers.
Chain Drug Stores: Kipp's 2; Medicine Shoppe 2.
Chain Food Supermarkets: A&P; Grand Union 2; Finast; Shopwell 2.
Shopping Centers: Chilmark (Pleasantville Road); Arcadia (So. Highland Ave.).

14—NEWSPAPERS: CITIZEN REGISTER (e) 7,892; (S) 7,693; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising data: Gannett Newapaper Advertising Sales.

OSWEGO-FULTON, N.Y.

1—LOCATION: Oswego County (In Syracuse, N.Y. SMSA). E&P Map D-3, County Seat. Shipping center for 2-county agricultural and dairy area. Misc. mfg., wholesale and education center (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from New York; 145 mi. from Buffalo; 72 mi. from Rochester. Easternmost U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 57, 48 and 104.

2—TRANSPORTATION: Railroads: Freight on Conrail.
Motor Freight Carriers: 4.
Intercity Bus Lines: Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3—POPULATION:
Corp. Cities 70 Cen. 34,916; Loc. Est. 33,452
CZ ABC: (70) 22,601; (80) 22,800
RTZ-ABC: (70) 67,759; (80) 78,800
SMSA 70 Cen. 636,596; Loc. Est. 643,027
County 70 Cen. 100,897; Loc. Est. 113,963
City & RTZ-ABC: (70) 90,360; (80) 101,600

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 11,247; Loc. Est. 11,773
County 70 Cen. 29,179; Loc. Est. 38,661
SMSA 70 Cen. 192,242; Loc. Est. 226,148
CZ ABC: (70) 7,084; (80) 7,300
RTZ-ABC: (70) 19,154; (80) 26,400
City & RTZ-ABC: (70) 26,238; (80) 33,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$95,091,251
Sav. & Loan Assn	1	$7,299,948
Commercial Banks	3	$65,000,000

6—PASSENGER AUTOS: County 45,722

7—ELECTRIC METERS:
Residence: Oswego 12,102; Fulton 7,508

8—GAS METERS:
Residence: Oswego 9,302; Fulton 5,717

9— PRINCIPAL INDUSTRIES (CZ): Miller Brewing Co.; Nestle Co.; Armstrong Co.; Sealright; Alcan Aluminum Corp.; Hammermill Paper Co.; Plexo. Wire. Div.; Copperweld Steel Corp.; General Foods; Owens-Illinois. Niagara Mohawk building a third atomic plant at this site to be in operation by late 1979.
Principal Industrial Pay Days: Oswego—Thu. & Fri. Fulton—Fri., Tues., Wed. & Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Oswego; 3 bl. on W. Bridge St.; 9 bl. on E. Bridge St.; 3 on West 1st St.; 3 on West 2nd St.; 2 on East 1st St.; 2 on East 2nd St.; 2 on East 3rd St.; 2 on S. 1st St.; 1 on Oneida St.; 2 on Cayuga St.; 3 on West Broadway; 1 on E. Broadway; 1 on W. First St. South; Canaiview Mall, Pyramid Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Mid-Town	-	Great American
Pyramid Mall	10	Barker's
Price Chopper	-	
Oswego Plaza	-	P&C, Fay Drugs, J.C. Penney, Plaza Liquors

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Plaza Stores—Mon. thru Sat.
Stores Open Sunday: Many in Plaza.

13—RETAIL OUTLETS: Department Stores: Jo Ann Fabrics, Inc.; Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores: McCrory-McLellan-Green's.
Discount Stores (CZ): Weston's; Barker's.
Chain Drug Stores (CZ): Wayne 2; Key; Fay 2.
Chain Food Supermarkets: P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Great American 1; Top's; Super Duper 2.
Other Chain Stores: Endicott-Johnson 2; Triangle 2; M. Goldberg & Sons 2; Western Auto 2; Harris Army & Navy 2; Agway Farm 2.

14—NEWSPAPERS: PALLADIUM-TIMES (e) 11,067; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Adv. Dir., PALLADIUM-TIMES.
National Representatives: Thomson Newspapers, Inc.

PEEKSKILL, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-5. Residential center. On E bank of Hudson River. 41 mi. N of N.Y. City. On U.S. Hwys 6,9,202.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Walters Transit; American.
Airlines: U.S. Air and Altair at Westchester County Airport, Rye, N.Y.

3—POPULATION:
Corp. City 70 Cen. 19,283; Loc. Est. 20,778
County 70 Cen. 894,104; Loc. Est. 866,099
Prim. Mkt. Area ABC: (70) 113,852; (80) 133,700
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996

4—HOUSEHOLDS:
70 Census: City 7,252; Loc. Est. 7,643
County 70 Cen. 316,732; Loc. Est. 318,413
Prim Mkt Area ABC: (70) 31,745; (80) 42,400
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	23(69)	$3,739,900,000
Savings & Loan	17(47)	$1,056,382,000
Commercial	16(233)	$2,931,813,000

Note: In addition, banks based outside of Westchester have branches in the County (13 Savings, 9 Savings and Loan, and 128 Commercial branches) deposit figures for which are not available and not included in above.

6—PASSENGER AUTOS: 487,730

7—ELECTRIC METERS: Res. 7,007

8—GAS METERS: Res. 3,605

9— PRINCIPAL INDUSTRIES (CZ): Industry and Number of wage earners (average weekly salary): Fabricated Metals 2,600 ($263); Non-Electrical Machinery 12,500 ($497); Electrical Machinery 6,000 ($215); Transportation Equipment 4,600 ($373); Instruments 4,800 ($275); Food 9,400 ($393); Apparel 3,800 ($149); Printing and Publishing 7,500 ($256); Chemicals 6,000 ($344).

10-CLIMATE: Min. & Max. Temp.—Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Beach	33	Sears, Woolworth's, Grand Union, Sherwin-Williams, Kinney's, Radio Shack, Whelan Drugs, Thom McAn
Westchester Mall	40	Pergament, Alexanders, Radio Shack, Waldbaum's, Fayva
Hampton Oaks	-	Finast
Welcher Ave.		A&P
Crossroads	-	A&P
Baldwin Place	38	Sears Catalog, Radio Shack, Nescott Drug, Pantry Pride
Yorktown Green	30	Caldor, Shopwell, A&P
Putnam Square	10	Shopwell

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Howland's; Alexanders; Pergament.
Variety Stores: McCrory's; Woolworth.
Discount Stores: (CZ): Caldor.
Chain Drug Stores: Whelan's; Rite Aid.
Chain Food Supermarkets: A&P 3. First Nat'l; Grand Union 1; Shopwell 4; Shop-Rite; Waldbaum 2.
Other Chain Stores: Sears; Montgomery Ward (catalog); Shoe-Town; Thom McAn; Loft's; Singer; Trader Horn; Kinney; Sherwin-Williams; Lafayette.

14—NEWSPAPERS: STAR (e) 11,567; (S) 11,811; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald T. Caracelo, Adv. Mgr., STAR.
National Representatives: Gannett Newspaper Advertising Sales.

PLATTSBURGH, N.Y.

1—LOCATION: Clinton County, E&P Map F-1, County Seat. Center of retail, wholesale, industrial and tourist area of northeastern New York. College center; Air Force Base. On U.S. Rt. 9 & Interstate 87, 310 mi. from N.Y.C.; 60 mi. S of Montreal; on western shore of Lake Champlain and bordering Adironback Forest Preserve.

2—TRANSPORTATION: Delaware & Hudson R.R.; Greyhound Bus.
Motor Freight Carriers: 8.
Airlines: U.S. Air

3—POPULATION:
Corp. City 70 Cen. 18,715; Loc. Est. 22,874
CZ ABC: (70) 34,596; (80) 41,100
RTZ-ABC: (70) 43,257; (80) 50,100
County 70 Cen. 72,934; Loc. Est. 83,222
City & RTZ-ABC: (70) 77,853; (80) 91,200

4—HOUSEHOLDS:
City 70 Cen.: 5,482; Loc. Est. 8,410
County 70 Cen. 19,168; Loc. Est. 26,617
CZ ABC: (70) 9,371; (80) 12,600
RTZ-ABC: (70) 11,301; (80) 15,200
City & RTZ-ABC: (70) 20,672; (80) 27,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$205,700,000
Sav. & Loan Assn.	1	$82,500,000

6—PASSENGER AUTOS: County 31,419

7—ELECTRIC METERS: Residence 8,616

8—GAS METERS: Residence None

9— PRINCIPAL INDUSTRIES (CZ): Paper Products; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Products; Machine Prod.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days: Wed.; Thurs.; Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11—TAP WATER: Acid, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Pyramid Mall	50	K-Mart, Ward's, Penney, Price-Chopper
North Country	13	A&P, H.L. Green
Plattsburgh Plaza	13	Sears, Grand Union, Zayre
Skyway Corners	15	Grand Union, Woolworth's, King's Dept.
Big N Plaza	8	Ames, P&C Food Kinney Drugs

Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Merkels; Sears; J.C. Penney; Magram's; K-Mart; Kings.
Variety Stores: Woolworth; Green.
Discount Stores (CZ): Meyer's; Kinney; Fay's; Ames.
Chain Food Supermarkets: Grand Union 3; A&P 1; P&C Mkts; Price Chopper.
Other Chain Stores: Merit; Triangle; Kinney; Lippa's Jewelry; Anderson-Little; Zales Jewelers; Shoe Corp. of America; Endicott-Johnson Shoes; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto.; Thom Mc An Shoes.

14—NEWSPAPERS: PRESS-REPUBLICAN (m) 21,530; Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN.
National Representatives: Branham/Newspaper Sales.

PORT CHESTER, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-6. Residential center; On U.S. Hwy. 1 and State Hwys. 119, 120, and 120A; 9 mi. E of White Plains; New England Thruway; Connecticut Tpk.; Cross-Westchester Expway.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Airlines: Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3—POPULATION:
Corp. City 70 Cen. 25,803; Loc. Est. 22,193
Prim. Mkt. Area—ABC: (70) 74,402; (80) 69,000
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,623; Loc. Est. 8,637
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
Prim. Mkt. Area—ABC: (70) 22,845; (80) 24,300

5—BANKS:	NUMBER	DEPOSITS
Savings	23(71)	$4,477,784,000
Savings & Loan	17(50)	$1,365,061,000
Commercial	16(228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 7,768

8—GAS METERS: Residence 6,555

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); Non Electrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31. Last killing frost Apr. 10.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days: Thu., Fri., Sat. Sun.
Shopping Center: Ridge St. (64,000 sq. ft., parks 500 cars) First National; Woolworth; Gristede's; Montgomery Ward; Korvette City, Boston Post Rd., 1 mi. south of shopping district.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Kaplan's; Neisner Bros.; Korvette; Pergament Paints.
Chain Drug Stores (CZ): Courtesy.
Chain Food Supermarkets: A&P; Finast 2; Shopwell 2; Waldbaum's.

14—NEWSPAPERS: ITEM (e) 12,359; (S) 11,646; Mar. 29,1980 ABC.
Local contact for Advertising and Merchandising Data: Gannett Newspaper Advertising Sales.

PORT JERVIS, N.Y.

1—LOCATION: Orange County. E&P Map E-5. On Delaware River; 88 mi. N.W. of N.Y. City.

2—TRANSPORTATION: Railroads: Erie-Lackawana.
Motor Freight Carriers: 3.
Intercity Bus Lines: Deerpark Transp.; Tri-States Transit; Greyhound; Shortline.

3—POPULATION:
Corp. City 70 Cen. 8,852; Loc. Est. 6,732
County 70 Cen. 221,657; Loc. Est. 259,179

4—HOUSEHOLDS:
City 70 Cen. 3,155; Loc. Est. 3,464
County 70 Cen. 66,104; Loc. Est. 90,483

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	N.A.
Savings & Loan	3	N.A.
Comm. Banks	7	N.A.

6—PASSENGER AUTOS: County 132,820

7—ELECTRIC METERS: Residence 3,784

8—GAS METERS: Residence 3,642

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Glass 300 ($140); Shoes 300 ($140); Cosmetics 300 ($130).

10-CLIMATE: Min. & Max. Temp.—Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: Pike; Front; Sussex; and Ball Sts.
Neighborhood Shopping Centers: West Main St.; Kingston Ave.
Shopping Center: Tri-State Mall, Rt. 23, Montague, N.J.—2 miles outside Port Jervis; Open Evenings 'til 10 p.m. Sundays 'til 6 p.m. Port Plaza, Downtown Port Jervis.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Penney.
Variety Stores: Woolworth; Jamesway.
Chain Food Supermarkets: Grand Union 2; A&P; Shop-Rite; Great America.

14—NEWSPAPERS: UNION-GAZETTE (e) 5,159; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Mgr., UNION- GAZETTE.
National Representatives: Branham/Newspaper Sales.

POUGHKEEPSIE, N.Y.

1—LOCATION: Dutchess County (SMSA). E&P Map F-5, County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, Interstate 84, 9G, State Hwys. 44 & 55; 75 mi. N. of N.Y. City; 75 mi. S. of Albany.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Motor Freight Carriers: 20.
Intercity Bus Lines: Arrow, Greyhound; Mohawk; Mountain View; Trailways; Short Line.
Airlines: Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, D.C., and to Raleigh-Durham, N.C.

3—POPULATION:
Corp. City 70 Cen. 32,029; Loc. Est. 30,586
CZ ABC: (70) 73,116; (80) 72,600
RTZ-ABC: (70) 186,313, (80) 208,600
Co./SMSA 70 Cen. 222,295; Loc. Est. 234,429
City & RTZ-ABC: (70) 259,429; (80) 281,200
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,558; Loc. 13,330
County/SMSA 70 Cen. 62,495; Loc. Est. 78,794
CZ ABC: (70) 22,191; (80) 25,000
RTZ-ABC: (70) 50,925; (80) 65,800
City & RTZ-ABC: (70) 73,116; (80) 90,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	6(19Br.)	$781,955,000
Commercial	15(55Br.)	$513,297,000
Sav. & Loan	3(8Br.)	$92,753,000

6—PASSENGER AUTOS: County 170,000

7—ELECTRIC METERS: County 82,000

8—GAS METERS: County 18,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners: Bus. Machines 22,000, Bearings 830; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Utilities 12,264; Elec. Prod. 487.

10-CLIMATE: Min. & Max. Temp.—Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1. Last killing frost, May 1.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principl Shopping Center: Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers: Hooker Ave.; Raymond Ave.; Poughkeepsie Plaza, South Rd.; Bradlee Plaza, South Rd.; Hudson Plaza, South Rd.; 44 Plaza, Route 44; Red Oaks Mill, Manchester Rd.; Hyde Park Mall; South Hills Mall; Imperial Plaza; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Hyde Pk. Mall	4	Shop Rite, Barkers
South Hills Mall	5	K-Mart, Sears, Howlands, Up-To-Date
Dutchess Mall	15	Mays, Shop Rite, Service Merchandise, Pergament, Denbys
Hopewell Plaza	8	Grand Union
Poughkeepsie Plaza	2	Grand Union, Marshalls, Luckeys
Hudson Plaza	2	Montgomery Ward, Hermans, Flah's
Bradlees Plaza	2	Bradlees, Stop & Shop
Dutchess Center	2	K-Mart, Shop-Rite, Miron Catalogue Center
44 Plaza	1	Edwards, Caldor's
Route 9 Mall	6	Caldor, Shop-Rite
Imperial Plaza	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plaza	13	Barker's
Dutchess Park	15	A&P
Hyde Park	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Hudson Valley Dept.
Apple Valley Pl.	4	Grand Union
Red Oaks Mill	4	Grand Union, Rite Aid
Arthursburg	14	A&P

Principal Shopping Days: Wed., Thur., Fri., Sat.
Stores Open Evenings: All Stores, Thurs.; Food & Shpg. Ctrs., Mon. thru Fri. and Sunday.

13—RETAIL OUTLETS: Department Stores: Luckey's 3; Montgomery Ward; Sears; May's.
Discount Stores (CZ): Bradlee; Caldor 2; K-Mart 2; Barkers 2.
Variety Stores: Woolworth; S.S. Kresge.
Chain Drug Stores (CZ): CVS 2; Neustat 6; Liggett Rexall; Rite-Ald 2.
Chain Food Supermarkets: A&P 4; Grand Union 18; Edwards; Stop-and-Shop; Rite 4; IGA 2.
Other Chain Stores: Goodyear 3; Goodrich; Miles; A.S. Beck Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Denbys; Howlands; French Boot 2; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Castro; Lloyd Lumber 3; Barton's; Western Auto; Barker's 2; Shoe Town; Stewart's Ice Cream 2; Dunkin' Donuts 2 McDonald's 2; Kentucky Fried Chicken 3; Lum's Arthur Treacher Fish & Chips; Roy Rogers (June 1980); Walbaum's and Channel Lumber (Sept. 1980).

Right in the Middle of Things

ONEIDA COUNTY, N.Y.
ROME

Rome Sentinel Company

PUBLISHERS OF
DAILY SENTINEL
(315) 337-4000

PUBLISHERS OF
SUNDAY SENTINEL
(315) 337-4000

14—NEWSPAPERS: JOURNAL (m) 39,649; (S) 51,933; Mar. 30,1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Merryweather, Adv. Dir., Thomas D. Halstead, Retail Adv. Mgr. Richard A. Ruscitti, Class. Adv. Mgr., or Diane Scott, National Adv. Mgr. JOURNAL.
National Representatives: Gannett Newspaper Advertising.

ROCHESTER, N.Y.

1—LOCATION: Monroe County (SMSA). E&P Map C-3, County Seat. Third largest city in State; On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway. 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-490, 15 and 104; State Hwys. 31, 33, 47 and New York State Thruway.

2—TRANSPORTATION: Railroads: Conrail; B&O; Erie and Lehigh Valley.
Motor Freight Carriers: 75.
Intercity Bus Lines: Greyhound; Empire State Trailways.
Airlines: American; United; U.S. Air; Eastern.

3—POPULATION:
Corp. City 70 Cen. 296,233; Loc. Est. 266,200
CZ ABC: (70) 655,546; (80) 624,300
RTZ-ABC: (70) 422,211; (80)461,900
County 70 Cen. 711,917; Loc. Est 705,700
SMSA 70 Cen. 961,516; Loc. Est 973,700
City & RTZ-ABC: (70) 1,077,757; (80) 1,086,200
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City, 70 Cen. 101,238; Loc. Est 105,100
70 Census County 220,554; Loc. Est 252,800
SMSA 70 Cen. 294,263; Loc. Est 343,600
CZ ABC: (70) 205,179; (80) 220,400
RTZ-ABC: (70) 123,335; (80) 158,400
City & RTZ-ABC: (70) 328,514; (80) 378,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	N.A.
Sav. & Loan Assns	6	N.A.
Commercial Banks	10	N.A.

6—PASSENGER AUTOS: County 345,858 (1978)

7—ELECTRIC METERS: Residence 251,645

8—GAS METERS: Residence 192,379

9— PRINCIPAL INDUSTRIES (CZ): Industry. Number of Wage Earners (Av. Wkly. Wage): Manufacturing/ Durable Goods 116,300 ($336); Manufacturing/ Nondurable Goods 31,700 ($221); Construction 9,900; Transportation & Public Util. 12,800; Wholesale and Retail Trade 76,200; Finance, Ins. and Real Estate 15,700; Services and Misc. 69,200; Government 58,900.

10-CLIMATE: Min. & Max. Temp.—Spring 20-85; Summer 24-91; Fall 9-85; Winter -5-81.

11—TAP WATER: Neutral, soft.

12—RETAILING: Neighborhood Shopping Centers and Areas: Brighton: BelAire Plaza; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plaza; West Brighton Plaza. Brockport: Big N Plaza; Brockport Plaza. Chili: Chili Center Mart; Chili Paul Plaza; Chili Pixley Plaza; Churchville Commons. Gates: Buffalo Elm Plaza; Buffalo Road Shopping Ctr.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gates Chili Shopping Ctr.; Gateway Plaza; Gates Colonial Plaza; Great Western Mall; Spencerport Road Plaza; Westgate Plaza; Westmar Plaza. Greece: Barnard Shopping Center; Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plaza; Latta Road Plaza; Long Ridge Mall; Mt. ReadMaiden Lane Plaza; Northgate Plaza; Ridgemont Plaza; West Ridge Shopping Ctr. Henrietta: Champion Plaza, Citibank Plaza, Henrietta K-Mart Plaza; Henrietta Plaza; Southtown Plaza; Todd Mart Plaza; Winjet Plaza. Irondequoit: East Ridge Plaza; Georgetown Plaza, Gold Circle Plaza; Hunter Plaza; Irondequoit Shopping Ctr.; Empire Plaza; Ridge Hudson Plaza, Stutson Bridge Plaza. Penfield: Eastway Plaza; Panorama Plaza, Penfield Plaza. Perinton: Country Club Plaza; Hitching Post Plaza; Perinton Square. Pittsford: Pittsford Colony; Pittsford Plaza; Clover Commons. Rochester: Culver Ridge Plaza; Lyell Shopping Plaza; Midtown Plaza; North Park Plaza; Ridge Clinton Plaza; Ridge Seneca Plaza; Warning Road Shopping Ctr.; West Ave. Plaza. Victor: Eastview Mall.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Bullshead	1½	
Chili-Paul	-	K-Mart
Country Club	8½	Wegman's
Culver Ridge	-	Woolworth, Penney, B Forman
Dewey-Ridge	2½	Wegman's, Star
Dewey-Stone	6½	Star
Dewey & Lotta Rd.	7½	
East Ridge Plaza	-	IGA
Eastway	8½	Sibley's Wegman's
Eastview	15	Star, Sibley's, McCurdy's, Sears
Empire	3	Star
Gates-Chili	5	Jox
Georgetown Plz.	6	Parkedge, Fays
Goodman	2½	
Greece Towne Mall	8	Sibley's,
Henrietta Town Line	-	IGA Foodliner
Irondequoit	5	Sibley's, Star, Bond, Wegman's, B Forman, McCurdy's
Latta Rd. Plaza		
Long Ridge Mall	8	McCurdy's, Penney, Sears, B. Forman
Lyell-Mt. Read	3	Altiers
Main-Merchants	5	Star
Midtown	0	B. Forman, McCurdy's, Casual Corner, Wegman
Monroe-Clover	5½	
Mt. Hope	3½	Super Duper
Mt. Hope & Crittenden	-	Wegman Mkt.
Mt. Read & Maiden Lane	-	Wegman Mkt.
Northgate	8½	Penney, McCurdy's, Star, Wegman's
North Park	3	
Panorama	8	Star, Tops
Pittsford	-	Edwards N., Penney, Star, Woolworth's, B. Forman
Pittsford Plaza West	-	Wegman Mkt.
Ridge-Clinton	3½	Keys, S&H Stamp
Ridgecrest	6	Ridgecrest Hardware
Ridge-Culver	5½	Star, B. Forman, Penney
Ridgemont	8	Edward's, Wegman's, Star
Southtown	6	Star, Sibley's, Penney, Sears
Spenceport Road		
Stoneridge	6	Star
Stop & Shop Plaza		Foodland
Suburban	7	Star
Twelve Corners		Super Duper, Lady Madona
Waring Road	4	
Wegman's Henrietta Plaza	-	Wegman's
Westgate	5½	Neisner Bros., Star Super Saver
West Ridge	5	

Principal Shopping Days: Thu., Fri., Sat., Tue., Sun.
Stores Open Evenings: Tue., Thu., Food-Thur., Fri.

13—RETAIL OUTLETS: Department Stores: B. Forman Co. 4; J. C. Penney 5; McCurdy's 4; Sears 4; Sibley's 6; Edwards 2.
Variety Stores: Woolworth 7; McCrorys.
Discount Stores: Ames 1; Barker 2; Gold Circle 3; K-Mart 5; Naum's 4; Present Co. 5; S.L. Nichols 1; Two Guys 3; Westons 1; Ameg 3.
Chain Drug Stores: Clinton (CVS) 11; Dox Drug 5; Fay's 3; Key 16; Kurlan 1; Rite-Aid 24.
Chain Food Supermarkets: Bells 7; Big M 16; IGA 10; Park Edge 2; Star 37; Super Duper 5; Tops 6; Wegmans 24; 7-Eleven 8.
Other Chain Stores: Altiers 10; Bakers 4; Bond Clothes 3; Casual Corner 3; Chase Pitkin 11; Color Your World 3; David's 2; Endicott-Johnson 7; Fanny Farmer 13; Johnny Antonelli (Firestone) 9; Flagg Brothers 3; Florsheim 3; Goodrich 1; Goodyear 5; Grossmans 7; Kinney's 5; Lane Bryant 3; erner's 2; Marjax 4; Mcfarlins 3; Miles 2; Naums 5; Noble's 1; Ormond's 3; Present Co. 6; Radio Shack 14; Rose & Sullivan 4; S&H Green Stamp Redemption Center 1; Schiff's 2; Sherwin Williams 6; Singer 9; Thom McAn 5; Top Value Enterprises, Inc. 4; Western Auto 4; Spiegel Catalogue 1; Waldert Opticians 10.

14—NEWSPAPERS: DEMOCRAT & CHRONICLE (m) 125,316; TIMES-UNION (e) 121,897; Comb. (m & e) 247,213; DEMOCRAT & CHRONICLE (S) 232,367; March 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Gen. Adv. Mgr., TIMES-UNION, DEMOCRAT & CHRONICLE.
National Representatives: Gannett Newspaper Advertising Sales; America Publishers Representative; The Leonard Co.

ROME, N.Y.

1—LOCATION: Oneida County (In Utica-Rome SMSA). E&P Map D-3, County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel as of July 1, 1979.

2—TRANSPORTATION: Railroads: Conrail; New York State Barge Canal terminal.
Motor Freight Carriers: 10.
Canal Freight and Passenger Lines: 2.
Airlines: Empire.
Bus Lines: Utica-Rome-Syracuse.

3—POPULATION:
Corp. City 70 Cen. 50,148; Loc. Est. 46,566
CZ ABC: (70) 53,196; (80) 47,500
RTZ-ABC: (70) 67,836; (80) 71,900
County 70 Cen. 273,037; Loc. Est. 257,510
SMSA 70 Cen. 320,670; Loc. Est. 323,902
City & RTZ-ABC: (70) 121,032; (80) 119,400

4—HOUSEHOLDS:
City 70 Cen. 14,035; Loc. Est. 15,368
County 70 Cen. 82,080; Loc. Est. 90,541

SMSA 70 Cen. 103,486; Loc. Est. 114,747
CZ ABC: (70) 14,867; (80) 15,200
RTZ-ABC: (70) 18,295; (80) 22,900
City & RTZ-ABC: (70) 33,162; (80) 38,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$150,000,000
Sav. & Loan Assn.	1	$85,000,000
Commercial Banks	3	$70,000,000

6—PASSENGER AUTOS: County 118,191

7—ELECTRIC METERS: Residence 20,506

8—GAS METERS: Residence 11,437

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Copper & Brass 1,400 ($182); Wire 6,000 ($184); Road Mach. 380 ($178); Gov. 4,260 ($198).
Principal Pay Days: Fri.; 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 14-95, Summer 41-96; Fall 10-80; Winter 10-48. First frost. Oct. 1. Last frost, May 20.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: Liberty Mall, Rome City Center Mall, All Downtown. Freedom Mall, Downtown Mall.
Neighborhood Shopping Centers: At Black River Blvd. & E. Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts., (1¼ mi.) 5 units; Price Chopper Plaza, 4 units; Grandway Plaza, 4 units.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Downtown Mall	-	Goldberg's; Jupiter; Simpkins, Rosens, Philipsons Army/Navy
Black River Blvd	1	Sears, Great American, Berkes Drugs, Kanoff
Mohawk Acres	2	Wards, McCrorys, Great American
Westgate Manor	3	Chicago Market, Radio Shack
Price Chopper	3	Carl's, Price Chopper
Freedom Plaza	-	Grand Union, J.C. Penney, Zayres
Suburban Plaza	-	P & C, Carls Drug
Riverside Mall Utica	10	Howlands, Ward's

Principal Shopping Days: Thurs., Fri., Sat
Stores Open Evenings: Mon. and Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears Roebuck; Goldberg's; Rome Bargain Center; J.C. Penney; Zayres.
Variety Stores: Jupiter; Kanoff's; McCrorys.
Discount Stores (CZ): Rome Bargain Center; Mutual Distributor; Community Distributing Co.; Jupiter.
Chain Drug Stores (CZ): Carl's 3; Rite-Aid 2.
Chain Food Supermarkets: Great American 3; P&C Grand Union; Chicago Mkts. 2; Price Chopper.
Other Chain Stores: Endicott-Johnson; National Auto; Markson Bros.; Brooks Fashion; Goodyear; Firestone; Radio Shack; Grossman's; Color Your World; Jo-Ann Fabrics; So-Fro Fabrics.

14—NEWSPAPERS: SENTINEL (e) 19,772; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL.
National Representatives: None.

SALAMANCA, N.Y.

1—LOCATION: Cattaraugus County, E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353; U.S. 219. and 2 hwys. to Buffalo.

2—TRANSPORTATION: Railroads (Freight Only): Erie-Lackawanna (Conrail); C&O (Chessie System); Southern Tier Expressway; New York & Lake Erie (short line).
Motor Freight Carriers: 2.
Intercity Bus Lines: Bluebird; Trailways; Intra City—Mini-bus.

3—POPULATION:
Corp. City 70 Cen. 7,877; Loc. Est. 7,275
County 70 Cen. 81,666; Loc. Est. 86,632
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,704; Loc. Est. 2,913
County 70 Cen. 24,878; Loc. Est. 30,782

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	1	$5,433,631
Commercial Banks	2	$163,220,000

6—PASSENGER AUTOS: County 34,883

8—GAS METERS: Residence 3,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Woodworking 430 ($140); Railroad 135 ($160); Aluminum 70 ($160); Lumber mill 121 (N.A.); Electronics 27 ($120); Publishing 44 ($130); Plastics 88 ($130).
Principal Pay Day: Thursday.

10-CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23. Last frost, May 28.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St. plus downtown shopping mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas: Washington & Center; Broad & Center 12 units; Broad & Eagle.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Allegany	16	K-Mart, Reid's Food Barn
Bradford	18	Penney, Woolworth, Loblaw, Clark's
Olean Center Mall	18	A.M.&A., Hills

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Bradner's.
Discount Stores (CZ): Valley Discount; Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores: McCrory; Rite Aid.
Chain Food Supermarkets (CZ): Bell; Parkview.
Other Chain Stores: Brown Boot; Sears (catalog); Montgomery Ward (catalog); Outdoor Store; True-Value Hardware; Agway; Radio Shack; McDonald's; Rusty's.

14—NEWSPAPERS: REPUBLICAN-PRESS (e) 3,725; sworn Sept 30,1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: Weber Austin, Pub. or Joseph Scherrer, Adv. Mgr., REPUBLICAN-PRESS.
National Representatives: Landon Associates, Inc.

SARANAC LAKE, N.Y.

1—LOCATION: Franklin & Essex Counties, E&P Map E-2. 100 mi. from Glens Falls; 50 mi. from Malone; 50 mi. from Plattsburgh. On State Hwys. 3, 86, 365.

2—TRANSPORTATION: Airline: U.S. Air.
Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. Corp Village 70 Cen. 6,086; Loc. Est. 5,888
Counties:
Franklin 70 Cen. 43,931; Loc. Est. 45,529
Essex 70 Cen. 34,631; Loc. Est. 36,015

4—HOUSEHOLDS:
City 70 Cen. 2,105; Loc. Est. 2,411
Franklin Co. 70 Cen. 12,907; Loc. Est. 15,643
Essex Co. 70 Cen. 10,660; Loc. Est. 12,734

5—BANKS: 4 Commercial, Deposits N.A.

6—PASSENGER AUTOS: (Counties): Franklin 18,240; Essex 16,868

7—ELECTRIC METERS: Residence 5,220

9— PRINCIPAL INDUSTRIES (CZ): Medical Research; Hospitals; Wood Prod.; Tourism; Colleges (2); Governmental Offices.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Ames	5	Radio Shack, Grand Union

Principal Shopping Days: Thu., Fri., Mon., & Sun.
Stores Open Evenings: Dept. Stores-Fri.; Food-Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Altman's; Montgomery Ward; Sears; National Army; Grossman's; Radio Shack; Diamond International.
Discount Stores: Ames.
Variety Stores: Newberry.
Chain Drug Stores (CZ): Meyer's 3.
Chain Food Supermarkets: Grand Union 4; A&P 2; IGA 3.
Other Chain Stores: Wilson; Eastern Mountain Sports.

14—NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 5,039; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE.
National Representatives: Landon Associates, Inc.

SARATOGA SPRINGS, N.Y.

1—LOCATION: Saratoga County (In Albany- Schenectady-Troy SMSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9. Interstate 87.

2—TRANSPORTATION: Railroads: Delaware & Hudson.
Intercity Bus Lines: Greyhound; Trailways.
Airlines Serving City: American; US Air.

3—POPULATION:
Corp. City 70 Cen. 18,845; Loc. Est. 28,495
CZ ABC: (70)18,845; (80)24,500
RTZ-ABC: (70)64,958; (80)87,500
SMSA 70 Cen. 777,792; Loc. Est. 803,537
County 70 Cen. 121,679; Loc. Est. 154,578
City & RTZ-ABC: (70)83,803; (80)112,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,058; Loc. Est. 10,769
County 70 Cen. 35,686; Loc. Est. 52,628
SMSA 70 Cen. 249,296; Loc. Est. 296,501
CZ ABC: (70)6,058; (80)9,000
RTZ-ABC: (70)18,211; (80)27,100
City & RTZ-ABC: (70)24,269; (80)36,100

5—BANKS: 3 Dep. $64,553,490

6—PASSENGER AUTOS: County 74,366

7—ELECTRIC METERS: Residence 21,249

A FAMILY NEWSPAPER IN A STABLE EMPLOYMENT AREA

THE
SCHENECTADY GAZETTE
The area's fastest growing daily

and the only way to reach Schenectady County

■

DAILY CIRCULATION
69,994

Represented Nationally by
CRESMER, WOODWARD, O'MARA & ORMSBEE
Circulation ABC Audit 9/30/79

SARATOGA SPRINGS—continued

8—GAS METERS: Residence 7,862

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 300 ($115); Electronics 350 ($125); Packaging 300 ($133); Seasonal Industries, Saratoga Raceway, Apr.-Dec. 250; Saratoga Racetrack, Aug. 500; Saratoga Performing Arts Center, July, Aug. 100; Skidmore College 700.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 11-86, Summer 45-96, Fall 9-77.5, Winter —22-47.5. Last killing frost May 8-9

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Broadway, 1 block on Caroline St., on Division St., West Hill Plaza, West Ave. & Route 29, Pyramid Mall Rt. 50.
Neighborhood Shopping Centers: Washinhton & Church Sts., Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Colonie	25	Macy's, Sears
Latham	20	Boston Store, Penney's
Northway Plaza	18	Ward's
Aviation Mall	18	Sears, Penney's
Northway Mall	25	
Pyramid Mall	-	Carl Dept., Barker's, Denby's, Albany Pub. Mkt., Carl's Drug, Mont. Ward
Clifton Country Mall	18	Penney's, Denby's, Carl's
West Hill Plaza	-	Jamesway Dept., P & C Mkt., Mont. Ward
K Mart Plaza	-	Price Chopper, Fay's Drugs

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Fri., Mon. thru Sat., July and August.

13—RETAIL OUTLETS: Department Stores: E. D. Starbuck, Standard Furniture; G. Heath King, Carl Co., Denby's; Mont. Ward.
Variety Stores: Woolworth, J. J. Newberry.
Discount Stores (CZ): Jamesway; Barker's.
Chain Drug Stores (CZ): Daw, Rite-Aid 2, Mac Finn 2.
Chain Food Supermarkets: Price Chopper 7, Grand Union 10, Albany Public 4, P&C Markets 2.

14—NEWSPAPERS: SARATOGIAN (e-Mon. to Fri.) 12,105, (S) 18,450, Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bruce D. Budnik, Adv. Dir., SARATOGIAN.
National Representatives: Gannett Newspaper Advertising Sales.

SCHENECTADY, N.Y.

1—LOCATION: Schenectady County (In Albany-Schenectady-Troy SMSA). E&P Map F-4. County Seat Barge Canal Terminal, east central part of State. 160 mi. from N.Y. City, 715 mi. from Chicago. On U.S. Hwys. 9 and 20; State Hwys. 5, 58, 7, 50 and New York State Thruway and Northway.

2—TRANSPORTATION: Railroads: Amtrak(Pass.) D&H and B&M (freight).
Motor Freight Carriers: 14.
Intercity Bus Lines: Greyhound; Schenectady Transportation; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines: Thru Albany, N.Y. Airport, 10 Mi. Distant—American, Page Airways, TWA (freight); Trans East, US Air, Altair, Braniff, Eastern.

3—POPULATION:
Corp. City 70 Cen. 77,958; Loc. Est. 72,000
CZ ABC: (70)147,896; (80)138,100
RTZ-ABC: (70)106,551; (80)134,700
County 70 Cen. 160,979; Loc. Est. 153,013
SMSA 70 Cen. 777,793; Loc. Est. 798,913
City & RTZ-ABC: (70)254,847; (80)272,800

4—HOUSEHOLDS:
City 70 Cen. 28,394; Loc. Est. 31,470
County 70 Cen. 53,472;Loc. Est. 58,500
SMSA 70 Cen. 249,296; Loc. Est. 296,501
CZ ABC: (70)49,708; (80)53,100
RTZ-ABC: (70)30,829; (80)43,900
City & RTZ-ABC: (70)80,537; (80)97,000

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	2	$351,000,000
Sav. & Loan Assn.	1	$100,000,000
Commercial Banks	7	$425,000,000

6—PASSENGER AUTOS: County 82,185

7—ELECTRIC METERS: Residence 69,400

8—GAS METERS: Residence 45,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electrical, Atomic, Jet Machy. and Matls. 31,000, Bakery 330; Plates & Ptg. 800, Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prod. 200, Concrete Prod. 100, Dairy Prod. 325; Gov't. 3,500; Plastic 250. Av. Wkly. Industrial Wage: $160.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-46; Summer 56-96, Fall 47-67, Winter 0-37. First frost, Oct. 10-15. Last frost, Apr. 15-30.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Area: 4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N. Broadway. There are 8 neighborhood shopping areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane Street; Upper Nott Street and Scotia, N.Y.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Sheridan Plaza	12	P&C
Mayfair	11	Grand Union,
Willowbrook		K-Mart, Albany Public
Village Square	-	A&P
Shoporama	9	Woolworth, Grand Union,
Colonie	38	Macy's, Sears, Kennedy's, Richman Bros.
Latham	28	Boston Store, J. C. Penney, Grand Union
Northway Mall	6	Korvette's
Mohawk Mall	81	Montgomery Ward, Boston Store, Woolworth
Rotterdam Plaza	12	Montgomery Ward, Barker's, Shop Rite
Crosstown Plaza	-	Fays Drugs, Price Chopper, Bradlees, Caldor, Shoe Town

Principal Shopping Days: Sat., Thurs.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Carl; Boston Store.
Variety Stores: Woolworth 5.
Discount Stores (CZ): Two Guys, Bargain City, Stewarts; Duane Sales, Discount House, K-Mart; Barker's.
Chain Drug Stores (CZ): Hall's, C.V.S., Fays, Rite-Aid, Draper 2; Price Chopper 2, Rock Garden 2, Town 2, C.V.S.
Chain Food Supermarkets: A&P 3; Price Chopper 35, Grand Union 8; P&C, Albany Public, Shop Rite, Discount Food 2.
Other Chain Stores: Boston Store, Montgomery Ward, Sears Roebuck (General); Singer Co., Caldor; Bradlee, Endicott-Johnson, Royce, Thom McAn, Candy: Fanny Farmer 2, Furniture: Standard, Olenders, Robinson; Clothing: Lerner's; Auto Supplies, Detroit Supply, Firestone, Goodrich, Goodyear, Misc., Plane Boys 2; Spiegel Catalog, S&H Green Stamps.

14—NEWSPAPERS: GAZETTE (m) 69,994, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data, M. G. Moran, Gen. Adv. Mgr. GAZETTE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

SYRACUSE, N.Y.

1—LOCATION: Onondaga County (SMSA). E&P Map D-3.

2—TRANSPORTATION: Railroads: Amtrak, Conrail.
Motor Freight Carriers: 169.
Intercity Bus Lines: Greyhound, Centro, N.Y. Coach, Syracuse & Oswego Coach; Onondaga Coach.
Airlines Serving City: American; Eastern; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 197,297; Loc. Est. 168,482
City Zone ABC: (70) 396,564; (80) 379,400
RTZ-ABC: (70) 378,416; (80) 409,900
County 70 Cen. 472,746, Loc. Est. 463,981
SMSA 70 Cen. 636,507; Loc. Est. 643,026
City & RTZ-ABC: (70) 774,980, (80) 789,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 67,671; Loc. Est. 68,083
County 70 Cen. 145,322, Loc. Est. 165,922
SMSA 70 Cen. 192,242, Loc. Est. 226,148
CZ ABC: (70) 124,313, (80) 135,600
RTZ-ABC: (70) 109,032, (80) 136,300
City & RTZ-ABC: (70) 233,345, (80) 271,900

5—BANKS:	NUMBER	DEPOSITS
Savings Bank	9	N.A.
Sav. & Loan Assns.	4	N.A.
Commercial Banks	11	N.A.

6—PASSENGER AUTOS: County 226,282

7—ELECTRIC METERS: Res. 170,250

8—GAS METERS: Res. 124,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equipment 7,600; Traffic and Lighting Systems 2,200; Other Electric Machy., Eqp. & Supplies 3,800; Transportation Eqp. 5,000; Pottery Products 1,000; Iron and Steel 2,500; Fabricated Metal 2,100; Chemicals 2,200; Food Products 2,000; Drugs 2,200; Candies 650; Printing & Publishing 2,400; Shoes 250.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-76, Summer 56-81; Fall 33-72; Winter 16-35.

11—TAP WATER: Slightly alkaline, moderately hard; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Salina St.; 5 blocks on Warren St.
Neighborhood Shopping Centers: Westcott St.; Eastwood; Elmwood; Geddes St.; Butternut St.; So. Salina at Brighton; Dewitt; Lyncourt, Mattydale; S. Geddes St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fairmount Fair (55)	3	Dey Bros., Sears, Addis, Flah's, Rite-Aid
K-Mart Plaza (20)	5	K-Mart, Fay's, P&C
Field City (5)	4	Boardman Ltd.
Westvale (4)	1	Century House, Rite-Aid
Western Lights (26)	2	K-Mart, Walgreens, Loblaw
Shoppingtown (125)	5	Penneys, Dey Bros., Fay's, Addis, Flah's
Nottingham (12)	3	Carl's
Northern Lights (70)	3	Chappells, Acme, Two Guys
Liverpool (3)	4	Carl's
Shop City (40)	1	Mont. Ward, Chappell's, Acme, P&C
Eastwood Shopping Plaza (35)	1	
Valley Plaza (25)	1½	Acme, Daw Drugs
Camilus Plaza (35)	8	J.C. Penney, Anderson-Little, Witherills, Goldberg's, P&C, Carl's, Goodyear
Bayberry (35)	-	P&C
Butternut Plaza (3)	-	Chicago Mkt., Rite-Aid
Fayetteville Mall (70)	-	Denby's, Carl's, Sears, Sibley's, Herman's
Greenhill Farms (10)	-	Fay's Drug, K-Mart, Green Hills Super Market
Penn Can Mall (95)	-	Addis, Denby's, Sears
Seneca Mall (40)	-	Fay's, Chappell's, K-Mart, Price Chopper
Tri-County Mall (34)	-	Price Chopper, Dey Bros., Fay's
Hiawatha Plaza (10)	-	Tops
River Mall (40)	-	P&C, Rite Aid, Ames, Carl's
North Plaza (-)		Switz's
Pyramid Mall (5)	-	Green Hills Super Market, Fay's
Cicero Mall (75)	-	Service Merchandisers, Acme, Radio Shack

Principal Shopping Days: Mon., Fri. & Sat.
Stores Open Evenings: Dept. Stores, Fri. & Mon., Food, Wed., Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Denby's, Dey Brothers; Witherill; Chappells; Sibley's, Sears, J. M. Field; Montgomery Ward; Lerner Shops, The Addis Co., J. C. Penney; Flah's.
Variety Stores: Woolworth; McCrory; G. C. Murphy; Ames.
Discount Stores (CZ): Ra Lin; K-Mart, Cook's, Naum Bros., Boardman Ltd.; Two Guys, Sugarman's; Century House.
Chain Drug Stores (CZ): Carl's 9; Fay's 11, Rite Aid Prescription Center 12, CVS 3.
Chain Food Supermarkets: Acme 27, Grand Union 33, A&P 2, P&C 150, Victory Markets 94, Chicago Markets 15, Price Chopper 14, Tops Markets 12, Wegmans 6, Giant Markets 11, I.G.A. 125; Silver Star Stores 15, O-M Markets 8, Super Duper Markets 101.
Other Chain Stores: Firestone, Fanny Farmer; Dr. Scholl's, Rudolph's, Lerner, Endicott-Johnson, Goodrich, Goodyear, Radio Shack, Woolworth, G. C. Murphy, Anderson-Little, Lane Bryant.

14—NEWSPAPERS: POST-STANDARD (m) 82,181, HERALD JOURNAL (e) 113,678; Comb. (m&e) 195,859; HERALD AMERICAN (S) 231,470; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David R. Kaczorowski, Dat'l. Adv. Mgr. HERALD JOURNAL, POST-STANDARD and HERALD-AMERICAN.
National Representatives: Newhouse Newspapers-Metro-Suburbia, American Publishers' Representatives, Ltd; The Leonard Company.

TARRYTOWN, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2—TRANSPORTATION: Railroads: Conrail, Amtrak.
Airlines: Air Florida, Business Commuter, Command Airways; Commuter Airlines, Empire Airlines; Air North.

3—POPULATION:
Corp. Cities 70 Cen. 11,115; Loc. Est. 12,026
Prim. Mkt. Area—ABC: (70) 27,144; (80) 26,800
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,522; Loc. Est. 4,393
Prim. Mkt. Area—ABC: (70) 8,642; (80) 9,800
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326

5—BANKS:	NUMBER	DEPOSITS
Savings	23 (71)	$4,477,784,000
Savings & Loan	17 (50)	$1,365,061,000
Commercial	16 (228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 6,079

8—GAS METERS: Residence 5,446

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); Non-Electrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314), Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88, Fall 38-54, Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers at Tarrytown: 3 blocks on Broadway N. Tarrytown; 2 blocks Beckman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days: Thu., Fri., Sat., Sun.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Howland's.
Variety Stores: Woolworth; M.H. Fishman.
Chain Drug Stores: Tappan 2.
Chain Food Supermarkets: Finast, Grand Union; Gristede.

14—NEWSPAPERS: NEWS (e) 5,458; (S) 4,599, Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gannet Newspaper Advertising Sales.

TONAWANDA, N.Y.

See NORTH TONAWANDA, N.Y.

TROY, N.Y.

1—LOCATION: Rensselaer County (In Albany-Schenectady-Troy SMSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C., eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4, Interstate 87, 90, & 787.

2—TRANSPORTATION: Railroads: Conrail; D. & H., freight service.
Motor Freight Carriers: 36.
Intercity Bus Lines: C.D.T.A.; S&S, Yankee Trails, Yankee Traveler Club, Greyhound; Trailways; Vermont.
Airlines: American; Braniff, Eastern; U.S. Air; Bar Harbor; Mall.

3—POPULATION:
Corp. City 70 Cen. 62,918; Loc. Est. 56,131
CZ ABC: (70) 119,931; (80) 108,800
RTZ-ABC: (70) 122,168; (80) 137,400
County 70 Cen. 152,510; Loc. Est. 151,390
SMSA 70 Cen. 777,793; Loc. Est. 798,913
City & RTZ-ABC: (70) 242,099; (80) 246,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 20,535; Loc. Est. 21,544
County 70 Cen. 47,300; Loc. Est. 54,964
SMSA 70 Cen. 249,296; Loc. Est. 296,501
CZ ABC: (70) 39,682; (80) 41,100
RTZ-ABC: (70) 36,496; (80) 47,100
City & RTZ-ABC: (70) 76,178; (80) 88,200

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	18	N.A.
Sav. & Loan Assns.	4	N.A.
Commercial Banks	36	N.A.

6—PASSENGER AUTOS: County 67,444

7—ELECTRIC METERS: Res. CZ 56,916

8—GAS METERS: Rex. CZ 36,292

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Metals 3,800 ($237); Stone, Clay & Glass 3,100 ($278); Machy. 26,000 ($251); Transp. 3,100 ($225); Mfg. 60,800 ($223); Food 5,400 ($209); Textiles & Shirts 7,600 ($135); Ptg. & Pub. 3,300 ($243).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-52; Summer 45-89, Fall 45-56, Winter 0-35. First frost, Oct. 15. Last frost, early May.

11—TAP WATER: Neutral, relatively soft, fluoridated.

12—RETAILING: Principal Shopping Center: 19 blocks from Congress St. N. to Jacob St., on River, Third & Fourth Sts.; also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers: Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy), 5th Ave. & 112th St., 116th St. & 2nd Ave., 126th St. & 2nd Ave., Hoosick St., betw. 10th & 15th Sts. Cohoes: Seven blocks centering at Ontario & Remsen St. Watervliet: Broadway from 14th St. N. to 19th St. Waterford: Broad St. from 2nd to 5th St. Latham: Latham Corners Mall; Menand's; Broadway. Mechanicville: Park Ave. Hoosick Falls: Downtown Area; Colonie Shopping Center; Northway Mall; East Greenbush Fair; Clifton Country Mall, Uncle Sam Mall, Downtown Troy.
Principal Shopping Days: Wed., Thurs., Fri., Sat. & Sun.
Stores Open Evenings: Dept.—Fri. Some Tues. & Thurs.; Shpg. Ctr. every evg. & Sun.

13—RETAIL OUTLETS: Department Stores: Denby's, Montgomery Ward; Stanleys; Boston Store, J. C. Penney, Two Guys, Macy; Sears, K-Mart, Barker's; Carl Co.
Variety Stores: Woolworth 2.
Discount Stores (CZ): Jupiter; Stanley's, Two Guys, K-Mart, Barker's.
Chain Drug Stores (CZ): CVS Pharmacy 4; Rite-Aid 2; Fay's 2; Shop-Rite, CVS 2.
Chain Food Supermarkets (CZ): Grand Union 8, A&P 2, Price Chopper 12; P&C 1; Albany Public Markets 5; Star Super 2; Food Circus 3; Shop-Rite 2; Stewarts 6.
Other Chain Stores (CZ): Singer Co.; Endicott-Johnson; Manufacturers Outlet; Wells & Coverly; Pressman; Standard; Denby's; Stanley's; Outlet Barn; Paula, Firestone; Goodyear, Perreault; Auto Detroit Sup.; Fanny Farmer.

14—NEWSPAPERS: TIMES RECORD (e) 45,599; SUNDAY RECORD (S) 44,675; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD/SUNDAY RECORD.
National Representatives: None.

UTICA, N.Y.

1—LOCATION: Oneida County (In Utica-Rome SMSA). E&P Map E-3, County Seat. Center of State, on Mohawk Valley. 202 mi. E of Buffalo 237 mi. NW of N.Y. On State Hwys. 5, 12; U.S. Hwy. 20; on N.Y. State Thruway.

2—TRANSPORTATION: Railroads: Amtrak (Passenger), Conrail (Freight).
Motor Freight Carriers: 50.
Intercity Bus Lines: Greyhound, Central N.Y. Coach; Chenango Valley; Utica-Rome.
Airlines: Empire; Aviation Charter.

3—POPULATION:
Corp. City 70 Cen. 91,611; Loc. Est. 74,887
CZ ABC: (70) 137,036; (80) 118,600
RTZ-ABC: (70) 252,703; (80) 252,900
County 70 Cen. 273,037; Loc. Est. 257,750
SMSA 70 Cen. 320,670; Loc. Est. 329,395
City & RTZ-ABC: (70) 389,739; (80) 371,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 31,073; Loc. Est. 29,973
County 70 Cen. 82,080; Loc. Est. 90,541
SMSA 70 Cen. 103,486; Loc. Est. 114,747
CZ ABC: (70) 44,728; (80) 44,200
RTZ-ABC: (70) 73,485; (80) 84,700
City & RTZ-ABC: (70) 118,213; (80) 128,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	1	$443,101,000
Sav. & Loan Assns.	1	$168,301,000
Commercial Banks	9	$568,189,000

6—PASSENGER AUTOS: County 118,191

7—ELECTRIC METERS: Res. (CZ) 61,039

8—GAS METERS: Res. (CZ) 40,891

9— PRINCIPAL INDUSTRIES (CZ): Number of Employees—Durable Goods 21,600; Non-Durable Goods 11,000; Machy. & Transp. Eqpt. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper & Products 4,600.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-65, Summer 55-90; Fall 30-85; Winter -10-50. First frost, Sept. 20. Last frost, May 10.

11—TAP WATER: Acid, soft; fluoridated.

12—RETAILING: Principal Shopping Center: In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall—83 stores (enclosed mall) Rt. 12, North-Riverside Drive, Charlestown Outlets. Pyramid Mall (enclosed) 85 stores.
Neighborhood Shopping Centers: 2 blocks N Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Whitestown	4	Great American
North Utica	2	
Grand Way	2	Grand Way
New Hartford	5	Sears, Grand Way, Howland
Chicago Mkt.	2	Chicago Mkt., Rite-Aid Drug
Nichols in Marcy	6	P & C, Nichols Discount
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole	2	7 Stores, Hayes Appl.
Riverside Mall	2½	Mont. Ward, Howlands
Pyramid Mall	-	Sears, Hess, J.C. Penney

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Sears, Montgomery Ward. J.C. Penney; Hess, Zayres.
Variety Stores: Woolworth's.
Discount Stores (CZ): Nichols, K-Mart; Tars; Tehans; Mutual Distributors.
Chain Drug Stores (CZ): Rite-Aid 8; Carl's 2; Fay Drugs 2. CVS Pharmacys.
Chain Food Supermarkets (CZ): Great American Stores (Victory) 2; A&P 1; Grand Union 2; Foodland 14; Chicago Markets 7; Chanatry 2; Hapanowicz Bros. 2; P&C 1; Price Chopper 2.
Other Chain Stores: Brooks Store; Endicott Johnson 2; Thom McAn 2; Fanny Farmer; Firestone; National Auto; Singer Co.; Howland; Lerner's; Barbara Moss; Denby's; Huckleberry Finn; Hickory Farms: Wicks & Greenman; Casual Corner; Anderson Little; Mills Factory; Grossman's; 84-Lumber.

14—NEWSPAPERS: PRESS (m) 28,052; OBSERVER DISPATCH (e) 37,435; Comb (m&e) 65,487; OBSERVER DISPATCH (S) 56,646, Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Crimmer Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS.
National Representatives: Gannett Newspaper Advertising Sales.

WATERTOWN, N.Y.

1—LOCATION: Jefferson County, E&P Map D-2, County Seat. Dairying, mfg., tourist business. Shipping center for ind. & agri. area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 22 mi. S of St. Lawrence River & Canadian border. 152 mi. from Rochester; 314 mi. from NYC; 70 mi. from Syracuse. On U.S. Hwy. 11; Interstate 81.

2—TRANSPORTATION: Railroads: Conrail.
Bus Lines: Central Greyhound.
Airlines: Air North.

3—POPULATION:
Corp. City 70 Cen. 30,787; Loc. Est. 28,136
CZ ABC: (70) 40,170; (80) 38,400
RTZ-ABC: (70) 168,049; (80) 180,300
County 70 Cen. 88,508; Loc. Est. 91,250
City & RTZ-ABC: (70) 208,219; (80) 218,700

4—HOUSEHOLDS:
City 70 Cen. 10,347; Loc. Est. 10,905
County 70 Cen. 27,435; Loc. Est. 32,730
CZ ABC: (70) 13,074; (80) 14,100
RTZ-ABC: (70) 46,776; (80) 57,800
City & RTZ-ABC: (70) 59,850; (80) 71,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	2	$1,353,828,248
Sav. & Loan Assn.	1	$21,618,471
Commercial Banks	5	$396,069,248

6—PASSENGER AUTOS: County 39,374

7—ELECTRIC METERS: Residence 39,631

8—GAS METERS: Residence 12,600

9— PRINCIPAL INDUSTRIES (CZ): Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper: Deodorizers; Elec. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Products; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip; Specialty Test Equip; Burglar Alarm Equip; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters.
Principal Industrial Pay Days: Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31. Last frost, April 15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: Public Square, State, Arsenal & Court St.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
K-Mart	1	K-Mart
Jamesway	1	Great American
Northland Plaza	2	A&P, Kinney Drug, Big N,
Stateway Plaza	1	Fay's Drug & Dept., Century Wholesale, Power's Furn. & Appl., P&C Mkt.
Washington St. Plz.		Kinney Drug, Saper Waper, Bochman's
Seaway Plaza		P&C Mkt., Kinney's
Watertown Plaza		Nichol's, A&P

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon., Thu., & Fri.
Stores Open Sundays: Drug, discount, food, department.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; F.A. Empsall; Smith & Percy; Sears, Howland's; Nichols.
Discount Stores (CZ): Big N; Jamesway; Century Wholesale; Fay's; K-Mart.
Variety Stores: Woolworth; Bockman's.
Chain Drug Stores (CZ): Kinney; Fay's; Rite-Aid 2.
Chain Food Supermarkets: A&P 2; Super Duper 2; Red & White; P&C 2; Hilltop Plaza I.G.A.; Great American 2.
Other Chain Stores (CZ): Kinney; Barbara Moss; Pittsburgh Plate Glass; Lowe Brothers; Firestone; Goodyear; Singer Co.; Sherwin-Williams; Grossman's; Richard's Clothes; Wickes Home Supply; Tagway Shoes.

14—NEWSPAPERS: TIMES (e) 41,957; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald E Baker, Adv. Mgr., or Robert Sholette; National; Teresa P. Gallup, Class. Adv. Mgr., TIMES.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee. Inc.

WAVERLY, N.Y.
See SAYRE, PA.

WELLSVILLE, N.Y.

1—LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 5.
Intercity Bus Lines: Genesee Valley.

3—POPULATION:
Corp. City 70 Cen. 5,815; Loc. Est. 12,639
County 70 Cen. 46,458; Loc. Est. 51,489

4—HOUSEHOLDS:
City 70 Cen. 1,974; Loc. Est. 5,068
County 70 Cen. 13,437; Loc. Est. 17,682

5—BANKS: 2 Comm Savings $95,000,000

6—PASSENGER AUTOS: County 19,767

7—ELECTRIC METERS: Residence 2,616

8—GAS METERS: Residence 1,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furniture.
Principal Industrial Pay Day: Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 45-90; Fall 10-80; Winter —25-60. first killing frost, Oct. 1. Last killing frost, May 1.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.
Principal shopping Days: Thurs., Fri.
Shopping Plaza: Ames Big N, K-Mart, Park Ave Plaza.
Stores Close: Wed. afternoon.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Rockwells; Davies; J.J. Newberry.
Variety Stores: Sears; Montgomery Ward.
Discount Stores (CZ): Latsons. S.S. Kresge; K-Mart; Ames Big N.
Chain Food Supermarkets: Loblaws; Super Duper; Giant.
Chain Drug Stores: Peterson's; Rite-Aid.
Other Chain Stores: Western Auto; Triangle; Sherwin-Williams.

14—NEWSPAPERS: REPORTER (e-Mon. to Fri.) 3,908; Sworn Mar. 31, 1980, SPECTATOR (S) publisher's estimate approx. 4,224 included in circulation of Hornell (N.Y.) SPECTATOR; June 30,-1980.
Local Contact for Advertising and Merchandising Data: Keith Miller, REPORTER.
National Representatives: Landon Associates, Inc.

WHITE PLAINS, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-6, County Seat. 22 mi. N of New York on State Hwys. 22,119 and Bronx River, Hutchinson and Central West Pkwy., Cross-Westchester Expwy.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Airlines: Air Florida; Business Commuter, Command Airways; Commuter Airlines, Empire Airlines, Air North.

3—POPULATION:
Corp. City 70 Cen. 50,346; Loc. Est. 45,569
County 70 Cen. 894,104; Loc. Est. 866,099
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
TODAY Prim. Mkt. Area—ABC: (70) 894,104; (80) 864,500
REPORTER DISPATCH Prim. Mkt. Area—ABC: (70) 348,862; (80) 376,300
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 17,968; Loc. Est. 19,037
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
TODAY Prim. Mkt. Area—ABC:(70) 282,629; (80) 313,000
REPORTER DISPATCH Prim. Mkt. Area—ABC: (70) 106,165; (80) 127,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	23 (71)	$4,477,784,000
Savings & Loan	17 (50)	$1,365,061,000
Commercial	16 (228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 16,455

8—GAS METERS: Residence 4,223

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); Non-Electrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost, Apr. 10.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 4 on Mamaroneck Ave.; 5 on E. Post Rd.; 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle.
Shopping Centers: Midway Shpg. Ctr., Central Ave. Ardsley Rd. (Greeburgh), 14 acres. North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave., Hartsale Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Cross Country, Yonkers	-	Gimbel's, Wanamaker, Finast
The Mall, New Rochelle	-	Macy's, Shopwel

Principal Shopping Days: Thurs., Fri., Sat.; Sun.
Stores Open Evenings: Dept.-Mon., Thu., Food-Thu., Fri.

13—RETAIL OUTLETS: Department Stores: B. Altman, Macy's, Saks 5th Ave., Sears, Bloomingdale's; Gimbel's; Bergdorf Goodman, Bonwit Teller.
Variety Stores: Lamston, Woolworth, Kresge.
Discount Stores: Alexander's, Korvette's, Masters, Caldor.
Chain Drug Stores: Courtesy, Post Road Phcy., CVS.
Chain Food Supermarkets: A&P; Shopwell 3, Finast; Gristede; Pathmark, Waldbaum's; Grand Union.
Other Chain Stores: Firestone, Martin Paint; Child World, Morsan, Franklin Simon, Thom McAn, Pappagallo, Herman's, Radio Shack.

14—NEWSPAPERS: REPORTER DISPATCH (e) 43,501; (S) 43,686, Mar. 29, 1980 ABC. TODAY (m) 37,192, Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Steve Havelka, Adv. Mgr., REPORTER-DISPATCH.
National Representatives: Gannett Newspaper Advertising Sales.

YONKERS, N.Y.

1—LOCATION: Westchester County (In New York SMSA). E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9 & State Hwys. 100 & 9A, N.Y. Thruway. Saw Mill River Pkwy.

2—TRANSPORTATION: Railroads: Conrail, Amtrak.
Airlines—Air Florida; Business Commuter; Command Airways; Commuter Airlines; Empire Airlines; Air North.

3—POPULATION:
Corp. City 70 Cen. 204,370; Loc. Est. 184,453
Prim. Mkt. Area-ABC: (70)257,794; (80)236,100
SMSA 70 Cen. 9,973,414; Loc. Est. 9,252,996
County 70 Cen. 894,104; Loc. Est. 866,099
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 69,093; Loc. Est. 72,733
County 70 Cen. 282,629; Loc. Est. 318,413
SMSA 70 Cen. 3,475,473; Loc. Est. 3,714,326
Prim. Mkt. Area-ABC: (70)85,944, (80)89,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings	23(71)	$4,477,784,000
Savings & Loan	17(50)	$1,365,061,000
Commercial	16(228)	$3,226,742,000

6—PASSENGER AUTOS: County 464,900

7—ELECTRIC METERS: Residence 63,511

8—GAS METERS: Residence 46,970

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Average Weekly Salary)—Fabricated Metals 2,700 ($270); Non-Electrical Machinery 16,400 ($563); Electrical Machinery 8,700 ($277); Transportation Equipment 5,000 ($474); Instruments 5,200 ($356); Food 10,200 ($446); Apparel 3,800 ($181); Printing & Publishing 7,800 ($314); Chemicals 6,100 ($421).

10-CLIMATE: Min. & Max. Temp.—Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31. Last frost Apr. 10.

11—TAP WATER: 2 sources (1 acid—very soft; 1 acid—hard) fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks at Getty Square incl. Main St., New Main St., So. Broadway, No. Broadway and Palisade Ave.
Neighborhood Shopping Center: South Yonkers-5 blocks on Lower So. Broadway.
Nearby Shopping Center: Cross County (3 Mi.) Wanamaker's; Finast; Gimbel's; Central Plaza; Alexander's; Caldor's.
Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Mon., Thur., Fri.

13—RETAIL OUTLETS: Department Stores: Wanamakers; Gimbels; Alexander's; Caldor's.
Variety Stores: Green's; Woolworth.
Discount Stores (CZ): Sunset Appliances; Caldor.
Chain Drug Stores (CZ): Rite-Aid 1.
Chain Food Supermarkets: Finast 5; Waldbaum; A&P 6; Shopwell 2; C Town 3; Grand Union, Pathmark.

14—NEWSPAPERS: HERALD STATESMAN (e) 34,368; (S) 38,439; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Peter Bard, Adv. Mgr., HERALD STATESMAN.
National Representatives: Gannet Newspaper Advertising Sales.

NORTH CAROLINA SURVEYS

NORTH CAROLINA STANDARD METROPOLITAN STATISTICAL AREAS

Asheville, N.C.—Buncombe and Madison Counties.

Burlington, N.C.—Alamance County.

Charlotte-Gastonia, N.C.—Gaston, Mecklenburg and Union Counties.

Fayetteville, N.C.—Cumberland County.

Greensboro-Winston-Salem-High Point, N.C.—Davidson, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties.

Norfolk-Virginia Beach-Portsmouth, Va.-N.C.—Chesapeake, Norfolk, Portsmouth, Suffolk (Nansemond City merged with Suffolk City Jan. 1, 1974) and Virginia Beach Cities Va.; Currituck County, N.C.

Raleigh-Durham, N.C.—Durham, Wake and Orange Counties.

Wilmington, N.C.—New Hanover and Brunswick Counties.

NORTH CAROLINA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	437	418	488
5-14 Years	1,017	898	892
15-24 Years	984	1,081	1,037
25-44 Years	1,234	1,591	1,936
45-64 Years	1,000	1,112	1,167
65 and Over	412	576	666
TOTAL	5,084	5,678	6,186

Based on U.S. Census

NORTH CAROLINA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr	767	1,091	1,513
General Mdse	1,301	1,992	2,770
Food	2,306	3,831	5,368
Automobiles	2,366	3,769	4,253
Gasoline Stations	797	1,360	2,432
Apparel	576	805	1,145
Furniture	599	825	1,104
Eat-Drink Places	601	1,177	1,579
Drugs	360	558	766
Total Sales	10,650	16,842	23,107

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ASHEBORO, N.C.

1—LOCATION: Randolph County (In Greensboro-Winston Salem-High Point SMSA). County Seat, E&P Map D-2. 28 mi. S. of Greensboro on Hwys. 220, 64, 49.

2—TRANSPORTATION: Railroads: Norfolk & Southern.
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 10,797; Loc. Est. 18,418
Prim. Mkt. Area-ABC: (70)58,412; (80)65,500
County 70 Cen. 76,358; Loc. Est. 87,214
SMSA 70 Cen. 725,122; Loc. Est. 795,477

4—HOUSEHOLDS:
City 70 Cen. 3,766; Loc. Est. 7,237
County 70 Cen. 24,108; Loc. Est. 31,700
Prim. Mkt. Area-ABC: (70)18,518, (80)23,700
SMSA 70 Cen. 224,017; Loc. Est. 285,548

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	4	$164,269,106
Commercial Banks	8	$181,344,000

6—PASSENGER AUTOS: Co. 48,656

7—ELECTRIC METERS: 9,802

9— PRINCIPAL INDUSTRIES (CZ): Furniture; Textiles; Wood Products; Lumber, Wearing Apparel; Machinery; Batteries; Shoes; Paper Board; Electrical Products; Hosiery.

10-CLIMATE: Min. & Max. Temp.—Spring 15-45; Summer 40-100; Fall 20-90; Winter 3-70.

11—TAP WATER: Soft, treated.

12—RETAILING: Principal Shopping Centers: Downtown—3 blocks on Sunset Ave. and 3 blocks on So. Fayetteville St.
Neighborhood Shopping Centers: Hillside; So. Fayetteville St., (8 units). Hammer Village—E. Dixie Drive (5 units); Northgate Plaza—North Fayetteville St. (10 units).
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Nightly/Sunday to 6 p.m.: Dept. & discount open Fri. & Mon. nights until 9 p.m.

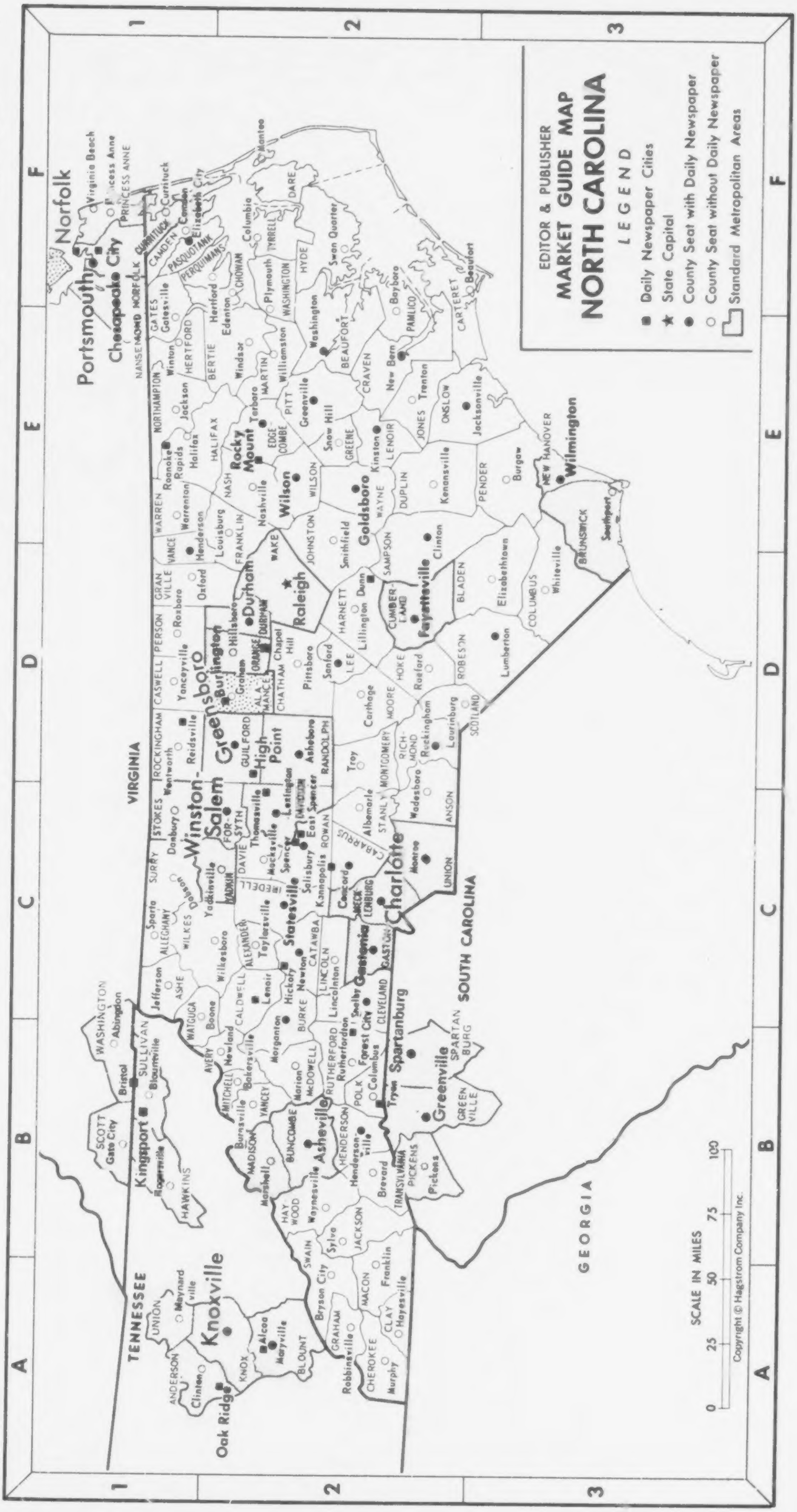
13—RETAIL OUTLETS: Department Stores: Belk-Yates; B. C. Moore's; McCown-Smith; King's, Rose's.
Discount Stores: Family Dollar Store; King's; Super Dollar.
Variety Stores: Eagle's.
Chain Drug Stores: Mann's; Revco; Eckerd's; Value-Pak.
Chain Food Stores: Winn-Dixie; Food World; Lowes Foods; 10; Columbia Food Markets 2; Harris-Teeter.
Other Chain Stores: Sears (mail order and appliance); Carolina Tire Co. (Goodyear); Advance Stores; Pic 'n Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn..; Moore's Bldg. Supplies, Heilig-Meyers Furn; Outlet U.S.A.

14—NEWSPAPERS: COURIER TRIBUNE (e-Mon. to Fri.) 14,531; (S) 14,144; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE.
National Representatives: Landon Associates, Inc.

ASHEVILLE, N.C.

1—LOCATION: Buncombe County (SMSA). E&P Map B-2. County Seat. On Blue Ridge Pkway (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte, 112 mi. S of Knoxville. On U.S. Hwys 23, 25, 19, 70 & 74, Interstate 26 & 40.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 45
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Piedmont; Wheeler.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
Raleigh
Charlotte
Greensboro
Winston-Salem
Asheville
Wilmington
Durham
Fayetteville
A B C D E F
1 2 3

3—POPULATION:
Corp. City 70 Cen. 57,681; Loc. Est. 60,781
CZ ABC: (70)83,260; (80)88,000
RTZ-ABC: (70)336,454; (80)382,100
SMSA 70 Cen. 161,059; Loc. Est. 175,413
County 70 Cen. 145,056; Loc. Est. 157,856
City & RTZ-ABC: (70)419,714; (80)470,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 20,061; Loc. Est. 24,019
County 70 Cen. 47,248; Loc. Est. 59,340
SMSA 70 Cen. 52,208; Loc. Est. 65,608
CZ ABC: (70)28,011; (80)33,900
RTZ-ABC: (70)104,714; (80)136,200
City & RTZ-ABC: (70)132,785; (80)170,100

5—BANKS: Savings 6, Sav. & Loan 7, Commercial 6, Drive-in 42; Dep. $439,816,328

6—PASSENGER AUTOS: 57,652; Co. 91,530

7—ELECTRIC METERS: Residence 76,044

8—GAS METERS: Residence 9,885

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 1,000; Apparel 2,700; Textile 4,200; Lbr/Wood-Furn.—Fabr. Metals 2,800; Prtg. & Publ./Chemicals (Nylon-Rayon & Allied Prod) 4,200; Elec. Mach 3,600. Av. Wkly. Wages $204.32

10-CLIMATE: Min. & Max. Temp.—Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost Oct. 24. Last killing frost, April 12.

11—TAP WATER: Acid, very soft; fluoridated

12—RETAILING: Principal Downtown Shopping Center: Haywood St.; Patton Ave.; Pack Sq.; Biltmore Ave.; Broadway and Coxe Ave.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Innsbruck Mall	1½	TruFitt Fashions, Brendle's, Eckerd's, Biltmore, Davis, Ingle's
TriCity	11½	Bi-Lo, United Variety, Western Auto
K-Mart Ctr. #1	3	K-Mart, General, Eckerd, Giant Food
K-Mart Crt. #2	3	K-Mart, Winn-Dixie, Piece Goods, Radio Shack
K-Mart #3	5½	K-Mart, Winn-Dixie, Byrd's, Shelley Jewelry
Town & Country	2½	Fine Fare Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Belk, Ivey's, Bon Marche
Biltmore Village	3	McDonald's, Shop Easy Mkt.
Grace Plaza	3	Winn-Dixie, Eckerd's, Rose's
Westgate	2	Winn-Dixie, Rose's, Bon Marche
Eastvale	2½	Luther Appliances; Catherine's Stout Shop
Northland	3½	June Marie Fashions, Bur-Carr Interiors
Biltmore Forest	4	Lamar Furniture, Twin Theatres, Ingles
WNC	12½	Gant Furniture, Ward Drug
Valley View	11½	Dollar General, Bi-Lo, Davis
Bi-Lo Plaza	12	Bi-Lo Food, United 5&10, Revco Drug

Principal Shopping Days: Dept. Stores—Sat., Fri., Sun. Food—Thurs., Fri., Sat.
Stores Open Evenings: Some Fri., some Mon. Discount stores open every night & Sun. afternoons.

13—RETAIL OUTLETS: Department Stores: Bon Marche; Belk's; J.C. Penney; Lvey's; Sears; Fain's Byrd's.
Discount Stores (CZ): Sky City 2; K-Mart 3; RDR 3.
Variety Stores: Woolworth; Rose's 2; Davis 2; United; Family Dollar Store; Dollar General.
Chain Drug Stores (CZ) Eckerd's 6, Revco 7; Rite-Aid 3.
Chain Food Supermarkets: Winn-Dixie 5; Bi-Lo 5; Inales 14; Giant Food 1; Ice Service Stores 14.
Other Chain Stores: Goodrich; Firestone 2; Western Auto; Sterchi Furniture; Lerner's 2; K-Mart 3; Phillips Shoes; Singer Co.; Sherwin-Williams Paints 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps; Top Value Stamps; 84 Lumber.

14—NEWSPAPERS: CITIZEN (m) 48,556; TIMES (e) 16,017; Comb. (m&e) 64,573; CITIZEN-TIMES (S) 70,520; (Sat.) 62,196; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Director of Advertising, CITIZEN and TIMES.
National Representatives: Sawyer-Ferguson-Walker Co.

BURLINGTON, N.C.

1—LOCATION: Alamance County (SMSA). E&P Map D-2. Manufacturing and agriculture center.

2—TRANSPORTATION: Railroads: Southern.
Motor freight Carriers: 7.
Intercity Bus Lines: Carolina trailways.
Airlines: Eastern; Piedmont.

3—POPULATION:
Corp. City 70 Cen. 35,930; Loc. Est. 40,000
CZ ABC: (70) 55,660; (80) 58,500
RTZ-ABC: (70) 48,864; (80) 49,400
County, SMSA 70 Cen. 96,362; Loc. Est. 102,000
City & RTZ-ABC: (70) 104,524; (80) 107,900
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,027; Loc. Est. 14,314
County 70 Cen. 29,851; Loc. Est. 35,500
CZ ABC: (70) 17,636; (80) 21,200
RTZ-ABC: (70) 14,659; (80) 16,900
City & RTZ-ABC: (70) 32,295; (80) 38,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$140,000,000
Sav. & Loan Assn.	2	$95,000,000

6—PASSENGER AUTOS: Co. 58,786

7—ELECTRIC METERS: Residence 40,721

8—GAS METERS: Residence 8,012

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 8,000 ($165); Furniture 600 ($159); Electronics 3,900 ($178); Hosiery 8,000 ($140); Foods 600 ($162).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St., 2 blocks on Davis.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Cum Plaza	31	Winn-Dixie, Thom McAn, Rose's
Glen Raven	5	Winn-Dixie
Holly Hill East	11	Foodtown
Holly Hill Mall	56	Sears, Lerners, Baldwin's
Bur-Mil Plaza	3	Bur-Mil Outlet
Northgate Plz.	4	Food World
Spoon Plaza	5	Zayres

Principal Shopping Days: Fri., Sat., Mon.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.
Stores Open Sundays: Grocery and Discount.

13—RETAIL OUTLETS: Department Stores: Sellars 2; J.C. Penney; Belk-Beck 1; Sears; K-Mart; Bells.
Discount Stores (CZ): Super $, Family dollar Store; Zayre; Bur-Mil.
Variety Stores: Rose's 1, Woolworth.
Chain Drug Stores (CZ): Eckerd's; SuperRx; Revco.
Chain Supermarkets: Byrds 5; Winn-Dixie 4; Big Star1; Food World; Foodtown.
Other Chain Stores: Advance; Western Auto; Firestone; Goodyear; Glamor Shop; Lerner Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Prago-guys; Radio Shack.

14—NEWSPAPERS: TIMES-NEWS (e Mon. to Fri.) 27,997; (Sat.m)27,792; (S)27,864, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David R. Sharp, Adv. Dir., TIMES-NEWS.
National Representatives: Landon Associates, Inc.

CHAPEL HILL, N.C.

1—LOCATION: Orange and Durham Counties (in Raleigh-Durham SMSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 miles S.W. of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; Interstate 85.

2—TRANSPORTATION: Railroads: Carrboro; Southern.
Motor Freight Carriers: 6.
Airlines: (Raleigh-Durham) United, Eastern, Piedmont; Delta.
Bus Lines: Carolina Trailways; Queen City.

3—POPULATION:
Corp. City 70 Cen. 25,537; Loc. Est. 33,969
SMSA 70 Cen. 419,394; Loc. Est. 505,262
Durham Co. 70 Cen. 132,681; Loc. Est. 145,685
Orange Co. 70 Cen. 57,707; Loc. Est. 69,840
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,516; Loc. Est. 10,545
Durham Co. 70 Cen. 40,921; Loc. Est. 52,447
Orange Co. 70 Cen. 16,544; Loc. Est. 24,055
SMSA 70 Cen. 124,998; Loc. Est. 177,770

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	N.A.

6—PASSENGER AUTOS: Chapel Hill 19,799; Counties, Durham 83,174; Orange 36,867.

9— PRINCIPAL INDUSTRIES (CZ): Agriculture (Wheat, Corn & Tobacco), Woolen Mills, Timber, Blue Cross-Blue Shield; Univ. of North Carolina.

10-CLIMATE: Min. & Max. Temp.—Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29. Last killing frost, Apr. 13.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Eastgate	25	Eckerd's, Foodtown, Sears
Glen Lennox	11	Colonial Mkt.
Kingsway Plz.	-	Big Bear
University Mall	62	Ivey's, Belk's, Kerr Drug, Rose's, Winn-Dixie
Kroger	N/A	Kroger

14—NEWSPAPERS: NEWSPAPER (e-Mon. to Fri.) 6,688; (S) 9,011; sworn Mar. 30, 1980.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr. Adv. Dir., NEWSPAPER.
National Representatives: Landon Associates, Inc.

CHARLOTTE, N.C.

1—LOCATION: Mecklenburg county (in Charlotte-Gastonia SMSA) E&P Map C-2, County Seat. Wholesaling, financial, distribution, medical and industrial center. SW part of state on U.S. Hwys. 21, 29, 74; State Hwys. 16, 27, 49; Interstate Hwys. 85, 77.

2—TRANSPORTATION: Railroads: Southern; Seaboard Coastline; Amtrak.
Motor Freight Carriers: 140.
Intercity Bus Lines: Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines: United, Eastern; Piedmont; Delta; AirVirginia; Air Carolina; Altair; Atlantis; Sonbird; Tennessee; Wheeler.

3—POPULATION:
Corp. City 70 Cen. 241,178; Loc. Est. 333,086
CZ ABC: (70)342,030; (80)374,000
RTZ-ABC: (70)958,330; (80)1,047,800
County 70 Cen. 354,656; Loc. Est. 393,400
SMSA 70 Cen. 557,785; Loc. Est. 619,900
City & RTZ-ABC: (70)1,300,360; (80)1,421,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 80,648; Loc. Est. 117,706
County 70 Cen. 114,757; Loc. Est. 135,800
SMSA 70 Cen. 170,913; Loc. Est. 211,800
CZ ABC: (70)106,026; (80)132,400
RTZ-ABC: (70)286,629; (80)358,400
City & RTZ-ABC: (70)392,655; (80)490,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	10	$1,500,000,000
Commercial Banks	16	$15,000,000,000

6—PASSENGER AUTOS: County 319,699

7—ELECTRIC METERS: Res. 149,651

8—GAS METERS: Res. 50,559

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mecklenburg County; Construction 12,048 ($231); Trans. & Utilities 25,434 ($305); Trade 65,133 ($213); Fin., Ins. & Real Estate 17,522 ($241); Services 38,168 ($195). SMSA: Food 7,100 ($165); Textiles 30,400 ($165); Printing 4,900 ($202); Machinery 12,400 ($218).
Principal Industrial Pay Days: Fri.
Avg. Temperature — Spring 61; Summer 76; Fall 71; Winter 40. Avg. Annval Rainfall, 60.4 in. First killing frost, Nov. 4.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Area—(CZ) 3 blocks on S. Tryon St., 3 blocks on N. Tryon St.; 3 blocks on E. Trade St.; and 3 blocks on W. Trade St. 156 retail units.
Neighborhood Shopping Centers (Number of Stores)—Albemarle Plaza 5; Amity Gardens 46; Carmel Commons 7; Carriage Square 4; Central 4808 14; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; Colony 9; Darby Acres 6; The Depot 13; Eastway Shopping Ctr. 26; Forest Pawtuckett 5; Foxcroft 6; Freedom Drive 4; Freedom Mall 50; Freedom Mart 18; Freedom Plaza 10; Freedom Village 33; Hampshire Hills 8; Hutchinson 15; Idlewild 7; Independence Shopping Center 23; K-Mart Plaza 21; Lanier 13; Loehmann's Plaza 15; Market Place 10; Montclaire 5; Myers Park 12; North East Plaza 11; North Park Mall 28; Olde Towne Village Center 11; Park Square 9; Pineville Road 7; Providence Road 10; Providence Square 23; Providence Village 8; Queensgate 10; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Park 22; Starmount 18; Statesville Avenue 7; Triangle 9; Tyvola 23; University Park 15; Village Shopping Ctr. 11; Westerly Hills 20; Westfield 6; Westover 19; West Park Mall 35; Wilkinson Blvd. 8; Yorkmont 28.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Charlottetown Mall	60	Big Star, Eckerd, Iveys
Cotswold Shopping Ctr.	45	A & P, Brendles, Collins, Eckerd, Iveys, Harris Teeter
Eastland Mall	108	Belk, Eckerd, Iveys, J. C. Penney, Sears
Eastridge Mall	90	Belk, Eckerd, Iveys, J. C. Penney
Freedom Drive Mall	46	Collins, Eckerd, Sears Surplus, Richway, Service Mdse.
Monroe Mall	52	Belk, Collins, J. C. Penney, Woolco
Overstreet Mall	-	Belk, Iveys
Park Rd. Shop. Ctr.	51	A & P, Colonial, J. C. Penney
SouthPark Mall	85	Belk, Eckerd, Iveys, Sears
Tryon Mall	44	Collins, Eckerd, Woolco

Principal Shopping Days: Thu., Fri., Sat., Sun. (where open).
Stores Open Evenings: Most large community shopping centers—Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: Belk 3; Collins 3; Ivey's 4; J. C. Penney 2; Sears 3.
Discount Stores: Famous Mart 2; K-Mart 4; Richway 4; Woolco 3; Zayre 4; Servicer Merchandise 3.
Chain Food Supermarkets: A & P 9; Big Star 5; Bi-Lo 6; Elders 1; Food Town 9; Giant Genie 1; Harris-Teeter 19; Kroger 4; Park N Shop 2; Reids 2; 3 Guys Ltd. 4; Tradewinds 1; Winn Dixie 9.
Other Retail Stores: B. F. Goodrich 2; Casual Corner 2; Family Dollar 10; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 6; J. O. Jones 2; Julies 4; Leonard & Nicholson Royal Tires 3; Lowes 4; Maxwells 4; Montaldos 2; Nationwide 2; One Price Tire 4; Pic N Pay 6; Queen City TV 8; Stroupe's Stride Rite Shoes 1; Tate Brown 4; Thom McCann 3; White Stores 4; Wickes 1.

14—NEWSPAPERS: OBSERVER (m) 169,400; NEWS (e) 51,809; (m & e) 221,209; OBSERVER (S) 241,194; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Claude Lathrop, Gen. Adv. Mgr., or John Kosilck, Mkt. Res. Mgr., OBSERVER and NEWS.
National Representatives: Knight-Ridder Newspaper Sales, Inc.

CLINTON, N.C.

1—LOCATION: Sampson County, E&P Map E-2, County Seat. 60 miles from Wilmington, 60 miles from Raleigh, 30 miles SE of Fayetteville. U.S. Highways 421, 701; State Hwy. 24.

2—TRANSPORTATION: Railroads: Seaboard Coastline (freight).
Motor Freight Carriers: 1.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 7,893; Loc. Est. 9,544
County 70 Cen. 44,954; Loc. Est. 51,282

4—HOUSEHOLDS:
City 70 Cen. 2,328; Loc. Est. 3,093
County 70 Cen. 13,032; Loc. Est. 17,130

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$100,000,000
Savings & Loan	2	$40,000,000

6—PASSENGER AUTOS: County 23,780

7—ELECTRIC METERS: Residence 16,116

8—GAS METERS: Residence 453

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners. Meat Packing 500, Electrical Appliances 800, Wood Products 150, Furniture 250, Glass 100, Yarns 200, Garments 1100.
Principal Industry Pay Days: Thurs., Fri.

10-CLIMATE: Year Avg. 61.7. First killing Frost Nov. 1; Last killing frost March 15.

12—RETAILING: Principal Shopping Center: Jordan Shopping Center; Coharie Plaza.
Neighborhood Shopping Center: Downtown Clinton, Clinton Plaza, Shamrock Plaza.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Coharie Plaza (14)	1	Rose's, Big Star, Belk's
Jordan (20)	1	Piggly Wiggly, Mack's
Clinton Plaza (3)	1	Winn-Dixie
Shamrock Plaza (4)	1	Piggly Wiggly, Eckerd's

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Coharie Plaza open til 9. All grocery stores open til 9.

13—RETAIL OUTLETS: Department Stores: Belk's; Leder Brothers; Taylor Department.
Discount Stores (CZ): Scottie's.

Variety Stores: Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's.

Chain Drug Stores (CZ): Reynold's Walgreen; Revco; Eckerd's.
Other Chain Stores: Scotchman Stores; Big Blue Stores; True Value; Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Dassenbach's; Sherwin-Williams.

14—NEWSPAPERS: THE SAMPSON INDEPENDENT (e) 7,458; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Gayle Gaither.
National Representatives: None.

CONCORD, N.C.

1—LOCATION: Cabarrus County, E&P Map C-2, County Seat. In Piedmont section. Textile and hosiery center; agricultural area. Midway between Washington, D.C. and Atlanta.

2—TRANSPORTATION: Railroads: Southern.
Intercity Bus Lines: Kannapolis Transit; Carolina Trailways.
Airlines: At Douglas Airport, Charlotte, N.C.

3—POPULATION:
Corp. City 70 Cen. 18,464; Loc. Est. 18,508
CZ ABC: (70)31,346; (80)33,000
RTZ-ABC: (70)84,190; (80)90,200
County 70 Cen. 74,629; Loc. Est. 81,829
City & RTZ-ABC: (70)115,536; (80)123,200

4—HOUSEHOLDS:
City 70 Cen. 6,007; Loc. Est. 7,300
County 70 Cen. 23,488; Loc. Est. 28,500
CZ ABC: (70)10,289; (80)12,300
RTZ-ABC: (70)26,164; (80)32,100
City & RTZ-ABC: (70)36,453; (80)44,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$1,864,670,097
Sav. & Loan Assn.	3	$205,781,658

6—PASSENGER AUTOS: County 73,326

7—ELECTRIC METERS: Residence 12,871

8—GAS METERS: Residence 6,890

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,842,308	21,662,868	23,107,727	2,352	1,513,311	1,889	2,769,666	9,206	5,367,728	4,891	4,252,686	5,775	2,431,846	3,873	1,144,816	3,903	1,104,546	7,123	1,578,828	1,348	766,199
STANDARD METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C.	578,825	744,472	792,405	75	54,268	43	121,913	198	172,721	135	136,709	157	91,971	107	33,064	103	27,360	231	58,628	46	27,715
Burlington, N.C.	321,379	406,492	431,237	44	25,198	33	55,164	159	100,097	78	80,179	118	46,944	87	25,662	84	19,048	124	29,549	28	16,888
Charlotte-Gastonia, N.C.	2,173,878	3,017,192	3,261,130	191	170,321	148	480,729	736	713,833	428	678,826	512	285,789	483	178,531	416	138,288	863	235,228	132	113,064
Fayetteville, N.C.	668,123	821,153	866,176	74	56,704	48	153,843	262	164,799	146	158,458	166	94,534	124	34,291	129	51,019	280	68,099	29	15,384
Greensboro-Winston-Salem-High Point, N.C.	2,676,256	3,444,603	3,667,818	315	205,455	167	454,064	1,027	764,402	723	697,000	765	380,808	590	193,142	635	185,565	1,035	279,784	186	133,887
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	2,343,241	2,940,053	3,139,200	167	127,269	134	475,542	683	688,058	350	592,070	428	309,911	345	172,066	346	148,429	1,058	260,971	115	81,939
Raleigh-Durham, N.C.	1,735,010	2,307,179	2,473,775	166	108,278	129	368,364	686	554,220	283	420,502	436	271,070	330	128,061	355	103,251	714	203,619	106	64,874
Wilmington, N.C.	443,434	577,414	616,592	48	46,789	43	92,361	227	158,616	104	93,945	129	48,380	101	26,532	99	24,987	265	50,954	34	18,208
COUNTIES, Cities																					
ALAMANCE	321,379	406,492	431,237	44	25,198	33	55,164	159	100,097	78	80,179	118	46,944	87	25,662	84	19,048	124	29,549	28	16,888
Burlington	230,422	296,462	315,527	33	21,596	20	52,333	83	65,541	47	51,719	63	26,674	63	22,113	59	13,881	79	21,882	20	13,982
ALEXANDER	40,934	50,923	53,833	13	7,668	5	1,838	44	15,210	19	7,773	24	5,989	8	1,701	16	1,082	18	3,983	6	2,382
ALLEGHANY	21,908	26,803	28,250	6	4,862	4	847	26	8,197	11	3,885	15	4,441	5	1,276	2	355	10	1,586	2	410
ANSON	43,261	63,997	70,026	8	1,574	9	3,316	47	23,241	20	13,471	23	8,995	14	3,345	10	3,752	24	4,242	8	2,709
ASHE	56,796	67,500	70,725	18	6,495	12	4,963	40	15,690	15	16,719	29	9,926	20	3,497	16	3,552	15	2,023	5	1,940
AVERY	26,957	36,100	38,733	14	7,073	5	604	34	8,866	6	6,471	21	5,722	14	1,893	10	792	19	2,515	4	2,659
BEAUFORT	136,489	164,720	173,145	24	17,366	15	13,499	94	43,900	44	38,981	41	18,403	34	5,525	27	6,476	47	7,235	9	4,931
Washington	100,383	118,482	123,966	12	15,161	7	9,947	47	24,953	30	30,547	20	11,164	28	4,891	22	5,536	29	4,699	5	3,874
BERTIE	32,011	38,243	40,107	4	2,005	10	1,340	50	13,038	15	11,646	24	4,554	8	634	8	945	24	1,106	4	1,050
BLADEN	55,158	65,898	69,110	16	4,673	12	4,535	52	19,531	27	15,759	32	7,757	16	2,559	14	2,331	29	2,430	8	2,675
BRUNSWICK	63,470	84,276	90,282	15	10,743	18	6,207	75	36,464	27	8,118	40	8,875	8	594	12	2,183	64	7,067	8	2,877
BUNCOMBE	558,876	720,648	767,417	69	53,030	37	120,065	169	165,446	127	131,902	139	87,599	103	32,545	99	26,881	224	57,056	41	26,711
Asheville	381,762	495,052	527,780	39	34,000	20	112,822	86	82,115	80	90,063	78	52,519	75	27,241	63	17,717	161	44,550	25	21,596
BURKE	151,502	184,831	194,664	24	17,401	17	13,286	103	53,160	61	27,331	58	16,073	46	13,984	49	10,283	60	11,299	16	7,473
Morganton	104,050	126,005	132,497	10	11,387	10	11,943	41	36,301	33	21,876	19	7,491	28	10,357	22	5,279	27	7,167	8	3,949
CABARRUS	263,324	327,774	347,947	38	17,079	16	43,919	105	74,391	86	77,670	81	27,486	73	23,824	69	20,489	104	19,067	23	12,899
Concord	123,332	150,942	159,056	16	7,935	7	8,710	53	37,586	34	39,022	36	11,400	36	13,184	33	7,333	45	8,914	12	7,595
Kannapolis	122,641	153,717	162,756	20	7,381	9	24,025	36	36,561	44	35,925	35	12,803	31	9,609	31	10,615	55	9,786	12	5,133
CALDWELL	170,580	204,371	214,473	35	13,750	23	17,460	102	57,151	47	54,415	58	18,011	34	6,260	59	11,233	65	10,291	13	5,890
Lenoir	125,727	151,418	159,060	24	9,518	16	16,979	66	39,951	33	43,207	33	10,578	24	4,071	35	8,054	47	7,971	9	4,379
CAMDEN	4,192	5,225	5,530			1		17	1,156	2	114	10	3,488	1		1		2	178		
CARTERET	116,060	147,831	157,028	25	14,672	12	13,920	84	45,887	41	17,513	56	15,892	21	3,014	31	7,224	73	16,977	7	5,388
CASWELL	19,608	23,781	25,019	2	825	17	2,869	29	7,364	12	5,887	17	3,188			5	443	7	409	2	430
CATAWBA	388,692	536,799	580,731	56	37,581	27	70,793	143	118,835	101	116,492	93	45,015	80	30,739	104	25,029	150	42,960	33	15,616
Hickory	198,073	235,409	246,659	14	16,079	13	36,200	53	53,721	36	34,379	37	18,578	52	19,054	53	14,241	80	22,278	16	8,173
Newton	57,740	90,582	101,529	14	5,369	7	21,422	26	25,741	20	14,727	17	11,277	14	4,090	17	4,251	22	5,480	6	2,972
CHATHAM	59,822	70,906	74,262	13	3,351	16	3,424	54	18,284	34	18,081	34	9,346	22	3,964	22	3,784	32	3,753	6	2,354
CHEROKEE	45,207	60,451	64,838	7	3,261	13	7,467	42	21,488	22	7,226	26	8,197	16	3,254	8	2,540	22	2,126	9	3,179
CHOWAN	30,312	40,632	43,598	5	2,095	5	3,772	20	14,037	12	6,992	15	5,350	8	1,405	6	1,440	8	1,151	2	876
CLAY	13,531	19,513	21,238	3	3,275	3	312	13	4,848	7	6,718	13	3,757	4	374	4	652	3	540	2	530
CLEVELAND	211,080	257,599	271,675	23	14,711	28	32,879	127	67,298	91	49,296	95	33,880	41	12,439	58	10,843	90	17,846	26	10,859
Shelby	117,150	129,450	133,667	10	3,070	13	21,006	52	30,598	30	22,732	36	11,070	23	8,528	35	6,106	44	9,080	13	6,910
COLUMBUS	143,100	174,882	184,206	27	14,971	26	22,390	117	39,023	67	39,442	70	16,371	37	10,607	27	5,829	60	7,751	15	5,956
CRAVEN	199,029	240,642	253,060	24	21,245	25	32,833	124	56,877	61	47,187	73	29,450	38	9,788	46	13,395	83	15,326	11	6,099
New Bern	114,614	144,292	152,933	15	14,992	12	28,077	65	32,903	24	15,370	40	16,910	32	9,268	23	5,927	51	9,543	10	5,575
CUMBERLAND	668,123	821,153	866,176	74	56,704	48	153,843	262	164,799	146	158,458	166	94,534	124	34,291	129	51,019	280	68,099	29	15,384
Fayetteville	445,864	532,629	558,561	35	45,738	25	128,910	132	98,519	66	85,111	76	47,505	92	27,427	64	21,781	195	45,552	20	13,137
CURRITUCK	12,445	14,700	15,388	6	1,136	5	1,077	25	4,915	2	271	16	3,686	1	58	4	259	14	841	1	43
DARE	57,940	80,437	86,912	8	9,109	6	4,155	48	27,313	8	5,110	21	5,944	17	5,091	8	4,414	69	14,319	5	1,376
DAVIDSON	256,059	310,350	326,709	54	21,994	16	19,547	134	71,081	128	69,294	97	43,977	65	12,481	88	19,960	103	22,609	26	11,770
Lexington	140,386	157,878	163,633	21	13,668	7	9,984	61	36,870	64	30,717	45	16,947	36	8,927	43	7,531	61	12,144	13	6,272
Thomasville	80,480	108,514	116,558	20	7,149	8	9,048	43	26,935	38	29,154	28	12,749	18	2,807	32	7,600	24	7,147	9	4,773
DAVIE	46,405	59,050	62,725	8	7,193	11	2,450	37	13,701	21	10,440	32	12,630	6	1,204	14	6,304	19	3,226	3	2,071
DUPLIN	98,221	117,067	122,735	22	5,247	28	6,904	99	35,989	45	20,981	60	17,929	30	4,988	31	3,911	43	4,625	12	3,568
DURHAM	506,755	631,091	668,138	46	25,675	28	104,122	194	150,590	76	122,244	129	75,963	112	35,072	100	28,395	208	47,548	27	21,739
Durham	448,452	538,835	565,871	33	23,250	20	103,530	157	130,332	67	86,448	111	66,432	96	30,009	82	22,720	182	42,047	25	12,924
EDGECOMBE	140,693	173,845	183,559	16	8,859	22	20,457	108	48,957	42	33,702	48	16,022	22	5,230	34	22,548	38	7,661	12	3,600
Tarboro	62,275	76,584	81,354	9	7,410	11	10,062	47	22,544	16	16,134	17	6,805	9	2,224	15	3,561	18	2,881	6	2,085
FORSYTH	914,445	1,143,448	1,210,135	87	74,153	51	159,715	284	249,263	207	234,144	209	108,056	201	73,044	176	58,606	354	96,234	54	47,948
Winston-Salem	759,984	938,805	991,035	59	47,067	42	152,799	191	190,652	141	190,357	151	85,341	174	68,621	141	47,455	298	81,592	39	37,311
FRANKLIN	49,976	64,989	69,329	8	3,529	11	4,240	62	21,945	17	11,828	31	12,328	18	5,453	11	1,423	21	2,273	8	2,489
GASTON	471,112	584,338	617,378	49	28,718	46	86,674	218	159,636	141	130,989	145	50,816	103	27,274	101	22,160	165	36,517	40	24,086
Gastonia	315,026	397,808	421,730	21	18,580	20	72,492	110	84,145	68	104,801	69	31,558	65	20,854	51	14,790	86	27,373	19	14,422
GATES	9,325	10,629	11,046	1		5	1,933	22	3,373	3	3,308	9	1,473					4	205		
GRAHAM	13,120	16,594	17,609	4		5	916	21	6,411	6	257	10	3,838	7	878	5	340	4	490	2	2,746
GRANVILLE	54,865	69,344	73,561	14	2,784	14	5,872	52	22,401	21	12,840	43	10,159	12	2,660	14	2,176	24	2,834	8	6,024
GREENE	14,468	18,385	19,522	4	1,138	14	1,746	28	6,289	9	2,765	12	3,185	2	37	5	1,081	16	1,089	1	157
GUILFORD	1,210,058	1,613,975	1,730,571	107	66,283	65	253,870	362	340,959	197	317,690	304	177,432	248	95,718	265	89,507	452	138,539	75	59,852
Greensboro	826,603	1,130,124	1,217,421	54	47,352	43	197,419	193	222,724	105	228,820	164	117,244	170	72,515	134	42,753	294	104,862	45	38,015
High Point	313,004	378,818	399,372	27	13,143	17	55,329	83	83,901	63	79,577	71	39,020	61	19,236	97	37,464	116	26,886	22	16,757
HALIFAX	151,859	180,207	188,779	22	9,596	29	18,634	166	51,610	51	25,259	73	30,681	45	9,872	37	9,876	65	12,795	18	5,493
Roanoke Rapids	91,765	110,392	115,934	14	6,953	8	14,976	63	33,036	27	15,614	25	11,861	24	6,698	26	7,434	33	7,427	9	3,413
HARNETT	125,588	153,860	162,193	24	15,713	32	13,240	110	44,878	52	27,032	58	17,250	34	5,540	38	6,689	65	10,786	13	5,608
Dunn	85,341	103,517	108,899	13	13,441	15	11,492	49	29,032	29	17,992	24	7,625	23	3,818	24	3,888	38	8,146	5	3,808
HAYWOOD	130,843	158,211	166,392	28	16,872	15	13,591	61	42,760	39	27,782	55	18,611	32	7,407	33	4,535	60	9,726	14	7,022
HENDERSON	165,366	217,917	233,292	26	26,452	12	17,033	78	61,745	45	47,173	43	29,094	40	9,706	41	6,749	56	10,070	14	8,479
Hendersonville	124,020	154,744	163,727	18	23,513	8	15,512	44	44,222	29	21,276	27	16,143	32	6,175	33	6,094	41	8,710	12	6,945
HERTFORD	74,875	88,634	92,794	15	9,032	12	10,295	56	24,369	15	12,323	29	10,013	17	3,128	19	5,035	28	5,848	10	4,978
HOKE	25,885	31,610	33,302	6	1,230	5	2,476	31	12,911	12	5,813	15	4,194	7	1,151	6	1,501	7	513	3	1,332
HYDE	6,950	8,968	9,552	3	152	5	1,396	18	3,238	2	238	6	1,661	1	47	3	487	9	2,130	1	
IREDELL	226,390	289,765	308,327	43	24,498	22	22,554	132	76,752	70	60,065	93	25,800	56	18,045	63	22,696	93	18,722	21	13,445
Statesville	152,608	184,289	193,680	20	14,822	12	18,590	52	44,538	33	44,101	41	13,121	32	9,987	30	17,600	49	9,232	12	8,158
JACKSON	47,209	60,602	64,481	13	3,749	9	2,027	36	17,252	28	14,766	33	12,042	16	2,923	16	2,000	21	3,197	4	2,293
JOHNSTON	165,533	219,476	235,002	31	21,790	28	10,328	146	60,833	94	39,431	96	32,474	35	13,081	45	14,789	83	12,580	19	8,270
JONES	10,016	11,966	12,549	2	355	6	882	26	4,232	5	2,976	11	1,652			1		8	563	3	522
LEE	,21,943	172,796	187,477	18	11,134	14	16,233	79	47,535	49	36,671	33	16,484	35	10,450	32	8,108	40	9,761	9	7,096
Sanford	118,852	168,203	182,446	17	11,018	14	16,233	68	43,876	47	36,391	28	15,969	34	10,394	31	8,059	38	9,668	8	6,946
LENOIR	204,350	237,177	247,310	20	19,931	22	29,940	147	55,526	55	49,078	70	21,196	43	15,178	48	12,807	65	11,020	18	10,664
Kinston	146,412	170,659	178,093	14	11,411	16	28,210	93	42,020	30	25,589	45	14,159	38	14,104	37	11,692	42	8,710	13	7,634

CONCORD—continued

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Plants and No. of Employees—Apparel 6,300; Brick and Tile 1, 41; Food 6, 280; Lumber & Wood 9, 79; Machine Shops 6, 40; Meat Packers 1, 55; Plastic & Boxed 1, 41; Poultry 3, 175; Printing & Publ. 3,175; Rubber Pdts. 1,60; Textile Pdts. 13, Woodworking 3, 75; Hosiery 16, 1,500.
Principal Industrial Pay Days: Wed. & Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 65-90; Fall 50-70; Winter 35-55. First killing frost, Oct. 28. Last killing frost, Mar. 21.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: Carolina Mall; downtown shopping, 15 blocks—3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.
Neighborhood Shopping Centers: Wil-Mar Park; Hartsell Mill; Brown Mill; Gibson Mill; Jackson Park; Willis Village; Fleetwood; South Union; Cabarrus Shopping City; Cloverlead Plaza; Carolina Mall; Villa. Park.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Close: Some Wed. afternoon.
Stores Open Evenings: At shopping centers.

13—RETAIL OUTLETS: Department Stores: Belks 2; Penney; Cook's Zayre's; K-Mart; The Hub; Sears.
Variety Stores: McLellan's, Mack's; McCrory.
Chain Drug Stores: Service Drugs 2; Revco; White Star; Eckerd's; Medicine Shoppe.
Chain Supermarkets: Winn-Dixie; Cabarrus; Harris-letter; Checker 2; Food Town; Gamble's; Village Food Mart; 3 Guys.
Other Chain Stores: Jarman; Bell Bros.; Furniture; Kimbrell, Sterchi's, K-Town, Maxwell Bros.; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams Paints; Ladies' Ready Wear; Eckerd's Drug; Western Auto; Pic n' Pay; Singer; Revco Drug; White Star Drug; Family Dollar Store; Posey Peddler; Pauline's Dress; Merle Norman; Gloria Marshall; Yogurt Culture; Shoe Show; Wrangler—Junction Wranch.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 12,274; (S) 12,930; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. Thos. Williams, Jr., Gen. Mgr. & Adv. Dir., TRIBUNE.
National Representatives: Landon Associates, Inc.

DUNN, N.C.

1—LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. 1, 95, 301, 421 and State Hwy. 55, 190 mi. S of Richmond; 57 mi. S of Durham.

2—TRANSPORTATION: Railroads: Atlantic Cocast Line; Durham & Southern.
Motor Freight Carriers: 4.
Intercity Bus Lines: Trailways; Southern.

3—POPULATION:
Corp. City, 70 Cen. 8,302; Loc. Est. 9,405
County 70 Cen. 49,667; Loc. Est. 59,019

4—HOUSEHOLDS:
City 70 Cen. 2,665; Loc. Est. 3,428
County 70 Cen. 14,692; Loc. Est. 20,463

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$339,684,000
Sav. & Loan Assn	2	$90,000,000

6—PASSENGER AUTOS: County 26,815

7—ELECTRIC METERS: Residence 4,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 2,500 ($150); Lumber 300 ($100); Candy 170 ($100); Fertilizers 50 ($90); Farm Machy. 60 ($90).
Principal Pay Days: Thu., Fri., Sat.

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Dunn Plaza	14	Winn-Dixie, Woodall's, Eckerds Drugs
Wayne Ave.	9	Sears, Eagle
Floral Gardens	5	A&P, Pic 'N Pay Shoes, Maxwell Furn.

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Belk's; Leder Bros.; Louis Baer; Pope's; Sears; Montgomery Ward; The Men's; G. Baer; The Dollar.
Variety Stores: Rose's; McCrory; Eagle's, Pope's Family Center; Sky City.
Chain Drug Stores (CZ): Thomas Walgreen; Butler & Carroll; Eckerd's.
Chain Food Supermarkets: A&P; Piggly Wiggly; Winn-Dixie; Lee's Red & White.
Other Chain Stores: Western Auto; Walker Shoes; Glenn's Bootery; Jewel Box; Stanley's; Pic 'N Pay Shoes; Family Dollar; Maxwell's Furniture; Cheap Joe's Jeans.

14—NEWSPAPERS: RECORD (e-Mon. thr Fri.) 8,644; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Portia Snead, Adv. Mgr., RECORD.
National Representatives: None.

DURHAM, N.C.

1—LOCATION: Durham County (In Raleigh-Durham SMSA), E&P Map D-2, County Seat. Research Triangle Park. Tobacco, Textile, University and Medical Center. Central part of state. 154 mi.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LINCOLN	98,364	122,032	128,944	23	13,251	14	8,967	69	39,201	44	22,606	39	12,813	29	4,714	26	7,085	41	6,752	8	3,830
MCDOWELL	84,657	102,962	108,378	15	8,312	7	6,871	52	29,303	8	17,583	48	19,959	17	7,967	16	2,966	34	5,589	9	4,084
MACON	59,340	76,308	81,223	10	16,242	13	6,358	24	19,900	24	8,638	26	7,821	25	4,314	17	2,120	27	3,395	9	3,463
MADISON	19,949	23,824	24,988	6	1,238	6	1,848	29	7,275	8	4,807	18	4,372	4	519	4	479	7	1,572	5	1,004
MARTIN	62,496	63,686	70,860	9	2,183	16	8,672	54	17,090	18	12,578	34	6,884	15	2,624	12	2,346	21	6,313	4	1,580
MECKLENBURG	1,551,726	2,216,058	2,407,917	122	113,368	86	379,187	419	495,263	225	491,961	312	217,791	343	142,241	275	103,142	643	186,463	80	79,998
Charlotte	1,150,383	1,603,618	1,733,789	77	66,462	60	281,959	304	341,708	162	319,044	215	151,181	268	108,179	209	84,970	522	149,035	66	67,632
MITCHELL	42,476	52,549	55,497	13	4,188	15	5,681	23	14,551	24	12,461	22	4,995	13	2,757	8	2,106	13	3,289	7	1,731
MONTGOMERY	42,720	47,429	49,025	10	4,629	8	2,578	63	18,229	24	8,013	25	5,151	16	1,137	11	430	27	2,603	8	1,960
MOORE	124,428	168,081	180,639	29	18,929	16	8,080	86	50,759	42	25,981	57	18,130	43	12,220	36	7,607	75	11,584	12	5,897
NASH	241,882	333,463	392,644	30	25,504	36	66,088	196	68,508	67	45,850	84	48,841	60	16,016	51	52,876	114	31,429	15	8,329
Rocky Mount	249,939	299,861	314,759	26	20,486	21	53,433	121	63,840	61	42,549	72	31,517	61	13,610	50	25,130	100	29,565	16	7,646
NEW HANOVER	379,964	493,138	526,310	33	36,046	25	86,154	152	122,152	77	85,827	89	39,505	93	25,938	87	22,804	201	43,887	26	15,331
Wilmington	275,334	335,601	353,341	25	17,718	18	53,192	108	65,803	60	66,115	66	27,901	83	23,258	70	18,180	134	27,226	23	14,192
NORTHAMPTON	25,860	32,704	34,704	9	1,996	13	738	65	10,481	9	3,872	28	10,275	4	457	4	297	14	1,503	6	1,492
ONSLOW	254,684	307,386	323,220	31	19,058	24	38,515	94	54,776	77	86,182	74	26,773	47	13,441	47	23,147	167	29,260	12	6,297
Jacksonville	157,868	180,769	188,025	14	13,506	14	34,724	47	27,678	32	34,245	33	13,706	37	12,651	26	15,203	100	15,284	8	5,592
ORANGE	163,806	231,584	251,142	17	15,557	15	19,313	73	67,518	26	23,061	52	30,670	41	14,158	40	10,655	91	27,941	13	8,181
Chapel Hill	114,483	159,286	172,177	8	9,600	9	16,480	35	38,376	12	13,261	23	17,774	37	13,720	25	6,068	68	23,845	8	5,395
PAMLICO	13,723	17,279	18,315	2	1,718	2	2,440	23	5,463	8	2,728	12	2,789	2	202	3	483	4	827	1	213
PASQUOTANK	112,093	126,193	130,818	24	15,198	10	15,460	51	32,603	28	23,400	31	9,196	23	6,520	19	5,774	34	7,007	7	4,010
Elizabeth City	109,555	122,466	126,745	23	14,787	10	15,460	49	31,867	27	22,859	27	7,595	23	6,520	19	5,774	33	6,875	6	3,647
PENDER	30,666	37,707	39,780	7	1,566	7	1,463	56	15,545	9	6,800	28	6,334	6	473	5	237	29	3,179	4	620
PERQUIMANS	19,262	21,876	22,717	8	1,593	4	1,007	13	4,714	8	5,401	12	5,608	5	590	4	536	13	939	2	199
PERSON	68,580	84,154	88,773	14	4,473	26	8,977	56	23,880	21	17,209	29	8,902	19	4,452	19	2,860	26	5,034	8	3,410
PITT	279,704	367,063	392,575	38	31,791	53	47,135	173	84,983	68	73,974	117	36,985	50	18,915	54	17,325	115	28,439	21	12,568
Greenville	215,119	295,258	318,322	26	27,989	18	40,931	89	63,993	43	57,832	60	27,180	39	17,823	39	14,856	81	25,682	10	10,874
POLK	27,724	31,846	33,148	2	2,292	7	3,734	19	10,153	7	4,443	18	4,754	4	621	7	928	19	2,386	4	1,343
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	192,541	247,157	263,010	35	31,521	21	17,106	124	60,948	95	43,097	96	34,307	54	8,766	81	13,224	80	14,326	18	9,749
Asheboro	119,283	148,791	157,419	14	11,800	10	15,949	49	35,625	50	29,425	45	18,023	33	6,755	39	8,414	41	9,137	11	7,838
RICHMOND	124,870	149,660	157,059	22	14,124	17	16,866	76	37,460	50	22,071	51	20,455	32	6,659	39	10,365	65	10,101	13	5,705
Rockingham	102,418	121,868	127,701	15	11,343	11	15,918	49	29,310	36	20,014	35	16,823	18	4,454	26	7,490	42	8,630	9	4,557
ROBESON	246,607	297,086	312,167	39	25,990	35	29,668	225	77,564	80	54,213	88	36,545	60	14,057	54	15,754	88	13,131	25	10,678
Lumberton	136,962	160,171	167,303	22	19,934	10	20,665	83	36,431	37	22,120	41	15,797	33	9,044	37	11,464	46	9,407	9	5,749
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	7,905	9,481	10,006			1	741	6	3,865	2	497	3	1,093	1	96	5	1,630	3	473	1	510
ROCKINGHAM	213,314	264,799	279,874	38	16,051	31	19,105	155	81,398	66	44,986	100	29,269	68	17,159	77	20,678	96	15,665	28	11,516
Reidsville	79,828	103,145	109,883	15	8,935	11	7,565	44	31,316	20	15,327	32	11,744	25	7,803	25	5,727	29	5,916	8	3,135
ROWAN	232,416	289,089	305,704	33	17,238	24	25,547	122	80,765	69	43,612	81	34,658	61	19,833	58	11,926	107	20,976	22	11,280
Salisbury	169,613	212,970	225,623	16	8,092	12	22,296	63	50,094	36	38,273	43	25,571	46	16,823	31	6,740	64	16,427	14	9,162
RUTHERFORD	131,641	170,400	182,141	21	10,953	23	14,903	63	44,188	108	43,897	56	18,971	37	7,024	40	11,037	47	8,902	11	8,024
Forest City	80,496	90,354	93,589	10	8,282	10	11,367	21	20,457	52	21,257	23	4,178	22	4,847	20	7,381	20	4,212	6	4,805
SAMPSON	99,225	147,269	161,574	23	17,939	33	12,163	103	41,586	58	30,329	52	9,934	31	10,859	26	6,875	54	6,786	13	6,989
Clinton	63,885	104,040	116,011	14	15,600	7	6,372	27	28,424	36	24,323	12	2,609	27	10,403	15	4,279	19	4,572	9	5,417
SCOTLAND	84,816	92,947	95,837	11	6,4[illegible]	8	7,908	78	31,174	26	21,935	24	6,863	23	5,008	14	3,502	24	4,177	10	3,288
STANLY	127,710	166,662	178,004	23	12,115	16	11,565	77	40,102	62	37,782	60	26,478	43	10,034	39	6,769	62	10,268	13	7,659
STOKES	34,854	43,707	46,286	16	5,494	4	503	57	13,560	28	9,019	27	7,516	6	1,161	9	1,002	19	2,984	4	1,298
SURRY	207,421	255,168	269,455	40	21,424	26	23,591	142	57,834	114	60,811	66	23,480	55	15,396	53	11,342	75	12,195	26	14,915
SWAIN	34,482	40,276	42,063	5	1,584	7	2,229	22	12,181	9	3,074	22	7,680	6	992	7	1,435	37	4,364	4	1,249
TRANSYLVANIA	54,998	68,622	72,608	13	5,860	12	6,033	40	23,811	17	8,605	17	7,323	11	2,935	16	3,197	18	3,645	5	3,373
TYRRELL	7,525	10,037	10,758	4	2,134	4	848	11	3,332	10	2,137	4	481	1	203	4	143	5	1,020	1	220
UNION	151,040	216,796	235,835	20	28,235	16	14,868	99	58,934	62	55,876	55	17,182	37	9,016	40	12,986	51	12,248	12	8,980
Monroe	109,900	153,636	166,238	10	9,971	9	12,530	63	46,736	42	38,563	37	11,318	26	8,118	31	5,797	40	10,913	8	7,230
VANCE	113,367	135,692	142,397	17	9,683	10	13,836	75	44,241	41	22,146	54	16,013	25	7,185	26	6,349	41	6,418	10	5,355
Henderson	97,083	116,369	122,158	16	9,109	8	11,672	61	32,377	35	19,219	50	15,329	24	6,897	26	6,349	34	5,272	9	4,817
WAKE	1,064,449	1,444,504	1,554,495	103	67,046	86	244,929	419	336,112	181	275,197	255	164,437	177	78,831	215	64,201	415	128,130	66	34,954
Raleigh	693,745	901,818	961,853	40	31,426	37	162,989	182	164,489	77	186,574	134	100,380	120	63,751	124	36,148	268	82,901	34	21,227
WARREN	20,020	24,826	26,242	8	977	10	1,452	42	8,853	8	1,106	27	7,076	3	1,082	7	2,005	6	430	4	881
WASHINGTON	37,475	43,870	45,822	8	4,818	14	3,991	35	14,042	12	8,963	17	3,601	9	1,398	13	1,883	17	1,901	4	1,209
WATAUGA	92,013	121,958	130,577	21	14,825	8	7,630	43	26,788	23	21,230	33	13,170	31	6,915	27	5,299	55	11,885	9	5,124
WAYNE	273,249	332,021	349,458	37	27,807	33	57,166	162	69,595	103	63,615	95	38,112	65	17,999	69	18,430	93	18,273	13	7,799
Goldsboro	188,725	234,443	247,808	28	26,454	15	47,049	87	38,677	57	39,122	62	22,797	55	16,816	53	15,177	66	13,893	7	5,081
WILKES	137,879	171,181	180,935	32	24,039	17	13,717	96	42,639	54	29,324	62	24,334	36	7,099	24	5,024	54	11,153	11	7,389
WILSON	204,676	265,956	283,798	29	19,329	28	35,184	150	66,907	58	44,698	76	38,194	53	13,312	48	13,112	85	21,046	14	7,080
Wilson	172,696	231,486	248,361	20	16,965	17	34,369	92	59,889	48	38,777	45	27,041	52	13,127	41	12,461	65	18,602	12	6,710
YADKIN	68,299	85,966	91,107	16	6,010	10	3,323	66	28,591	68	23,756	32	9,520	16	1,972	16	3,266	27	4,592	9	3,270
YANCEY	29,222	33,476	34,827	14	4,569	18	2,417	22	12,034	18	5,636	18	3,966	7	755	2	583	12	1,035	4	1,839

DURHAM—continued

South of Richmond; 134 mi. Northeast of Charlotte; 56 mi. East of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State 55, 98, 751, 54.

2—TRANSPORTATION: Railroads: Seaboard; Norfolk & Western; Southern.
Motor Freight Carriers: 26.
Intercity Bus Lines: Carolina Trailways; Central Bus Lines; Greyhound; Southern Coach.
Airlines: Altair; Delta; Eastern; Piedmont; United; USAir; Federal Express (freight). Commuter: Colgan Air; Eastern Carolina; ISO Aero; Mid South; Sun Bird; Wheeler.

3—POPULATION:
Corp. City 70 Cen. 95,438; Loc. Est. 107,900
CZ ABC: (70) 102,480; (80) 113,800
RTZ-ABC: (70) 335,658; (80) 364,400
SMSA 70 Cen. 419,394; Loc. Est. 503,700
County 70 Cen. 132,681; Loc. Est. 150,000
City & RTZ-ABC (70) 438,138; (80) 478,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 30,097; Loc. Est. 39,500
County 70 Cen. 40,921; Loc. Est. 52,800
SMSA 70 Cen. 124,998; Loc. Est. 177,500
CZ ABC: (70) 32,116; (80) 40,800
RTZ-ABC: (70) 98,505; (80) 122,200
City & RTZ-ABC: (70) 130,621; (80) 163,000

5—BANKS: SMSA $1,632,708,000

6—PASSENGER AUTOS: Co 109,596

7—ELECTRIC METERS: Residence 69,706

8—GAS METERS: Residence 20,523

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Const. 4533 ($206); Mfg. 19,227 ($324); Trans., Comm. & Util. 3,846 ($274); Trade 12,961 ($160); Service 21,214 ($235); Fin., Ins. & Real Estate 3,564 ($208).
Principal Pay Days: Factories: Fri.; Offices and Universities: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55, First killing frost, Oct. 28 Last killing frost, Apr. 9.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers: Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave., on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Wellons Village	3	Kings, Big Star
Northgate	2½	Sears, Big Star; Thalhimer's
Lakewood	4	Winn-Dixie; Kroger
Riverview	6	Big Star
South Square	8	Penneys, Wards, Belk's Big Star
Croasdaile	4	Winn-Dixie
Eno Square	7	Food Town
Murdock	3	K-Mart, Winn-Dixie
North Duke Mall	5	Roses, Winn-Dixie
Shannon Plaza	8	Winn-Dixie

Principal Shopping Days. Mon., Fri., Sat.
Stores Open Evenings: Mon., Sat.

13—RETAIL OUTLETS: Department Stores: Thalhimers; Sears Roebuck; Baldwin's; Belk-Leggett; King's 2; K-Mart; Montgomery Ward; J. C. Penney.
Variety Stores: Kress; Woolworth; Roses 2; Pope's; Family Dollar.
Discount Stores: King's 2; K-Mart.
Chain Drug Stores (CZ): Eckerd's 5; Kerr-Rexall 3; Revco 4; Treasury.
Chain Supermarkets: A&P 6; Winn-Dixie 6; Kroger 3; Byrd's Lo Mark 2; Food Town 1; Big Star 6
Other Chain Stores: Auto; Advance 2; Western Auto 2; Shoes Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott Johnson; Women's Clothing: Lerners, Fashion Finds, Judi Lesli, Robbins; Men's Clothing: Fine's; Others. J. J. Morley, Motherhood Shops, Radio Shack, Record Bar, Singer Co., Slack 'N Things, Anderson-Little, Camelot Music; Circus World; The Junction, Federal Bake Shop, Foxmoor, S. Galeski Optical, General Nutrition, Jewel Box, K&K Toys, Ups 'N Downs, B. Dalton, Chess King, O'Neills Card Shop, XYZ Card Shop, Walden Books, Heritage Jewelers, Zales Jewelers, Osterman's Jewelers, County Seat.

14—NEWSPAPERS: HERALD (m) 41,886; SUN (e) 22,068; Comb. (m&e) 63,954; HERALD-SUN (S) 57,005; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mack McCormick, Gen. Adv. Mgr., HERALD-SUN.
National Representatives: Branham/Newspaper Sales.

EAST SPENCER, N.C.

See SALISBURY, N.C.

NORTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,084,430	5,735,757	14,373,179	39,601,294	2,011,230	19,690	99,939	1,260,425	777,032
STANDARD METROPOLITAN STATISTICAL AREAS									
Asheville, N.C.	161,059	182,564	498,438	1,190,543	68,967	17,263	3,477	7,595	9,120
Burlington, N.C.	96,362	98,348	329,340	608,304	35,598	17,088	1,226	7,157	10,628
Charlotte-Gastonia, N.C.	557,785	619,007	1,845,205	4,940,701	220,385	22,418	2,682	20,025	46,312
Fayetteville, N.C.	212,042	226,665	599,543	1,283,225	75,067	17,094	1,037	17,009	6,272
Greensboro-Winston-Salem-High Point, N.C.	725,122	801,157	2,402,956	5,930,429	290,672	20,402	10,018	59,184	61,744
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	697,434	816,685	2,598,866	5,737,328	272,865	21,026	1,228	40,860	28,942
Raleigh-Durham, N.C.	419,394	510,273	1,340,652	4,646,583	181,023	25,668	3,145	41,771	21,509
Wilmington, N.C.	107,219	136,907	336,381	950,748	49,586	19,174	944	8,407	1,733
COUNTIES, Cities									
ALAMANCE	96,362	98,348	329,340	608,304	35,598	17,088	1,226	7,157	10,628
Burlington	35,930	36,978	134,788	261,334	14,260	18,326	•	•	•
ALEXANDER	19,466	23,993	45,070	151,054	8,368	18,051	735	1,998	8,802
ALLEGHANY	8,134	9,255	17,598	50,345	3,542	14,214	721	1,382	6,376
ANSON	23,488	24,098	52,474	120,928	8,125	14,883	610	5,768	13,404
ASHE	19,571	21,593	36,998	104,860	7,751	13,529	1,770	2,514	7,278
AVERY	12,655	14,333	27,144	70,736	4,893	14,457	432	1,739	323
BEAUFORT	35,980	42,007	89,727	283,562	14,964	18,950	1,249	26,466	4,952
Washington	8,961	8,648	22,164	55,998	3,019	18,549	•	•	•
BERTIE	20,528	22,117	40,262	100,429	7,137	14,072	1,136	25,063	3,763
BLADEN	26,477	30,044	55,374	167,762	9,674	17,342	1,575	18,309	5,508
BRUNSWICK	24,223	35,107	51,030	197,266	11,737	16,807	835	6,452	1,480
BUNCOMBE	145,056	161,480	472,539	1,088,327	61,352	17,739	1,839	3,591	7,041
Asheville	57,681	59,791	195,286	415,744	24,129	17,230	•	•	•
BURKE	60,364	66,641	173,225	450,501	23,238	19,386	556	953	5,198
Morganton	13,625	13,116	42,831	98,911	4,330	22,843	•	•	•
CABARRUS	74,629	82,645	245,471	575,362	30,542	18,838	728	2,831	5,008
Concord	18,464	18,869	64,547	143,120	7,399	19,343	•	•	•
Kannapolis	36,293	27,356	119,689	195,295	10,697	18,257	•	•	•
CALDWELL	56,699	62,333	147,751	400,984	21,558	18,600	618	1,644	5,607
Lenoir	14,705	15,784	42,605	114,222	5,736	19,913	•	•	•
CAMDEN	5,453	5,828	10,881	37,571	2,058	18,256	155	9,274	5,805
CARTERET	31,603	39,240	73,332	305,034	14,452	21,107	256	4,245	510
CASWELL	19,055	19,928	41,529	109,037	6,257	17,426	1,118	12,641	1,891
CATAWBA	90,873	104,788	285,746	743,494	37,559	19,795	911	2,896	5,602
Hickory	20,569	20,246	72,041	166,763	7,514	22,194	•	•	•
Newton	7,857	9,388	24,854	67,010	3,457	19,384	•	•	•
CHATHAM	29,554	32,177	68,678	184,802	11,332	16,308	1,277	3,831	36,545
CHEROKEE	16,330	18,308	36,485	96,770	6,734	14,370	443	590	3,481
CHOWAN	10,764	12,929	29,148	75,924	4,449	17,065	392	9,429	3,199
CLAY	5,180	6,280	7,617	31,663	2,386	13,270	276	296	4,058
CLEVELAND	72,556	79,945	192,810	543,158	27,607	19,675	1,247	6,721	9,957
Shelby	16,328	16,722	48,713	126,421	6,391	19,781	•	•	•
COLUMBUS	46,937	52,819	101,944	316,200	17,758	17,806	2,645	36,742	4,718
CRAVEN	62,554	67,486	158,341	477,218	22,522	21,189	859	17,097	4,833
New Bern	14,660	17,962	39,811	139,460	7,320	19,052	•	•	•
CUMBERLAND	212,042	226,665	599,543	1,283,225	75,067	17,094	1,037	17,009	6,272
Fayetteville	53,510	70,972	190,794	507,256	28,170	18,007	•	•	•
CURRITUCK	6,976	12,013	16,095	105,956	4,386	24,158	191	8,962	3,450
DARE	6,995	11,644	17,945	99,977	4,727	21,150	N.A.	N.A.	N.A.
DAVIDSON	95,627	108,288	298,081	779,982	39,026	19,986	1,413	4,845	6,900
Lexington	17,205	16,361	56,797	126,360	6,101	20,711	•	•	•
Thomasville	15,230	15,390	47,877	113,405	5,587	20,298	•	•	•
DAVIE	18,855	23,782	48,558	145,172	8,647	16,789	755	2,236	8,289
DUPLIN	38,015	40,688	76,003	247,004	13,959	17,695	2,670	35,443	71,399
DURHAM	132,681	147,493	456,166	1,322,910	53,516	24,720	466	4,029	3,669
Durham	95,438	107,202	325,187	944,406	39,786	23,737	•	•	•
EDGECOMBE	52,341	56,152	128,784	366,368	18,416	19,894	858	39,126	4,371
Tarboro	9,425	12,547	23,190	81,864	4,604	17,781	•	•	•
FORSYTH	216,111	233,916	766,511	1,764,777	86,243	20,463	1,281	5,169	2,59[illegible]
Winston-Salem	134,676	141,574	477,172	1,072,604	53,081	20,207	•	•	•
FRANKLIN	26,820	28,841	57,545	177,955	9,744	18,263	1,392	18,934	5,920
GASTON	148,415	158,388	433,579	1,212,901	55,869	21,710	512	1,299	3,005
Gastonia	47,142	48,899	146,990	406,850	17,753	22,917	•	•	•
GATES	8,524	8,505	15,234	43,764	2,767	15,816	467	8,303	4,883
GRAHAM	6,562	7,402	13,058	37,609	2,596	14,487	284	517	119
GRANVILLE	32,762	33,368	68,403	175,877	10,263	17,137	1,371	17,753	5,376
GREENE	14,967	15,226	23,939	86,697	4,617	18,778	889	27,915	10,331
GUILFORD	288,645	309,409	1,010,717	2,404,384	110,675	21,725	1,815	12,093	6,983
Greensboro	144,076	168,569	522,248	1,368,850	60,069	22,788	•	•	•
High Point	63,259	69,826	213,859	519,388	25,744	20,175	•	•	•
HALIFAX	53,884	55,658	118,041	302,725	18,006	16,812	976	29,958	7,458
Roanoke Rapids	13,598	14,703	43,057	115,433	5,592	20,643	•	•	•
HARNETT	49,667	52,526	106,405	373,290	20,537	18,176	1,718	29,006	4,273
Dunn	8,302	9,384	19,507	64,854	3,461	18,739	•	•	•
HAYWOOD	41,710	46,043	126,547	288,137	17,034	16,915	1,112	3,209	3,903
HENDERSON	42,804	55,772	118,248	361,659	21,512	16,812	845	8,687	4,119
Hendersonville	6,443	9,042	17,751	57,152	3,764	15,184	•	•	•
HERTFORD	23,529	25,600	49,945	137,522	8,291	16,587	582	14,855	1,126
HOKE	16,436	19,180	29,381	106,182	5,509	19,274	352	7,501	3,737
HYDE	5,571	5,808	10,790	27,686	1,949	14,205	240	10,281	2,385
IREDELL	72,197	81,958	194,670	530,427	29,726	17,844	1,553	4,293	26,085
Statesville	19,996	21,688	56,451	150,176	8,076	18,595	•	•	•
JACKSON	21,593	26,428	40,262	145,436	8,988	16,181	438	487	346
JOHNSTON	61,737	69,386	135,211	433,353	25,135	17,241	3,234	54,566	14,051
JONES	9,779	9,913	19,553	53,654	3,179	16,878	529	13,652	1,258

ELIZABETH CITY, N.C.

1—LOCATION: Pasquotank County, E&P Map F-1, County Seat.

2—TRANSPORTATION: Railroads: Norfolk Southern.
Intercity Bus Lines: Norfolk Southern; Virginia Dare Trans.; Trailways.
Motor Freight Carriers: 4.

3—POPULATION:
Corp. City 70 Cen. 14,381; Loc. Est. 14,230
CZ-ABC: (70)14,069; (80)14,300
RTZ-ABC: (70)52,011; (80)63,000
County 70 Cen. 26,824; Loc. Est. 29,848
City & RTZ-ABC: (70)66,080; (80)77,300

4—HOUSEHOLDS:
City 70 Cen. 4,629; Loc. Est. 5,437
County 70 Cen. 7,952; Loc. Est. 10,294
CZ-ABC: (70)4,620; (80)5,400
RTZ-ABC: (70)15,207; (80)21,200
City & RTZ-ABC: (70)19,827; (80)26,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	4	$82,317,000
Sav. & Loan Assn.	2	$23,100,000

6—PASSENGER AUTOS: County 13,234

7—ELECTRIC METERS: Residence 8,316

8—GAS METERS: Residence 2,450

9—PRINCIPAL INDUSTRIES (CZ): Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furniture Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Processing; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes.

10-CLIMATE: Min. & Max. Temp.—Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54.

11—TAP WATER: Alkaline, med. hard; fluoridated.

12—RETAILING: Shopping Center: Southgate Mall (32 Stores—Winn-Dixie, Sears, Belk-Tyler).
Principal Shopping Days: Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: Belk-Tyler; Rucker & Sheely; E. S. Chesson; Cedar Harris; J. C. Penney; Sears; Montgomery Ward; Roses; Lowe's.
Variety Stores: Eagle Stores.
Discount Stores: King's.
Chain Drug Stores (CZ): Apothecary-Rexall; Jacock's; Walgreen; Peoples; Big Value; Revco.
Chain Supermarkets: Big Star 2; A&P; S&R 5; Open Air; Winn-Dixie.
Other Chain Stores: Firestone, Western Auto; Mangel's; Singer; Pittsburgh Plate Glass; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's.

14—NEWSPAPERS: ADVANCE (e-Mon. to Fri.) 11,547; (S) 11,714; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James E. Wilkins, Jr., Adv. Dir., ADVANCE.
National Representatives: Landon Associates, Inc.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LEE	30,467	37,115	82,759	267,398	12,951	20,647	627	6,588	1,362
Sanford	11,716	16,638	32,881	126,047	6,317	19,954	*	*	*
LENOIR	55,204	59,570	137,229	452,224	20,234	22,350	1,182	35,984	9,592
Kinston	23,020	29,408	61,698	238,992	11,244	21,255	*	*	*
LINCOLN	32,682	41,193	89,526	304,612	14,767	20,628	735	3,005	5,817
MCDOWELL	30,648	32,696	78,115	197,301	11,715	16,842	366	659	1,123
MACON	15,788	19,663	33,632	101,985	7,447	13,695	547	638	1,925
MADISON	16,003	21,084	25,899	102,216	7,615	13,423	1,638	4,004	2,079
MARTIN	24,730	26,939	60,160	137,403	8,920	15,404	1,086	28,277	4,179
MECKLENBURG	354,656	390,930	1,275,452	3,263,697	140,548	23,221	530	3,612	3,734
Charlotte	241,178	317,489	868,186	2,607,987	116,373	22,411	*	*	*
MITCHELL	13,447	14,802	32,812	77,069	5,363	14,371	570	1,069	582
MONTGOMERY	19,267	20,293	45,615	104,092	7,032	14,803	332	2,248	8,921
MOORE	39,048	46,457	108,826	319,398	16,523	19,331	1,153	8,603	20,386
NASH	59,122	69,248	157,366	505,213	23,746	21,276	1,607	38,212	11,190
Rocky Mount	34,284	43,221	111,548	377,582	16,417	22,999	*	*	*
NEW HANOVER	82,996	101,800	285,351	753,482	37,849	19,908	109	1,955	253
Wilmington	46,169	57,655	150,978	403,874	22,716	17,779	*	*	*
NORTHAMPTON	24,009	23,704	45,268	108,175	7,273	14,874	865	23,301	5,484
ONSLOW	103,126	120,022	256,513	746,059	34,042	21,916	924	12,688	6,346
Jacksonville	16,289	20,455	57,945	197,246	8,184	24,101	*	*	*
ORANGE	57,707	70,213	171,150	655,874	24,324	26,964	701	5,252	7,348
Chapel Hill	25,537	33,446	83,148	338,522	10,424	32,475	*	*	*
PAMLICO	9,467	10,256	22,212	62,307	3,604	17,288	252	6,324	764
PASQUOTANK	26,824	29,717	66,414	213,380	10,388	20,541	330	14,194	1,741
Elizabeth City	14,381	14,227	37,320	109,303	5,507	19,848	*	*	*
PENDER	18,149	23,710	36,916	134,678	8,059	16,712	855	10,911	6,192
PERQUIMANS	8,351	9,227	17,363	45,685	3,219	14,192	414	11,562	3,258
PERSON	25,914	27,762	60,094	170,438	9,375	18,180	1,079	14,657	2,586
PITT	73,900	83,565	162,038	600,776	27,906	21,529	1,676	57,078	13,837
Greenville	29,063	34,169	69,650	265,974	11,222	23,701	*	*	*
POLK	11,735	12,740	26,977	83,322	4,971	16,762	250	553	1,539
Tryon	1,951	1,671	4,485	10,929	789	13,852	*	*	*
RANDOLPH	76,358	88,940	207,161	619,379	32,676	18,935	1,848	7,945	32,977
Asheboro	10,797	17,911	34,079	139,774	7,121	19,628	*	*	*
RICHMOND	39,889	44,329	107,223	304,958	15,652	19,484	415	5,235	7,144
Rockingham	5,852	8,320	20,714	74,111	3,273	22,643	*	*	*
ROBESON	84,842	93,749	176,961	491,446	28,539	17,220	2,694	55,885	9,343
Lumberton	16,961	18,093	47,803	129,605	6,408	20,225	*	*	*
East Spencer	2,217	2,271	7,631	15,182	845	17,967	*	*	*
Spencer	3,075	3,276	10,632	21,998	1,360	16,175	*	*	*
ROCKINGHAM	72,402	78,522	234,215	544,047	28,395	19,160	1,768	18,227	3,256
Reidsville	13,636	12,286	46,771	91,544	4,694	19,502	*	*	*
ROWAN	90,035	97,370	309,906	650,915	36,461	17,852	1,162	4,355	8,842
Salisbury	22,515	26,112	81,947	189,641	9,777	19,397	*	*	*
RUTHERFORD	47,337	53,546	134,837	359,245	19,772	18,169	850	1,811	3,445
Forest City	7,179	7,325	21,860	50,416	2,592	19,451	*	*	*
SAMPSON	44,954	51,046	88,686	287,288	17,221	16,682	2,894	45,193	29,412
Clinton	7,893	9,378	18,421	59,698	3,069	19,452	*	*	*
SCOTLAND	26,929	31,522	57,545	202,967	10,239	19,823	249	8,115	5,529
STANLY	42,822	46,694	130,301	296,431	17,324	17,111	1,051	7,986	10,694
STOKES	23,782	32,478	51,508	195,445	11,511	16,979	1,916	14,054	2,305
SURRY	51,415	57,533	141,577	372,121	21,237	17,522	2,113	18,177	11,854
SWAIN	7,861	10,397	15,851	53,492	3,758	14,234	148	179	171
TRANSYLVANIA	19,713	23,107	49,613	154,222	8,204	18,798	248	671	433
TYRRELL	3,806	4,266	7,290	22,440	1,456	15,412	185	4,821	1,287
UNION	54,714	69,689	136,174	464,103	23,968	19,363	1,640	15,114	39,573
Monroe	11,282	11,906	31,112	88,559	4,526	19,567	*	*	*
VANCE	32,691	34,693	83,393	204,228	11,672	17,497	771	11,577	1,619
Henderson	13,896	13,660	40,951	95,128	4,975	19,121	*	*	*
WAKE	229,006	292,567	713,336	2,667,799	103,183	25,855	1,978	32,490	10,492
Raleigh	123,793	147,515	410,966	1,446,099	52,879	27,347	*	*	*
WARREN	15,810	18,002	29,925	92,807	5,833	15,911	827	8,044	1,312
WASHINGTON	14,038	15,284	30,798	93,721	4,872	19,237	401	12,364	2,104
WATAUGA	23,404	29,830	44,615	165,617	10,113	16,377	991	1,697	3,089
WAYNE	85,408	95,672	202,658	644,410	31,692	20,334	1,896	43,233	22,361
Goldsboro	26,810	38,247	69,032	274,345	14,192	19,331	*	*	*
WILKES	49,524	58,158	119,897	330,520	20,310	16,274	1,502	3,700	56,619
WILSON	57,486	62,524	156,152	434,101	21,277	20,402	1,250	40,772	3,214
Wilson	29,347	35,195	91,963	274,800	12,545	21,905	*	*	*
YADKIN	24,599	28,126	68,978	166,462	10,541	15,792	1,745	15,078	9,980
YANCEY	12,629	15,233	27,144	70,426	5,476	12,861	916	2 545	1,220

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1979 Cash Receipts as follows: From Crops $1,910,335,000; from Livestock & Livestock Products $1,421,731,000; Total $3,332,066,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

FAYETTEVILLE, N.C.

1—LOCATION: Cumberland county (SMSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U. S. Army). On Cape Fear River. Most inland port in N. C., 90 mi. from Greensboro; 221 mi. from Richmond.
On U.S. Hwys. I-95; U.S. 13, 401 & 301; State 87, 24, 210 & 53 and 59.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers: 20.
Intercity Bus Lines: City Transit Dept; Greyhound; Carolina Coach; Queen City Trailways.
Airlines: Piedmont; Sunbird Commuter

3—POPULATION:
Corp. City Cen. 53,510; Loc. Est. 63,300
CZ ABC: (70) 130,246; (80) 152,900
RTZ-ABC: (70) 273,806; (80) 304,400
Co./SMSA 70 Cen. 212,042; Loc. Est. 258,000
City & RTZ-ABC: (70) 404,052; (80) 457,300

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 16,097; Loc. Est. 29,550
County/SMSA 70 Cen. 52,000; Loc. Est. 74,815
CZ ABC: (70) 38,370; (80) 51,000
RTZ-ABC: (70) 67,483; (80) 86,000
City & RTZ-ABC: (70) 105,853; (80) 137,000

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	4	$185,000,000
Commercial Banks	9	$258,000,000

6—PASSENGER AUTOS: County 110,735

7—ELECTRIC METERS: Residence 45,155

8—GAS METERS: Residence 12,616

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mfg. Durable goods 10,080; Nondurable goods 7,350; Non-Mfg. 48,400; Fort Bragg 63,520.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Average Temp.—Spring 80; Summer 88; Fall 72; Winter 55. First killing frost,, Oct. Last killing frost, Mar.

11—TAP WATER: Fluoridated.

12—RETAILING: Neighborhood Shopping Centers: Haymount Section; Person St., Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bordeaux	42	Capitol, Roses, Winn Dixie
Cross Creek, Reg.	90	Sears, Belks, Thalhimers, J.C. Penney, Miller & Rhoads, Harris Teeter
Eutaw Village	70	Capital Dept. Collins, Singer, Kerr Drugs, Roses Big Star
Fayetteville Mall	5	Woolco, Eckerd, Harris Teeter
Highland	29	Wentz Mkt.
King	18	A&P, Gaylord Variety
Northleigh	1	A&P
Tallywood	25	Belk's, A&P
Westwood	26	Rose, Winn Dixie, Kerr Drug

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: The Capitol 3; Belk 2; Sears Roebuck; J. C. Penney; Collins; K-Mart 2; Woolco; Thalhimers, Miller & Rhoads.
Discount Stores (CZ): Family Dollar Store 3; Lowe's, Moore, Gaylords; K-Mart 2; Woolco; Sam Solomon; Bestand Co; Handy City.
Variety Stores: McCrory' 's; Rose's 3; Macks 2.
Chain Drug Stores (CZ): Scotties 2; Eckard 2; Fayetteville Drug 2; Revco 2; Kerr; Medicine Shoppe.
Chain Supermarkets: A&P 6; Winn-Dixie 6; Economy; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter; Kroger; Food Town 2; Food World 3.

Other Chain Stores: Diana; Kimbrell's 2; Goodrich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney's Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 3.

14—NEWSPAPERS: OBSERVER (e) 43,116; TIMES (m) 22,663; Comb. (m&e) 65,779; OBSERVER (S) 62,801; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dick Fox, Nat. Adv. Mgr., OBSERVER TIMES.
National Representatives: Landon Associates, Inc.

FOREST CITY, N.C.

1—LOCATION: Rutherford County; Manufacturing; SW portion of State. U.S. Primary Highway 221 and 74; Interstate 26,40 & 85.

2—TRANSPORTATION: Railroads: Southern; Seaboard Coastline; Clinchfield.

Intercity Bus Lines: Trailways.

Airlines: Eastern; Piedmont; Delta; Southern; United.

3—POPULATION:
Corp. City 70 Cen. 7,179; Loc. Est. 8,500
County 70 Cen. 47,337; Loc. Est. 52,2000

4—HOUSEHOLDS:
Corp. City 70 Cen. 2,283; Loc. Est. 2,300
County 70 Cen. 14,993; Loc. Est. 19,240

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	4	N.A.
Commercial Banks	3	N.A.

6—PASSENGER AUTOS: County 27,014

7—ELECTRIC METERS: 3,600

8—GAS METERS: Residence 1,549

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners Office Furn. 520; Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Household Furniture 600; Upholstery Material 400; Ladies Apparal 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800.

Principal Industrial Pay Days: Thurs. & Fri.

10-CLIMATE: Av. Temp. Jan 41.1; July 78.5; Av. Annual temp. 59.9. Annual Rainfall 49.91 inches. First killing frost, Oct. 31; Last killing frost, May 1.

12—RETAILING: Principal Shopping Center: Tri-City Mall.

Nearby Shopping Center

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Tri-City Mall	2	Belk, Harris-Teeter,
Ingel's	1	Sky City, Ingles
K-Mart	1	K-Mart, Lowes Foods

Principal Shopping Days: Thurs., Fri. & Sat.

Stores Open Evenings: Tri-City Mall and 2 Shopping Centers open until 9; Downtown-Fri.

13—RETAIL OUTLETS: Department Stores: Belk; Graham Cash.

Discount Stores (CZ): Sky City; K-Mart; Family Dollar; Prices.

Variety Stores: Popes; Roses.

Chain Drug Stores (CZ): Eckards; Revco; Smith's; Hardins Drug.

Chain Food Supermarkets: Winn-Dixie; Lowes; Ingles; Bi-Lows; Harris-Teeter.

Other Chain Stores: True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Sterchis; Kimbrells Furn., Maxwell Furn., Haynes Jones Furn., Grindstaff's.

14—NEWSPAPERS: DAILY COURIER (e) 11,301; sworn MAR. 30, 1980.

Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER

National Representatives: None.

GASTONIA, N.C.

1—LOCATION: Gaston County (In Charlotte-Gastonia SMSA). E&P Map C-2, County Sat. 21 mi. W of Charlotte on State Hwys. 7,274; U.S. Hwys. 29, 74,321, 1-85.

2—TRANSPORTATION: Railroads: Southern; Carolina and Northwestern; Piedmont & Northern.

Motor Freight Carriers: 10.

Intercity Bus Lines: Gastonia Transit; City Coach; Greyhound; National Trailways.

Airlines: Eastern; Piedmont; Delta.

3—POPULATION:
Corp. City 70 Cen. 47,142; Loc. Est. 49,179
CZ ABC: (70) 99,209; (80) 104,400
RTZ-ABC: (70) 92,742; (80) 102,200
SMSA 70 Cen. 557,785; Loc. Est. 610,623
County 70 Cen. 148,415; Loc. Est. (80) 159,316
City & RTZ-ABC: (70) 191,951; (80) 206,600

4—HOUSEHOLDS:
City 70 Cen. 14,748; Loc. Est. 17,655
County 70 Cen. 44,754; Loc. Est. 55,570
SMSA 70 Cen. 170,913; Loc. Est. 215,127
CZ ABC: (70) 30,294; (80) 36,500
RTZ-ABC: (70) 27,696; (80) 35,100
City & RTZ-ABC: (70) 57,990; (80) 71,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	8	$291,700,000
Comm Banks (incl.br.)	27	$7,150,000,150

6—PASSENGER AUTOS: 83,138

7—ELECTRIC METERS: Residence 19,975

8—GAS METERS: Residence 19,197

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry. Number of Wage Earners and (Av. Wkly. Wage)—Textile 14,500 ($169): Machy. 1,400 ($215); Motor Oil Filters 1,100 ($209) Electronic 450; ($178); Corrugated Box 175 ($205); Chemicals 60 ($200); Equip. Mfg. 450($185); Plastics 125 ($177); Auto & Truck Assembly ($230).

Principal Industrial Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 57-79; Summer 66-100; Fall 41-66; Winter 5-56. First killing frost, Nov. 8. Last killing frost, Mar. 24.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.

Neighborhood Shopping Centers: E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd; Union Rd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Akers	41	Rose's, Winn-Dixie, Eckerd, Service Merchandise, Richway
Cherry	-	Crest, Foodtown
Delta	4	A&P, Eckerd
Dixie Village	23	Eckerd, Cook's Disc.
Franklin	-	A&P, Family Dollar
Gaston Mall	41	Woolco, Harris-Teeter
Powell Glenwood	5	Harris-Teeter
Eastridge Mall	90	Penney, Belks, Ivey
Forestbrook	-	Crest, Winn-Dixie
Windsor	-	Crest, Winn-Dixie

Principal Shopping Days: Thurs., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Matthews—Belk; Sears; Paul Rose; Cook's; Ivey's, Rose's; J.C. Penney; Crest.

Variety Stores: Woolworth; Eagle; Rose's.

Discount Stores: Nichols; Crest (Ben Franklin); Richway Woolco; K-Mart; Service Merchandise, Cooks.

Chain Drug Stores (CZ): Smith's 2; Revco 4; Scottie's; Eckerd 6; Nichols.

Chain Food Supermarkets: Winn-Dixie 6; Pacemaker 2. Big Star; Mighty Midget 2; Harris-Teeter 4; Food Town 2; Ingle's; Park n Shop 3; A&P 2.

Other Chain Stores: Morris (jewelery); Jewel Box; D. P. Paul; Gordon's; Diane; Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kenney (shoes); Rustin's; Maxwell Bros. 2; Sterchi's; Kimbrell's 2; Western Auto; Zales (Jewelry); Radio Shack.

14—NEWSPAPERS: GAZETTE (e) 34,333; (S) 37,225 Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE.

National Representatives: Landon Associates, Inc.

GOLDSBORO, N.C.

1—LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers on U.S.Hwy. 13,70, 117 & State Hwy. 111,581, 52 mi. SE of Raleigh; 89 mi. N. of Wilmington.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Southern (fght.)

Airlines: Piedmont.

Intercity Bus Lines: Greyhound; Trailways; Seashore Transportation.

3—POPULATION:
Corp. City 70 Cen. 26,810; Loc. Est. 36,420
CZ ABC: (70)39,157; (80)58,300
RTZ-ABC: (70)75,335; (80)85,200
County 70 Cen 85,408; Loc. Est. 89,000
CZ & RTZ-ABC: (70)114,492; (80)123,500

4—HOUSEHOLDS:
City 70 Cen. 18,509; Loc. Est. 22,400
County 70 Cen. 23,829; Loc. Est. 26,920
CZ-ABC: (70)11,181; (80)13,400
RTZ-ABC: (70)21,087; (80)26,500
City & RTZ-ABC: (70)32,268; (80)39,900

5—BANKS:	NUMBER	DEPOSITS
Commercial	5	$161,740,000
Sav. & Loan	3	$188,153,686

6—PASSENGER AUTOS: Co. 42,846

7—ELECTRIC METERS: Res. Co 34,831

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, No. of Wage Earners— Garment Mfg. 1627; Textile Mfg. 952; Industrial Laundry 217; Metal working, 757; Food products 587; Furniture 1166; Electricity generating 113; Roofing materials 173; Textile finishing 165; Paper tubes 35; Tobacco barns 38; Agricultural research 95; Healthcare 340; Apparel 1275 Average weekly wage $170.

Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-56; Summer 79-89; Fall 62-78; Winter 36-50.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Center St.; 4 on Walnut St.; 2 on John St.; 1 on Mulberry St.

Neighborhood Shopping Centers: East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Berkeley Mall	50	Sears, Penney's, Belk's, Well's
Oak Square	13	Safeway
Eastgate	28	King's, Winn-Dixie
Sunrise	16	Woolworth, Kerr Drug
Ashley Plaza	11	K-Mart, A&P
Barnyard	7	Cloth Barn
Plaza	5	Big Star
Wayne Plaza	5	Clinard's, Big Star
Nichols	2	Nichol's, Winn-Dixie

Principal Shopping Days: Sat., Fri., Thurs.

13—RETAIL OUTLETS: Department Stores: Belk-Tyler; J.C. Penney; Leder Bros.; Weil's; Sears.

Discount Stores: King's; Nichols, K-Mart.

Chain Drug Stores: Eckerd's 2; Scottie; Revco 2; Kerr; Rite Aid.

Variety Stores: S.H. Kress; Woolworth; McLellan; McCrory.

Chain Supermarkets: A&P 2; Winn-Dixie 2; Piggly Wiggly; Big Star 2; IGA; Hotline; Safeway.

Other Chain Stores: Montgomery Ward; Goodyear; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Rogers Jewelers; Jewel Box 2; Firestone; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furniture; Western Auto; S&H Green Stamps; Maxwell Bros. Furniture; Hickory Farms; Walden Books; Deb Shop; Brooks; Betty Gay; Radio Shack (2); Cheap Joe's.

14—NEWSPAPERS: NEWS-ARGUS (e-Mon. to Fri.) 20,356; (S) 22,892; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Hal Tanner, Pub., NEWS-ARGUS.

National Representatives: General Advertising Service, Inc.

GREENSBORO, N.C.

1—LOCATION: Guilford County (In Greensboro-Winston Salem-High Point SMSA); E&P Map D-2, County Seat. In center of State. 50 mi. S of Virginia state line. Manufacturing, transportation, college and insurance center. 200 mi. from Richmond; 329 mi. from Atlanta; 324 mi. from Baltimore. On U.S. Hwy. 29, 70, 421 & 220; Interstate 40 & 85; State Hwy. 22 & 150.

2—TRANSPORTATION: Railroads: Southern.

Motor Freight Carriers: 53.

Intercity Bus Lines: Southern Greyhound; Carolina Trailways; Queen City Trailways; Safety Transit.

Airlines: Eastern; Piedmont; United; Delta.

3—POPULATION:
Corp. City 70 Cen. 144,076; Loc. Est. 160,937
CZ ABC: (70) 177,358; (80) 198,500
RTZ-ABC: (70) 688,042; (80) 739,700
County 70 Cen. 288,645; Loc. Est. 308,821
SMSA 70 Cen. 725,122; Loc. Est. 795,477
City & RTZ-ABC: (70) 865,400; (80) 938,200

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 43,696; Loc. Est. 56,829
County 70 Cen. 87,827; Loc. Est. 109,413
SMSA 70 Cen. 224,017; Loc. Est. 285,548
CZ ABC: (70) Cen. 53,688; (80) 68,800
RTZ-ABC: (70) 210,422; (80) 258,800
City & RTZ-ABC: (70) 264,110; (80) 327,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	6(23)	$489,787,000
Comm. Banks	10(59)	$451,585,000
Credit Unions	16	$22,791,000

6—PASSENGER AUTOS: City 120,593; County 185,829

7—ELECTRIC METERS: Residence 88,619

8—GAS METERS: Residence 25,096

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry. Number of Wage Earners: Manufacturing (30,786); Lumber & Wood, 1,050; Furniture & Fixtures 5,124; Stone, Clay & Glass, 840; Primary & Fabricated Metals, 1,344; Nonelectrical Machinery, 1,470; Other Durable Goods, 3,759; Food & Kindred, 1,323, Textiles 7,203; Apparel 2,247; Paper & Allied 735; Other Nondurable Goods, 4,116; Non-Manufacturing (48,363)—Construction, 3,255; Transportation, Comm. & Public Utilities 4,-387; Trade, 15-981; Fin. Insurance & Real Estate 3,633; Service & Miscellaneous 11,340; Government, 9,765.

10-CLIMATE: Avg. Temp.—Spring 60.2, Summer 76.1; Fall 60.2; Winter 42.1. First killing frost, Oct. 30. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers: 2 blocks on E. Market and W. Market Sts.; 2 blocks on N. Greene and S. Greene Sts.; 2 blocks on N. Davie and S. Davie Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bessemer (6)	2	Winn Dixie, Revco.
Best (7)	1½	-
Caldwell (13)	3	Bi. Rite, Shoetown
Carolina Circle Mall (80)	3½	Belk, Montgomery Ward, Ivey's
Coliseum (16)	2	Food Town
Cook's (3)	3	Cook's/Big Star
Cumberland (8)	1	A&P
Florida St. (7)	2	Cosmos II
Forest Oaks Center (5)	5	Winn Dixie
Forum VI Mall (120)	3	Montaldos, K&W Sears, Woolworths
Four Seasons Mall (95)	3	Winn Dixie/J.C. Penney Belk, Jordan Marsh
Friendly Center	3	Big Star/Winn Dixie, Roses, Sears, Belk, Thalhimers
Golden Gate (33)	2	Food Town/Bestway
Holden Road South (4)	4	Food Town
King's (19)	4	Food World/King's
K-Mart W. Market St. (2)	4	K-Mart/Food Town
K-Mart E. Cone Blvd. (2)	3½	K-Mart/Big Star
K-Mart Randleman Rd. (2)	2½	K-Mart/Food Town
Kroger Center (13)	3	Kroger
Lawndale (26)	2	Revco, Big Bear
Lawndale North (9)	3	Food Town; Revco
Liberty Road (13)	3	Bi-Rite
Northeast (14)	2	Food World, Woolworths
Oakcrest (7)	5	Food Rite
O'Henry (6)	2½	Winn-Dixie/Zayre
Palmer Plaza (12)	2½	Kroger/Lowes
Plaza (19)	2	Edmonds
Quaker Village (26)	6	Winn Dixie, Sherwin-Williams Paint
Sedgefield (20)	5	Big Bear
Southgate (8)	3	Kroger
Southside (4)	4	RiteAid
Spring Valley (23)	2	Sears, A&P, Eckerds
Summit (26)	2	Bi-Rite, Radio Shack
Sunset Hills (7)	1½	Bi-Rite
Westgate (9)	5	Shoe Town
Zayre (5)	2	Zayre/Big Star

Principal Shopping Days: Thu., Fri., Sat.

Stores Open Sundays: Drug & Discount; Selected Grocery; Anderson-Little; Sears; Jordan Marsh; J.C. Penney, Belk (Carolina Circle Mall and Four Seasons Mall): Montgomery Ward.

Stores Open Evenings: Anderson-Little; Belk, Montgomery Ward; J.C. Penney; Jordan Marsh (Four Seasons Mall); Miller & Rhoads; Roses; Sears; Thalhimers—Mon. thru Sat.; Shopping Centers, Mon. thru. Fri.

13—RETAIL OUTLETS: Department Stores: Belks 3; Cook's 1; Family Dollar 3; Lvey's 1; K-Mart 3; King's; Jordan-Marsh 1; Montgomery Ward; J.C. Penney; Sears; Thalhimers 2; Zayre 2; Rose's 1; T. J. Maxx.

Variety Stores: Roses 2; Woolworth 3; McCrory.

Discount Stores: Cook's 1; King's, K-Mart 3; Brendles; Best Products; Ellman's; Zayre 2; T.J. Maxx 1; P.M. Rose 2.

Chain Drug Stores (CZ): Eckerd's 6; Edmonds 4; Rite Aid 7; Lane Rexall 2; Revco 5; Medicine Shoppe; K-Mart Pharmacy 3; King-(Walgreen) 1.

Chain Food Supermarkets: A&P; Bestway 9; Big Star 4; Cook's 1; Bi-Rite 9; Food Town 6; Food World 4; Kroger 4; Winn-Dixie 6; Food Rite 9.

Other Chain Stores: Acrobat Shoes; Anderson-Little; Andrews Music; Arby's; Atticus Books; Baker's Shoes; Bardy's Diamonds; Baskin-Robbins; Bell's Linen Closet; Blue Gem; Bonanza; Brooks; Buckaroo; Burger-King; Butler's Shoes; Camera World; Capezio Bottega; Capt. 'n D's; Casual Corner; Catherine's Stout Shop; Cato's; Carlyle & Co. Jewelers; Chess King; Chic-Fil-A; County Seat; Darryl's; DeVoe Paint; Diana Shops; Duron Paint; Fine's Men's Shop; Firestone Stores; 5-7-9 Shop; Florsheim Shoes; Frankenberger's; Galeski Optical; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Hanover Shoes; Hardees, Hardy Shoes; Harvey's Warehouse; Hickory Farms; Hofheimer Shoes; The Hub; Hungry Fisherman; J. Riggins, Jack's; Jewel Box; Joseph R. Harris; The Junction, K & K Toys; Kaleidoscope; Kanki Restaurant; Kay's Jewelers; Kinderfoto International; Kinney Shoes; Lady Madonna Maternity; LeChateau Steaks; Lerner Shop; Levi's Place; Lillie Rubin; Limited; McCroy; McDonalds; Marilyn Shoes; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Miller & Rhoads; Montaldo's Clothing; Mooles Building; Mousetrap National Shirt Shop; Ole; Ormond Shop; Osterman's Jewelers; Picadilly Cafeteria; Piece Goods Shops; Pier 1 Imports; Pizza Hut; Prago-Guyes; Radio Shack; The Ranch; Record Bar; Regis Beauty Salon; Rhodes Furniture; Ridgeway Opticians; Robin's Rosenthal's Bootery; Saslow's Jewelers; Schiffman's Jewelers; Sherwin-Williams; Shoney's; Singer Company; Spencer Gifts; Stuarts; Tate Brown; Thom McAn Shoes; Frank A. Stith; Tuesdays; Tyler House; Waldenbooks; Websters; Wendy's Hamburgers; Western Auto; Western Sizzlin; Will's Book & Stationary; Wrangler Wroost; Wright Clothing; York Steak House.

14—NEWSPAPERS: NEWS (m) 83,604; RECORD (e) 31,823; Comb. (m&e) 115,427 (S) 116,852; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: W.H. Jones, Jr., Nat. Adv. Mgr., NEWS and RECORD.

National Advertising Representatives: Branham/ Newspaper Sales.

GREENVILLE, N.C.

1—LOCATION: Pitt County, E&P Map E-2, County Seat. Agricultural, educational, industrial, wholesale and residential center.

2—TRANSPORTATION: Railroads: Seaboard Coastline; Norfolk Southern (freight only).

Motor Freight Carriers: 10.

Intercity Bus Lines: Trailways; Seashore Trans.

3—POPULATION:
Corp. City 70 Cen. 29,063; Loc. Est. 35,374
CZ ABC: (70) 29,063; (80) 33,600
RTZ-ABC: (70) 71,387; (80) 77,900
County 70 Cen. 73,900; Loc. Est. 81,637
City & RTZ-ABC: (70) 100,450; (80) 111,500

4—HOUSEHOLDS:
City 70 Cen. 8,239; Loc. Est. 11,575
County 70 Cen. 20,794; Loc. Est. 27,142
CZ ABC: (70) 8,239; (80) 10,900
RTZ-ABC: (70) 20,794; (80) 25,900
City & RTZ-ABC: (70) 29,033; (80) 36,800

5—BANKS:	NUMBER	DEPOSITS
Commercial	6	$7,248,630,941
Savings Banks	3	$218,651,785

6—PASSENGER AUTOS: Co. 42,054

7—ELECTRIC METERS: Residence 20,325

8—GAS METERS: Residence 2,859

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Tobacco Mfg. 2,400; Food & Prod. 400; Textile 350; Lbr. 175; Chemical 125; Elect. 200, Pharmaceutical 1,200; Boat 150.
Principal Industrial Pay Days: Fri.

10-CLIMATE: First killing frost, Nov. 1 to 10. Last killing frost, Mar. 10 to 20.

11—TAP WATER: Neutral, medium soft; fluoridated.

12—RETAILING: Principal Shopping Center: 10 block area in the center of city.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
E. Greenville	8	A&P; Big Value Drug
Pitt Plaza	26	Penney, Eckerd, Big Star, Rose's
Shoppers Mart	4	Kings, Winn-Dixie
West End	8	Clark's
Greenville Square	20	A&P, K-Mart
Carolina East	52	Sears, Belk-Tyler

Principal Shopping Days: Fri. and Sat.
Stores Open Evenings: Pitt Plaza nightly; Food Fri.; Greenville Square, Carolina East nightly.

13—RETAIL OUTLETS: Department Stores: Blount- Harvey Co.; White; Belk-Tyler; J.C. Penney; Rose's; Sears.
Discount Stores (CZ):Clark's; King's; Nichols; K-mart.
Variety Stores: Williams.
Chain Durg Stores (CZ): Bissette; Beddingfields (Valu Rex); Hollowell 2; Eckerd's; Big Value 2.
Chain Supermarkets: Harris 4; Big Star; A&P 2; Overton; Winn-Dixie; Piggly-Wiggly 2; Kroger.
Other Chain Stores: Brody's; Jewel Box; Zale's; Butler's.

14—NEWSPAPERS: REFLECTOR (e-Mon. to Fri.) 15,511; (S) 16,668; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David J. Whichard, II, Pres., REFLECTOR.
National Representatives: General Advertising Services, Inc.

HENDERSON, N.C.

1—LOCATION: Vance County, E&P Map D-1, County Seat. Agricultural and mfg. center. On U.S. Hwys. 1 & 85 in northeastern part of state. 43 mi. to Raleigh, the state capital.

2—TRANSPORTATION: Seaboard Coastline Railroad; Greyhound Bus; Southern Railroad.
Motor Freight Carriers: 28.

3—POPULATION:
Corp. City 70 Cen. 13,896; Loc. Est. 13,534
CZ-ABC: (70) 17,736; (80) 17,300
RTZ-ABC: (70) 41,035; (80) 43,600
County 70 Cen. 32,691; Loc. Est. 35,259
City & RTZ-ABC: (70) 58,771; (80) 60,900

4—HOUSEHOLDS:
70 Census: City 4,329; Loc. Est. 4,865
County 70 Cen. 9,406; Loc. Est. 11,693
CZ-ABC: (70) 5,521; (80) 6,200
RTZ-ABC: (70) 11,255; (80) 13,700
City & RTZ-ABC: (70) 16,776; (80) 19,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$5,463,500,000
Sav. & Loan Assn.	2	$121,000,000

6—PASSENGER AUTOS: 15,159; Co. 17,527

7—ELECTRIC METERS: Residence 10,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Textiles 1,200 ($150); Bagging 350 ($140); Tobacco 650 ($140); Hosiery 1,000 ($145); Glass 740 ($220).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 60-70; Summer 70-95; Fall 65-75; Winter 10-50. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Garnett St.; 5 on Montgomery St.; 3 on William St.
Neighborhood Shopping Centers: North Henderson, South Henderson and West Henderson: Henderson Mall; Dabney Drive.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Food Stores, Mall Stores, Other Shopping Areas.
Stores Open Sundays: 4 Supermarkets and some retail.

13—RETAIL OUTLETS: Department Stores: Charles Stores; Penney; Leggett's; Roth Stewart; E. G. Davis; Baldwin's.
Variety Stores: Rose's; K-Mart.
Discount Stores: Kings; Dollar Store; Family Dollar Store.
Chain Drug Stores (CZ): Eckerd's; Henderson 2; Revco 2.
Chain Supermarket: Save Way; Big Star; Winn-Dixie; 7-Eleven 2; A&P 1; Buy Rite 2; Fast Fare 218; Byrd's.
Other Chain Stores: Larkins (clothing); Star Furniture.; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn; The Junction (Clothing); Perry Bros. Goodyear (tire); Firestone Store (tire).

14—NEWSPAPERS: DISPATCH (e) 9,232; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. D. Tharrington, Gen. Mgr., DISPATCH.
National Representatives: Landon Associates, Inc.

HENDERSONVILLE, N.C.

1—LOCATION: Henderson County, E&P Map B-2, County Seat. Agricultural and industrial center and Summer resort in W region of state. 21 mi. S of Asheville; 100 mi. W of Charlotte; 40 mi. N of Greenville, S.C.

2—TRANSPORTATION: Railroads: Southern (Cincinnati to Columbia, S.C.), Terminus Hendersonville- Toxaway Div.
Motor Freight Carriers: 22.
Intercity Bus Lines: Greyhound; Continetal Trailways; Surburban Coach.
Airlines: Piedmont; Wheeler.

3—POPULATION:
Corp. City 70 Cen. 6,443; Loc. Est. 8,479
CZ ABC: (70) 6,443; (80) 8,500
RTZ-ABC: (70) 36,361; (80) 45,100
County 70 Cen. 42,804; Loc. Est. 54,870
City & RTZ-ABC: (70) 42,804; (80) 53,600

4—HOUSEHOLDS:
City 70 Cen. 2,360; Loc. Est. 3,504
County 70 Cen. 14,195; Loc. Est. 20,994
CZ ABC: (70) 2,350; (80) 3,500
RTZ ABC: (70) 11,816; (80) 16,800
City & RTZ-ABC: (70) 14,166; (80) 20,300

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	4	$83,437,222
Commercial Banks	6	$163,542,170

6—PASSENGER AUTOS: 18,704; Co. 30,768

7—ELECTRIC METERS: Res., County 19,451

8—GAS METERS: Residence (CZ) 2,511

9— PRINCIPAL INDUSTRIES (CZ): (County) Total Empl. 17,380, Av. Wage $148; Elect. 1400 ($138); Paper 900 ($125); Textile 1,867 ($118); Const. 897 ($144); Food 878 ($105); Apparel 1,789 ($105); Chemicals 800 ($150).

10-CLIMATE: Min. Max. Temp.—Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18. Last killing frost, Apr. 21.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St.; 2 each of 3rd., 4th & 5th Aves.; 3 on 7th Ave. E.; 2 S. of Main & Church Sts.; Four Seasons Boulevard at Dana Road; Spartanburg Hwy S. of Main & Church Sts.
Neighborhood Shopping Centers: Southgate,½ mi. south of city; King's Plaza,½ mile E. of city; Skv City Plaza,½ mi. S. of city.
Principal Shopping Days: Mon.; Fri.; & Sat.

13—RETAIL OUTLETS: Department Stores: Patterson's; J.C. Penney; Belk-Simpson; Schulman's; Rose's.
Variety Stores: Rose's; Eagle's; Family Dollar; King's; Sky City.
Chain Drug Stores: Eckerd; Revco; Rite Aid; Econo-Mart.
Chain Supermarkets (CZ): A&P; Winn-Dixie 2; Community Cash 2; Ingle's; Bilo 2; IGA.
Other Chain Stores: Western Auto; Sherwin- Williams (paint); Sears (catalog); Lowe's Hdwr.

14—NEWSPAPERS: TIMES-NEWS (e) 11,685; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tony Manuel, Adv. Dir., TIMES- NEWS
National Representatives: Landon Associates, Inc.

HICKORY, N.C.

1—LOCATION: Catawba County, E&P Map C-2, Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127, 55 mi. N of Charlotte; 80 mi. E of Asheville; 90 mi. SW of Winston-Salem; Interstate I-40.

2—TRANSPORTATION: Railroads: Southern; C&NW.
Motor Freight Carriers: 42.
Intercity Bus Lines: Continental Trailways.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 20,569; Loc. Est. 21,467
CZ ABC: (70) 31,657; (80) 32,700
RTZ-ABC: (70) 177,579; (80) 200,500
County 70 Cen. 90,873; Loc. Est. 103,702
City & RTZ-ABC: (70) 209,236; (80) 233,200

4—HOUSEHOLDS:
City 70 Cen. 6,602; Loc. Est. 7,868
County 70 Cen. 27,974; Loc. Est. 36,735
CZ ABC: (70) 10,087; (80) 11,900
RTZ-ABC: (70) 52,872; (80) 68,400
City & RTZ-ABC: (70) 62,959; (80) 80,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	41	$1,200,000,000
Sav. & Loan Assn.	2	$39,279,386

6—PASSENGER AUTOS: City 29,753; County 56,-981

7—ELECTRIC METERS: Residence 53,451

8—GAS METERS: Residence 5,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Av. Wkly. Wage—Constructions $137; Mfg. $124; Transp. & Utilities $153; Whol. & Ret. Trade $114. Total employment 53,615; (Av. Wage $115.93).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17. Last killing frost, April 29.

11—TAP WATER: Slightly alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 3 blocks on Main Ave. Pl., SW; 1 on Union Sq.; 2 on 3rd St., NW; 2 on 2nd St., NW; 2 on 1st Ave., NW; 1 on Main Ave., NW.; 2 on Main Ave., NE.
Neighborhood Shopping Centers: Highland W. Hickory; Brookford; Viewmont; South Hickory; Midland 4 blks. Fronting Hwy. 64-70-321; Hickory Plaza; 571 U.S. 64-70; Catawba Mall on Hwy. 64-70 SW; Valley Hills Mall; Hwy. 64-70 SE.
Shopping Center: Viewmont; 10 blks. Distant (Hickman Hdw., Fresh Air No. 2. Viewmont Food); Lowe's; Winn-Dixie; Villa Park; 12 bldgs., Crest 5 & 10; Eagle's Food; Trio Super Mkt.; Duo Drug.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Catawba Mall	30	J.C. Penney, Eckards, Radio Shack, Zales
Kroger Center	3	Kroger, Sambo
Midland	16	Sky City, A&P
North gate Plaza	4	A&P, Revco
North Pointe	13	Eckards, Holly Farms
Town'N Country	3	Mammoth Mart, A&P
Vally Hills Mall	90	Sears, Belks, Zales
Hickory Plaza	-	K-Mart, SupeRx

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Belk-Broome; Spainhour's; Sears; J. C. Penney; Melville's; Corner Casuals; Zerden's; Olsen's; Nichol's; King's.
Variety Stores: Woolworth; Rose's; Crest; Family Dollar.
Chain Drug Stores: Smith's; Mann's; SuperRx; Eckerd's; Scotties; Viewmont 3; Simmons; Revco Drugs.
Chain Supermarkets (CZ): Lowe's 2; Fresh Air 3; A&P 3; Winn-Dixie 2; Hayes; Harris-Teeter 2; Kroger Savon; Martin's; Abernathy 2.
Discount Stores: Sky City; Brendle's; K-Mart.
Other Chain Stores: Merit's Shoes; Butler's; (shoes); Clark Tire; Pic 'n Pay Shoes.

14—NEWSPAPERS: RECORD (e) 26,793; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD.
National Representatives: Landon Associates, Inc.

HIGH POINT, N.C.

1—LOCATION: Guilford County (in Greensboro-Winston Salem-High Point SMSA) E&P Map D-2. Center of Furniture & Hosiery Mfg. Near center of state on U.S. Hwys. 29, 29A, 70, 70A; Interstate 85; State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore; 350 mi. from Atlanta; 736 mi. from Chicago.

2—TRANSPORTATION: Railroads: Southern; High Point, Thomasville & Denton; C&N.W.
Motor Freight Carriers: 49.
Intercity Bus Lines: Carolina Trailways: Queen City Trailways.
Airlines: Eastern; Piedmont; United; Delta.

3—POPULATION:
Corp. City 70 Cen. 63,259: Loc. Est. 69,464
CZ ABC: (70) 72,593; (80) 78,800
RTZ-ABC: (70) 84,110; (80) 90,500
County 70 Cen. 288,645; Loc. Est. 308,821
SMSA 70 Cen. 725,122; Loc. Est. 795,477
RTZ-ABC: (70) 156,703; (80) 169,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 19,752; Loc. Est. 25,378
County 70 Cen. 87,827; Loc. Est. 109,413
SMSA 70 Cen. 224,017; Loc. Est. 285,548
CZ ABC: (70) 22,715; (80) 28,300
RTZ-ABC: (70) 25,592; (80) 31,500
City & RTZ-ABC: (70) 48,307; (80) 59,800

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	6	$196,000,000
Savings & Loan Assns.	3	$74,886,934

6—PASSENGER AUTOS: County 185,829

7—ELECTRIC METERS: Residence 26,431

8—GAS METERS: Residence 11,906

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Furn. Ind. 8,150 ($100); Textiles 6,710 ($102); Food 410 ($114); Chem. 690 ($129); Machinery 420 ($123); Ore Mfg. 2700; Total Mfg. 23,420 ($107); Const. 1,130; Fin. ins. Real Est. 1320 ($128); Service 3970; Govt. 3800; Metal Prim. & Fabricated 1090 ($123); Lumber & Wood 600 ($92); Paper Print, Pub. 1545; Trans. Equip. Inst. 910; Trans. Comm. & Pub. Util. 1580; All other mfg 350; Non mfg. 19,240; All other emp. 3,720.

10-CLIMATE: Min. & Max. Temp.—Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11. Last killing frost, Apr. 25.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 4 on Wrenn St.; 2 on Washington St.; 2 on English; 1 on Montlieu.
Principal Shopping Days: Thu.,.Fri., Sat.

Stores Open Sunday: Some Drug, Food, Discount.
Stores Open Evenings: Principal to 9 p.m. nitely and to 10 on Sat.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
College Village	1½	Allied Radio, CloverleafMkt., Eckerd
East Green Plaza		Food World, Mann Drug, Remnant Shop
Fairfield Plaza	2½	Winn-Dixie, Sky City, Mann Drug, Dressmaker Fabrics
Southgate	1½	Roses, Food World, Eckerds
Northwood	2½	K-Mart, Towne Theatre, Foodtown
Westchester Mall	1	Thalhimers, Bell Bros., Belk-Beck, J.C. Penney, Foodtown, Cloverleaf
Eastgate	2½	Food Wld., Super-X Drug, Markey Fabrics, Presto Klean, Family Dollar Store
West-Burton Westchester	2½	Zayre's, Eckerd Drug, Food World
High Pt. Mall		Roses, Food World, Winn Dixie

13—RETAIL OUTLETS: Department Stores: Penney; Belk-Beck; Richardson's; Sears Roebuck; K-Mart 2; Rose's 2; Thalhimers.
Variety Stores: One-Dollar; Family Dollar Store 3; Sky City; Zayres.

Chain Supermarkets: Food World 5; Big Star 2; Flash Markets 4; Seven-Eleven Stores; Li'l General Stores 3; Columbia 3; Cloverleaf 3; Red Dot 2; Winn-Dixie 3; Food Town 3; Bi-Rite.
Drug Stores: Anderson; Arthur's; Calhoun; Cecil's; Eckerds 3; Hoffman; Leonards; Mann 7; McLarty: SupeRx Washington St.; Revco.
Other Chain Stores: Shoes: Pic N Pay; PicWay; Bell Bros., Birttain's; Women's Apoarel: Diana Shop; Tobias; Fashion Shop; Lerner's; Collier-Ellis Co.; Men's Clothing: Arnolds Craven, Wright's, Frank A. Stith; Jewelry Stores: Friedman's; Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc.; Spencer Auto Supply.

14—NEWSPAPERS: ENTERPRISE (e) 30,508; (S) 30,716; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lane Oldham, Gen. Adv. Mgr., ENTERPRISE.
National Representatives: Landon Associates, Inc.

JACKSONVILLE, N.C.

1—LOCATION: Onslow County, E&P Map E-3, County Seat. Near Camp Lejeune, U.S. Marine Corps base. Situated on U.S. Hwy. 17 and State Hwys. 24 and 258. 51 mi. N of Wilmington; 37 mi. S of New Bern.

2—TRANSPORTATION: Railroads: Atlantic Coast Line.
Motor Freight Carriers: 7.
Intercity Bus Lines: Queen City; Carolina; Seashore Transportation; Greyhound.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 16,289; Loc. Est. 19,558
CZ ABC: (70) 59,269; (80) 71,100
RTZ-ABC: (70) 43,857; (80) 50,200
County 70 Cen. 103,126; Loc. Est. 118,873
City & RTZ-ABC: (70) 103,126; (80) 121,300
Demographic Information is available from Newapaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,994; Loc. Est. 7,881
County 70 Cen. 22,761; Loc. Est. 33,855
CZ ABC: (70) 9,703; (80) 13,800
RTZ-ABC: (70) 13,031; (80) 16,800
City & RTZ-ABC: (70) 22,734; (80) 30,600

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$146,000,000
Commercial Banks	4	$1,462,000,000

6—PASSENGER AUTOS: City 24,204; County 45,-651

7—ELECTRIC METERS: Residence 31,412

8—GAS METERS: Residence 14,876

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Pulpwood 1,500 ($150); Civil Service 3,500 ($180); Military 47,000 ($392 million ann. Payroll); Lumber Plywood Mill ($130); Garment Industry 1,500 ($116); Boating 300 ($175); Electronics ($160); Tool & Die ($180).
Principal Industry Pay Days: Fri.; Marine Corps-5th & 20th, 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18. Last killing frost, Mar. 15.

11—TAP WATER: Soft, maximum; fluoridated.

12—RETAILING: Principal Shopping Center: New River Shopping Center, 38 stores.
Neighborhood Shopping Centers: New Bridge St.; New River; Northwoods; Onslow Mall 8 stores; Western Blvd; Brynn Marr 17 stores West Park Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brynn Marr	10	Eckards, Winn-Dixe
Kings Plaza	1	Kings.
New River	45	Sears, Big Star, A&P
Northwoods	40	Piggly Wiggly, Northwood
Onslow Nall	13	K-Mart, Big Star, Thrift Drug
Western Blvd	-	Winn-Dixie, Eckards

JACKSONVILLE—continued

West Park	8	Winn-Dixie, Macks Variety.

Principal Shopping Days: Thu., Fri., Sat. & Sun.
Stores Open Evenings: Fri., Mon.

13—RETAIL OUTLETS: Department Stores: Margolis; Aman; Belk's; Leader Bros.; Sears; Parisian; Western Auto; Boomtown; Collins; K-Mart; Furniture Fair; Kings; Brodys.
Variety Stores: Rose's 3; Gibson; K-Mart; Cook's.
Discount Drug Stores (CZ): Gibson's.
Chain Drug Stores (CZ): Kerr; Johnson's Drug, Rexall 2; Eckerd's; Treasury Drug; Northwood Walgreen Drugs.
Chain Food Supermarkets: A&P; Big Star 2; Piggly Wiggly 3; Whaley's Super Mkt.; Red & White; Winn-Dixie 2; Pollard's IGA.
Other Chain Stores: Butler's, Cato's; Thom McAn.

14—NEWSPAPERS: NEWS (e) 19,919; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Taylor, Adv. Dir.
National Representatives: Landon Associates, Inc.

KANNAPOLIS, N.C.

1—LOCATION: Cabarrus and Rowan Counties. E&P Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A. U.S. 601; Interstate I-85.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 3.
Intercity Bus Lines: National Trailways; Carolina Coach.

3—POPULATION:
Corp. City 70 Cen. 36,293; Loc. Est. 27,896
CZ ABC: (70) 39,943; (80) 41,800
RTZ-ABC: (70) 71,030; (80) 76,400
Counties:
Cabarrus 70 Cen. 74,629; Loc. Est. 81,829
Rowan 70 Cen. 90,035; Loc. Est. 96,280
City & RTZ-ABC: (70) 110,973; (80) 118,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,888; Loc. Est. 10,779
Cabarrus Co. 70 Cen. 23,488; Loc. Est. 29,916
Rowan Co. 70 Cen. 28,714; Loc. Est. 35,706
CZ ABC: (70) 13,161; (80) 13,161
RTZ-ABC: (70) 22,287; (80) 27,300
City & RTZ-ABC: (70) 35,448; (80) 43,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$1,282,316,773
Sav. & Loan Assn.	4	$80,594,154

6—PASSENGER AUTOS: City 14,552
Cabarrus Co. 45,922 Rowan Co. 52,749

7—ELECTRIC METERS: Residence 16,000

8—GAS METERS: Residence 4,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile spinning and weaving 10,000 ($161); Textile finishing 4,000 ($170); Textile sewing 2,500 ($175).
Principal Industrial Pay Days: Tues. and Wed.

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 75-100; Fall 40-70; Winter 25-50. First killing frost, Nov. 1. Last killing frost, Apr. 19.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: 10 blocks on Main St., West Ave.; Oak St., West First, West A St.; Chestnut St.
Neighborhood Shopping Centers: Centerview; North Kannapolis; Jackson Park; Rodgers Park; Royal Oaks; Shadybrook; Lowe's Trading Center; Plaza; Landis; Enochville; K-Mart; Zayres; N. 29 Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Carolina Mall	62	Belks, Radio Shack, Eckerds
Cabarrus Shopping City	10	Clarks, Eckerds
Cloverleaf Plaza	14	Belks, SupeRx
Midway	-	Rodgers Grocery

Principal Shopping Days: Wed., Thurs., Fri., Sat.
Stores Open Evenings: Fri. Downtown; Shopping Centers nightly.

13—RETAIL OUTLETS: Department Stores: Belk's 1; Penney; Malone's; Cook's; Sears; Budget Fair; Family Dollar 2; McCrory's; Freedman's.
Variety Stores: Rose's; Family Dollar.
Discount Stores: Cook's; K-Mart; Zayre.
Chain Drug Stores (CZ): Drug Center 2; Eckerd's 2; SuperRx; Revco 2; Pike's.
Chain Supermarkets: A&P; Winn-Dixie 2; Big Star; Table Supply; Food Town 3; Big M; Gamble's.
Other Chain Stores: Shoes: Butler's; Phil's, Shoe Show; Auto Supply: Advance, Goodyear, Western Auto; Clothing: Diana Shop; Furniture: Sterchi's, K-Town; Building Supplies: Lowe's; Others: Gold Shop, Shoe Town, Pic'n Pay.

14—NEWSPAPERS: INDEPENDENT (e-Mon. to Fri.) 13,539; (S) 14,336; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James Smith, Adv. Mgr., INDEPENDENT.
National Representatives: Landon Associates, Inc.

KINSTON, N.C.

1—LOCATION: Lenoir County, E&P Map E-2, County Seat. Residential Center. 78 mi. southeast of Raleigh, N.C.; on Neuse River, on U.S. hwys. 258 and 70; State Hwys. 55, 58, 91 and 11.

2—TRANSPORTATION: Railroads: Atlantic Coast Line; Southern Ry. (freight).
Motor Freight Carriers: 12 (Terminal for 4 Trucking Lines).
Intercity Bus Lines: Queen City Coach, Carolina Coach; Seashore Transp.

3—POPULATION:
Corp. City 70 Cen. 23,020; Loc. Est. 26,352
CZ ABC: (70) 22,309; (80) 27,900
RTZ-ABC: (70) 76,201; (80) 78,800
County 70 Cen. 55,204; Loc. Est. 60,699
City & RTZ-ABC: (70) 98,510; (80) 106,700

4—HOUSEHOLDS:
City 70 Cen. 7,376; Loc. Est. 10,159
County 70 Cen. 15,941; Loc. Est. 20,481
CZ ABC: (70) 7,372; (80) 10,600
RTZ-ABC: (70) 20,737; (80) 24,200
City & RTZ-ABC: (70) 28,109; (80) 34,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$175,740,000
Sav. & Loan Assn.	3	$166,079,975

6—PASSENGER AUTOS: Co. 29,542

7—ELECTRIC METERS: Res. (City) 9,952

8—GAS METERS: Res. (City) 4,000

9— PRINCIPAL INDUSTRIES (CZ): Tobacco (seasonal); Chemical Pdts.; Construction; Dacron; Textiles; Foods; Boxes; Bakeries; Chem. Fertilizers; Meat Packing; Lumber & Wood Pdts.; Concrete Pdts.; Metal Fabrications; Grocery; Furniture.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 57-81; Summer 66-89; Fall 45-68; Winter 6-38. First killing frost, Oct. 20. Last killing frost, Mar. 24.

11—TAP WATER: Alkaline; very soft. Artesian wells, chemically pure, untreated, unfiltered. Not fluoridated.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Kinston Plaza (Jones Rd.)	30	A&P, Woolco, Eckerd
Parkview	14	Sutton's Foods
Vernon Park Mall	45	J.C. Penney, Eckerd
Winn-Dixie		Winn-Dixie, Family Dollar

Principal Shopping Days: Thurs., Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: H. Stadiem; Coed Shop; Dupree's; Woolco; Man's Store; Brody Bros.; Sutton's.
Variety Stores: Rose's; Greene's; McCrory.
Discount Stores: United Surplus.
Chain Drug Stores: Scotties; Eckerd's 2; Hood-Rexall 3; Standard 2; Revco 2.
Chain Food & Grocery Stores: A&P; Winn-Dixie; Big Star; Piggly Wiggly 3; Pak-A-Sak; King's; Carson's Pioneer Foods; Parkview; Clover Leaf Farm; Rayner's; J.D. Conners.
Other Chain Stores: Diana Stores; Charles I.; Kinney Shoe; Glamor Shop; Marilyn Shoes; Cato's; Eleanor Shop; Eckerd's; Firestone; Advance Store; Belk-Tyler; J. C. Penney; Suburban; Erskine's; Dollar Store; Family Dollar Store; Butler's Shoe; Jewel Box; Peggy Ann; Bell's Shoes; Royal Jewelry; Lowe's; K Mart.

14—NEWSPAPERS: FREE PRESS (e-Mon. to Fri.) 13,324; (S) 13,515; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Williams, Pub., FREE PRESS.
National Representatives: Landon Associates, Inc.

LENOIR, N.C.

1—LOCATION: Caldwell County, E&P Map B-2. County Seat. 70 mi. N of Charlotte; 75 mi. SW of Winston-Salem; 60 mi. NE of Asheville.

2—TRANSPORTATION: Railroads: C&NWRR (Southern).
Intercity Bus Lines: Queen City; Greyhound.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 14,705; Loc. Est. 16,050
CZ ABC: (70) 17,525; (80) 18,600
RTZ-ABC: (70) 30,638; (80) 33,700
County 70 Cen. 56,699; Loc. Est. 61,334
City & RTZ-ABC: (70) 48,163; (80) 52,300

4—HOUSEHOLDS:
City 70 Cen. 4,613; Loc. Est. 5,773
County 70 Cen. 16,833; Loc. Est. 21,008
CZ ABC: (70) 5,469; (80) 6,700
RTZ-ABC: (70) 8,751; (80) 10,900
City & RTZ-ABC: (70) 14,220; (80) 17,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$47,063,387
Commercial Banks	3	$980,972,180

6—PASSENGER AUTOS: City 20,452; County 33,187

7—ELECTRIC METERS: Residence 14,970

8—GAS METERS: Residence 1,086

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage)— Furniture 9,000 ($102); Textile 1,500 ($160); Hosiery 785 ($106); Total 22,100 Workers, Av. Wkly. Wage —$118.
Principal Industrial Pay Days: Fri.

10-CLIMATE: First killing frost, Nov. 1. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St., West Ave. West Harper and Mulberry Sts.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Crossroads	5	Sears, Lowe's Foods
Fairway No. 1	5	Super Dollar Store
Food World Plaza	3	Food World, Kroger
Holly Square	7	Revco, Holly Farms
Lenoir Crossings	6	Eckerd, Winn-Dixie
Lenoir Mall	52	Belks, Woolworth, Rite Aid
Thrift S/C	25	Family Dollar Store

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. afternoon except Dec.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Belk's; Sears; Shields; Spainhour's; Smithey's.
Variety Stores: Rose's, Family Dollar; Crest; Steien's; Village Casuals; Ames; Mack's.
Discount Stores (CZ): Variety Discount, Family Dollar; Scotties; Ames.
Chain Drug Stores: Mann.
Chain Supermarkets (CZ): A&P 2; Fairway 2; Lenoir & Whitnel; Winn-Dixie; Harris-Teeter; Lowe's 2; William's; Giant Foods; Buck's.
Other Chain Stores: Saslow's; The Gold Shop; Bernard-Seagle; Cato's Jewelers; Sherwin-Williams Paints; Shaw's; Pic 'n Pay; Peterson's; Advance; Goodyear; Western Auto; Firestone; White's Auto.

14—NEWSPAPERS: NEWS-TOPIC (e) 11,263; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James L. Carlk, Adv. Dir., NEWS-TOPIC.
National Representatives: Landon Associates, Inc.

LEXINGTON, N.C.

1—LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point SMSA). E&P Map C-2. County Seat. Industrial center. On U.S. Hwys. 29, 70, 52, 64, I-85. In Central part of state, 54 mi. N. of Charlotte.

2—TRANSPORTATION: Railroads: Southern; Winston- Salem Southbound.
Motor Freight Carriers: 21.
Intercity Bus Lines: Trailways;

3—POPULATION:
Corp. City 70 Cen. 17,205; Loc. Est. 18,500
CZ ABC: (70) 17,205; (80) 16,100
RTZ-ABC: (70) 42,491; (80) 48,400
SMSA 70 Cen. 725,122; Loc. Est. 795,477
County 70 Cen. 95,627; Loc. Est. 107,424
City & RTZ-ABC: (70) 59,696; (80) 64,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,505; Loc. Est. 5,900
County 70 Cen. 29,478; Loc. Est. 38,212
SMSA 70 Cen. 224,017; Loc. Est. 285,548
CZ ABC: (70) 5,505; (80) 5,900
RTZ-ABC: (70) 12,884; (80) 16,900
City & RTZ-ABC: (70) 18,389; (80) 22,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$38,497,541
Commercial Banks	4	$1,973,000,000

6—PASSENGER AUTOS: City 28,347; Co. 58,992

7—ELECTRIC METERS: Residence 8,412

8—GAS METERS: Residence 4,814

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Stone, Clay, Glass, 800; Textile 3,120; Food 385; Machinery 350; Veneer 540; Apparel 1,000; Furniture 4,500; Electronics 550; Printing 120; Metals 190; Other 235; Total Mfg. 12,000. (Av. Wkly. Wage ($118.90).

10-CLIMATE: Min. & Max. Temp.—Spring 50-76; Summer 72-98; Fall 39-67; Winter 38-61. First killing frost, Nov. 3. Last killing frost, Apr.1.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St.; 2 on 1 st Ave.; 1 on 2nd Ave.; 1 on Center St.; Lexington Center-Hwy. 64 W. at City Limits.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Lexington Sq.	12	Winn-Dixie, Rose's

Principal Shopping Days: Thu., Fri., Sat., Sun.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Belk-Martin; Raylass; Rose's; Zimmerman's; National Outlet.
Variety Stores: Mack's;
Discount Stores (CZ): Towel Town of America; Bargain Center, Family Dollar Store; Gibson's; Redix; Sky City; K-Mart.
Chain Drug Stores (CZ): Walgreen; Eckerd; Valu Pak; Lexington 2; Mann's; Rexall 2; Revco.
Chain Supermarkets: Winn-Dixie 3; A&P 2; South Lexington; Heffner's Land-o-Food; Foodtown; Lowe's.
Other Chain Stores: Western Auto; Merit Shoes; Sears (catalog); Diana; Stelen's Raylass; Advance Stores; Jewel Box; Lowe's; Singer; Pic'n Pay Shop; Shumaker's; Dunlop; Carolina Tire (Goodyear); Sterchi's; Kimbrell's Firesonte; Brittain's Shoes; Sherwin-Williams.

14—NEWSPAPERS: DISPATCH (e) 12,390; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William M Cook, Ret. Adv. Mgr.
National Representatives: Landon Associates, Inc.

LUMBERTON, N.C.

1—LOCATION: Robeson County, E&P Map D-3, County Seat. On U.S. Hwys. 74, 301 and State Hwys. 41, 72, 211; Interstate 95, 130 mi. E of Charlotte; 72 mi. W of Wilmington; 32 mi. S of Fayetteville; 60 mi. N of Florence.

2—TRANSPORTATION: Railroads: Seaboard Virginia & Carolina Southern.
Motor Freight Carriers: 3.
Intercity Bus Lines: Queen City Coach.
Airlines: Piedmont—Fayetteville Airport 25 miles.

3—POPULATION:
Corp. City Cen. 16,961; Loc. Est. 20,285
CZ ABC: (70) 16,961; (80) 17,300
RTZ-ABC: (70) 79,843; (80) 93,200
County 70 Cen. 84,842; Loc. Est. 95,212
City & RTZ-ABC: (70) 96,804; (80) 110,500

4—HOUSEHOLDS:
City 70 Cen. 5,252; Loc. Est. 6,437
County 70 Cen. 22,162; Loc. Est. 28,687
CZ ABC: (70) 5,219; (80) 6,100
RTZ-ABC: (70) 20,350; (80) 27,300
City & RTZ-ABC: (70) 25,569; (80) 33,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$650,000,000
Sav. & Loan Assn.	3	$40,000,000

6—PASSENGER AUTOS: County 43,673

7—ELECTRIC METERS: Residence 5,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Redrying Tobacco 1,120; Textile Mills 550; Garment Mfg. 1,500; Lumber 85; Shoes 2,800; Textile 2,000; Dyeing, Processing 300; Beverages 150.
Principal Pay Days: Thurs., Fri., Sat.

10-CLIMATE: First killing frost, Oct. 29. Last killing frost, Apr. 9.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 8 blks. on Elm, Chestnut, 2, 3, & 4 Sts., Biggs Park; 5 blocks on N. Elm St. (21 units).
Neighborhood Shopping Centers: North Elm, 3 blocks on Elm St. and 3 blocks on 24th St. (6 units), K-Mart Plaza (10 units, more developing), Nichols Discount City (12 units).
Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings: Cooks; Penneys; Eckerds Drugs; K-Mart Plaza; Woods; Winn-Dixie; Nichol's; Food World; Big Star; Leder Bros.; Revco.

13—RETAIL OUTLETS: Department Stores: Belk-Hensdale; Raylass; Leder Bros.; A. Weinstein; J. C. Penney.
Chain Drug Stores: Eckerds; Hedgpeth 2; Revco; Mann.
Discount Stores (CZ): Bargain Barn; K-Mart; Cook's; Nichol's.
Variety Stores: Wood's.
Chain Supermarkets (CZ): A&P 2; Big Star, Red & White 2; Dixie Home 2; Food World; Food Town.
Other Chain Stores: Goodyear, Goodrich; Firestone; Heilig Meyers; Sherwin-Williams; Western Auto; Tart's TV; Singer.

14—NEWSPAPERS: ROBESONIAN (e-Mon. to Fri.) 15,040; (S) 15,677; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A.M. Sharpe, Nat. Adv. Mgr., ROBESONIAN.
National Representatives: Landon Associates, Inc.

MONROE, N.C.

1—LOCATION: Union County (In Charlotte-Gastonia SMSA). E&P Map C-2, 25 mi. SE of Charlotte on U.S. Hwy. 74, 601; State 207, 75, 200, 84.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Intercity Bus Lines: Trailways.
Motor Freight Carriers: 9.
Airlines: Commercial freight and charter.

3—POPULATION:
Corp. City 70 Cen. 11,282; Loc. Est. 11,100
CZ ABC: (70) 11,282; (80) 11,100
RTZ-ABC: (70) 43,432; (80) 55,700
SMSA 70 Cen. 557,785; Loc. Est. 603,423
County 70 Cen. 54,714; Loc. Est. 63,500
City & RTZ-ABC: (70) 54,714; (80) 66,800

4—HOUSEHOLDS:
City 70 Cen. 3,612; Loc. Est. 4,100
County 70 Cen. 15,904; Loc. Est. 21,600
SMSA 70 Cen. 170,913; Loc. Est. 211,400
CZ ABC: (70) 3,612; (80) 4,100
RTZ-ABC: (70) 12,292; (80) 18,100
City & RTZ-ABC: (70) 15,904; (80) 22,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$73,000,000
Sav. & Loan Assn.	3	$81,278,543

6—PASSENGER AUTOS: City 19,391; Co. 33,163

7—ELECTRIC METERS: Residence 4,543

8—GAS METERS: Residence 1,522

9— PRINCIPAL INDUSTRIES (CZ): Textiles 1,953 ($160.49); Retail commerce 3,425 ($154); Construction 1,113 ($113.40); Lumber and wood products 871 ($159.29); Fabricated metals 814 ($241.75); Agriculture (N.A.).
Principal Industry Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73; Av. Rainfall 43 in yr. First killing frost, Nov. 26; Last killing frost, Mar. 17.

12—RETAILING: Principal Shopping Centers: Downtown—15 blocks on Main, Jefferson and Franklin Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Monroe Mall	50	Belk, J.C. Penney, Collins Woolco, World Bazaar, Harris Teeter Mkt.
Roosevelt Blvd.	30	N.A.
Monroe Plaza	10	Sears, Roses, Eckerd Drug, Harris Teeter
Union County	25	N.A.
Union Village	15	Mason's Disc., Maxwell Furniture, Winn-Dixie, Food Town
C & S	2	A&P, Sterchi Furniture
Sunset Plaza	3	Family Dollar, Food Town

Stores Open Evenings: Most Shopping Centers Mon.- Sat. til 9:00 p.m.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Belks; Sky City; Roses; Collins; Sears; K-Mart; Woolco.
Discount Stores: Family Dollar 2; Griffin 88. Pic-N-Pay Shoes.
Chain Drug Stores: Revco, Eckerd, Rexall, Rite Aid.
Chain Food Stores: Winn-Dixie; A&P; Food Town; Harris-Teeter; Gambles; Kroger; Sav-on.
Other Chain Stores: Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Walden Books; General Nutrition Center; Lowes; Brand Jewelers; Radio Shack

14—NEWSPAPERS: ENQUIRER-JOURNAL (e-Mon. to Fri.) 11,794; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Jack Whitley, Dir. of Adv., ENQUIRER-JOURNAL.
National Representatives: Landon Associates, Inc.

MORGANTON, N.C.

1—LOCATION: Burke County, E&P Map B-2.

2—TRANSPORTATION: Railroads: Southern.
Intercity Bus Lines: Trailways; Greyhound.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 13,625; Loc. Est. 13,717
CZ ABC: (70) 13,625; (80) 13,300
RTZ-ABC: (70) 46,739; (80) 51,700
County 70 Cen. 60,364; Loc. Est. 66,761
City & RTZ-ABC: (70) 60,364; (80) 65,000

4—HOUSEHOLDS:
City 70 Cen. 3,688; Loc. Est. 4,490
County 70 Cen. 17,645; Loc. 23,071
CZ ABC (70) 3,695; (80) 4,100
RTZ-ABC: (70) 13,932; (80) 17,600
City & RTZ-ABC: (70) 17,627; (80) 21,700

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	4	$100,500,000
Commercial Banks	7	$515,000,000

6—PASSENGER AUTOS: City 19,222; County 34,863

9— PRINCIPAL INDUSTRIES (CZ): Furniture; Children's Wear; Lingerie; Electronics; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chemical; Upholstery. 20,485; Emp. Av. Wkly. Wage, 180.

11—TAP WATER: Soft; fluoridated.

12—RETAILING: Principal Shopping Days: Wed., Thu., Fri., Sat., Sun.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Avery Avenue	7	Harris-Teeter Mkt., Family Dollar
Ingle	-	K-Mart, Bi-Lo, Foodworld, Revco
Morganton Pl.	10	Rose's Dept., Eckerd's
Wes-Mor	-	Sears, Lowe's, Sky City
Hickory Plaza	20	Penney, Belk's, Nichols, K-Mart
Valley Hill	42	Sears, Belks
Lenoir Mall	36	

13—RETAIL OUTLETS:
Variety Stores: Rose's; Woolworth's; Belk's; Lazarus; Burands; Family Dollar; John Graham; Sears; K-Mart; Nichols; Sky City.
Chain Drug Stores: Eckerd 1; Cornwell 9; Miller's 2; Mann's; Rite-Aid; Revco.
Chain Food Supermarkets: Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town; Food World; Raders.

14—NEWSPAPERS: NEWS-HERALD (e-Mon. to Fri.) 10,936; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Nat Gilliam, Adv. Dir., NEWS-HERALD.
National Representatives: Landon Associates, Inc.

NEW BERN, N.C.

1—LOCATION: Craven County, E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina, County Seat. Near two U.S. Marine bases. Cherry Pt. M.C.A.S. On U.S. Hwys. 17 & 70; 176 mi. S of Norfolk, Va., 113 mi. E of Raleigh, 276 mi. N of Charleston S.C. 13 foot intercoastal waterway connection.

2—TRANSPORTATION: Railroads: A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers: 14.
Airlines: Mid-South.

3—POPULATION:
Corp. City 70 Cen. 14,660; Loc. Est. 18,026
Primary Mkt. Area ABC: (70) 81,800; (80) 89,500
County 70 Cen. 62,554; Loc. Est. 69,080
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census City 4,969; Loc. Est. 7,305
County 70 Cen. 6,672; Loc. Est. 22,889
Primary Mkt. Area ABC: (70) 23,100; (80) 29,000

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$6,000,000
Commercial Banks	4	$80,000,000

6—PASSENGER AUTOS: Co. 33,024

7—ELECTRIC METERS: Res./City 8,870

8—GAS METERS: Res./City 2,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 300 ($100); Boat Works 450 ($130); Lumber 1,000 (all timber prods.) ($106); Apparel 750 ($110); Stone Pdts. 55 ($106); Tool Workers 245 ($120); U.S.M. Corps, NAF 2,450 ($180); Polyester fibre 800 ($135); 63 Mfg. Establishments in County 2,800 Emps.

10-CLIMATE: Min. & Max. Temp.—Spring 55-66; Summer 73-83; Fall 59-69; Winter 41-51.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd., 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Twin Rivers Mall	65	Belk's, J.C. Penney
Triangle Plaza	3	Clark's, Mont. Ward
Berne	10	People's; Winn-Dixie
Neuse Village	9	Maxwell's

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Fri. (No Sunday Blue Laws).

13—RETAIL OUTLETS: Department Stores: Belk's; Montgomery War; J.C. Penney; Charles; Sears.
Discount Stores: Kings; Clark's; Family Dollar Store; Rose's; Nichols; Lowe's.
Variety Stores: Macks; McLellans; Pope's.
Drug Stores (CZ): Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerds.
Chain Food Supermarkets: Big Star 1; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3.

14—NEWSPAPERS: SUN-JOURNAL (e) 14,688; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Hall, Adv. Mgr., SUN-JOURNAL.
National Representatives: Landon Associates, Inc.

NEWTON, N.C.

1—LOCATION: Catawba County, E&P Map C-2, County Seat. Manufacturing and agriculture area in West Central Piedmont part of state; 35 miles NW of Charlotte on Hwys. 16, 321 and 10. 8 miles SE of Hickory.

2—TRANSPORTATION: Railroads: C&N; Southern.
Motor Freight Carriers: 37.
Intercity Bus Lines: Trailways; Greyhound; Newton-Conover.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 7,857; Loc. Est. 9,418
County 70 Cen. 90,873; Loc. Est. 103,702

4—HOUSEHOLDS:
City 70 Cen. 2,525; Loc. Est. 3,426
County 70 Cen. 27,974; Loc. Est. 36,735

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$91,728,962
Commercial Banks	3	$134,617,402

6—PASSENGER AUTOS: City 9,519; County 58,981

7—ELECTRIC METERS: Residence 28,400

8—GAS METERS: Residence 23,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Construction 2,904 ($148); Manufacturing 34,632 ($126); Transp. Comm. & Utilities 2,524 ($171); Trade 9,451 ($121); Others 4,910 (N.A.) Area mfrs: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber & Furniture. Agriculture includes: Dairy Products; Wheat; Cotton; Corn.

10-CLIMATE: Min. & Max. Temp.—Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15. Last killing frost, Mar. 20.

11—TAP WATER: Neutral, alkaline, soft.

12—RETAILING: Principal Shopping Center: 12 blocks on Hwy. 321, smaller shopping center 1½ miles at intersection of Hwys. 321 and 64-70 (combined 23 stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Catawba Mall	14	J.C. Penney
Sky City	14	Sky City
Hickory	16	Harris Teeter
Springs Rd	16	Harris Teeter
Valley Hill Mall	5	Belk, Sears

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers

13—RETAIL OUTLETS: Department Stores: Belk Brumley; Family Dollar; Sears; J.C. Penney; Sky City.
Discount Stores (CZ): Dandy; Crown Drug.
Variety Stores: Crest; Ben Franklin; United; Rose's.
Chain Drug Stores (CZ): Crown; Newton Rexall.
Chain Food Stores (CZ): Winn-Dixie; Sav-Mor; Lowe's; Catawba General (Harris Teeter); Twin City; 3-D; Trio Foodliner.
Other Chain Stores: Pic 'n' Pay; Clark Tire-Auto; Western Auto; Blackwelder's; Twin City Tire; Thomas Co Jewelers.

14—NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-Mon. to Fri.) 3,753; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Robert F. Lancaster, Adv. Dir., OBSERVER-NEWS- ENTERPRISE.
National Representatives: None.

RALEIGH, N.C.

1—LOCATION: Wake County (In Raleigh-Durham N.C. SMSA) E&P Map D-2, State Capital and County Seat. Retail and wholesale center of Eastern and Central N.C. On U.S. Hwys. 1,401. 70A, 70, 64 and State Hwys. 39, 42, 54, 55, 59. 501 mi. S of N.Y. City; 499 mi. N of Jacksonville; 120 mi. from Atlantic Ocean.

2—TRANSPORTATION: Railroads: Seaboard; Southern; Norfolk Southern.
Motor Freight Carriets: 16.
Intercity Bus Lines: Greyhound; Seashore, Carolina Trailways; Queen City Coach; Southern Coach.
Airlines: Eastern; Piedmont; United; Delta.

3—POPULATION:
Corp. City 70 Cen. 123,793; Loc. Est. 146,791
CZ ABC: (70) 135,536; (80) 159,800
RTZ-ABC: (70) 482,940; (80) 564,600
SMSA 70 Cen. 419,394; Loc. Est. 505,262
County 70 Cen. 229,006; Loc. Est. 289,737
City & RTZ-ABC: (70) 618,476; (80) 724,400

4—HOUSEHOLDS:
City 70 Cen. 36,524; Loc. Est. 52,143
County 70 Cen. 67,533; Loc. Est. 101,268
SMSA 70 Cen. 124,998; Loc. Est. 177,770
CZ ABC: (70) 40,401; (80) 54,500
RTZ-ABC: (70) 141,105; (80) 188,900
City & RTZ-ABC: (70) 181,506; (80) 243,400

5—BANKS: 8 Comm., Est. Dep. $16,000,000

6—PASSENGER AUTOS: City 119,853; County 177,200

7—ELECTRIC METERS: Residence Co. 75,755

8—GAS METERS: Residence 26,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Electronic 2,800 ($130); Textiles 1,500 ($104); Power 4,900 ($95); Fin. Ins. Banking 6,400 ($98); Whol. Food Distrib. 2,200 ($110); State Govt. 12,500 ($125); Federal Govt. 1,200 (NA); Local Govt. 6,100 (NA); Const. N.A.
Principal Pay Days: 1, 15; 5, 20 & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Downtown Shopping Area: 6 blocks long, 4 blocks wide, starting at the State Capitol.
Neighborhood Shopping Centers: Five Points, on Person St.; Northside Shopping Center; Cameron Village with 65 stores; Glenwood Village; Lockwood; Long View Gardens; North Hills (with 135 stores); Ridgewood; Crabtree Valley (with 135 stores); South Hills; Tryon Hills; Gateway Plaza; King's Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cameron Vill.	72	Thalhimers, Penney
Glenwood Vill.	16	Colonial
Colony	18	A&P
North Ridge	27	Winn-Dixie, Kew Drugs
Raleigh Western Plaza	9	A&P
Ridgewood	28	Winn-Dixie
Eastgate	11	A&P, Kerr Drugs
Quail Corners	16	Colonial, Big Star, Eckerds
Crabtree Valley	152	Sears, Belks, Thalhimers, Miller & Rhoads
Gateway Plaza	33	Winn-Dixie, Eckerds
Holly Park	16	Rose's, Winn-Dixie
Mission Valley	14	Kerr Drug
Kings Plaza	14	King's Dept., Winn-Dixie
Lockwood	-	Colonial Stores
Falls Village	24	Big Star, T.J. Maxx, Treas. Drug
Northside	9	Kerrs
Western Blvd	7	A&P, Best Products
Ral-Lee	4	King's Dept.
South Hills	43	Rose's. Winn-Dixie
Starmount	7	Colonial
Tryon	16	Rose's, Winn-Dixie

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Food Fri., Dept. Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Ivey's; Hudson-Belk; Sears Roebuck; Boylan-Pearce; Penney; King's; K-Mart; Thalhimers; G.C. Murphy; Montaldos; Miller & Rhoads.
Variety Stores: Woolworth 2; G.C. Murphy; Rose's.
Discount Stores: K-Mart; Kings.
Chain Drug Stores (CZ): Eckerd's 5; Treasury Drug 2; Kerr-Rexall 4; Village Phcy. 1; Revco 2.
Chain Supermarkets: Winn-Dixie 14; Colonial 6; A&P 10; Piggly Wiggly 3; Big Star 6; Food World; Food Town.
Other Chain Stores: Western Auto; Thom McAn; Pep Boys; Lerner Shops; S&H Green Stamps; Jarman; Pittsburgh Plate Glass; Goodyear; Goodrich; Firestone; Super Dollar; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; U.S. Tire; Singer; Jewel Box; Lane Bryant; Debe Shops; Anderson Little; Lillie Rubin; Sam Goody.

14—NEWSPAPERS: NEWS & OBSERVER (m) 131,921; TIMES (e) 35,194; Comb (m&e) 167,115; NEWS & OBSERVER (S) 165,289; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James B. Clark, Natl. Adv. Mgr., NEWS & OBSERVER and TIMES.
National Representatives: Branham/Newspaper Sales.

REIDSVILLE, N.C.

1—LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87. 20 mi. N of Greensboro; 21 mi. S of Danville, Va.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 35.

3—POPULATION:
Corp. City 70 Cen. 13,636; Loc. Est. 12,501
City Zone. Loc. Est. 18,260
Retail Trading Zone, Local Est. 17,400
County 70 Cen. 72,402; Loc. Est. 77,458
City & Retail Trading Area, Loc. Est. 35,550

4—HOUSEHOLDS:
City 70 Cen. 4,920; Loc. Est. 4,732
County 70 Cen. 22,600; Loc. Est. 27,757

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	N.A.
Commercial Banks	5	N.A.

6—PASSENGER AUTOS: Co. 43,689

7—ELECTRIC METERS: Res. Ind. 17,797

8—GAS METERS: Res. Ind. 10,425

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Canning ($360); Tobacco 2,000 ($240); Textile 900 ($180); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Av. Wkly. Wage ($165).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. Annual average temp. 56.2.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on four streets.
Shopping Center: Penrose Mall (21 stores—Winn- Dixie, Eckerd Drug; Rose's). Southwood Village (Revco, Food Town, K-Mart).
Principal Shopping Days: Thur., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Belk's; J.C. Penney; McCrorys; Sears; Rose's; TG&Y; Dollar General Store; Super Dollar.
Variety Stores: Rose's; K-Mart.
Chain Drug Stores (CZ): Mann's 2; Eckerd's, Revco.
Chain Supermarkets: Big Apple 2; Winn-Dixie; Big Star; Bestway; Food Town; Daniel 2.

14—NEWSPAPERS: REVIEW (e-Mon. to Fri.) 7,560 sworn Sept. 30, 1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: Michael DeLapp, Adv. Dir., REVIEW.
National Representatives: Landon Associates, Inc.

ROANOKE RAPIDS, N.C.

1—LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, N.C., in NE part of state. State Hwys. 45, 125, 48; U.S. Hwys. 158, I-95.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Intercity Bus Lines: Trailways.
Air Transportation: At Rocky Mount, N.C., (43 mi.) and Raleigh, N.C. (80 mi.). Sunbird Airlines, Roanoke Rapids Airport.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. City, 70 Cen. 13,508; Loc. Est. 14,727
CZ ABC: (70) 13,508; (80) 14,400
RTZ-ABC: (70) 38,035; (80) 37,400
County 70 Cen. 53,884; Loc. Est. 56,525
City & RTZ-ABC: (70) 51,543; (80) 51,800

4—HOUSEHOLDS:
City 70 Cen. 4,[illegible]19; Loc. Est. 5,568
City 70 Cen. 15,036; Loc. Est. 18,162
CZ ABC: (70) 4,391; (80) 5,400
RTZ-ABC: (70) 9,970; (80) 11,100
City & RTZ-ABC: (70) 14,361; (80) 16,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$62,000,000
Sav. & Loan Assn	3	$38,000,000

6—PASSENGER AUTOS: City 12,211; Co. 27,614

ROANOKE RAPIDS—continued

7—ELECTRIC METERS: Residence 6,904

8—GAS METERS: 1,480

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Employees: Textiles 3,100; Paper 710; Lumber & Wood Prod 715; Elect. Transformers & Molded Products 260; Pub. 40; Chip Board 105; Const. 240; Service 160; Retail & Wholesale Trade 1,100; Trans. Comm. and Util. 110; Gov. 210; Turist Services 240; Milk Prod. 35; Concrete Prod. 24, Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Forest Hills	19	Stacy's
Franklin St.	7	Haggly Woggly
Oakland	28	Clark's Disc., Sears, Winn-Dixie
Park Plaza	-	Kroger, TG&Y
Roanoke Rapids	14	Eckerd, Big Star Mkt. Pebbles, Rose's
Becker Village Mall	22	Leggett, J.C. Penney, K-Mart, Safeway

Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Leggett's; Peeble's; J. C. Penney; Baldwin's; Rose's; Clark's; Kroger; TG&Y.
Discount Stores: Dollar; Drug Barn; Appliance Mart; Lynche's; Penney Saver; Value Pak; Clark Bros.; Pope's; Eagle's; K-Mart.
Chain Food Supermarkets (CZ): A&P; Red & White; Winn-Dixie; Kwik-Pik; Kroger; Big Star; Mr. Chek; Vaughan's; Fast Fare; Safeway.
Other Chain Stores: Western Auto; Goodyear; Heilig-Meyers; Pic 'N Pay; Royce Shoes; Sherwin-Williams; Star Furn.; Harding and Grizzard; Glamour Shop; David's; Jewel Box; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Advance; Calo's; Heilig-Meyers; Montgomery Ward; Pic & Pay; Diane's; Shoe Parade; Shoe Show; Johnson's Wicke's Lbr.; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmarks; The Junction; Bryants; Endicott Johnson.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 9,473; (S) 10,610; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Hall, Pub., HERALD.
National Representatives: None.

ROCKINGHAM, N.C.

1—LOCATION: Richmond County, E&P Map D-2.

2—TRANSPORTATION: Railroads: Seaboard Airline.
Intercity Bus: Queen City Trailways.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 Cen. 5,852; Loc. Est. 6,894
CZ ABC: (70) 10,477; (80) 12,200
RTZ-ABC: (70) 29,412; (80) 29,600
County 70 Cen. 39,889; Loc. Est. 43,246
City & RTZ-ABC: (70) 39,889; (80) 41,800

4—HOUSEHOLDS:
City 70 Cen. 1,934; Loc. Est. 2,694
County 70 Cen. 12,051; Loc. Est. 15,109
CZ ABC: (70) 3,426; (80) 4,500
RTZ-ABC: (70) 8,600; (80) 9,900
City & RTZ-ABC: (70) 12,026; (80) 14,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$10,245,388
Sav. & Loan Assn	1	$11,216,201

6—PASSENGER AUTOS: City 11,206, County 20,617

7—ELECTRIC METERS: Residence 10,776

8—GAS METERS: Residence 1,075

9— PRINCIPAL INDUSTRIES (CZ): Textiles, Timber; Farming; Paper; Furniture; R.R.; Total 6,000 employees.

10-CLIMATE: Min. & Max. Temp.—Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; Last killing frost, Apr. 15.

11—TAP WATER: Constant pH of 6.7; soft.

12—RETAILING: Shopping center 2 mi. from central business district, open nightly; 30 stores.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Richmond Plaza	36	Belks, J.C. Penney, Revco
Tri-City	21	Sears, A&P, Erkerds
Westside Square	6	Bi-Lo, Woods

13—RETAIL OUTLETS: Department Stores: Mason's; Belk's; J. C. Penney; R. W. Goodman; Guddy's; Lupeg's; Long's; Kay's; Gil Wallace; Ego. Ltd.
Discount Stores: Wickes; Lowe's; Family Dollar.
Variety Stores: Rose; Wood's.
Chain Drug Stores: Eckerd's; Revco.
Chain Supermarkets: A&P; Big Star; Big M.; Piggly Wiggly; Bi-Lo; Winn-Dixie; Red & White.
Other Chain Stores: Goodyear; Western Auto; Sears (catalog); Singer Co.; Economy Auto; Baxter Clothing; Three Sisters; Jewel Box; S&H Green Stamps; Firestone; Sherwin-Williams, Pic 'n Pay.

14—NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-Mon. to Fri.) 7,387 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL.
National Representatives: Landon Associates, Inc.

ROCKY MOUNT, N.C.

1—LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties. 110 mi. S of Richmond and 51 mi. E of Raleigh. On U.S. I-95 and U.S. 64.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Amtrak.
Motor Freight Carriers: 11.
Intercity Bus Lines: Carolina Trailways; Seashore Transp.
Airlines: Sunbird.

3—POPULATION:
Corp. City 70 Cen. 34,284; Loc. Est. 42,000
CZ ABC: (70) 34,284; (80) 42,100
RTZ-ABC: (70) 120,822; (80) 126,700
Counties:
Edgecombe 70 Cen. 52,341; Loc. Est. 55,500
Nash 70 Cen. [illegible],122; Loc. Est. 67,000
City & RTZ-ABC: (70) 155,106; (80) 168,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,230; Loc. Est. 15,750
Nash County 70 Cen. 17,331; Loc. Est. 23,668
Edgecombe Co. 70 Cen. 14,709; Loc. Est. 18,326
CZ ABC: (70) 11,210; (80) 15,700
RTZ-ABC: (70) 32,278; (80) 38,700
City & RTZ-ABC: (70) 43,488; (80) 54,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$6,200,000,000
Savings & Loan Assn	5	$600,000,000

6—PASSENGER AUTOS: City 11,250 Counties: Nash 35,367; Edgecombe 26,379

7—ELECTRIC METERS: Residence 21,000

8—GAS METERS: Residence 7,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners; Food Products 1,110; Tobacco Processing (seasonal) 800; Textile Mill Products & Apparel 2,500, Lumber & Wood, Furniture 950; Printing & Publishing 160; Chemicals & Products 850; Stone, Clay, Glass & Concrete 165; Fabricated Metal Products 1,200; Transportation 400; Construction 1,950; Electrical Equip. & Supplies 175; Av. Weekly Wages $205.
Principal Pay Days: 1, 15 & 30; Mills, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-39; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks Main St.; 3 blocks Washington St.; Tarrytown Mall (62 units) Hwy. 64 at 301; Oakwood (17 units).
Neighborhood Shopping Centers: Peddler's Village Hwy 301 S. (12 units); Falls Rd. at Ridge St. (7 units); Englewood (8 units); Fairview (6 units); Walnut; Winn-Dixie; Wellongate; Raleigh Road; Englewood Square on Sunset Ave. (10 units); K-Mart Plaza (12 units); West End Plaza (14 units); Westridge Village (30 units).
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Belk-Tyler; J.C. Penney; Rosenbloom-Levy; Baldwin's; Montgomery Ward; Sears Roebuck; K-Mart.
Variety Stores: McCrory-McLellan; Pope's Dollar Stores; Dollar; Kress; Rose; Macks.
Discount Stores (CZ): K-Mart; Bailey's Discount Jewelry; Family Dollar Stores.
Chain Drug Stores (CZ): Almands 3; Kerr 3; Eckerd's 2; Raper's 2.
Chain Supermarkets: Big Star 2; A&P 1; Gurganus 2; Wooten's 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway.
Other Chain Stores: Cato's; Low's; Glamor Shops; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Family Dollar Store; Lowe's; Moores; Diana Shops.

14—NEWSPAPERS: TELEGRAM (e) 13,528; (S) 14,108; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Publisher, TELEGRAM.
National Representatives: Thomson Newspapers, Inc.

SALISBURY-SPENCER EAST SPENCER, N.C.

1—LOCATION: Rowan County, E&P Map C-2, County Seat. Center of rich industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 350 mi. from Washington; 290 mi. from Atlanta. On U.S. Hwys. 70, 29, 52, 601; State Hwy 150; Interstate 85.

2—TRANSPORTATION: Railroads: Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Frdight Carriers: 45.
Intercity Bus Lines: Carolina Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 27,807; Loc. Est. 32,500
CZ ABC: (70) 35,617; (80) 36,800
RTZ-ABC: (70) 226,466; (80) 243,200
County 70 Cen. 90,035; Loc. Est. 93,500
City & RTZ-ABC: (70) 262,083; (80) 280,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 8,955; Loc. Est. 12,145
County 70 Cen. 29,793; Loc. Est. 35,706
CZ ABC: (70) 11,415; (80) 13,500
RTZ-ABC: (70) 71,568; (80) 88,000
City & RTZ-ABC: (70) 82,983; (80) 101,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$211,815,000
Sav. & Loan Assn.	4	$185,001,420

6—PASSENGER AUTOS: County 51,801

7—ELECTRIC METERS: Residence 31,309

8—GAS METERS: Residence 5,163

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food 782; Stone, Clay & Glass 504; Mach. & Metal 987; Textile 6,500; Railroad 300; Communications (Radio-Tel.) 145; Utilies 360; Furn. & Fixtures 630; Lumber & Wood 128; Chemicals 144; Mobile Homes 600; Paper Prods. 235; Rubber Prods. 152; VA Hosp. 1,000 (Av. Wkly. Wage—$120).
Principal Industrial Pay Days: 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 47-73; Summer 66-90; Fall 48-73; Winter 32-53.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main; 2 on Innes; 1 on Council.
Neighborhood Shopping Centers: 1½ blocks (one side) 800-900 South Main, Salisbury; Ketner Cntr., W. Innes & Mahaley, 3 blocks in Spencer; Park Shopping Center, Spencer, 6 Stores; 2 blocks in East Spencer; S. Main at Mooresville Rd. 1 block.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Ketner Center	12	Food Town
Mid Carolina Mall	5	Winn-Dixie, Eckerd Drug
Rowan Mall	10	Rose's, Eckerd Drug
Towne Mall	28	Sky City
Park-Plaza	7	A&P
Southgate	6	Mark Drug

Principal Shopping Days: Fri., Sat.
Stores Close: Furniture—Wed. aft. all year.
Stores Open Evenings: Fri. to 9.

13—RETAIL OUTLETS: Department Stores: Belk-Harry; J. C. Penney; Rose's; Raylass; Zimmerman's.
Variety Stores: Woolworth; McLellan; Family Dollar.
Discount Stores: K-Mart; Sky City.
Chain Drug Stores: Innes Street 3; Mark Drug 2; Eckerd's 2; Scottie 2; Revco; White Star.
Chain Supermarkets: A&P 1; Winn-Dixie 2; Food Town 5; Food World; Kroger Sav-on.
Other Chain Stores: Shoes: Pic 'n Pay, Endicott-Johnson, Walker; Ladies Wear: Tobias, Prago-Guyee, Gold Shops, Guyes, Diana Shops, Cato's; Jewelers: W. H. Leonard, Friedman; Furniture: Hometown Furniture; K-Town, Rustin's, Maxwell Bros.; Sterchi's; Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward (catalog), Radio Shack, Firestone, Sherwin-Williams, New York Carpet.

14—NEWSPAPERS: POST (e) 24,561; (S) 24,439; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Stiller, Nat'l. Adv. Mgr., POST.
National Representatives: Landon Associates, Inc.

SANFORD, N.C.

1—LOCATION: Lee County, E&P Map D-2, County Seat. Shipping and industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwy. 1, 15, 501, 421; N.C. 87.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers: 16.
Intercity Bus Lines: Carolina Coach; Carolina Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,716; Loc. Est. 14,891
CZ ABC: (70) 11,716; (80) 15,900
RTZ-ABC: (70) 77,958; (80) 85,600
County 70 Cen. 30,467; Loc. Est. 36,612
City & RTZ-ABC: (70) 89,674; (80) 101,500

4—HOUSEHOLDS:
City 70 Cen. 3,755; Loc. Est. 5,632
County 70 Cen. 9,737; Loc. Est. 12,640
CZ ABC: (70) 3,772; (80) 5,900
RTZ-ABC: (70) 23,185; (80) 29,000
City & RTZ-ABC: (70) 26,957; (80) 34,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$214,796,000
Sav. & Loan Assn	2	$105,855,000

6—PASSENGER AUTOS: City 18,853; Co. 20,425

7—ELECTRIC METERS: Residence 6,700

9— PRINCIPAL INDUSTRIES (CZ): (Sanford trade area) Total Wage Earners 14,765 ($205); Construction 1,375 ($275); Mfg. 6,790 ($214); Trans., Comm., Util. 654 ($216); Trade 3,693 ($180)
Principal Pay Days: Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Average Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20. Last killing frost, Apr. 5.

11—TAP WATER: Acid, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.; Kendale 35 Stores.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Kendale	2½	A&P, Winn-Dixie, Sears, Lowe's
Zayre	1	Zayre, Big Star, Revco

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Food—Thurs. & Fri.; Dept. & Furniture Stores—Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Williams-Beck; Avent & Thomas; Penney; Moore's; Kings; Sears; Montgomery Ward; Zayre.
Discount Stores (CZ): Family Dollar; Kings White Star; Zayre; Revco; Advance; K Mart.
Variety Stores: Macks 3; Pope's.
Chain Drug Stores (CZ): Mann's 2; Revco 2; Medicine Shoppe; Eckerd's.
Chain Supermarkets: A&P 2; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; The Pantry 8; Big Star; Byrd's LoMark; Foodtown.
Other Chain Stores: Saslow's Jewelry; Banks Clothing; Sears Roebuck; H&H Auto Parts; FCX; Lowe's; Dossenbach's Finer Furniture 3; Kimbrell's Furniture; Diana Shops; Moore's; Macks 3; Firestone; Advance; Pic 'N Pay; Montgomery Ward; Sew 'n Save; Scottie; Heilig-Meyers; Revco; Radio Shack; Pantry 16; Rich Girls; Catos; Cheap Joes.

14—NEWSPAPERS: HERALD (e) 12,164; Mar. 31, 1980 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch Adv. Mgr.; HERALD.
National Representative: None.

SHELBY, N.C.

1—LOCATION: Cleveland County, E&P Map B-2, County Seat. Situated on State Hwys. 18 and 74; 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, S.C.

2—TRANSPORTATION: Railroads: Southern; Seaboard.
Motor Freight Carriers: 30.
Intercity Bus Lines: County Transit.

3—POPULATION:
Corp. City 70 Cen. 16,328; Loc. Est. 16,965
CZ ABC: (70) 29,384; (80) 31,100
RTZ-ABC: (70) 66,295; (80) 73,400
County 70 Cen. 72,556; Loc. Est. 80,169
City & RTZ-ABC: (70) 95,679; (80) 104,500

4—HOUSEHOLDS:
City: 70 Cen. 5,268; Loc. Est. 6,400
County 70 Cen. 21,445; Loc. Est. 27,335
CZ ABC: (70) 8,984; (80) 10,900
RTZ-ABC: (70) 19,717; (80) 25,000
City & RTZ-ABC: (70) 28,701; (80) 35,900

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$175,000,000
Commercial Banks	4	$300,000,000

6—PASSENGER AUTOS: City 23,133; Co. 41,273

7—ELECTRIC METERS: Residence 7,081

8—GAS METERS: Residence 3,904

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Mfg. 16,370 ($202); Construction 1,293 ($189); Trades 5,085 ($164).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov. Last killing frost, Apr.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: City Sq.; 3 blocks radius around square.
Neighborhood Shopping Centers: South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bilo Plaza.
Principal Shopping Days: Thu., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Hudson's 2; Wray's 2; Penney; Belk's; Wise.
Variety Stores: Rose's; Blanton's; Towel Town; Scottie's.
Discount Stores: Kings; Sky City; Family Dollar 2; K-Mart.
Chain Drug Stores (CZ): Cornwell Drug (Rexall); Webb's Dixie Discount (Liggett); Eckerd's 2; Shelby Drug, Revco 2.
Chain Food Supermarkets: Harris-Teeter 3; A&P; Winn-Dixie 2; Lowe's 2; Ingle's; Bi-Lo.
Other Chain Stores: Sears; Western Auto Supply; Lowe's Wickes; Kings; Goodyear.

14—NEWSPAPERS: STAR (e) 17,327; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Mgr., STAR.
National Representatives: Landon Associates, Inc.

SPENCER, N.C.

See SALISBURY, N.C.

STATESVILLE, N.C.

1—LOCATION: Iredell County, E&P Map C-2, County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77; State Hwys. 26, 90, 115; 40 mi. N. of Charlotte.

2—TRANSPORTATION: Railroads: Republic; Alexander.
Motor Freight Carriers: 27.
Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 19,996; Loc. Est. 25,100
Primary Mkt. Area-ABC: (70) 85,339; (80) 95,400
County 70 Cen. 72,197; Loc. Est. 80,000

4—HOUSEHOLDS:
City: 70 Cen. 6,401; Loc. Est. 8,500
County: 70 Cen. 22,411; Loc. Est. 28,200
Primary Mkt. Area-ABC: (70) 26,375; (80) 33,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$159,442,000
Sav. & Loan Assn	5	$242,400,000

6—PASSENGER AUTOS: City 25,961; Co. 43,215

7—ELECTRIC METERS: Res. City 9,829

8—GAS METERS: Residence 6,774

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Textiles 5,180 ($187); Apparel 3,280 ($136); Furniture 2,220 ($160); Fabricated Metals 910 ($256); Nonelectric Machy. 800 ($236); Paper 540 ($216); Trades 6,150 ($142); Construction 1,770 ($196); Food & Agri-business 850 ($190); Heavy Metal 550 ($268).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30. Last killing frost, Apr. 11.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Centers: 8 blocks on 3 central streets.
Neighborhood Shopping Centers: 2 blocks on W. Front St.; 1 at Boulevard and Western Ave.; 1 on N. Center St.; 2 on Davie Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Brookdale	14	Food Town
Forest Hts.	12	Harris-Teeter Mkt.
Newtowne Plz.	12	King's, Harris-Teeter Mkt.
Signal Hill Mall	41	Belk, Woolworth, J.C. Penney, Winn-Dixie
Westgate	7	Lowe's Mkt.
Southland	4	Family Dollar, Food Town, Mack's

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Some Wed. afternoons.
Stores Open Evenings: Thu., Fri.
Stores Open Sundays: Grocery, drug, & variety.

13—RETAIL OUTLETS: Department Stores: Belk's; Spainhour's; J.C. Penney; Smithey's; King's; Woolworth; K-Mart; Mack's.
Discount Stores (CZ): Family Dollar; King's.
Variety Stores: Eagle's; Woolworth.
Chain Drug Stores (CZ): Statesville; Eckerd's; Revco 6.
Chain Supermarkets: A&P 1; Winn-Dixie; Harris-Teeter 2; Lowe's 2; Gamble's 3; Food Town 2.
Other Chain Stores: Leonard's Jewel Box; Wooten's (Jewelry); Three Sisters; Ready-to-Wear; Goodrich; Goodyear; Western Auto; Advance Auto; Judi; Smart Shop; Morse Shoes; Piece Goods Shop; Radio Shack; N.Y. Carpet World; Endicott-Johnson; General Nutrition; Lerner Shops; Mr. Sport; Pearl Vision Centers; White Star.

14—NEWSPAPERS: RECORD & LANDMARD (e) 17,774; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kiser, Adv. Dir., RECORD & LANDMARK.
National Representatives: Landon Associates, Inc.

TARBORO, N.C.

1—LOCATION: Edgecomb Co., E&P Map E-2.

2—TRANSPORTATION: Railroads: ACL; Seaboard Coast Line.
Motor Freight Carriers: 12.
Intercity Bus Lines: Carolina Trailways.
Airlines: Piedmont (at Rocky Mt., 15 mi.)

3—POPULATION:
Corp City 70 Cen. 9,425; Loc. Est. 12,344
County 70 Cen. 52,341; Loc. Est. 56,494

4—HOUSEHOLDS:
City 70 Cen. 2,987; Loc. Est. 4,483
County 70 Cen. 14,709; Loc. Est. 18,326

5—BANKS: Commercial 3, Dep. $947,643,000

6—PASSENGER AUTOS: City 9,936; County 26,379

7—ELECTRIC METERS: Residence 4,340

8—GAS METERS: Bottled 710; Natural 775

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Plastic Pdts. 1,150; Power Tools 550; Textile Pdts. 2,000, Farm Machy. 1,000; Formica Pdts. 100; Misc. 100; Communications 500. Av. Wkly. Wage $130.00.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: First killing frost, Oct. 31. Last killing frost, Apr. 6.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 30 blocks on 14 streets.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Fairview	16	Super Dollar, Goodyear Suplus Disct Mart.
Parkhill Mall	15	Belk-Tyler Dept.; A&P, People's Drug
Tarboro	9	Sears; Winn-Dixie; Ben Franklin, Firestone, Family Dollar

Principal Shopping Days: Mon., Wed., Fri.

13—RETAIL OUTLETS: Department Stores: Belk-Tyler; Clark's; Alder's; Shugar's; The Discount Store.
Variety Stores: Williams; McCrory; Rose's; Ben Franklin; Dollar Stores; G. W. Murphy.
Discount Stores (CZ): Brill's; Dollar Store; Family Dollar Store.
Chain Drug Stores (CZ): Clay's Walgreen; Moore's Rexall; People's.
Chain Food Supermarkets: A&P; Colonial Winn-Dixie; Harris.
Other Chain Stores: Firestone; Bass Auto; Goodyear; Western Auto; Sullivan Tires; Goodrich.

14—NEWSPAPERS: SOUTHERNER (e-Mon. to Fri.) 6,125; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: J. Creech, Adv. Mgr., SOUTHERNER.
National Representatives: General Advertising Service, Inc.

THOMASVILLE, N.C.

1—LOCATION: Davidson County (In Greensboro-Winston Salem-High Point SMSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point; 24 mi. from Greensboro; 20 mi. from Winston-Salem; on U.S. Hwys. 29, 70, I-85.

2—TRANSPORTATION: Railroads: Southern (Main Line); High Point, Thomasville & Denton.
Motor Freight Carriers: 20.
Intercity Bus Lines: Carolina Trailways; Queen City Trailways.

3—POPULATION:
Corp. City 70 Cen. 15,230; Loc. Est. 15,562
CZ ABC: (70) 23,462; (80) 24,100
RTZ-ABC: (70) 72,165; (80) 79,300
SMSA 70 Cen. 725,122; Loc. Est. 795,477
County 70 Cen. 95,627; Loc. Est. 107,424
City & RTZ-ABC: (70) 95,627; (80) 103,400
Demographic Information available from Newspaper. See Paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,679; Loc. Est. 5,575
County 70 Cen. 29,478; Loc. Est. 38,212
SMSA 70 Cen. 224,017; Loc. Est. 285,548
CZ ABC: (70) 7,248; (80) 8,500
RTZ-ABC: (70) 22,230; (80) 28,000
City & RTZ-ABC: (70) 29,478; (80) 36,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4 (Br)	N.A.
Sav. & Loan Assn	3	$45,712,658

6—PASSENGER AUTOS: City 17,263; County 58,992

7—ELECTRIC METERS: Residence 11,116

8—GAS METERS: Residence 760

9— PRINCIPAL INDUSTRIES (CZ): Textiles 4,210 Emp.; Furn. 4,269 Emp. (Av. Wkly. Wage $147.67).

10-CLIMATE: Mean annual temp. 58; Average annual rainfall 47.59 in.

11—TAP WATER: Very soft; fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Erwin Heights	3	Lowes Food, Revco
Randolph Street	5	A&P, Family Dollar Variety
South Gate	34	K-Mart, Eckerds, Winn-Dixie
Thomasville Plaza	5	A&P, Revco

Stores Open Sundays: Drug & discount stores.

13—RETAIL OUTLETS:
Chain Drug Stores: Mann 2; Gibson's; Revco 2; Eckerd's.

14—NEWSPAPERS: TIMES (m) 7,927; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank Honeycutt, Adv. Mgr., TIMES.
National Representatives: Landon Associates, Inc.

TRYON, N.C.

1—LOCATION: Polk County, E&P Map B-2., 30 mi. NW of Spartanburg.

2—TRANSPORTATION: Railroads: Southern.
Intercity Bus: Trailway.

3—POPULATION:
Corp. City 70 Cen. 1,951; Loc. Est. 1,694
County 70 Cen. 11,735; Loc. Est. 13,190

4—HOUSEHOLDS:
City 70 Cen. 1,467; Loc. Est. 792
County 70 Cen. 3,955; Loc. Est. 5,092

5—BANKS: 4 Comm. 2 Sav. & Loan, Dep. N.A.

6—PASSENGER AUTOS: County 7,173

9— PRINCIPAL INDUSTRIES (CZ): Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods, Cotton Yarn Knitting; Hand Weaving; Agriculture.

12—RETAILING: Shopping Centers: Tryon Plaza (BiLo Mkt., Sears, Family Dollar Store).

13—RETAIL OUTLETS:
Variety Stores: Peebles; Family Dollar Store; Popes United Variety: The Shop of Earale Thomas; The Tack Shop: Blue Ridge Weavers.
Food Stores & Supermarkets: A&P; Community Cash; Bi-Lo; Smith's; Fast Fare; The Pantry; Cowan's.
Other Chain Stores: Western Auto; Sears (catalog); Ward Auto Supply; Car Parts, Inc.

14—NEWSPAPERS: BULLETIN (m-Mon. to Fri.) 3,001, sworn Oct. 1. 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Editor, BULLETIN.
National Representatives: None.

WASHINGTON, N.C.

1—LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk; 104 mi. E of Raleigh; unnavigable Pamilco River; U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2—TRANSPORTATION: Railroads: Atlantic-Coast Line; Norfolk Southern.
Motor Freight Carriers: 11.
Intercity Bus Lines: Seashore Transp.; Trailways.
Waterways: Pamlico River.

3—POPULATION:
Corp. City 70 Cen. 8,961; Loc. Est. 8,521
CZ ABC: (70) 9,478; (80) 9,200
RTZ-ABC: (70) 62,387; (80) 70,000
County 70 Cen. 35,980; Loc. Est. 42,036
City & RTZ-ABC: (70) 71,865; (80) 79,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,906; Loc. Est. 2,954
County 70 Cen. 11,030; Loc. Est. 14,871
CZ ABC: (70) 3,077; 3,400
RTZ-ABC: (70) 18,377; (80) 23,600
City & RTZ-ABC: (70) 21,454; (80) 27,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	2	$30,000,000
Commercial Banks	3	N.A.

6—PASSENGER AUTOS: 10,154; Co. 19,456

7—ELECTRIC METERS: Residence 3,694

8—GAS METERS: Residence 1,981

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lmbr. & Wood Prods. 162; Trans. Equip 65; Phosphate Mining 600; Elec. Appliance 500; Heavy Machinery 100; Boat Building 250; Filters 200.
Principal Industrial Pay Days: Sat., Fri.

10-CLIMATE: Average Temp.—Spring 62; Summer 77; Fall 64; Winter 47.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; Market and Gladen Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Hub; Scott's; J.F. Buckman & Sons; Belk-Tyler; Charles White; Rose's.
Variety Stores: McClellans; K-Mart; Family Dollar; Giant Discount.
Chain Food Supermarkets: Foodland; Colonial; Leggett's Red & White; Smith's Red & White; Winn-Dixie; Scott's.
Chain Drug Stores: Welch's; White Cross; People's; Taylor's; Hospital Phcy.
Other Chain Stores: Glamor Shop (women's); Kinney (shoes); Mayfair Shoppe; Charles Stores; Thrift Shop (women's); King's (women's); Helig-Myers Furn; Maxwell Furniture.

14—NEWSPAPERS: NEWS (e) 9,543; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ashley B. Futrell, Pub./Pres., NEWS.
National Representatives: Landon Associates, Inc.

WILMINGTON, N.C.

1—LOCATION: New Hanover County (In Wilmington SMSA). E&P Map E-3. In SE part of State on Cape Fear River, 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro, 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 40.
Intercity Bus Lines: Greyhound; Seashore Transportation; Carolina Trailways.
Airlines: Piedmont; Sunbird.

3—POPULATION:
Corp. City 70 Cen. 46,169; Loc. Est. 57,141
CZ ABC: (70) 77,883; (80) 96,300
RTZ-ABC: (70) 142,236; (80) 170,300
SMSA 70 Cen. 107,219; Loc. Est. 137,681
County 70 Cen. 82,996; Loc. Est. 102,169
City & RTZ-ABC: (70) 220,119; (80) 266,600
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 15,639; Loc. Est. 22,302
County 70 Cen. 26,623; Loc. Est. 37,591
SMSA 70 Cen. 33,581; Loc. Est. 49,358
CZ ABC: (70) 24,888; (80) 35,200
RTZ-ABC: (70) 41,101; (80) 56,200
City & RTZ-ABC: (70) 65,989; (80) 91,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$10,871,761,441
Sav. & Loan Assn	6	$443,819,808

6—PASSENGER AUTOS: Co. 76,360

7—ELECTRIC METERS: Residence 51,535

8—GAS METERS: Residence 7,899

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lumber & Wood 720; Metals 3,590; Machinery 590; Food 640; Textiles 1,320; Apparel 1,160; Chemicals 4,070; Construction 2,270; Trans., Comm., & Pub. Util. 4,100; Trade 10,200; Fin., Ins., & Real Estate 1,720; Service 4,870; Gov't 8,960; Agriculture 170
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers: Castle St., N. 4th St., 17th & Market, 17th & Dawson, 5th & Red Cross, Glen Neade, Port City; S. Front.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Azalea Plaza	5	Kresges, Winn-Dixie
Cape Fear Mall	8	Belks, J.C. Penney Woolco
College Square	12	Winn-Dixie, Revco
Cotton Exchange	33	-
Hanover Center	23	Sears, Roses, Eckerds
Independence Mall	70	Belk-Berry, Sears, J.C. Penney
Kings Plaza	3	Kings, Revco
Long Leaf	40	Radio Shack, Woolco, Eckerd
Market Plaza	18	Red & White Grocery Radio Shack
Market Street	7	Colonial, Saunders Drugs
North 17	30	Pick N'Pay, Winn-Dixie

13—RETAIL OUTLETS: Department Stores: Sears, Belk-Berry, J.C. Penney, K-Mart.
Discount Stores (CZ): King's, Gibson's, Family Dollar Store 3; Woolco, Buy-Rite.
Variety Stores: Mack's, TG&Y, Rose's.
Chain Drug Stores (CZ): Walgreen; Eckerd's 2; Rexall 4, Revco 7.
Chain Food Supermarkets (CZ): Winn-Dixie 5; Parker's 6; Wilson's 3; Big Star 1; Big M 1; Foodtown 1; Krogers Sav-On 1.
Other Chain Stores: Western Auto 1; Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Singer Co.; Cloth World; Wicke's; Mack's 4; Rhodes; Pic-Way; Lerner Stores; Radio Shack 5; Thom Mcan; Best Products Inc. Hahn Shoes; Hickory Farms; Kinney Shoes.

14—NEWSPAPERS: STAR (All Day) (m) 37,140; STAR NEWS (S) 42,917; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Ron Shook, Data: STAR/STAR-NEWS.
National Representatives: Branham/Newspaper Sales.

WILSON, N.C.

1—LOCATION: Wilson County, E&P Map E-2, County Seat. Agricultural and Manufacturing Center. 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, Va. On U.S. Hwys. 301, I-95, 264 and 117; State Hwys. 42 and 58.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Norfolk & Southern.
Motor Freight Carriers: 25.
Intercity Bus Lines: Carolina Trailways, Seashore Transportation.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 29,347; Loc. Est. 34,572
CZ ABC: (70) 29,347; (80) 34,500
RTZ-ABC: (70) 63,353; (80) 65,800
County 70 Cen. 57,486; Loc. Est. 63,323
City & RTZ-ABC: (70) 92,700; (80) 100,300

4—HOUSEHOLDS:
City 70 Cen. 9,087; Loc. Est. 12,208
County 70 Cen. 16,709; Loc. Est. 21,308
CZ ABC: (70) 9,041; (80) 12,200
RTZ-ABC: (70) 17,656; (80) 20,900
City & RTZ-ABC: (70) 26,697; (80) 33,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	6	$40,237,070
Commercial	6	Not Available

6—PASSENGER AUTOS: Co. 31,726

7—ELECTRIC METERS: Residence
City 13,930; Co. 8,229

8—GAS METERS: Residence 5,874

9— PRINCIPAL INDUSTRIES (CZ): Tobacco Processing; Textile Fabrication; Meat Processing; Auto Tire Mfg.; Feed and Grain Processing; Bus & Truck Bodies; Fertilizers.
Principal Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post.
Main Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: Shopping Centers. Downtown: Belk-Tyler's; Drugs; Other Downtown Stores Fri. night.

WILSON—continued

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W. H. Farmer, Hagwood's, Clarks
Sims	9	Whitley's Boykins
Lucama	6	Bass Bros.
Nichols City Shopping Ctr.	-	Nichols Discount Store, Food World Super Mkt.
Kenty	26	IGA, J. Dobbin Balley, Cook's
Boulevard Plaza	-	Eckerd, Big Star, Cook's
Gold Park Shopping Ctr.	-	Family Dollar Stora, Food World Super Mkt.
King's Plaza	-	A&P, King's Dept., Maxwell's, Revco
Parkwood	-	J.C. Penney, Winn-Dixie, Roses
Village Shopping Ctr.		Countryside Furniture Village Grocery
Winoca	-	Sears, Carpetland
Wren Village	-	Winn-Dixie, Bissette's Drug

13—RETAIL OUTLETS: J. C. Penney; Leder's, Inc.; Charles; Belk-Tylers; Sears.
Discount Stores (CZ): Cook's; S. F. Nichols; King's
Variety Stores: Rose's; Woolworth's; Value Pak.
Chain Drug Stores (CZ): Eckerd's; Kerr Drugs; Revco.
Chain Supermarkets: A&P; Big Star 2; Winn-Dixie 2; Piggly Wiggly; Food World 2.
Other Chain Stores: Firestone Stores; Goodyear Service Stores; Western Auto Stores; Kinney Shoes; Heilig-Meyers Furniture; Tucker's Furniture; Maxwell Furn.; Radio Shack; Lowes Building Materials; Butler Shoes; Singer Co.; Diana Shops; Scotties; Jewel Box; Zales; Sherwin-Williams Paints; Fast Fare Convenient Foods; Zip Mart; Burton's; Charles; Carters; Kings-Glamor; Carpetland; Kando Carpets; Family Dollar; Carolina Builders Supplies.

14—NEWSPAPERS: TIMES (e) 17,441; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Barry W. Brown, Adv. Dir., TIMES.
National Representatives: Landon Associates, Inc.

WINSTON-SALEM, N.C.

1—LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point SMSA). E&P Map C-2, County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, D.C. and Atlanta. On U.S. Hwys. 421, 52, 311, 158, interstate 40 and State Hwys. 150, 8, 66, 109 and 67.

2—TRANSPORTATION: Railroads: Southern; Norfolk & Western; Winston-Salem Southbound.
Motor Freight Carriers: 50.
Intercity Bus Lines: Atlantic Greyhound; Continental Trailways.
Airlines: Piedmont; Eastern; United; Delta.

3—POPULATION:
Corp. City 70 Cen. 134,676; Loc. Est. 142,726
CZ ABC: (70)162,970; (80)173,400
RTZ-ABC: (70)402,543; (80)455,700
County 70 Cen. 216,111; Loc. Est. 233,000
SMSA 70 Cen. 725,122; Loc. Est. 789,800
City & RTZ-ABC: (70)565,513; (80)629,100
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 42,634; Loc. Est. 53,500
County 70 Cen. 67,502; Loc. Est. 83,600
SMSA 70 Cen. 224,017; Loc. Est. 277,700
CZ ABC: (70)51,806; (80)63,000
RTZ-ABC: (70)124,165; (80)160,800
City & RTZ-ABC: (70)175,971; (80)223,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	7	$738,570,796

6—PASSENGER AUTOS: Co. 162,047

7—ELECTRIC METERS: Res. 115,768

8—GAS METERS: 16,484

9— PRINCIPAL INDUSTRIES (CZ): Metropolitan Area Reporting Units, ESC—Industry, Number of Wage Earners—Tobacco, Petroleum, Rubber & Leather 19,600; Textile 36,500.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Avg. Temperature—Spring 65.8; Summer 73.6; Fall 46.0; Winter 47.1. First killing frost, Oct. 28. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 2 on Liberty St., N.; 3 on Trade St., N.; 2 on Cherry St., N.; 4 on 3rd St., E.; 8 on 4th St., W.; 4 on 5th St., W.; 3 on 6th St., W.
Neighborhood Shopping Centers: 2 blocks on S. Hawthorne at 1st St.; 3 on Waughtown St. at Lexington Road; 3 on N. Liberty and 14th St.; 2 at N. Patterson Ave. and Indiana Ave., 1 at Reynolds Road and Northwest Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Hanes Mall	125	Sears, Penney, Belk
Cardinal	17	N.A.
Cloverdale Plz	15	Zayres, Kroger
Club Haven	26	N.A.
College Plaza	9	Food World
Northside	36	Eckerd's Big Star
Old Town	20	Food Fair
Parkview	24	Rose's, Winn-Dixie
Parkway Plaza	46	Kroger, Food Fair, Thalhimers
Pine Ridge Plz.	9	Rose's, Lowes Food
Reynolda Manor	31	Eckerd's, Davis
Sherwood Plz.	22	Food Fair. Food Town
Stratford	13	Lowes Hardware
Thruway	52	Rose's, Food Fair, Winn-Dixie
West Salem	29	Crown Drug

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon.-Fri.

13—RETAIL OUTLETS: Department Stores: Belk; K-Mart; Davis; Memco; Penney; Sears; Thalhimers; Zayre; Paul Rose; Peebles; Cooks; King's; Rose's.
Discount Stores (CZ): King's, Zayre's, Paul Rose; Cooks; K-Mart; Rose's; Memco.
Variety Stores: Woolworth; McCrory; Rose's.
Chain Drug Stores (CZ): Bobbit 3; Eckerd 7; Revco 9; Crown 9; SuperRx 2.
Chain Supermarkets: Big Star 4; Family Mart; Food Fair 10; Food World 5; Kroger 2; Winn-Dixie 7; Food Town 5; Thrifti Mart 5; Mount Tabor 3.
Other Chain Stores: Thom McAn 3; Betty Gay; Mother and Daughter 3; Advance 2; Goodrich; Western Auto 3; Firestone; Goodyear 3.

14—NEWSPAPERS: JOURNAL (m) 71,696; SENTINEL (e) 37,731; Comb. (m&e) 109,427; JOURNAL (S) 95,143; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Mgr., Gen. Adv., JOURNAL and SENTINEL.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

NORTH DAKOTA SURVEYS

NORTH DAKOTA STANDARD METROPOLITAN STATISTICAL AREAS

Bismark, N.D.—Burleigh and Morton Counties
Fargo-Moorhead, N.D.-Minn.—Cass County, N.D.; Clay County, Minn.
Grand Forks, N.D.-Minn.—Grand Forks County, N.D.; Polk County, Minn.

NORTH DAKOTA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	122	244	347
General Mdse.	142	217	309
Food	230	370	531
Automobiles	289	559	646
Gasoline Stations	123	202	369
Apparel	67	130	189
Furniture	57	97	133
Eat-Drink Places	100	190	261
Drugs	44	69	97
Total Sales	1,274	2,250	3,151

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

NORTH DAKOTA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	51	48	57
5-14 Years	135	100	96
15-24 Years	114	132	114
25-44 Years	130	169	196
45-64 Years	122	128	126
65 and Over	66	81	87
TOTAL	618	661	676

Based on U.S. Census

BISMARCK, N.D.

1—LOCATION: Burleigh County, E&P Map B-3. State Capital and County Seat. Electrical Generation. Manufacturing, distribution, wholesale and educational center. 200 mi. W of Fargo, N. Dak.; 108 Mi. W of Jamestown, N. Dak.; 410 Mi. W from Minneapolis.

2—TRANSPORTATION: Railroads: Burlington Northern; Soo Line.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; International Transportation.
Airlines: Northwest Orient; Frontier; Republic; Air Wisconsin.

3—POPULATION:
Corp. City 70 Cen. 34,703; Loc. Est. 44,300
CZ ABC: (70)45,796; (80)58,700
RTZ-ABC: (70)101,616; (80)107,800
County 70 Cen. 40,714; Loc. Est. 54,441
City & RTZ-ABC: (70)147,412; (80)166,500

4—HOUSEHOLDS:
70 Census: City 10,580; Loc. Est. 18,602
County 70 Cen. 12,169; Loc. Est. 18,835
CZ ABC: (70)13,812; (80)20,200
RTZ-ABC: (70)28,817; (80)35,100
City & RTZ-ABC: (70)42,629; (80)55,500

5—BANKS:	NUMBER	DEPOSITS
Stato Banks	1	$506,819,000
Sav. & Loan Assn.	4	$224,195,280
Commercial Banks	4	$236,033,000

6—PASSENGER AUTOS: County 32,519

7—ELECTRIC METERS: Residence 15,139

8—GAS METERS: Residence 11,245

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Printing 165 ($202); Trucking 300 ($188); Farm Machy. Mfg. 520 ($150); Machine Shops 90 ($160); Electric Power 420 ($134); Govt. 4,550 ($160); Wood Working 150 ($200); Brick & Tile 200 ($300); Railroad 60 ($175).
Principal Industrial Pay Days: [illegible] & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Sept. 20. Last killing frost, May 29.

11—TAP WATER: Medium hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main Ave.; 4 on Broadway; 2 on 5th St.; 4 blocks on 4th St.; 4 Shopping Centers—2 neighborhood, 3 regional.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Northbrook	2	Red Owl
Arrowhead Plaza	1	Dan's Super Valu
Kirkwood Plaza	5 Blks.	Woolworth's, Wards, Herberger's, Target, J. C. Penney, Kirkwood, Super Valu.
K-Mart	1	Super Valu
Gatewall Mall	2	White Mart, Sears, A.W. Lucas Co., Osco Drug

Principal Shopping Days: Mon. thru Sat.
Stores Open Evenings: Dept. Mon.; Food Mon. thru Fri.; Shopping Centers Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: A. W. Lucas; Montgomery Ward; Sears; J. C. Penney; Woolworth; Herberger's.
Discount Stores: K-Mart, Red Owl, White Drug; Osco Drug; Target.
Variety Stores: Woolworth, Ben Franklin.
Chain Drug Stores (CZ): Lenhart Rexall; Finney's Walgreen; White; Osco.
Chain Food Supermarkets: Red Owl 2; Super Valu 4; Buy Rite 1; Save-Way 2; Jack 'n Jill 1.
Other Chain Stores: Bismarck, Coast-to-Coast Hdwr., Firestone; Morrey-Alans; Stevensons; S&H Green Stamps; Singer; Goodyear; General Tire; Ace Hardware.

14—NEWSPAPERS: TRIBUNE (e) 29,650; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hewitson, Adv. Mgr., TRIBUNE.
National Representative: Branham/Newspaper Sales.

DEVILS LAKE, N.D.

1—LOCATION: Ramsey County, E&P Map C-2, County Seat. Agricultural and Livestock Center. On Lake Ramsey; 95 mi. NNW of Grand Forks.

2—TRANSPORTATION: Railroads: G. N.; Minneapolis S.P. and S.S.M. (Branch).
Airlines: North Central.

3—POPULATION:
Corp. City 70 Cen. 7,078; Loc. Est. 8,088
County 70 Cen. 12,915; Loc. Est. 13,863

4—HOUSEHOLDS:
City 70 Cen. 2,142; Loc. Est. 2,791
County 70 Cen. 2,505; Loc. Est. 4,836

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$23,356,447
Sav. & Loan Assn.	2	N.A.

6—PASSENGER AUTOS: County 7,236

7—ELECTRIC METERS: Residence 2,434

9— PRINCIPAL INDUSTRIES (CZ): Flour Milling; Creameries; Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

11—TAP WATER: New Supply, Potable, not fluoridated.

12—RETAILING:
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: K-Mart; J. C. Penney; S. & L.; Mann's; S & H Green Stamps; White Mart; Herbst.
Discount Stores: TBA Wholesalers; Gateway Direct; White Mart.

11—TAP WATER: Variety Stores: Woolworth, Ben Franklin.
Chain Drug Stores (CZ): Walgreen; Rexall; White's.
Chain Food Supermarkets: Red Owl, Super Valu; Leever's.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 5,414 sworn Mar. 30, 1980.
Local Contact for Advertising and Merchandising Data: M. R. Graham, Pub., JOURNAL.
National Representatives: Northwest Dailies.

DICKINSON, N.D.

1—LOCATION: Stark County, E&P Map A-3. County Seat. Agricultural, wholesale and educational center. On Interstate Hwy. I-94, U.S. 10, State 22, 300 mi. W of Fargo.

2—TRANSPORTATION:
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound.
Airlines: Real West Airlines.

3—POPULATION:
Corp. City 70 Cen. 12,405; Loc. Est. 16,500
City Zone, Loc. Est. 15,500
County 70 Cen. 19,613; Loc. Est. 19,199

4—HOUSEHOLDS:
City 70 Cen. 3,501; Loc. Est. 5,500
County 70 Cen. 5,263; Loc. Est. 7,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$96,741,746
Sav. & Loan Assn.	3	$94,452,200

6—PASSENGER AUTOS: County 12,000

7—ELECTRIC METERS: Res. & Comb. 6,618

8—GAS METERS: Residence 4,981

9— PRINCIPAL INDUSTRIES (CZ): Industy, Number of Wage Earners (Av. Wkly. Wage)—Mining 340 ($225); Construction 530 ($[illegible]75), Mfg. 520 ($173); Trans., Comm. & Public Util. [illegible]60 ($190), Wholesale Trade 360 ($150), Retail Trade 1,730 ($125); Finance, Ins. & Real Estate 30[illegible] ($175); Services 1,560 ($140); Gov. 1,220 ($18[illegible]).
Principal Industrial Pay Days: Fri., Mon.

10-CLIMATE: Min. & Max. Temp.—Spring 24-64; Summer 51-71; Fall 34-67; Winter —7-16. First killing frost, Sept. 17. Last killing frost, May 20.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on 1st St.; 7 blocks on Villard St.
Shopping Centers: Big Sky 1 mi. North; King's Royale Plaza, 4 blocks east; TSC, Anfinsons 1½ mi. East; TSC Store 1 mi. East; Fred's Fairway Ctr. 10 Blks. West; Prairie Hills Mall; (45 stores), North Interstate interchange Park Square: Downtown.
Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Mon.
Stores Open Sundays: Small Grocery 2; Drug store.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; S&L; Sears; Stevenson's; Anthony's.
Variety Stores: Woolworth.
Discount Stores (CZ): TSC. Tempo; Anfinson's; K-Mart.
Chain Drug Stores: White Drug.
Chain Food Supermarkets: Red Owl, King's; Fred's Fairway, Warehouse Grocery.
Other Chain Stores: Coast-to-Coast; Firestone; Goodyear; Hardware Hank.

14—NEWSPAPERS: PRESS (m-Tues. to Sun.) 9,050; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ed Hauck, Pub., PRESS.
National Representatives: Northwest Dailies.

FARGO, N.D.-MOORHEAD, MINN.

1—LOCATION: E&P Map D-3 (In Fargo-Moorhead SMSA). Fargo, County Seat of Cass County, N.D.; Moorhead, County Seat of Clay County, Minn.; E&P Map D-3. Manufacturing; distributing and retail; wholesale, processing & medical center on Eastern boundary of N.D. Sugar beet plant, manufacturing, wholesale & college center on Western boundary of Minn. Both cities are in heart of Red River Valley. Transcontinental Hwys. 10, 52, 75, 81 and Interstate Routes 94 and 29 serve both cities, 250 mi. NW of Minneapolis, St. Paul.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 25.
Intercity Bus Lines: Greyhound; Jack Rabbit; Doyle.
Airlines: Northwest Orient; Republic; Frontier.

3—POPULATION:
Corp. Cities 70 Cen. 83,052; Loc. Est. 94,700
Fargo: (70) Cen. 53,365; Loc. Est. 61,400
Moorhead: (70) 29,687; Loc. Est. 33,300
CZ ABC: (70) 83,052; (80) 86,900
RTZ-ABC: (70) 136,502; (80) 146,900
Cass Co., N.D.: (70) 73,653; Loc. Est. 87,700
Clay Co., Minn.: (70) 46,608; Loc. Est. 48,700
SMSA 70 Cen. 120,261; Loc. Est. 136,400
City & RTZ-ABC: (70) 219,554; (80) 233,800

4—HOUSEHOLDS:
Fargo 70 Cen. 19,302; Loc. Est. 22,190
County 70 Cen. 22,670; Loc. Est. 31,620
Moorhead 70 Cen. 9,081; Loc. Est. 10,660
County 70 Cen. 12,927; Loc. Est. 16,750
SMSA 70 Cen. 43,900; Loc. Est. 48,370
CZ ABC: (70) 24,829; (80) 29,900
RTZ-ABC: (70) 41,358; (80) 50,900
City & RTZ-ABC: (70) 66,187; (80) 80,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	6	$366,292,000
Commercial Banks	9	$558,997,000

6—PASSENGER AUTOS: Cass County 52,570 Clay County 21,760

7—ELECTRIC METERS: (Res.) 33,494

8—GAS METERS: (Res.) 13,254

9— PRINCIPAL INDUSTRIES (CZ): Creameries; Newspapers; Structural Steel & Tanks; Sugar Refining; Colleges; Medical; Tractor Mfg.; Beet Sugar Mfg.; Malting Plant.
Principal Industrial Pay Days: Fri.; 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 14-92; Summer 39-114; Fall -16-93; Winter -36-53. First killing frost, Sept. 25. Last killing frost, May 12.

11—TAP WATER: Fargo—Alkaline, soft, flouridated. Moorhead—Alkaline, softened; flouridated.

12—RETAILING: Principal Shopping Center: Fargo; 5 blocks on Broadway; 2 on Main Ave.; 2 on N.P. Ave. and 1st Ave. N.; 2 on 2nd Ave. N. Moorhead; 4 on Center Ave.; 5 on Main Ave.
Neighborhood Shopping Centers: Fargo; K-Mart Plaza 10; South Plaza 18; Southside #1-13; Southside #2 -14; Park Place Plaza 15, Southgate Area 64; 13 Ave. S. 35. Moorhead: South of the Border 35; K-Mart.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Brookdale	2	Northwest Fabrics
Buttrey-Osco	3	Buttrey Foods, Osco Drug
Holiday Mall	2	Piggly Wiggly, Foss Drug, Alco
Moorhead Center Mall	0	OK Hardware Ecksteins
North Port	3½	Ben Franklin, Hornbacher's Food
Valley North	4	Piggly Wiggly, White Drug
Village West	5	Hornbacher Foods, Northwest Fabrics, Ben Franklin
West Acres	5	DeLendrecie's, Dayton's, Sears, J.C. Penney

Principal Shopping Days: Mon., Sat.
Moorhead; Sunday also.
Stores Open Evenings: Dept., -Mon., Thu.; Food -Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Dayton's; DeLendrecie's; Herbst; Sgutt's; Sears; J.C. Penney; Black's; Vanity 3 & 5; Ecksteins.
Discount Stores (CZ): K-Mart 2; Alco; Target; LaBelle's.
Variety Stores: Woolworth; Ben Franklin 4.
Chain Drug Stores (CZ): Osco 3; White 2; Johnson 2; Foss 2; Walgreen.
Chain & Voluntary Group Food Stores: Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu 1; Hornbacher's 3; Country Store 2; Buttrey 2; Stop-n-Go 8.

14—NEWSPAPERS: FORUM (All Day-Mon. to Sat.) 58,148; (S) 61,804, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ward Thorne, Nat'l. Adv. Mgr., THE FORUM.
National Representatives: Story & Kelly-Smith, Inc.

GRAND FORKS, N.D.-EAST GRAND FORKS, MINN.

1—LOCATION: Grand Forks County (in Grand Forks, N.D.-Minn. SMSA) E&P Map D-2, County Seat. Wholesale dist., shipping center for 2-county potato, sugar beet area. Milling, medical center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwys. 2 and 81.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 7.
Intercity Bus Lines: Grand Forks Motor Coach; Greyhound; Triangle; Star Bus.
Airlines: Northwest; Republic; Frontier.

3—POPULATION:
Corp. City 70 Cen. 46,615, Loc. Est. 54,412
Grand Forks, N.D.
70 Cen. 39,008; Loc. Est. 45,641
E. Grand Forks, Minn.
70 Cen. 7,607; Loc. Est. 9,500
CZ-ABC: (70) 46,615, (80) 52,500
RTZ-ABC: (70) 161,698, (80) 172,300
Counties:
Grand Forks, N.D.
70 Cen. 61,102; Loc. Est. 68,000
Polk, Minn. 70 Cen. 34,435; Loc. Est. 38,500
SMSA: 70 Cen. 95,537; Loc. Est. 102,800
City & RTZ-ABC: (70) 208,313; (80) 224,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Cities
Grand Forks 70 Cen. 11,312, Loc. Est. 16,000
E. Grand Forks 70 Cen. 2,217; Loc. Est. 2,950
SMSA: 70 Cen. N/A; Loc. Est. 35,323
Counties
Grand Forks, N.D.,
70 Cen. 16,975; Loc. Est. 21,225
Polk, Minn. 70 Cen. 10,502; Loc. Est. 13,165
CZ-ABC: (70) 13,529; (80) 17,500
RTZ-ABC: (70) 48,148; (80) 58,500
City & RTZ-ABC: (70) 61,677; (80) 76,000

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan	8	$1,835,867,331
Commercial Banks	7	$313,769,451

6—PASSENGER AUTOS: Counties Grand Forks (N.D.) 29,146; Polk (Minn.) 15,892

7—ELECTRIC METERS: Residence 20,942

8—GAS METERS: Residence 9,013

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Sugar Refining 400 ($210); Flour Milling 120 ($250); Potato Prod. Mfg. 600 ($209); Air Base 5,558

10-CLIMATE: Min. & Max. Temp.—Spring 41-64, Summer 50-70; Fall 17-30; Winter -7-21. First killing frost, Sept. 25. Last killing frost, May 16.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave.; Gateway Drive, South Forks, 32 blocks on So. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.;½ mile Hwy. 220 N.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Baseview	-	Millers Super Mkt.
Columbia Mall	-	Daytons, Target, Penny's
South Forks Plz.	48	Sears, K-Mart
Town & Country	10	Miller's Super Fair
Holiday Mall (E. Grand Forks)	6	White Mart

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Thurs.; most shopping centers nightly.

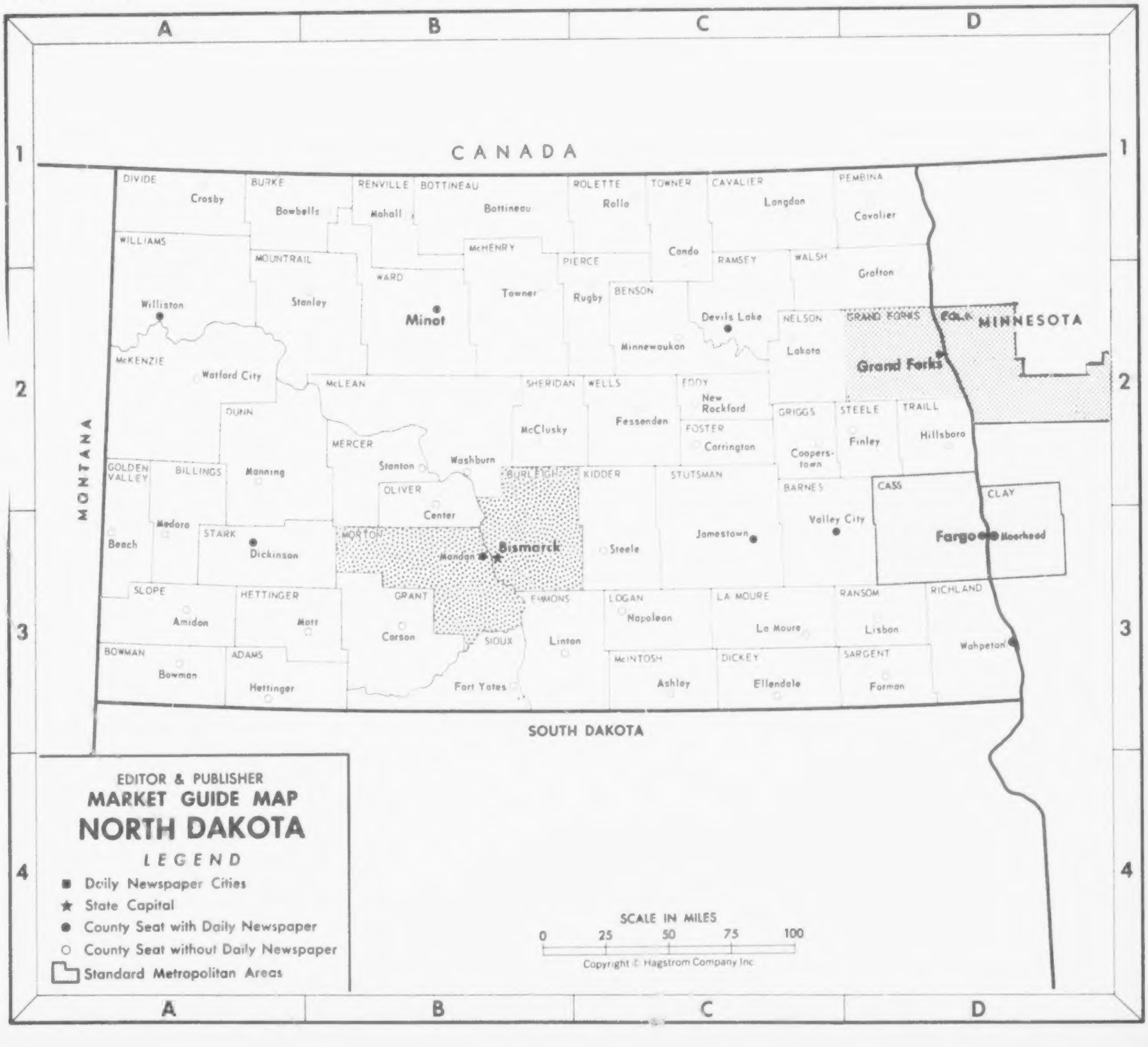
13—RETAIL OUTLETS: Department Stores: Herberger's; Dayton's; Norby's; Mary Elizabeth; J. C. Penney; Sears.

Discount Stores (CZ): Home of Economy; K-Mart; White Mart, Target.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): White 2, Osco.

Chain Food Supermarkets: Piggly Wiggly 5; Country Store; Miller's 4; Warehouse Mkt. (Nash Finch); Warehouse Foods (Super Valu).

Other Chain Stores: Coast-to-Coast Hdwr. 2; Singer Sewing; Sherwin-Williams; kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurice Young America; Spencer Gifts; Joyce Selby Stores; Ringss 'n Things; Jeans West; Bakers Shoes; Everson's Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Orange Julius; Claire's Boutique; Tiffany Bakery; Shirt Works; Great Hot Dog Experience; The International Restuarant; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 35,540; (Sat m.) 28,969; (S) 37,083, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Greg Oxley, Adv. Dir., HERALD.
National Representatives: Knight-Ridder Newspaper Sales.


A
B
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1
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CANADA
MONTANA
SOUTH DAKOTA
MINNESOTA
DIVIDE
Crosby
BURKE
Bowbells
RENVILLE
Mohall
BOTTINEAU
Bottineau
ROLETTE
Rolla
TOWNER
Cando
CAVALIER
Langdon
PEMBINA
Cavalier
WILLIAMS
Williston
MOUNTRAIL
Stanley
WARD
Minot
McHENRY
Towner
PIERCE
Rugby
BENSON
RAMSEY
Devils Lake
Minnewaukan
WALSH
Grafton
NELSON
Lakota
GRAND FORKS
Grand Forks
McKENZIE
Watford City
McLEAN
SHERIDAN
McClusky
WELLS
Fessenden
EDDY
New Rockford
FOSTER
Carrington
GRIGGS
Cooperstown
STEELE
Finley
TRAILL
Hillsboro
DUNN
Manning
MERCER
Stanton
Washburn
GOLDEN VALLEY
Beach
BILLINGS
Medora
STARK
Dickinson
OLIVER
Center
MORTON
Mandan
BURLEIGH
Bismarck
KIDDER
Steele
STUTSMAN
Jamestown
BARNES
Valley City
CASS
Fargo
CLAY
Moorhead
SLOPE
Amidon
HETTINGER
Mott
GRANT
Carson
SIOUX
Fort Yates
EMMONS
Linton
LOGAN
Napoleon
LA MOURE
La Moure
RANSOM
Lisbon
RICHLAND
Wahpeton
BOWMAN
Bowman
ADAMS
Hettinger
McINTOSH
Ashley
DICKEY
Ellendale
SARGENT
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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JAMESTOWN, N.D.

1—LOCATION: Stutsman County, E&P Map C-3, County Seat. On U.S. Hwys. 10, 52, 281 and Interstate 94.

2—TRANSPORTATION: Burlington R.R., Greyhound Bus; Air Wisconsin.

3—POPULATION:
Corp. City 70 Cen. 15,385; Loc. Est. 15,403
County 70 Cen. 23,550; Loc. Est. 23,729

4—HOUSEHOLDS:
City 70 Cen. 4,545; Loc. Est. 5,379
County 70 Cen. 6,914; Loc. Est. 8,306

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$25,850,000
Commercial Banks	3	$136,465,000

6—PASSENGER AUTOS: County 13,631

7—ELECTRIC METERS: Residence 5,436

8—GAS METERS: Residence 415

9—PRINCIPAL INDUSTRIES (CZ): Const.; Dairying, Farm Prods. Western Gear; Haybusters.

10-CLIMATE: Min. & Max. Temp.—Spring 32-70, Summer [illegible]6-96, Fall 19-80, Winter -30-65.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Jamestown Mall	25	Super Valu, Leevers
Park Plaza	11	Tempo, White Drug

Stores Open Evenings: Mon.

13—RETAIL OUTLETS: Department Stores: Penney; Fair Store; Bostwick's; Straus; Herbst; Feinstein's; Maurice.
Discount Stores (CZ): Temop; Gibson's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): White Drug 2.
Chain Food Supermarkets: Red Owl, Miller's Fairways, Super Valu 2.

14—NEWSPAPERS: SUN (e) 10,294, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Mgr., SUN.
National Representatives: Landon Associates, Inc.; Northwest Dailies.

MINOT, N.D.

1—LOCATION: Ward County, E&P Map B-2, County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of border. On U.S. Hwys 2, 52, 83.

2—TRANSPORTATION: Railroads: Burlington Northern; Soo Line.
Motor Freight Carriers: 10.
Intercity Bus Lines: Interstate Transportation; Jet-Base Shortway; B&B Bus Line; D & J Bus Line; Turtle Mountain Line.
Airlines: Frontier, Republic, Real West.

3—POPULATION:
Corp. City 70 Cen. 32,290; Loc. Est. 33,720
CZ ABC: (70) 32,290; (80) 32,600
RTZ-ABC: (70) 147,656; (80) 153,000
County 70 Cen. 58,560; Loc. Est. 59,915
City & RTZ-ABC: (70) 179,946; (80) 185,600

4—HOUSEHOLDS:
City 70 Cen. 9,696; Loc. Est. 12,363
County 70 Cen. 16,333; Loc. Est. 20,385
CZ ABC: (70) 9,696; (80) 11,200
RTZ-ABC: (70) 42,623; (80) 50,600
City & RTZ-ABC: (70) 52,319; (80) 61,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	(Est.) $290,000,000
Sav. & Loan Assn.	3	(Est.) $214,000,000

6—PASSENGER AUTOS: County 30,500

7—ELECTRIC METERS: Residence 13,048

8—GAS METERS: Residence 10,340

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—R.R. 800; Medical Centers 900; Creameries 200; Meat Packing 49; AFB annual payroll $74.5 million; Oil & Grease Compounding; Grain Elevators; Farm Machinery; Plastics; Insulated Windows.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40; First killing frost, Sept. Last killing frost, May.

11—TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12—RETAILING: Principal Shopping Center: Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas: South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. N.E.; Oak Park-Garden Valley on 4th Ave. N.W.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,249,761	2,900,770	3,150,624	634	346,971	178	309,128	693	530,737	462	645,579	687	369,052	484	189,222	500	133,064	1,493	260,664	169	96,957
STANDARD METROPOLITAN STATISTICAL AREAS																					
Bismarck, N.D.	314,382	419,912	458,668	61	45,796	10	66,656	57	78,872	44	91,811	58	45,202	67	26,885	69	20,954	119	34,937	17	15,614
Fargo-Moorhead, N.D.-Minn.	587,007	725,184	778,054	85	70,975	24	99,801	122	118,926	82	149,791	99	76,767	97	42,712	113	41,965	234	71,042	25	20,692
Grand Forks, Minn.-N.D.	366,069	431,039	457,842	69	50,214	20	40,103	79	69,973	66	82,751	89	55,773	70	36,250	74	23,789	178	39,970	22	12,672
COUNTIES, Cities																					
ADAMS	10,540	12,833	13,767	6	2,329	1	363	3	2,908	4	3,778	6	923	5	1,075			9	805	2	329
BARNES	46,594	65,954	72,856	18	8,138	5	3,297	15	13,938	10	14,379	20	8,976	12	5,554	9	3,095	40	6,619	3	2,424
Valley City	41,096	58,509	64,313	11	7,255	3	2,981	11	12,282	9	13,053	16	7,955	12	5,554	6	2,333	22	4,968	2	1,798
BENSON	7,738	9,352	10,028	9	1,635	3	252	13	2,633	1	68	13	1,988	1	291	4	35	17	1,150	2	267
BILLINGS	893	1,059	1,133					2	56			3	315					3	632		
BOTTINEAU	24,616	31,645	34,317	12	4,474	4	1,483	15	5,864	10	6,173	14	6,546	7	1,236	3	1,375	29	2,691	3	829
BOWMAN	16,769	20,693	22,270	6	2,412	2	573	6	4,556	5	4,765	10	3,930	3	833	4	467	13	2,559	2	524
BURKE	7,078	8,495	9,096	5	1,276	1	40	6	2,377	4	919	10	2,782	1		2	66	17	1,191	1	28
BURLEIGH	237,952	318,877	348,497	33	23,215	9	64,909	38	60,554	23	61,553	40	30,647	53	22,656	53	17,214	73	25,083	12	13,638
Bismarck	234,441	314,452	343,711	30	22,922	9	64,909	32	59,984	23	61,553	34	28,127	53	22,656	53	17,214	60	24,033	12	13,638
CASS	439,854	556,755	601,971	56	49,901	19	95,685	81	77,700	52	123,926	64	53,576	74	36,792	83	28,301	157	51,564	17	14,610
Fargo	368,340	459,426	495,238	26	37,662	15	79,513	58	60,591	42	108,818	41	35,027	67	31,160	70	26,335	98	38,199	12	13,163
CAVALIER	21,992	28,245	30,630	12	2,989	2	388	14	7,098	3	3,365	14	4,281	5	1,815	10	1,637	33	2,422	3	1,754
DICKEY	16,657	20,277	21,762	5	2,204	6	745	10	5,875	6	4,265	10	1,985	8	1,333	8	1,189	17	2,233	4	1,119
DIVIDE	9,802	11,977	12,863	5	1,356	1	763	7	4,048	4	2,430	6	760	6	1,189	4	288	15	999	2	802
DUNN	5,867	9,495	10,758	5	1,354			5	1,652	5	4,054	4	1,989					11	1,083	1	105
EDDY	9,086	14,128	15,893	8	3,008	1	199	6	2,624	1	2,234	7	4,132	3	547	3	271	11	1,303	2	501
EMMONS	11,851	18,726	21,126	7	5,853	1	899	9	4,661	6	4,121	11	1,914	3	310	2	463	19	1,728	1	364
FOSTER	19,375	26,536	29,130	5	3,690	3	856	10	6,419	7	8,282	10	4,514	4	1,074	5	432	15	1,321	2	682
GOLDEN VALLEY	9,439	13,581	15,054	6	1,412			4	3,072	4	3,573	5	4,959	3	408	4	407	7	595	1	257
GRAND FORKS	264,254	312,125	333,019	36	31,016	11	34,632	35	44,073	39	68,158	49	34,623	51	33,058	48	19,214	113	28,654	11	6,641
Grand Forks	239,288	280,054	298,249	26	27,978	9	33,654	20	39,016	28	54,396	40	29,948	47	32,442	43	19,07[illegible]	78	25,297	8	6,036
GRANT	7,444	9,539	10,341	6	1,435	1	133	6	2,610	3	2,236	4	2,033	1				9	872	2	541
GRIGGS	5,646	7,594	8,309	6	1,149	2	154	5	2,056	3	1,349	5	1,228	1	576	1		9	1,127		
HETTINGER	9,204	12,722	13,989	5	2,688	1	235	5	2,228	6	4,024	4	2,229	2	557	3	230	12	1,157	2	372
KIDDER	3,846	3,953	4,110	3	421			7	865	1	264	7	1,824	2	44	1		10	284	1	157
LA MOURE	11,552	14,497	15,653	9	3,305	3	75	9	2,996	4	2,414	9	3,664	4	306	3	81	19	1,306	2	584
LOGAN	7,248	8,641	9,494	6	1,031			6	2,804	3	1,916	3	1,351	2	306	1	667	11	874	1	322
MCHENRY	13,343	17,154	18,605	15	3,494	4	782	14	2,887	6	2,800	10	4,222	4	617	1	186	21	1,816	4	733
MCINTOSH	10,740	16,714	18,806	9	2,388			8	5,610	5	3,260	8	2,807	2	193	4	216	17	1,469	3	1,054
MCKENZIE	9,505	14,557	16,329	3	1,630	1	603	6	3,607	4	2,284	5	2,325	6	830	3	280	16	1,979	2	880
MCLEAN	20,235	26,870	29,326	15	5,253	5	1,729	14	6,480	6	3,939	13	5,026	4	621	3	192	32	3,461	5	1,123
MERCER	16,008	28,860	33,376	10	6,605	2	1,185	12	7,710	4	7,923	7	3,085	5	874	4	636	19	2,960	2	1,147
MORTON	76,430	101,035	110,171	28	22,581	1	1,747	19	18,318	21	30,258	18	14,555	14	4,229	16	3,740	46	9,854	5	1,976
MOUNTRAIL	21,344	30,564	33,846	17	3,815	4	759	14	7,762	9	6,328	12	7,542	5	1,239	6	526	27	3,069	5	1,543
NELSON	16,385	20,762	22,463	10	5,767	7	1,535	7	2,696	5	3,163	14	5,035	1	80	3	110	27	2,298	2	415
OLIVER	1,252	1,578	1,705	3	166	1	124	3	201			1	420					4	279		
PEMBINA	32,570	44,040	48,238	13	5,775	6	998	19	11,998	14	10,763	17	7,806	7	1,505	9	401	35	5,111	3	1,364
PIERCE	23,956	29,333	31,513	8	3,745	2	866	10	6,164	5	9,562	5	2,597	5	1,828	6	1,031	18	2,081	3	1,279
RAMSEY	68,189	83,582	89,814	16	10,837	3	3,104	18	14,472	10	18,234	14	12,169	16	7,901	15	3,373	31	5,882	5	5,152
Devils Lake	63,613	77,987	83,802	11	7,930	3	3,104	12	13,665	10	18,234	13	11,430	16	7,901	14	3,182	22	5,289	5	5,152
RANSOM	17,479	20,156	21,415	10	3,863	3	271	10	5,240	4	3,450	11	2,163	7	1,131	5	268	27	2,578	3	1,064
RENVILLE	6,400	8,436	9,196	6	1,516			8	1,468	3	892	7	2,052	2	144	2	75	14	783	1	690
RICHLAND	53,462	76,485	84,653	21	8,803	5	5,691	26	13,364	16	19,174	19	7,843	15	5,515	13	5,407	46	6,000	5	2,940
Wahpeton	39,384	56,486	62,186	8	5,875	3	4,984	6	10,162	7	14,961	6	3,558	12	5,305	7	4,409	13	3,712	3	1,269
ROLETTE	26,138	31,736	34,060	10	3,637	6	1,440	10	8,168	6	4,838	13	8,539	7	2,127	5	491	22	2,547	3	976
SARGENT	7,709	9,198	9,838	5	768	2		10	2,852	2	673	8	2,265	1	159			22	1,567	1	73
SHERIDAN	4,484	5,636	6,091	2	1,334			2	1,133	1	271	5	2,366			2	124	6	426	1	270
SIOUX	1,993	2,638	2,878			2	86	2	881			5	849	1	88	1		7	639		
SLOPE	261	369	407					1	47			1	111					2	249		
STARK	82,904	117,347	129,638	19	16,696	2	8,878	17	23,318	27	24,689	18	13,546	15	9,431	27	8,640	43	9,793	4	4,278
Dickinson	74,400	103,661	114,136	14	15,960	2	8,878	13	20,587	22	21,156	14	8,137	14	9,292	27	8,640	26	7,198	3	4,043
STEELE	6,130	7,356	7,871	3	900	5	1,336	3	1,252	4	1,874	3	413					6	287		
STUTSMAN	91,475	91,085	94,072	21	11,002	5	6,399	16	15,402	21	18,572	25	11,987	21	6,496	17	3,501	52	7,449	3	3,612
Jamestown	88,454	88,022	90,895	18	10,398	5	6,399	10	14,848	19	18,344	22	11,527	20	6,455	16	3,475	32	6,577	2	3,458
TOWNER	8,149	10,427	11,297	8	1,632	2	186	6	2,485	4	2,148	6	1,447	2	358	3	250	15	1,313	3	658
TRAILL	29,432	35,456	37,978	19	5,979	3	263	21	7,535	7	8,086	13	7,406	4	908	9	746	30	3,428	4	1,594
WALSH	50,534	56,414	59,547	18	7,296	8	5,009	25	11,871	14	13,265	26	7,486	11	3,245	13	1,232	46	4,380	5	1,490
WARD	248,036	324,999	353,747	41	34,639	11	47,833	36	53,107	36	86,335	47	37,121	46	18,386	50	15,835	116	28,132	10	10,121
Minot	233,952	303,657	329,864	32	31,980	8	46,155	25	48,068	31	82,102	35	33,583	41	17,266	45	15,212	90	25,265	9	9,989
WELLS	17,697	25,631	28,438	8	2,261	2	906	17	7,098	7	3,369	9	1,738	10	2,506	4	2,001	24	2,799	3	1,347
WILLIAMS	82,224	124,453	139,240	24	18,298	9	11,717	22	23,944	17	30,683	19	12,962	22	8,851	28	8,371	53	9,783	7	4,328
Williston	71,390	107,583	120,260	17	14,319	5	9,725	13	19,399	14	28,610	14	10,834	20	8,545	24	8,319	34	6,960	5	4,000

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Arrowhead	1½	Tempo, Red Owl
Oak Park	1½	Piggly-Wiggly
Town & Country	1½	Sears, Piggly-Wiggly
K-Mart	1 1/3	K-Mart, Miracle Mart
Dakota Square	-	Penneys, Target

Principal Shopping Days: Mon., Thurs., Sat.
Stores Open Eveinings: Downtown Mon. & Thu.; Shpg. Ctrs. & Groc. nightly.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; J.C. Penney; Baders; Herbergers.
Discount Stores (CZ): K-Mart; Tempo; Jupiter; Home of Economy; Air Force B-X; Peavey/Thunderbird; Big Bear; Plywood Minnesota; United Furniture Sales.
Variety Stores: Woolworth; Ben Franklin.
Chain Drug Stores (CZ): White's 2; B&B Walgreen; Osco; Arrowhead (McKeson); Minot Rexall; Saunders.
Chain Food Supermarkets: Red Owl 3, Piggly-Wiggly 3, Circle Foods 14, Jack & Jill (area) 4, Miracle Mart.
Other Chain Stores: Singer Sewing; Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast to Coast Hdw.; Scheels Hdw.; Pay-Less Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kiddie Shops; N.W. Fabrics; Maurice's; Robertson Gambles; True Value Hdwe; Great Plains Supply; Better Half; Rebel Jeans; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Edison Bear; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B.Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Evenson & Hallmark; Footlocker; K-B Tops; Sno Fro Fabrics; Susies Casuals; Zales Jewelry.

14—NEWSPAPERS: NEWS (e) 30,225; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: H.H. LaBelle, Adv. Dir., NEWS.
National Representatives: Branham/Newspaper Sales.

VALLEY CITY, N.D.

1—LOCATION: Barnes County, E&P Map C-3, County Seat. Agricultural Center. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown, Interstate 94; U.S. Hwy. 10 & 52, State Hwys. 1 and 9.

2—TRANSPORTATION: Railroads: Burlington Northern and Soo RR Line.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound.
Airlines: Northwest (at Fargo), Republic Air Wisconsin.

3—POPULATION:
Corp. City 70 Cen. 7,843; Loc. Est. 7,514
County 70 Cen. 14,669; Loc. Est. 13,613

4—HOUSEHOLDS:
City 70 Cen. 2,544; Loc. Est. 2,874
County 70 Cen. 4,566; Loc. Est. 5,089

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$83,789,000
Sav. & Loan Assn.	2	$67,000,000

6—PASSENGER AUTOS: County 7,798.

7—ELECTRIC METERS: Residence 4,532.

8—GAS METERS: Residence 1,464.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Furniture 40 ($90); Therapy Tables 12 ($150).

10-CLIMATE: Min. & Max. Temp.—Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20. Last killing frost, Apr. 1.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Central Ave.; 4 on Main St., 3 on 2nd Ave. E.; 6 on 2nd St. N., 3 on 3rd St. N. Hub-MacCenter (7 units), Main St.; Straus Building (8 units), Central Ave. (downtown).
Stores Open Evenings: Dept. Mon.; Food every evening.

11—TAP WATER: Principal Shopping Days: Fri., Sat. and Mon.

13—RETAIL OUTLETS: Department Stores: Pamida, Inc.; J. C. Penney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores: Woolworth; Ben Franklin.
Discount Stores: Pamida, Inc.
Chain Drug Stores (CZ): Rexall; Foss 2.
Chain Food Supermarkets: Holiday's Fairway; J&L; Super Valu; Red Owl.
Other Chain Stores: Gamble's; Ace Hardware; Coast-to-Coast Hdwr.; Goodyear.

14—NEWSPAPERS: TIMES RECORD (e-Mon. to Fri.) 4,007 sworn Sept. 30, 1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD.
National Representatives: American Newspaper Representatives, Inc.

WAHPETON, N.D.-BRECKENRIDGE, MINN.

1—LOCATION: Wahpeton, N.D. E&P Map D-3, in Richland County, County Seat, Southeast corner of the state. Agricultural, Retail, Wholesale, Manufacturing Area; Junior College-25 acres, $20 million value, 3,000 enrollment. BIA School; Breckenridge, Minn. E&P Map D-3, in Wilkin County, County Seat. Agriculture; Railroad; Retail; Hospital; Processing; Both at the head of the Red River; Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to Interstate 94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 west to Interstate I-29; Airport is the Breckenridge-Wahpeton Interstate Airport with Charter, Ambulance Service, Instruction Service, hard surface for small multi-engine aircraft; 225 miles northwest of Minneapolis-St. Paul, 5 parks, 18 hole golf course.

2—TRANSPORTATION: Railroads: Burlington/Northern Amtrak; Soo and Milwaukee.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.
Airlines: Charter Service at Breckenridge-Wahpeton Interstate Airport.

3—POPULATION:
Corp. Cities
Wahpeton, N.D. 70 Cen. 7,076; Loc. Est. 10,745
Breckenridge, Minn.
70 Cen. 4,200; Loc. Est. 4,059
Counties:
Richland, N.D. 70 Cen. 18,089; Loc. Est. 19,603
Wilkin, Min., 70 Cen. 9,389; Loc. Est. 9,401

4—HOUSEHOLDS:
Wahpeton, N.D. 70 Cen. 1,880; Loc. Est. 2,923
Breckenridge, Minn.
70 Cen. 1,285; Est. 1,475
Richland Co. (N.D.)
70 Cen. 5,297; Loc. Est. 6,992
Wilkin Co. (Minn.,
70 Cen. 2,747; Loc. Est. 3,175

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	4	$140,254,000
Commercial	4	$109,090,000

6—PASSENGER AUTOS: Counties— Richland (N.D.) 9,949 Wilkin (Minn.) 3,838.

7—ELECTRIC METERS: Residence— Wahpeton and Breckenridge 1,900.

9— PRINCIPAL INDUSTRIES (CZ): Agriculture (Wheat; corn; barley; sugar beets; Soybeans; Flax and sunflower); Fabricating; Printing; Agricultural

NORTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate Income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	617,792	661,678	1,683,249	5,011,444	231,623	21,636	43,366	1,406,812	362,419
STANDARD METROPOLITAN STATISTICAL AREAS									
Bismarck, N.D.	61,024	79,783	157,936	694,395	27,604	25,101	2,006	25,379	28,075
Fargo-Moorhead N.D.-Minn.	120,261	135,959	377,029	1,006,006	47,995	20,961	2,820	154,821	24,625
Grand Forks, Minn.-N.D.	95,537	100,211	288,635	848,980	35,000	24,257	3,275	183,348	16,048
COUNTIES, Cities									
ADAMS	3,832	3,695	10,587	26,915	1,330	20,237	480	11,890	6,718
BARNES	14,669	13,624	42,001	103,337	5,093	20,290	1,255	47,313	9,261
Valley City	7,843	7,483	22,304	56,372	2,862	19,697	*	*	*
BENSON	8,245	8,311	19,369	49,032	2,769	17,707	1,024	32,194	5,646
BILLINGS	1,198	1,093	2,504	6,120	407	15,037	276	2,441	3,214
BOTTINEAU	9,496	9,955	27,996	75,121	3,605	20,838	1,217	45,522	3,914
BOWMAN	3,901	4,758	13,066	31,051	1,659	18,717	401	10,952	5,292
BURKE	4,739	4,160	12,144	31,691	1,522	20,822	673	20,560	2,041
BURLEIGH	40,714	54,562	110,346	533,188	19,123	27,882	884	14,338	10,975
Bismarck	34,703	45,305	96,771	460,492	16,207	28,413	*	*	*
CASS	73,653	86,516	235,410	595,494	31,632	18,826	1,546	91,105	13,721
Fargo	53,365	59,794	179,874	431,609	22,346	19,315	*	*	*
CAVALIER	8,213	8,535	22,397	56,212	2,982	18,850	1,152	40,667	2,065
DICKEY	6,976	7,818	17,794	47,975	2,808	17,085	819	21,438	11,246
DIVIDE	4,564	4,277	12,388	33,179	1,528	21,714	687	26,652	2,624
DUNN	4,895	4,896	10,523	30,342	1,535	19,767	784	9,946	13,682
EDDY	4,103	3,668	11,137	23,831	1,320	18,054	395	9,432	3,075
EMMONS	7,200	6,553	15,797	56,967	2,034	28,007	942	11,745	10,670
FOSTER	4,832	5,033	12,683	42,660	1,753	24,335	376	17,472	6,952
GOLDEN VALLEY	2,611	2,600	6,248	19,036	922	20,646	293	8,883	4,301
GRAND FORKS	61,102	62,635	182,288	548,519	21,520	25,489	1,172	72,267	4,620
Grand Forks	39,008	44,060	123,267	405,692	15,652	25,919	*	*	*
GRANT	5,009	5,106	11,595	31,068	1,743	17,824	817	9,941	10,949
GRIGGS	4,184	4,096	12,190	29,407	1,535	19,158	544	17,009	4,058
HETTINGER	5,075	4,778	13,594	30,593	1,631	18,757	615	22,581	6,650
KIDDER	4,362	4,296	9,239	31,667	1,433	22,098	624	8,868	8,849
LA MOURE	7,117	6,781	17,820	54,433	2,451	22,208	934	26,918	11,644
LOGAN	4,245	3,987	8,910	42,699	1,327	32,177	655	10,449	7,244
MCHENRY	8,977	8,573	22,880	52,051	2,961	17,579	1,168	23,573	10,140
MCINTOSH	5,545	4,745	12,006	50,335	1,721	29,248	702	11,261	8,420
MCKENZIE	6,127	6,443	18,359	44,610	2,268	19,669	892	20,241	11,404
MCLEAN	11,251	13,633	28,906	101,354	4,724	21,455	1,328	34,026	8,224
MERCER	6,175	8,905	13,903	59,702	3,250	18,370	658	7,418	7,199
MORTON	20,310	25,221	47,590	161,207	8,541	18,874	1,122	11,041	17,100
MOUNTRAIL	8,437	8,398	20,500	61,837	2,969	20,828	1,048	29,078	4,964
NELSON	5,807	5,698	16,289	38,703	2,252	17,186	763	25,645	3,188
OLIVER	2,322	2,604	3,951	15,500	821	18,879	404	4,679	5,425
PEMBINA	10,728	10,915	29,713	87,702	3,897	22,505	936	65,133	2,410
PIERCE	6,323	6,644	16,160	43,720	2,268	19,277	687	18,559	5,407
RAMSEY	12,915	13,971	38,482	109,661	4,941	22,194	799	30,287	2,157
Devils Lake	7,078	7,828	10,372	56,942	2,736	20,812	*	*	*
RANSOM	7,102	7,448	18,310	50,436	2,886	17,476	662	20,899	7,264
RENVILLE	3,828	3,798	11,097	28,241	1,331	21,218	558	21,138	1,760
RICHLAND	18,089	20,040	43,514	125,600	6,910	18,177	1,532	72,062	14,666
Wahpeton	7,076	11,248	16,319	67,585	3,204	21,094	*	*	*
ROLETTE	11,549	13,152	17,623	66,725	3,655	13,256	623	17,053	2,917
SARGENT	5,937	6,011	13,168	37,056	2,155	17,195	703	21,124	8,688
SHERIDAN	3,232	3,094	6,395	26,037	1,125	23,144	569	12,003	4,662
SIOUX	3,632	4,036	4,595	16,762	1,033	16,227	262	2,849	4,445
SLOPE	1,484	1,180	4,629	9,324	403	23,136	333	10,153	4,379
STARK	19,613	20,111	43,708	126,451	6,488	19,490	906	15,772	12,814
Dickinson	12,405	12,761	29,498	86,259	4,264	20,230	*	*	*
STEELE	3,749	3,595	12,101	32,409	1,330	24,368	568	30,853	1,938
STUTSMAN	23,550	24,197	61,175	186,860	8,638	21,632	1,275	41,414	11,659
Jamestown	15,385	15,524	39,652	116,076	5,528	20,998	*	*	*
TOWNER	4,645	4,277	13,921	32,482	1,528	21,258	693	32,145	1,705
TRAILL	9,571	10,068	25,886	84,268	3,919	21,502	864	51,446	3,138
WALSH	16,251	16,765	42,100	132,779	5,758	23,060	1,225	76,674	3,362
WARD	58,560	59,046	175,534	463,065	20,330	22,777	1,468	44,461	9,032
Minot	32,290	33,230	109,085	285,701	12,329	23,173	*	*	*
WELLS	7,847	7,153	20,520	53,885	2,646	20,365	899	31,028	8,098
WILLIAMS	19,301	20,224	62,208	182,145	7,213	25,252	1,154	34,221	6,421
Williston	11,280	12,268	38,105	113,971	4,415	25,814	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1979 Cash Receipts as follows: From Crops $1,622,157,000; from Livestock & Livestock Products $612,504,000; Total $2,234,661,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

WAHPETON—continued

Machy. Mfg.; College, Bureau of Indian Affairs School; Flax Processing; Sunflower Processing; Sugarbeet Processing; Wholesale Auto Parts; Medical Center.
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring -12-92; Summer 38-110; Fall -55-92; Winter -35-52. First killing frost, Sept. 26. Last killing frost, May 10. Mean annual temp. 40.2 F.; Average annual rainfall 20.8 inches.

11—TAP WATER: Alkaline; fluoridated.

12—RETAILING: Principal Shopping Center: Wahpeton; 6 blocks. Breckenridge; 3 blocks.
Principal Shopping Days: Mon. thru Sat.
Stores Open Evenings: Thu.; Gibson's Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Discount Stores: Gibson's, Holiday.
Variety Stores: Ben Franklin.
Chain Drug Stores: Rexall 2; Walgreen.
Chain Food Stores: Fairway; Super Value, Piggly Wiggly.
Other Chain Stores: Goodyear; Coast to Coast; Gamble's; Sears Roebuck (Catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Ward's Catalogue; Mode 'O Day.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 6,519; sworn Sept. 30,1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: James A. DeVries, Adv. Mgr., NEWS.
National Representatives: American Newspaper Representatives.

WILLISTON, N.D.

1—LOCATION: Williams County, E&P Map A-2. In Northwest corner of State. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2—TRANSPORTATION: Burlington Northern.
Motor Freight Carriers: 4.
Airlines: Frontier.
Interstate Bus Lines: Missouri Valley Trails, Interstate Transportation Co., Herald Bus Line.

3—POPULATION:
Corp. City (70) Cen. 11,280; Loc. Est. 12,042
County 70 Cen. 19,301; Loc. Est. 19,413

4—HOUSEHOLDS:
City 70 Cen. 3,535; Loc. Est. 4,296
County 70 Cen. 5,890; Loc. Est. 6,866

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$62,741,707
Sav. & Loan Assn.	3	$92,210,000

6—PASSENGER AUTOS: County 12,172

7—ELECTRIC METERS: Residence 4,128

8—GAS METERS: Residence 3,453

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railroad Shops 8 ($160); Oil Well Service 55 ($150); Transp. and Utilities 295 ($150); Oil 70 ($190); Salt Plant 29 ($140); Oil Refinery 28 ($140); Retail & Wholesale 1,280; Govt. 1814; Service 979; Agriculture 210; Construction 185; Fin., Ins. & Real Estate 155; Meat Packing 59; Other Mfg. 171.

10-CLIMATE: Min. & Max. Temp.—Spring 30-51; Summer 55-80; Fall 28-55; Winter -0.9-22.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks.
Neighborhood Shopping Centers: N. Main St.
Principal Shopping Days: Mon., Wed., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward (catalog); J. C. Penney, G. M. Hederich; Sears (catalog).
Discount Stores (CZ): Home of Economy; Family Thrift Center, Gibson's; K-Mart.
Variety Stores: Woolworth's; Ben Franklin.
Chain Drug Stores (CZ): B&B (Walgreen's); Service Drug.
Chain Food Supermarkets: Red Owl 1; Family Thrift Center; Ernst Super Value.
Other Chain Stores: Gamble's; Northern Auto; Western Auto; TCS Store; Sherwin-Williams.

14—NEWSPAPERS: HERALD (e) 7,616 (S) 7,646 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Walter M. Wick, Pub., HERALD.
National Representatives: Landon Associates, Inc.; Northwest Daily Press Assn.

OHIO SURVEYS

OHIO STANDARD METROPOLITAN STATISTICAL AREAS

Akron, O.—Summit and Portage Counties.

Canton, O.—Carroll and Stark Counties.

Cincinnati, O.-Ky.-Ind.—Clermont, Hamilton and Warren Counties, O.; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

Cleveland, O.—Cuyahoga, Geauga, Lake and Medina Counties.

Columbus, O.—Delaware, Fairfield, Franklin, Madison, and Pickaway Counties.

Dayton, O.—Green, Miami, Montgomery and Preble Counties.

Hamilton-Middletown, O.—Butler County.

Huntington-Ashland, W. Va.-Ky.-O.—Cabell and Wayne Counties, W. Va.; Boyd and Greenup Counties, Ky.; Lawrence County, O.

Lima, O.—Allen, Auglaize, Putnam and Van Wert Counties.

Lorain-Elyria, O.—Lorain County.

Mansfield, O.—Richland County.

Parkersburg-Marietta, W. Va.-O.—Wirt and Wood Counties., W. Va.; Washington County, O.

Springfield, O.—Champaign and Clark Counties.

Steubenville-Weirton, O.-W. Va.—Jefferson County, O.; Brooke and Hancock Counties, W. Va.

Toledo, O.-Mich.—Fulton, Lucas, Ottawa and Wood Counties, O.; Monroe County, Mich.

Wheeling, W. Va.-O.—Ohio County, W. Va.; Marshall County, W. Va.; Belmont County, O.

Youngstown-Warren, O.—Mahoning and Trumbull Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Cincinnati-Hamilton, O.-Ky.-Ind.—Includes Cincinnati, O.-Ky.-Ind. SMSA; Hamilton-Middletown, O. SMSA.

Cleveland-Akron-Lorain, O.—Includes Cleveland, O. SMSA; Akron, O. SMSA; Lorain-Elyria, O. SMSA.

OHIO POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	922	810	910
5-14 Years	2,189	2,010	1,567
15-24 Years	1,848	3,046	1,753
25-44 Years	2,517	2,157	3,353
45-64 Years	2,188	1,166	2,048
65 and Over	993	1,694	1,229
TOTAL	10,657	10,886	10,860

Based on U.S. Census

OHIO RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr	1,006	1,694	2,266
General Mdse	2,190	5,451	7,313
Food	5,073	7,838	10,595
Automobiles	4,575	7,713	8,397
Gasoline Stations	1,762	3,117	5,377
Apparel	995	1,363	1,870
Furniture	1,078	1,547	1,997
Eat-Drink Places	1,905	3,105	4,019
Drugs	693	1,043	1,382
Total Sales	22,889	35,563	47,163

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

AKRON, OHIO

1—LOCATION: Summit County (In Akron SMSA). E&P Map C-2, County Seat. Rubber capital of world, College center; NE central part of State; 35 mi. S of Cleveland; 117 mi. from Pittburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpk; on U.S. Hwys 224, I-77, I-76, I-71; State Hwys. 5, 18, 8 and 91.

2—TRANSPORTATION: Railroads: B.&O.; Conrail, Akron & Barberton Belt Line; Chessie System; Akron; Canton & Youngstown (freight); Norfolk & Western.
Motor Freight Carriers: 157.
Intercity Bus Lines: Greyhound; Akron; Manchester & Canal Fulton; Continental Trailways.
Airlines: Eastern; United; US Air.

3—POPULATION:
Corp. City 70 Cen. 275,425; Loc. Est. 247,000
CZ ABC: (70)541,102; (80)508,200
RTZ-ABC: (70)258,052; (80)313,900
County 70 Cen. 553,371; Loc. Est. 554,600
SMSA 70 Cen. 679,239; Loc. Est. 697,600
City & RTZ-ABC: (70)799,154; (80)822,100

4—HOUSEHOLDS:
City 70 Cen. 91,593; Loc. Est. 98,800
County 70 Cen. 172,789; Loc. Est. 196,900
SMSA 70 Cen. 206,344; Loc. Est. 243,197
CZ ABC: (70)170,448; (80)182,600
RTZ-ABC: (70)70,519; (80)97,900
City & RTZ-ABC: (70)240,967; (80)280,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$2,293,600,000
Sav. & Loan Assn.	10	$929,681,000

6—PASSENGER AUTOS: County 332,495

7—ELECTRIC METERS: Res. 126,337

8—GAS METERS: Res. 79,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 81,000 ($316); Trans. Utilities 15,900 ($350); Constr. 7,900 ($443); All Industries Total Employment 269,500.
Principal Industrial Pay Days: Daily, Friday.

10-CLIMATE: Min. & Max. Temp.—Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 4. Last killing frost, May 1st.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: Downtown: 14 blocks, Main St.; and Shopping Centers (No. of Stores) as follows: Akron Square, Waterloo Rd. & So. Arlington Sts. (21); Arlington Plaza, So. Arlington St. & Jonathan Ave. (26); Belden Village Mall, I-77 & Whipple Rd. (64); Chapel Hill Regional Ctr., Brittain Rd. & Howe Rd. (80); Coventry Plaza, Coventry Twp. & Manchester Rds. (14); Eastgate Plaza, State Rt. 8 in Ellet (10); Edison Park Shopping Center, West Maple St. in Hartville (12); Fairlawn Plaza Bldg., W. Market St. & Shiawassee Ave. (14); Fairlawn Plaza, Rt. 18 (40); Great Oaks Shopping Center, Great Oaks Trail, Wadsworth (16); Hudson Plaza, E. Streetsboro St. (13); Lakemore Plaza, Canton Rd., Lakemore, (32); Liberty Commons, Weathervane Lane (21); Magic City Plaza, Rt. 5, Barberton (29); Midway Plaza, West Ave. & Brittain Rd (22); Northfield Plaza, State Rt. 8 (30); Norton Plaza, Massillon Rd. & Greenwich Rd. (36); Quaker Square, Broadway & Mill St. (36); Rolling Acres Regional Center, Romig Rd. (121); South Plaza, Waterloo Rd. (14); State Road Shopping Center, State Rd. & Portage Trail (38); Stow Kent Shopping Center, Rt. 59 (30); Streetsboro Plaza, State Rt. 303 (17); Summit Mall Regional Center, State Rt. 18 & State Rt. 176 (98); University Plaza, S. Water St., Kent (21);
Neighborhood Shopping Centers: 6 blocks on W. Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W. Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on copley Rd. at Madison; 8 on Maple & W. Exchange St.; 7 on Wooster Rd. Bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on stanton & S. Main St.; 3 on Mapledale & S. Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S. Arlington St.; 11 on E. Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.
Cuyahoga Falls: 5 blocks on Front St.; 1½ miles on State Rd.
Barberton: 5 blocks on Tuscarawas; 6 blocks on 2nd Ave.; 40 Store Shopping Center at Hopocan and Tuscarewas.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Akron Square	6	Gray Drug, Mont. Ward, State Jewelers & Distr's.
Arlington Plaza	5	Kresge, Acme, Penney, Western Auto
Belden Village	15	Sears, O'Neil's, Halle's Higbee's, Fazio's
Chapel Hill	4	Sears, O'Neil's, Woolworth, Zayre's, Penney, Kroger
Coventry Plaza	10	W.E. Wright, Sparkle, Scott's
Eastgate Plaza	6	Woolworth
Edison Park	10	Fisher's Big Wheel, Aid Drug, IGA
Fairlawn Plaza/Bldg.	7	Acme, Woolworth, Home Center, Bisson's, Scott's, Albrights
Great Oaks	15	Fisher's Big Wheel. Buehler's Super Market
Hudson Plaza	15	Acme, Youngfellow Drug
Lakemore Plaza	9	Scott's, W.E. Wright, Penney
Liberty Commons	4	Falls Savings & Loan, Carnaby Street Inn.
Magic City Plaza	10	Woolworth, Acme
Midway Plaza	5	Home Center, Star Market
Northfield Plaza	14	Gray Drug, Kresge's, Penney
Norton Village Plaza	15	Acme, Western Auto
Quaker Square	-	Centran Bank, Tavern In The Square
Rolling Acres Mall	5	Sears, Penney, O'Neil's, Mont. Wards
South Plaza	4	Home Center, Kroger, Sparkle, Woolworth
State Road	5	Kroger, Mont. Ward, Penney, Firestone, Scott's
Stow Kent	12	O'Neil's, Gray Drug, IGA
Streetsboro Plaza	17	Sparkle, Fisher's Big Wheel
Summit Mall	5	Halle's, O'Neil's, Woolworth
University Plaza	13	Acme, Western Auto

Principal Shopping Days: Dept. stores—Mon. evenings, Thurs., Sat. Food—Fri, and Sat.
Stores Open Evenings: Dept.—Mon., Thurs. Food—Thurs., Fri., Sat. Some open every evening until 9. Shopping Centers open till 9:30.

13—RETAIL OUTLETS: In Greater Akron: **Department Stores**: Halle's; Montgomery Ward; O'Neil's; J.C. Penney; Sears; Higbees.
Variety Stores: Kresge, Scott's; Woolworth.
Discount Stores (CZ): Clarkins 4; Click 8; K-Mart 4; Zayre 3; Gold Circle 4.
Chain Drug Stores:—Aid Drug 13; Family Discount 5; Fazios 4; Gray Discount 12; Gold Circle 2; Revco Discount 13; Union Prescription Centers 4; Youngfellow 19.
Chain Food Supermarkets: A&P 16; Acme/Click 21; Cardinal 3; Fisher-Frazio 4; IGA 10; Kroger 14; Betsy Ross 21; Sparkle 11; Star 10; May Bros. 2; Valu King 3.
Other Chains: Bonds, Firestone, General, Goodrich, Goodyear, Kinney Shoes, Nobil Shoes, Richman Bros., Thom McAn Western Auto, Winkelman's, Zayre's.

14—NEWSPAPERS: BEACON JOURNAL (e) 161,835 (S) 218,969; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edward Lynch, Gen. Adv. Mgr., BEACON JOURNAL.
National Representatives: Knight-Ridder Newspaper Sales, Inc.; Metropolitan Publisher's Representatives, Inc.

ALLIANCE, OHIO

1—LOCATION: Stark County (In Canton SMSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2—TRANSPORTATION: Railroads: Conrail; C&P.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 26,547; Loc. Est. 25,067
CZ ABC: (70) 34,862; (80) 33,200
RTZ-ABC: (70) 47,288; (80) 50,600
SMSA 70 Cen. 393,789; Loc. Est. 407,496
County 70 Cen. 372,210; Loc. Est. 380,360
City & RTZ-ABC: (70) 82,150; (80) 83,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,807; Loc. Est. 9,632
County 70 Cen. 114,690; Loc. Est. 136,300
SMSA 70 Cen. 121,252; Loc. Est. 145,844
CZ ABC: (70) 11,190; (80) 12,100
RTZ-ABC: (70) 13,644; (80) 16,800
City & RTZ-ABC: (70) 24,854; (80) 28,900

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	3	$626,574,378
Commercial Banks	4	$1,070,938,720

6—PASSENGER AUTOS: County 232,488 (1978)

7—ELECTRIC METERS: Residence 11,000

8—GAS METERS: Residence 13,900

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Aluminum Prods.; Machinery; Electrical Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

11—TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12—RETAILING: College Plaza Shopping Center: E. State Rd., at Mahoning Ave.; Woolworth; Cunningham Drug; Stambaugh-Thompson Hardware; Jean Frocks; First Natl. City Branch; Sparkle Mkt.; Sherwin Williams; Radio Shack; Gay Thomas Gifts; Health Habit; Alliance Plaza West; Murphy Mart; Gray Drug; Sparkle; Heck's Dept.; L&K Restaurant; Goodyear; Stern & Mann's; We Gift galleries.
Principal Shopping Days: Thur., Fri. & Sat.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Sears; Schwartz's; Roberts Family Center;
Discount Stores (CZ): Jupiter; Murphy; King's; Heck's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Gray; Schuman; Cunningham.
Chain Food Supermarkets: Kroger, Sparkle 2; Quaker City; Buckeye; Super Duper.

14—NEWSPAPERS: REVIEW (e) 14,244; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW.
National Representatives: Landon Associates, Inc.

ASHLAND, OHIO

1—LOCATION: Ashland County, E&P Map B-2, County Seat. 60 mi. SW of Cleveland, 90 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Adron. On U.S. Hwys. 71, 250, 42 and State Roads 58, 60, 96 and 511.

2—TRANSPORTATION: Railroads: Erie-Lackawanna.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 19,872; Loc. Est. 20,000
CZ ABC: (70) 23,989; (80) 24,400
RTZ-ABC: (70)22,708; (80) 24,700
County 70 Cen. 43,303; Loc. Est. 48,303
City & RTZ-ABC: (70) 46,697; (80) 49,100

4—HOUSEHOLDS:
City: 70 Cen. 6,331; Loc. Est. 7,440
County 70 Cen. 13,321; Loc. Est. 16,568
CZ ABC: (70) 7,510; (80) 8,700
RTZ-ABC: (70) 6,877; (80) 8,300
City & RTA-ABC: (70) 14,387; (80) 17,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$129,460,875
Sav. & Loan Assn.	3	$93,000,000

6—PASSENGER AUTOS: County 25,714

7—ELECTRIC METERS: (Res.) Co. 15,000

8—GAS METERS: (Res.) City 9,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Rubber 1,675; Printing 650; Pipe Fittings 990; Water Systems 868; Other 1000; Total 4,616.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost. Oct. 7. Last killing frost, May 5.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.
Shopping Center: Luray (SuperRx Drug); Giant & Food Store; Kroger & K-Mart on Claremont Ave.
Principal Shopping Days: Mon., Tues., Thur., Fri. & Sat.
Chain Drug Stores (CZ): Walgreen, Rexall; SuperRx; Peoples.
Chain Food Supermarkets: Kroger; Hawkins Mkts.; Youngs IGA; Gerwig's White Barn.

13—RETAIL OUTLETS: Department Stores: Ben Franklin; J. C. Penney; Casual Shop.
Discount Stores (CZ): Jupiter; Giant Store; United Store; K-Mart.
Chain Food Supermarkets: Kroger; T. A. Saveway; Young's; IGA Foodliner; Hawkins Mkts. (2).
Other Chain Stores: Eleanor Shop (women's); Ashland Tire; Sears; Ben Franklin; K-Mart; Mode O'Day; J.C. Penney.

14—NEWSPAPERS: TIMES-GAZETTE (e) 13,082; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Connie S. Kittle, Adv. Dir., TIMES-GAZETTE.
National Representatives: Landon Associates, Inc.

ASHTABULA, OHIO

1—LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center; chemicals. NE part of State; on U.S. Hwy. 2υ & Interstate Hwy. 90, 40 mi. W. of Erie; 60 mi. E. of Cleveland on South shore of Lake Erie.

2—TRANSPORTATION: Railroads: Conrail, Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers: 14.
Freight Steamship Lines: 28. 5 Docks; Great Lakes/ International import/export shipping.
Intercity Bus Lines: Greyhound; Lake Front Lines.

3—POPULATION:
Corp. City 70 Cen. 24,313; Loc. Est. 25,120
CZ ABC: (70) 35,010; (80) 35,400
RTZ-ABC: (70) 63,227; (80) 64,600
County 70 Cen. 98,237; Loc. Est. 104,474
City & RTZ-ABC: (70) 98,237; (80) 100,000

4—HOUSEHOLDS:
City: 70 Cen. 8,104; Loc. Est. 8,373
County 70 Cen. 29,953; Loc. Est. 35,500
CZ ABC (70) 11,010; (80) 12,700
RTZ-ABC: (70) 18,943; (80) 22,200
City & RTZ-ABC: (70) 29,953; (80) 34,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. Banks	4	$564,475,639
Sav. & Loan Assn.	3	$1,179,527,511

6—PASSENGER AUTOS: County 57,777

7—ELECTRIC METERS: Residence 8,212

8—GAS METERS: Residence 11,884

9— PRINCIPAL INDUSTRIES (CZ): Railroads; Utilities; Docks; Plastics; Chemicals; Machine Parts.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 11. Last killing frost, May 16.

11—TAP WATER: Alkaline, medium.

12—RETAILING: Principal Shopping Center: Main Ave.—W. 46th—Park Ave.—Center St., 144 stores.
Neighborhood Shopping Centers: (Number of Stores) Ashtabula Plaza Lake Ave. 24; Lake Ave. and 5th St. in Harbor 72; Columbus Ave. on block 8; Station Ave. W. 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W. 11th & Thayer 3; Saybrook Plaza 63; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K-mart Plaza 8; Nichols Plaza 10; W. Prospect and W. Ave. 16.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Saybrook Plaza	25	Kroger, Hill's Dept.
N. Kingsville Plaza	5	Conley's
Conneaut Plaza	11	Fisher's Big Wheel, Valu King

Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Downtown.-Mon., Thu., Fri.; Shopping Centers-Mon. thru Sunday.

13—RETAIL OUTLETS: Department Stores: Carlisle's; Sears; J. C. Penney; Hills; K-Mart; Stambaugh's.
Variety Stores: Woolworth; Thompson.
Discount Stores: Anderson's; Nichol's Discount City; K-Mart; Jupiter.
Chain Drug Stores (CZ): Gray 2; Revco 2; Valu Drug; Walgreen.
Chain Food Stores Supermarkets: Kroger's; Edwards Ware house; Golden Dawn 2; Super Duper 2; Valu-King 2, Convenient Food 6; Lawson's 9.
Other Chain Stores: Fashion Bug; Dairy Queen; Betty Dixon Candy; Nobil Shoes; Firestone; Goodyear; General Tire; Pic-Way Shoes; Joanne Fabric; Radio Shack; Fashion Barn.

14—NEWSPAPERS: STAR BEACON (e) 21,088; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ronald Anthony, Adv. Mgr., STAR BEACON.
National Representatives: Landon Associates, Inc.

ATHENS, OHIO

1—LOCATION: Athens County, E&P Map C-3, County Seat. Education (Ohio University), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On U.S. Hwys. 33, 50; State Hwy. 56.

2—TRANSPORTATION: Railroads: B&O; Conrail.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 24,168; Loc. Est. 16,726
CZ ABC: (70) 27,810; (80) 24,100
RTZ-ABC: (70) 34,388; (80) 35,600
County 70 Cen. 55,747. Loc. Est. 50,178
City & RTZ-ABC: (70) 62,196; (80) 59,700

4—HOUSEHOLDS:
City 70 Cen. 4,998; Loc. Est. 4,399
County 70 Cen. 15,233; Loc. Est. 17,606
CZ ABC: (70) 6,497; (80) 6,500
RTZ-ABC: (70) 11,046; (80) 12,900
City & RTZ-ABC: (70) 17,543; (80) 19,400

5—BANKS: 3 Commercial; Dep. $81,353,000

6—PASSENGER AUTOS: County 24,986 (1978)

7—ELECTRIC METERS: Residence 4,500

8—GAS METERS: Residence 4,000

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Business Machines and Systems; Printing; Tire Molds; Hand and Bench Tools; Dairy Processing.

10-CLIMATE: Min. & Max. Temp. Recorded, -10 to 95. Coldest Month, Jan. (Avg. 31.4). Warmest Month, July (Avg. 74.7). First killing frost, Oct. 11. Last killing frost, May 6.

11—TAP WATER: Alkaline, softened.

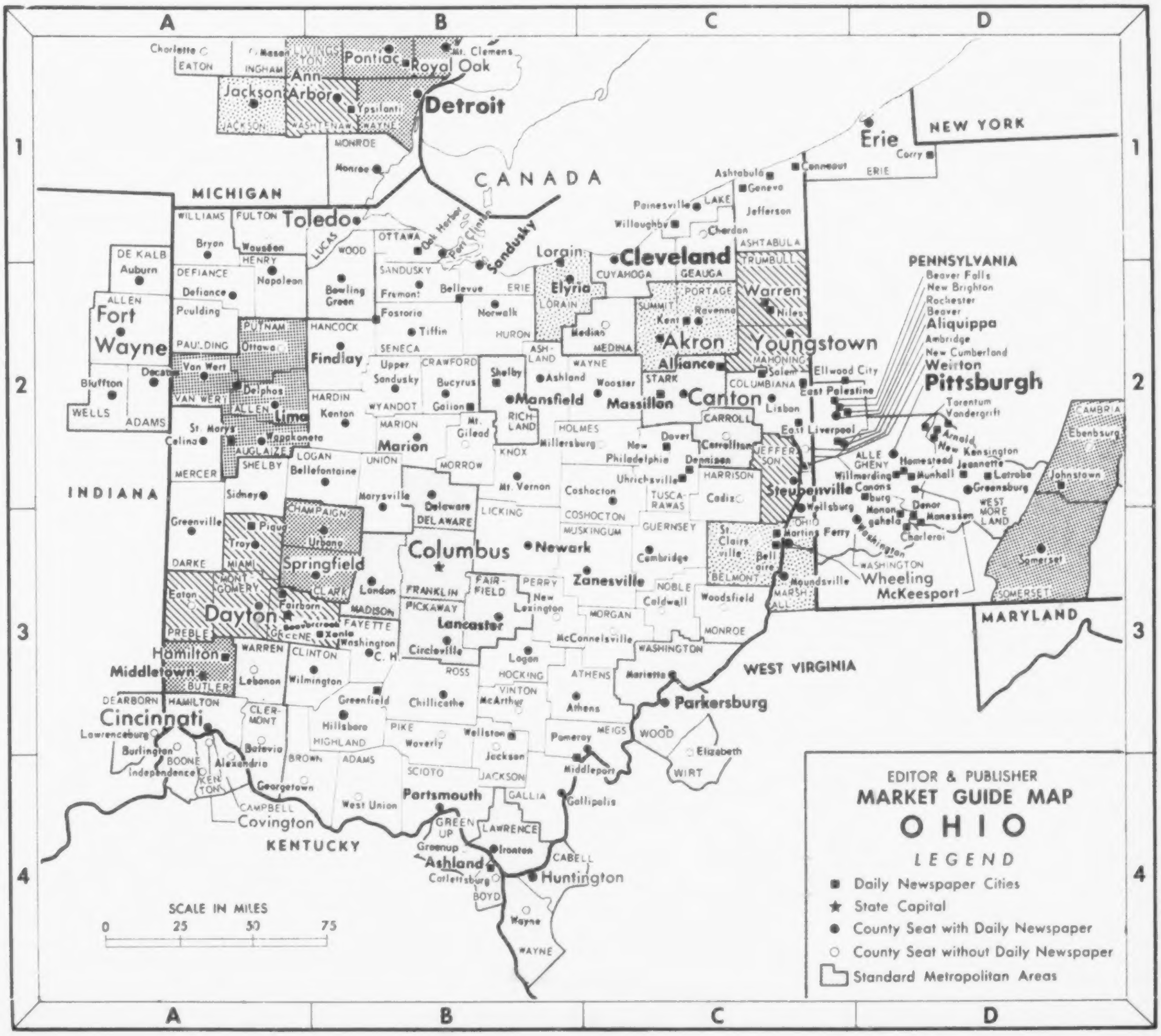
12—RETAILING: Shopping Centers: Athens Mall: Murphy's Mart, Kinney Shoes, B. Dalton Bookseller, Radio Shack, Fashion Bug, JoAnn Fabrics, Ford's Jewelers, SuperRx Drugs, Krogers; Kimball Music; Plaza Center; Fisher-Buckeye, AutoGar, Steppe's Beauticians; Rauch's Bakery.

Neighborhood Shopping Centers: Stimson Ave. and Kern St. (Farm Bureau, Cunningham's, Stop-N-Go Foods); Plaza Shopping Center (Fisher Buckeyc).
Principal Shopping Days: Fri., Sat.

Stores Open Evenings: Downtown-Mon.; Sears-Mon. & Fri.; Buckeye Mart and Heck's-6 nights & Sun.

13—RETAIL OUTLETS: Department Stores: Marting's; Belk-Simpson; Elberfield's (Logan & Pomeroy).
Variety Stores: Woolworth.
Discount Stores: Fisher-Buckeye; Heck's; Murphy's Mart.
Chain Drug Stores (CZ): Revco; SuperRx.

Chain Food Supermarkets: Kroger 5; Athens; Glouster; Nelsonville; Logan; Pomeroy; Penney Fair 2.


A
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MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
KENTUCKY
WEST VIRGINIA
MARYLAND
Detroit
Ann Arbor
Jackson
Pontiac
Royal Oak
Toledo
Sandusky
Cleveland
Lorain
Elyria
Akron
Canton
Youngstown
Warren
Erie
Pittsburgh
Fort Wayne
Lima
Findlay
Mansfield
Marion
Columbus
Newark
Zanesville
Springfield
Dayton
Hamilton
Middletown
Cincinnati
Covington
Portsmouth
Ashland
Huntington
Parkersburg
Wheeling
McKeesport
Steubenville
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

ATHENS—continued

Other Chain Stores: Sherwin-Williams; Robert's Men's Shop; Steppe's Beauticians 2; Sears 2; Athens; Logan; Radio Shack, B. Dalton Bookseller, JoAnn Fabrics, Kinney Shoes, Ford's Jewelers, Fashion Bug.

14—NEWSPAPERS: MESSENGER (e-Mon. to Fri.) 14,261; (S) 16,387; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Fred Bolles, Adv., Man., MESSENGER.
National Representatives: None.

BEAVERCREEK, OHIO

1—LOCATION: Greene County, residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of Ohio, on U.S. Hwy 35, 4 miles E of Dayton, 4 miles W of Xenia.

2—TRANSPORTATION: Railroads: Chessie, Conrail.
Motor Freight Carriers: 96.
Airlines: American, Delta, Republic, Transwor United, US Air and Wright Airlines through Cox Municipal Airport, and by commuter service at a private Greene County airport. Greyhound bus service available through Dayton; Beavercreek served by Greene County Transit, Dayton-Xenia Bus Lines.

3—POPULATION:
Corp. City 70 Cen. 26,555; Loc. Est. 33,681
County 70 Cen. 125,057; Loc. Est. 144,271

4—HOUSEHOLDS:
City 70 Cen. N.A.; Loc. Est. 10,480
County 70 Cen. 35,083; Loc. Est. 43,245

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loans Assns.	7	$2,213,261,442
Commercial Banks	5	$1,283,473,577

6—PASSENGER AUTOS: County 82,050

7—ELECTRIC METERS: Residence and Business 13,002

8—GAS METERS: Residence and Business 994

9— PRINCIPAL INDUSTRIES (CZ): Research and Technology 1,271, ($400), light industry

10-CLIMATE: Min. & Max. Temp.—Spring 39-72, Summer 61-85, Fall 34-77, Winter 21-39.

11—TAP WATER: Alkaline, hard, iron present.

12—RETAILING: Principal Shopping Center-One mile from downtown, Beaver Valley Centre (20 stores); one block, Beavercreek Shopping Plaza (20 stores); one block, Beaver Square Shopping Village (15 stores)
Neighborhood Shopping Center: Knollwood, two miles, Lofino's (19 stores)

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Spicer	3	Beavercreek Food Gallery
Indian Ripple	4	K-Mart

Principal Shopping days: Fri. & Sat. Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Discount Stores: K-Mart, Goldmans. Variety Stores: Dunnigans Hardware and Sporting Goods. Chain Drug Stores: Revco. Chain Food Stores: Kroger, Lofinos (2) Other Chain Stores: Goldenrod, Main Auto, Wrangler Wranch, Burger Chef, Wear House, Famous Recipe, Cassanos, El Bee, Jo Ann Fabrics, Taco Bell, Lawsons (2), Foto Fair (3), Mr. Cattis, Capitol Cleaners, Ye Olde Family Inn, Animal Castle, Siebenthalers, Eastgate Ford, Carter Lumber, Wickes Lumber, Perry & Derrick, Roderer Shoes, Dunkers Delight, Dairy Queen, Wearhouse Paint, Radio Shack, Jeds, PIP, Paxton's, Fine Cleaners, Pantorium, Pro-Kut (2), Hair Happening, Sambo's Restaurant, Gemini Optical, Coast to Coast Hardware, Burger King, Buck Stove, Bill Knapp's Restaurant, Fox Cleaners, U-Tote-M (2), Stop & Go, Submarine House.

14—NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,462; sworn Sept. 30, 1979. (Latest available statement)
Local Contact for Advertising and Merchandising Data-Ann Callogly, Advertising Director, DAILY NEWS.
National Representatives: American Newspaper Representatives & General Advertising Service, Inc.

BELLAIRE, OHIO

See MARTINS FERRY, OHIO

BELLEFONTAINE, OHIO

1—LOCATION: Logan County, E&P Map B-2, County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus, 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2—TRANSPORTATION: Conrail; Greyhound Bus; Community Airport.
Motor Freight Carriers: 16.

3—POPULATION:
Corp. City 70 Cen. 11,255; Loc. Est. 11,187
CZ ABC: (70) 11,255; (80) 11,000
RTZ-ABC: (70) 24,099; (80) 27,600
County 70 Cen. 35,072; Loc. Est. 38,728
City & RTZ-ABC: (70) 35,354; (80) 38,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 3,852; Loc. Est. 4,510
County 70 Cen. 11,255; Loc. Est. 14,706
CZ ABC: (70) 3,852; (80) 4,300
RTZ-ABC: (70) 7,790; (80) 10,200
City & RTZ-ABC: (70) 11,642; (80) 14,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	6	$103,038,360
Sav. & Loan Assn.	3	$111,280,000

6—PASSENGER AUTOS: County 24,394 (1978)

7—ELECTRIC METERS: Residence 4,698

8—GAS METERS: Residence 3,599

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Rail Term. 220 ($286); Elec. Mot. & Cir. Brks. 901 ($208); Power Tools 466 ($172); Commercial Ptg. & Pub 221 ($202); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 771 ($183); Food 408 ($231), Industrial Rubber Hose 251 ($231).
Principal Industrial Pay Days: Thurs.; Fri. 12 & 27.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost. Sept. 23. Last killing frost, April 21.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St. Hyland Hills Plaza (6 Stores—A&P, Sears, Rinks Bargain Center); Saveway Shoes, Fountaine Plaza, Murphy Mart, Kroger Superstore, Coast-to-Coast Hardware, Baskin-Robbins (Ice Cream).
Principal Shopping Days: Fri., Sat., Mon.
Stores Close: Wed. afternoon during Summer.
City Zone Stores Open: Fri. and Mon. evenings.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Uhlman's, United
Variety Stores: Murphy and Murphy Mart.
Discount Stores (CZ): United; Omar, Rink's Bargain City; Gray's.
Chain Drug Stores (CZ): Rexall, SuperRx.
Chain Food Supermarkets (CZ): Kroger; A&P, Great Scot (2); IGA Voluntary Chain 3; Food Mart.
Other Chain Stores (CZ): Merit Shoes; Goodyear; Sears (catalog), Montgomery Ward (catalog); Quality Farm and Fleet; TSC Store; Coast-to-Coast Hardware.

14—NEWSPAPERS: EXAMINER (e) 10,592; Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: T.E. Hubbard, Gen. Adv. Mgr., EXAMINER.
National Redresentatives: Landon Associates, Inc.

BELLEVUE, OHIO

1—LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2—TRANSPORTATION: Railroads: Conrail; Norfolk & Western.
Intercity Bus Lines: Greyhound.
Motor Freight Carrier: 10

3—POPULATION:
Corp. City 70 Cen. 8,604; Loc. Est. 9,373
Huron Co. 70 Cen. 49,587; Loc. Est. 53,400
Sandusky Co. 70 Cen. 60,983; Loc. Est. 62,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,690; Loc. Est. 2,759
Huron Co. 70 Cen. 14,816; Loc. Est. 18,693
Sandusky Co. 70 Cen. 18,277; Loc. 21,894

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$80,685,000
Sav. & Loan	1	$42,365,496

6—PASSENGER AUTOS:
Counties: Huron 31,222, Sandusky 37,848

7—ELECTRIC METERS: Residence 4,927

8—GAS METERS: Residence 4,906

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Railroads 850; Light Bulbs 600; Safes; Toys 100; Bean Processing 125; Plastic 125.

10-CLIMATE: Mean Temp. 50 degrees.

11—TAP WATER: Soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Sandusky	18	Ontario, Sears, Gray's, Mr. Wiggs, K-Mart, Wards, Penney, Pick-N-Pay
Fremont	18	Buckeye Mart, Gray's, Mr. Wiggs
Norwalk	12	Masons

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: A. Ruffing; J. C. Penney.
Variety Stores: Ben Franklin; Rinks.
Chain Drug Stores: Rexall; SuperRx.
Chain Food Supermarkets (CZ): Hogue Super Mkt.; Kroger, Whitelys Cardinal.

14—NEWSPAPERS: GAZETTE (e) 4,355; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Carl Hearing, Adv. Mgr., GAZETTE.
National Representatives: American Newspaper Representatives, Inc.

BOWLING GREEN, OHIO

1—LOCATION: Wood County (In Toledo SMSA) E&P Map B-2, County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 10.
Air Lines: At Wood County Airport.

3—POPULATION:
Corp. City 70 Cen. 21,760; Loc. Est. 25,603
CZ ABC: (70) 21,760; (80) 26,800
RTZ-ABC: (70) 57,624; (80) 68,600
SMSA 70 Cen. 762,741; Loc. Est. 789,061
County 70 Cen. 89,722; Loc. Est. 106,807
City & RTZ-ABC: (70) 79,384; (80) 95,400

4—HOUSEHOLDS:
City 70 Cen. 5,085; Loc. Est. 7,491
County 70 Cen. 25,860; Loc. Est. 36,570
SMSA 70 Cen. 234,265; Loc. Est. 280,270
CZ ABC: (70) 5,085; (80) 7,200
RTZ-ABC: (70) 17,497; (80) 23,900
City & RTZ-ABC: (70) 22,582; (80) 31,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$270,000,000
Sav. & Loan Assn.	2	$65,000,000

6—PASSENGER AUTOS: County 59,900

7—ELECTRIC METERS: Residence, Est. 7,569

8—GAS METERS: Residence 5,270

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery; 352 ($215); Gen. Mdse: 1,097 ($200); Education: BGSU: 5,500 full & part time, annual salaries more than $38,500,000.

10-CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, Early Oct. Last killing frost, Early May.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks; 4 on Main St, 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers: 1100 block of N. Main St., 800 and 1100 block of South Main and 1700 block of E. Wooster St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
G. C. Murphy Plaza		Murphy's Mart
Stadium Plaza	12	Gray Drug, Great Scot
Crossroads Plaza	5	K-Mart

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept. Mon. & Fri.; Food & Discount nightly.

13—RETAIL OUTLETS: Department Stores: Lasalle's; J. C. Penney; Uhlman's; La Salle & Koch; G. C. Murphy Mart.
Discount Stores (CZ): Rink's Bargain City; G. C. Murphy Mart; K-Mart.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Lane's; Gray's; Revco.
Chain Food Supermarkets (CZ): A&P; Kroger; Food Town; Centre; Great Scott.
Other Chain Stores: Sears; Montgomery Ward; Uhlman's (clothing); Sterling (dairy); Monique Fabrics; Lawson's Dairy; Baskin-Robbins; Fashion Bug; Jo-Ann Fabrics.

14—NEWSPAPERS: SENTINEL-TRIBUNE 13,628; Mar. 31, 1980 ABC.
Local Contact for Advertising Data: R. M. Reider, Adv. Dir.; Merchandising: and Natl. Adv. Mgr., SENTINEL-TRIBUNE
National Representatives: American Newspaper Representatives Inc.

BRYAN, OHIO

1—LOCATION: Williams County, E&P Map A-1. County Seat. Agricultural and industrial center. 60 mi. W of Toledo; 45 mi. E of Fort Wayne, Ind. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 3.
Airlines: Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city.

3—POPULATION:
Corp. City 70 Cen. 7,008; Loc. Est. 6,647
County 70 Cen. 33,669; Loc. Est. 36,209

4—HOUSEHOLDS:
City 70 Cen. 2,471; Loc. Est. 2,755
County 70 Cen. 10,667; Loc. Est. 13,296

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	2	$150,000,000
Sav. & Loan Assn.	3	$80,000,000

6—PASSENGER AUTOS: County 22,056

7—ELECTRIC METERS: Residence 3,200

8—GAS METERS: Residence 1,117

9— PRINCIPAL INDUSTRIES (CZ): Lubricating Equip. Pneumatic Tools; Toys; Candy; Furniture; Condensed Milk; Furnaces; Tires.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Uhlmans; Hawks; Dancers.
Discount Stores: K-Mart; Murphys Mart; Lanes Discount; Food Mart.
Chain Food Supermarkets (CZ): Foodland; Chief; Super Valu; County-Super Valu 3; IGA 3.

14—NEWSPAPERS: TIMES (e) 10,596; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Tom Voigt, Bus. Mgr., Tom Harris, Circ. Mgr., TIMES.
National Representatives: Landon Associates, Inc.

BUCYRUS, OHIO

1—LOCATION: Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2—TRANSPORTATION: Railroads: Conrail; Norfolk & Western (freight).
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 13,111; Loc. Est. 14,326
CZ ABC: (70) 13,111; (80) 13,500
RTZ-ABC: (70) 43,027; (80) 41,600
County 70 Cen. 50,364; Loc. Est. 49,299
City & RTZ-ABC: (70) 56,138; (80) 55,100

4—HOUSEHOLDS:
City 70 Cen. 4,479; Loc. Est. 5,591
County 70 Cen. 16,000; Loc. Est. 18,026
CZ ABC: (70) 4,479; (80) 5,300
RTZ-ABC: (70) 13,284; (80) 14,700
City & RTZ-ABC: (70) 17,763; (80) 20,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$129,900,000
Sav. & Loan Assn.	2	$77,000,000

6—PASSENGER AUTOS: County 30,730 (1978)

7—ELECTRIC METERS: Resident 5,940

8—GAS METERS: Residence 5,190

9— PRINCIPAL INDUSTRIES (CZ): Roller Bearings; Rubber & Plastic Hose; Steel Castings; Iron Castings; Road Machy; Locomotive & Auto-Cranes; Brass Castings; Steel Stampings; Heavy Machy.; Blades; Aluminum Prods.; Plastic Prods.; Ornamental Iron Works; G.E.C. Glass & Lamps Wks., Hydraulic Precision Components; Whole Poultry Processing; Boats.

10-CLIMATE: Min. & Max. Temp.—Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Southern Lights, Marion Road Murphy's Mart, Mode O Day, Revco, Fashion Bug, Ponderos, Cassaro's, JoAnn Fabrics, Foodtown; K-Mart-E. Mansfield Road; Bucyrus Plaza-N. Sandusky Ave., Rt. 4 Radio Shack, Strubles Walgreen, Bucyrus Ice Co., Velvet Ice Cream; Suburban-Hopley Ave. Geyer's Super Value, Conley's Photo-Mat, Route 5 Fishers, Revco. Lawsons
Principal Shopping Days: Thurs. & Fri.
Stores Close: Wed. afternoon.
Stores Open Evenings: Dept. K-Mart, Murphys Mart, Conleys.—Fri.; Food—Mon.- Thu.-Sat. Corner Grocery, Geyer's Mkt., Foodtown; 7-11, Lawsons. Open Sun.

13—RETAIL OUTLETS: Department Stores: Baumoel's; J. C. Penney; Conley's.
Variety Stores: J.J. Newberry; Murphy's Mart; K-Mart; Conleys.
Chain Drug Stores (CZ): Struble's; Walgreen 2; Foulk's Rexall; Cladys Drug (FOMAC).
Chain Food Supermarkets: Geyer's Super Dollar; Corner Grocery 1; Foodtown 2.
Other Chain Stores: Sherwin-Williams; K-Mart; Conley's; Western Auto; TSC; Goodyear; Int. Harv., JoAnn Fabrics; Radio Shack; Photo Mat; Fashion Bug; Cassanos; Pizza Hut; L-K; McDonald's; Pondarosa; Mode O-Day; Domino's Pizza; 7-11; Perkin's.

14—NEWSPAPERS: TELEGRAPH-FORIM (e) 8,516; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James F. Croneis, Publisher, TELEGRAPH-FORUM.
National Representatives: Landon Associates, Inc.

CAMBRIDGE, OHIO

1—LOCATION: Guernsey County, E&P Map C-3. County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77; 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, W. Va.

2—TRANSPORTATION: Railroads: Baltimore & Ohio.
Motor Freight Carriers: 12
Intercity Bus Lines: Greyhound; Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 13,656; Loc. Est. 13,099
CZ ABC: (70)23,345; (80)23,500
RTZ-ABC: (70)60,549; (80)63,800
County 70 Cen. 37,665; Loc. Est. 40,429
City & RTZ-ABC: (70)83,894; (80)87,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,912; Loc. Est. 5,557

OHIO RETAIL SALES—CENSUS & ESTIMATES

OHIO MAP—Page 305

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	35,563,455	44,549,178	47,163,500	4,082	2,266,215	1,917	7,312,735	10,834	10,595,346	5,819	8,396,801	8,820	5,376,746	5,187	1,870,191	6,201	1,996,787	17,982	4,018,905	2,086	1,381,556
STANDARD METROPOLITAN STATISTICAL AREAS																					
Akron, O.	2,249,315	2,779,597	2,932,337	245	203,226	103	420,044	556	698,383	346	494,487	536	316,247	326	114,333	340	111,199	1,024	263,603	123	83,526
Canton, O.	1,403,336	1,768,847	1,873,311	173	96,988	60	276,840	357	424,436	249	360,793	346	185,816	229	86,973	267	79,916	700	160,014	69	49,434
Cincinnati, Ohio-Ky.-Ind.	4,754,713	6,094,641	6,494,438	440	245,020	204	1,137,611	1,661	1,445,531	547	1,017,798	1,030	753,093	639	247,501	706	286,324	2,341	624,102	311	200,372
Cleveland, O.	6,685,192	8,806,752	9,417,573	526	324,215	288	1,559,426	2,036	2,073,166	698	1,668,935	1,408	978,613	1,074	447,951	1,112	391,891	3,336	790,882	367	324,903
Columbus, O.	4,008,710	4,768,981	4,991,697	350	220,624	138	823,734	947	999,935	514	931,506	854	524,344	461	202,416	558	226,334	1,795	472,398	232	132,941
Dayton, O.	2,880,110	3,344,464	3,485,234	289	147,602	125	598,919	695	737,717	406	617,984	650	418,296	351	123,727	469	163,691	1,267	305,924	146	75,218
Hamilton-Middletown, O.	678,846	883,125	941,426	77	43,084	34	117,663	240	251,049	126	158,183	165	118,024	91	25,711	131	39,750	394	82,269	44	27,122
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,201,006	1,287,244	106	88,697	69	197,429	388	314,806	212	206,203	261	133,254	137	64,086	178	69,409	369	80,611	69	41,118
Lima, O.	714,826	922,504	981,568	107	67,445	45	152,851	229	201,810	187	171,519	211	131,015	121	32,522	163	38,063	360	77,950	48	29,012
Lorain-Elyria, O.	844,101	1,042,927	1,099,700	97	50,212	46	190,231	220	257,766	142	204,257	214	124,972	95	38,689	116	43,434	408	76,756	33	32,866
Mansfield, O.	502,466	648,707	690,639	46	39,138	32	121,898	124	138,898	88	128,165	109	94,288	80	24,835	102	25,908	252	50,241	26	14,966
Parkersburg-Marietta, W.Va.-O.	568,088	682,806	723,182	74	42,390	51	130,019	173	163,248	126	121,885	165	84,170	79	31,844	95	30,345	248	47,122	28	19,087
Springfield, O.	561,623	625,705	647,134	62	31,372	36	112,231	179	159,078	100	117,091	126	71,448	83	22,542	91	22,481	289	46,084	39	16,616
Steubenville-Weirton, O.-W.Va.	480,398	623,755	678,823	48	41,463	35	101,857	221	177,210	100	107,694	139	74,359	80	27,415	92	30,848	355	48,171	34	30,233
Toledo, O.-Mich.	2,709,772	3,412,392	3,613,346	263	144,352	133	537,822	688	786,319	381	683,787	619	447,467	348	134,245	409	147,874	1,385	332,342	158	110,127
Wheeling, W.Va.-O.	601,633	761,067	814,704	70	37,053	46	114,874	215	196,087	101	135,284	148	101,395	89	28,893	111	42,498	369	70,933	37	22,410
Youngstown-Warren, O.	1,785,679	2,228,414	2,356,781	164	88,737	84	438,952	529	512,855	368	392,028	424	270,839	247	100,168	333	107,272	931	180,209	116	70,525
COUNTIES, Cities																					
ADAMS	58,746	72,515	76,427	15	4,944	9	3,384	36	25,016	22	22,746	27	10,377	12	1,027	14	1,758	26	2,677	5	1,904
ALLEN	439,645	565,085	600,819	46	40,478	28	139,138	108	108,497	94	85,700	113	70,358	65	21,269	94	22,587	198	46,673	27	17,201
Delphos	29,478	39,678	43,078	4	3,687	3	969	12	11,751	11	6,672	11	5,666	7	1,737	15	2,355	18	6,193	2	555
Lima	173,593	204,623	213,737	19	20,447	6	14,372	52	46,795	24	36,492	46	27,380	20	5,053	39	9,236	119	24,576	14	6,578
ASHLAND	115,636	143,120	150,986	25	9,633	12	11,050	44	40,975	25	23,301	45	24,953	22	4,675	28	6,902	70	13,465	9	5,373
Ashland	90,407	114,211	120,954	14	4,239	10	10,479	27	34,070	18	18,499	25	20,351	16	4,279	21	5,759	44	9,895	7	4,672
ASHTABULA	284,962	307,627	315,852	51	13,513	25	47,023	121	73,996	79	61,253	101	49,851	45	8,821	53	11,372	195	22,823	17	7,397
Ashtabula	99,607	104,028	106,093	13	5,813	9	23,265	38	14,086	20	21,597	23	11,060	15	4,442	18	4,483	62	8,708	7	3,644
Conneaut	35,493	37,900	38,824	9	1,384	3	2,847	26	10,669	14	7,850	14	5,221	10	2,070	11	1,254	25	3,564	2	1,515
Geneva	34,894	38,160	39,249	3	607	2	1,454	10	14,051	14	11,330	12	6,518	4	478	5	622	19	1,141	3	855
ATHENS	133,520	196,176	214,097	21	6,381	14	20,596	70	58,172	39	41,853	53	26,783	25	4,785	37	8,502	101	19,168	8	5,892
Athens	97,238	144,876	158,526	10	3,642	7	20,051	25	36,039	23	36,734	17	15,190	16	3,755	18	5,528	56	15,705	6	4,371
AUGLAIZE	116,379	151,053	160,828	19	9,186	4	7,259	51	40,452	46	31,718	39	27,608	28	5,012	32	7,942	67	14,216	9	4,399
St. Marys	31,638	40,455	43,394	3	1,775	2	3,955	8	11,815	15	8,720	8	3,488	11	1,995	8	2,066	20	3,882	4	1,485
Wapakoneta	43,113	55,112	59,111	7	3,650	2	2,527	24	16,298	16	13,027	10	7,186	12	2,529	12	2,765	20	6,168	3	1,349
BELMONT	217,936	324,170	354,644	36	18,009	19	37,390	100	109,979	42	56,863	79	48,563	33	6,432	41	7,184	152	29,917	15	8,495
Bellaire	29,237	43,186	47,835	4	986	1	1,914	18	17,869	11	8,781	7	6,011	7	1,560	8	2,073	29	3,854	3	1,343
Martins Ferry	36,745	52,173	56,551	3	1,605	2	4,149	16	20,689	4	6,818	11	4,983	7	912	7	1,169	15	2,078	3	2,457
BROWN	51,265	65,316	69,304	19	3,545	12	2,550	51	22,997	14	7,546	39	13,570	12	1,180	11	769	53	8,537	6	1,621
BUTLER	678,846	883,125	941,426	77	43,084	34	117,663	240	251,049	126	158,183	165	118,024	91	25,711	131	39,750	394	82,269	44	27,122
Hamilton	252,292	316,237	334,422	21	12,900	9	46,193	94	83,543	51	58,228	53	34,711	41	11,410	45	17,147	162	29,867	19	9,973
Middletown	202,638	247,677	260,579	18	10,164	12	50,087	48	70,240	33	36,514	42	29,225	24	8,716	32	10,050	89	21,713	9	6,796
CARROLL	64,306	83,590	89,000	16	4,841	4	7,866	23	18,844	13	30,473	20	10,265	8	2,830	11	2,216	30	5,806	2	120
CHAMPAIGN	74,773	100,237	107,431	19	6,348	12	8,293	31	32,993	16	20,412	23	14,739	16	2,689	18	2,928	40	8,595	8	3,540
Urbana	53,647	73,669	79,317	10	3,327	4	8,035	19	25,613	14	16,955	13	8,777	12	2,367	12	1,885	28	5,150	4	3,043
CLARK	486,850	525,468	539,703	43	25,024	24	103,938	148	126,085	84	96,679	103	56,709	67	19,853	73	19,553	243	37,489	31	13,076
Springfield	243,937	244,796	247,745	29	18,189	11	22,050	100	56,895	50	41,903	57	33,824	26	3,541	56	13,571	173	25,000	24	9,258
CLERMONT	276,712	411,233	449,725	44	26,280	15	45,828	113	117,066	61	102,617	85	68,273	12	3,272	39	11,635	111	29,199	18	10,402
CLINTON	106,619	139,197	148,377	27	8,380	8	9,423	40	37,157	36	37,335	40	22,278	13	3,873	17	5,073	54	9,538	9	3,824
Wilmington	69,820	89,799	95,442	16	4,636	3	6,689	20	21,456	17	21,974	23	14,095	11	3,363	12	4,660	32	6,917	5	2,817
COLUMBIANA	307,249	371,993	390,666	55	22,562	27	39,436	135	101,186	102	82,050	121	54,496	52	13,817	65	13,094	208	23,343	24	14,739
East Liverpool	90,047	103,802	107,940	11	5,009	8	19,354	41	22,893	24	17,962	27	15,794	17	5,270	17	5,151	49	5,635	8	4,168
East Palestine	23,675	28,803	30,512	5	1,986	3	1,094	8	8,256	7	8,075	13	5,521	4	185	6	795	19	2,037	2	1,293
Lisbon	22,814	27,817	29,484	3	836	2	1,625	13	12,854	13	5,701	11	3,071	3	263	4	276	21	1,894	2	459
Salem	86,581	107,043	112,869	10	6,616	7	13,398	23	21,488	27	30,361	20	10,697	17	7,075	22	3,098	45	7,121	5	4,684
COSHOCTON	90,685	113,006	119,366	21	9,767	13	11,931	32	30,495	32	22,139	35	14,119	15	5,110	18	3,552	56	7,651	6	3,779
Coshocton	73,030	92,170	97,607	12	8,246	7	11,324	17	26,552	21	12,912	25	11,497	15	5,110	13	3,436	45	6,832	6	3,779
CRAWFORD	147,191	209,998	227,832	31	16,891	12	14,985	51	59,916	47	43,143	39	25,053	32	7,637	32	8,819	88	18,955	12	8,606
Bucyrus	67,305	95,178	103,062	10	6,287	6	10,674	20	26,856	20	17,418	15	11,551	16	4,130	15	5,367	35	8,503	5	3,787
Galion	58,770	85,672	93,353	10	5,089	4	3,253	20	24,551	13	18,641	16	11,179	14	3,187	12	3,308	37	7,731	5	3,805
CUYAHOGA	5,411,982	7,024,220	7,489,488	372	225,825	220	1,261,424	1,709	1,630,934	500	1,269,376	1,089	743,729	907	395,477	901	325,278	2,801	660,461	304	265,906
Cleveland	1,640,384	1,912,797	1,993,970	131	38,318	98	304,304	941	484,787	196	207,811	445	229,720	241	84,618	276	85,522	1,515	249,807	118	78,238
DARKE	145,264	180,405	190,572	32	17,493	15	23,087	56	42,345	39	41,693	43	22,127	31	7,441	46	7,275	84	12,153	8	4,844
Greenville	87,522	117,066	125,368	10	9,414	9	17,290	21	30,576	16	24,336	18	14,159	20	6,775	24	4,768	31	6,973	5	3,930
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	138,399	169,894	178,902	29	8,669	10	23,349	37	38,404	33	33,386	39	19,890	30	7,429	39	7,261	65	12,795	7	4,071
Defiance	103,578	126,250	132,754	17	4,152	7	21,991	25	32,030	21	23,143	28	14,133	24	6,997	34	5,998	43	8,258	6	2,871
DELAWARE	114,667	143,159	151,301	20	6,763	5	6,863	38	36,581	28	28,933	47	31,895	19	5,180	20	2,492	64	14,845	7	5,349
Delaware	81,146	99,076	104,233	13	4,276	3	3,995	19	27,298	18	20,396	25	17,197	16	4,294	16	2,239	33	10,364	5	3,733
ERIE	297,582	322,484	331,289	35	17,707	18	60,995	78	68,098	55	51,525	70	32,833	53	15,281	55	12,594	189	34,319	17	10,617
Sandusky	170,773	186,102	191,393	20	8,762	9	35,878	40	37,964	28	22,798	39	19,247	47	13,796	32	10,851	110	15,603	13	7,452
FAIRFIELD	228,046	284,927	301,090	35	15,722	17	36,848	67	77,786	56	54,828	65	41,094	29	6,571	59	13,984	139	25,470	16	10,993
Lancaster	175,671	220,814	233,645	21	11,361	12	36,220	43	59,591	38	30,841	42	31,676	25	5,833	44	12,358	94	21,774	11	8,331
FAYETTE	90,600	105,110	109,477	16	5,798	8	12,849	33	23,811	16	13,010	27	27,255	10	4,784	14	3,566	44	7,802	4	3,717
Washington	72,408	83,255	86,535	13	5,021	6	12,746	26	22,096	15	12,927	17	8,870	10	4,784	14	3,566	37	6,183	3	3,686
FRANKLIN	3,486,482	4,114,996	4,300,205	251	175,604	104	769,875	753	824,405	372	801,089	658	401,630	393	185,375	446	204,659	1,485	414,849	196	108,553
Columbus	2,250,825	2,654,108	2,769,651	146	102,654	58	546,531	510	485,961	219	501,719	415	242,990	240	123,742	270	142,309	1,041	285,008	128	65,250
FULTON	117,815	147,385	155,737	29	16,796	15	2,739	43	36,041	41	43,785	35	16,059	20	3,012	35	9,429	63	10,071	10	4,556
GALLIA	85,336	109,855	116,775	15	7,534	8	7,432	40	28,781	24	18,803	35	16,602	20	6,493	34	7,367	47	9,406	5	4,615
Gallipolis	59,194	76,719	81,648	13	5,774	4	3,336	18	16,361	15	15,525	23	12,307	17	4,883	26	6,851	33	5,931	5	4,615
GEAUGA	161,458	226,139	244,435	32	19,111	16	12,991	54	65,231	39	54,929	49	33,644	24	4,308	32	4,841	81	14,321	10	7,328
Chardon	41,821	58,244	63,718	5	3,227	4	5,535	9	20,465	4	9,591	7	5,185	5	399	6	881	12	3,996	3	3,403
GREENE	330,321	405,192	426,607	44	20,094	19	36,333	80	112,571	64	100,019	105	65,833	34	7,748	61	13,067	141	29,597	20	8,977
Beaver Creek	NO DATA AVAILABLE FOR THIS CITY																				
Fairborn	114,152	140,326	147,766	7	4,117	7	16,551	20	29,687	23	44,729	27	16,075	7	1,742	19	5,016	49	11,556	7	4,475
Xenia	109,655	130,609	[illegible]	10	1,612	5	12,247	29	36,283	20	33,834	29	19,552	18	4,707	23	6,036	42	8,449	8	3,120
GUERNSEY	113,896	132,844	138,517	20	4,649	11	20,528	56	34,655	23	18,434	47	22,739	17	6,095	24	3,586	92	13,371	5	3,271
Cambridge	90,076	103,723	107,860	10	3,176	7	20,215	26	27,547	15	16,984	20	11,448	14	5,143	18	2,995	53	8,255	4	2,691

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CAMBRIDGE—continued

County 70 Cen. 11,903; Loc. Est. 15,039
CZ ABC: (70)7,423; (80)8,400
RTZ-ABC: (70)19,097; (80)23,200
City & RTZ-ABC: (70)26,520; (80)31,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$160,000,000
Sav. & Loan Assn.	2	$145,000,000

6—PASSENGER AUTOS: County 33,000

7—ELECTRIC METERS: Residence 7,550

8—GAS METERS: Residence 6,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Plastics 480; Ceramics 184; Small Appliances 600; Spark Plug 361; Kitchen Utensils 122; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800

10-CLIMATE: Min. & Max. Temp.—Spring 9-94; Fall 13-88; Summer 28-99; Winter 7-77. First killing frost, Oct. 1. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 6 blocks on Wheeling Ave. (65 stores); 1 on 7th St.; 1 on 8th St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cambridge	8	Party Time
Cambridge Sq.	4	K-Mart, Penney Fare Mkt.
Dewey Avenue	5	—
North Star	8	IGA Foodliner
Southgate Plaza	10	Kroger, Zayre's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Kremer's; J. C. Penney; Montgomery Ward.
Variety Stores: S. S. Kresge.
Discount Stores (CZ): Rink's; Zayre; K-Mart; Dollar General.
Chain Drug Stores: Nelson's; Revco.
Chain Food Supermarkets (CZ): Super Duper; Kroger; IGA Foodliners; Penney Fare; Dewey Ave. Mkt.; Stevens One Stop; Convenient; Cardinal Royal Blue.
Other Chain Stores: Singer Co.; Sherwin-Williams Paint; Sears (catalog).

14—NEWSPAPERS: JEFFERSONIAN (e) 15,371; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul Anderson, Adv. Dir., JEFFERSONIAN.
National Representatives: Landon Associates, Inc.

CANTON, OHIO

1—LOCATION: Stark County (SMSA). E&P Map C-2. County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On Interstate 77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2—TRANSPORTATION: Railroads: Conrail; N&W (freight); Nickel Plate (freight).
Motor Freight Carriers: 58.
Intercity Bus Lines: Greyhound; RTA.
Airlines: United; Allegheny; Flying Tiger (freight).

3—POPULATION:
Corp. City 70 Cen. 110,053; Loc. Est. 93,784
CZ ABC: (70) 214,938; (80) 207,200
RTZ-ABC: (70) 243,244; (80) 268,200
SMSA 70 Cen. 393,789; Loc. Est. 405,200
County 70 Cen. 372,210; Loc. Est. 380,360
City & RTZ-ABC: (70) 458,182; (80) 475,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Cen.: City 37,146; Loc. Est. 37,015
County 70 Cen. 114,690; Loc. Est. 133,200
SMSA 70 Cen. 121,152; Loc. Est. 142,700
CZ ABC: (70) 68,119; (80) 74,900
RTZ-ABC: (70) 71,958; (80) 91,300
City & RTZ-ABC: (70) 140,077; (80) 166,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$988,373,000
Savings & Loan	4	$1,300,000,000

6—PASSENGER AUTOS: County Est. 232,488

7—ELECTRIC METERS: Residence 40,555

8—GAS METERS: Res. 43,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Primary Metal 15,100 ($392); Fabricated Metal 9,700 ($358); Fabricated Structural Metal 3,100 ($295); Stone, Clay and Glass 2,300 ($214); Food 4,200 ($356); Utilities 3,000 ($356); Nondurable Goods 11,700 ($302).
Principal Pay Days: Wed., Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Downtown Shopping Center: 64 square blocks located in center of Canton.
Neighborhood Shopping Centers: 23 units at Whipple Rd. & 12th St. NW; 24 units at W Tuscarawas (Route 30) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W. Tusc. (Rte. 30) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 30; 14 units on Cleveland Ave. S (Rte. 800) at 30 St. 70 units— Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
County Fair	29	Josef's Furniture; Carm's, Fleischers
Plaza, 30th St.	-	O'Neil, Kroger, Stern & Mann, Stambaugh Thompson
Gold Circle Mall	14	Gold Circle
Tip Top Mart	8	IGA, Peoples Drug
Mahoning Plaza	15	Gray's, Jays' TV & Appl.
Lake Plaza	34	Cloth World, Peoples Drug, A&D Foodarama, Stambaugh Thompson
Mellett Mall	70	Penney, Radio Shack, Goodyear, O'Neil's, Gray, Mont. Ward
Southgate	20	Kroger, Ben Franklin
Belden Village	60	Sears, Higbee Dept., Fazio's Mkt., Stern & Mann, O'Neils, Halles
Buckeye Plaza	8	Peoples Drug HF Auto
Harmont Plaza	8	Radio Shack, Firestone
Hillsdale	10	Clarkin's, Carm's
Kimco Shop. Ctr.	6	Zayre
North Plaza	18	Miller Sales

Stores Open Evenings: Department Stores: Mon. thru Sat. Food—Mon. thru. Fri.

13—RETAIL OUTLETS: Department Stores: O'Neils 3; Stern & Mann 3; Penney; Sears; Gold Circle.
Discount Stores (CZ): Clarkins 3; Stambaugh's 2; K-Mart 3; Zayres; Click.
Variety Stores: Woolworth; McCrory; Kresge; Ben Franklin.
Ladies' Specialty Stores: Parisian 2; C. Lang-Vicary 1; Stern & Mann 3; Rapport's, Mindy's, Petri's, George Ann's (3).
Men's Apparel Stores: C. Lang-Vicary 1; Harvard 2; Richman Bros.; Hughes & Hatcher; Mr. Ted 3; Jon's Clothiers; Harry's.
Chain Drug Stores (CZ): Gray's 5; Norman 2; Finney's 2; Kings 2; Davies 2; Rice 2; Peoples Drug 11.
Chain Food Supermarkets (CZ): Kroger 4; Fisher 4; IGA Foodliner 8; Carm's 2; Country Cupboard 2; Fazio's 2; Edwards; Acme.
Other Chain Stores: Bakers; Cleveland Fabric; Petri's. Gray. Hosiery: Park Lane; Hudson. Miscellaneous: Singer Co.; Rogers Jewelry 2; Zale's; Hanover; Florsheim, Stride Rite, Ups and Downs; Docktor's Pct.

14—NEWSPAPERS: REPOSITORY (e) 65,048 (S) 80,142 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Steven Lake, Adv. Dir., REPOSITORY.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

CELINA, OHIO

1—LOCATION: Mercer County. E&P Map A-2. 60 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
HAMILTON	3,354,090	4,135,094	4,363,075	272	143,788	133	876,622	1,091	922,152	296	703,317	649	411,823	473	187,993	478	213,915	1,583	425,411	203	117,794
Cincinnati	1,377,676	1,527,601	1,576,811	88	47,735	52	201,930	557	318,129	115	258,983	300	171,329	242	87,869	188	82,795	862	205,541	104	57,592
HANCOCK	227,116	308,979	332,418	53	25,720	12	56,975	65	64,746	56	56,479	56	36,904	35	9,183	52	15,632	96	25,772	11	8,180
Findlay	175,547	251,082	272,566	31	16,638	11	56,865	44	57,711	40	33,646	37	31,300	32	8,679	35	9,501	70	21,474	11	8,180
HARDIN	67,992	81,915	85,949	18	5,249	6	1,508	44	26,900	31	14,906	33	10,769	18	2,839	26	4,096	48	8,258	6	4,093
Kenton	44,582	53,406	56,347	8	2,859	5	1,377	21	16,547	16	10,294	18	7,229	12	2,306	10	1,261	21	4,975	4	3,382
HARRISON	33,488	40,384	42,367	17	5,450	10	1,168	22	13,464	13	8,779	21	6,602	8	1,138	13	1,106	33	2,885	4	769
HENRY	70,491	83,096	86,806	18	7,062	6	2,026	22	22,464	20	18,307	36	14,836	12	2,010	15	2,876	51	6,164	5	2,127
Napoleon	49,236	57,246	59,916	8	2,810	4	1,841	12	12,578	9	15,819	16	11,001	8	1,688	9	2,560	22	5,205	3	1,895
HIGHLAND	81,493	110,811	119,067	22	8,314	8	4,684	46	37,025	31	23,151	33	14,102	20	4,218	18	3,169	47	7,470	10	6,826
Greenfield	22,803	30,747	33,395	7	1,847	1	562	8	12,736	9	5,545	9	4,313	5	799	4	1,240	18	1,790	3	1,920
Hillsboro	50,042	66,951	72,587	10	5,064	4	3,909	22	20,149	15	16,132	16	7,564	13	3,363	10	1,532	20	5,467	7	4,906
HOCKING	61,678	84,585	91,034	12	6,155	5	7,732	34	19,676	18	19,289	25	10,984	6	4,512	13	1,802	34	8,448	3	2,515
Logan	57,028	77,213	83,941	11	5,277	4	7,502	24	18,011	15	18,810	15	8,397	5	4,400	11	1,761	25	7,559	3	2,515
HOLMES	55,132	83,427	91,549	17	23,773	8	2,393	28	19,037	20	20,973	19	7,292	10	1,265	15	3,014	23	6,052	5	2,546
HURON	176,796	242,875	261,491	31	14,811	12	14,432	67	70,315	54	58,306	53	29,324	39	11,895	40	13,243	97	18,422	14	8,518
Bellevue	38,720	51,888	56,277	2	1,017	2	2,510	12	15,929	11	16,015	11	6,438	10	1,589	8	1,965	22	3,913	3	3,753
Norwalk	71,266	98,718	106,464	12	5,813	2	3,791	23	29,782	20	19,424	17	12,380	17	8,604	20	6,332	28	6,334	4	4,362
JACKSON	75,820	92,898	97,777	13	2,135	19	11,635	40	31,324	21	17,569	38	14,066	12	1,496	13	3,022	41	5,043	8	6,179
JEFFERSON	306,285	370,798	389,708	32	26,018	21	71,282	142	98,193	61	53,919	86	41,050	53	19,043	58	15,903	196	24,999	18	14,928
Steubenville	185,944	209,901	217,362	9	8,870	10	53,315	53	35,836	22	30,996	26	17,766	42	17,575	30	12,515	74	12,124	8	10,902
KNOX	108,300	127,928	133,685	21	3,454	20	18,765	40	35,014	36	22,569	34	14,444	18	5,188	32	4,171	66	12,061	8	5,357
Mount Vernon	87,008	103,505	108,308	14	3,150	14	17,899	23	26,767	28	18,961	21	10,202	15	5,128	25	3,860	45	8,699	4	3,498
LAKE	785,612	1,110,988	1,204,630	77	52,140	34	246,115	186	265,313	103	223,382	171	114,760	109	40,315	129	49,226	321	85,345	36	34,667
Mentor	268,333	395,877	432,444	19	22,206	12	165,950	45	71,600	21	39,446	35	26,465	48	23,703	44	18,614	78	29,332	7	6,892
Painesville	69,682	78,747	81,597	10	9,549	7	11,827	25	16,365	5	7,769	23	10,774	13	2,622	12	4,563	39	7,056	5	1,511
Willoughby	93,929	115,899	122,123	13	7,097	1	3,191	20	22,098	17	46,226	23	15,284	8	1,311	20	4,594	32	7,267	5	2,945
LAWRENCE	156,927	212,696	228,617	19	11,654	8	16,947	78	60,404	43	40,202	49	30,122	21	7,978	28	15,800	66	11,719	8	5,802
Ironton	75,683	94,230	99,509	10	4,555	4	6,268	21	23,642	20	21,022	19	10,150	14	7,143	10	4,093	32	5,344	4	2,148
LICKING	355,824	406,925	422,698	48	25,843	23	47,746	106	98,706	84	85,326	88	61,487	52	16,142	60	13,600	185	33,022	23	12,101
Newark	186,892	223,570	234,233	21	12,143	11	21,904	64	57,694	41	50,580	37	26,471	29	13,117	26	7,032	104	18,254	14	9,113
LOGAN	111,308	134,980	141,798	30	9,712	11	13,822	49	34,174	37	28,314	48	16,501	21	5,346	30	5,805	79	12,718	10	3,956
Bellefontaine	68,700	84,424	88,925	10	4,463	7	13,492	14	18,369	18	16,764	20	8,894	15	4,658	14	4,458	32	7,416	3	2,457
LORAIN	844,101	1,042,927	1,099,700	97	50,212	46	190,231	220	257,766	142	204,257	214	124,972	95	38,689	116	43,434	408	76,756	33	32,866
Elyria	247,547	303,298	319,225	22	8,287	12	99,970	41	60,229	23	39,652	49	22,453	41	24,188	34	15,246	84	17,714	7	8,582
Lorain	196,425	231,848	242,284	18	8,365	12	33,672	71	62,051	31	43,585	55	29,642	19	8,725	33	11,693	127	20,678	9	7,535
LUCAS	1,802,517	2,304,872	2,447,871	122	85,486	63	424,109	423	532,595	191	439,056	341	252,559	229	103,227	251	98,075	917	238,684	99	79,893
Toledo	1,266,511	1,553,481	1,641,922	89	54,256	44	328,201	337	363,360	133	189,114	248	165,530	190	92,524	194	65,848	752	174,142	80	64,924
MADISON	75,413	94,549	99,995	21	3,981	6	1,438	46	27,835	25	19,397	41	27,834	9	1,113	13	1,588	48	7,629	8	3,418
London	39,502	48,433	51,410	8	1,564	3	1,145	16	11,728	16	15,351	14	9,978	7	757	7	756	25	4,365	5	2,291
MAHONING	964,056	1,167,017	1,226,826	76	36,338	41	236,805	300	257,145	206	214,352	234	151,130	130	56,569	186	62,817	518	87,342	60	35,569
Youngstown	362,446	391,510	401,230	23	9,498	14	43,538	152	94,393	109	83,393	101	43,592	57	17,568	73	13,831	275	35,244	29	16,412
MARION	225,869	257,001	266,617	32	18,043	17	49,813	61	56,091	43	48,570	48	27,724	32	10,069	41	10,710	111	19,646	14	8,152
Marion	126,932	148,504	154,864	21	11,922	10	23,312	44	24,954	27	38,473	32	14,601	26	6,379	33	7,455	67	11,763	10	5,092
MEDINA	326,140	445,405	479,020	45	27,139	18	38,896	87	111,688	56	121,248	99	86,480	34	7,851	50	12,546	133	30,755	17	17,002
Medina	89,549	120,425	129,132	9	7,744	6	12,687	16	39,646	14	25,792	28	16,318	10	2,851	13	1,936	35	6,526	5	5,515
MEIGS	54,907	74,144	79,578	12	4,451	10	4,983	38	26,561	16	11,359	21	9,459	12	1,322	12	6,775	36	4,929	5	2,668
Middleport	13,415	18,091	19,649	3	1,235	2	1,043	9	5,557	5	2,107	5	3,160	5	540	6	2,599	7	738	2	816
Pomeroy	29,829	39,715	43,010	5	2,005	3	1,941	12	17,553	7	6,418	8	3,373	6	552	3	1,720	24	3,644	3	1,523
MERCER	103,394	139,259	149,593	26	13,422	13	14,265	34	31,750	40	31,482	33	15,592	18	5,886	27	5,536	73	12,842	5	2,817
Celina	62,492	92,019	100,447	10	6,139	5	8,879	14	18,116	26	24,861	15	10,185	9	4,795	13	3,183	37	8,771	4	2,464
MIAMI	261,809	321,970	339,219	35	12,470	21	41,530	88	80,968	75	75,622	70	38,985	49	16,026	55	17,379	112	26,687	18	9,763
Piqua	112,031	141,658	150,044	10	5,734	10	31,471	25	31,859	26	30,572	24	13,474	18	8,888	19	4,906	44	12,078	5	3,60[illegible]
Troy	84,196	104,801	110,662	11	2,345	6	5,433	22	28,028	21	28,630	21	13,879	16	6,022	15	5,976	36	10,229	8	3,726
MONROE	31,858	40,698	43,193	11	3,247	5	2,376	28	15,377	14	11,464	13	4,303	7	882	8	614	21	1,886	3	531
MONTGOMERY	2,200,996	2,509,212	2,605,281	190	104,419	79	520,514	491	522,868	239	419,659	433	276,752	257	98,464	329	130,701	953	241,536	99	54,097
Dayton	623,337	645,320	656,947	51	35,487	17	109,522	189	107,102	62	107,516	147	75,488	60	17,144	103	38,854	410	69,127	39	16,978
MORGAN	20,802	28,693	30,920	10	5,477	7	1,323	18	8,281	8	5,008	8	4,376	3	345	6	1,527	13	1,499	2	1,011
MORROW	43,612	56,114	59,651	15	6,072	6	1,845	14	15,129	12	12,519	26	16,492	5	326	12	1,147	22	3,148	4	1,106

127 and State Hwy. 29.

2—TRANSPORTATION: Railroads: Norfolk & Western; Conrail.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 8,072; Loc. Est. 8,844
County 70 Cen. 35,558; Loc. Est. 38,200

4—HOUSEHOLDS:
City 70 Cen. 2,533; Loc. Est. 3,222
County 70 Cen. 8,828; Loc. Est. 12,941

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$195,605,668
Sav. & Loan Assn	2	$41,785,528

6—PASSENGER AUTOS: County 22,970 (1978)

7—ELECTRIC METERS: Residence 5,620

8—GAS METERS: Residence 4,925

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Furniture 550 ($218); Insurance 452 ($150); Lithography 470 ($201); Bicycles 2,000 ($240).
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 10 blocks on 4 streets; Plus A Plaza-9 stores.
Shopping Center: Plaza—Hammond's; Sears; Brown Drugs; Monique; Cato; Williams Jewelers; Barber Shop; Beauty Shop; Laundromat.
Principal Shopping Days: Fri. Sat.
Stores Open Evenings: Fri. & Mon. til 9 p.m.; Food Nightly & Grocery Open Sun.

13—RETAIL OUTLETS: Department Stores: Goldstein's; J.C. Penney; Remaklus; Little Treasures; Lord's; Style Shop; Pogue's; Male Fashions.
Variety Stores: The Barr; Rankin's.
Discount Stores (CZ): Jack's Surplus City; Jamesway.
Chain Drug Stores (CZ): Walgreen; Bi-Rite.
Other Chain Stores: Treasure House Inc. of Ohio.

14—NEWSPAPERS: STANDARD (e) 10,418; sworn Sept. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Jean Clifton, Nat'l. Adv. Mgr., STANDARD.
National Representatives: American Newspaper Representatives, Inc.

CHARDON, OHIO

1—LOCATION: Geauga County, (In Cleveland SMSA). E&P Map C-1, County Seat. Manufacturing, Agriculture, & Maple products. NE portion of state; 30 mi. E. of Cleveland.

2—TRANSPORTATION: Railroads: B&O RR.
Motor Freight Carriers: 1.
Airport: 2 mi. South; New County Airport Middlefield, Ohio-12 mi.

3—POPULATION:
Corp. City 70 Cen. 3,991; Loc. Est. 4,891
SMSA 70 Cen. 2,064,194; Loc. Est. 1,930,178
County 70 Cen. 62,977; Loc. Est. 75,024

4—HOUSEHOLDS:
City 70 Cen. 1,250; Loc. Est. 1,826
County 70 Cen. 16,941; Loc. Est. 23,358
SMSA 70 Cen. 650,138; Loc. Est. 698,629

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$34,500,170
Sav. & Loan Assn	1	$7,300,000

6—PASSENGER AUTOS: County 44,062

7—ELECTRIC METERS: Res. 1,609; Co. 19,227

8—GAS METERS: Residence 2,845

9— PRINCIPAL INDUSTRIES (CZ): Rubber; Plastics; Maple Products; Mining (construction materials).

10-CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 60-82; Fall 60-40; Winter 22-35.

12—RETAILING: Principal Shopping Center: Chardon 38 stores.
Shopping Centers: Chardon Plaza 15 units.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Burton	9	IGA
Chardon	-	Kresses, B.-Rite, Golden Dawn, Ross Rexall Drug
Chesterland	8	IGA, Western Auto, Rogers, Value Fair, Turney's
Grant Plaza	7	Fishers Big Wheel, Valu King, Revco
Great Lakes	14	Higbee's, Mays, Sears, J.C. Penney, Fisher Food, Newberry, Kroger
Middlefield	12	A&P, White's, Western Auto, Value King, Revco

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS:
Department Stores: Bostwick's; Fishers, Big Wheel
Variety Stores: Woolworth.
Discount Stores (CZ): Conley's.
Chain Drug Stores (CZ): Rexall 2; Revco 3.
Chain Supermarkets: A&P, Golden Dawn; Lawsons; Convenient Food Stores; Valu-King.

14—NEWSPAPERS: GEAUGA TIMES LEADER (e-Mon. to Sat.) 7,949; sworn Sept. 30, 1979 (Latest Statement Available).
Local Contact for Advertising and Merchandising Data: Thomas A. Galvin. Adv. Mgr., GEAUGA TIMES LEADER.
National Representatives: Landon Asociates, Inc.

CHILLICOTHE, OHIO

1—LOCATION: Ross County, E&P Map B-3, County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2—TRANSPORTATION: Railroads: B&O; Norfolk & Western, Chesapeake & Ohio.
Motor Freight Carriers. 5.
Intercity Bus Lines: Greyhound; Dayton & Southeastern.

3—POPULATION:
Corp. City 70 Cen. 24,842; Loc. Est. 26,150
CZ ABC: (70) 31,655; (80) 31,000
RTZ-ABC: (70) 55,347; (80) 60,100
County 70 Cen. 61,211; Loc. Est. 68,981
City & RTZ-ABC: (70) 87,002; (80) 91,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,543; Loc. Est. 9,197
County 70 Cen. 18,350; Loc. Est. 22,235
CZ ABC: (70) 10,216; (80) 11,400
RTZ-ABC: (70) 16,157; (80) 20,200
City & RTZ-ABC: (70) 26,373; (80) 31,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$115,148,000
Sav. & Loan Assn.	2	$41,458,631

6—PASSENGER AUTOS: County 40,000

7—ELECTRIC METERS: County 18,602

8—GAS METERS: 10,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Weekly Wages)—Aluminum Material 750; Atomic 3,060; Concrete 40; Gov't 1,870; Paper Making 2,600; Plastic Housewares 375; Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Weekly Wages $270).
Principal Pay Days: Thurs., Sat.; 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1. Last killing frost, May 11.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MUSKINGUM	259,078	294,692	305,687	44	30,863	21	41,935	82	70,386	65	50,536	86	30,458	34	13,176	56	10,799	154	22,732	23	9,474
Zanesville	193,090	222,319	231,147	28	22,123	17	34,185	53	46,089	52	42,029	52	19,568	31	12,676	39	8,826	108	17,251	19	7,876
NOBLE	24,998	29,717	31,081	8	4,828	3	861	20	7,137	8	10,222	14	3,702	5	557	7	820	17	1,750	2	785
OTTAWA	110,643	148,204	158,778	31	10,120	14	3,096	50	40,272	32	38,335	45	27,382	14	2,951	18	4,046	86	17,072	8	3,300
Oak Harbor	19,722	25,726	27,727	5	1,831	1	628	6	4,632	4	10,603	6	4,372	2	369	3	445	14	3,031	3	760
Port Clinton	50,439	66,759	72,199	11	4,560	3	1,483	14	18,609	15	18,039	17	10,572	9	2,112	7	2,248	29	6,628	3	2,394
PAULDING	35,843	40,999	42,579	15	4,225	3	362	20	11,318	12	7,171	20	8,987	4	599	19	3,568	31	3,736	4	812
PERRY	49,055	57,334	59,779	17	3,355	8	1,463	35	19,320	17	12,982	38	10,812	6	1,084	12	1,730	51	4,430	4	853
PICKAWAY	104,102	131,350	139,106	23	18,554	6	8,710	43	33,328	33	27,259	43	21,891	11	4,177	20	3,611	59	9,605	5	4,628
Circleville	72,825	95,130	101,414	14	8,896	3	5,758	24	25,684	27	20,914	17	15,884	10	3,932	15	3,015	34	7,028	4	4,021
PIKE	47,796	77,033	85,617	13	10,101	4	1,515	31	24,486	20	14,367	24	17,370	6	1,885	9	2,374	28	5,530	4	3,602
PORTAGE	330,883	395,743	414,699	69	35,209	16	27,175	97	99,242	74	88,531	117	71,360	37	6,869	58	11,847	170	35,204	15	9,551
Kent	114,607	143,566	151,776	11	7,440	4	19,789	23	16,719	19	43,826	34	21,582	15	3,322	17	5,798	63	18,036	4	2,304
Ravenna	69,951	76,576	78,827	14	5,580	4	2,312	17	24,677	10	12,970	25	12,749	10	2,196	13	2,011	31	3,969	6	3,328
PREBLE	86,984	108,090	114,127	20	10,619	6	542	36	21,3[illegible]	28	22,684	42	36,726	11	1,489	24	2,544	61	8,104	9	2,381
PUTNAM	73,361	95,590	101,856	22	12,054	6	1,269	36	24,147	25	23,224	34	17,822	14	2,143	22	3,519	50	7,639	7	3,095
RICHLAND	502,466	648,707	690,639	46	39,138	32	121,898	124	138,898	88	128,165	109	94,288	80	24,835	102	25,908	252	50,241	26	14,966
Mansfield	314,265	376,284	394,225	17	8,205	15	55,476	75	53,204	46	93,499	63	58,482	58	20,733	57	16,188	164	29,902	15	9,190
Shelby	35,161	49,841	54,734	6	3,960	4	2,361	10	18,377	10	10,662	11	6,386	10	2,366	13	2,397	23	3,775	4	2,220
ROSS	193,786	234,638	246,465	28	9,261	11	49,300	76	58,381	53	37,007	59	26,319	26	6,960	36	8,687	101	21,772	14	7,641
Chillicothe	177,502	217,264	228,674	18	8,342	11	49,300	56	51,614	44	34,206	45	23,903	25	6,880	34	8,540	79	20,755	11	7,135
SANDUSKY	182,494	236,294	251,442	37	16,259	15	20,032	60	60,237	50	51,312	48	32,704	34	8,959	39	11,204	116	21,050	10	7,320
Fremont	104,220	135,271	144,028	17	7,999	8	14,818	33	39,431	26	25,096	20	13,144	24	6,939	25	6,936	63	11,113	5	4,487
SCIOTO	244,538	338,766	365,438	41	14,868	18	52,731	109	92,351	70	61,457	94	45,121	38	12,195	55	18,910	127	27,751	16	12,050
Portsmouth	150,421	206,110	221,842	25	10,044	11	28,690	49	41,412	47	37,163	55	27,256	31	10,924	38	15,166	88	21,049	11	9,674
SENECA	155,305	214,020	242,089	37	24,221	13	24,267	57	53,154	30	38,113	53	28,339	34	10,414	43	9,783	104	21,224	8	11,109
Fostoria	54,758	85,124	91,095	8	3,241	3	6,738	18	23,368	12	18,282	13	15,106	10	3,221	11	2,402	29	8,558	3	3,855
Tiffin	89,957	111,608	117,783	18	9,000	7	14,037	26	29,313	13	13,844	23	10,625	21	6,227	24	6,004	53	10,150	5	5,122
SHELBY	98,660	119,000	124,872	23	7,890	6	12,214	35	29,895	26	26,617	35	18,065	15	2,791	26	5,044	61	11,292	5	3,173
Sidney	69,826	85,500	90,006	15	4,437	4	11,492	20	25,338	17	9,865	23	14,126	13	2,723	21	4,640	31	8,290	5	3,173
STARK	1,339,030	1,685,257	1,784,311	157	92,147	56	268,974	334	405,592	236	330,320	326	175,551	221	84,143	256	77,700	670	154,208	67	49,314
Alliance	120,814	144,895	151,874	16	6,709	11	17,289	43	34,209	26	31,808	33	16,528	23	8,260	26	8,310	67	11,572	8	6,331
Canton	463,382	552,680	578,565	35	26,609	16	75,928	115	136,417	64	106,997	106	57,269	92	33,100	72	22,124	235	42,283	24	15,636
Massillon	161,892	186,875	194,392	18	5,825	12	34,564	34	52,673	24	37,323	36	19,758	25	7,825	24	8,012	88	11,450	9	7,215
SUMMIT	1,918,432	2,383,854	2,517,638	176	168,017	87	392,868	459	599,141	272	405,956	419	244,887	289	107,464	282	99,352	854	228,399	108	73,975
Akron	960,258	1,137,529	1,189,177	59	70,724	40	233,595	215	237,784	143	210,215	183	93,573	155	52,492	127	41,452	464	113,333	45	32,118
TRUMBULL	821,623	1,061,397	1,129,955	88	52,399	43	202,147	229	255,710	162	177,676	190	119,709	117	43,599	147	44,455	413	92,867	56	34,956
Niles	154,897	232,018	254,181	2	3,423	8	92,654	35	55,040	14	9,651	17	16,323	37	25,508	29	14,392	54	15,041	6	5,443
Warren	209,078	243,968	254,317	20	8,363	12	22,796	57	48,388	46	63,654	51	25,559	37	9,496	49	15,535	126	29,783	19	10,663
TUSCARAWAS	267,209	305,912	317,748	44	18,737	28	41,254	95	72,774	74	56,613	87	39,341	39	14,155	71	16,598	180	26,758	15	7,785
Dennison	5,176	6,012	6,291	3	814			4	1,042	1	688	5	1,103	2	543	3	975	10	529	1	340
Dover	66,097	70,795	72,559	9	5,950	7	10,500	17	19,699	20	9,666	11	5,701	13	3,595	15	4,116	33	7,077	5	2,503
New Philadelphia	97,935	116,492	121,389	9	5,981	7	23,070	18	24,632	19	23,118	25	12,706	12	7,849	26	5,338	46	7,266	3	3,196
Uhrichsville	25,878	29,609	30,652	2	468	3	1,536	11	11,331	8	5,474	11	3,026	2	466	9	936	19	2,677	1	289
UNION	62,121	81,946	87,519	22	7,206	7	4,321	21	23,303	20	22,222	21	10,230	15	2,555	18	2,652	32	6,844	5	2,777
Marysville	46,906	61,452	66,301	15	6,205	5	3,475	11	17,349	12	16,034	13	7,938	14	2,438	11	1,869	17	4,318	4	2,397
VAN WERT	85,441	110,776	118,065	20	5,727	7	5,185	34	28,714	22	30,877	25	15,227	14	4,098	15	4,015	45	9,422	5	4,317
Van Wert	67,432	92,227	99,207	11	3,768	5	4,356	18	25,097	17	24,869	16	10,900	12	4,084	12	3,576	30	8,477	5	4,317
VINTON	13,396	15,960	16,704	6	2,288	2	686	15	3,892	10	4,074	9	3,110	1	324	3	255	17	1,514	1	166
WARREN	223,681	328,825	358,962	32	21,938	14	45,459	91	80,472	34	38,459	73	61,384	40	16,283	63	17,431	101	42,831	16	11,546
WASHINGTON	188,994	238,565	252,652	39	19,944	23	28,188	68	66,428	52	37,549	85	36,465	26	9,021	34	10,691	99	17,605	10	8,117
Marietta	114,523	148,453	158,015	11	7,987	10	23,439	29	37,377	26	22,317	42	20,109	18	8,157	22	6,936	49	12,071	5	5,962
WAYNE	277,353	369,350	395,296	52	39,573	20	43,575	81	91,319	55	86,686	84	46,141	32	8,133	47	17,846	116	24,966	13	9,770
Wooster	145,099	186,604	198,309	16	18,458	9	25,661	23	44,075	24	44,261	35	18,015	16	6,310	21	7,964	50	14,635	7	5,686
WILLIAMS	105,072	144,352	155,443	24	12,266	10	12,956	39	35,549	28	24,385	42	25,921	22	6,231	30	5,418	67	12,918	9	3,620
Bryan	59,054	79,620	86,475	7	4,272	4	11,951	11	17,795	10	16,927	13	9,319	16	5,133	12	1,261	26	6,413	4	2,180
WOOD	347,527	443,399	470,562	38	11,532	23	72,604	82	93,288	53	67,992	114	94,130	61	16,373	70	22,665	161	38,800	19	12,942
Bowling Green	87,134	108,812	114,985	9	4,065	8	11,361	15	28,283	13	15,991	24	14,317	16	3,038	21	5,243	40	13,848	7	4,346
WYANDOT	56,590	69,649	73,380	23	10,210	9	2,101	29	17,823	11	13,408	28	9,631	19	2,211	13	5,051	41	5,732	4	1,993
Upper Sandusky	33,333	40,364	42,708	8	3,193	3	1,298	14	10,128	7	9,406	14	4,652	10	1,663	9	3,776	21	3,935	2	1,174

CHILLICOTHE—continued

blocks on Paint St.; 10 on Main St.; 3 on 2nd St.; 3 on Water St.
Neighborhood Shopping Centers: N. High St.; S. Paint St.; E. Main St.; Eastern Ave.; Central Center, Zane Plaza, Chillicothe Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central Center	18	Big Bear, Gray's, Woolworth, Glick Furniture, Halles, Harts
Zane Plaza	17	Super Dupe
Chillicothe Mall	18	Sears, Big Bear, Penney's, Woolworth, Zale's

Principal Shopping Days: Shopping Centers—Mon., Thurs., Fri., Sat.
Stores Open Evenings: Downtown Dept.—Fri.; Food—7 days; Shopping Centers—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: M. Schachne; Penney's; Elberfeld's; Halles; Sears.
Variety Stores: Woolworth 2.
Discount Stores (CZ): Sea Way; Bargain City; K-Mart; Harts.
Chain Drug Stores (CZ): Revco, Gray's Rexall, Thrift Drug; SuperRx.
Chain Food Supermarkets: Big Bear 2; Kroger 2; Corner Market; McCambridge; Foodtown; Super Duper; IGA Foodliner 2; Gateway Foods; Great Scot County Fair.
Other Chain Stores: Wurlitzer (music); Singer Co.; Goodyear; Firestone; Miller-Jones (Shoes); Pic-Way; Montgomery Ward (catalog); Nationwise (automotive); Zale Jewelry; Mogul's (mens); Moore's (Building Supplies); Radio Shack.

14—NEWSPAPERS: GAZETTE (e) 17,432, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Knoles, Adv. Dir., GAZETTE.
National Representatives: Gannett Newspaper Advertising Sales.

CINCINNATI, OHIO

1—LOCATION: Hamilton County (in Cincinnati O. Ky. Ind. SMSA), E&P Map A-3, County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127, State Hwys. (Ohio) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (Ky.) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; Interstate 74, 275, 71, 75.

2—TRANSPORTATION: Railroads: Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies: 42.
Motor Freight Carriers: 85.
Water: Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines: American; Delta; Piedmont; Wright; Trans-World; North Central; Allegheny; Pan American.
Intercity Bus Lines: Queen City Metro; Transit Authority of No. Ky.; Greyhound; Southeastern Trailways.

3—POPULATION:
Corp. City 70 Cen. 452,524; Loc. Est. 380,000
CZ ABC: (70) 1,124,601; (80) 1,066,500
RTZ-ABC: (70) 653,597; (80) 760,300
County 70 Cen. 924,018; Loc. Est. 878,100
SMSA 70 Cen. 1,385,653; Loc. Est. 1,385,000
City & RTZ-ABC: (70) 1,778,198; (80) 1,826,800
Demographic Information avaiable from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 159,838; Loc. Est. 158,000
County 70 Cen. 295,269; Loc. Est. 321,100
SMSA 70 Cen. 430,771; Loc. Est. 488,000
CZ ABC: (70) 357,781; (80) 388,100
RTZ-ABC: (70) 192,320; (80) 255,800
City & RTZ-ABC: (70) 550,101; (80) 643,900

5—BANKS:	NUMBER	EST. DEPOSITS
Comm. & Sav. Banks	180	$3,243,294,000
Sav. & Loan Assn.	205	$3,900,000,000

6—PASSENGER AUTOS: SMSA-805,000

7—ELECTRIC METERS: Res. 497,704

8—GAS METERS: Residence 366,287

9— PRINCIPAL INDUSTRIES (CZ): (in SMSA) Industry, Number of Wage Earners (Av. wkly. wage) Manufacturing 170,000 ($286.70); Constru. 26,300 ($397.04); Trans & Util. 33,100 ($297.75); Whlse. Trade 36,700 ($239.39); Retail Trade 100,400 ($133.79); Fin., Ins. & R. E. 30,500 ($149.07); Trans. Equip. 25,800 ($404.80); Mach. non-elect. 25,700 ($275.44); Food 18,200 ($327.12); Chem. 21,900 ($292.99); Fab. Metals 16,600 ($256.47); Ptg. & Pub. 13,000 ($260.55).

10-CLIMATE: Min. & Max. Temp.—Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. Year Average 54. First frost, Sept. 28. Latest frost, May 25.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 61 blocks on 19 Sts. Bounded by Central Pkway. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Anglewood Mall; Beechmont Mall; Beechmont Shopping Center; Brentwood Plaza; Cassinelli Square; Cherokee Center; Cherry Grove Plaza; Clermont Shopping Center; Colerain Hills Shopping Center; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair Shopping Center; Dillonvale Shopping Center; Eastgate Mall; Edgewood Shopping Center; Erlanger Shopping Center; Evendale Shop-In; Expressway Plaza; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills Shopping Center; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; London Village Shopping Center; The Market Place of Montgomery; Milford Shopping Center; Monfort-Heights Shopping Center; Montgomery Square Shopping Center; Newport Mall; Newport Plaza; Newport Shopping Center; Northbrook Shopping Center; Northgate Mall; Northland Shopping Center; Norwood Plaza; Princeton Plaza; Promenade Shopping Center; St. Bernard Square; Seven Hills Shopping Center; Seymour Plaza; Shopper's Haven Shopping Center; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton Shopping Center; Tower Hill Plaza; Tri-County Shopping Center; University Plaza Shopping Center; Valley Shopping Center; Western Hills Plaza; Western Village; Western Woods Shopping Center; White Oak Shopping Centor.

13—RETAIL OUTLETS: Department Stores: John Shillito; H. & S. Pogue; Sears; Elder-Beerman; McAlpin; J. C. Penney.
Discount Stores (CZ): Gold Circle; Twin Fair; Ontario; Rink's; Swallen's; Zayre; K-Mart; Van Leunan's; Value City; Oskamp-Nolting; Service Merchandise; G. C. Murphy Co.
Variety Stores: S. S. Kresge; Woolworth; J. J. Newberry; Ben Franklin.
Chain Drug Stores (SMSA): Gray; Walgreen; SuperRx; Milo; Discepoli; Revco; Lomark; Becker.
Chain Food Supermarkets (SMSA): Kroger's; IGA; Thriftway; Liberal; Marsh; King Kwik Minit Mkts.; United Dairy Farmers 63; Convenient 23; IGA 28; Thriftway 16; King Kwik; U-Tote-M.

Other Chain Stores: Thom McAn; Bond's; Franklin Simon; National Shirt Shops; Richman Bros.; Hill Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Barricini; Firestone; Goodyear; Nobil Shoes; Harolde's; Model Shoes; Sherwin-Williams; Montgomery Ward (catalog); Levitz Furn.; Wickes Furn.; Henrys Pants; Foxmoor Casuals; Dunlop Nadlers; Thayer McNeil; Bottom Half; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; 5-7-9 Shops; Gallenkamp Shoes; Carriage Trade; Shutter Bug; Children's Palace; Walden Books; Family Tree; JoAnn Fabrics; The Limited; Hickory Farms of Ohio.

14—NEWSPAPERS: ENQUIRER (m) 186,732; (S) 293,826; Mar. 30, 1980 ABC; POST (e) 168,227; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Dir. Central Prom. ENQUIRER/POST.
National Representatives: ENQUIRER POST, Gannett Newspaper Advertising Sales.

CIRCLEVILLE, OHIO

1—LOCATION: Pickaway County (In Columbus SMSA). E&P Map B-3, County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2—TRANSPORTATION: Railroads: N&W, C&O.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 11,687; Loc. Est. 14,406
SMSA 70 Cen. 1,017,847; Loc. Est. 1,093,431
County 70 Cen. 40,071; Loc. Est. 46,702

4—HOUSEHOLDS:
City 70 Cen. 3,711; Loc. Est. 5,474
County 70 Cen. 11,210; Loc. Est. 15,629
SMSA 70 Cen. 313,771; Loc. Est. 393,495

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$89,006,000
Commercial Banks	6	$128,934,000

6—PASSENGER AUTOS: County 24,440 (1978)

7—ELECTRIC METERS: Residence 5,600

8—GAS METERS: Residence 5,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Containers 512; Feed 213; Elec. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes, 500 (Av. Wkly. Wage $165).

10-CLIMATE: First killing frost, Oct. 4. Last killing frost, May 10.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:
Shopping Centers: Lancaster Pike (Rt. 22E) 7 units; N. Court St.—6 units.

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Circleville Plaza	10	Hecks

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri., Shopping centers every evening to 9 p.m.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Kings.
Variety Stores: Murphy Mart; Sunday Store.
Discount Stores: Buckeye Mart, Heck's; Radio Shack.
Chain Drug Stores (CA): Risch; SuperRx; Revco.
Chain Food Supermarket: Kroger; Royal Blue; Super Duper, Big Bear.

14—NEWSPAPERS: HERALD (e) 9,001; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD.
National Representatives: American Newspaper Representatives, Inc.

CLEVELAND, OHIO

1—LOCATION: Cuyahoga County, (Cleveland, O. SMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway, 6 mi. breakwater protects harbor, 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2—TRANSPORTATION: Railroads: Passenger Service- Amtrak Intercity Rail Service. Freight Only-Chessie System, Norfolk & Western, Erie Lackawana; Conrail; Newburg & South Shore. (These belt-line RR intersect each RR at or near a freight yard.)
Intercity Bus Lines: Regional Transit Authority supported by Cuyahoga County Sales Tax. 99 Motor Coach Routes include 19.1 mi. Cleveland Rapid Transit & Shaker Heights (suburb) Rapid Transit direct to Cleveland Terminal. Other bus lines are Lorain Hwy. Coach, Trailways, Greyhound & Lakefront from Painesville.
Airlines: Air Canada; U.S. Air; Midway; Air Wisconsin; Freedom Air.; American; Braniff; Delta; Eastern, Northwest; Republic; United; Wright.

3—POPULATION:
Corp. City 70 Cen. 750,879; Loc. Est. 610,200
CZ ABC: (70)1,721,300; (80)1,489,400
RTZ-ABC: (70)753,820; (80)826,100
County 70 Cen. 1,721,300; Loc. Est. 1,548,200
SMSA 70 Cen. 2,064,194; Loc. Est. 1,894,800
City & RTZ-ABC: (70)2,475,120; (80)2,315,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 248,280; Loc. Est. 226,600
County 70 Cen. 554,239; Loc. Est. 588,900
SMSA 70 Cen. 650,138; Loc. Est. 681,600
CZ ABC: (70)554,239; (80)549,300
RTZ-ABC: (70)209,309; (80)262,000
City & RTZ-ABC: (70)763,548; (80)811,300

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	9	$11,689,166,988
Sav. & Loan Assns.	28	$8,535,996,585

6—PASSENGER AUTOS: County (79)916,464

7—ELECTRIC METERS: Residence 542,110

8—GAS METERS: Residence 477,468

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Employees, (Aver. Wkly. Salary)—Primary Metals Industries 30,800 ($417); Fabricated Metals 45,300 ($359); Non-Electric Machinery 50,600 ($376); Electric Equipment & Supplies 25,600 ($314); Trans. Equipment 28,200 ($453); Food Products 10,200 ($282); Printing and Publishing 15,500 ($331); Construction 33,700 ($489); Transportation & Utilities 50,500 ($377); Wholesale & Retail Trade 224,400 ($219).
Principal Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2. Last killing frost, Apr. 21.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:
Nearby Important Shopping Centers (in Greater Cleveland)—Name of Center (No. of Stores) Principal Stores:
Beachwood Place: (100) Higbee, Saks Fifth Avenue
Belden Village: (60) Halle, Higbee, May Co., Sears, Fazio's.
Broadview/Pleasant-Valley: (37) J.C. Penney, Fisher- Fazio, Pick-N-Pay.
Cedar Center: (93) May Co., IGA.
Chapel Hill: (64) O'Neil's, J.C. Penney, Sears, Kroger.
Eastgate: (47) Pick-N-Pay, Fisher Fazio.
Euclid Square Mall: (69) Higbee, May Co.
Great Lakes Mall: (100) Higbee, May Co., J.C. Penney, Sears, Fisher-Fazio, Horne.
Great Northern: (55) May Co., J.C. Penney, Sears, Fisher-Fazio, Pick-N-Pay.
Lake Shore & E. 222nd.: (117) Fisher Foods, Pick-N-Pay.
Midway Mall: (88) Higbee, J.C. Penney, Sears, Fisher-Fazio, Meyer Goldberg.
Parmatown: (96) Higbee, May Co. J.C. Penney Fisher- Fazio, Pick-N-Pay.
Randall Park Mall: (153) J.C. Penney, Higbee, May Co., Sears, Horne.
Richmond Mall: (83) J.C. Penney, Sears.
Severance Center: (73) Halle, Higbee, Fisher-Fazio.
Shaker Square: (46) Halle, Heinen's.
Sheffield Center: (30) May Co., Meyer Goldberg.
Shoregate: (62) Sears, Fisher-Fazio.
Southgate: (106) May Co., Fisher-Fazio, Pick-N-Pay.
Southland: (68) Halle, J.C. Penney, Sears, Pick-N-Pay, Fisher-Fazio; Stop-N-Shop.
Summit Mall: (86) Halle, M. O'Neil.
Warransville/Van Aken: (53) Fisher-Fazio, Pick-N-Pay.
Westgate: (57) Halle, Higbee, Fisher-Fazio, Pick-N Pay.
Principal Shopping Days: Downtown—In order of buying traffic: Thurs., Sat. & Mon. Neighborhood— Fri. & Sat.
Stores Open Evenings: Downtown 7:00 P.M.—Mon. Neighborhood centers—Most stores every night till 9:30 P.M. Food stores to 9 P.M. Thurs. & Fri.

13—RETAIL OUTLETS: Department Stores: Halle's; Higbee; Horne; May; Sears; J.C. Penney; Saks Fifth Avenve.
Discount Stores (County): Value City; Uncle Bill's; Zayre; Gaylord's; K-Mart; Forest City Material Co.; Gold Circle; Clarkin's; Silvermans; T.J. Maxx.
Variety Stores: Woolworth; Kresge; Scott; Neisner; Murphy; Newberry.
Chain Drug Stores (County): Gray 23; Cunningham 23; Revco 46; Leader 15; Medic 10; Discount Drug 6.
Chain Food Supermarkets (SMSA): Fisher 58; Fazios 41, Pick-N-Pay 51; Heinens 9; Acme/Click 22; Kroger 21; Goldberg 7; Buehler 2; Valu King 15.
Voluntary Food Chains: Sav Mor 17; Square Deal 16; Super Valu 5; Sparkle 23; Star 13; Eagle 31, Stop-N-Shop 31, Bi-Rite 32; IGA 31.
Other Chain Stores: Women's: Lane Bryant, Winkleman's, Red Robin, Best, Lerner's, I. J. Fox. Men's: Richman Bros., Bunce Bros., Diamond's, Davidson's, Shoes: Hanover, Hughes & Hatcher; Flagg Bros., Nunn-Bush, Regal, Thom McAn, Holiday, Hahn's, Cole, Florsheim, Chandler's, Kinney Red Cross, Naturalizer. Nobil. Other: Western Auto, Goodrich, Firestone, Goodyear, Fanny Farmer, Harvey's, Singer Co., Spiegel (catalog), Montgomery Ward (catalog), Uniroyal.

14—NEWSPAPERS: PLAIN DEALER (m) 392,688; (S) 454,922; Mar. 31, 1980 ABC. PRESS (e) 300,889; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Neil Van Deventer, Gen. Adv. Mgr., PLAIN DEALER; Bill Weldon Gen. Adv. Dept., PRESS.
National Representatives: PLAIN DEALER: Newhouse Newspapers. PRESS: Story & Kelly-Smith, Inc; Met. Pub. Rep., Inc.

COLUMBUS, OHIO

1—LOCATION: Franklin County, (SMSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland; 110 mi. from Cincinnati; 185 mi. from Pittsburgh.

2—TRANSPORTATION: Railroads: Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers: 125.
Intercity Bus Lines: Continental Trailways; Greyhound.
Airlines: American; Trans World; Eastern; US Air; Repuplic; Delta; United.

3—POPULATION:
Corp. City 70 Cen. 540,025; Loc. Est. 591,237
CZ ABC: (70) 833,249; (80) 878,600
RTZ-ABC: (70) 452,543; (80) 526,600
County 70 Cen. 833,249; Loc. Est. 912,876
SMSA 70 Cen. 1,017,847; Loc. Est. 1,123,516
City & RTZ-ABC: (70) 1,285,792; (80) 1,405,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 173,056; Loc. Est. 217,110
County 70 Cen. 259,150; Loc. Est. 324,250
SMSA 70 Cen. 313,771; Loc. Est. 393,495
CZ ABC: (70) 259,321; (80) 313,200
RTZ-ABC: (70) 137,738; (80) 183,400
City & RTZ-ABC: (70) 397,059; (80) 496,600

5—BANKS:	NUMBER	ASSETS
Sav. & Loan Assn.	20	$4,763,251,000
Commercial Banks	8	$17,974,654,000
(statewide banking system)		

6—PASSENGER AUTOS: County 532,426

7—ELECTRIC METERS: Residence 200,493

8—GAS METERS: Residence 268,424

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Manufacturing 78,461; Retail 75,149; Wholesale 7,340; Farms 840; Insurance Co. Home Office 56; Hotel, Motel 112; Schools, Colleges, Universities 235; Finance, Insur., Real Estate 29,871; Services 73,932; Heavy concentration of Gov't Offices, City, County, State and Federal.
Principal Pay Days: Fri.; 15th & 30th.

10-CLIMATE: Avg. Temp.—Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31. Last killing frost, Apr. 16.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 54 blocks on 17 streets.
Neighborhood Shopping Centers: 42 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Amos	5½	Kroger
Berwick	7	Big Bear, Buckeye Mart
Central Point	2½	J.C. Penney, Kroger
Eastland	7	Lazarus, Sears, Penney
Graceland	5½	Woolco, Big Bear
Great Eastern	6½	Woolworth, Big Bear
Great Southern	7	Woolco, Big Bear
Great Western	5	Woolco, Kroger
Kenny Center	4½	Food World
The Continent	10	French Market
Dublin Plaza	10	Kroger
Southland Mall	4	Gold Circle
Kingsdale	5	Lazarus, Union, Big Bear
Lincoln Vlg Plz.	7	Big Bear, Drug Store
Northern Lights	5½	J.C. Penney, Big Bear
Northland	5½	Lazarus, Sears
Northwest	4½	Big Bear, Buckeye Mart
Lane Ave.	4	Big Bear
The Continent	9	The French Market

As of March 31, 1980
The Plain Dealer's
record-breaking
circulation lead over
the afternoon paper is:

91,799

Up by 12,034 from
our lead of 79,765 at
this time last year.

WHEN THE NEWS BREAKS
WE PUT IT TOGETHER

in an authoritative,
responsible newspaper
that more and more
people read and need
every day.

WHEN
THE
NEWS
BREAKS

The Plain Dealer

WE
PUT IT
TOGETHER

Source: ABC Fas Fax, March 31, 1980. Subject to final audit.

The Plain Dealer is represented nationally by Newhouse Newspapers with offices in principal cities.

COLUMBUS—continued

The Colony Bazar	7	The Market
Town & Country	5½	Union, Big Bear
Tremont	4	Tarpys, Tremont Hardware
University City	5½	Kroger, Woolworth
Westerville Mall		Fazio's, Gold Circle
Westerville Sq.	13	Big Bear
Westland	5½	Lazarus, Penney's, Sears
Worthington Sq.	11	Kroger

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Sundays: Most in major shopping areas.
Stores Open Evenings: Mon. to Sat.

13—RETAIL OUTLETS: Department Stores: F. &R. Lazarus 10; Penney 8; Schottenstein 2; Sears 3; Halles 5.
Discount Stores: Gold Circle 6; Harts 4; Rinks 6; K-Mart 9.
Variety Stores: Kresge 1; Woolworth 6; Scotts 7.
Chain Drug Stores: Gray Rexall 21; Culter 4; Cochran 5; SupeRx 13; Revco 9; The Apothecary 2; Crosbys 6; Harts 4; Lynn Walgreen 6; Rite-Aid 7; Gold Circle 6; K-Mart 6; Super Val Drugs 11.
Chain Food Supermarkets: Kroger 28; Big Bear 26; Super Duper 16; IGA 12; Stumps 5; Gateway 5; Lawsons 69; Super Thrift 2; Food World 6; Tom Tarpy's 3; Stop-N-Go 12; Open Pantry 8; Convenient Food Mart 16; United Dairy Farmers 6; 7-Eleven 33; Cardinal 9.
Other Chain Stores: Martha Jane 2; Firestone 9; Goodyear 7; Goodrich 3; Western Auto 3; Florsheim 3; Regal 2; Flagg Bros; Thom McAn 6; Hanover; Baker's 4; Mary Jane; Gallenkamp 7; Dr. Scholl; Singer Co. 4.

14—NEWSPAPERS: DISPATCH (e) 202,949; (S) 341,568; CITIZEN JOURNAL (m) 112,195; Comb. (m&e) 315,144; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Gen. Adv. Mgr., or David Weltner, Adv. Dir., DISPATCH and CITIZEN-JOURNAL.
National Representatives: DISPATCH and CITIZEN-JOURNAL—Cresmer, Woodward, O'Mara & Ormsbee, Inc.

CONNEAUT, OHIO

1—LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; R.R. div. point, iron ore and coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo, large farm area surrounding. On Hwys. 20, 7; nr. Cinn. Freeway.

2—TRANSPORTATION: Railroads: Main div. point; N&W; Conrail; B&LE main lines.
Motor Freight Carriers: All main line firms operating between Cleveland-Buffalo.
Freight Steamship Lines: 15.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 14,552; Loc. Est. 15,348
County 70 Cen. 98,237; Loc. Est. 102,647
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,789; Loc. Est. 5,818
County 70 Cen. 29,953; Loc. Est. 36,285

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	2	$183,000,000
Sav. & Loan Assn.	2	$40,000,000

6—PASSENGER AUTOS: County 61,464

7—ELECTRIC METERS: Residence 5,920

8—GAS METERS: Residence 4,123

9— PRINCIPAL INDUSTRIES (CZ): Plastics and Rubber Mfg.; Docks; Railroad.
Principal Industrial Pay Days: 15 and 30.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov. Last killing Frost, Mar.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 5 blocks on four streets; Conneaut Shopping Plaza Harbor Area; East Conneaut.
Principal Shopping Days: Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Whitney; J. C. Penney.
Variety Stores: P&J Variety Center; Fisher Big Wheel; Western Auto.

Chain Food Supermarkets: Value King; Kroger; Golden Dawn.

14—NEWSPAPERS: NEWS-HERALD (e) 4,888; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Neil Belcher, NEWS-HERALD.
National Representatives: Landon Associates, Inc.

COSHOCTON, OHIO

1—LOCATION: Coshocton County, E&P Map C-2, County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state; 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36, State Hwys. 16, 271 and 83.

2—TRANSPORTATION: Railroads: Conrail; Norfolk & Western (freight only).
Motor Freight Carriers: 6.
Intercity Bus Lines: Pittsburgh & Weirton.

3—POPULATION:
Corp. City 70 Cen. 13,''47; Loc. Est. 13,080
CZ ABC: (70) 16,052; (80) 15,900
RTZ-ABC: (70) 36,988; (80) 40,500
County 70 Cen. 33,486; Loc. Est. 35,792
City & RTZ-ABC: (70) 53,040; (80) 56,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,654; Loc. Est. 5,466
County 70 Cen. 10,959; Loc. Est. 13,565
CZ ABC: (70) 5,654; (80) 6,400
RTZ-ABC: (70) 11,329; (80) 14,200
City & RTZ-ABC: (70) 16,983; (80) 20,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$78,060,807
Sav. & Loan Assn.	2	$7,728,689

6—PASSENGER AUTOS: County 20,767 (1978)

7—ELECTRIC METERS: Residence 11,849

8—GAS METERS: Residence 6,742

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Adv. Novelties 600; Steel Pipe 550; Enamel Ware 360; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Electrical 95; Stainless Steel 125.

10-CLIMATE: Min. & Max. Temp.—Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22. Last killing frost, May 24.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on two streets plus new downtown shopping plaza.
Neighborhood Shopping Centers: Five.

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Downtowner Plaza	24	G.C.Murphy Co., Radio Shack

Principal Shopping Days: Fri., Sat.
Stores Close: Thurs. afternoon.
Stores Open Evenings: All Stores—Fri., Food-Fri. Sat.; Some Mon.

13—RETAIL OUTLETS: Department Stores: M. O'Neil; Penney; Montgomery Ward; Newberry.
Discount Stores (CZ): Buckeye Mart; Murphy's Mart.
Chain Drug Stores (CZ): Revco.
Chain Food Supermarkets: Kroger; Young's; Buehlers.
Other Chain Stores: Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14—NEWSPAPERS: TRIBUNE (e) 8,290; (S) 8,914; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joe F. Ely, Adv. Mgr., TRIBUNE.
National Representatives: Thomson Newspapers.

DAYTON, OHIO

1—LOCATION: Montgomery County, (SMSA), E&P Map A-3, County Seat. Industrial, wholesale center. On Miami River, U.S. Hwys. 75, 70, 675, 25, 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444.

2—TRANSPORTATION: Railroads: Conrail, Amtrak; Chessie System.
Motor Freight Carriers: 93.
Intercity Bus Lines: Greyhound; West Milton-Dayton Bus; Daybrook; Vandalia Bus Lines; St. John Transportation; Wilbur Dahmer Bus Lines; Dayton-Xenia; Moraine City Lines; Regional Transit Authority.
Airlines: American; TWA; United; Delta; U.S. Air; Republic.

3—POPULATION:
Corp. City 70 Cen. 243,601; Loc. Est. 176,396
CZ ABC: (70) 507,233; (80) 455,800
RTZ-ABC: (70) 457,930; (80) 496,000
County 70 Cen. 608,418; Loc. Est. 578,300
SMSA 70 Cen. 852,531; Loc. Est. 838,100
City & RTZ-ABC: (70) 965,163; (80) 951,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 85,349; Loc. Est. 73,534
County 70 Cen. 190,805; Loc. Est. 207,600
SMSA 70 Cen. 263,052; Loc. Est. 292,300
CZ ABC: (70) 161,572; (80) 165,600
RTZ-ABC: (70) 135,501; (80) 168,900
City & RTZ-ABC: (70) 297,073; (80) 334,500

5—BANKS:	NUMBER	DEPOSITS
Comm Banks-SMSA	169	$2,227,000,000
Sav. & Loan Assns.-SMSA	103	$2,430,000,000

6—PASSENGER AUTOS:
County 363,668; SMSA 524,939

7—ELECTRIC METERS: City 74,197
County 215,854; SMSA 291,990

8—GAS METERS: City 62,276
County 156,787; SMSA 202,347

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg. Wkly. Wage)—Machinery 33,000 ($346); Nondurable Goods 35,000 ($354); Durable Goods 74,000 ($343); Printing & Publishing 9,500 ($336); Paper Products 6,000 ($327); Total Manufacturing 108,900 ($346); Food Products 34,000 ($335); Total Nonmanufacturing 256,100; Wholesale & Retail Trade 76,000 Total Government 68,300; Federal Gov. 25,200; State Gov. 5,600; Local Gov. 37,500.

10-CLIMATE: Min. & Max. Temp. -28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Frost-free period, May 15-Oct. 28.

11—TAP WATER: City-alkaline, soft; Co.-alkaline, hard.

12—RETAILING: Principal Shopping Center: 6 blocks on Main Street downtown-110.
Neighborhood Shopping Centers: Airway Center 24; Breitenstrater Square 20; Broadmoor Plaza 11; Castle Hills Shopping Center 9; Country Square 25; Cornell Center 5; East Plaza 7; Easttown Shopping Center 27; Fairmont Plaza 9; Forest Park Plaza 35; Hills & Dales 29; Huber Heights 24; Rikes Kettering 20; Kimco 7; K-Mart Plaza 11; Knollwood 10; Beaver Valley Mall -20; Marian Meadows 15; McCook 10; Miamisburg Shopping Center 22; Miracle Lane 12; North Plaza 8; Northtown 20; Northwest Plaza 10; Oak Creek Plaza 24; Old Spanish Village Village Shopping Plaza 20; Page Manor 10; Salem Plaza 10; Salem Square 5; R-K Dayton Property 19; Skyway Plaza 18; Southeast 6; Spin Kemp 10; Van Buren 26; Westown 18; Washington Square 32; Woodlane 21.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Dayton Mall-109	11	Rike's, Penney's, Sears Metropolitan,
Salem Mall-50	8	Rike's, Sears, Metropolitan
Town & Country-54	6	Penney's, Kroger, Metropolitan
South Town Centre-38	11	Elder-Beerman, K-Mart, E. F. MacDonald, Children's Palace
Town Mall-57	21	Elder-Beerman, McAlpins, Sears

Principal Shopping Days: Wed., Thu., Fri., Sat., Sun. Most Stores open evenings and Sunday.

13—RETAIL OUTLETS: SMSA—Department Stores: Rike's (5); Elder-Beerman (11); J.C. Penney (4); Sears (4).
Variety Stores: Woolworth (4); Kresge (1); McCrory's (3); Ben Franklin (2).
Discount Stores: Goldman's (10); K-Mart (7); Rink's (4); Ontario (3); Gold Circle (3); Concord City (1); Murphy Mart (1); Kroger Sav-on (2).
Chain Drug Stores: Revco (15); Gray Drug (12); Glendale Ph. (4); Rite Aid (7); Medicine Shoppe (2); Fidelity Prescriptions (9).
Chain Food Supermarkets: Kroger (19); Liberal (14); Dorothy Lane (1); Fulmers (4); Fazio Foods (2); IGA (32); Imperial Foodtown (11); Stump's (8); Lofino's (2); Lawson's(26); United Dairy Farmers (7); King Kwik (23); Seven-Eleven (36); Stop-N-Go (22); Utotem (5).
Other Chain Stores: Major Clothing Stores: The Metropolitan; Walker's; Donenfeld's. Shoes: Gallenkamp; Thom McAn; Dr. Scholl; Florsheim; D. C. Beck; Baynham's; Baker's; Harris; Nobil; Butler's Shoe Market; Pick-Way; Regal; El-Bee; Hanover; Footlites; Kayser's; Nunn-Busch; Red Wing. Automotive: Western Auto Supply; Standard Auto Parts; Benny's Kar Parts Outlet; Nationwise; Fleenor's; Main Auto Parts; Genuine Auto Parts; Goodyear; Firestone. Paints-Lumber: Sherwin-Williams; Warehouse Paints; Wickes; 84 Lumber; Wolohan; Sutherland Lumber; Durrel Paints; PK Lumber. Clothing: Richmon Bros.; Paul Harris Lerner; L.S. Ayres; Lane Bryant; Spare Change; National Shirts; Brooks; Casual Corner; Thals; Tall Fashions; Harry's Men Shop; Maternity Modes; Frederick's of Hollywood; County-Seat; Chess King; Bottom Half. Jewelry: Robinson's; Jaccard's; Mayor's; Leroy Diamonds. Fabrics: JoAnn; Fabric Mart; Fabric Circle; Monuque; National Fabric; Daytex (catalog). Other: Radio Shack; Merle Norman; Montgomery Ward (catalog); Speigel (catalog); E.F. MacDonald; Best Products; Children's Palace.

14—NEWSPAPERS: JOURNAL HERALD (m) 100,886; NEWS (e) 140,674; (S) 217,220; Comb. (m&e) 241,560; Mar. 31, 1980 ABC.

Number 5. in a series of "go to's"

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The Columbus Dispatch
Evening and Sunday

Columbus Citizen-Journal
Morning

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Represented nationally by
Cresmer, Woodward, O'Mara & Ormsbee, Inc.
In Florida—The Leonard Company

Local Contact for Advertising and Merchandising Data: Kenneth P. Tinderholm, Gen. Adv. Mgr. NEWS and JOURNAL-HERALD.
National Representatives: Sawyer-Ferguson Walker Co.

DEFIANCE, OHIO

1—LOCATION: Defiance County, E&P Map A-2, Count Seat. Industrial and dairy products center, 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2—TRANSPORTATION: Railroads: B&O, N&W.
Motor Freight Carriers: 28.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 16,281; Loc. Est. 15,451
County 70 Cen. 36,949; Loc. Est. 37,937

4—HOUSEHOLDS:
City 70 Cen. 4,780; Loc. Est. 5,264
County 70 Cen. 10,675; Loc. Est. 12,781

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$366,417,106
Commercial Banks	2	$102,482,000

6—PASSENGER AUTOS: County 23,542

7—ELECTRIC METERS: Residence 6,560

8—GAS METERS: Residence 3,940

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Primary & Fabricated Metals 6,400; Food Products 685; Misc. Mfg. 2,450; Non Mfg. 1,870.
Principal Industrial Pay Day: Fri.

10-CLIMATE: Average Temp.—Spring 37, Summer 70; Fall 49; Winter 26.

11—TAP WATER: Fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Clinton St.; 2 blocks on 2nd St.
Neighborhood Shopping Centers: Baltimore Rd.; Clinton & High; Plaza Center, E. Second St.; Hopkins & Douglas; N. Clinton at bypass.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Charles.
Variety Stores: G.C. Murphy; Stop 'N Shop.
Discount Stores (CZ): Fleet Line; Bargain City; TG&Y; Murphy Mart.
Chain Drug Stores (CZ): Revco; American Discount; Toledo HRC; Haag Drug.
Chain Food Supermarkets: Kroger; Chief 6; Goldenetz 2; Luthers Supervalu; Lawson's 1.
Other Chain Stores (Corp. City): Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery-Ward (catalog); Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; JoAnn Fabric Shops.

14—NEWSPAPERS: CRESCENT-NEWS (e) 17,980; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS.
National Representatives: Landon Associates, Inc.

DELAWARE, OHIO

1—LOCATION: Delaware County (in Columbus SMSA). E&P Map B-2, County-Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 15,008; Loc. Est. 19,000
SMSA 70 Cen. 1,017,847; Loc. Est. 1,093,431
County 70 Cen. 42,908; Loc. Est. 57,000

4—HOUSEHOLDS:
City 70 Cen. 4,375; Loc. Est. 10,000
County 70 Cen. 12,428; Loc. Est. 24,000
SMSA 70 Cen. 313,771; Loc. Est. 393,495

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$150,000,000
Sav. & Loan Assn.	2	$60,000,000

6—PASSENGER AUTOS: County 31,407

7—ELECTRIC METERS: Residence 8,500

8—GAS METERS: Residence 8,000

9— PRINCIPAL INDUSTRIES (CZ): Truck Bodies; Machy., Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10-CLIMATE: Min. & Max. Temp.—Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11—TAP WATER: Alkaline, medium hard; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Georgetowne	13	Ruehlers, IGA, Ben Franklin
Suburban	-	IGA

Principal Shopping Days: Thu., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Jamesway; Sears.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Revco; SupeRx.
Chain Food Supermarkets: Delaware Discount Food; Kroger; IGA; U.S. Store.

OHIO POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1980 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	10,657,296	10,886,117	36,889,873	88,427,531	3,932,469	22,487	97,697	1,298,463	921,843
STANDARD METROPOLITAN STATISTICAL AREAS									
Akron, O.	679,239	657,001	2,376,182	4,897,211	234,159	20,914	1,275	17,013	9,664
Canton, O.	393,789	414,237	1,324,339	2,941,790	149,786	19,640	2,039	14,126	21,158
Cincinnati, Ohio-Ky.-Ind.	1,385,653	1,404,332	4,816,152	13,819,618	509,118	27,144	6,035	39,600	23,663
Cleveland, O.	2,064,194	1,922,868	8,235,113	16,030,141	702,428	22,821	2,340	35,202	15,985
Columbus, O.	1,017,847	1,092,111	3,478,368	10,025,285	396,624	25,277	5,358	116,478	58,091
Dayton, O.	852,531	834,322	3,038,446	6,223,278	302,027	20,605	5,400	83,928	53,092
Hamilton-Middletown, O.	226,207	266,548	743,502	1,875,578	93,447	20,071	1,218	10,436	11,599
Huntington-Ashland, W.Va.-Ky.-O.	286,935	311,889	823,193	2,466,110	115,606	21,332	2,453	4,832	7,627
Lima, O.	210,074	218,536	659,196	1,588,255	77,250	20,560	5,917	109,214	53,978
Lorain-Elyria, O.	256,843	277,081	846,029	2,124,560	92,416	22,989	1,209	18,217	9,271
Mansfield, O.	129,997	132,841	441,573	850,038	47,752	17,801	1,344	10,151	11,038
Parkersburg-Marietta, W.Va.-O.	148,132	165,100	439,149	1,123,510	60,915	18,444	1,751	3,640	9,099
Springfield, O.	187,606	184,976	552,590	1,339,162	66,814	20,043	2,278	46,936	39,477
Steubenville-Weirton, O.-W.Va.	165,627	166,922	554,261	1,607,580	60,166	26,719	579	1,521	2,900
Toledo, O.-Mich.	762,741	788,488	2,682,097	7,494,391	282,903	26,491	6,523	140,909	54,441
Wheeling, W.Va.-O.	182,712	186,450	567,427	1,653,237	70,997	23,286	1,370	2,804	8,009
Youngstown-Warren, O.	537,124	554,186	1,838,130	3,980,485	196,123	20,296	1,751	11,675	16,423
COUNTIES, Cities									
ADAMS	18,957	25,542	47,258	149,106	9,522	15,659	1,784	8,081	6,836
ALLEN	111,144	110,132	362,584	821,742	39,480	20,814	1,413	21,142	11,108
Delphos	7,608	8,368	23,526	59,184	2,973	19,907	*	*	*
Lima	53,734	48,348	166,319	343,534	18,534	18,535	*	*	*
ASHLAND	43,303	46,499	135,279	368,342	17,016	21,647	1,304	6,424	18,060
Ashland	19,872	20,147	65,695	171,832	7,601	22,606	*	*	*
ASHTABULA	98,237	104,923	323,151	787,533	37,511	20,995	1,301	7,075	13,172
Ashtabula	24,313	23,101	78,640	172,594	8,543	20,203	*	*	*
Conneaut	14,552	15,333	46,731	109,040	5,885	18,528	*	*	*
Geneva	6,449	7,356	21,384	55,655	2,548	21,843	*	*	*
ATHENS	55,747	54,776	124,007	404,758	19,385	20,880	566	587	2,501
Athens	24,168	17,832	49,736	128,827	4,715	27,323	*	*	*
AUGLAIZE	38,602	43,982	113,558	343,928	15,432	22,287	1,488	19,226	19,366
St. Marys	7,699	8,638	22,264	66,399	3,102	21,405	*	*	*
Wapakoneta	7,324	9,975	21,354	77,308	3,621	21,350	*	*	*
BELMONT	80,917	84,792	254,060	796,445	32,334	24,632	743	1,309	5,116
Bellaire	9,655	7,833	28,941	70,242	3,199	21,957	*	*	*
Martins Ferry	10,757	9,738	35,841	97,104	4,067	23,876	*	*	*
BROWN	26,635	33,176	70,248	231,968	11,956	19,402	1,960	15,066	6,273
BUTLER	226,207	266,548	743,502	1,875,578	93,447	20,071	1,218	10,436	11,599
Hamilton	67,865	65,747	219,728	464,005	25,816	17,974	*	*	*
Middletown	48,767	48,566	173,906	378,467	19,178	19,734	*	*	*
CARROLL	21,579	27,988	56,730	183,346	9,975	18,381	753	2,206	6,139
CHAMPAIGN	30,491	33,933	92,874	258,808	12,449	20,789	1,210	23,049	16,155
Urbana	11,237	12,398	36,370	102,690	4,877	21,056	*	*	*
CLARK	157,115	151,043	459,716	1,080,354	54,365	19,872	1,068	23,887	23,322
Springfield	81,941	68,366	225,309	467,255	26,358	17,727	*	*	*
CLERMONT	95,887	132,780	258,543	1,131,880	43,097	26,264	1,307	6,876	3,765
CLINTON	31,464	34,234	95,666	273,964	12,344	22,194	1,144	22,114	16,348
Wilmington	10,051	9,869	33,345	85,076	3,614	23,541	*	*	*
COLUMBIANA	108,310	117,520	344,349	842,312	43,638	19,302	1,169	7,669	12,315
East Liverpool	20,020	21,924	62,122	149,285	8,925	16,727	*	*	*
East Palestine	5,604	6,789	17,817	48,659	2,666	18,252	*	*	*
Lisbon	3,521	3,454	10,857	24,011	1,370	17,526	*	*	*
Salem	14,186	16,372	50,706	130,023	6,492	20,028	*	*	*
COSHOCTON	33,486	35,995	99,286	260,676	13,774	18,925	1,055	5,732	10,229
Coshocton	13,747	12,974	45,240	108,676	5,478	19,839	*	*	*
CRAWFORD	50,364	49,526	160,901	403,005	18,343	21,971	1,342	20,903	11,779
Bucyrus	13,111	13,700	42,529	111,542	5,435	20,523	*	*	*
Galion	13,123	13,299	43,786	112,337	5,198	21,612	*	*	*
CUYAHOGA	1,721,300	1,505,127	7,080,583	12,795,442	566,181	22,600	281	10,809	328
Cleveland	750,879	529,808	2,544,069	3,541,590	207,141	17,097	*	*	*
DARKE	49,141	56,914	138,586	476,608	20,684	23,042	2,859	44,328	40,660
Greenville	12,380	13,609	38,241	126,652	5,437	23,294	*	*	*
Union City	1,808	1,985	5,690	18,551	774	23,968	*	*	*
DEFIANCE	36,949	38,763	116,833	309,215	13,233	23,367	1,303	15,859	8,714
Defiance	16,281	15,585	53,650	128,474	5,380	23,880	*	*	*
DELAWARE	42,908	58,098	128,244	490,752	20,295	24,181	1,089	17,487	7,179
Delaware	15,008	21,988	42,093	171,030	7,715	22,169	*	*	*
ERIE	75,909	78,302	270,339	659,010	27,831	23,679	649	12,534	4,674
Sandusky	32,674	30,320	116,250	259,984	11,836	21,966	*	*	*
FAIRFIELD	73,301	96,405	205,517	829,146	35,029	23,670	1,459	16,820	13,731
Lancaster	32,911	42,177	98,178	383,959	16,773	22,891	*	*	*
FAYETTE	25,461	26,600	70,270	202,045	10,010	20,184	810	24,880	12,063
Washington	12,495	14,309	36,755	116,006	5,714	20,302	*	*	*
FRANKLIN	833,249	857,805	2,970,673	8,078,289	314,091	25,720	846	20,411	5,039
Columbus	540,025	524,700	1,766,970	4,556,013	199,176	22,874	*	*	*
FULTON	33,071	38,385	106,521	319,450	13,314	23,994	1,472	30,690	32,599
GALLIA	25,239	31,983	66,308	219,606	11,475	19,138	983	1,818	4,300
Gallipolis	7,490	6,906	18,742	43,847	1,960	22,371	*	*	*
GEAUGA	62,977	78,538	202,801	624,043	24,725	25,239	600	1,892	4,855
Chardon	3,991	4,974	12,268	37,728	1,879	20,079	*	*	*
GREENE	125,057	131,916	402,766	926,584	43,759	21,175	1,008	16,840	13,828
Beaver Creek	26,355	38,158	79,239	248,324	13,644	18,200	*	*	*
Fairborn	32,267	34,114	108,097	248,408	11,949	20,789	*	*	*
Xenia	25,373	31,793	75,726	199,271	10,903	18,277	*	*	*
GUERNSEY	37,665	40,750	102,758	280,013	15,354	18,237	881	1,492	3,403
Cambridge	13,656	12,635	40,346	95,285	5,445	17,500	*	*	*

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HAMILTON	924,018	875,371	3,444,315	8,969,794	328,227	27,328	584	8,375	2,290
Cincinnati	452,524	370,930	1,595,954	3,541,403	156,463	22,634	*	*	*
HANCOCK	61,217	63,942	198,703	572,439	23,861	23,991	1,546	34,293	11,078
Findlay	35,800	36,885	122,111	347,225	14,137	24,561	*	*	*
HARDIN	30,813	33,061	86,875	240,519	12,115	19,853	1,474	26,488	10,891
Kenton	8,315	7,832	23,870	58,015	2,773	20,921	*	*	*
HARRISON	17,013	18,356	49,539	120,847	6,780	17,824	483	677	3,301
HENRY	27,058	30,510	85,575	250,008	10,832	23,081	1,477	36,698	14,930
Napoleon	7,791	9,027	24,556	73,718	3,493	21,104	*	*	*
HIGHLAND	28,996	32,831	82,221	236,107	12,622	18,706	1,735	16,373	12,523
Greenfield	4,780	4,164	13,176	29,110	1,704	17,083	*	*	*
Hillsboro	5,584	6,819	15,834	49,039	2,815	17,421	*	*	*
HOCKING	20,322	22,435	62,054	169,859	8,383	20,262	410	1,212	1,355
Logan	6,769	6,099	19,380	46,749	2,470	18,927	*	*	*
HOLMES	23,024	27,366	58,941	155,448	8,367	18,579	1,336	3,244	23,377
HURON	49,587	55,198	168,267	414,384	19,225	21,554	1,375	28,743	7,757
Bellevue	8,604	9,529	29,287	71,758	3,471	20,674	*	*	*
Norwalk	13,386	14,126	47,108	109,131	5,221	20,902	*	*	*
JACKSON	27,174	30,986	78,602	205,741	11,540	17,629	600	2,629	3,533
JEFFERSON	96,193	94,905	320,589	850,425	34,619	24,565	445	1,133	2,284
Steubenville	30,771	25,860	108,964	251,942	10,238	24,609	*	*	*
KNOX	41,795	47,016	129,130	351,983	17,302	20,343	1,457	9,347	14,769
Mount Vernon	13,373	15,695	46,455	133,385	6,610	20,179	*	*	*
LAKE	197,200	216,792	692,443	1,714,203	71,444	23,994	331	15,758	578
Mentor	36,912	44,490	136,323	363,660	14,284	25,459	*	*	*
Painesville	16,536	17,457	53,456	129,105	6,467	19,964	*	*	*
Willoughby	18,634	21,003	76,924	207,318	7,737	26,796	*	*	*
LAWRENCE	56,868	65,074	137,530	416,232	23,497	17,714	621	1,216	2,813
Ironton	15,030	13,686	40,161	100,289	5,737	17,481	*	*	*
LICKING	107,799	122,920	309,236	955,383	44,410	21,513	1,797	17,276	13,554
Newark	41,836	37,753	121,295	306,982	15,245	20,137	*	*	*
LOGAN	35,072	39,371	108,634	295,420	15,135	19,519	1,366	17,325	14,034
Bellefontaine	11,255	11,069	37,427	87,942	4,520	19,456	*	*	*
LORAIN	256,843	277,081	846,029	2,124,560	92,416	22,989	1,209	18,217	9,271
Elyria	53,427	51,119	180,800	411,038	18,097	22,713	*	*	*
Lorain	78,185	82,542	243,898	602,857	28,522	21,137	*	*	*
LUCAS	484,370	462,587	1,802,509	4,433,771	172,032	25,773	711	22,202	3,675
Toledo	383,818	343,557	1,416,854	3,230,063	132,473	24,383	*	*	*
MADISON	28,318	33,044	75,547	276,844	11,385	24,317	908	29,832	16,342
London	6,481	11,879	16,975	97,711	4,678	20,887	*	*	*
MAHONING	304,545	302,789	1,000,691	2,160,055	108,666	19,878	756	6,328	9,066
Youngstown	140,909	121,642	422,425	793,728	45,789	17,334	*	*	*
MARION	64,724	67,810	221,296	524,081	24,596	21,308	976	25,991	8,798
Marion	38,646	39,226	130,984	298,389	14,851	20,092	*	*	*
MEDINA	82,717	122,411	259,286	896,453	40,078	22,368	1,128	6,743	10,224
Medina	10,913	19,333	37,608	153,394	7,060	21,727	*	*	*
MEIGS	19,799	23,224	53,974	148,555	8,855	16,776	638	1,732	4,079
Middleport	2,784	2,821	7,496	17,823	1,173	15,194	*	*	*
Pomeroy	2,672	2,736	7,284	17,501	1,061	16,495	*	*	*
MERCER	35,558	40,587	105,492	301,748	13,369	22,571	1,872	26,072	38,186
Celina	8,072	8,949	26,243	73,792	3,299	22,368	*	*	*
MIAMI	84,342	90,938	275,521	606,404	33,436	18,136	1,422	25,951	14,839
Piqua	20,741	19,853	64,284	126,015	7,705	16,355	*	*	*
Troy	17,186	19,131	56,558	128,168	7,297	17,564	*	*	*
MONROE	15,739	17,086	42,606	121,162	6,213	19,501	833	574	3,466
MONTGOMERY	608,413	572,304	2,253,634	4,450,869	210,871	21,107	1,370	17,490	8,462
Dayton	243,601	173,882	802,018	1,171,402	69,259	16,913	*	*	*
MORGAN	12,375	14,373	35,163	103,535	5,391	19,205	588	939	2,629
MORROW	21,348	27,258	58,852	191,933	9,586	20,022	1,221	12,542	7,032
MUSKINGUM	77,826	83,394	215,681	574,183	30,908	18,577	1,152	3,646	7,700
Zanesville	33,045	39,137	89,530	260,854	15,766	16,545	*	*	*
NOBLE	10,428	11,898	26,312	81,931	4,441	18,449	589	544	2,587
OTTAWA	37,099	39,872	123,933	334,058	14,406	23,189	803	14,648	3,095
Oak Harbor	2,807	3,263	9,603	27,997	1,210	23,138	*	*	*
Port Clinton	7,202	7,427	24,059	62,225	2,857	21,780	*	*	*
PAULDING	19,329	21,741	47,290	157,281	7,422	21,191	880	24,075	4,567
PERRY	27,434	31,689	71,570	187,828	11,303	16,618	760	2,699	3,984
PICKAWAY	40,071	46,759	98,387	350,254	15,824	22,134	1,056	31,928	15,800
Circleville	11,687	14,957	30,463	122,571	5,735	21,372	*	*	*
PIKE	19,114	22,736	42,220	151,437	8,005	18,918	538	2,698	3,650
PORTAGE	125,868	135,735	354,742	933,405	43,919	21,253	952	6,121	8,415
Kent	28,183	26,057	68,402	156,977	7,496	20,941	*	*	*
Ravenna	11,780	12,055	36,743	89,693	4,759	18,847	*	*	*
PREBLE	34,719	39,164	106,525	239,421	13,961	17,149	1,600	23,647	15,963
PUTNAM	31,134	32,714	82,093	198,892	10,237	19,429	1,801	35,962	17,546
RICHLAND	129,997	132,841	441,573	850,038	47,752	17,801	1,344	10,151	11,038
Mansfield	55,047	56,678	186,024	367,427	21,953	16,737	*	*	*
Shelby	9,847	9,695	33,401	61,951	3,814	16,243	*	*	*
ROSS	61,211	63,824	186,162	496,426	22,751	21,820	1,017	16,050	10,305
Chillicothe	24,842	23,358	87,940	222,193	9,517	23,347	*	*	*
SANDUSKY	60,983	64,225	202,801	514,032	22,340	23,009	1,203	36,041	9,486
Fremont	18,490	19,346	62,049	153,802	7,351	20,923	*	*	*
SCIOTO	76,951	84,762	229,600	629,398	32,222	19,533	772	4,280	5,495
Portsmouth	27,633	23,699	92,795	204,703	10,387	19,708	*	*	*
SENECA	60,696	61,149	194,722	466,499	21,150	22,057	1,601	31,981	12,708
Fostoria	16,037	17,800	56,774	150,726	6,879	21,911	*	*	*
Tiffin	21,596	18,879	71,328	146,825	6,525	22,502	*	*	*
SHELBY	37,748	43,243	115,834	348,297	14,867	23,428	1,455	19,995	17,855
Sidney	16,332	18,824	51,745	160,494	6,925	23,176	*	*	*
STARK	372,210	386,249	1,267,609	2,758,444	139,811	19,730	1,286	11,920	15,019
Alliance	26,547	24,938	88,854	176,223	9,699	18,169	*	*	*
Canton	110,053	91,302	358,952	629,458	36,473	17,258	*	*	*
Massillon	32,539	35,143	107,050	237,957	13,740	17,319	*	*	*
SUMMIT	553,371	521,266	2,021,440	3,963,806	190,240	20,836	323	10,892	1,249
Akron	275,425	225,752	958,029	1,649,153	88,925	18,545	*	*	*
TRUMBULL	232,579	251,397	837,439	1,820,430	87,457	20,815	995	5,347	7,357
Niles	21,581	23,653	73,777	163,857	8,295	19,754	*	*	*
Warren	63,494	57,791	229,629	426,886	21,706	19,667	*	*	*

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DELAWARE—continued

14—NEWSPAPERS: GAZETTE (e) 9,328; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: H.C. Thomson, Pub., GAZETTE.
National Representatives: American Newspaper Representatives, Inc.

DELPHOS, OHIO

1—LOCATION: Allen, Putnam & Van Wert Counties, E&P Map A-2 (In Lima SMSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal, 14 mi. NW of Lima.

2—TRANSPORTATION: Railroads: Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,608; Loc. Est. 8,304
SMSA 70 Cen. 210,074; Loc. Est. 215,343
Counties 70 Census:
  Allen Co. 70 Cen. 111,144; Loc. Est. 107,485
  Putnam Co. 70 Cen. 31,134; Loc. Est. 33,113
  Van Wert Co. 70 Cen. 29,194; Loc. Est. 31,390

4—HOUSEHOLDS:
City 70 Cen. 2,310; Loc. Est. 2,907
Allen Co. 70 Cen. 33,966; Loc. Est. 38,059
Putnam Co. 70 Cen. 8,340; Loc. Est. 10,268
Van Wert Co. 70 Cen. 9,511; Loc. Est. 11,785
SMSA 70 Cen. 63,469; Loc. Est. 75,226

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$85,686,204
Sav. & Loan Assn.	1	$22,306,960

6—PASSENGER AUTOS: Counties Allen 67,039; Putnam 19,091; Van Wert 19,694

7—ELECTRIC METERS: Residence 3,100

8—GAS METERS: Residence 2,300

9— PRINCIPAL INDUSTRIES (CZ): Trailers; Juvenile Furniture & Toys; Galvanized Roofing & Siding; Soy Bean Prod.; Axle Manufacturing; Egg Processing; Mach. Tools; Filling Station Equip.; Crushed Stone; Screw Mach. Parts; Insulation Prod.; Electrical Harness Assembly; Sheet Metal Stamping; Pickle Processor; Brake Press Dies; Automotive Frames; T.V. Towers, Grain Hauling Bodies; Pizza Mfg. Co.

10-CLIMATE: Min. Temp.—Summer 74; Fall 53; Winter 30.

11—TAP WATER: Alkaline, hard. Soft water available for manufacturers; 1,865 Meters, not fluoridated.

12—RETAILING:
Principal Shopping Days: Thu.; Fri.; Sat.

13—RETAIL OUTLETS:
Variety Stores: G.C. Murphy; Val Discount.
Chain Drug Stores (CZ): Rexall Family Independent Phcy.; Bi-Rite Discount Center.
Chain Food Supermarkets: IGA; Pangles; Red & White 2; Meyer's IGA 2.

14—NEWSPAPERS: HERALD (e, Sat. m) 3,958; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, Vice Pres./Sales Dir., HERALD.
National Representatives: American Newspaper Representatives, Inc.

DENNISON, OHIO
See UHRICHSVILLE, OHIO

DOVER-NEW PHILADELPHIA, OHIO

1—LOCATION: Tuscarawas County, E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 38, 211; interstate 77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2—TRANSPORTATION: Railroads: Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Dover 70 Cen. 11,516; Loc. Est. 11,252
New Philadelphia 70 Cen. 15,184;
  Loc. Est. 15,818
CZ ABC: (70) 36,840; (80) 37,700
RTZ-ABC: (70) 49,328; (80) 54,200
County 70 Cen. 77,211; Loc. Est. 82,229
City & RTZ-ABC: (70) 86,168; (80) 91,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Dover 70 Cen. 3,839; Loc. Est. 4,261
New Phila. 70 Cen. 5,243; Loc. Est. 6,293
County 70 Cen. 24,612; Loc. Est. 30,344
CZ ABC: (70) 12,132; (80) 14,200
RTZ-ABC: (70) 15,152; (80) 19,000
City & RTZ-ABC: (70) 27,284; (80) 33,200

5—BANKS: 4 Commercial; Dep. $277,989,000

6—PASSENGER AUTOS: County 51,614

7—ELECTRIC METERS: Residence 28,683

8—GAS METERS: Residence 9,287

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Steel 1,300 ($275); Wood Prods. 419 ($270); Elect. Appl. 200 ($270); Chemicals 345 ($275); Machine & Fab. 1,355 ($273); Apparel 187 ($148); Plastics 300 ($271); Clay 750 ($217); Agri-forestry 124 ($143); Mining 653 ($334): Mfg. 9,571 ($273); Fi-

nance/ Ins./Real Estate 798 ($183); Service 3,556 ($164); State/local Gov. 3,772 ($187); Const-Building 1,230 ($273); Trans. Utility 1,151 ($271); Retail-Whls N.A. ($148).
Principal Pay Days: Tues., Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17. Last killing frost, May 3.

11—TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.)

12—RETAIL.NG: Principal Shopping Center: (Dover)—3 blocks on Third St.; 4 on N. Tuscarawas Ave.; 4 on N. Wooster Ave.; (New Phila.) —2 blocks each way on 4 streets.
Neighborhood Shopping Centers: Dover—Boulevard, 2 blocks; Miracle Lane; 25 unit Plaza; New Phila.—W. High & 7th; E. High & 9th; S. Bway & Commerce; Monroe Mall; 20 unit enclosed mall.
Prinicpal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon., Fri. (Dover); Thu. & Fri. (New Phila.)

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Daniels'; Jaffe's; Sears; Allen-Warren; Schwartz-Kline's.
Discount Stores (CZ): Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K-Mart.
Variety Stores: Woolworth; La Fontaine's; Scott's T G & Y; Nichols; Radio Shack; Toy World.
Chain Drug Stores: People's Drug, Nichol's, Gray's; Hart's; Marlowe's 3; Drug Mart; Barr Drug; Prescription Shop; K-Mart.
Chain Food Supermarkets: Buehler's; Kroger; Hart's; Stallard's Foodliner; Stoll's A/G Foods; Beaber's IGA 2; AG.
Other Chain Stores: Firestone; Nobil Shoes; Lawson Milk; House of Stones; Williams Furniture; Quik Shop; Firestone 2; Harry's Outlet; Jean Frocks; Roberts Men's Stores; Moore's Center; Quality Farm; Fleet; Ziegler Tire; Sale's Dept. Store; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing.

14—NEWSPAPERS: TIMES-REPORTER (e) 29,729; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, Nat. Adv. Mgr., TIMES-REPORTER.
National Representatives: Branham/Newspaper Sales.

EAST LIVERPOOL, OHIO

1—LOCATION: Columbiana County, E&P Map C-2. Industrial, dairy and agricultural area. On the Ohio River (39 mi. NW of Pittsburgh, Pa.) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30 and State Hwys. 7, 11, 39 and 139, Bridges to Chester and Newell, W. Va.

2—TRANSPORTATION: Railroads: Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers: 16 (5 with local terminals).
Intercity Bus Lines: Interstate; Greyhound; All American.
Airlines: Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 miles north.

3—POPULATION:
Corp. City 70 Cen. 20,020; Loc. Est. 21,961
CZ ABC: (70) 42,931; (80) 45,300
RTZ-ABC: (70) 51,770; (80) 53,600
County 70 Cen. 108,310; Loc. Est. 116,241
City & RTZ-ABC: (70) 94,701; (80) 98,900

4—HOUSEHOLDS:
City 70 Cen. 7,004; Loc. Est. 8,850
County 70 Cen. 35,000; Loc. Est. 42,785
CZ ABC: (70) 14,189; (80) 17,100
RTZ-ABC: (70) 15,531; (80) 18,400
City & RTZ-ABC: (70) 29,720; (80) 35,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	-	$75,064,473.87
Sav. & Loan Assn.	-	$116,563,378

6—PASSENGER AUTOS: County 68,265

7—ELECTRIC METERS: Residence 15,988

8—GAS METERS: Residence 10,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Dinnerware & Ceramic Pdts. 4,400 ($151); Steel & Fabric 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days: Steel Mon., Tues., Wed.; Brick Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.; 1 on St. Clair Ave.; St. Clair Plaza, Calcutta Area—(3 mi. N.).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
St. Clair Plaza	10	Hills Discount Dept. Store, Foodland, Sears (Catalog)
Skyview Plaza	12	K-Mart Discount Store, Krogers

Stores Open: Thu. evenings.
Principal Shopping Days: Sat., Thu., Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Ogilvie; Penney; Montgomery Ward.
Variety Stores: McCrory's;
Discount Stores (CZ): Thrifty-City; K-Mart; Hills; Lane Drugs.
Chain Drug Stores: Thrift; Lane Drugs; Hershe-Bloor 3; Medicine Shoppe 1; Rite Aid.
Chain Food Supermarkets: Valu King 4, IGA Stores 4; Foodland 2; Kroger.
Other Chain Stores: Gallenkamp Shoe; Goodyear; Sherwin-Williams (paint); Sears (catalog).

14—NEWSPAPERS: REVIEW (e) 44,679; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Pastier, Pub. or Donald Bangor, Adv. Mgr. Adv. Mgr., REVIEW.
National Representatives: Thomson Newspapers, Inc.

EAST PALESTINE, OHIO

1—LOCATION: Columbiana County, E&P Map C-2. Forty-five miles northwest of Pittsburgh, 18 miles southeast of Youngstown.

2—TRANSPORTATION: Railroads: Conrail (Ft. Wayne Div.).
Motor Freight Carriers: 5.
Intercity Bus Lines: Columbiana Coach Lines.

3—POPULATION:
Corp. City 70 Cen. 5,604; Loc. Est. 7,070
County 70 Cen. 108,310; Loc. Est. 116,241
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,805; Loc. Est. 2,748
County 70 Cen. 34,418; Loc. Est. 42,785

5—BANKS:	NUMBER	EST. DEPOSITS
Comm. & Sav.	2	$38,265,000
Sav. & Loan Assn.	1	$36,462,893

6—PASSENGER AUTOS: County 68,265 (1978)

7—ELECTRIC METERS: Residence 2,900

8—GAS METERS: Residence 2,190

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Pottery 200 ($115); Furniture 300 ($160); Metal Fab. 600 ($190).
Principal Pay Days: Friday, Tuesday (every 2 weeks).

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 50-95; Fall 30-75; Winter 0-40. First killing frost, Oct. 5. Last killing frost, May 20.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 4 blocks on N. Market St., and Shopping Plaza on East Taggart.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS:
Variety Stores: Newberry; Dollar General.
Chain Drug Stores (CZ): Herche-Bloor Rexall, Aid-'N-Save.
Chain Food Supermarkets: Valu King; Golden Dawn.
Other Chain Stores: Western Auto.

14—NEWSPAPERS: LEADER (m) 3,232; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joyce Barnes, Natl. Adv. Mgr., LEADER.
National Representatives: None.

ELYRIA, OHIO

1—LOCATION: Lorain County, E&P Map B-2. County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy 20, the Ohio Tpk.; State Hwys. 113, 57, 10, 58, 76, 301, 254, I-90.

2—TRANSPORTATION: Railroads: Conrail; B&O.
Motor Freight Carriers: 22.
Intercity Bus Lines: Greyhound.
Airlines: Most airlines at Cleveland (14 mi.).

3—POPULATION:
Corp. City 70 Cen. 53,427; Loc. Est. 51,683
Primary Mkt. Area-ABC: (70) 152,765; (80) 160,700
County/SMSA 70 Cen. 256,843; Loc. Est. 288,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 16,093; Loc. Est. 18,072
County/SMSA 70 cen. 78,900; Loc. Est. 90,000
Primary Mkt. Area-ABC: (70) 43,249; (80) 51,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$400,500,000
Sav. & Loan Assn.	5	$152,500,000

6—PASSENGER AUTOS: County 123,000

7—ELECTRIC METERS: Res/City 23,950

8—GAS METERS: Res/City 8,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Auto Accessories 3,451 ($250); Plastics 433 ($250); Screw Machine Prods. 1,037 ($250); Foundry 1,155 ($250); Furnace Mfg. 876 ($250); Spring Mfg. 394 ($250); Chemicals 485 ($250).
Principal Pay Days: Fri., 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12. Last killing frost, April 30.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Midway Mall 53 units; 6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.
Neighborhood Shopping Areas: All of Cleveland St.; 4 blocks on Lake Ave.; 3 on Lodi St.; 1 on East Bridge.

Nearby Shopping Centers

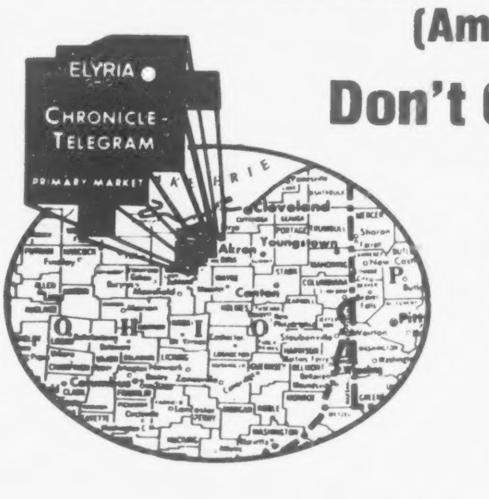
Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Sheffield	4	May Co., Edwards
Midway Mall		Higbee, Sears, J.C. Penney, Winkleman's, Gold Circle, Richman Bros., Lane Bryant, Woolworth, Fazio's
Westgate	15	Higbee, Kroger, Pick-N-Pay, Halles
Oakwood Plaza	6	Grant, Fishers
Ridgeview	1/2	Murphy, Edwards, Goldberg
W'gate(Lorain)	8	Fishers
Shoreway	8	Woolworth, Krogers
Great Northern	-	Penney, Pick-N-Pav, Fishers, Sears, May Co.
Elyria Plaza	-	15 Stores
Northgate	-	Zayre, Revco Drug

Principal Shopping Days: Mon., Thu., Fri., Sat., Sun.
Stores Close: Some on Wed. afternoon.
Stores Open Evenings: Mon., Thurs., Fri.
Stores Open Sundays: Sears; Penney; Higbee; May Co.; Discount; Dairy; Drug.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; The May Co.; Hill's; Higbees; K-Mart 2.
Discount Stores (CZ): Elyria City Discount; Big Town; Zayre; J & B; Discount Drug Mart; Gold Circle; Clarkin's.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Hess & Hess 1; Revco 3; Gray's 2.
Chain Food Supermarkets (CZ): Fisher-Fazio 4; Kroger 2; Edwards 2; Sparkle 3; IGA Foodliner N. Central Ohio Convenient Food Mart 20.
Other Chain Stores: Dairy; Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery 2; Jewelry: Hart's, Rose Jewelers, Candy: Barricini Candy; Paints, Lowe Bros., Sherwin-Williams 2, Mary Carter Paints, Pittsburgh Paints; Singer Co.; Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal; Discount Ontario Stores; K-Mart; Red Robin, Richman Bros., Paul Harris Stores, Park Lane Hosiery, Lane Bryant, Winkleman's, 3 Sisters, Ted Jacobs, Foxwood Casuals, Tweed Shop; Betley Tires; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Faflik Regal, Boulevard Juvenile; Leather Goods & Gifts: Spencer's Gifts, Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor; Schwede's, Ohio Edison, GE, Appliance Village; Furniture: Florist, Carek's; Automobiles: Dertz, J.R. Dall, Spitzer, Earl Lance, Stang, Prout, Morris; Dry Cleaners: Allen's, Flash, Jack Knight; Men's Furn.: Powers & Dawley, Harry's Men's Wear, Sam Klein,

14—NEWSPAPERS: CHRONICLE-TELEGRAM (e) 40,149; (S) 40,715, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, CHRONICLE-TELEGRAM.
National Representatives: Landon Associates.

in the Cleveland-Akron-Lorain Consolidated Area ...
(America's 10th market)



Don't Overlook the "Other One"

The Elyria Chronicle-Telegram is the "Other One" in what really should be called the Cleveland-Akron-Lorain/Elyria Consolidated Area. They included our sales ... income ... households and coverage ... they just forgot our name.

THE CHRONICLE-TELEGRAM
Elyria, Ohio
Represented Nationally by LANDON ASSOCIATES, INC.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TUSCARAWAS	77,211	82,865	244,939	583,390	30,873	18,896	1,123	5,244	12,684
Dennison	3,506	3,723	10,781	25,406	1,367	18,585	*	*	*
Dover	11,516	11,137	41,000	87,517	4,262	20,534	*	*	*
New Philadelphia	15,184	15,685	51,374	120,407	6,307	19,091	*	*	*
Uhrichsville	5,731	5,889	17,099	38,993	2,414	16,153	*	*	*
UNION	23,786	32,087	73,687	264,899	11,798	22,453	1,232	21,503	15,913
Marysville	5,744	11,045	17,915	91,804	4,504	20,383	*	*	*
VAN WERT	29,194	31,708	100,961	223,693	12,101	18,485	1,215	32,884	5,958
Van Wert	11,320	10,936	42,083	84,620	4,553	18,586	*	*	*
VINTON	9,420	10,867	23,274	68,302	3,916	17,442	257	509	1,242
WARREN	85,505	97,088	234,579	884,126	31,401	28,156	1,096	14,895	8,087
WASHINGTON	57,160	64,126	165,477	417,458	23,284	17,929	1,085	2,688	5,915
Marietta	16,861	15,832	52,323	114,499	6,086	18,814	*	*	*
WAYNE	87,123	101,635	259,592	792,096	34,663	22,851	1,767	12,467	43,966
Wooster	18,703	20,266	65,181	188,645	7,738	24,379	*	*	*
WILLIAMS	33,669	36,886	108,570	295,428	13,634	21,668	1,326	17,087	17,283
Bryan	7,008	6,764	22,779	54,608	2,822	19,351	*	*	*
WOOD	89,722	110,752	298,056	993,260	38,339	25,907	1,764	43,769	8,825
Bowling Green	21,760	27,834	53,970	193,471	7,701	25,123	*	*	*
WYANDOT	21,826	22,844	67,640	166,109	8,142	20,401	971	21,747	7,556
Upper Sandusky	5,645	5,857	17,862	43,483	2,315	18,783	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1979 Cash Receipts as follows: From Crops $2,200,090,000; from Livestock & Livestock Products $1,407,826,000; Total $3,607,916,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

FAIRBORN, OHIO

1—LOCATION: Greene County (In Dayton SMSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia, on U.S. Hwy. 444 and State Hwy. 235.

2—TRANSPORTATION: Railroads: Erie-Lackawanna, Conrail.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 32,267; Loc. Est. 35,010
SMSA 70 Cen. 852,531; Loc. Est. 828,729
County 70 Cen. 125,057; Loc. Est. 130,693
Primary Mkt Area-ABC: (70) 49,192; (80) 49,500
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,855; Loc. Est. 12,112
County 70 Cen. 35,083; Loc. Est. 42,897
SMSA 70 Cen. 263,052; Loc. Est. 296,836
Primary Mkt Area-ABC: (70) 14,042; (80) 16,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$59,773,000
Sav. & Loan Assn.	3	$210,000,000

6—PASSENGER AUTOS: County 79,636

7—ELECTRIC METERS: Residence 10,721

8—GAS METERS: Residence 10,528

9— PRINCIPAL INDUSTRIES (CZ): Cement 282 emp. ($220 wk.); Wright-Patterson Air Force Base (23,500 emp.); Wright State University.
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bonomo Plaza	4	Henger's Mkt.
Fairborn Plaza	18	Gray Drugs, Folmers
Skyway Plaza	13	Muir's, McCrory, Liberal, Elder Beerman
Five Points	7	Kroger, K-Mart, Five Points Pizza, Marsh, Rite Aid, Coast-to-Coast

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.; Food—every night.
Stores Open Sunday: Grocery and drug.

13—RETAIL OUTLETS:
Variety Stores: Foy's, McCrory; Woolworth; Handyman; K-Mart; Elder Beerman.
Chain Drug Stores (CZ): Gray's; Sloan's, Muir's; Revco; Rite Aid.
Chain Food Supermarkets: Kroger; Liberals; Marsh; Fulmer.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 7,531 March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: C. R. Bonkofsky, HERALD.
National Representatives: American Newspaper Representatives, Inc.; US Suburban Press, Inc.

FINDLAY, OHIO

1—LOCATION: Hancock County, E&P Map B-2, County Seat. Shopping and residential center. In NW part of state on U.S. Hwys. I-75, 30, 68, 224; State Hwys. 12, 568, 15, 37. 33 mi. NE of Lima; 45 mi. S of Toledo.

2—TRANSPORTATION: Railroads: Amtrak; Norfolk & Western.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 35,800; Loc. Est. 36,414
CZ ABC: (70) 35,800 (80) 37,800
RTZ-ABC: (70) 81,135; (80) 83,100
County 70 Cen. 61,217; Loc. Est. 63,625
City & RTZ-ABC: (70) 116,935; (80) 120,900
Demographic Information available from Newspaper. See paragraph 14.
City 70 Cen. 11,646; Loc. Est. 13,785
County 70 Cen. 19,445; Loc. Est. 23,443
CZ ABC: (70) 11,646; (80) 14,100
RTZ-ABC: (70) 23,502; (80) 27,400
City & RTZ-ABC: (70) 35,148; (80) 41,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$263,137,497
Sav. & Loan Assns.	3	$222,162,717

6—PASSENGER AUTOS: County 39,711

7—ELECTRIC METERS: Residence 17,142

8—GAS METERS: Residence 15,108

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly. Wage): Rubber Tires 1,400 ($270); Gas & Oil 1,880 ($374); Integrated Circuits 1,200 ($265); Photographic Proc. 170(NA); Plastics 160 ($321); Plastic Tile 217 ($235); Appliances 1,150 ($300); Can Mfg. ($340).
Principal Pay Days: Fri.; 10th & 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. Date of first killing frost, Nov. 1. Date of last killing frost, Mar. 21.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St., Ft. Findlay Village (23 Stores).
Principal shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.; Ft. Findlay Village—Mon. thur Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Patterson's; Lasalle's; Sears, Montgomery Ward (catalog).
Discount Stores (CZ): Pic-Way Shoe Mart; Twin Fair; American Discount; Bargain City; Hill's; Shoe World; TSC.
Variety Stores: Scott's.
Chain Drug Stores (CZ): Gray; Lane's 2.
Chain Food Supermarkets: IGA 2; Foodtown 2; Kash & Karry 1; Great Scot 4; Sure-Sav 1; Kroger.

14—NEWSPAPERS: COURIER (m) 25,558; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Dir., COURIER.
National Representatives: Landon Associates, inc.

FOSTORIA, OHIO

1—LOCATION: Seneca Hancock, and Wood Counties (In Toledo, O.-Mich. SMSA). E&P Map B-2, NW of center of state.

2—TRANSPORTATION: Railroads: C&O; N&W; Conrail.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Buckeye Stages.

3—POPULATION:
City 70 Cen. 16,037; Loc. Est. 17,343
Seneca County 70 Cen. 60,696; Loc. Est. 60,140
Hancock County 70 Cen. 61,217; Loc. Est. 63,625
Wood County 70 Cen. 89,722; Loc. Est. 106,807
SMSA 70 Cen. 762,741; Loc. Est. 783,061

4—HOUSEHOLDS:
City 70 Cen. 5,194; Loc. Est. 6,632
Seneca County 70 Cen. 17,671; Loc. Est. 20,599
Hancock County 70 Cen. 19,445; Loc. Est. 23,443
Wood County 70 Cen. 25,860; Loc. Est. 36,570
SMSA 70 Cen. 234,265; Loc. Est. 280,270

5—BANKS: 4 Commercial, Dep. $55,266,341

6—PASSENGER AUTOS: (Counties): Hancock 39,711, Wood 60,107 Seneca 35,994

7—ELECTRIC METERS: Residence 8,314

8—GAS METERS: Residence 5,816

9— PRINCIPAL INDUSTRIES (CZ): Number Emp.: Carbon 907; Foundry; Steel Wire 250; Grain Milling 94; Meat Packers 98; Railroad Signals 25; Rubber Prod. Mach. tools 94; Elevators, Steel Fabrication 35; Mach. Shops, Aluminum Fabricators 24; Grain Processing 47; Fertilizer 71; Crankshifts 950; Local Lighting & Infrared Fixtures 172; Soybean Oil 51; Cement Blocks 500; Gray Iron Casting 650; Ptg. 158; Jet Blades 18; Refrigeration 900; Ford Motor Company 1,000.
Principal Industrial Pay Days: Wed. & Fri.

10-CLIMATE: Mon. & Max. Temp.—Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8. Last killing frost, May 4.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shopping area, 8 blocks.
Shopping Center: Fostoria Plaza (Buckeye Mart, Discount Food, K-Mart)—open 9 to 9 daily and 10-6 on Sunday.
Principal Shopping Days: Thurs., Fri., & Sat.
Stores Open Evenings: Dept., Mon. & Fri.; Food, Nightly.

13—RETAIL OUTLETS: Department Stores: K-Mart; Ahlenius, Sears Roebuck, J.C. Penney.
Variety Stores: S.S. Kresge, Goodyear, Firestone.
Discount Stores (CZ): Edison Discount, Buckeye Mart.
Chain Drug Stores: Toledo HRC 1.
Chain Food Supermarkets: Kroger; Nye's, Great Scott; Seaway Food Town; Don's IGA, White Front; Sav-Mor 4, Colonial Mkt.
Other Chain Stores: Western Auto, Sherwin-Williams, Singer.

14—NEWSPAPERS: REVIEW-TIMES (e) 7,078 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: T.L. Bickel, Adv. Dir., REVIEW TIMES.
National Representatives: Landon Associates, Inc.

FREMONT, OHIO

1—LOCATION: Sandusky County, E&P Map B-2, County Seat. NW part of state; 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2—TRANSPORTATION: Railroads: Conrail; Norfolk & Western (freight).
Motor Freight Carriers: 20.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 18,490; Loc. Est. 19,029
Total Primary Mkt.-ABC: (70) 73,650; (80) 75,700
County 70 Cen. 60,983; Loc. Est. 62,400

4—HOUSEHOLDS:
City 70 Cen. 6,020; Loc. Est. 7,341
County 70 Cen. 18,227; Loc. Est. 21,894
Total Primary Mkt.-ABC: (70) 22,095 (80) 26,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$203,637,000
Sav. & Loan Assns.	3	$60,502,512

6—PASSENGER AUTOS: County 37,848 (1978)

7—ELECTRIC METERS: Residence 20,557

8—GAS METERS: Residence 14,060

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of wage earners (Av. Weekly Wage): Total 21,479 ($245); Agri. 424 ($130); Mining 165 ($469); Const. 948 ($326); Manufact. 9,355 ($300); Trans. 611 ($350); Whls. & Ret. 3,962 ($168); Finance 602 ($182); Service 2,788 (,175); Govt. 2,624 ($201).

10-CLIMATE: Min. & Max. Temp.—Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Avg. annual rainfall 38. Frost-free period May 10-Oct. 10.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shoppings Areas: 4 blocks on W. State St. Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Fremont Plaza	12	Gray Drugs, Murphy Mart
Potter Village	35	Foodtown, Great Scot, Mr. Wiggs, Fishers Big Wheel

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Most stores-Mon. and Fri.; Food (chanin) and shopping centers-nightly.

13—RETAIL OUTLETS: Department Stores: Joseph's, J. C. Penney; Sears (catalog).
Variety Stores: Woolworth. Department Stores—
Discount Stores (CZ): Associated Buyers, Mr. Wiggs; Fishers Big Wheel Jupiter Discount; Murphy Mart.
Chain Drug Stores (CZ): Revco, Gray's 2, H.C. Grund.
Chain Food Stores (CZ): Shop Rite, Kroger; Great Scot 2; Foodtown.
Other Chain Stores: Fashion Shop; Firestone; Cato (ladies clothing), 7-11 Store, Lawson's Milk; Osterman Jewelers, Picway Shoes; Sinter, Radio Shack; Crosby Shoes, Shoe World.

14—NEWSPAPERS: NEWS-MESSENGER (e) 15,531; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Randolph N. Chapman, Adv. Dir., NEWS-MESSENGER.
National Representatives: Gannett Newspaper Advertising Sales.

GALION, OHIO

1—LOCATION: Crawford County, E&P Map B-2. 80 mi. SW of Cleveland, 60 mi. N of Columbus. On Ohio Rtes. 309 and 61.

2—TRANSPORTATION: Railroads: Conrail, Erie-Lackawanna.
Motor Freight Carriers: 3.
Intercity Bus Lines: Galion-Mansfield Transit; Greyhound.
Airlines: USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3—POPULATION:
Corp. City 70 Cen. 13,123; Loc. Est. 13,832
CZ ABC: (70) 13,123; (80) 13,200
RTZ-ABC: (70) 19,540; (80) 20,200
County 70 Cen. 50,364; Loc. Est. 49,299
City & RTZ-ABC: (70) 32,663; (80) 33,400

4—HOUSEHOLDS:
City 70 Cen. 4,427; Loc. Est. 5,318
County 70 Cen. 16,000; Loc. Est. 18,026
CZ ABC: (70) 4,427; (80) 5,100
RTZ-ABC: 70 Cen. 5,774; (80) 6,900
City & RTZ-ABC: (70) 10,201; (80) 12,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$40,132,000
Sav. Loan Assns.	3	$51,430,000

6—PASSENGER AUTOS: County 30,730 (1978)

7—ELECTRIC METERS: Residence City 4,928

8—GAS METERS: Residence 4,975

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Truck bodieshydraulic hoists 734 ($184); Environmental Control Equipment 465 ($190); Telephonetics 2,300 ($192); Road Machinery 745 ($193); Metallic vaults 210 ($170); Custom tool 330 ($167); Printing 275 ($148); Hydraulic components 120 ($140); Custom uniforms 95 ($136); Annual Payroll—$63,000,000.
Principal Industrial Pay Days: 14th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20. Last killing frost, Feb. 22.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on 3 streets (Harding Way).
Neighborhood Shopping Centers: Galion, Murphys Mart Shopping Center; West Shopping Center.
Principal Shopping Days: Mon., Thu., Sat.
Stores Close: Small stores Wed. P.M.
Stores Open Evenings: All Stores—Mon., Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Art Nichols; Bennett's; Cook's Electric;

Card, K-Mart; Murphy's; Murphy Mart.
Variety Stores: Dean's.
Discount Stores: Murphy Mart.
Chain Drug Stores (CZ): Quay; SuperRx; H-K Drugs.
Chain Food Supermarkets: Kroger; Thrif-T-Mart; Geyer's; Charlie's; Neff Bros; Cains-Way IGA.

14—NEWSPAPERS: INQUIRER (e) 6,431; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER.
National Representatives: American Newspaper Representatives, Inc.

GALLIPOLIS, OHIO

1—LOCATION: Gallia County, E&P Map B-4, County Seat. On Ohio River; midway Bet. Chincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State 7, 141, 160, 218.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,490; Loc. Est. 7,000
CZ ABC: (70) 7,490; (80) 7,100
RTZ-ABC: (70) 36,238; (80) 45,100
County 70 Cen. 25,239; Loc. Est. 31,678
City & RTZ-ABC: (70) 43,728; (80) 52,200

4—HOUSEHOLDS:
City 70 Cen. 2,082; Loc. Est. 2,086
County 70 Cen. 7,407; Loc. Est. 11,267
CZ ABC: (70) 2,082; (80) 2,200
RTZ-ABC: (70) 11,059; (80) 15,800
City & RTZ-ABC: (70) 13,141; (80) 18,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$160,000,000
Sav. & Loan	2	$27,000,000

6—PASSENGER AUTOS: County 15,204

7—ELECTRIC METERS: Residence 5,131

8—GAS METERS: Residence 3,204

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Electric Prod. 300 ($87); Furn. 24 ($65); Packing 55; Truck Farming 75; Medical Cntr. 1,000.
Principal Industrial Pay Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: Second Ave.; State St.; Third Ave.; Court St.; Silver Bridge Plaza; K-Mart.
Principal Shopping Days: Fri., Sat.
Stores Close: Thurs. afternoon.
Stores Open Evenings: Some on Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Gallipolis; Knight's; Cox's.
Variety Stores: G.C. Murphy 2.
Discount Stores: Jones Boy (with Super Mkt.); K-Mart.
Chain Drug Stores (CZ): Revco, Rite Aid.
Chain Food Supermarkets: Pennyfare 1; A&P 1; Kroger 1. ; Foodland 1.
Other Chain Stores: Sears (Catalog); Montgomery Ward (Catalog).

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 6,516; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE.
National Representatives: Landon Associates, Inc.

GENEVA, OHIO

1—LOCATION: Ashtabula County, E&P Map C-1. Residential; Grape growing area (produce jelly, jam & juice). 10 mi. west from Ashtabula and 50 mi. east from Cleveland. On U.S. Hwy. 20; State Hwys. 84,534; Interstate 90.

2—TRANSPORTATION: Railroads: Nickel Plate RR; Greyhound Bus.

3—POPULATION:
Corp. City 70 Cen. 6,449; Loc. Est. 7,279
County 70 Cen. 98,237; Loc. Est. 102,647
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,928; Loc. Est. 2,490
County 70 Cen. 29,985; Loc. Est. 36,285

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial		$196,000,000
Sav. & Loan Assn		$70,000,000

6—PASSENGER AUTOS: County 59,750

7—ELECTRIC METERS: Residence 2,700

8—GAS METERS: Residence 3,100

9— PRINCIPAL INDUSTRIES (CZ): Coca-Cola Co; Geneva Rubber Co. (fabricated rubber products); Automotive Plastics Co. (automotive plastic parts); True Temper Corp. (research-sports equipment); Other manufactured products are Wood Products; Automotive Parts; Quarried Stone; Fiber Glass Products; Tubular Steel; Tools; Metal Wheels; Food processing; Small Rubber Prod.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING:
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Carlisle.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Geneva Drug; Rees Rexall; Colonial.
Discount Stores: Uncle Joe's Valu Center.
Chain Food Supermarkets: Lawson's; Convenient Foods; Valu King; Golden Dawn.

14—NEWSPAPERS: STAR-BEACON (m) 2,297, sworn Oct 1, 1979; Sold in combination with Ashtabula Star-Beacon and Conneaut News-Herald.
Local Contact for Advertising and Merchandising Data: Leonard Filler, Adv. Mgr., STAR-BEACON.
National Representatives: Landon Associates, Inc.

GREENVILLE, OHIO

1—LOCATION: Darke County, E&P Map A-3. In Western central part of State. 35 mi. NW of Dayton; on U.S. Rt. 36; State Rt. 127 & 49.

2—TRANSPORTATION: Railroads: Conrail, Baltimore & Ohio.
Airlines: Dayton International Airport, 25 mi.
Motor Freight Carriers: 10.

3—POPULATION:
Corp. City 70 Cen. 12,380; Loc. Est. 13,510
CZ-ABC: (70) 12,380; (80) 13,300
RTZ-ABC: (70) 40,756; (80) 46,600
County 70 Cen. 49,141; Loc. Est. 57,413
City & RTZ-ABC: (70) 53,136; (80) 59,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,218; Loc. Est. 5,335
County 70 Cen. 17,600; Loc. Est. 20,612
CZ ABC: (70) 4,218; (80) 5,200
RTZ-ABC: (70) 12,407; (80) 16,200
City & RTZ-ABC: (70) 16,625; (80) 21,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$120,299,000
Sav. & Loan Assn	2	$299,276,599

6—PASSENGER AUTOS: County 32,422 (1978)

7—ELECTRIC METERS: City 5,891

8—GAS METERS: City 4,357

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Number of Wage Earners): Oil Filters (1200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Excello (172); Aggregate and Concrete Products (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days: Fri. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23. Last killing frost, May 9.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: covers ten blocks.
Neighborhood Shopping Centers: Jamesway; Murphy's Mart; K-Mart (8 units). Open eves. until 9 and Sundays.
Nearby Shopping Centers: Salem Mall (Rike's-Sears).
Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Fri. & Sat.; Foods and Shopping centers every evening.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Jamesway; Murphy's Mart; Uhlman's; K-Mart.
Variety Stores: Murphy.
Discount Stores: Murphy Mart; Jamesway; K-Mart.
Chain Drug Stores (CZ): Revco, SuperRx 1; Bonfiglio's.
Chain Food Supermarkets: Kroger; Eikenberry 2, Marsh Foodliner 1, Troutwine 1.
Other Chain Stores: Sears; Cato; Endicott-Johnson Shoes; Galenkamp Shoes; Montgomery Ward (catalog); Firestone; JoAnn Fabrics; Nationwise Auto; Lawson's 2; Quality Farm Fleet; Holthouse Furniture.

14—NEWSPAPERS: ADVOCATE (e) 9,550; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Govey, Publisher or Gary Yount, Adv. Mgr., ADVOCATE.
National Representatives: Thomson Newspapers, Inc.

HAMILTON, OHIO

1—LOCATION: Butler County (In Hamilton- Middletown SMSA). E&P Map A-3. County Seat. Industrial city; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy 127; State 4, 129, 177 and 138.

2—TRANSPORTATION: Railroads: Chessie System; Norfolk & Western; Amtrak.
Motor Freight Carriers: 50.
Intercity Bus Lines: All major lines.

3—POPULATION:
Corp. City 70 Cen. 67,865; Loc. Est. 64,857
CZ ABC: (70) 97,771; (80) 113,100
RTZ-ABC: (70) 79,952; (80) 100,800
County/SMSA 70 Cen. 226,207; Loc. Est. 263,317
City & RTZ-ABC: (70) 177,723; (80) 213,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 22,144; Loc. Est. 27,027
County/SMSA 70 Cen. 67,110; Loc. Est. 90,454
CZ ABC: (70) 30,346; (80) 39,500
RTZ-ABC: (70) 20,807; (80) 31,400
City & RTZ-ABC: (70) 51,153; (80) 70,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	5	$436,356,000
Commercial Banks	3	$328,412,000

6—PASSENGER AUTOS: County 149,744

7—ELECTRIC METERS: Residence 24,519

8—GAS METERS: Residence 22,438

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Paper Mfg. 4,800; Auto Bodies 3,000; Machy. 2,000; Sales 1,500; Steel 700; Fdry. 800.
Principal Pay Days: 1st & 2nd Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 50-74; Summer 5[illegible]-94; Fall 52-55; Winter 27-46. First killing frost, Oct. [illegible]. Last killing frost, Apr. 23.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers: Lindenwald, 5 blocks on Pleasant Ave., West Side, 6 on Main St.; Hamilton Plaza; Town & Country, Hamilton West.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Fair Plaza	12	Twin Fair Dept., Marsh Mkt.
Hamilton Plaza	19	Kroger, Ontario
Hamilton West	15	Wooico, SuperRx Drug
Town & Country	18	Woolworth, Marsh Mkt.
Hicks Manor	15	Kroger, SuperRx
Tri County	60	Sears, Shillitos
Northgate	47	Sears, McAlpins

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon. & Fri.; Supermarkets— Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Elder-Beerman; Sears Roebuck; J. C. Penney.
Discount Stores: K-Mart; Ontario; Rink's; Twin Fair; Woolco.
Variety Stores: Woolworth, McCrory's.
Chain Drug Stores (CZ): Revco 2, Haag; SuperRx.
Chain Food Supermarkets: Liberal 2, Kroger 4, Marsh Foodliners 3.
Other Chain Stores: Shoes: Thom McAn, Nobils; Auto Supply: Goodrich, Firestone, Goodyear, Nationwise; Clothing: Lerner's, National; Singer Co.; Spiegel (Catalog).

14—NEWSPAPERS: JOURNAL-NEWS (e) 30,292; (S) 28,118; Mar 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ray Pike, Retail Sales Mgr., JOURNAL-NEWS.
National Representatives: Branham/Newspaper Sales; U.S. Suburban Press, Inc.

HILLSBORO, OHIO

1—LOCATION: Highland County, E&P Map B-3, County Seat. Agricultural and industrial area: 65 mi. E. of Cincinnati; on U.S. Hwy. 50 at 62.

2—TRANSPORTATION: Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 5,584; Loc. Est. 5,621
County 70 Cen. 28,996; Loc. Est. 33,289

4—HOUSEHOLDS:
City 70 Cen. 1,998; Loc. Est. 2,302
County 70 Cen. 9,579; Loc. Est. 12,643

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	4	N.A.
Savings Banks	3	$80,621,000

6—PASSENGER AUTOS: County 18,576

7—ELECTRIC METERS: Residence 2,100

8—GAS METERS: Residence 2,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number employed—Electrical Switches Relays 400; Vaults & Safety Boxes 150; Iron Castings 50; Men's Slacks 150; Business Forms 175; Automobile Door Hinges 150; Food Service Equipment 200.

10-CLIMATE: Min. & Max. Temp.—Spring 50-73; Summer 59-83; Fall 34-54; Winter 25-44. First killing frost, Nov. 19. Last killing frost, May. [illegible]7.

11—TAP WATER: Reservoir.

12—RETAILING: Principal Shopping Center: 2 blocks on Main St., 2 Blocks on High St.

Neighborhood Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Highland Plaza	7	Kroger, Revco Drugs
K Mart Plaza	4	Savway Shoes, Rite-Aid Drugs
U.S. 62 South	2	—

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Town & Country; Murphy; Kroger; Steen IGA; Convenient; Great Scot; Revco; Haines; K-Mart.

13—RETAIL OUTLETS: Department Stores: Haines; United; Litt's.
Discount Stores (CZ): Town & Country, K-Mart.
Variety Stores: Murphy; Western Auto.
Chain Drug Stores (CZ): Revco; Rite-Aid.
Chain Food Stores (CZ): Kroger, Great Scot; Steen IGA; Convenient.
Other Chain Stores: Fairley; Holthouse; Hallmark; Landmark; Radio Shack; Sherwin-Williams; Dean & Berry.

14—NEWSPAPERS: PRESS GAZETTE (e-Mon. to Fri.) 4,893; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert A. Rodenfels, Mgr., PRESS GAZETTE.
National Representatives: American Newspaper Representatives, Inc.

IRONTON, OHIO

1—LOCATION: Lawrence County (In Huntington-Ashland, W. Va.-O. SMSA). E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth; 20 mi. from Huntington, W. Va.; 128 mi. from Columbus; 140 mi. from Cincinnati. On U.S. Hwy 52; 1 mi. from U.S. Hwys. 23 and 60; and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2—TRANSPORTATION: Railroads: DT&I (freight); N&W; C&O.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.
Airlines: American, Eastern, Piedmont, U.S. Air; Lake Central.

3—POPULATION:
Corp. City 70 Cen. 15,030; Loc. Est. 12,833
CZ ABC: (70) 18,067; (80) 16,900
RTZ-ABC: (70) 56,409; (80) 69,400
SMSA 70 Cen. 286,935; Loc. Est. 300,858
County 70 Cen. 56,868; Loc. Est. 64,012
City & RTZ-ABC: (70) 74,476; (80) 86,300

4—HOUSEHOLDS:
City 70 Cen. 5,269; Loc. Est. 5,330
County 70 Cen. 17,611; Loc. Est. 22,858
SMSA 70 Cen. 91,075; Loc. Est. 110,273
CZ ABC: (70) 6,188; (80) 6,500
RTZ-ABC: (70) 16,650; (80) 23,800
City & RTZ-ABC: (70) 22,838; (80) 80,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$97,353,000
Sav. & Loan Assns	4	$72,113,289

6—PASSENGER AUTOS: County 35,571 (1978)

7—ELECTRIC METERS: Residence 18,198

8—GAS METERS: Residence 11,476

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Chemicals 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($19[illegible]); Transp. & Util. 763 ($270); Wholesale 299 ($202); Retail 2228 ($125).
Principal Pay Days: 15th, 30th, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-70; Summer 50-100; Fall 3[illegible]-80; Winter 0-48. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr/gal.; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on 3rd St., 3 on 2nd St., 2 on Center & 1 on Park Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Mid-Town	17	Woolco Krogers
Ashland Plaza	25	Hills, Radio Shack
K-Mart Plaza	-	K-Mart
Wheelersburg Mall	7	Rink's, Krogers
Greenup Mall	15	G.C. Murphy, K-Mart

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept. Stores— Mon. & Fri.; Food: Ind.—8 on Sat.; Chain—Daily to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, The Village Store.
Variety Stores: S.S. Kresge.
Discount Stores: Shoppers.
Chain Drug Stores (CZ): Revco; Staley's 2.
Chain Food Supermarkets: A&P; Kroger; Foodland; Little Giant; Key; Tradewell.
Other Chain Stores: Walkers Shoes; Williams Shoes; Merrill (Women's); Artwil (Women's); Goodyear.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 9,593; (S) 9,903, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: C.T. Dowling, Adv. Mgr., TRIBUNE.
National Representatives: None.

The Community
Information
Center In

Hamilton,
Ohio.

Journal-News
A Harte-Hanks
NEWSPAPER

KENT-RAVENNA, OHIO

1—LOCATION: Portage County (In Akron, O SMSA) E&P Map C-2, Ravenna: 18 mi. E of Akron; 34 mi SE of Cleveland; on State Hwys. 59, 14, 43, 44, 18. Kent: 11 mi. E of Akron; 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2—TRANSPORTATION: Railroads: Ravenna and Kent- Conrail; B&O; Erie-Lackawanna; Kent—Norfolk & Western; Nickel Plate Dist.
Motor Freight Carriers: 35.

3—POPULATION:
Corp. Areas 70 Cen. 39,963; Loc. Est. 40,615
Kent 70 Cen. 28,183; Loc. Est. 28,081
Ravenna 70 Cen. 11,780; Loc. Est. 12,534
CZ ABC: (70) 55,135, (80) 59,100
RTZ-ABC: (70) 73,940, (80) 80,100
SMSA 70 Cen. 679,239; Loc. Est. 650,390
County 70 Cen. 125,868; Loc. Est. 134,077
City & RTZ-ABC: (70) 129,075; (80) 139,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Kent 70 Cen. 6,692; Loc. Est. 8,022
Ravenna 70 Cen. 3,887; Loc. Est. 4,914
County 70 Cen. 34,438; Loc. Est. 43,042
SMSA 70 Cen. 206,344; Loc. Est. 231,610
CZ ABC: (70) 15,110; (80) 18,500
RTZ-ABC: (70) 19,328; (80) 23,900
City & RTZ-ABC: (70) 34,438; (80) 42,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$350,207,512
Sav. & Loan Assn.	4	$137,420,312

6—PASSENGER AUTOS: County 79,310

7—ELECTRIC METERS: Residence Ravenna 5,521, Kent 9,368

8—GAS METERS: Residence Ravenna 7,314, Kent 9,368

9— PRINCIPAL INDUSTRIES (CZ): Castings; Rubber Prods.; Plastic Prods.; Motors, Nuts & Bolts; G.E. Warehouse; Steel Fabrication. Also Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19. Last killing frost, May 7.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Area: Ravenna: 6 blocks on Main St., 3 on Chestnut; 2 on Meridian, 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St.; 2 on Main St.; 2 on Erie; 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.

Neighborhood Shopping Centers: Brimfield Plaza, Rt. 18, Brimfield; University Plaza, Rt. 261 & 43 at Kent's southside; Stow-Kent Ctr., 3 mi. W. of Kent; Downtown Stow Plaza 5 mi. W. of Kent; Streetsboro Plaza, 8 mi. N. of Kent; Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.
Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Nightly at shopping centers.

13—RETAIL OUTLETS: Department Stores: Wright's; Kertscher's; K-Mart; O'Neil's.
Discount Stores (CZ): Clarkin's (Kent); Click (Stow- Kent Ctr.); K-Mart (Stow Kent); Murphy's; Big Wheel; TG&Y (Ravenna).
Variety Stores: Ravenna: Woolworth; Nichol's; Stow: Ben Franklin; Kent: Kresge; Streetsboro: Ben Franklin.
Chain Drug Stores (CZ): Revco 3; Gray; Cunningham 2; Tri-Angle 2; Professional 1.

Chain Food Supermarkets: Acme 3; Kroger 1; Sparkle 4; I.G.A.; Valu King 5.
Other Chain Stores: Singer Co.; Wright; Co-op Foods; Heinen's.

14—NEWSPAPERS: RECORD-COURIER (e) 26,794; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Ray Drotor, Adv. Dir., RECORD-COURIER.
National Representatives: Landon Associates, Inc.

KENTON, OHIO

1—LOCATION: Hardin County, E&P Map B-2, County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68 and State Hwys. 31, 53 and 67.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 9
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 8,315; Loc. Est. 7,874
CZ ABC: (70) 8,315; (80) 8,000
RTZ-ABC: (70) 27,368; (80) 29,400
County 70 Cen. 30,813; Loc. Est. 32,523
City & RTZ-ABC: (70) 35,683; (80) 37,400

4—HOUSEHOLDS:
70 Cen. City 2,946; Loc. Est. 2,759
County 70 Cen. 9,524; Loc. Est. 11,793
CZ ABC: (70) 2,946; (80) 3,200
RTZ-ABC: (70) 8,084; (80) 10,100
City & RTZ-ABC: (70) 11,030; (80) 13,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. Banks	2	$60,253,795
Savings Banks	1	$27,816,000
Sav. & Loan Assn.	2	$24,208,689

6—PASSENGER AUTOS: County 17,299 (1978)

7—ELECTRIC METERS: Residence 3,042

8—GAS METERS: Residence 2,860

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Emp. Machine Tools 205; Gasoline Truck Tanks 100; Truck and Trailer Axles 1,200; Plastic 200; Automotive Switches 400; Signs 75; Railroad Cabooses 200; Ornamental Iron 30; Dies and Molds 40; Fertilizer 20; Picture Frames 100; Metal Forgings 200; Paper Cup 100.

10-CLIMATE: Min. & Max. Temp.—Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING:

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Kenton	9	J.C. Penney, TG&Y, Krogers, SuperRx.

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Uhlman's; United Discount; TG&Y.
Variety Stores: Woolworth; Barr.
Discount Stores: United Discount; Allen Wholesale.
Chain Drug Stores (CZ): Walgreen, Rexall, SuperRx.
Chain Food Supermarkets: Kroger, Super Valu; Great Scot; I.G.A.
Other Chain Stores: Sears (mail order); K-Mart; Cato; Goodyear; Sherwin-Williams; Montgomery Ward (mail order); J.C. Penney (mail order).

14—NEWSPAPERS: TIMES (e) 8,589; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr.
National Representatives: American Newspaper Representatives, Inc.

LAKE COUNTY, OHIO

1—LOCATION: Lake County (In Cleveland SMSA). E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2—TRANSPORTATION: Railroads: Conrail; Nickel Plate.
Intercity Bus Lines: Lake Front Lines.

3—POPULATION:
Corp. Cities 70 Cen. 55,546; Loc. Est. 64,704
Willoughby 70 Cen. 18,634; Loc. Est. 21,295
Mentor 70 Cen. 36,912; Loc. Est. 43,409
Primary Mkt. Area-ABC
(70) 197,200; (80) 214,800
County 70 Cen. 197,200; Loc. Est. 214,092
SMSA 70 Cen. 2,064,194; Loc. Est. 1,930,178

4—HOUSEHOLDS:
Willoughby 70 Cen. 5,872; Loc. Est. 7,758
Mentor 70 Cen. 10,136; Loc. Est. 13,784
County 70 Cen. 55,801; Loc. Est. 69,827
SMSA 70 Cen. 650,138; Loc. Est. 698,629
Primary Mkt. Area-ABC
(70) 55,801; (80) 69,400

5—BANKS: Comm. Banks 6; Sav. & Loan 16

6—PASSENGER AUTOS: County 140,464 (1978)

7—ELECTRIC METERS: County/Res. 60,628

8—GAS METERS: County/Res. 44,304

9— PRINCIPAL INDUSTRIES (CZ): Rubber Products, Cranes, Dies and Gauges, Chemicals, Heavy Machinery; Precision Tools; Electronic; Quartz Products, Wire Cloth; Key Cutting Machines; Textiles; Nurseries.

10-CLIMATE: Min. & Max. Temp.—Spring 10-93; Summer 34-104; Fall 4-86, Winter -19-80. First killing frost, Nov. 8. Last killing frost, May 4.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Great Lakes Mall	100	May Co., Sears, J.C. Penney
Mentor	20	Higbees, Horne Co Zayres, Radio Shack
New Market Mall	40	Carlisles, Revco Drug
Painesville	26	Krogers, Gray Drugs
Richmond Mall	81	Sears, J.C. Penney
Euclid Square Mall	80	Higbee Co., May Co., Revco
Willo Plaza	32	Pic-N-Pay, Gray Drugs
Shoregate	75	Sears, Lerners, Woolworths

Principal Shopping Days: Thurs., Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Sears; Newberry's; Penney; May Co.; Carlise-Allen; Higbee's; Joseph Horne.
Discount Stores (CZ): Zayre's; Uncle Bills; K-Mart; Gold Circle; Forest City.
Chain Drug Stores (CZ): Cunningham's 8; Revco; Gray's; Medic 3; Dorsey-Texall 2; Baker's; Bernie Shulman.
Chain Food Supermarkets: Pick-N-Pay 4; Fisher-Fazio 3; Kroger 1; Rogers; Bi-Rite; K-Mart; Rini's; Valu-King.

14—NEWSPAPERS: NEWS-HERALD (e) 31,885; (S) 36,668; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rick Stenger, Adv. Mgr., NEWS-HERALD.
National Representatives: Branham/Newspaper Sales.

LANCASTER, OHIO

1—LOCATION: Fairfield County (In Columbus SMSA) E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2—TRANSPORTATION: Railroads: C&O
Motor Freight Carriers: 6
Intercity Bus Lines: Lake Shore, Inc.

3—POPULATION:
Corp. City 70 Cen. 32,911; Loc. Est. 41,866
CZ ABC: (70) 32,911; (80) 41,500
RTZ-ABC: (70) 48,511; (80) 61,100
SMSA 70 Cen. 1,017,847; Loc. Est. 1,093,431
County 70 Cen. 73,301; Loc. Est. 93,993
City & RTZ-ABC: (70) 81,422; (80) 102,600

4—HOUSEHOLDS:
City 70 Cen. 11,061; Loc. Est. 16,463
County 70 Cen. 22,629; Loc. Est. 33,749
SMSA 70 Cen. 313,771; Loc. Est. 393,495
CZ ABC: (70) 11,061; (80) 16,000
RTZ-ABC: (70) 14,054; (80) 20,300
City & RTZ-ABC: (70) 25,115; (80) 36,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$186,405,000
Sav. & Loan Assn.	3	$167,000,000

6—PASSENGER AUTOS: County 56,478 (1978)

7—ELECTRIC METERS: Residence 19,300

8—GAS METERS: Residence 12,352

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass Mfg. 4,792 ($175); Non Elec. Machinery 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equipment 1,150 ($130); Food Processing 285 ($140).

10-CLIMATE: Min. & Max. Temp.—Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15. Last, Apr. 29.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on Main St., 3 on Columbus St., 3 on Broad St.; Several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
East Main	4	Super X, Kroger Mkt.
Hocking Vally Mall	13	K Mart, Krogers
Harts	2	Big Bear, Harts Mkt.
Center Point	2	King's, Anchor Hocking
Town & Country	10	Hecks
Memorial Drive Plaza	25	Penneys, Big Bear Mkt, Sears, Woolworths

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Dept. Fri.; Food nitely.

13—RETAIL OUTLETS: Department Stores: Hickle's; J. C. Penney; Sears Roebuck.
Variety Stores: S.S. Kresge; Woolworth.
Discount Stores (CZ): Lancaster Sales; Buckeye Mart; King's; Harts.
Chain Drug Stores (CZ): Gray's; Super Rx; Heritage Walgreen; Beiter & Flege Rexall 2.
Chain Food Supermarkets: Big Bear 2; Lancaster; IGA; Kroger 2; Bay's R&W 2; Sheridan 2.
Other Chain Stores: Moore's; Lowes; Quality Fleet; Peoples Shoe; Jean Frock's; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 4.

14—NEWSPAPERS: EAGLE-GAZETTE (e) 18,219; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Mickey Henry, Adv. Mgr., EAGLE-GAZETTE.
National Representatives: Thomson Newspapers, Inc.

LIMA, OHIO

1—LOCATION: Allen County (In Lima SMSA). E&P Map A-2, County Seat. Between Toledo and Dayton, 75 mi.; Columbus, 93 mi.; Ft. Wayne, 65 mi. On U.S. Hwy. 30S; Interstate 75; State Hwys. 117, 65, 81.

2—TRANSPORTATION: Railroads: Amtrak (passenger); N & W (Nickel Plate) (freight); Conrail (freight); Detroit, Toledo & Ironton (freight).
Motor Freight Carriers: 28
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 53,734; Loc. Est. 49,680
CZ ABC: (70) 81,753; (80) 77,700
RTZ-ABC: (70) 210,441; (80) 223,000
County 70 Cen. 111,144; Loc. Est. 107,485
SMSA 70 Cen. 210,074; Loc. Est. 215,343
City & RTZ-ABC: (70) 292,194; (80) 300,700

4—HOUSEHOLDS:
City 70 cen. 17,475; Loc. Est. 18,585
County 70 Cen. 33,966; Loc. Est. 38,059
SMSA 70 Cen. 63,469; Loc. Est. 75,226
CZ ABC: (70) 25,339; (80) 27,400
RTZ-ABC: (70) 62,689; (80) 76,100
City & RTZ-ABC: (70) 88,028; (80) 103,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$274,715,140
Sav. & Loan Assns.	5	$570,469,872

6—PASSENGER AUTOS: County 92,131

7—ELECTRIC METERS: 49,945

8—GAS METERS: Res. 25,587

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Trans. Equip. 5,400 ($416); Elec. Equip. 1,500 ($320); Other Mchy. 4,000 ($275); Oil Pdts. 1,150 ($388);
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14. Last killing frost, May 4.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 1 block on 6 sts. Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers: Cole & North; Main & Kibby.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
American Mall	32	Mont. Ward, Kings Pangles Mkt.
K-Mart Plaza	7	K-Mart, Lane Drug, Warehouse Paint
Lima Mall	69	Penney, Lazarus Dept., Zale's, Woolworth, Sears, Elder Beerman,
Northland Plaza	9	Kroger's, Kings, Pangles Mkt.
Eastgate S/C	43	Rinks, Pangles Mkt.

Principal Shopping Days: Mon. thru Sat.

Stores Open Evenings: Dept.—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Elder Beerman; K-Mart; Greggs; J. C. Penney; Montgomery-Ward; Sears; Kings; Lazarus Rinks.
Variety Stores: Woolworth; Kresge.
Chain Drug Stores (CZ): Haag; Thrift; Revco Drug; Lanes; Rite-Aid.
Chain Food Supermarkets (CZ): Kroger 2; Pangles 5; A&P; Harris IGA; Wright's IGA; Clyde Evans Mkts. 5.
Discount Stores (CZ): Kings 2; Rinks 2; Lima Bargain Ctr.; K-Mart.
Other Chain Stores: Richman Bros. (Men's Wear); Shoe World; Radio Shack; Zales; LeRoys; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; JoAnn Fabrics; So Fro Fabrics; Goodyear; Neumode Hosiery; Pittsburgh Plate Glass; Sherwin Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn Shoes; Walden Books; Sills Shoes; Singer Co.; Carpetland U.S.A.; Nobil Shoes; Musicland; Century House, Inc.; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; A.S. Beck Shoes; Nationwise Auto; Lazy Boy Showcase Shoppes; Service Merchandise; The Gap; Jean Nicole (Ladies Wear) Plaza U; Paul Harris; Fox More; Brooks, Petries, Lerners; Cedar Point Gifts; The Bottom Half; National Shirt; Wrangler Wranch; Woman Aware; Stretch & Sew; Petland; Hair Happening; Hello Shop; Air Step Shoes.

14—NEWSPAPERS: NEWS (e) 40,571; (S) 47,431; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gus Stroube, Adv. Dir., NEWS.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

LISBON, OHIO

1—LOCATION: Columbiana County E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Village 70 Cen. 3,521; Loc. Est. 3,460
County 70 Cen. 108,310; Loc. Est. 116,241
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Cen.; Village 1,216; Loc. Est. 1,359
County 70 Cen. 34,418; Loc. Est. 42,785

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$28,000,000
Sav. & Loan Assn.	2	$2,700,000

6—PASSENGER AUTOS: County 68,265 (1978)

7—ELECTRIC METERS: Residence 1,350

8—GAS METERS: Residence 1,400

9— PRINCIPAL INDUSTRIES (CZ): Bronze & Aluminum Foundry; Office Supplies & Equipment & Medical Service Equipment; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Construction Fabrication; Electric Hoists; Buffing Wheels for Belt Sanders; Building Materials & Concrete & Feeds; Goss Community Printing. (Av. Wkly. Wage $120); Coal Mining.

10-CLIMATE: Average Temp.—Spring 47, Summer 68; Fall 53; Winter 27.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Days: Thurs., Fri., Sat.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Salem Plaza (10)	12	Stambaugh's, Radio Shack
St. Clair Plaza (10)	15	Hills, Sears
Southern Pk Mall (106)	24	Sears, Penney's, Horne's
Columbiana Plz (2)	10	Golden Dawn, Ben Franklin

Nearby Shopping Areas

Rt. 164, 46, & 14, Columbiana	10	Fisher's Big Wheel
State St. Salem	12	Penney's, G.C. Murphy, Kroger, Perskey's, Foouland
2nd St. Salem	12	Walgreen Drug
Lundy, Salem	12	A&P
Rt. 45, Salem	12	IGA
Main St. Salineville		IGA
E. 5th, E. Liverpool	15	J.C. Penney, Ogilves
S.E. Blvd., E. Ellsworth, Salem	12	Ideal (2)
Fairfield Ave. Columbiana	10	Super Duper
New Garden	8	Super Duper
Leetonia	6	Ideal

13—RETAIL OUTLETS:
Discount Stores: The Mart.
Variety Stores: Ben Franklin, Laurette's, Wickett Shoppe, Miller's.
Chain Drug Stores: Hamilton/Rexall; Morgans/McKesson /Robins.
Chain Food Supermarkets: Value King, Hillyer's; Lincoln Way IGA.
Other Chain Stores: Western Auto.

14—NEWSPAPERS: MORNING JOURNAL (m) 11,892; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joyce Barnes, Natl. Adv. Mgr., MORNING JOURNAL.
National Representatives: None.

LOGAN, OHIO

1—LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93 and 664.

2—TRANSPORTATION: Railroads: C&O.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,269; Loc. Est. 6,114
County 70 Cen. 20,322; Loc. Est. 22,556
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,236; Loc. Est. 2,466
County 70 Cen. 6,531; Loc. Est. 8,391

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$45,796,398
Sav. & Loan Assn.	1	$44,000,000

6—PASSENGER AUTOS: County 13,433

7—ELECTRIC METERS: Residence 6,500

8—GAS METERS: Residence 4,541

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Goodyear 800; Carborundum 392; Metalbestos 126; Smead Mfg. 170; Clay Products 214; Oil Drilling 200; Wolsky Stair Co. 103; General Electric 157; Metal Products 100.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept. Last killing frost, May 10.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers: West Hunter St. & E. Front St.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept. Fri.; Food every evening and Sunday.

13—RETAIL OUTLETS: Department Stores: Elberfeld's; J. C. Penney.
Discount Stores (CZ): Leon's; Jack's Surplus City; Super Dollar.
Variety Stores: Murphy's. Logan 5 & 100
Chain Drug Stores (CZ): Risch 7; Rexall. Revco.
Chain Food Supermarkets: Super Thrift, Kroger; Super Duper; Fox East 2.
Other Chains Stores: Sears; Stop-N-Go; Open Pantry; Radio Shack.

14—NEWSPAPERS: NEWS (e) 6,250; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Larry Joseph, Gen. Mgr., NEWS.
National Representatives: American Newspaper Representatives, Inc.

LONDON, OHIO

1—LOCATION: Madison County, E&P Map B-3, County Seat. Primarily Agriculture; Manufacturing; Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound.
Airlines: Six major companies from Columbus or Dayton; Private planes at local airport. (Madison County Airport).

3—POPULATION:
Corp. City 70 Cen. 6,481; Loc. Est. 11,995
County 70 Cen. 28,318; Loc. Est. 33,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,236; Loc. Est. 4,656
County 70 Cen. 8,183; Loc. Est. 11,069

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$67,754,000
Sav. & Loan Assn.	4	$51,034,242

6—PASSENGER AUTOS: County 16,188 (1978)

7—ELECTRIC METERS: City 3,058—District 4,173

8—GAS METERS: City 2,466—Area 4,181

9— PRINCIPAL INDUSTRIES (CZ): Agriculture, Iron Castings, Steel Wool Products, Ohio Criminal Identification Bureau, Printing, Plastics, Grain Elevators, Lumber, Agri-Business Fertilizer Plants. Average Hourly Wage—Unskilled $3.10 $4.50; Semiskilled $3.10/$5.33; Skilled $6.43; Wkly. Wages—Mfg. $240; Ofc. $160.

10-CLIMATE: Average Annual Temp.—49.8; Mean Max. Temp.—59.1; Mean Min. Temp.—40.4; First killing frost, Oct. 31; Last killing frost, Apr. 16.

11—TAP WATER: 972,000 gallons daily; Soft (130 mg. per litre). Natural fluoridation (.8 mg. per litre after treatment)

12—RETAILING: Open Fri. & Sat. to 8:30 or 9.

13—RETAIL OUTLETS: Variety: Woods Shoe Store; Rons Clothing; Hume & Rayburn; Stifflers Stores; Dwyers Hdw.; Moores; Western Auto; Farm Bureau; TV Stores 4; Blackers Hdw.; Meade Tires; Singer Sewing Center; Days Drugs; London Rexall Phcy.; Youth Center; Montgomery Ward.
Discount Stores: Bi Rite; Revco.
Other Chain Stores: Kroger; Lawsons; Barnharts; Firestone; Rinks; McDonalds; Burger Chef.
Independent Food: Stumps; Carters; Davis Market.

14—NEWSPAPERS: MADISON PRESS (e-Mon. to Fri.) 6,400 sworn Mar. 31, 1980.
Local Contact for Advertising Data: Don Hartley, Pub.
National Representatives: American Newspaper Representatives, Inc.

LORAIN, OHIO

1—LOCATION: Lorain County (In Lorain-Elyria SMSA). E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry, North-central part of the state; 27 mi. W. of Cleveland; 76 mi. E. of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy. 57, 58, 254, 301, 611, 2 and 90 on Ohio Turnpike.

2—TRANSPORTATION: Railroads: Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal.
Water Transport: Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil, Export steel on foreign freighters.
Motor Freight Carriers: 20.
Freight & Steamship Lines: 15.
Intercity Bus Lines: Greyhound.
Airlines: 22 mi. to Cleveland Hopkins Airport. All main lines scheduled; Lorain County Regional Airport.

3—POPULATION:
Corp. City 70 Cen. 78,185; Loc. Est. 84,961
Prim. Mkt. Area-ABC: (70) 146,391; (80) 156,100
County/SMSA 70 Cen. 256,843;
Loc. Est. 269,224
Demographic Information available from Newspaper. See paragrap 14.

4—HOUSEHOLDS:
City 70 Cen. 23,037; Loc. 28,988
County/SMSA 70 Cen. 73,087; Loc. Est. 88,844
Prim. Mkt. Area-ABC: (70) 41,857; (80) 51,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$336,973,000
Sav. & Loan Assn.	6	$192,469,301

6—PASSENGER AUTOS: County 170,498

7—ELECTRIC METERS: Residence 25,399

8—GAS METERS: Residence 35,500

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing (more than 120,000 emp. Annual payroll over $900,000,000). Auto Trucks; Passenger Cars; Steel Pipe; Building Products; Bearing; Foods; Screw Machine Products; Electronics; Chemicals Water Purification Equipment, Traffic Signals, and Stud Welding Guns.
Principal Pay Days: Mon., Tues., Wed. and Fri.

10-CLIMATE: First killing frost, Oct. 12. Last killing frost, May 5.

11—TAP WATER: Alkaline, 7. 6 hardness; fluoridated.

12—RETAILING: 10 Principal Shopping Centers: downtown, central and south Lorain.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Midway Mall	6	Higbee Co., Sears, Fisher Fazio Foods, Woolworth, Goodyear J.C. Penney
Lorain Westgage	2	Fisher-Fazio, Cunningham Drug
Sheffield	3	May Co.
Oakwood Plaza	3	Fisher Fazio Foods, Gray Drug
Shoreway	5	Cunningham Drug, Kroger
Ridgeview Ctr	14	Big Town,
Lorain Plaza	3	Kroger, Sparkle Mkt., Revco Drug
South Shore	10	Geyer's, Kroger Fisher's Big Wheel
Avon Lake	8	Fisher-Fazio, IGA
Amherst Plaza	5	K-Mart, Fisher Fazio, Petries
North Ridge	17	Revco, Fisher's Big Wheel

Principal Shopping Days: Department Stores—Mon., Fri., and Sat. Food Stores—Thu., Fri. and Sat.
Stores Open Evenings: All major stores.
Stores Open Sundays: All major stores.

13—RETAIL OUTLETS: Department Stores: Smith & Gerhart, J.C. Penney; Sears; May Co.; Higbee Co.
Discount Stores (CZ): Ontario Co.; Hill's; Elyria City; K-Mart; Zayre; Bigtown; Gaylord; Clarkin's; Esco; Gold Circle; Fisher's; Big Wheel.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Cunningham 3; Gray's 3; Revco 5; Discount Drug Mart 2.
Chain Food Supermarkets: Geyer's; Kroger 4; I. G. A. Eagle 6; Edwards 1; Fisher-Fazio 8.
Other Chain Stores: Shoes; Nobils 2, Merit, Baker's; Men's Clothes: Richman's, Jax, Sam Klein Women's Clothes: Ted Jacobs, Paints: Sherwin-Williams 2, Pittsburgh; Auto Supplies: Goodrich 2, Goodyear 3, Firestone 3, Jewelry: Hart's 1, Rose Jewelry J.B. Robinson Jewelry; Bakeries: Hough's 2; Nichols, Wonder Bread; Furniture: Name Brand; T.N. Molas; Reidy-Scanlan; Others; Spiegel (Catalog), Montgomery Ward (Catalog) 2, Grocery: Lawsons 20, Convenient Food Mart; 7-11; Open Pantry.

14—NEWSPAPERS: JOURNAL (e) 42,508 (S) 46,-590 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kenyon D. Gornall, Adv. Dir., JOURNAL.
National Representatives: Branham/Newspaper Sales.

MANSFIELD, OHIO

1—LOCATION: Richland County (SMSA). E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N; 30S; 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; Interstate 71.

2—TRANSPORTATION: Railroads: Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers: 41.
Intercity Bus Lines: Greyhound; Lake Shore.
Airlines: Allegheny Airlines and G.C.S.

3—POPULATION:
Corp. City 70 Cen. 55,047; Loc. Est. 56,955
CZ ABC: (70) 91,684; (80) 91,700
RTZ ABC: (70) 97,180; (80) 99,300
County/SMSA
70 Cen. 129,997; Loc. Est. 131,785
City & RTZ-ABC: (70) 188,864; (80) 191,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 18,288; Loc. Est. 21,809
County/SMSA 70 Cen. 39,871; Loc. Est. 46,878
CZ ABC: (70) 28,749; (80) 32,800
RTZ-ABC: (70) 29,460; (80) 34,500
City & RTZ ABC: (70) 58,209; (80) 67,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$418,601,000
Sav. & Loan Assn.	4	$502,611,000

6—PASSENGER AUTOS: 82,268 (1978)

7—ELECTRIC METERS: Residence 20,352

8—GAS METERS: Residence 16,863

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees (Av. Wkly. Wage) Stone, Clay & Glass 908 ($231); Metal Industries 2,134 ($246); Fabricated Metal Products 4,692 ($265); Machinery 1,475 ($250); Electrical L,357 ($220); Printing & Publishing 1,032 ($205); Rubber & Plastic Products 879 ($250); Transp. & Utilities 2,500 ($230); Wholesale 1.350 ($225); Retail 7,508 ($122); Banks, Securities & Finance 612 ($173); Insurance 1,031 ($203); Services 3,198 ($134).

10-CLIMATE: Min. & Max. Temp.—Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct. Last killing frost, Apr.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: 5 blocks on Main St. 5 on Park Ave. and 3 on Third & 4th. Lex.-Springmill Rd & Rt. 30.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Masnf. Sq.	3	Mont. Ward, J.C. Penney
Appleseed	4	Fisher-Fazio
West Park	3	Kroger
Richland Mall	5	Sears, O'Neil's, Lazarus
Eastgate	-	Big Bear

Principal Shopping Days: Mon., Thu., Fri., Sat.,
Stores Open Evenings: Shopping Centers-Mon. -Sat.; Food—Mon. -Sun.

13—RETAIL OUTLETS: Department Stores: M. O'Neil; Sears; Montgomery Ward; J.C. Penney; H.L. Reed; Lazarus.
Discount Stores (CZ): Five Cousins 2; Uncle Bills; King's 2; Conley's; Zayre's; Swallens; K Marts.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Gray's 4; Shaw & Ott 2; SuperRx-2.
Chain Food Supermarkets: Kroger 3; T&A; Thrif-T-Mart 5; Big Bear 1; Super Dollar 4; Fisher Fazio 2.
Other Chain Stores: Thom McAn Shoe; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Zales Jewelry; Richmans Bros. (mens): Goodyear; Firestone; Spiegel (catalog); Singer Co.; JoAnn Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Gray Drugs; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode-O-Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Robert Sweet; Silvermans; Walden Books.

14—NEWSPAPERS: NEWS JOURNAL (e) 38,478; (sat) 41,280; (S) 47,492; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Orville E. Kemper, Adv. Dir., NEWS JOURNAL.
National Representatives: Branham/Newspaper Sales.

MARIETTA, OHIO

1—LOCATION: Washington County (In Parkensburg-Marietta, W. Va.-O. SMSA). E&P Map C-3, County Seat. Agricultural, mfg. and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. Interstate 77; U.S. hwys. 50 Alt., State Hwys. 7, 60, 26, 375, 676, and 821.

2—TRANSPORTATION: Railroads: C & O/Chessie system.
Motor Freight Carriers: 22.
Intercity Bus Line: Greyhound.
Airlines: U.S. Air; Christman Air Service.

3—POPULATION:
Corp. City 70 Cen. 10,801, Loc. Est. 16,710
CZ ABC: (70) 19,604; (80) 19,400
RTZ-ABC: (70) 47,253; (80) 52,400
SMSA 70 Cen. 148,132; Loc. Est. 156,339
County 70 Cen. 57,100; Loc. Est. 62,338
City & RTZ-ABC: (70) 66,862; (80) 71,800

4—HOUSEHOLDS:
City 70 Cen. 5,450; Loc. Est. 6,037
County 70 Cen. 17,560; Loc. Est. 22,150
SMSA 70 Cen. 46,636; Loc. Est. 56,927
CZ ABC: (70) 6,335; (80) 7,200
RTZ-ABC: (70) 14,508; (80) 18,300
City & RTZ-ABC: (70) 20,843; (80) 25,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assns.	3	$57,267,398.00
Commercial Banks	4	$237,738,701.41

6—PASSENGER AUTOS: 35,256

7—ELECTRIC METERS: Residence 7 025

8—GAS METERS: Residence 5,923

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Alloys & Metals 1,256; Plastics, Chemicals 1,224; Office Equipment 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fabricating 406; Oil, Gas, Drilling 265; Trucking 269; Concrete 194; Utilities 141; Dairy 170; Other 689. Average Weekly Wage $215.20.
Principal Industrial Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 16-89; Summer 54-98; Fall 8-79; Winter -2-65. First killing frost Oct. 7-15. Last killing frost, May 1-15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Putnam St.; 2 on Third St.; 3 on Second St.; 2 on Front St., and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.
Nearby Shopping Center: Frontier (1 mi.—12 Stores; Big Bear Mkt.; Woolworth; Revco; Sears); Marietta (Hecks; Kroger; Revco; Joanne Fabrics).
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Dept.—Mon., Thu., Fri.; Shpg. Ctr. & Supermarkets—Every eve. to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Kremer's.
Variety Stores: Woolworth, Kresge.
Discount Stores (CZ): Stripe; Hart's; Rink's; Heck's; K-Mart.
Chain Drug Stores (CZ): Revco; Nelson's 2; Harts; Stripe Discount; Rink's; Beagles.
Chain Food Supermarkets: Kroger Co.; Marietta Frozen Food; Big Bear; Penney Fare; Warren's IGA Foodliner.
Other Chain Stores: Wun-der Shoe; Keystone Shoe; Jean Frocks; Sherwin-Williams; Singer; Moore's; Mobil Paint; Sears; Montgomery Ward; Knit-Mill; Kremer Shoes; Roberts Mens Shop; Irenes Fashions.

14—NEWSPAPERS: TIMES (e) 15,156; Mar. 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir. & Retail Mgr., TIMES.
National Representatives: Gannett Newspaper Advertising Sales, Inc.

MARION, OHIO

1—LOCATION: Marion County. E&P Map B-2, County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23,30S and State Hwys. 95 and 4.

2—TRANSPORTATION: Railroads: Conrail; N&W; Chesapeake & Ohio.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 38,646; Loc. Est. 39,162

MARION—continued

CZ ABC: (70) 47,413; (80) 48,500
RTZ-ABC: (70) 53,826; (80) 61,000
County 70 Cen. 64,724; Loc. Est. 67,499
City & RTZ-ABC: (70) 101,239; (80) 109,500

4—HOUSEHOLDS:
City 70 Cen. 12,508; Loc. Est. 13,733
County 70 Cen. 14,541; Loc. Est. 22,397
CZ ABC: (70) 14,804; (80) 17,300
RTZ-ABC: (70) 16,628; (80) 21,600
City & RTZ-ABC: (70) 31,432; (80) 38,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$213,739,835
Sav. & Loan Assn.	3	$198,434,520

6—PASSENGER AUTOS: County 39,646

7—ELECTRIC METERS: Residence 20,944

8—GAS METERS: Residence 18,059

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage): Power Shovels 2,200; Refrigerators 2,147; Dryers, Airconditioners 1,416; Brakes, Axles 588; Steel 490; Road Graders 414; Mobile Doors NA (NA); Charcoal Briquettes 115; Dog Food 406; Steel Products NA (NA); Industrial Hose 483; Conveyors 260; Soybean Products 123; Tin Can Fabrication 42.

10-CLIMATE: First Killing frost, Oct. 24.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on Center St.; 18 on Main St.; 3 on State St.; 3 on Prospect St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Delco Plaza	3	Hills
Marion Plaza	18	Big Bear Mkt., Revco, Woolworth, King's
Southland Mall	50	Food Town, J.C. Penney, Sears, Revco Drug, G.C. Murphy
The Forum	9	Kroger, Rink's Bargain City, Rick's Floor Covering, SuperRx

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: All Stores—Mon. & Fri., 9 p.m.
Food (Chain)—Mon. to Sat., 9 p.m.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; J.C. Penney; Uhler's; Sutton & Lightner Co., Union.
Variety Stores: Woolworth; Murphy.
Discount Stores: Bargain City; King's; Hills; Twin Fair.
Chain Drug Stores (CZ): Henney & Cooper (Walgreen) 3; SuperRx; Gray's; Marion Rx Drugs; Schmidt Phcy.; Revco.
Chain Food Supermarkets: IGA; Big Bear; Kroger 2; Town & Country; Smith Cardinal; Greenwood St. Party Store; Lawson's Milk 5; Borden's Parish Dairy; Nickels; Smith Milk; Food Town; T/A Supermarket; Kash'n Karry Warehouse.
Other Chain Stores: Shoes: Nobil's; Paints: Sherwin-Williams; Pittsburgh; Hanna; Dean & Berry; Fox-Johnston's Lowe Bros.; Dupont; Dutch Boy; Auto: Goodyear; Firestone; Goodrich; U.S. Royal; United Delco; Men's Clothing: Cashway Lumber; Ohio Edison; Spiegel (catalog); Ward's (catalog).

14—NEWSPAPERS: STAR (e) 19,919; (S) 19,310; Mar.31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Norman Jensen, Adv. Mgr., STAR.
National Representatives: Thomson Newspapers, Inc.

MARTINS FERRY-BELLAIRE, OHIO

1—LOCATION: Belmont County (In Wheeling W. Va.-O. SMSA), E&P Map C-3. Industrial, residential center 2 mi. W of Wheeling, W. Va. On U.S. Hwys. 40, 150; Interstate 70.

2—TRANSPORTATION: Railroads: B&O; Nickel Plate.

3—POPULATION:
Corp. Cities 70 Cen. 20,412; Loc. Est. 17,708
Martins Ferry 10,757; Loc. Est. 9,720
Bellaire 9,655; Loc. Est. 7,988
CZ ABC: (70) 103,297; (80) 92,100
In Ohio (70) 29,422; (80) 26,300
In W. Va. (70) 73,875; (80) 65,800
RTZ-ABC: (70) 86,762; (80) 90,800
SMSA 70 Cen. 182,712; Loc. Est. 181,594
County 70 Cen. 80,917; Loc. Est. 84,328
City & RTZ-ABC: (70) 190,059; (80) 182,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Martins Ferry 70 Cen. 7,146; Loc. Est. 4,025
Bellaire 70 Cen. 3,792; Loc. Est. 3,234
County 70 Cen. 26,470; Loc. Est. 31,886
SMSA 70 Cen. 59,442; Loc. Est. 68,495
CZ ABC: (70) 35,418; (80) 36,200
In Ohio (70) 10,283; (80) 10,500
In W. Va. (70) 25,135; (80) 25,700
RTZ-ABC: (70) 27,326; (80) 32,800
City & RTZ-ABC: (70) 62,744; (80) 69,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$14,800,000
Savings	3	$19,547,000

6—PASSENGER AUTOS: County 46,864 (1978)

7—ELECTRIC METERS: Residence 28,102

8—GAS METERS: Residence 15,187

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Steel-Making; Blast Furnaces; Glass; Coal Mining; Transp.; Women's Sportswear; Castings; Electric Power; Ferro-Alleys; Pipe Couplings.

10-CLIMATE: Min. & Max. Temp.—Spring 45; Summer 93; Fall 60; Winter 20.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Saint Clairsville	105	Sears, Montgomery Wards, Mayco, J.C. Penney, Hills

13—RETAIL OUTLETS: Department Stores: Murphy's, Sears, J.C. Penney.
Variety Stores: Woolworth.
Discount Stores: Woolworth.
Discount Stores: Hart's Big Bear; Big Wheel; Hills, Cooks.
Chain Drug Stores: Bellwood 1; McKelbey's 1; Save Rite 2; SupeRx.
Chain Food Supermarkets: A&P 1; Kroger 4; M&K 4; Foodland 2; Harts-Big Bear; Riesbeck's 8; IGA; Co-op Food 8.

14—NEWSPAPERS: TIMES-LEADER (e-Mon to Fri.) 24,843; (S) 24,814; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Neil Altland, Adv. Dir., TIMES-LEADER.
National Representatives: Landon Associates, Inc.

MARYSVILLE, OHIO

1—LOCATION: Union County, E&P Map B-2, County Seat. 28 mi. NW of Columbus.

2—TRANSPORTATION: Railroads: Conrail; CCC&StL.

3—POPULATION:
Corp. City 70 Cen. 5,744; Loc. Est. 10,527
County 70 Cen. 23,786; Loc. Est. 30,026

4—HOUSEHOLDS:
70 Cen.: City 2,046; Loc. Est. 4,239
County 70 Cen. 7,418; Loc. Est. 10,915

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$37,675,000
Sav. & Loan Assn.	2	$78,000,000

6—PASSENGER AUTOS: County 17,186

7—ELECTRIC METERS: Residence 3,900

8—GAS METERS: Residence 2,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Plumbing Supplies 360; Lawn Seed & Lawn Prod. 900; Powdered Milk Prod. 150; Research & Control Chem. Labs. 180; Plastic Prods. 70; Highway & Heavy Const. 64; Elect. Prod. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Truck Axles 400; Motorcycle Production 200.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Five Points	3	Sears
Stocksdale Plaza	9	Community Markets
Marysville Plaza	6	Kroger

Principal Shopping Days: Thur., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Weiss Bros.; Otte's.
Variety Stores: Carneys; TG&Y; Revco; Rinks.
Chain Food Supermarkets (Corp. City): Cardinal; Kroger; Community Markets; Short Stop, Lawson's.

14—NEWSPAPERS: JOURNAL-TRIBUNE (e-Mon. to Fri.) 6,169; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: W.E. Behrens, JOURNAL-TRIBUNE.
National Representatives: Ohio Newspaper Services, Inc., American Newspaper Representatives, Inc.

MASSILLON, OHIO

1—LOCATION: Stark County (In Canton SMSA), E&P Map C-2. Industrial center. On U.S. Hwys. 21, 30, 62. Akron-Canton Airport, 10 mi.; 23 mi. S of Akron.

2—TRANSPORTATION: Railroads: B&O (freight); Norfolk & Western (freight); Conrail; Chessie, Amtrak.
Motor Freight Carriers: 22.
Intercity Bus Lines: Intercity; Greyhound.
Airlines: United, U.S.Air; Areomech; Christman; Comair.

3—POPULATION:
Corp. City 70 Cen. 32,539; Loc. Est. 34,946
Primary Mkt. Area (70) 111,412; (80) 113,800
SMSA 70 Cen. 393,789; Loc. Est. 407,496
County 70 Cen. 372,210; Loc. Est. 395,000

4—HOUSEHOLDS:
City 70 Cen. 10,772; Loc. Est. 13,499
County 70 Cen. 114,690; Loc. Est. 136,300
SMSA 70 Cen. 121,252; Loc. Est. 145,844
Primary Mkt. Area (70) 32,944; (80) 38,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$163,229,000
Sav. & Loan Assn.	3	$153,554,666

6—PASSENGER AUTOS: County 232,750

7—ELECTRIC METERS: Res. 37,502

8—GAS METERS: Res. 13,675; Rural 18,319

9— PRINCIPAL INDUSTRIES (CZ): Republic Steel; Union Drawn Division; Tyson Roller Bearing; EKCO Products; Perry Rubber Co.; Superior Brand Meat; Massillon Steel Casting; Central States Can; Corundite Refractories; Eaton; Ore-Ida Foods.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Amherst Park	38	Ben Franklin, Bordners, A&D
Belden Village	63	—
County Fair	20	—
K-Mart	-	K-Mart
Mayflower	8	Ben Franklin, Bordner's
Meadows Plaza	10	Clarkins, A&D
Mellett Mall	68	—
Wales Square	13	—
Zayre's Shopping Center	15	—

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Close: Dept.—9 p.m.
Stores Open Evenings: Food—Thu., Fri. Dept.—Mon. & Thu. Shopping Center—Every night.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; O'Neils, Montgomery Wards, Higbees, Halle's.
Discount Stores (CZ): United Discount; K-Mart; Clarkins; Conley; J. Jason; D&K.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Gray; SupeRx; Baltzly 2; Dynamic; Schuman; Revco, Peoples.
Chain Food Supermarkets: A&D Foodarama 2; Kroger's; Bordner's 2; Schrader's; Valu King; Brians.

14—NEWSPAPERS: INDEPENDENT (e) 18,489; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: G.R. Poynter, Nat. Adv. Mgr., INDEPENDENT.
National Representatives: Landon Associates, Inc.

MEDINA, OHIO

1—LOCATION: Medina County, (In Cleveland SMSA) E&P Map C-2, County Seat. Manufacturing and agricultural center, N.E. portion of state, 29 miles S.W. of Cleveland; 18 miles West of Akron; 114 miles north of Columbus, on Highways U.S. 42; S.R. 3-57-18 and interstate 71.

2—TRANSPORTATION: Railroads: B&O; AC&Y.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 10,913; Loc. Est. 15,782
CZ ABC: (70) 31,503; (80) 54,200
RTZ-ABC: (70) 33,701; (80) 37,600
SMSA 70 Cen. 2,064,194; Loc. Est. 1,930,178
County 70 Cen. 82,717; Loc. Est. 116,706
City & RTZ-ABC: (70) 65,204; (80) 91,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,370; Loc. Est. 6,600
County 70 Cen. 23,157; Loc. Est. 36,000
SMSA 70 Cen. 650,138; Loc. Est. 698,629
CZ ABC: (70) 8,430; (80) 16,500
RTZ-ABC: (70) 9,396; (80) 12,200
City & RTZ-ABC: (70) 17,826; (80) 28,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	N.A.
Savings and Loan	9	N.A.

6—PASSENGER AUTOS: County Est. 69,926 (1978)

7—ELECTRIC METERS: Residence 31,522

8—GAS METERS: Residence 16,100

9— PRINCIPAL INDUSTRIES (CZ): Bee Keeping Supplies; Mattress Mfg.; Plastic Prod.; Auto Speed Equipt.; Dairying; Chemical Labs and diversified low employment high inventory specialized industries; Commercial Printing.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost Oct. 24, last killing frost April 21.

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Medina	2	Fazio, Woolworth, Sears
Laurel Square	7	Rexall, Fazio, Fishers Big Wheel
Summit Mall	12	O'Neill's, Polsky's, Halle Bros.
Rolling Acres Mall	18	

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri.; Brunswick Shpg. Ctr. Mon. thru Fri.

13—RETAIL OUTLETS: Department Stores: Zieglers; Sears; Fishers Big Wheel; K-Mart.
Discount Stores (CZ): Conley's; Bargain Mart; Fisher's Big Wheel; K-Mart.
Variety Stores (CZ): Woolworth.
Chain Drug Stores (CZ): Revco; (Marshalls) Rexall; I.D.L.; Medina Drug Rexall; Key's 1; Discount Drug.
Chain Food Supermarkets (CZ): Fazio; Buehler's; Stop-N-Go 7; Country Counter; IGA.
Other Chain Stores: Auto Accessories; Firestone; LeRoy's Jewelry; Fisher's Big Wheel; Al's Shoes; Goodyear; Open Pantry; Stop and Go.

14—NEWSPAPERS: MEDINA COUNTY GAZETTE (e) 17,008; Mar. 31, 1980 ABC.
Local Contact for Advertising; Norman Rockwell, Adv. Mgr., MEDINA COUNTY GAZETTE.
NAtional Representatives: Landon Associates, Inc.

MIDDLETOWN, OHIO

1—LOCATION: Butler County (In Hamilton-Middletown SMSA); E&P Map A-3. Industrial center 35 mi. N of Cincinnati; 90 mi. from Columbus, 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and 122.

2—TRANSPORTATION: Railroads: Conrail; B&O.
Motor Freight Carriers: 28.

3—POPULATION:
Corp. City 70 Cen. 48,767; Loc. Est. 48,194
CZ ABC: (70) 89,268; (80) 93,800
RTZ-ABC: (70) 39,342; (80) 50,800
Co./SMSA 70 Cen. 226,207; Loc. Est. 260,339
City & RTZ-ABC: (70) 128,610; (80) 144,600

4—HOUSEHOLDS:
70 Cen. City 18,678; Loc. Est. 18,864
County/SMSA 70 Cen. 79,824; Loc. Est. 90,454
CZ ABC: (70) 27,333; (80) 32,600
RTZ-ABC: (70) 10,505; (80) 16,200
City & RTZ-ABC: (70) 37,838; (80) 48,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	Not Available
Sav. & Loan Assn.	10	Not Available

6—PASSENGER AUTOS: County 149,744 (1978)

7—ELECTRIC METERS: Residence 17,991

8—GAS METERS: Residence 14,861

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel 8,253 ($110); Paper Making 3,156 ($80-110); Airplane Parts 647 ($110); Elec. 223 ($95); Other Ind. 2,747 ($70-$165).

10-CLIMATE: Min. & Max. Temp.—Spring 30-84; Summer 54-95; Fall 16-71; Winter 10-58.

11—TAP WATER: Neutral, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Middletown	42	Elder Beerman, McGees
University		Ayr-Way, Super Valu Foods
Wildwood		Ward's, Marsh Foods, Twin Fair
Far Hills		Hills, Kroger
Towne Mall	56	McAlpin, Sears, Elder Beerman

Principal Shopping Days: Thurs., Fri., Mon.
Stores Open Evenings: Fri. and Mon., Some Thu.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears; McAlpin's; J.C. Penney; Elder Beerman; Swallens.
Variety Stores: Murphy Mart.
Chain Drug Stores (CZ): Revco 2; Lomark 5; Lewis 2.
Chain Food Supermarkets: Kroger 3; Marsh 2; Fazio 1; Super Valu 2.
Discount Stores (CZ): Twin Fair; Rinks; Hills; Ayr-Way.
Other Chain Stores: Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear.

14—NEWSPAPERS: JOURNAL (e) 25,051; (S) 25,945; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wailing E. Gray, Adv. Dir., JOURNAL.
National Representatives: Thomson Newspaper, Inc.

MOUNT VERNON, OHIO

1—LOCATION: Knox County, E&P Map B-2, County Seat. 45 mi. N of Columbus. On State Routes 3, 13 and 36.

2—TRANSPORTATION: Railroads: Conrail; B&O.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 13,373; Loc. Est. 15,126
CZ ABC: (70) 15,864; (80) 18,400
RTZ-ABC: (70) 32,314; (80) 33,400
County 70 Cen. 41,795; Loc. Est. 44,690
City & RTZ-ABC: (70) 48,178; (80) 51,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,068; Loc. Est. 6,305
County 70 Cen. 14,007; Loc. Est. 16,294
CZ ABC: (70) 5,562; (80) 7,400
RTZ-ABC: (70) 9,400; (80) 11,100
City & RTZ-ABC: (70) 14,962; (80) 18,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	1	$65,512,000
Savings Banks	1	$21,759,940
Sav. & Loan Assn.	3	$198,587,327

6—PASSENGER AUTOS: County 28,076

7—ELECTRIC METERS: Residence 13,100

8—GAS METERS: Residence 5,300

9— PRINCIPAL INDUSTRIES (CZ): Bottles; Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Soy Bean Prod.; Cardboard Cartons; Conveyor Systems; Hydraulic Systoms; Small Gas Engines; Windows; Gloves; Gaskets; Auto Parts (trim, brakes, etc.).

10-CLIMATE: Mean Annual Temp., 51; Min. & Max. Temp. Est.—Spring 40-85; Summer 65-102; Fall 40-85; Summer 65-102; Fall 40-85; Winter 20-60.

11—TAP WATER: Soft, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Mt. Vernon Plaza	15	Big Bear Mkt., Revco, Woolworths, Firestone

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Uhlmans, J.C. Penney, J.S. Ringwalt; Sears Roebuck; Woolson's; Hart's.
Discount Stores: Watson's; Murphy Mart; K-Mart; Conley's.
Variety Stores: Jupiter; Woolworth.
Chain Drug Stores (CZ): Revco, SuperRx.
Chain Food Supermarkets: Kroger; Big Bear; IGA; Foodliner; Wee's Cardinal Markets.

14—NEWSPAPERS: NEWS (e) 11,599; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: G.T. Culbertston, Jr., Pub.; Robert W. White, Gen. Mgr.; Henry Baisley, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

NAPOLEON, OHIO

1—LOCATION: Henry County, E&P Map A-1 & 2, County Seat. Agricultural & Mfg. Center, N.W. Portion of State, 45 mi. S.W. of Toledo.

2—TRANSPORTATION: Railroads: Detroit, Toledo & Ironton, Norfolk & Western.

3—POPULATION:
Corp. City 70 Cen. 7,791; Loc. Est. 8,600
City Zone, Loc. Est. 14,000
County 70 Cen. 27,058; Loc. Est. 28,200

4—HOUSEHOLDS:
City 70 Cen. 2,569; Loc. Est. 3,600
County 70 Cen. 8,193; Loc. Est. 11,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	2	$77,000,000
Commercial Banks	3	$98,000,000

6—PASSENGER AUTOS: County 17,792

7—ELECTRIC METERS: Residence 3,303

8—GAS METERS: Residence 4,090

9— PRINCIPAL INDUSTRIES (CZ): Agriculture; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chemical.
Principal Shopping Days: Fri., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1.

12—RETAILING:
Principal Shopping Center: 4 blocks on N. Perry; 3 on W. Washington; 1 on E. Clinton; 1 on North Scott.
Neighborhood Centers: N. Scott St.; S. Perry St.; Oakwood Ave.
Store Open Evenings: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Charles Co.; Crahan's.
Variety Stores: G.C. Murphy.
Chain Food Supermarkets: Chief 2; Foodland; Bernicke Super Dollar; Super Valu; Millen's; IGA.
Other Chain Stores: Sears Roebuck; Charles Co.; Gambles; Western Auto; Montgomery Ward; Walgreen; Rexall; Lane's; TG&Y; Family Center; Walgreen.

14—NEWSPAPERS: NORTHWEST SIGNAL (e-Mon. to Fri.) 5,795; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William Cahill, Adv. Dir., NORTHWEST SIGNAL.
National Representatives: Landon Associates, Inc.

NEW PHILADELPHIA, OHIO

See DOVER, OHIO

NEWARK, OHIO

1—LOCATION: Licking County, E&P Map B-3.

2—TRANSPORTATION: Railroads: Conrail Chessie System.
Motor Freight Carriers: 45.
Intercity Bus Lines: Ashland City Lines.
Airlines: American; Eastern; Piedmont; Delta; United and TWA through Columbus, Ohio.

3—POPULATION:
Corp. City 70 Cen. 41,836; Loc. Est. 37,204
CZ ABC: (70) 60,297; (80) 59,600
RTZ-ABC: (70) 74,761; (80) 92,600
County 70 Cen. 107,799, Loc. Est. 119,273
City & RTZ-ABC: (70) 135,058; (80) 152,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,187; Loc. Est. 14,877
County 70 Cen. 33,183; Loc. Est. 42,705
CZ ABC: (70) 19,158; (80) 21,200
RTZ-ABC: (70) 22,057; (80) 31,000
City & RTZ-ABC: (70) 41,215; (80) 52,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$381,225,000
Sav. & Loan Assns	4	$213,152,000

6—PASSENGER AUTOS: County 70,209 (1978)

7—ELECTRIC METERS: Residence 44,515

8—GAS METERS: Residence 28,245

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Fiberglass 3,500; Heavy Machy. 2,050; Aluminum 950, Air Force Missile Lab 2,500; Plastics 482; Glass 470. (Av. Wkly Wage—$268).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8. Last killing frost, May 4.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 15 blocks; 2 each on N. & S. Park Pl., 1st to 15th St. E. & W.; 4 each N. & S. 2nd & 3rd Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southgate	34	Big Bear, Kroger, Sears, J.C. Penney
Colonial	17	Connells Furniture
Indian Valley	11	Kroger, K-Mart
Plaza	11	Morts Furniuture
Eastland	10	Gardners, Seaway
Dugway	7	Gardners
Southgate Corners	6	Gardners, Kings
Rt. 79-30th St.	6	Hecks
N. 21st St.	20	Big Bear, Harts, Twin Fair

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Department Stores—Mon. and Fri. Food—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Carroll's, Sears Roebuck, J.C. Penney, Kline's; King's, Arro; Twin Fair, Seaway.
Variety Stores: Woolworth.
Discount Stores: Arro; Seaway; Twin Fair; King's, Heck's; Hart's Family Center, K-Mart, Sav-on.
Chain Drug Stores (CZ): Thrift, Gray 2; Arcade 2, Arensberg 3; Larry's 3.
Chain Food Supermarkets: Kroger 2, Big Bear 3; Gardners 6; Super Duper 2.
Other Chain Stores—Shoes: Bargain (Ostroy), Gallenkamp, Picway, Shoe World, Thom McAn. **Auto Suplies**: Goodyear, Firestone, Nationwise, Muffler King, B.F. Goodrich, Corvairs Benny's Kar Parts. **Women's Apparel**: Cato, Fashion Bug; Jessie Jeans, Abrahms & Sons; **Sewing Machine**: Singer Co.; **Hardware**: Sherwin-Williams; Glidden; Pittsburgh Plate Glass. **Lumber**: Moore's, Scott Lumber; Carter Lumber; **Men's Apparel**: Robert's Men's Shop **Electronic**: Radio Shack.

14—NEWSPAPERS: ADVOCATE (e) 23,358; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: D.L. Lehman, Adv. Mgr.
National Representatives: Thomson Newspapers, Inc.

NILES, OHIO

1—LOCATION: Trumball County (In Youngstown-Warren SMSA), E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2—TRANSPORTATION: Railroads: Conrail; B&O (freight).
Motor Freight Carriers: 60.
Intercity Bus Lines: Greyhound; Youngstown Transit.
Airlines (at Youngstown): United.

3—POPULATION:
Corp. City 70 Cen. 21,581; Loc. Est. 24,184
CZ ABC: (70) 39,093; (80) 41,800
RTZ-ABC: (70) 55,613; (80) 55,100
SMSA 70 Cen. 537,124; Loc. Est. 547,470
County 70 Cen. 232,579; Loc. Est. 245,359
City & RTZ-ABC: (70) 94,706; (80) 96,900

4—HOUSEHOLDS:
City 70 Cen. 6,538; Loc. Est. 8,382
County 70 Cen. 69,406; Loc. Est. 84,489
SMSA 70 Cen. 162,453; Loc. Est. 191,800
CZ ABC: (70) 11,513; (80) 14,000
RTZ-ABC: (70) 16,148; (80) 18,400
City & RTZ-ABC: (70) 27,661; (80) 32,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$58,000,000
Savings and Loan	2	$69,000,000

6—PASSENGER AUTOS: County 152,675

7—ELECTRIC METERS: Residence 9,300

8—GAS METERS: Residence 7,248

9— PRINCIPAL INDUSTRIES (CZ): Steel; Reactive Metals; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furniture; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Metal Lath; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickeling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Foundry; Total 8,000 emp.; Av. Wkly. Wage: $225. Paydays staggered.

10-CLIMATE: Min. & Max. Temp.—Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: Eastwood Mall, State Route 422, 92 stores including Montgomery-Ward, Sears, Strouss, Woolworth's, J.C. Penney, Village Center Plaza at Routes 46 and 422, Carlisle's Fisher-Fazio-Costa.
Neighborhood Shopping Centers: 3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Liberty Plaza	7	Thrift-Drug, Hills, Stambaugh-Thompson, J.C. Penney, Strouss, Lustig's, Gray Drugs,
Austintown Plaza	4½	Stambaugh-Thompson, Lustig's, Fisher Clothes, Isaly's, Gray Drug
McKinley Hts.		Stambaugh Thompson
Eastwood Mall		Sears, Mont. Ward, J.C. Penney, Woolworth, Strouss Dept.
Village Ctr.		Carlisle's, Thrift Drug, Fisher Foods

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Eastwood, Village Center and McKinley Heights every night; Downtown open Friday.

13—RETAIL OUTLETS: Department Stores: Carlisle-Allen; Montgomery-Ward; Sears; Strouss; Ideal; Reisman's.
Discount Stores (CZ): King's; Hills; K mart; Consumer Outlet Mart; Woolco.
Variety Stores: Woolworth.
Chain Drug Stores: Thrift; Gray's, Theis.; Valu Drug.
Chain Food Supermarkets (CZ): Kroger, Costa, Golden Dawn, Valu King; Sparkle Mkt.; Giant Eagle.

14—NEWSPAPERS: TIMES (e) 5,811; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Adv. Dir., TIMES—Nancy Edmundson.
National Representatives: American Newspaper Representatives, Inc.

NORWALK, OHIO

1—LOCATION: Huron County, E&P Map B-2, County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250 and 18 & 61; 6 mi. So. Ohio Tpke. Exit 7.

2—TRANSPORTATION: Railroads: Norfolk & Western.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 13,386; Loc. Est. 14,509
CZ ABC: (70) 13,386, (80) 14,300
RTZ-ABC: (70) 43,459; (80) 46,700
County 70 Cen. 49,587; Loc. Est. 54,350
City & RTZ-ABC: (70) 56,845; (80) 61,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,154; Loc. Est. 5,293
County 70 Cen. 14,811; Loc. Est. 18,693
CZ ABC: (70) 4,154; (80) 5,100
RTZ-ABC: (70) 12,863; (80) 15,800
City & RTZ-ABC: (70) 17,017; (80) 20,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$126,332,000
Sav. & Loan Assn	2	$131,388,702

6—PASSENGER AUTOS: County 31,222

7—ELECTRIC METERS: Residence 5,072

8—GAS METERS: Business & Residence 4,693

9— PRINCIPAL INDUSTRIES (CZ): Food Products, Plastic Coloring; Truck Bodies, Furniture, Rubber Products; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms, Surgical Instruments; Auto Parts; Candy.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Norwalk Town Plaza	2	Kroger, SuperX Drug
Shoppers Square	1	Cardinal Foods, State Liquor Store, Marathon Gas Station.

Principal Shopping District: 4½ blocks on Main St.
Principal Shopping Days: Mon., Fri. and Sat.
Stores Open Evenings: Mon. and Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: Woolworth.
Discount Stores (CZ): P&R Discount Store, Rinks; K-Mart.
Chain Drug Stores: SupeRx 1; Kaiser & Wells 2; K&H 2; American Discount.
Chain Food Supermarkets (CZ): Cardinal, Kroger; Schild's IGA 2; T&A Saveway; Fast Food 2; Lawson's 2.
Other Chain Stores: Western Auto, Goodrich, Maxie-Firestone; Sears, Wards; Preis, Gift Gallery; Singer; Jean Frocks; White Lumber; Wickes, Wolahan.

14—NEWSPAPERS: REFLECTOR 8,845; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR.
National Representatives: None.

OAK HARBOR, OHIO

See PORT CLINTON, OHIO

PAINESVILLE-MENTOR ON-THE-LAKE, OHIO

1—LOCATION: Lake County (In Cleveland SMSA) E&P Map C-1, County Seat. Residential center on S. Shore of Lake Erie at mouth of Grand River 23 mi. ENE of Cleveland. On Interstate 90, U.S. Hwy. 20, and State Hwys. 2, 44, 84, 86, 283.

2—TRANSPORTATION: Railroads: Conrail; Nickel Plate; Fairport; Painesville & E.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. Cities 70 Cen. 53,448; Loc. Est. 61,129
THE SUNDAY PAPER (S)
PMA—ABC: (70) 358,414; (80) 389,000
TELEGRAPH (e)
CZ-ABC: (70) 76,927; (79) 84,200
RTZ-ABC: (70) 170,765; (79) 191,900
City & RTZ-ABC: (70) 247,692; (79) 276,100
SMSA 70 Cen. 2,064,194; Loc. Est. 1,930,178
County 70 Cen. 197,200; Loc. Est. 214,092

4—HOUSEHOLDS:
Cities 70 Cen. 5,311; Loc. Est. 20,277
THE SUNDAY PAPER (S)
PMA-ABC: (70) 102,695; (80) 127,100
TELEGRAPH (e)
CZ-ABC: (70) 22,232; (79) 27,400
RTZ-ABC: (70) 47,186; (79) 59,900
City & RTZ-ABC: (70) 69,418; (79) 87,300
SMSA 70 Cen. 650,138; Loc. Est. 698,629
County 70 Cen. 55,801; Loc. Est. 69,827

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	10	$150,000,000
Sav. & Loan Assn	14	N.A.

6—PASSENGER AUTOS: County 140,464

7—ELECTRIC METERS: Residence 8,917

8—GAS METERS: Residence 5,611

9— PRINCIPAL INDUSTRIES (CZ): Rayon Cord; Veneer & Plywood Prods.; Chemicals; Alum. Castings; Sportswear; Paper; Rock Salt Mining; Nursery Prod.; Plastics; Ind. Equip., Computer Industries; Rubber Prods.; Oil Additives.

10-CLIMATE: Min. & Max. Temp.—Spring 14-88; Summer 55-92; Fall 14-86; Winter 0-96.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Painesville	3	Pic-N-Pay, Kroger, Rogers, Perry IGA, L/C Hardware
Mentor Headlands	8	Bi-Rite
Mentor	7	Forest City, Gold Circle, Fazio
Great Lakes Mall	7	J.C. Penney, Higbee, May Co., Sears, J.S. Newberry, Joseph Horne
Chardon Plaza	8	Fisher Big Wheel

Principal Shopping Days: Mon., Tue., Fri., Sat.
Stores Open Evenings: Mon., Tue., Fri.

13—RETAIL OUTLETS: Department Stores: Carlisle Allen; Sears; Penney's; May's Higbee, Joseph Horne.
Variety Stores: J.J. Newberry.
Chain Drug Stores (CZ): Gray's 2; Revco 2; King 1; Medic 3; Cunningham 1.
Discount Stores: K-Mart; Ln R. Discount; Zayre; Fisher. Big Wheel; Bold Circle; Uncle Bills.
Chain Food Supermarkets: Fazio; Pick n Pay; Rogers; Kroger; Convenient (15); Lawson (12); Bi-Rite (3); Stop n Shop (2); IGA (2); Valu King (3); 7-11 (2).
Other Chain Stores: Goodyear; Firestone, Dairy Queen, Sherwin Williams; Chess King; Lane Bryant; Richman Bros.; Plus 25 other National Chains in Great Lakes Mall.

14—NEWSPAPERS: TELEGRAPH (e) 18,050; Sept. 30, 1979 ABC. (Latest Statement available). THE SUNDAY PAPER (S) 46,893, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David Mackey, Mgr., TELEGRAPH/THE SUNDAY PAPER.
National Representatives: Landon Associates, Inc.

PIQUA, OHIO

1—LOCATION: Miami County (In Dayton SMSA), E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On Interstate 75, 36; State Hwys. 66 and 185.

2—TRANSPORTATION: Railroads: Penna.; B&O.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound.
Airlines: American; TWA, United, Eastern, Delta; Lake Central; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 20,741; Loc. Est. 19,958
CZ ABC: (70) 22,402; (80) 21,500
RTZ-ABC: (70) 55,726; (80) 63,000

PIQUA—continued

SMSA 70 Cen. 852,531; Loc. Est. 828,729
County 70 Cen. 84,342; Loc. Est. 89,342
City & RTZ-ABC: (70) 79,128; (80) 84,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,879; Loc. Est. 7,645
County 70 Cen. 26,571; Loc. Est. 32,437
SMSA 70 Cen.; Loc. Est. 296,836
CZ ABC: (70) 7,412; (80) 8,200
RTZ-ABC: (70) 17,445; (80) 22,100
City & RTZ-ABC: (70) 24,857; (80) 30,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$140,554,000
Sav. & Loan Assn	2	$93,978,203

6—PASSENGER AUTOS: County 57,903 (1978)

7—ELECTRIC METERS: Res./Est. 8,811

8—GAS METERS: Res./Est. 9,817

9— PRINCIPAL INDUSTRIES (CZ): Felts; Underwear; Machinery; Paper Containers; Steel Tubing Mfrs.; Industrial Fans; Veneer; Propellors; Business Papers & Gift Wrapping; Electronics; Tool & Die; Armco Quarrie. Total employees 8,642 Emp. (Av. Weekly Wage $125).

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11—TAP WATER: Neutral, soft.

12—RETAILING: Shopping Centers 6 nights and 7 days; Food & Drug on Sun., City wide.
Principal Shopping Areas: 5 blocks on Main St. (downtown); 4 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Pigua East Mall	35	Sears, Woolworth
Plaza 75	15	N.A.
Sunset Mall	9	Elder Beerman, Marsh Mkt.
Parkridge	5	Buckeye Mart
Piqua Plaza		K-Mart, Save Oh

Stores Open Evenings: Downtown Mon. to Fri.; Shopping; Food & Drug on Sun.

13—RETAIL OUTLETS: Department Stores: Uhlman's; J. C. Penney; Montgomery Ward; Fishers Buckeye Tempo; Elder Beerman; Sears; Woolworth; McCrory's; Jupiter (S. S. Kresge); Mr. Wiggs; G.C. Murphy; K-Mart.
Variety Stores: G.C. Murphy; Jupiter; K-Mart.
Discount Stores: Buckeye Mart; Mr. Wiggs; Jupiter.
Chain Drug Stores (CZ): Revco 2; Crosby's 1; Krogers Save On.
Chain Food Supermarkets: Kroger; Marsh Foodliner; IGA 3; Super E; Super Dollar.
Other Chain Stores: Schiff Shoes; Walker Shoes; Goodyear; Firestone; Sherwin-Williams; Spiegels; Paul Harris; Mod-o-Days; Fashion Bag

14—NEWSPAPERS: CALL (e) 11,528; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ralph J. Martin Adv. Dir., CALL.
National Representatives: Thomson Newspapers.

POMEROY-MIDDLEPORT, OHIO

1—LOCATION: Meigs county, E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7,124 and 143.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio.

3—POPULATION:
Villages. 70 Cen. 5,456; Loc. Est. 5,329
Pomeroy 70 Cen. 2,672; Loc. Est. 2,737
Middleport 70 Cen. 2,784; Loc. Est. 2,592
County 70 Cen. 19,799; Loc. Est. 22,786

4—HOUSEHOLDS:
Pomeroy 70 Cen. 917; Loc. Est. 1,044
Middleport 70 Cen. 1,036; Loc. Est. 1,058
County 70 Cen. 6,465; Loc. Est. 8,533

5—BANKS: Commercial 3, Dep. $68,230,000

6—PASSENGER AUTOS: County 12,673 (1978)

7—ELECTRIC METERS: Residence 2,384

8—GAS METERS: Residence 2,633

9— PRINCIPAL INDUSTRIES (CZ): Salt; Electrical; Apparatus; Cement Blocks; Steel Rails; Electricity.

10-CLIMATE: Min. & Max. Temp.—Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Pomeroy Plaza	2	Kroger

13—RETAIL OUTLETS: Department Stores: Eberfeld's; Stiffiers 2; Middleport Dept. Store.
Chain Food Supermarkets: Mark V; Kroger; Twin City Gateway; Super Valu.

14—NEWSPAPERS: SENTINEL (e-Mon. to Fri.) 5,-959; TIMES SENTINEL (S) 13,238; sworn Sept. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Carl Gleen, SENTINEL.
National Representatives: Landon Associates, Inc.

PORT CLINTON-OAK HARBOR, OHIO

1—LOCATION: Ottawa County (In Teledo, O.-Mich.-SMSA). E&P Map B-1, County Seat. Resort, mfg., industrial, fishing, mining, hunting, agriculture Heart of Lake Erie Vacationland. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange of Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2—TRANSPORTATION: Railroads: Conrail; E&W.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 6.
Airlines: Island.

3—POPULATION:
Corp. Cities 70 Cen. 10,009; Loc. Est. 11,182
Primary Mkt. ARea-ABC: (70) 37,099; (80) 39,400
SMSA 70 Cen. 762,741; Loc. Est. (80) 789,061
County 70 Cen. 37,099; Loc. Est. 39,894

4—HOUSEHOLDS:
Cities 70 Cen. 2,359; Loc. Est. 4,221
County 70 Cen. 11,521; Loc. Est. 14,311
SMSA 70 Cen. 234,265; Loc. Est. 280,270
Primary Mkt. Area-ABC: (70) 11,521; (80) 14,000

5—BANKS: 4 Commercial, Dep. $136,465,000

6—PASSENGER AUTOS: County 25,122 (1978)

7—ELECTRIC METERS: 13,300

8—GAS METERS: 4,700

9— PRINCIPAL INDUSTRIES (CZ): Aircraft Parts; Canned Vegetables; Gypsum Prod.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prod.; Vinyl Coated Fabrics.

10-CLIMATE: Mean 50 Temp., Rainfall 28.72" av.

12—RETAILING: Principal Shopping District: 2 blocks each on Madison, Perry & 2nd St.; Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton; Port Clinton Plaza.
Principal Shopping Days: Mon., Fri.
Stores Open Evenings: Thu.; Super Mkts. every eve. ex. Sun.

13—RETAIL OUTLETS: Department Stores: Appel's Fashion Shop; Uhlman's; Sneary's Dress Shop.
Variety Stores: W.R. Thomas; Walford's.
Drug Stores (CZ): Green, Timblin; Perry's; Dean's.
Food Supermarkets: A&P; Kroger; Bassett's; Catawba Foodland.
Other Stores: Bergeman's Men's Wear; Clinton Men's Wear; Wolf Furniture; Kolesar Shoe; Leo Marks Jewelry; Wastern Auto; Mizener-Drynan Hdwr., Bistley Jewelers; Young's Floor Covering; Sears.

14—NEWSPAPERS: NEWS-HERALD (e-Mon. to Fri.) 6,063; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ken Krupp, Adv. Dir., NEWS-HERALD.
National Representatives: Gannett Newspaper Advertising Sales.

PORTSMOUTH, OHIO

1—LOCATION: Scioto County, E&P Map B-4, County Seat. SE part of state. Atomic energy; trading center for industrial, agricultural Ohio and Scioto river valleys, 90 mi. S. of Columbus; 110 mi. E of Cincinnati. Shoe, steel, chemical, power and rail center of Southern Ohio. Site of Ohio State Penitentiary. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2—TRANSPORTATION: Railroads: Norfolk & Western, Chesapeake & Ohio; Baltimore & Ohio; Boat connections.
Motor Freight Carriers: 11.
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 27,633; Loc. Est. 23,983
CZ ABC: (70) 46,272; (80) 45,400
RTZ-ABC: (70) 90,281; (80) 108,700
County 70 Cen. 76,951; Loc. Est. 85,518
City & RTZ-ABC: (70) 136,553; (80) 154,100
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
70 Cen. City 10,104; Loc. Est. 10,403
County 70 Cen. 25,013; Loc. Est. 32,181
CZ ABC: (70) 16,111; (80) 18,000
RTZ-ABC: (70) 27,263; (80) 38,100
City & RTZ-ABC: (70) 43,374; (80) 56,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$149,359,072
Sav. & Loan Assn.	3	$99,087,173

6—PASSENGER AUTOS: County 46,338 (1978)

7—ELECTRIC METERS: Residence 25,010

8—GAS METERS: Residence 15,380

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel & Foundry 1,250 ($280); Railroad 1,020 ($190); Brick 468 ($190); Packaging 150 ($170).
Principal Pay Days: Steel: every other week; N&WRR: 15th & 30th; Shoes: Every other Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25. Last killing frost, Apr. 30.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St., 1 on Market St.
Neighborhood Shopping Area: 4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Clark-Kroger Shpg. Ctr. at Gallia St. & Mabert Rd.; Hart's Family Center, Rt. 23 North; Wheelersburg Shopping Center 3n Rte. 52 east. Rink's Bargain City; Kroger and 20 additional retail outlets under construction or planned; $6 million Ctr. planned on Rt. 23 North.
Shopping Centers: Clark's; K-Mart (one of 27 stores).

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
New Boston Mall	9	K-Mart, IGA, Revco

Principal Shopping Days: Department stores: Mon., Fri., Sat. Food—Wed., Thu., Fri.
Stores Open Evenings: Dept.-Fri.; Super markets—Every evening.

13—RETAIL OUTLETS: Department Stores: Marting's; Sears; J. C. Penney.
Variety Stores: S. S. Kresge; H. L. Green.
Discount Stores: Clark's; Hart's; Heck's; Rink's Bargain City; K-Mart; Heck's.
Chain Drug Stores (CZ): Revco 2; Rexall 5; Walgreen; Toledo Health & Retirement Ctr.; Discount Prescription Store; Hart's, Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Food Supermarkets: Kroger 2; Royal Blue 11; Foodland 4.
Other Chain Stores: Singer Co.; Walker's.

14—NEWSPAPERS: TIMES (e) 21,464; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William Warnock, Adv. Mgr., TIMES.
National Representatives: Thomson Newspapers, Inc.

RAVENNA, OHIO

See KENT, OHIO

ST. MARYS, OHIO

1—LOCATION: Auglaize County (In Lima SMSA). E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima, on State Hwys. 29, 33 and 66, 17,500 acre Lake Grand, Lake St. Marys.

2—TRANSPORTATION: Railroads: Norfolk & Western.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. City 70 Cen. 7,699; Loc. Est. 8,904
SMSA 70 Cen. 210,074; Loc. Est. 215,343
County 70 Cen. 38,602; Loc. Est. 43,355

4—HOUSEHOLDS:
City 70 Cen. 2,393; Loc. Est. 3,174
County 70 Cen. 11,522; Loc. Est. 15,114
SMSA 70 Cen. 63,459; Loc. Est. 75,226

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$93,092,500
Sav. & Loan Assn.	2	$20,625,000

6—PASSENGER AUTOS: County 24,740

7—ELECTRIC METERS: Residence 2,91

8—GAS METERS: Residence 2,680

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Rubber Prod. 1,800; Foundry 150; Canning 60; Hydraulic Prod. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

11—TAP WATER: Not fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Fri. & Sat.
Stores Open Evenings: Mon. & Fri.
Stores Open Sundays: 3 Super-Mkts., 2 Dept.

13—RETAIL OUTLETS: Department Stores: Buchanan's; Montgomery Ward (mail order); J. C. Penney.
Variety Stores: Murphys.
Discount Stores: Jamesway; K-Mart.
Chain Food Supermarkets: Pantry Pride; Super Valu; Cardinal.

14—NEWSPAPERS: LEADER (e) 6,524; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Brice H. Blair, Adv. Mgr., LEADER.
National Representatives: Landon Associates, Inc.

SALEM, OHIO

1—LOCATION: Columbiana County, E&P Map C-2. Industrial and farm area; 15 mi. from Ohio Turnpike. Midway between Cleveland and Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton, U.S. Hwy. 62; State Hwys. 9, 14, 45, 153, 558.

2—TRANSPORTATION: Railroads: Conrail
Motor Freight Carriers: 10.
Intercity Bus Lines. Greyhound.
Airlines: United; Allegheny; Eastern

3—POPULATION:
Corp. City 70 Cen. 14,186; Loc. Est. 16,783
CZ ABC: (70) 18,178; (80) 20,200
RTZ-ABC: (70) 55,652; (80) 57,100
County 70 Cen. 108,310; Loc. Est. 116,241
City & RTZ-ABC: (70) 73,830; (80) 77,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,759; Loc. Est. 6,588
County 70 Cen. 34,418; Loc. Est. 42,785
CZ ABC: (70) 5,934; (80) 7,500
City & RTZ-ABC: (70) 22,853; (80) 27,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$94,000,000
Sav. & Loan Assn.	2	$42,000,000

6—PASSENGER AUTOS: County 66,477 (1978)

7—ELECTRIC METERS: Residence 4,900

8—GAS METERS: Residence 5,879

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Fab. Metal Prods. 800; Machine Mfg. Tool & Die 2,100; Furn. & Fixt. 75; Printing, Publishing 369; Primary Metals Fdy. 1,300; Utilities 270; Construction 360; Food Processing 300; Total Industrial Employment 6,280; ($170).
Principal Pay Days: Thu. and Fri.

10-CLIMATE: Average Temp.—Spring 47; Summer 68; FALL 53; Winter 27. First killing frost, Oct. 2. Last killing frost, May 15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on State St.; 1 block on S. Broadway.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Salem Plaza	1½	Murphy's Mart, Rite-Aid, Thorofare, Stambaugh Jo Ann Fabrics, Yum Yum Tree, Kroger., Thomson
Southeast Plaza		Southeast Food Market, Consolidated

Principal Shopping Days: Department Stores—Mon., Thu., Fri., Sat. Groceries—Thu. and Fri.

Stores Open Evenings: Food—Mon. Wed, To Sun. All others—Mon. & Fri.

13—RETAIL OUTLETS: Department Stores (CZ): R. S. McCulloch; MJ. C. Penney; Strouss Hirshberg; Sears.
Variety Stores (CZ): G. C. Murphy; Murphy's Mart.
Discount Stores: Consolidated.
Chain Drug Stores (CZ): Rexall; Lane's; Walgreen; Rite-Aid.
Chain Food Supermarkets: IGA; A&P; Kroger; Thorofare.
Other Chain Stores (CZ): Jean Frocks; Merit Shoe; Firestone, Montgomery Ward; Stambaugh; Radio Shack.

14—NEWSPAPERS: NEWS (e) 11,204; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harry L. Stewart, Pub., NEWS.
National Representatives: Thomson Newspapers, Inc.

SANDUSKY, OHIO

1—LOCATION: Erie County, E&P Map B-1, County Seat. Industrial Center, seaway port, vacation resort; coal shipping; at mouth of Sandusky Bay, Lake Erie; 60 mi. W of Cleveland; 52 mi. E of Toledo; on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13; 11 mi. N of Ohio Tpke., Interchange 7.

2—TRANSPORTATION: Railroads: Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers: 21.
Intercity Bus Lines: Greyhound.
Airport: Private & charter service.

3—POPULATION:
Corp. City 70 Cen. 32,674; Loc. Est. 35,171
CZ ABC: (70) 51,766; (80) 51,300
RTZ-ABC: (70) 93,071; (80) 99,200
County 70 Cen. 75,909; Loc. Est. 80,645
City & RTZ-ABC: (70) 144,837; (80) 150,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 10,867; Loc. Est. 12,576
County 70 Cen. 25,812; Loc. Est. 27,500
CZ ABC; (70) 16,132; (80) 18,300
RTZ-ABC: (70) 27,907; (80) 34,200
City & RTZ-ABC: (70) 44,039; (80) 52,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$1,305,686,000
Sav. & Loan Assn.	4	$1,446,259,928

6—PASSENGER AUTOS: County 64,972

7—ELECTRIC METERS: Residence 23,218

8—GAS METERS: Residence 18,079

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Salary): Mfg. 12,-000 ($310); Whsle. Ret 7,716 ($140); Non-Mfg. 2350 ($170); Transp. & Util. 988 ($210); Const. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).

Principal Pay Days: Thu. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20. Last killing frost, Apr. 17. Rainfall, 45.03 in.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Downtown Shopping Center: 10 blocks; 2 on Water St.; 4 on Market St.; 2 on Columbus Ave.; 2 on Washington Row.
Neighborhood Shopping Centers: 4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St., 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Perkins Plaza (20)	2	Sears, Hill's
Sandusky Pl (27)	2	Pick'N Pay
Sandusky Mall (80)	3½	J. C. Penney, Mont. Ward, May Co., K-Mart, Pick'N Pay, Halles

Principal Shopping Days: Thu., Fri., Sat., Sun.
Stores Open Eveings: Downtown—Thurs., Fri. Shpg. ctr. & groc.—every night.
Stores Open Sundays: Penney; Hill's; Mr. Wiggs; Ontario; Jupiter; Kroger; Pick'N Pay; Foodland; Foodtown; Lawson's; Revco; K-Mart; Sears; Montgomery Ward; May Co.; Halles.

13—RETAIL OUTLETS: Department Stores: Lasalle's; Penney; Sears; Montgomery Ward; May Co.
Variety Stores: Jupiter; Woolworth.
Discount Stores (CZ): Mr. Wiggs; Hill's; Ontario; K-Mart.
Chain Drug Stores (CZ): Gray 3; Revco.
Chain Food Supermarkets: Kroger; Pick'N Pay 3; Foodtown 2; Foodland 2; Sandusky Cardinal.
Other Chain Stores: Firestone; Sherwin-Williams; Singer Co.; JoAnn Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Inn Circus World; Rogers Jewelry; Pearl Vision; Walden Books; Hickory Farms; Thom McAn.

14—NEWSPAPERS: REGISTER (e) 25,504; (S) 26,682; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mack Rau, Adv. Dir.; Bill Berry, Retail Adv Mgr; Dennis Simecek, Cl. Adv. Mgr., REGISTER.
National Representatives: Landon Associates, Inc.

SHELBY, OHIO

1—LOCATION: Richland County (In Mansfield SMSA). E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2—TRANSPORTATION: Railroads: Conrail; Baltimore & Ohio; and truck lines.
Intercity Bus Lines: Shelby to Newark.

3—POPULATION:
Corp. City 70 Cen. 9,847; Loc. Est. 9,708
Co./SMSA 70 Cen. 129,997; Loc. Est. 131,785

4—HOUSEHOLDS:
City 70 Cen. 3,289; Loc. Est. 3,776
County/SMSA 70 Cen. 39,781; Loc. Est. 46,878

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$56,087,000
Sav. & Loan Assn	1	$17,000,000

6—PASSENGER AUTOS: County 82,268 (1978)

7—ELECTRIC METERS: Res. 3,500

8—GAS METERS: Bus. & Res. 3,142

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Steel Tubing 725; Bus. Forms 300; Bowling Equip. 150; Builders Hdwr. 225; Auto Access. 275; Paper Boxes 80; Elect. Control Systems 125; Ins. 300; Rubber Products 80; Household Prod. 80; Warehousing 120.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers- 3½ blocks on Main St.; 2 on Gamble, 1 on Mansfield;½ each on Washington, Water & Mohican Sts.
Principal Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS:
Variety Stores: Ben Franklin; Fisher's Big Wheel.
Discount Stores (CZ): Big Plus.
Chain Drug (CZ): Walgreen; Rexall; Struble's.
Chain Food Supermarkets: IGA; Foodland; Great Scot; Bestmart.
Other Chain Stores: Western Auto.

14—NEWSPAPERS: GLOBE (e) 4,717; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: W.M. Carleton, Adv. Mgr., GLOBE.
National Representatives: Landon Associates, Inc.

SIDNEY, OHIO

1—LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; Interstate 75.

2—TRANSPORTATION: Railroads: B&O; Conrail.
Motor Freight Carriers: 24.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 16,332; Loc. Est. 18,504
CZ ABC: '70) 17,890; (80) 20,400
RTZ-ABC: (70) 34,860; (80) 37,900
City & RTZ-ABC: (70) 52,750; (80) 58,300
County 70 Cen. 37,748; Loc. Est. 41,937

4—HOUSEHOLDS:
City 70 Cen. 5,223; Loc. Est. 7,400
County 70 Cen. 11,104; Loc. Est. 14,317
City Zone ABC: (70) 5,616; (80) 7,400
RTZ-ABC: (70) 9,989; (80) 12,200
City & RTZ-ABC: (70) 15,605; (80) 19,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$140,000,000
Sav. & Loan Assn.	4	$165,000,000

6—PASSENGER AUTOS: County 19,000

7—ELECTRIC METERS: Residence 6,426

8—GAS METERS: Residence 5,063

9— PRINCIPAL INDUSTRIES (CZ): Industy, Number of Wage Earners (Av. Wkly. Wage)—Compressors 615 ($250); Metal Finishing Fab. 1,350 ($225); Refrigeration 1,600 ($230); Lathes 875 ($235).
Principal Industrial Pay Days: Tues., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 12-66; Summer 51-96; Fall 50-80; Winter -8-50.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 2 city blocks surrounding Court House Square.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Sidney Plaza	5	Pangles

Principal Shopping Days: Fri., Sat.
Stores Close: Thu. P. M.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Uhlman's.
Discount Stores: Rink's.
Variety Stores: G. C. Murphy.
Chain Drug Stores (CZ): SupeRx, Revco.
Chain Food Supermarkets: Kroger; Sidney; IGA; Dorsey's; Pangle's; Liberty Foods.
Other Chain Stores: Western Auto; Singer-Co.; Rinks; Radio Shack; Warehouse Paint.

14—NEWSPAPERS: NEWS 13,107, Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hoying, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

SPRINGFIELD, OHIO

1—LOCATION: Clark County, E&P Map B-3, County Seat. SW part of Ohio, 45 mi. W of Columbus, O.; 140 mi. E of Indianapolis, Ind.; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (Interstate 70), 68 and State Hwys. 4, 41, and 72.

2—TRANSPORTATION: Railroads: Conrail; DT&I.
Airlines: American, TWA; United; Delta; U.S. Air North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers: 42.
Intercity Bus Lines: Greyhound; Continental; Southeastern.

3—POPULATION:
Corp. City 70 Cen. 81,941; Loc. Est. 69,769
CZ ABC: (70) 103,609; (80) 92,900
RTZ-ABC: (70) 142,879; (80) 149,600
SMSA 70 Cen. 187,606; Loc. Est. 183,748
County 70 Cen. 157,115; Loc. Est. 149,683
City & RTZ-ABC: (70) 246,488; (80) 242,500
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 26,731; Loc. Est. 26,607
County 70 Cen. 48,242; Loc. Est. 53,384
SMSA 70 Cen. 57,833; Loc. Est. 65,741
City Zone ABC: (70) 33,262; (80) 34,100
RTZ-ABC: (70) 41,755; (80) 50,500
City & RTZ-ABC: (70) 75,017; (80) 84,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$324,009,000
Sav. & Loan Assn	3	$209,493,751

6—PASSENGER AUTOS: County 95,211

7—ELECTRIC METERS: County 51,400

8—GAS METERS: County 39,651

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Construction 1,690 ($200); Manufacturing 17,017 ($216); Transportation 2,702 ($258); Wholesale-Retail 9,-576 ($118); Fin., Ins. & Real Estate 2,081 ($151); Services 7,545 ($122).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct. Last killing frost, Apr.

11—TAP WATER: Hardness, 7 grains per gal.; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 3 on High St.; 3 on Limestone, 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Upper Valley Mall	68	Penney's, Sears, Rike's
Southern Village	20	Kings, Twin Fair, Big Bear
Park Shopping	30	Harts
Burnett Rd Plaza	18	Twin Fair, Fulmers
Northridge	10	IGA
Western Plaza	8	
Bushnell Sq.	9	Pic Way Shoes
Circus Plaza	8	Ontario, Fulmers
Moorfield Sq.	5	Kroger, SuperRx
Springfield Plaza	10	Gold Circle, Hills, Fulmers
Northland Plaza		Big Bear, G.C. K-Mart

Stores Open Evenings: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Penney; Sears; Wren's Allied; Rike's.
Discount Stores (CZ): Ontario; Twin Fair; Hart's; Kings; Hills; Gold Circle; K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Revco 2; SuperRx 3, Brown 2; Whitacre's 4.
Chain Food Supermarkets: Big Bear 4; Fulmer's 6; Kroger 4; IGA 1.
Other Chain Stores: Firestone; Thom McAn; Richman Bros.; Singer Co.; Western Auto; Lowe Bros.; Schiff's Shoes; Springfield Rug & Furn.; Goodyear; JoAnn Fabrics; Kinney Shoes; National Shirt; Wickes; Metropolitan; Nationwise Auto Parts; Carpetalk; Warehouse Paint.

14—NEWSPAPERS: SUN (m) 17,827; NEWS (e) 27,247; comb. (m&e) 45,074; (S) 43,482; March 31, 1979 ABC.
Local Contact for Advertising and Merchandising Data: David C. Scott, Adv. Dir. or C.E. Sauers, Natl. Adv. Mgr. NEWS & SUN.
National Representatives: Sawyer-Ferguson-Walker Co.

STEUBENVILLE, OHIO

1—LOCATION: Jefferson County (In Steubenville-Weirton, O.-W. Va. SMSA). E&P Map C-2, County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2—TRANSPORTATION: Railroads: Penn-Central; Norfolk & Western.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound, American; Cooperative; Continental Trailways; Steubenville.
Airlines: TWA; Northwest; U.S. Air; American; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3—POPULATION:
Corp. City 70 Cen. 30,771; Loc. Est. 29,882
CZ ABC: (70) 42,454; (80) 38,500
RTZ-ABC: (70) 132,957; (80) 134,600
SMSA 70 Cen. 165,627; Loc. Est. 166,949
County 70 Cen. 96,193; Loc. Est. 96,337
City & RTZ-ABC: (70) 175,411; (80) 173,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 10,378; Loc. Est. 11,500
County 70 Cen. 30,046; Loc. Est. 32,900
SMSA 70 Cen. 51,168; Loc. Est. 56,400
CZ ABC: (70) 13,850; (80) 14,300
RTZ-ABC: (70) 40,336; (80) 46,800
City & RTZ-ABC: (70) 54,186; (80) 61,100

5—BANKS:	NUMBER	DEPOSITS
Comm. & Sav.	3	$442,469,000
Sav. & Loan Assn	3	$226,192,625

6—PASSENGER AUTOS: County 40,860

7—ELECTRIC METERS: Res. CZ 13,339

8—GAS METERS: Res. CZ 10,734

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—Steel 15,400 ($367); Titanium 700 ($360); PWR Generation 1,167 ($321); Paper Products 183 ($297); Fabricated Materials 1,088 ($285); Metal Stamping 250 ($272); Cans 225 ($272); Oil & Chemicals 557 ($232); Railroads 600 ($223); State & Local Gov't 3,011 ($217); Stone, Clay or Glass 1,696 ($196); Retail & Wholesale Trade 3,416 ($135); Trans. & Public Util. 2,776 ($268).
Principal Industrial Pay Days: Wed., Thu., Fri; 5th, 10th, 15th, 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct. Last killing frost, Apr.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Market St.; 2 on 4th St.; 2 on 5th St.; Fort Steuben Mall; Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd., Sunset Blvd. Extension, out Rt. 22; West 7th St. (Washington to North).
Neighborhood Shopping Centers: Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd., Sunset Blvd. Extension, out Route 22, West; 7th St. (Washington to North).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Weirton Hgts.	9	Thrift Drug, A&P, Kroger
K-Mart Plaza	8	
Kusic Center	6	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall	84	Kaufman Dept., Sears, Carlisle's, Woolworths
Hart's Family Ctr.	1	Big Bear, Mkt., Hart's
Steuben Plaza	2	Kroger, Treasure Island
Hollywood Plaza	9	Wiggs, Kroger's, SuperX

Principal Shopping Days: Mon., Thu., Sat. & Sun.
Stores Open Evenings: Department—Mon. & Thurs.; Food & Discount every nite.

13—RETAIL OUTLETS: Department Stores: Goods, Kaufman's, Carlisles, Woolworths, Sears; Penney; Denmark's; Cooper-Kline (Ladies); Mr. Wiggs; Myer & Stone (Men's).
Discount Stores (CZ): Treasure Island; Holiday Distributors; Mr. Wiggs; Harts Family Center.
Variety Stores: McCrory; Woolworth's.
Chain Drug Stores (CZ): Thrift 2; SuperX, Rite Aid.
Chain Food Supermarkets (CZ): Kroger 2; Foodland 4; Harts (Big Bear); Gaudio's.
Other Chain Stores: Dianna Shop (women's); Fashion Hosiery; Bros. (men's clothing); Thom McAn (shoes); Kinney Shoes; Top Value Enterprise; Roger's Jewelry; Singer Co.; Firestone; Sherwin-Williams; Pic Way Shoes; Goodyear; Nationwise Auto Parts; Fishers; Big Wheel; Jo-Ann Fabrics; Kelly & Cohen; Susie Casuals; Regal Shoe; DeRoy Jewelers; Butler Shoes; Nobils Family Shoe; Standard Sports Wear; Marlinn Shoe; Zales; Fashion Bug; Rogers Jewelry; Just Pants; Hickory Farms; So Fro Fabrics; General Nutrition; County Seat; Standard Sportwear; House of Cards; JoAnn Fabrics; Radio Shack; Photo Corral; Listening Booth; Rivet; Gap; National Record Mart.

14—NEWSPAPERS: HERALD-STAR (e) 23,587; (S) 22,192; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George R. Males, Adv. Mgr.
National Representatives: Thomson Newspaper, Inc.

TIFFIN, OHIO

1—LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224 and State Hwys. 18, 53, 100, 101; 55 mi. S of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2—TRANSPORTATION: Railroads: Conrail, Chessie System.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound.
Airlines: General aviation.

3—POPULATION:
Corp. City 70 Cen. 21,596; Loc. Est. 20,499
CZ ABC: (70) 27,214; (80) 25,600
RTZ-ABC: (70) 24,912; (80) 25,200
County 70 Cen. 60,696; Loc. Est. 60,100
City & RTZ-ABC: (70) 52,126; (80) 50,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,286; Loc. Est. 6,645
County 70 Cen. 17,671; Loc. Est. 20,599
CZ ABC: (70) 7,833; (80) 8,400
RTZ-ABC: (70) 7,061; (80) 8,200
City & RTZ-ABC: (70) 14,894; (80) 16,600

5—BANKS:	NUMBER	DEPOSITS
Comm. & Sav. Banks	5	$222,366,000
Sav. & Loan Assn.	3	$102,841,000

6—PASSENGER AUTOS: County 35,994 (1978)

7—ELECTRIC METERS: Residence 6,790

8—GAS METERS: Residence 5,729

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Vitreous china bathroom fixtures, 575; potato chips, 37; refractories and dolomite stone, 575; data processing cards, 38; in-plant cranes, 135; electrical wire and cable, 160; corrigated shipping containers, 20; Easter egg dye, 10; food processing, 100; solar heating devices, 60; hermetically sealed electric motors 1000; ferrous and aluminum automotive castings, 500; handmade lead crystal, glassware and tableware, 60; artificial abrasive grinding wheels, 540; milk, ice cream, butter 50; hot and cold forging machinery, 760; artificial cattle breeding, 35; sheet metal fabrication, lockers, 185; meat packing, 40; air & noise pollution control, 30; hardboard & flakeboard, foam insulation, 150; melting pots and alloyed castings, 40; conveyor and machinery manufacturing 350. Average weekly earnings (Seneca County): All industries-$243; const.-$299; manufac.-$312; trans. & util.-$262; wholesale & ret.-$151; fin. ins. & real.-$185; services-$135; st. & loc. gov.-$185.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Mean annual temperature, 50.6. Average rainfall, 36.44". Altitude, 777 feet above sea level.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Washington St.; 2 blocks each way from Washington on 2 street; Westgate Shopping Center (32 stores); Tiffin Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Westgate Village	32	Kresge, Sears, Foodtown, Mr. Wiggs, Joseph's
Tiffin Mall	42	J.C. Penney, K-Mart, Krogers, Rite Aid, Tiffin Mall Movies (4-plex)

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Downtown-Fri. & Mon., Westgate, Tiffin Mall—weekdays.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; LaSalle's; Sears; Joseph's.
Variety Stores: Kresge; Newberry.
Chain Drug Stores (CZ): SuperRx; Lane's; Rite Aid.
Discount Stores: Murphy Mart; Mr. Wiggs; K-Mart.
Chain Food Supermarkets: Foodtown, Kroger; Shop Rite.
Other Chain Stores: Uhlman's; Sherwin-Williams; Firestone; Merit; Shoe World; Hello Shop; Olan Mills; Radio Shack; Burger King; Frishe's; Wendy's; Pizza Hut; Arthur Treacher's; American Discount; JoAnn Fabrics; Osterman Jlrs.; Petrie's; Royce Shoes; Goodyear; Kinney Shoes; Nobil Shoes; Zale Jewelers; Fashion Bag; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Music land.

14—NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,541; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Sherer, Adv. Dir., ADVERTISER-TRIBUNE.
National Representatives: None.

TOLEDO, OHIO

1—LOCATION: Lucas County, (In Toldeo, Ohio-Michigan SMSA). E&P Map B-1, County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale center for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College center. Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24, 25; State Hwys. 2, 51, 65, 120.

2—TRANSPORTATION: Railroads: Amtrak; Ann Arbor; Chessie System; Conrail; Detroit Toledo & Ironton; Detroit & Toledo Shore Line; Norfolk & Western; Toledo Angola & Western; Toledo Terminal.
Motor Freight Carriers: 130
Intercity Bus Lines: Greyhound; Short Way; Continental Trailways TARTA (Toledo Area Regional Transit Authority).
Airlines: Delta; United; U. S. Air; TWA; Comair; Air Wisconsin; Frontier Airlines; Air Florida.

3—POPULATION:
Corp. City 70 Cen. 383,818; Loc. Est. 353,934
CZ ABC: (70)514,033; (80)495,000
RTZ-ABC: (70)672,016; (80)719,300
County 70 Cen. 484,370; Loc. Est. 467,777
SMSA 70 Cen. 762,714; Loc. Est. 789,061
City & RTZ-ABC: (70)1,186,049; (80)1,214,300
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 125,364; Loc. Est. 134,779
County 70 Cen. 153,889; Loc. Est. 172,135
SMSA 70 Cen. 234,265; Loc. Est. 280,270
CZ ABC: (70)162,737; (80)179,200
RTZ-ABC: (70)198,038; (80)242,700
City & RTZ-ABC: (70)360,775; (80)421,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$41,737,793,212
Savings & Loan	4	$1,530,100,000

6—PASSENGER AUTOS: County 289,340

7—ELECTRIC METERS: Residence 266,407

8—GAS METERS: Residence 144,661

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass 15,000 ($380); Trans. & Util. 22,000 ($366); Machy. 8,100 ($367); Primary Metal 5,800 ($347); Fabricated Metal 9,100 ($321); Food 4,500 ($328); Constr. 10,300 ($527); Petroleum Refining 700 ($322).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12. Last killing frost, May.

11—TAP WATER: From Lake Erie; Fluoridated.

12—RETAILING: Principal Shopping Center: Over 30 blocks bounded rougly by Maumee River, Washington; Michigan and Cherry Sts. Westgate multicenter shopping complex at Secor and Central; Great Eastern complex at Woodville Rd. & City Limits; Franklin Park Mall; Monroe St., Talmage Rd. & Sylvania Ave.; Woodville Mall at Woodville Rd. & Williston Rd.; Greenwood Mall, Lewis Ave. & Alexis Rd.; North Towne Square Mall, Telegraph & Alexis Rds.; Miracle Mile complex at Laskey and Jackman; Southwyck Mall, Reynolds at Ryan Rd.; Colony Complex near Monroe and Central; Golden Gate center at Anthony Wayne Trail & Conant; Parkway Plaza at Detroit and Anthony Wayne Trail; Southland Center at Glendale and Byrne Rd.; Dorr-Secor center at Secor and Dorr; Swayne Field Complex at Detroit and Monroe; about 8 blocks on Main and Starr streets. River East Complex; Strip stores at Broadway between Segur and South; Central at Cherry, Central at Detroit, Central at Alisdale; Sylvania at Phillips and Lewis; Byrne and Heatherdowns; Galena and Ontario; Dorr and Detroit; Bancroft and Ashland; Deveaux Center at Sylvania and Douglas; Merchant's Landing, N. Summit at Shoreland.
Stores Open Evenings: Mon. & Thurs. Downtown; Shopping Centers and Malls, Daily to 9:30; Sun. 12 to 5.

13—RETAIL OUTLETS: Department Stores: LaSalle's 3; Value City Stores 3; Lion 4 Sears 2; Penney's 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores: Woolworth 4; Kresge.
Discount Stores (CZ): Ontario 2; Bargain City 6; K-Mart 5; Woolco 3; TG&Y Stores.
Chain Drug Stores (CZ): Lane's 33 Rexall 14; Ace Drug 3; Collins & Parker 3; Fairmont 3; Sharpers; Baron's 2; Kenwood 3; Lenga's 2; Modern 2; Drug Center; Orchard; Sam's Lagrange Street 4; Toledo HRC Phcy. 9; Von Ewegen 2; Westhaven 4; Family Independent Pharmacies 27 (FIP); Gray Drug 3; Medicine Shoppe 3; Revco.
Chain Food Supermarkets (CZ & RTZ): A&P 10; Kroger 11; Joseph's 3; Foodtown 56; Five Star 9; IGA; Centre 5; Churchill's 4 Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 5.
Clothing: (Men's & Women's) Clothing—(men's); Damschroder 3; Sprenger 1; Richman 2, Hughes & Hatcher 2; Shoes; (Men's)—Al Thomas 4; Shiff 4; Florsheim, Thom McAn, Pic Way 6; Nobil 5, Clothing: (Women's)—Stein's 5, Mark Klaus, Winkleman's 2; Lisa Stevens, Elizabeth Jeanne Shoppe, Micki Lane, Alberts, Marlyn Shoppe; (Women's)—Baker; Foot Saver; Kinney 2; Nobil 4; Al Thomas 2; Philips 2.
Other Outlets: Western Auto 4; Franklin Ice Cream Co., 14; Sterling Milk 13; Lawson's 12; Open Pantry 13; 7-Eleven 8.

14—NEWSPAPERS: BLADE (e) 167,590; (S) 209,154; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE.
National Representatives: None.

TROY, OHIO

1—LOCATION: Miami County, (In Dayton, O. SMSA). E&P Map A-3. Approx. 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville.

2—TRANSPORTATION: Railroads: B&O; Conrail.
Motor Freight Carriers: 21.
Intercity Bus Lines: Greyhound.
Airlines: American; TWA; Delta; United; U.S. Air.; Eastern; Northwest.

3—POPULATION:
Corp. City 70 Cen. 17,186; Loc. Est. 18,800
CZ ABC: (70) 17,186; (80) 18,800
RTZ-ABC: (70) 68,803; (80) 72,000
SMSA 70 Cen. 852,531; Loc. Est. 828,729
County 70 Cen. 84,342; Loc. Est. 89,342
City & RTZ-ABC: (70) 85,989; (80) 90,800
Demographic Information Available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,590; Loc. Est. 7,392
County 70 Cen. 26,571; Loc. Est. 32,676
SMSA 70 Cen. 263,052; Loc. Est. 298,623
CZ ABC: (70) 5,590; (80) 7,000
RTZ-ABC: (70) 21,472; (80) 25,600
City & RTZ-ABC: (70) 27,062; (80) 32,600

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$108,764,305
Sav. & Loan Assn.	2	$59,139,026

6—PASSENGER AUTOS: County 57,903

7—ELECTRIC METERS: Residence 8,281

8—GAS METERS: Residence 6,131

9— PRINCIPAL INDUSTRIES (CZ): Kitchen Equip.; Meat; Paper Prod.; Arc Welders; Aviation Prod.; Tube Products; Farm Equip.; Ice Cream; Polstyrene Foam Prod.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 65-90; Fall 55-80; Winter 10-40. First killing frost, Oct. 23. Last killing frost, Mar. 27.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on Square. Also 4 Shopping Centers, one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers: South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor, N. Market St.; Southbrook, W. Main St.; Trojan Village, 20 South Lane, West Hwy 718 at Hwy 55.
Principal Shopping Days: Fri., Sat., Sun.
Stores Open Evenings: Department—Food every evening.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: McCrory; Scott.
Discount Stores: Ontario, K-Mart.
Chain Drug Stores (CZ): M&R 2; Revco 1; Gray Drug.
Chain Food Supermarkets: Marsh, Kroger; Pangles; Cardinal Markets.
Other Chain Stores: Dollar Stores; Uhlman's; Dee's; El Bee Shoes; House of Fabrics; Lawson's-Stop 'n Go; Radio Shack; Goodyear Tire; Goodrich Tire; Little Professor.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 11,081; (S) 13,428; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tom Thokey, NEWS.
National Representatives: None.

UHRICHSVILLE-DENNISON, OHIO

1—LOCATION: Tuscarawas County, E&P Map C-2. East central part of State on U.S. Hwys. 36, 250; State Hwys. 8, 16, 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2—TRANSPORTATION: Railroads: Conrail, B&O.
Intercity Bus Lines: Greyhound; Lake Shore.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. Communities 70 Cen. 9,237
Loc. Est. 9,857
Uhrichsville 70 Cen. 5,731, Loc. Est. 6,130
Dennison 70 Cen. 3,506; Loc. Est. 3,727
County 70 Cen. 77,211; Loc. Est. 82,229

4—HOUSEHOLDS:
Uhrichsville, 70 Cen. 1,956; Loc. Est. 2,486
Dennison 70 Cen. 1,125; Loc. Est. 1,354
County 70 Cen. 24,612; Loc. Est. 30,344

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$50,500,000
Sav. & Loan Assn	2	$24,500,000

6—PASSENGER AUTOS: County 51,614 (1978)

7—ELECTRIC METERS: Residence 6,050

8—GAS METERS: Residence 3,476

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelter 75 ($175); Coated Fabrics 72 ($120); Glove Mfg. 50 ($115); Coal 100 ($240); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 18-82; Summer 50-100; Fall 20-80; Winter-10-70. First killing frost, Oct. 14. Last killing frost, May 3.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center: 9 blocks on 4 streets.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Miracle Lane Plaza (27)	15	Ward's, Kroger, J.C. Penney
Monroe Mall (30)	15	Schwartz-Kline, Radio Shack

Principal Shopping Days: Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Sales; United; Sears; Harts; Conley's; Dollar General; Dyanmic Discount, J.C. Penney
Variety Stores: H.L. Green.
Chain Food Supermarkets: Stoll's 2; Clayland IGA; Foodliner; Lawson's.

14—NEWSPAPERS: CHRONICLE (e) 4,576; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: William H. Stoutt, Pub./Pres., CHRONICLE.
National Representatives: American Newspaper Representatives, Inc.

UPPER SANDUSKY, OHIO

1—LOCATION: Wyandot County, E&P Map B-2, County Seat. 60 mi. S of Toledo; 55 mi. N of Columbus on U.S. Hwys. 199, 30N and State Hwys. 53 and 67.

2—TRANSPORTATION: Railroads: Conrail
Intercity Bus Lines: Great Lakes; Greyhound; Yellow Transit.

3—POPULATION:
Village 70 Cen. 5,645; Loc. Est. 5,839
County 70 Cen. 21,826; Loc. Est. 22,628

4—HOUSEHOLDS:
City 70 Cen. 1,927; Loc. Est. 2,269
County 70 Cen. 6,627; Loc. Est. 7,932

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$49,357,000
Sav. & Loan Assn.	1	$7,500,000

6—PASSENGER AUTOS: County 13,845 (1978)

7—ELECTRIC METERS: Residence 2,187

8—GAS METERS: Residence 2,535

9— PRINCIPAL INDUSTRIES (CZ): Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Pdts.; Dairy Pdts.; Fabricated Steel; Automotive Glass.

11—TAP WATER: Neutral, soft.

12—RETAILING:
Principal Shopping Days: Thurs., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Artz Bros.; Dible's; Armstrong's.
Variety Stores: Ben Franklin; Lee's.
Chain Drug Stores (CZ): Walgreen; Rexall.
Chain Food Supermarkets: Cardinal; Scot Lad; IGA.

14—NEWSPAPERS: CHIEF-UNION (e) 4,967; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Dir., CHIEF-UNION.
National Representatives: American Newspaper Representatives, Inc.

URBANA, OHIO

1—LOCATION: Champaign County (In Springfield SMSA), E&P Map B-3, County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus, On U.S. Hwys. 36 and 68; State Hwys. 29, 54, 55, 56 and 296.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 11,237; Loc. Est. 12,168
Retail Trading Zone; Loc. Est. 33,394
SMSA 70 Cen. 187,606; Loc. Est. 181,547
County 70 Cen. 30,491; Loc. Est. 33,394
City & Retail Trading Area 33,394
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,800; Loc. Est. 4345
County 70 Cen. 9,591; Loc. Est. 11,131
SMSA 70 Cen. 57,833; Loc. Est. 65,741

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$65,000,000
Savings Banks	3	$126,000,000

6—PASSENGER AUTOS: County 19,144

7—ELECTRIC METERS: Res. 4,500; Co. 11,500

8—GAS METERS: Res. 4,000; Co. 7,200

9— PRINCIPAL INDUSTRIES (CZ): Fine Paper; Aircraft and Airport Lighting Eqpt.; Machine Tools, Dies, Jigs, Fixtures: Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Products; Electric Controls and Distribution Equipment; Silos; Tungsten Carbide & Cutting Tool Tips 14,501.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-86; Summer 42-89; Fall 16-82; Winter -11-63.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 1 block east, 2 south, 3 west and 3 north of Monument Square;

Nearby Shopping Center

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Upper Valley Mall	14	Sears, J.C. Penney, Rikes

Principal Shopping Days: Mon., Thu., Fri. & Sat.
Stores Open Evenings: Food nightly.

13—RETAIL OUTLETS: Department Stores: Uhlman's; Boston.
Variety Stores: Murphy's, TG&Y, K-Mart.
Chain Drug Stores (CZ): Revco; Crosby.
Chain Food Supermarkets: Kroger; Stump's; Troutwine's (Super Valu).
Other Chain Stores: Home & Auto: Barnhart Oil; Western Auto; Gamble's; Wards; Women's Wear: Cato's; Shoes: Shield's; Paints: Dean & Barry; Idea Shop; Milk: Lawson's.

14—NEWSPAPERS: CITIZEN (e) 7,429; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Davis, Adv. Dir., CITIZEN.
National Representatives: American Newspaper Representatives, Inc.

VAN WERT, OHIO

1—LOCATION: Van Wert County (In Lima SMSA). E&P Map A-2, County Seat. 34 mi. SE of Ft. Wayne, Ind.; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2—TRANSPORTATION: Railroads: Conrail (freight only).
Motor Freight Carriers: 13.
Intercity Bus Lines: Greyhound.
Airlines: Municipal Airport, Charter only.

3—POPULATION:
Corp. City 70 Cen. 11,320; Loc. Est. 11,288
County 70 Cen. 29,194; Loc. Est. 30,500
SMSA 70 Cen. 210,074; Loc. Est. 215,343
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,951; Loc. Est. 4,379
County 70 Cen. 9,511; Loc. Est. 11,785
SMSA 70 Cen. 63,469; Loc. Est. 75,226

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$138,479,355
Sav. & Loan Assn.	3	$51,326,700

6—PASSENGER AUTOS: County 20,349

7—ELECTRIC METERS: Residence 4,467

8—GAS METERS: Residence 3,800

9— PRINCIPAL INDUSTRIES (CZ): Packaging 548; Machinery Parts 1,877; Food 201; Clothing 61; Specialities 240; Insurance 250.

10-CLIMATE: Min. & Max. Temp.—Spring 22-87; Summer 39-96; Fall 19-83; Winter -12-60. First killing frost, Oct. 9. Last killing frost, May 6.

11—TAP WATER: Alkaline, soft 5½ grains.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 3 on Washington St.; 2 on Central Ave.; 2 on Market St.
Neighborhood Shopping Center: Summit Shopping Center—17 stores (Fishers Buckeye Tempo); Van Wert Plaza (Mr. Wiggs).
Principal Shopping Days: Fri., Sat.
Stores Open: Fri. & Mon. evenings.

13—RETAIL OUTLETS: Department Stores: Mr. Wiggs; Montgomery Ward; J. C. Penney; Fishers Buckeye Tempo; Sears.
Chain Drug Stores: Revco; Derry's Walgreen.
Variety Stores: G. C. Murphy; Fishers Buckeye Tempo; Revco; American Discount.
Chain Food Supermarkets (CZ): Marsh; Pangle's; Triangle Super-Dollar; Foodland; IGA.
Other Chain Stores: Merit Shoes; Cato; Sherwin-Williams; Ream-Steckbeck Paint; Sears; Radio Shack; Coast to Coast Hardware; Ace Hardware; Quality Farm & Fleet.

14—NEWSPAPERS: TIMES-BULLETIN (e) 8,025; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Gerald W. Collard, Gen. Mgr., TIMES-BULLETIN.
National Representatives: American Newspaper Representatives, Inc.

WAPAKONETA, OHIO

1—LOCATION: Auglaize County (In Lima SMSA). E&P Map A-2, County Seat. In West Central Ohio, 14 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from Indiana State line on State Hwys. 67, 198, 501 and U.S Hwys. 25, 33, 75.

2—TRANSPORTATION: Railroads: Conrail
Motor Freight Carriers: 15.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,324; Loc. Est. 10,302
SMSA 70 Cen. 210,074; Loc. Est. 215,343
County 70 Cen. 38,602; Loc. Est. 43,355
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,344; Loc. Est. 3,712
County 70 Cen. 11,652; Loc. Est. 15,114
SMSA 70 Cen. 63,469; Loc. Est. 75,226

5—BANKS: 3 Comm., Est. Dep. $50,000,000

6—PASSENGER AUTOS: County 24,740

7—ELECTRIC METERS: Residence 3,500

8—GAS METERS: Residence 2,555

9— PRINCIPAL INDUSTRIES (CZ): Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fabricating; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild; Graine Meat Packer; Automotive & Airplane Interiors; Rubber Products.

10-CLIMATE: Min. & Max. Temp.—Spring 15-65, Summer 70-90; Fall 40-70; Winter 0-40.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Principal Shopping Days: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Penney; Ben Franklin; Val Corp.; Uhlman's.
Chain Food Supermarkets (CZ): Pantry Pride; IGA Geren's; Chesbrough's White Villa; Gerber's; Food Land.

14—NEWSPAPERS: NEWS(e) 4,756; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: L. R. Shaull, Gen. Mgr., NEWS.
National Representatives: American Newspaper Representatives, Ohio Newspaper Service.

WARREN, OHIO

1—LOCATION: Trumbull County. (In Youngstown-Warren SMSA). E&P Map C-2, 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2—TRANSPORTATION: Railroads: Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers: 58.
Intercity Bus Lines: Ohio Greyhound; Continental Trailways.
Airlines: U.S. Air; United.

3—POPULATION:
Corp. City 70 Cen. 63,494; Loc. Est. 59,005
CZ ABC: (70)75,801; (80)71,100
RTZ-ABC: (70)133,636; (80)150,800
County 70 Cen. 232,579; Loc. Est. 245,359
SMSA 70 Cen. 537,124; Loc. Est. 547,470
City & RTZ-ABC: (70)208,717; (80)221,900

4—HOUSEHOLDS:
City 70 Cen. 20,280; Loc. Est. 21,902
County 70 Cen. 69,406; Loc. Est. 84,489
SMSA 70 Cen. 162,453; Loc. Est. 191,800
CZ ABC: (70)23,323; (80)25,200
RTZ-ABC: (70)38,216; (80)49,700
City & RTZ-ABC: (70)61,539; (80)74,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$386,702,171
Sav. & Loan Assn.	2	$222,512,817

6—PASSENGER AUTOS: County 152,675

7—ELECTRIC METERS: Residence 51,447

8—GAS METERS: Residence 36,625

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (Annual Payroll $650,450,200).
Principal Pay Days: 10th & 25th; Fri.

10-CLIMATE: Min. & Max. Temp.—Min.—10. Max. 94 First Killing frost, Oct. 14. Last killing frost, May 3.

11—TAP WATER: Aklaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 on W. Market; 8 on E. Market; 4 on N. Park; 5 on High NE.
Neighborhood Shopping Centers (No. of Stores): Village Center 22; Ridgeview 12; Woodland Ave. 5; Elm Road 5; Drexel Ave. 4; McKinley Heights 4; Trumbull Plaza 16; Warren Plaza 32; Austin Village 16, Eastwood Mall 100 Stores; Gretchen Village 10 stores; K-Mart Plaza 7; Murphy Mart Plaza West 7; Village Square 20.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
McKinley Hts	13	Stambaugh-Thompson
Warren Plaza	34	Stambaugh
Trumbull Plaza	26	Western Auto
Village Plaza	-	Carlisle-Allen
Ridgeview	14	Hills, Sparkle Market
Eastwood Mall	3	Sears, Stouss, Hirshberg, Montgomery Ward, Woolworth
K-Mart Plaza	7	K-Mart
Murphy Mart Plaza West	7	Murphy Mart
Champion Plaza	10	Hills
Austin Village	10	
Gretchen Village	-	Murphy Mart, Giant Eagle

Principal Shopping Days: Department Stores: Mon. & Thurs. night.
Stores Open Evenings: Dept., Mon. & Thur.; Super Mkts. & Shpg. Ctrs., every night to 9.

13—RETAIL OUTLETS: Department Stores: Strouss; Gus Orwell's; Carlisle Allen; Hills; Kings; K-Mart; Turney's; Rappold's; Rite Aid; Murphy Mart.
Discount Stores (CZ): Diamond Wholesale; Republic Wholesale; Fairway; Floor King; Racket Store; Mickey's; Woolco.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Gray 3; Revco 2; King's Jay (Warren Vitamins); Kare; Eastgate; Big A 2; Pryce's Champion 3; Rite-Aid 3.
Chain Food Supermarkets: Golden Dawn 2; Sparkle Markets 3; Value King 2; Ideal 4; Giant Eagle 2; Bi-Lo 2.
Other Chain Stores: Rogers; Jewelry; Stambaugh-Thompson; Richman Bros. (men's); Western Auto; Neal's Shoes; Nobil's Shoes; Hart Jewelry; Firestone; Fashion Barn; Thom McAn.

14—NEWSPAPERS: TRIBUNE-CHRONICLE (e-Mon. to Fri.) 44,353; (S) 46,495; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mkt. Dir., TRIBUNE-CHRONICLE.
National Representatives: Landon Associates, Inc.

WASHINGTON COURT HOUSE, OHIO

1—LOCATION: Fayette County, E&P Map B-3, County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state. 69 mi. N.E. of Cincinnati; 42 mi. S.W. of Columbus; 42 mi. E. of Dayton. Many pure-bred cattle and swine farms in county.

2—TRANSPORTATION: Railroads: Detroit; Toledo & Ironton; Chessie System.
Intercity Bus Lines: Pennsylvania Greyhound.
Motor Freight Carriers: 9.
Air Travel: Commercial Jets available 40 mi. away. Public airport with 4,400 ft. hard surface located 2 mi. from city.

3—POPULATION:
Corp. City 70 Cen. 12,495; Loc. Est. 13,975
County 70 Cen. 25,461; Loc. Est. 26,719

4—HOUSEHOLDS:
City 70 Cen. 4,400; Loc. Est. 5,513
County 70 Cen. 8,500; Loc. Est. 9,913

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks	3	$96,475,000
Sav. & Loan Assn.	2	$41,150,000

6—PASSENGER AUTOS: County 15,448(1978)

7—ELECTRIC METERS: County 15,463

8—GAS METERS: Residence 8,618

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Fertilizer 80; Steel Building 532; Limestone Products 50; Staircases 250; Paper Board Containers 110; Toolmaking 495; Commercial Bakery 297; Plastic Wood Panels 150; Plastic Tubes, Caps, etc. 275; Hog Feeders & Cattle Feeders 250; Meat Packing & Processing 200. Top Weekly Wages—Unskilled ($165); semiskilled ($250); skilled ($385).

10-CLIMATE: Annual average temperature 52, max. 88 min.-4. First killing frost, Oct. 27. Last killing frost, April 29.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 3 blocks on Court St. (31 stores); 2 blocks on Main St. (13 stores); 2 blocks on Fayette St. (8 stores).
Neighborhood Shopping Centers

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Washington Square	13	Radio Shack; Pic n' Pay

Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Dept. stores—Mon. & Fri.; Food, discount & drug—Nightly and Sun.

13—RETAIL OUTLETS: Department Stores: Craig, Steen; J.C. Penney; Kaufman.
Discount Stores (CZ): Buckeye Mart; Seaway; K-Mart; Murphy Mart.
Variety Stores: Murphy; TSC.
Chain Drug Stores (CZ): Risch; Downtown; Revco.
Chain Food Supermarkets: Kroger's; Cardinal; County Fair.
Other Chain Stores: Montgomery-Ward (catalog); Sears (catalog); Ross Jeweler; Firestone; Goodyear.

14—NEWSPAPERS: RECORD-HERALD (e) 7,447; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John Scott, Adv. Dir., RECORD-HERALD.
National Representatives: American Newspaper Representatives, Inc.

WILLOUGHBY-MENTOR, OHIO

See LAKE COUNTY, OHIO

WILMINGTON, OHIO

1—LOCATION: Clinton County, E&P Map B-3, County Seat. 55 mi. NE of Cincinnati; 35 mi. SE of Dayton; 60 mi. SW of Columbus. On U.S. Hwys. 22 and 68, I-71; State Hwys. 3, 73 and 730. In fine agricultural section.

2—TRANSPORTATION: Railroads: Conrail; B&O.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound.
Airlines—Air Service: Wilmington Air Park (3 mi.); Clinton Field (5 mi.); Springfield Municipal Airport, 35 mi. (Comm.); Sabina (private) 11 mi., Dayton Airport (Vandalia) 35 mi., Cincinnati 70 mi.; Columbus 60 mi.

3—POPULATION:
Corp. City 70 Cen. 10,051; Loc. Est. 12,000
County 70 Cen. 31,464; Loc. Est. 34,000
City & Retail Trading Area, Loc. Est. 60,000

4—HOUSEHOLDS:
City 70 Cen. 3,228; Loc. Est. 3,500
County 70 Cen. 9,679; Loc. Est. 12,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$81,324,315
Sav. & Loan Assn.	1	$37,960,000

6—PASSENGER AUTOS: County 19,397

7—ELECTRIC METERS: Res. 20,000

8—GAS METERS: Res. 4,000

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Mfg. 1,500; Retail 625; Services 455; Construction 150; Utilities 100; Quarry 40. Also Tubing & Valves for Jet Motors; Air & Hydraulic Controls; Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital; Ambulance Furniture and Equipment; Plastics; Electronic Switches; Machine Tools; Commercial Crystals; Airplane Propellers; Paper Bags.

10-CLIMATE: Average Temp.—Annual 49, Min. 10, Max. 88. Min. & Max. Temp.—Spring 42-70, Summer 55-95, Fall 32-65, Winter -5-55. First killing frost, Nov. 1. Last killing frost, Mar. 31. Rainfall: Annual—39 in.

11—TAP WATER: Not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main and South Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Wilmington Plaza	18	Kroger, Revco Drugs
Southridge	9	K Mart, Radio Shack

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Shopping center every evening; Downtown Fri.

13—RETAIL OUTLETS: Department Stores: United Department Store; Sears; Syndicate Stores; Foster's; Haine's; Murphy-Benham; Fairley Hardware; K-Mart; Giant Shoe Store; Briar Patch.
Variety Stores: G. C. Murphy; Sheeter's.
Chain Drug Stores: Revco.
Chain Food Supermarkets: Kroger; Bob & Carl's Finer Foods.

14—NEWSPAPERS: NEWS-JOURNAL (e) 7,744; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Gene Hook, Adv. Mgr., NEWS-JOURNAL.
National Representatives: American Newspaper Representatives, Inc.; Ohio Newspaper Services, Inc.

WOOSTER, OHIO

1—LOCATION: Wayne County, E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 18,703; Loc. Est. 20,264
CZ ABC: (70) 22,590; (80) 24,500
RTZ-ABC: (70) 94,070; (80) 107,500
County 70 Cen. 87,123; Loc. Est. 96,300
City & RTZ-ABC: (70) 116,660; (80) 132,000

4—HOUSEHOLDS:
City 70 Cen. 6,086; Loc. Est. 7,798
County 70 Cen. 25,053; Loc. Est. 33,343
CZ ABC: (70) 7,304; (80) 9,100
RTZ-ABC: (70) 26,290; (80) 34,500
City & RTZ-ABC: (70) 33,594; (80) 43,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$152,076,000
Sav. & Loan Assn.	3	$412,849,000

6—PASSENGER AUTOS: County 70,000

7—ELECTRIC METERS: Residence 8,123

8—GAS METERS: Res., City 6,527

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Drainage Tubing 20; Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab 261; Common Carriers 150; Ladders 71; Construction 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Publishing 123; Pavement Sealing 19; Bank Equip. 194; Steel Farm Gates 20; Potato Chips 343; Truck Bodies 352; Feeds 20; Magnetic Equip. 79; Telephone Equip. 65; Rubber & Plastic Housewares & Auto Equip. 1,756; Bags 14; Molds 19; Steel Tubes 264; Steel Fab 230; Industrial Coatings 20; Hydraulic Pumps 483; Paint Brushes 477; Non-skid surfaces 90; Clothing 35; Conveyor Systems 40; Micro-Photos 358; Agricultural Research 512; Colleges 760. (Average net yearly income per family in '79-$23,436) Orville City Zone—Food Processing 544; Wire Mill 70; Metal Products 20; Actuators 110; Wood, Metal & Plastic Patterns 27; Bio-Medical Components 70; Leather Products 50; Milk Processing 270; Truck Cabs 945; Castings 549; Drills 235; Pipe Organs 106; Valves 63; Fertilizer 13; Stokers & Vises 265; Hydraulic Power Units 41; Composite Cans 61; Silos 20; Fiberglass Products 90; Wooden Pallets & Crates 15; Drain Tile 23; Windows 35; Plastic Products 28; Color 20; Electronic Controls 410.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct 15. Last killing frost, Apr. 2.

11—TAP WATER: Neutral, soft.

12—RETAILING:
Principal Shopping Center: 6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers: College Hill S/C (24 stores); Portage Square (10 stores); U.S. 30 East.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri. Food—Mon. to Sat.

13—RETAIL OUTLETS: Department Stores: H. Freedlander; Wm. Annat.; Sears.
Variety Stores: Newberry; Woolworth; Retzler.
Discount Stores: Mr. Wiggs; Nichols; Fisher Buckeye Tempo; K-Mart.
Chain Drug Stores (CZ): Crum Walgreen; Revco; Gray's.
Chain Food Supermarkets: Kroger; Buehler 3; Hawkin's; Smith's 2; Lawson's 4; Convenient Food, Stop-N-Go, IGA 3; Youngs 2.
Other Chain Stores: Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Jean Frocks; Sherwin-Williams; Goodrich; Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14—NEWSPAPERS: RECORD (e) 26,622; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Victor Dix, Pub., RECORD.
National Representatives: Landon Associates, Inc.

XENIA, OHIO

1—LOCATION: Greene County (In Dayton SMSA). E&P Map B-3, County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light mfg., agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by Interstates 70, 71, 75.

2—TRANSPORTATION: Railroads: Main line, junction point, Conrail, branch of Chessie System.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3—POPULATION:
Corp. City 70 Cen. 25,373; Loc. Est. 31,918
CZ ABC: (70)33,285; (80)39,600
RTZ-ABC: (70)91,772; (80)90,200
SMSA 70 Cen. 852,531; Loc. Est. 828,729
County 70 Cen. 125,057; Loc. Est. 130,693
City & RTZ-ABC: (70)125,057; (80)129,800

4—HOUSEHOLDS:
City 70 Cen. 7,608; Loc. Est. 10,811
County 70 Cen. 35,083; Loc. Est. 42,897
SMSA 70 Cen. 263,052; Loc. Est. 296,836
CZ-ABC: (70)9,297; (80)12,800
RTZ-ABC: (70)25,786 (80)28,900
City & RTZ-ABC: (70)35,083; (80)41,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$73,403,000
Sav. & Loan Assns.	2	$144,814,430

6—PASSENGER AUTOS: County 79,636

7—ELECTRIC METERS: Res. County 34,566

8—GAS METERS: County 20,854

9— PRINCIPAL INDUSTRIES (CZ): 53,779 total county labor force ($225 av. wkly wage).
Principal Industrial Pay Days: Fri.-Wed.

10-CLIMATE: Average Temp. 50.3 F. Max. 94 Min. 19. Annual rainfall 35.87 in. Average snowfall 50 snows/yr. Total precipitation 25.63 in.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Detroit St.; 4 on Main St.; 1 on Green St.; (West Side) 10 units; Allison & Dayton Aves., (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units, Kinsey & Old Springfield Pike (North) 5 units, West 2nd St. & Ottawa (West) 5 units; S Bellbrook & 35 Bypass (West) 7 units.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.; Food—Nightly.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Sears.
Discount Stores (CZ): Rink's, Bi-Rite, K-Mart.
Variety Stores: Kresge, Scott's; King's.
Chain Drug Stores (CZ): Revco, Gray; Buck's 2.
Chain Food Supermarkets: Super Valu 3; IGA; Stop N' Go 3; U-Totem 2; Fulmer's; Kroger 1.
Other Chain Stores (CZ): Gallenkamp; Cato; Singer Co.; Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14—NEWSPAPERS: GAZETTE (e) 12,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James D. McGraw, Adv. Mgr. GAZETTE.
National Representatives: Thompson Newspaper, Inc.

YOUNGSTOWN, OHIO

1—LOCATION: Mahoning County, (In Youngstown-Warren, Ohio SMSA). E&P Map C-2 (with part ex-

YOUNGSTOWN—continued

tending into Trumbull County). County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpk., Interstate Hwy. 80 & 80S; U.S. Hwys. 422, 62 and 224; State Hwys. 170, 11, 18, 616 and 164.

2—TRANSPORTATION: Railroads: Erie-Lackawanna, B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers: 80.

Intercity Bus Lines: Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines: United; Crown.

3—POPULATION:
Corp. City 70 Cen. 140,909; Loc. Est. 122,010
CZ ABC: (70) 245,051; (80) 233,200
RTZ-ABC: (70) 334,379; (80) 348,600
Mahoning Co. 70 Cen. 304,545;
Loc. Est. 302,111
Trumbull Co. 70 Cen. 232,579; Loc. Est. 245,359
SMSA 70 Cen. 537,124; Loc. Est. 547,470
City & RTZ-ABC: (70) 579,430; (80) 581,800

Demographic Information (Limited) available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 44,655; Loc. Est. 45,446
Mahoning Co. 70 Cen. 93,047; Loc. Est. 107,311
Trumbull Co. 70 Cen. 69,406; Loc. Est. 84,489
SMSA 70 Cen. 178,630; Loc. Est. 191,800
CZ ABC: (70) 76,502; (80) 83,400
RTZ-ABC: (70)100,647; (80) 120,100
City & RTZ-ABC: (70) 177,149; (80) 203,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$1,095,098,000
Sav. & Loan Assns	3	$772,470,235

6—PASSENGER AUTOS: 94,382; County 189,182

7—ELECTRIC METERS: Residence 40,392

8—GAS METERS: Residence 94,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Total All Industries 7,550; ($255); Const. 4,800 ($430); MFG 41,000 ($213); Transp & Utilities 4,130 ($217); Whsle & Ret 23,000; Fin., Ins., Real Estate 3,625 ($185).

Principal Industrial Pay Days: Staggered.

10-CLIMATE: Min. & Max. Temp.—Spring '79, 22-88; Summer '79, 41-88; Fall '79, 9-80; Winter '79,-13-72; First Killing Frost-October 27, '79. Last Killing frost-May 17, '79. Annual Precipitation 39.64

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Area: Southern Park Mall and 5 blocks on Federal. Plaza East and West Boardman Rt. 224.

Neighborhood Shopping Centers: Austintown Plaza; Boardman Plaza; Struthers Plaza; Belmont Center; Mahoning Plaza; McGuffey Mall; Liberty Plaza; Lincoln Knolls Plaza; Wedgewood Plaza; Uptown Shopping District; Mar Hill Shopping; Struthers 5th St. Plaza; Canfield Colonial Plaza; Village Square Plaza; Southern Park Mall; Eastwood Mall; Poland Village Center.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Boardman Plaza	5	Hill's, Sparkle, Fisher's Jewel Mart
Struthers Plaza	5	Stambaugh, Grey Drug
Mahoning Plaza	3	Murphy's, Penney
McGuffey Mall	3	King's, Sparkle Mkt.
Lincoln Knolls Plz.	4	Hill's, Stambaugh's
Liberty Plaza	4	Strouss, Penney, Hills, Stambaugh Thompson, Mavars
Austintown Plaza	6	Strouss, Hills, Stambaugh Thompson
Canfield Colonial	8	Sparkle, Ben Franklin
Struthers 5th St.	7	Sparkle, Valu-King
Village Square	10	Carlilses, Valu-King
Southern Pk. Mall	5	Sears, Strouss, Horne's, Penney
Eastwood Mall	12	Sears, Strouss, Mont. Ward, J.C. Penney
Belmont Plaza	-	Patient Care
Cornersburg Plz.	-	Valu-King, Rite Aid Drug
Valley View Plaza	-	Valley View Dept. Store;
Kirkmere Plaza	-	12 Stores
Marhill	-	4Stores
Markinola	-	40 Stores
Marwood	-	8 Stores
Union Sq. Plaza	-	15 Stores
Wedgewood Plz.	-	Consolidated

Principal Shopping Days: Mon., Fri., Sat., Sun.
Stores Open Evenings: Downtown—Mon. & Thu.; Food, Shopping Plazas and Malls every eve. Some Food Stores open 24 hours per day.

13—RETAIL OUTLETS: Department Stores: Higbee's; Strouss-Hirshberg 5; Horne's; Penney 3; **Sears Roebuck**; Montgomery Ward.
Discount Stores (CZ): Hill's 5; Bargain Port 2; Cook's; Consolidated 3; King's Tip-Top Sales; K-Mart 3; Valley View; Woolco 2; Murphy Mart 2.
Vareity Stores: Woolworth 2; McCrory, G.C. Murphy 1, Ben Franklin 3.
Chain Drug Stores (CZ): Giant Eagle 3; Gray 11; Thrift; Super-X 2; Kings Discount; Revco 7; Valu Drug 2; Sterling; Rite Aid 4; Allen's 7; Lester's 2; Redshield.
Chain Food Supermarkets: Kroger's & Kroger; Sav-On 3; Lawsons 23; 4; Lil Shopper 4; Valu-King 20; United Family 17; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc 2; Bi-Lo Foods 3; Seven-Eleven 10.
Other Chain Stores: Thom McAn (shoes) 1; Firestone 3; Goodyear 4; Shoes; Pic-Way Shoes; Kinney's 1; Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover 1; Simco; Women's Wear; Lerner's; Abrahm's 2; Country Casuals; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Richmans (men's) 2; Sherwin-Williams (paint); Glidden Paints Earl Scheib; Ammco Transmission; Singer Co.; Fabric Fair (drapes); Fanny Farmer 4; King's (jewelry); Jo-Ann Fabrics; Kelly & Cohen 3 (Appliances); Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Hughes and Hatcher; Joan Bari Bags; Mode O'Day; National Shirt; Neumode Hosiery; Ormonds; Parklane Hosiery; Petris; Spencer Gifts; Walden Books; B. Dalton Bookseller; Wayne-Well; Zale; Minnesota Fabrics; Garment Center; Homemaker Shops; Maacao Auto Wallpaperama; Wall paper-to-Go.

14—NEWSPAPERS: VINDICATOR (e) 103,298; (S) 153,036; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Mgr. Gen. Adv., VINDICATOR.
National Reoresentatives: Story & Kelly-Smith Inc.

ZANESVILLE, OHIO

1—LOCATION: Muskingum County, E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton. 725 ft. above sea level. On U.S. Hwys. 40, 22 & I-70.

2—TRANSPORTATION: Railroads: N&W, Chessie, Conrail.
Motor Freight Carriers: 16.
Intercity Bus Lines: Continental Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 33,045; Loc. Est. 38,150
CZ ABC: (70) 52,306; (80) 57,300
RTZ-ABC: (70) 108,760; (80) 115,500
County 70 Cen. 77,826; Loc. Est. 82,306
City & RTZ-ABC: (70) 161,066; (80) 172,800

4—HOUSEHOLDS:
City 70 Cen. 11,391; Loc. Est. 15,260
County 70 Cen. 24,591; Loc. Est. 30,260
CZ ABC: (70) 17,196; (80) 21,700
RTZ-ABC: (70) 33,541; (80) 40,600
City & RTZ-ABC: (70) 50,737; (80) 62,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$240,000,000
Sav. & Loan Assns	3	$230,000,000

6—PASSENGER AUTOS: County 45,626

7—ELECTRIC METERS: Residence 29,721

8—GAS METERS: Residence 18,200

9— PRINCIPAL INDUSTRIES (CZ): Industry (Av. Wkly. Wage)—Mfg. ($202); Trans. & Utilities ($260); Const ($245).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-80; Summer 56-100; Fall 10-80; Winter 20-70. First killing frost, Oct. 8-20. Last killing frost, May 1-15.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Country Fair	-	Kroger, Woolworth, Century House, Thrift Drug
Sunrise Center	-	Heck's, IGA
Zane Plaza	-	Big Bear Mkt., Hart's

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Downtown—Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Nader & Sons; Sears.
Discount Stores (CZ): Rink's Bargain City; Dollar Saver; Hart's; K-Mart; Heck's; Century House.
Variety Stores: Kresge; Woolworth; Hart's; Scott's.
Chain Drug Stores (CZ): Revco 2; Thrift; SupeRx; (Kroger); Hart's.
Chain Food Supermarkets: Kroger 3; Big Bear 3.
Other Chain Stores: Moore's; Sherwin-Williams; Pittsburgh Plate Glass; Singer Co.; Margaretta Hat; Gallenkamp; Pic-Way; Rafield's; Artwill Dress; Robert's Men Store.

14—NEWSPAPERS: TIMES RECORDER (m) 27,229; (S) 23,083; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir. TIMES RECORDER.
National Representatives: Thomson Newspapers.

OKLAHOMA SURVEYS

OKLAHOMA STANDARD METROPOLITAN STATISTICAL AREAS

Enid, Okla.—Garfield County.

Fort Smith, Ark.-Okla.—Crawford and Sebastian Counties, Ark.; Le Flore and Sequoyah Counties, Okla.

Lawton, Okla.—Comanche County.

Oklahoma City, Okla.—Canadian, Cleveland, McClain, Oklahoma and Pottawattomie Counties.

Tulsa, Okla.—Creek, Mayes, Osage, Tulsa, Rogers, and Wagoner Counties.

OKLAHOMA POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	197	217	239
5-14 Years	492	451	433
15-24 Years	449	533	470
25-44 Years	586	827	912
45-64 Years	537	591	576
65 and Over	299	382	386
TOTAL	2,560	3,000	3,016

Based on U.S. Census

OKLAHOMA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr	331	542	838
General Mdse	684	1,093	1,694
Food	1,197	2,096	3,272
Automobiles	1,306	2,284	2,871
Gasoline Stations	438	655	1,305
Apparel	342	549	871
Furniture	266	423	630
Eat-Drink Places	370	715	1,069
Drugs	158	211	323
Total Sales	5,527	9,228	13,989

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce

ADA, OKLA.

1—LOCATION: Pontotoc County, E&P Map E-3. County Seat. Industrial, education, medical, and residential center of ranching region. Southeast quarter of state. On State Hwys. 1, 3, 19, 99. 81 miles southeast of Oklahoma City.

2—TRANSPORTATION: Railroads: Frisco, Santa Fe.
Motor Freight Carriers: 6.
Intercity Bus Lines: Oklahoma Transp., Jordan, Union Transp.

3—POPULATION:
Corp. City 70 Cen. 14,859; Loc. Est. 15,401
CZ ABC: (70) 14,859; (80) 14,800
RTZ-ABC: (70) 54,454; (80) 65,100
County 70 Cen. 27,867; Loc. Est. 33,792
City & RTZ-ABC: (70) 69,313; (80) 79,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,595; Loc. Est. 6,866
County 70 Cen. 9,822; Loc. Est. 13,969
CZ ABC: (70) 5,568; (80) 6,400
RTZ-ABC: (70) 18,132; (80) 24,900
City & RTZ-ABC: (70) 23,700; (80) 31,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	2	$34,946,055
Commercial Banks	3	$174,426,000

6—PASSENGER AUTOS: County 16,605

7—ELECTRIC METERS: Residence 7,600

8—GAS METERS: Residence 7,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Glass Containers 440 ($195); Cement 165 ($190); Concrete Products 15 ($84); Meat Packing 110 ($110); Brick 35 ($84); Garments 175 ($110); Feeds 100 ($150); Plastic Cups 300 ($110); Plastic and rubber products 350 ($180); Manufacture and service of oilfield drilling tools 40 ($150); Trap & Skeet Targets 50 ($125); Overhead Door Mfg. 100 ($165).

10-CLIMATE: Min. & Max. Temp.—Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14. Last killing frost, Apr. 18.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Area: 8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers: College: E. Main; 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave., Arlington: 800 Arlington Blvd., Mini Mall, 119 N. B'dwy., 15 units, 600 N. B'dwy.
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Dillon's; Katz; C. R. Anthony; TG&Y Family Center.
Variety Stores: Duke & Ayres; TG&Y.
Discount Stores: Wal-Mart; Wall's; Dollar General; K-Mart.
Chain Food Supermarkets (CZ): Humpty Dumpty; Safeway; Best Yet Food Store; Kroger.
Other Chain Stores: Otasco; Goodyear; Singer Co.; S&O Clothiers; Sears (catalog); Mode O'Day; Sherwin-Williams; Montgomery Ward Order-Auto Stores; Coast-to-Coast Hdwre.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 9,871; (S) 10,397; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank Swearingen, Adv. Dir., NEWS.
National Representatives: Thomson Newspapers, Inc.; Southwest Dailies.

ALTUS, OKLA.

1—LOCATION: Jackson County, E&P Map C-3. County Seat. Situated on U.S. Hwys. 62,283; 155 mi. SW Oklahoma City.

2—TRANSPORTATION: Railroads: Missouri-Kansas & Texas, Santa Fe, Frisco, Hollis & Eastern.
Motor Freight Carriers: 5.
Intercity Bus Lines: Midcontinent.
Airlines: Metro Airlines.

3—POPULATION:
Corp. City 70 Cen. 23,302; Loc. Est. 27,200
County 70 Cen. 30,902; Loc. Est. 36,000

4—HOUSEHOLDS:
City 70 Cen. 6,974; Loc. Est. 9,675
County 70 Cen. 9,546; Loc. Est. 13,257

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$98,872,000
Sav. & Loan Assn.		$63,000,000

6—PASSENGER AUTOS: County 15,759

7—ELECTRIC METERS: Res. 9,119

8—GAS METERS: Res. 6,585

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Ave. Wkly. Wage)— Chemical Fertilizer 18 ($137); Feed Mfg. 30 ($100); Cotton Seed Processing 40 ($140); Asphalt Mixing 43 ($153); Cotton Compress 48 ($125); Altus AFB 6,350 ($220); Western Oklahoma State College 650 ($197); Ladies Garments 90 ($125).

10-CLIMATE: First killing frost, Nov. 7. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center: Downtown.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Altus Plaza	24	Penney, Safeway, Zales, Revco, Capri, Otasco
Bunker Hill	12	Anthony, United, Ward
Park Lane	8	Wacher's Variety

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Sundays: Supermarkets, Wacker's; Treasure City; Surplus City; TG&Y; K-Mart.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony 1, Penney, Watkins.
Discount Stores (CZ): Altus Surplus City, Treasure City, K-Mart; Base Exchange.
Variety Stores: Wacker's 2, Dollar General, TG&Y.
Chain Drug Stores: Bunker Hill; United Discount; Altus Drug, Revco.
Chain Food Supermarkets: United 2; Safeway 1.
Other Chain Stores: White's; Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear, Firestone; Long John Silver; McDonald's; Jack-in-Box; Hardee, Furr's; Wards; Kentucky Fried Chicken; Churchs Chicken; Pizza Hut; Taco Hut; Taco Tico.

14—NEWSPAPERS: TIMES-DEMOCRAT (e-Mon. to Fri.) 7,756; (S) 7,756; sworn Mar. 30, 1980.
Local Contact for Advertising and Merchandising Data: Jesse R. Turner, Adv. Dir., TIMES-DEMOCRAT.
National Representatives: Southwest Dailies; Oklahoma Press Service, Inc.

ALVA, OKLA.

1—LOCATION: Woods County, E&P Map C-1. County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. Northwestern State College. 160 mi. from Okla City; 120 mi. from Wichita, Kan. On U.S. Hwys. 64,281.

2—TRANSPORTATION: Railroads: AT&SF (Santa Fe); CRI & PRR (ROCK Island).
Motor Freight Carriers: 4.
Intercity Bus Lines: Mid-Continent.

3—POPULATION:
Corp. City 70 Cen. 7,440; Loc. Est. 7,530
County 70 Cen. 11,920; Loc. Est. 10,135

4—HOUSEHOLDS:
City 70 Cen. 2,505; Loc. Est. 3,082
County 70 Cen. 4,165; Loc. Est. 4,275

5—BANKS: 2 Commercial Dep. $71,093,000

6—PASSENGER AUTOS: County 7,076

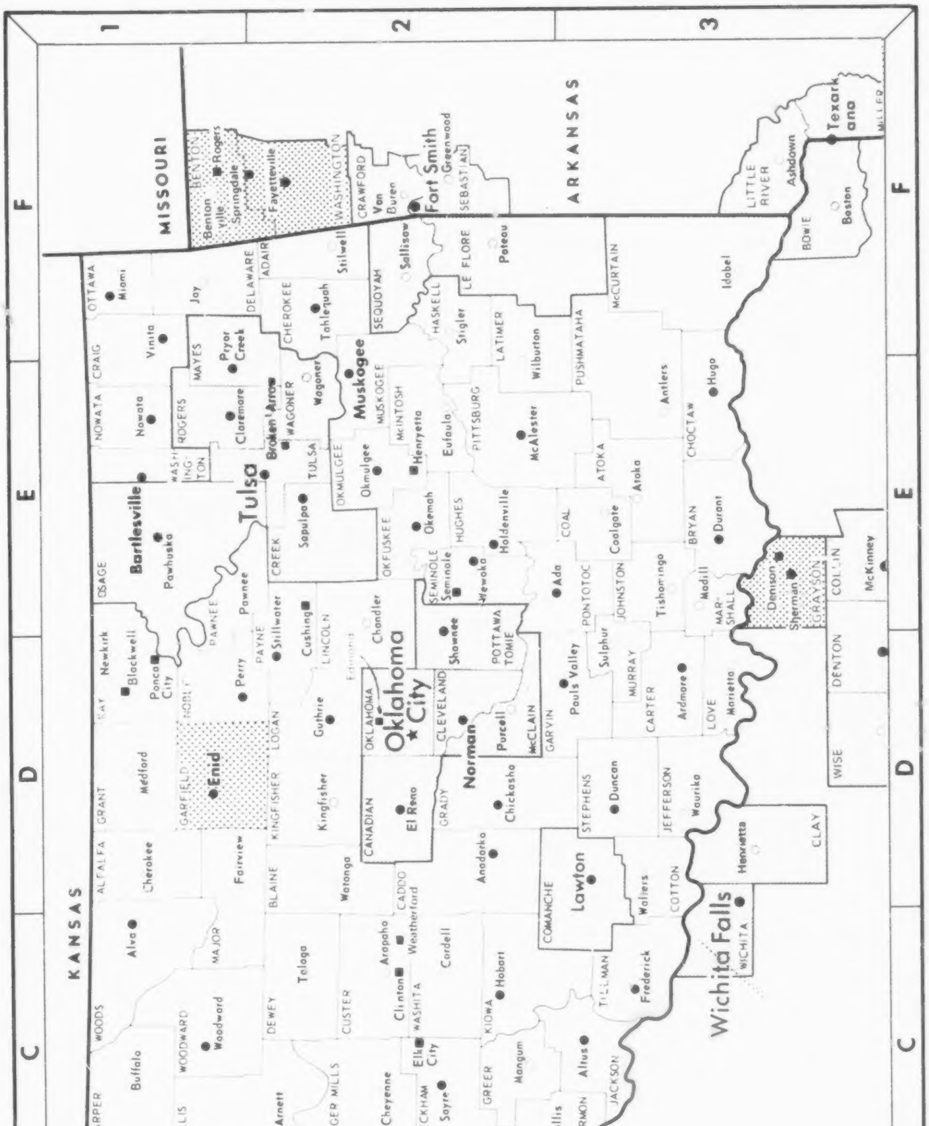
7—ELECTRIC METERS: Residence 2,808

8—GAS METERS: Residence 2,491

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Av. Wkly. Wage)—Meat Packing ($115); Tractors; Radio Airplane Repair & Rebuilding ($110); Northwestern State College 2,601 students.
Principal Pay Days: Sat., 1 & 15, 5 & 20.

10-CLIMATE: Min. & Max. Temp.—Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. first killing frost, Oct. 30. Last killing frost, April 18.

11—TAP WATER: Alkaline, soft.


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100
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KANSAS
MISSOURI
ARKANSAS
TEXAS
NEW MEXICO
Oklahoma City
Tulsa
Muskogee
Bartlesville
Enid
Lawton
Norman
Wichita Falls
Fort Smith

12—RETAILING: Principal Shopping Center: 21 blocks on Shopping Center.
Neighborhood Shopping Centers: 12 blocks at College & Okla. Blvd.
Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Anthony's; E. W. Tanner; Montgomery Ward; Sears.
Variety Stores: TG&Y, Wal-Mart.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Schumacher's Rexall; Holder- Southern, Ideal Pharmacy.
Chain Food Supermarkets: Safeway; Ideal; IGA; Magnuson's; Ed's Mart; Independent.

14—NEWSPAPERS: REVIEW-COURIER (e-Tues to Fri.) 3,985; (S)3,985; Sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Garry Edwards, Adv. Mgr., REVIEW-COURIER.
National Representatives: Southwest Dailies.

ANADARKO, OKLA.

1—LOCATION: Caddo County, E&P Map D-2, County Seat. 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62,281; State Hwys. 8, 9.

2—TRANSPORTATION: Railroads: Rock Island.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 6,682; Loc. Est. 6,179
County 70 Cen. 28,931; Loc. Est. 33,184

4—HOUSEHOLDS:
City 70 Cen. 2,255; Loc. Est. 2,481
County 70 Cen. 9,443; Loc. Est. 12,577

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$49,992,70
Sav. & Loan Assn.	2	$44,568,30

6—PASSENGER AUTOS: County 16,293

7—ELECTRIC METERS: 2,382

8—GAS METERS: 2,449

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Carpet Mfg. 435; Elect. Generation 226; Peanut Shelling 132; Bureau of Indian Affairs (Gross payroll yearly 3.6 million dollars).

10-CLIMATE: Min. & Max. Temp.—Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:
Shopping Centers—Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days: Fri., Sat.; Food, Wed.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; Famous; George's; The Green Apple.
Discount Stores: Wal-Mart; TG&Y; Dollar General Stores.
Chain Food Supermarkets (CZ): Safeway; Humpty- Dumpty; Bestyet Discount foods.
Other Chain Stores: Coast-to-Coast; Otasco; Wag-A-Bag; Ashley's Outlet; Montgomery Ward Catalog, Sear's Catalog.
Other Stores: Carriage Fashions; Jay's Jewelry; Hedrick's Fabrics; Allen Western Wear; Brenda's Tot' n' Teen; The Linen Chest; Terry Lynn's; Jazzy's.

14—NEWSPAPERS: NEWS (e-Tues. to Fri.) 6,014 (S) 6,014 sworn Mar. 30,1980.
Local Contact for Advertising and Merchandising Data: Joe W. McBr[illegible]e, Jr., NEWS.
National Representatives: Southwest Dailies; Oklahoma Press Service.

ARDMORE, OKLA.

1—LOCATION: Carter County, E&P Map D-3, County Seat. In southern part of state, 45 mi. from Texas border; 100 mi. S of Oklahoma City, 100 mi. N of Dallas & Ft. Worth. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2—TRANSPORTATION: Railroads: Santa Fe; Frisco.
Motor Freight Carriers: 13.
Intercity Bus Lines: America; Okla. Transportation; Continental; Denco; Jordan; S.W. Greyhound.

3—POPULATION:
Corp. City 70 Cen. 20,881; Loc. Est. 26,924
CZ ABC: (70) 20,881; (80) 25,700
RTZ-ABC: (70) 45,609; (80) 52,800
County 70 Cen. 37,349; Loc. Est. 45,484
City & RTZ-ABC: (70) 66,490; (80) 78,500

4—HOUSEHOLDS:
City 70 Cen. 7,535; Loc. Est. 11,168
County 70 Cen. 12,966; Loc. Est. 18,301
CZ ABC: (70) 7,520; (80) 10,600
RTZ-ABC: (70) 15,670; (80) 20,800
City & RTZ-ABC: (70) 23,190; (80) 31,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$232,932,000
Sav. & Loan Assn.	3	$24,666,589

6—PASSENGER AUTOS: County 23,933

7—ELECTRIC METERS: Residence 8,731

8—GAS METERS: Residence 7,068

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Oil Refining 375; Oil Ex-

Bartlesville
EXAMINER-ENTERPRISE

More than 84 years of effective daily and Sunday service

ABC

DONREY MEDIA GROUP

ARDMORE—continued

ploration 1,700; Leather Gds. Mfg. 200; Tires 1,300; Electronic Eqpt.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days: Mon., Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St.; 4 on Broadway; 3 on 1st Ave.; 2 on N. Wash.; 4 on Grand Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Ardmore Mall	9	IGA, TG&Y, Mont. Ward
Broadlawn	10	Howell Red & White
Mid-Way	13	T&M Phmcy., Larrys
Tiffany Plaza	6	Anthony's, Bestyet Food, TG&Y
Mountain View Mall	18	K-Mart, J.C. Penney, Bealls

Principal Shopping Days: Tues., Thu., Fri., Sat.
Stores Open Evenings: Dept.—Mon.; Food—Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Daube's, J.C. Penney, Montgomery Ward, C. R. Anthony; Beall's.
Variety Stores: TG&Y; Frank's Variety.
Discount Stores (CZ): Wal-Mart; K-Mart; TG&Y.
Chain Drug Stores (CZ): Rexall; I.D.L.; Reavis; Family Drugs.
Chain Food Supermarkets: Foodway 2; Safeway; Hagee; Lukes IGA; Standard Humpty Dumpty; Howell's Red & White; Bestyet.
Other Chain Stores: White's Auto; The Automotive; Singer Co.; Goodrich; Goodyear; Firestone; Babcock; S&H Green Stamps.

14—NEWSPAPERS: ARDMOREITE (e-Mon. to Fri.) 12,985; (S) 15,340; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE.
National Representatives: Southwest Dailies.

BARTLESVILLE, OKLA.

1—LOCATION: Washington County (In Tulsa SMSA). E & P Map E-1, County Seat. Center of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy 123; 49 miles N of Tulsa, Okla., 306 miles NE of Dallas, Tex; 199 miles S of Kansas City, Mo.

2—TRANSPORTATION: Railroads: Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines: K. G. Lines, Inc.
Motor Freight Carriers: 5
Airlines: Air Central

3—POPULATION:
Corp. City 70 Cen. 29,683; Loc. Est. 36,668
CZ ABC: (70)35,577; (80)36,800
RTZ-ABC: (70)25,391; (80)28,500
SMSA 70 Cen. 549,154; Loc. Est. 646,567
County 70 Cen. 42,302; Loc. Est. 43,912
City & RTZ-ABC: (70)60,968; (80)65,300

4—HOUSEHOLDS:
City 70 Cen 10,414; Loc. Est. 14,667
County 70 Cen. 14,550; Loc. Est. 17,393
SMSA 70 Cen 183,731; Loc. Est. 248,376
CZ ABC: (70)12,348; (80)14,600
RTZ-ABC: (70)9,052; (80)11,700
City & RTZ-ABC: (70)21,400; (80)26,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$276,026,920
Sav. & Loan Assn.	3	$546,627,772

6—PASSENGER AUTOS: County 31,232

7—ELECTRIC METERS: Residence 14,432

8—GAS METERS: 14,782

9— PRINCIPAL INDUSTRIES (CZ): Oil co. employees (clerical, engineering, research, plastics) 7,194; Retail selling 5,985; Oil field supply and manufacturing 1,600; Zinc smelting 389. Payroll est. $1,225,780.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Seasonal Averages Spring 57, Summer 78, Fall 59; Winter 35.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Downtown—3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 retail stores including Zales, Martin's, Otasco, Piper Furniture, Brown's Shoe Fit; Open Thurs. evenings. Main Shopping days Mon., Sat.
Shopping Center: Eastland (35 stores)—Montgomery Ward, J.C. Penney, Vandevers, C.R. Anthony, Vandivort's, Furr's Cafeteria, Kinney Shoes, Zales Jewelry, Radio Shack, Siegel Sound, Siegel Records, K-Bob's Steakhouse, Godfather Pizza, Pat Walkers Salon. The Quarters (15 stores)—The Personal Touch, The Harvest, Barbara's, Western World, Tenniski Plus, Steak and Tail, Nomis Fitness. Pennington Hills Plaza—Peter's Department Store, IGA Foodliner, Otasco, Needlewoman, Thomas Jewelry, Singer Co., Mays Drug, Phil's Photo, The Cheese Keg; Mels Discount store.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,228,116	12,834,411	13,988,764	1,369	837,914	782	1,732,300	3,503	3,272,142	2,843	2,871,213	3,063	1,305,344	2,195	832,032	2,134	630,457	5,101	1,068,532	747	323,129
STANDARD METROPOLITAN STATISTICAL AREAS																					
Enid, Okla.	232,163	337,355	370,739	31	26,545	15	40,704	56	73,991	68	73,407	64	26,956	58	30,046	60	20,268	122	33,088	15	16,268
Fort Smith, Ark.-Okla.	595,140	789,685	851,343	94	60,391	54	117,958	273	196,624	206	164,203	204	88,137	152	42,262	143	37,650	326	58,620	54	21,198
Lawton, Okla.	293,033	379,816	408,052	31	24,979	15	59,049	105	84,779	72	91,965	71	31,466	46	20,325	65	25,121	175	32,211	17	6,265
Oklahoma City, Okla.	3,059,722	4,375,788	4,793,514	292	260,675	150	671,872	663	1,007,566	686	1,026,892	711	385,434	581	303,108	598	229,657	1,397	420,421	188	99,577
Tulsa, Okla.	2,329,103	3,252,627	3,546,760	280	209,604	139	467,768	670	797,036	601	739,608	576	309,015	475	213,759	502	178,440	1,104	260,226	139	77,869
COUNTIES, Cities																					
ADAIR	27,583	34,384	36,671	17	2,271	6	6,407	37	13,465	16	6,128	20	3,227	9	963	9	947	18	834	5	751
ALFALFA	14,143	16,777	17,729	10	1,599	2	426	18	4,501	4	1,792	21	5,136	5	377	8	374	20	1,138	3	723
ATOKA	25,243	32,604	35,021	6	2,136	4	4,588	24	10,193	7	5,751	20	5,445	11	1,606	7	678	21	1,924	5	1,616
BEAVER	9,983	13,321	14,399	4	1,321			9	4,169	5	2,089	8	2,174	5	2,057	2	118	14	1,175	3	613
BECKHAM	69,544	113,369	127,439	12	8,291	10	13,260	30	34,223	31	18,489	35	21,741	22	8,249	17	3,521	51	9,746	10	3,630
Elk City	47,026	75,698	85,255	8	5,646	5	12,517	14	25,566	21	14,004	20	4,668	17	6,259	12	2,900	25	6,475	4	2,413
Sayre	18,446	30,676	34,752	2	1,557	4	606	9	6,386	8	3,663	11	15,233	3	1,263	2	536	16	2,413	5	1,048
BLAINE	34,847	48,446	52,799	13	4,156	5	1,107	31	15,492	16	7,462	22	9,028	13	2,785	14	1,366	30	3,112	6	2,134
BRYAN	67,865	93,667	101,882	11	6,076	13	11,979	59	26,098	41	19,316	26	5,870	24	6,112	21	4,448	55	7,037	7	2,557
Durant	56,391	78,272	85,219	7	3,913	8	11,576	22	21,322	28	18,810	19	4,239	21	5,806	18	4,340	27	4,835	7	2,488
CADDO	71,851	93,293	100,298	18	[illegible]	12	7,285	51	28,203	24	22,000	39	11,582	27	6,079	22	3,969	51	5,139	15	3,103
Anadarko	31,181	40,728	43,910	4	2,790	3	4,689	11	14,351	9	5,241	13	4,844	13	4,050	7	2,190	18	2,160	3	1,405
CANADIAN	165,522	237,103	259,847	20	16,[illegible]76	10	13,675	31	56,179	40	115,339	38	19,127	23	6,686	22	4,723	61	13,256	9	3,631
El Reno	52,479	68,343	73,520	7	3,4[illegible]1	5	7,164	14	18,502	17	17,326	21	10,814	15	3,883	7	2,004	26	4,793	5	2,076
CARTER	139,818	198,992	217,814	21	11,657	12	26,915	80	56,967	59	37,081	60	22,924	33	12,361	41	9,610	89	15,365	13	5,436
Ardmore	119,612	168,661	184,256	18	11,304	9	25,491	53	43,723	47	31,984	39	16,038	28	11,674	33	8,994	59	13,564	9	3,912
CHEROKEE	60,276	78,974	85,063	7	8,589	8	10,231	44	26,937	25	10,450	28	5,967	15	3,396	21	1,960	46	8,670	6	1,895
CHOCTAW	36,696	48,588	52,421	7	860	5	7,675	34	15,066	21	13,500	22	4,711	13	2,555	8	936	34	2,512	5	441
Hugo	28,894	37,963	40,986	5	832	2	7,311	15	6,072	18	13,270	17	3,779	12	2,532	7	922	24	2,152	5	441
CIMARRON	9,468	10,869	11,409	3	519	2	1,097	4	1,717	6	2,184	5	2,987	2	625	2	21	9	939	1	207
CLEVELAND	295,196	432,331	475,778	29	20,777	16	57,017	82	103,053	64	115,858	75	39,902	85	29,666	76	22,192	155	46,265	22	11,132
Norman	222,413	[illegible]	355,867	18	17,047	10	18,707	54	65,937	47	90,130	45	26,632	71	24,397	53	16,766	116	34,885	15	8,954
COAL	6,649	8,614	9,256	2	1,058	3	992	11	3,593	2	326	2	685	2	318	1		7	357	1	283
COMANCHE	293,033	379,816	408,052	31	24,979	15	59,049	105	84,779	72	91,965	71	31,466	46	20,325	65	25,121	175	32,211	17	6,265
Lawton	276,868	359,235	386,007	23	23,079	14	58,177	87	74,745	64	90,498	58	29,178	42	19,995	54	24,533	150	30,253	15	5,577
COTTON	16,642	19,965	21,136	5	861	2	1,151	11	6,624	7	5,900	15	2,605	6	962	5	426	10	1,128	3	551
CRAIG	46,062	59,139	63,446	12	2,956	7	6,156	17	14,091	20	12,252	21	12,708	11	2,671	10	1,399	30	4,802	3	2,161
Vinita	37,708	48,072	51,526	7	2,554	5	5,582	10	12,277	16	11,456	15	6,713	10	2,592	6	1,279	19	3,091	3	2,161
CREEK	119,072	176,533	194,742	28	13,302	11	16,345	69	66,444	62	39,957	52	19,217	32	8,125	28	5,054	84	12,395	15	4,746
Sapulpa	63,634	93,515	102,970	14	4,965	4	14,323	24	37,890	23	17,947	19	7,695	15	5,038	11	2,837	33	5,541	7	2,247
CUSTER	89,379	122,610	133,224	17	6,193	10	10,492	42	34,257	40	25,618	48	15,824	39	8,168	28	6,996	51	9,452	9	4,201
Clinton	46,0[illegible]6	63,151	68,836	8	2,779	5	6,015	19	16,142	18	13,497	23	9,741	14	3,719	12	2,943	23	4,813	5	2,606
Weatherford	38,465	52,483	57,156	6	2,977	3	3,789	14	15,341	18	11,015	16	5,395	23	4,313	13	3,763	20	4,130	3	1,443
DELAWARE	38,918	51,287	55,304	14	4,334	8	5,878	33	19,075	14	5,412	30	7,821	8	1,413	12	1,940	32	3,770	5	1,490
DEWEY	9,293	12,588	13,652	5	1,455	4	527	13	3,890	7	958	10	3,253	1	788	6	137	11	1,074	3	389
ELLIS	13,320	16,600	17,704	5	1,576	2	1,388	7	2,120	7	5,376	12	3,085	4	898	7	289	12	780	4	1,039
GARFIELD	232,163	337,355	370,739	31	26,545	15	40,704	56	73,991	68	73,407	64	26,956	58	30,046	60	20,268	122	33,088	15	16,268
Enid	223,100	326,961	359,823	27	26,216	14	39,919	45	71,377	63	71,849	55	23,191	57	29,900	56	20,153	107	32,556	14	15,955
GARVIN	67,719	91,372	98,973	14	5,781	11	6,595	42	27,244	41	20,354	44	13,317	30	5,654	20	3,355	49	6,415	8	3,075
Pauls Valley	33,579	45,125	48,974	7	3,102	5	4,843	16	15,026	19	9,212	15	4,028	17	3,444	10	1,735	18	3,179	3	1,047
GRADY	93,715	131,690	143,810	19	13,982	11	15,432	41	35,438	47	28,723	35	11,353	29	8,903	27	5,198	50	10,486	9	3,042
Chickasha	77,757	112,440	123,408	11	12,088	8	14,547	25	30,494	35	22,703	18	7,591	27	8,776	25	5,118	37	9,736	6	2,826
GRANT	11,173	13,137	13,856	7	592	4	204	9	3,936	9	3,600	7	2,505	3	610	5	402	20	1,371	3	243
GREER	13,233	15,664	16,543	4	500	2	533	14	6,093	5	2,297	9	2,304	4	1,391	6	825	14	640	4	470
HARMON	8,408	10,484	11,182	3	311	1	637	13	4,187	6	1,716	5	738	2	1,183	3	268	10	361	2	84
HARPER	10,479	12,438	13,148	5	984	1	656	7	3,186	9	1,935	10	3,483	6	404	5	152	10	766	3	715
HASKELL	22,774	30,669	33,202	4	864	6	1,770	16	10,734	8	8,920	12	2,241	4	2,916	6	1,315	21	1,036	4	1,054
HUGHES	27,151	35,267	37,926	11	1,975	9	997	29	12,788	16	7,989	18	4,506	10	2,149	8	665	20	2,003	7	1,341
Holdenville	18,655	23,891	25,636	6	1,078	4	445	12	9,156	12	6,904	7	1,132	10	2,149	6	493	9	1,080	4	766
JACKSON	86,874	110,329	118,075	16	5,250	11	12,540	32	25,618	39	26,952	35	7,733	29	9,364	30	5,915	68	8,680	9	4,421
Altus	78,335	100,061	107,201	12	4,735	7	10,447	23	23,881	32	24,744	30	7,085	28	9,217	24	5,373	56	8,239	8	4,197
JEFFERSON	17,274	21,413	22,813	9	3,077	3	249	16	6,545	13	3,477	13	2,403	7	992	3	208	16	2,264	4	1,095
JOHNSTON	13,152	16,890	18,122	6	1,532			20	6,973	9	2,253	9	2,147	6	809	4	321	10	920	2	976
KAY	170,747	232,149	251,825	34	12,367	17	24,701	49	66,565	64	47,080	67	28,776	60	14,992	41	11,167	100	19,355	16	7,722
Blackwell	31,099	40,881	44,141	8	1,015	4	4,819	12	12,304	14	8,759	12	4,540	13	2,268	7	959	17	3,517	4	2,448
Ponca City	119,743	164,466	178,738	19	9,006	9	19,078	27	48,573	43	34,379	38	16,136	40	11,296	29	9,116	59	12,499	8	4,866

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KINGFISHER	44,281	68,256	75,851	11	5,404	5	1,260	18	20,112	15	30,034	21	6,954	12	1,709	7	843	24	3,481	7	1,752
KIOWA	32,974	40,136	42,609	7	2,532	8	2,811	25	10,561	25	12,456	18	5,092	14	2,085	11	1,034	24	1,444	8	2,065
Hobart	19,466	23,862	25,327	4	1,799	4	1,863	12	7,732	17	5,348	9	2,397	9	1,729	7	981	8	683	6	1,716
LATIMER	14,063	20,676	22,776	3	947	8	1,457	12	10,956	8	2,645	12	3,118	5	709	2	110	11	742	3	348
LE FLORE	67,943	86,067	92,071	15	5,641	13	7,748	70	33,677	43	18,665	39	6,708	25	3,509	16	2,305	51	4,402	12	3,843
LINCOLN	50,595	78,078	86,818	13	9,533	12	2,199	42	19,191	25	18,817	50	17,040	12	2,767	13	3,651	40	4,969	5	1,803
LOGAN	46,069	61,798	66,855	9	2,801	8	7,133	31	19,367	25	14,000	29	7,451	16	2,699	8	1,129	44	5,294	9	2,068
Guthrie	38,111	51,045	55,356	7	2,601	5	6,276	17	16,316	18	11,107	18	5,298	14	2,590	6	1,039	29	3,923	7	1,921
LOVE	10,680	16,834	18,810	6	1,654	4	477	15	7,004	4	511	12	5,577	4	526	5	701	15	1,254	2	197
MCCLAIN	43,636	74,984	85,124	10	3,707	5	6,643	26	26,710	24	22,352	26	11,390	10	2,454	14	754	31	5,842	5	1,911
MCCURTAIN	79,324	94,797	100,248	21	7,676	19	12,371	88	31,022	28	22,086	34	5,436	18	3,459	8	2,604	67	5,582	7	2,978
Idabell	43,889	51,892	54,559	5	3,324	8	7,271	24	14,274	16	17,590	11	2,173	12	2,329	4	410	22	2,765	2	875
MCINTOSH	33,208	46,532	50,786	8	4,967	5	981	28	15,846	14	9,522	23	7,363	12	2,404	8	1,575	28	2,536	5	1,194
MAJOR	26,470	41,682	46,533	4	2,519	3	1,642	15	8,388	10	15,930	18	10,828	4	1,564	1	34	17	2,397	3	424
MARSHALL	23,800	33,178	36,157	12	3,072	5	2,436	26	12,111	13	8,011	11	2,687	7	1,425	6	578	23	2,411	3	1,071
MAYES	72,718	103,524	113,312	18	9,568	11	10,066	50	32,886	34	22,124	36	12,114	28	4,998	17	2,907	60	7,493	8	2,813
Pryor	52,901	74,485	81,680	9	5,860	7	9,247	19	23,217	18	18,395	21	6,283	21	4,566	10	2,357	25	4,616	5	2,250
MURRAY	32,576	42,356	45,544	6	1,991	7	3,295	20	14,697	9	11,049	13	5,718	18	2,057	9	1,245	23	2,251	3	608
MUSKOGEE	207,550	254,046	269,960	34	14,944	16	36,242	115	71,314	82	48,508	80	24,495	65	18,524	48	11,068	133	19,228	16	5,257
Muskogee	190,753	234,233	249,041	25	13,418	15	36,000	82	60,888	72	47,595	56	20,080	63	18,474	45	10,755	102	18,047	13	4,853
NOBLE	33,070	44,213	47,818	9	2,842	3	3,962	15	10,058	12	8,117	16	8,828	7	1,769	8	627	27	3,387	4	807
Perry	28,813	38,181	41,304	5	1,446	3	3,586	11	9,169	12	8,117	13	6,524	7	1,600	7	499	21	3,072	3	551
NOWATA	18,916	25,453	27,554	8	2,519	5	786	12	7,777	9	5,543	12	4,033	7	871	7	814	16	1,556	3	1,011
Nowata	17,166	23,003	24,948	5	2,167	4	727	8	6,814	9	5,543	9	3,763	6	826	5	727	9	1,021	3	1,011
OKFUSKEE	16,383	22,096	23,940	7	2,537	5	1,738	20	8,197	13	3,105	18	5,296	7	1,001	4	177	15	631	2	237
OKLAHOMA	2,407,461	3,419,789	3,740,962	205	198,185	99	558,361	470	762,083	501	743,413	[illegible]	292,460	428	253,272	442	193,427	1,029	332,764	187	77,213
Edmond	119,569	173,516	190,556	14	17,580	7	14,118	23	42,946	24	62,460	26	14,919	20	7,445	16	4,631	35	13,345	6	2,470
Midwest City	208,887	322,798	358,863	14	16,614	12	48,410	36	106,435	37	102,118	39	18,616	32	16,512	27	5,872	65	22,426	12	6,441
Oklahoma City	1,822,426	2,543,229	2,773,649	142	154,369	61	457,647	340	487,113	348	508,274	360	210,099	322	211,606	332	160,153	797	258,328	95	50,004
OKMULGEE	97,787	133,490	145,022	20	8,586	12	18,597	52	40,018	38	23,170	52	21,197	31	8,170	17	3,213	59	9,587	6	3,379
Henryetta	33,384	47,960	52,819	4	1,894	4	1,202	17	13,878	9	13,574	22	8,624	16	3,949	5	873	20	3,980	3	1,668
Okmulgee	48,398	61,333	65,626	9	3,960	4	8,563	22	17,950	23	9,084	22	8,832	15	4,221	10	2,029	31	4,266	3	1,711
OSAGE	52,075	86,440	97,491	12	4,507	8	3,119	43	32,142	25	19,142	30	13,129	19	5,604	15	3,308	58	5,140	10	3,590
Pawhuska	18,131	30,122	34,119	4	1,309	3	1,020	11	10,786	6	5,327	11	6,315	10	2,926	4	955	23	1,751	2	624
OTTAWA	86,503	109,225	116,786	22	9,168	11	16,067	41	23,203	43	26,080	38	13,624	21	6,725	19	3,859	48	8,058	9	2,677
Miami	73,559	93,696	100,335	14	7,037	7	15,875	22	19,189	26	24,595	19	7,793	19	6,554	15	3,673	29	6,983	6	2,558
PAWNEE	30,550	40,476	43,690	7	1,906	6	2,025	21	14,101	15	8,989	18	5,767	8	2,819	6	1,633	22	2,462	5	783
PAYNE	154,286	202,793	218,537	27	20,134	13	26,570	65	53,302	60	30,328	65	21,839	48	12,347	38	9,387	102	20,945	11	3,859
Cushing	37,518	47,410	50,707	8	9,759	5	5,431	15	10,891	20	7,885	15	3,494	12	3,479	7	1,034	16	3,107	5	1,451
Stillwater	111,212	148,369	160,342	16	10,221	5	20,893	42	40,140	29	21,443	42	15,912	34	8,792	31	8,353	74	16,983	5	2,370
PITTSBURG	101,635	134,353	144,941	17	7,062	14	21,294	74	39,164	38	24,582	49	16,144	26	7,603	33	6,253	65	8,672	10	2,373
McAlester	85,527	111,477	119,897	12	6,018	12	19,983	34	29,484	34	22,696	26	9,262	23	7,226	30	5,951	36	6,140	8	2,223
PONTOTOC	101,407	138,816	150,779	16	10,144	9	13,192	47	42,285	29	30,237	35	10,515	41	11,600	28	6,311	65	8,328	12	3,463
Ada	95,516	131,372	142,813	12	8,902	7	12,678	32	39,117	27	29,874	29	9,018	40	11,551	27	6,273	56	8,795	10	3,416
POTTAWATOMIE	147,907	211,581	231,803	28	21,880	20	36,176	54	59,541	57	29,930	64	22,555	35	11,030	44	8,551	121	22,294	15	5,690
Shawnee	116,724	168,380	184,740	8	20,509	17	32,667	30	38,581	49	28,950	35	12,889	30	10,771	31	6,040	89	18,000	11	4,688
PUSHMATAHA	24,363	32,489	35,106	7	1,244	6	1,358	30	11,202	8	10,629	19	4,464	7	715	6	762	17	1,873	2	572
ROGER MILLS	6,562	8,858	9,597	1		2	2,041	9	2,159	4	1,310	4	1,473	2	594	2	232	7	329	1	236
ROGERS	91,806	131,062	143,533	22	11,957	7	12,032	48	35,642	35	30,942	38	25,304	28	5,903	22	3,313	57	10,245	4	1,264
Claremore	72,116	101,587	111,410	11	10,364	5	10,896	28	29,460	26	29,365	15	9,131	22	5,255	16	2,296	37	7,643	2	1,054
SEMINOLE	58,906	85,245	93,615	10	3,496	11	9,395	38	27,854	28	17,921	37	12,731	24	5,658	18	2,686	46	6,263	10	3,003
Seminole	37,132	53,440	58,876	6	2,500	8	7,566	14	16,849	16	10,580	17	5,986	15	4,141	9	1,952	26	4,898	5	1,932
Wewoka	15,207	21,765	23,951	2	931	2	1,750	12	7,189	9	6,071	11	2,706	8	1,496	6	334	14	1,214	4	1,044
SEQUOYAH	54,998	74,328	80,541	14	3,404	9	7,691	41	26,051	24	14,070	31	13,032	12	2,219	15	2,431	43	6,694	5	864
STEPHENS	144,374	211,882	233,225	20	11,506	15	27,835	52	57,587	48	61,738	51	19,565	43	12,124	39	9,441	67	11,098	13	6,468
Duncan	117,235	172,196	189,556	14	9,151	10	27,040	29	42,478	35	51,250	29	14,129	31	10,448	30	7,019	45	9,238	8	4,663
TEXAS	49,844	59,587	63,032	17	5,357	5	7,951	21	19,702	17	10,382	22	4,194	15	3,460	13	2,497	32	4,670	5	565
Guymon	42,025	50,122	52,821	7	3,314	4	7,325	13	16,359	13	9,421	15	2,957	14	3,370	11	2,347	20	3,771	4	521
TILLMAN	25,455	32,189	34,419	11	2,452	9	1,890	19	10,545	11	7,535	17	3,512	9	1,867	10	1,529	23	1,483	4	862
Frederick	21,712	27,384	29,274	7	2,292	5	1,633	12	8,881	9	6,950	10	2,399	7	1,691	8	1,399	13	950	3	771
TULSA	1,960,253	2,709,703	2,948,403	188	165,598	95	422,218	431	612,990	430	621,097	394	231,942	359	188,022	404	162,440	811	221,474	98	64,352
Broken Arrow	78,246	115,183	128,198	14	3,516	3	11,988	30	35,727	22	42,435	23	12,831	11	3,008	31	3,296	29	7,836	3	2,192
Tulsa	1,705,935	2,352,315	2,558,150	139	142,238	76	385,174	338	500,279	338	517,740	302	182,457	313	177,374	330	151,264	710	201,473	80	56,964
WAGONER	33,179	45,365	49,279	12	4,672	7	3,988	29	16,932	15	6,346	26	7,309	9	1,107	16	1,418	34	3,479	4	1,104
WASHINGTON	166,053	258,621	288,697	26	27,783	9	46,547	38	56,069	43	49,097	31	23,598	35	16,218	51	16,945	65	23,832	13	6,749
Bartlesville	153,590	244,469	273,851	21	24,977	8	43,257	30	54,248	36	48,659	23	19,554	33	16,121	45	16,757	73	23,022	8	6,620
WASHITA	22,698	32,831	36,042	7	2,375	3	1,705	23	10,710	20	7,862	13	4,478	10	1,707	14	1,815	16	1,884	4	1,164
WOODS	34,370	44,564	47,896	7	878	6	4,156	16	12,877	12	8,221	20	5,046	11	4,500	13	4,490	32	3,331	3	799
Alva	30,700	39,606	42,575	4	468	4	3,713	11	11,589	10	7,782	14	3,996	10	4,369	11	4,268	22	2,846	2	713
WOODWARD	86,124	117,291	127,302	12	11,489	6	15,179	27	31,475	25	20,811	25	16,391	19	7,640	27	6,066	37	7,261	5	2,213
Woodward	83,058	113,515	123,280	12	11,489	4	14,665	21	30,458	23	20,642	19	14,806	18	7,603	24	6,018	30	6,864	5	2,213

Southwest Dailies

. . . a national advertising SALES organization!

BARTLESVILLE—continued

Neighborhood Shopping Centers: Limestone Complex —H and H Foodcenter, Sooner Rental, The Fish Farm. East Bartlesville Complex—(22 stores) including, K-Mart, TG&Y Family Center, Bestyet Foods, Revco Drug. Tuxedo Junction—Tuxedo Radio, Arby's, Pizza Hut, Tripletts Furniture, H&G Phamacy, Name Brand Clothing, Flair Flowers & Gifts, Rathbones Hallmark Shop.
Stores Open Sundays: 9 Food, 6 Drug. Shopping Centers open Thurs. evenings & Sundays.

13—RETAIL OUTLETS: Department Stores: C.R. Anthony, Martin's, Montgomery Ward, J.C. Penney, Sears, Peters, Vandevers.
Discount Stores (CZ): Wal-Mart, K-Mart, TG&Y.
Chain Drugstores (CZ): Rexall 2, Revco, Mays.
Chain Food Supermarkets: Bestyet, IGA, Safeway 2, Landers 3, Thrift-T-Wise AG 3, H & H Foodcenter.
Other Chain Stores: Ostasco, Firestone, Mode O'Day, Herrin's, Edward's, Goodyear, Payless Shoes, S & H Green Stamps, Radio Shack, Sherwin-Williams, Fantastic Sam's, County Killarney, Zale's Jewelry, Brown's Shoe Fit, Singer Co.

14—NEWSPAPERS: EXAMINER ENTERPRISE (e-Mon. to Fri.) 13,261; (S) 15,141; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. F. Porter, Adv. Dir., EXAMINER-ENTERPRISE.
National Representatives: Southwest Dailies.

BLACKWELL, OKLA.

1—LOCATION: Kay County, E&P Map D-1. Residential center on Chickasha River in fine agricultural area. On I-35 70 mi. S of Wichita, Kans.; 100 mi. N of Oklahoma City; 120 mi. NW of Tulsa, 17 mi. W of Kaw Lake on SH-11.

2—TRANSPORTATION: Railroads: Frisco & Santa Fe.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 8,645; Loc. Est. 7,731
CZ ABC: (70) 8,645; (80) 7,900
RTZ-ABC: (70) 20,442; (80) 21,800
County 70 Cen. 48,791; Loc. Est. 53,511
City & RTZ-ABC: (70) 29,087; (80) 29,700
Demographic Information available from Newspaper. See paragraph 14 (Inc. in Tulsa area)

4—HOUSEHOLDS:
City 70 Cen. 3,086; Loc. Est. 3,233
County 70 Cen. 17,111; Loc. Est. 21,737
CZ ABC: (70) 3,086; (80) 3,200
RTZ-ABC: (70) 7,442; (80) 9,200
City & RTZ-ABC: (70) 10,528; (80) 12,400

5—BANKS: 2 Comm., Est. Dep. $55,055,000; 1 S&L 2,000,000

6—PASSENGER AUTOS: County 30,536

7—ELECTRIC METERS: Residence 3,750

8—GAS METERS: Residence 3,228

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Acme Fdry. 175; Cities Services Gas 54; International Multi Foods 44; Oil 150; Electron Con P. 90; Speed King 35; United Fabricators 40; Southwest Corset 74; C.F.M. Corp. 31.

10-CLIMATE: Min. & Max. Temp.—Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony's; Peters.
Stores Open Evenings: Graves Drug, Hutton Rexall; Safeway, United; Wal-Mart; TG&Y.
Chain Drug Stores (CZ): Hutton Rexall, Graves.
Chain Food Supermarkets: Fey's, Safeway, United of Okla.
Other Chain Stores: Williams Shoes; Wal-Mart, TG&Y Family Center; Otasco; Western Auto; Radio Shack.

14—NEWSPAPERS: JOURNAL-TRIBUNE (e. Mon. to Fri.) 4,169; (S) 4,242; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. F. Bickford, Gen. Mgr., JOURNAL-TRIBUNE.
National Representatives: Southwest Dailies, Oklahoma Press Service, Inc.

BROKEN ARROW, OKLA.

1—LOCATION: Tulsa County (SMSA), E&P Map E-2, County Seat 18 mi. SE of city of Tulsa, NE portion of State, on Interstate 44; U.S. Hwys. 66, 69; State Hwy. 33.

2—TRANSPORTATION: Railroads: Missouri; Kansas; Texas.
Motor Freight Carriers: 4.
Intercity Bus Lines: Trailways.
Airlines: Major airlines at Tulsa.

3—POPULATION:
Corp. City 70 Cen. 11,787; Loc. Est. 25,790
County 70 Cen. 399,982; Loc. Est. 447,816
SMSA 70 Cen. 549,154; Loc. Est. 646,567

4—HOUSEHOLDS:
City 70 Cen. 3,550; Loc. Est. 8,596
County 70 Cen. 121,935; Loc. Est. 171,782
SMSA 70 Cen. 183,731; Loc. Est. 248,376

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$1,288,653,873
Commercial Banks	3	$95,162,263

6—PASSENGER AUTOS: County 285,330

7—ELECTRIC METERS: Residence 11,175

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry—Oil Field Prods.; Feedmill; Manufactures—Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas boxes; Gas fittings; Boat parts; Ambulances; Electronic structure; Atmosphere coolers; Thermoweld products; Cultured marble. Agriculture—Pecans; Grain; Dairy Cattle; Quarterhorses.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Areas: 400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st. St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.
Neighborhood Shopping Centers: Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arrow Village	-	-
Broken Arrow Central Mall	38	Opening Sept. 1982
Broken Arrow Plz.	15	Under Const.
Central Park Mall	30	
Lynn Lane Plz.	-	Planned
North Main Plz.	9	Martin's, Pacific Finance
Oakcrest	-	Thrif-T-Wise
Sequoyah Ctr.	-	
South Main Plz.	11	U-Tote-M, R.L. Burdette
Towne East	-	Planned
Woodland Hills Mall	-	Sears, Dillards, John Brown

Principal Shopping Days: Wed., Fri. & Sat.
Stores Open Evenings: Wal-Mart, K-Mart.

13—RETAIL OUTLETS: Department Stores: Peter's; Anthony's.
Discount Stores: K-Mart, Wal-Mart.
Variety Stores: Ben Franklin.
Chain Drug Stores: Ross, Chandler-Hewitt Rexall; Ekhards.
Chain Food Supermarkets: Safeway 2; Family Market; Thrif-T-Wise; IGA.
Other Chain Stores: Goodyear; Otasco; Handy Dan.

14—NEWSPAPERS: LEDGER (e) 6,908; Sept. 30, 1979 (latest available statement).
Local Contact for Advertising and Merchandising Data: Tad Gunn, Adv. Dir., LEDGER.
National Representatives: Southwest Dailies.

CHICKASHA, OKLA.

1—LOCATION: Grady County, E&P Map D-2, County Seat. On Washita River (tributary of Red River), 50 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19.

2—TRANSPORTATION: Railroads: C.R.I. & P., St. L.S.F.
Motor Freight Carriers: 5.
Intercity Bus Lines: Oklahoma Transp., Mid-Continent, Denco.

3—POPULATION:
Corp. City 70 Cen. 14,194; Loc. Est. 17,745
CZ ABC: (70) 14,194; (80) 15,500
RTZ-ABC: (70) 19,751; (80) 29,200
County 70 Cen. 29,354; Loc. Est. 37,974
City & RTZ-ABC: (70) 33,945; (80) 44,700

4—HOUSEHOLDS:
City 70 Cen. 5,154; Loc. Est. 7,357
County 70 Cen. 10,206; Loc. Est. 15,224
CZ ABC: (70) 5,133; (80) 6,400
RTZ-ABC: (70) 6,611; (80) 11,300
City & RTZ-ABC: (70) 11,744; (80) 17,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$134,668,000
Sav. & Loan Assn.	1	$24,048,056

6—PASSENGER AUTOS: County 19,187

7—ELECTRIC METERS: Residence 5,905

8—GAS METERS: Residence 4,857

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Machine Shops 37; Foods 125; Mobile Homes 200; Horse Trilers 350; Maremont Corp. 200.

10-CLIMATE: Min. & Max. Temp.—Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11—TAP WATER: Alkaline, very hard (lake water).

12—RETAILING: Principal Shopping Center: 4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shopping Center at 9th & Grand; Shopping Center 4th & Grand.
Principal Shopping Days: Department Stores—Thurs., Sat.; Food—Fri., Sat.
Stores Open Evenings: Thurs.; supermarkets every evening.

13—RETAIL OUTLETS: Department Stores: Dixie; Montgomery Ward; J.C. Penney; Anthony; Hick's.
Variety Stores: Ben Franklin; TG&Y; Dollar General.
Discount Stores: Gibson's; Wal-Mart.
Chain Drug Stores (CZ): Rexall; Family Drugs.
Chain Food Supermarkets: Safeway; Humpty Dumpty; Red Bud.
Other Chain Stores: Goodyear; Goodrich; Okla. Tire.

14—NEWSPAPERS: EXPRESS (e-Mon. to Fri.) 5,553; (S) 5,937; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Earl Reeves, Adv. Mgr., EXPRESS.
National Representatives: Southwest Dalies.

CLAREMORE, OKLA.

1—LOCATION: Rogers County, E&P Map E-1, 27 mi. from Tulsa; NE part of the state. On U.S. Hwy 66, State Hwy. 88, Will Rogers Tpke., Will Rogers Freeway.

2—TRANSPORTATION: Railroads: Missouri Pacific, Frisco.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 9,084; Loc. Est. 10,005
County 70 Cen. 28,425; Loc. Est. 40,024

4—HOUSEHOLDS:
City 70 Cen. 3,219; Loc. Est. 4,070
County 70 Cen. 9,248; Loc. 14,955

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	2	$77,138,000
Sav. & Loan Assn.	2	$30,000,000

6—PASSENGER AUTOS: County 29,620

7—ELECTRIC METERS: Residence 3,420

8—GAS METERS: Residence 3,010

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Luggage 135 ($85); Coal Mining 120 ($150); Mfg. Farm Machy. ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12. Last killing frost, Mar. 10.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Ne-Mar	29	TG&Y, Otasco Sears
Plaza Ctr.	7	TG&Y, Wal-Mart

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Fri.
Stores Open Sundays: All.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Montgomery Ward, C.R. Anthony, Discount City.
Variety Stores: TG&Y.
Discount Stores: Wal-Mart.
Chain Drug Stores: Family Drugs, Wal-Mart, Humpty-Dumpty; Warehouse Mkt.
Chain Food Supermarkets: Safeway, Warehouse; Humpty-Dumpty.

14—NEWSPAPERS: PROGRESS (e-Tues. to Fri.) 6,939; (S) 7,282; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr./Ed., PROGRESS.
National Representatives: Southwest Dalies, Oklahoma Press Service, Inc.

CLINTON, OKLA.

1—LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 66, 183 and Interstate 40.

2—TRANSPORTATION: Railroads: C.R.L. & Pac. St. San Fran. (Frisco); AT&SF-Santa-Fe.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 8,513; Loc. Est. 7,462
County 70 Cen. 22,665; Loc. Est. 22,732

4—HOUSEHOLDS:
City 70 Cen. 3,045; Loc. Est. 3,145
County 70 Cen. 7,688; Loc. Est. 9,128

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$71,484,563
Sav. & Loan Assn.	2	$38,754,798

6—PASSENGER AUTOS: County 13,485

7—ELECTRIC METERS: Residence 3,598

8—GAS METERS: Residenco 3,559

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Agric. Proc. 588 ($210); Precision Instr. 64 ($225); Mach. Shops 198 ($215); Brick & Tile 120 ($200); Soft Goods 685 ($180); Food Processing 410 ($175); Other 995 ($199).

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11—TAP WATER: Less than 300 parts per million dissolved solids.

12—RETAILING: Neighborhood Shopping Centers: J.C. Lane; Darko Square West, K-Mart.
Principal Shopping Days: Mon., Thurs., Sat.

13—RETAIL OUTLETS: Department Stores: Simon's; C. R. Anthony, J.C. Penney; Guthrie's; Sears; Montgomery Ward.
Discount Stores: Gibson's, TG&Y, K-Mart.
Variety Stores: TG&Y Family Center.
Chain Drug Stores: S & D 2.
Chain Food Supermarkets (CZ): Safeway; United, Puckett's.
Other Chain Stores: White Auto; Otasco, S&H Green Stamps.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 5,219; (S) 5,296; Sworn Sept. 30, 1980 (Latest statement Available).
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Editor, NEWS.
National Representatives: None.

CUSHING, OKLA.

1—LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33; 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

2—TRANSPORTATION: Railroads: Santa Fe; MKT.
Motor Freight Carriers: 4.
Intercity Bus Lines: MK&O.

3—POPULATION:
Corp. City 70 Cen. 7,529; Loc. Est. 6,785
County 70 Cen. 50,654; Loc. Est. 58,006
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,993; Loc. Est. 3,321
County 70 Cen. 16,526; Loc. Est. 22,463

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$68,349,000
Sav. & Loan Assn.	3	$6,880,000

6—PASSENGER AUTOS: County 30,770

7—ELECTRIC METERS: Residence 3,153

8—GAS METERS: Residence 3,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil 1,275 ($150); Food 300 ($110); Metal Casting 225 ($130); Trucking 180 ($150); Boats 25 ($120).
Industrial Pay Days: 9th & 24th.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11—TAP WATER: Neutral, 15 grains hard; chlorinated.

12—RETAILING: Princlapel Shopping Center: 15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts., Summit Ridge (east edge of city).
Principal Shopping Days: Mon., Sat.

13—RETAIL OUTLETS: Department Stores: C.R. Anthony; Peters; J.C. Penney; Montgomery Ward; Sears.
Variety Stores: TG&Y Family Center.
Discount Stores: Brittain's; Gibson's.
Chain Drug Stores (CZ): Vee (IDL); City (IDL); Revco.
Chain Food Supermarkets: Safeway; Red Bud; Piggly Wiggly; Wilcoxon's; Escott's.
Other Chain Stores: Otasco Supply, Payne County Creamery; Hughes Lumber; Meadow Gold Dairy; Coast-to-Coast.

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 3,862; (S) 3,987; Sworn Mar. 31, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Bill H. Jobe, Pub. & Gen. Mgr., CITIZEN.
National Representatives: Southwest Dailies.

DUNCAN, OKLA.

1—LOCATION: Stephens County, E&P Map D-3, County Seat. Industrial and residential center. 92 mi. SW of Okalahoma City; 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2—TRANSPORTATION:
Motor Freight Carriers: 2.
Intercity Bus Lines: Oklahoma Transport.
Airlines: Mid-Continent.

3—POPULATION:
Corp. City 70 Cen. 19,718; Loc. Est. 23,900
CZ ABC: (70)20,496; (80) 22,100
RTZ-ABC: (70)20,439; (80)26,200
County 70 Cen. 35,902; Loc. Est. 43,850
City & RTZ-ABC: (70)40,935; (80)48,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Census: City 7,143; Loc. Est. 9,340
County 70 Cen. 12,752; Loc. Est. 17,510
CZ ABC: (70)7,378; (80)9,100
RTZ-ABC: (70)7,267; (80)10,600
City & RTZ-ABC: (70)14,645; (80)19,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$199,809,482
Sav. & Loan Assn.	2	$60,815,384

6—PASSENGER AUTOS: County 26,998

7—ELECTRIC METERS: Res. 10,202

8—GAS METERS: 9,440

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage) Oil field services, Research, Development & Equip. Mfg. 3,840 ($275); Refinery 320 ($440); Gasoline plants 80 ($380); Clothing Mfg. 320 ($141); Bldg. Const. 80 ($250); Meat Packing 70 ($250); Farm Eqpt. Mfg. 20 ($174); Horse Trailer Mfg. 20 ($200); Foundry 151 ($291); Oil Co. Area Office 48 ($425).

10-CLIMATE: Min. & Max. Temp.—Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25. Last killing frost, Apr. 12.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers: 5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 3 blocks on Bois D-Arc; 1 on Peach; 1 on Beech; 4 on E. Main.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
McCasland	2	Duncan Drug
Ward Mall	24	Jones (Cardinal), Mont. Ward, Woolworth's
Elk Plaza	10	Goodner's, TG&Y, C.R. Anthony, R&S Drug
Sledge Center	3	Goodners, TG&Y, R&S Drug

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Most Thu., some Sat.
Stores Open Sundays: Food and Drug; some in Ward Mall; K-Mart, TG&Y.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; C. R. Anthony; J. C. Penney; Crutcher's, Sears; Woolworth; Watkins.
Discount Stores (CZ): Surplus City; Gibson's; K-Mart; TG&Y.
Chain Drug Stores: R & S 3; Duncan; Discount Drug.
Variety Stores: Dollar General; TG&Y 2.
Chain Food Supermarkets (CZ): Goodner's (Scrivner Inc.) 3; Safeway; Jones (Cardinal) 1; Kroger 1.
Other Chain Stores: Okla. Tire; Zale's; Jewel Box; Firestone; Jarod Shop; White Auto; Gallenkamp Shoes; Star Discount Pharmacy; Dollar General; Fabrific; Pay-Less Shoes; Atwoods.

14—NEWSPAPERS: BANNER (e-Mon. to Fri.) 11,293 (S) 12,433; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Carl Bowers, Adv. Mgr., P.S. Fernald, Adv. Counselor, BANNER.
National Representatives: Southwest Dailies; Oklahoma Press Service.

DURANT, OKLA.

1—LOCATION: Bryan County, E&P Map E-3, County seat. 165 mi. SE of Oklahoma City; 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 70E, U.S. 69, 70, 75.

2—TRANSPORTATION: Railroads: MK&T, main line Frisco; KO&G.
Motor Freight Carriers: 10
Intercity Bus Lines: Greyhound; Jordan; Continental.

3—POPULATION:
Corp. City 70 Cen. 11,118; Loc. Est. 10,729
County 70 Cen. 25,552; Loc. Est. 29,101

4—HOUSEHOLDS:
City 70 Cen. 4,135; Loc. Est. 4,557
County 70 Cen. 9,076; Loc. Est. 11,984

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$88,198,076
Sav. & Loan Assn.	1	$31,263,400

6—PASSENGER AUTOS: County 15,604

7—ELECTRIC METERS: Res. 5,114

8—GAS METERS: Res. 4,397

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Boxes; Crates; Peanut & Cotton Processing; Oil; Gas; Comm. Truck & Trailer Body Mfg.; Whol. Grocery Distrib.; Whol. Drug Distrib.; Meat Packers; Sausage Mfgs.; Feed; Peanut Prod.; Oil Field Spec. Equip.; Toys; Women's Clothing.

10-CLIMATE: Average Temp.—Spring 62.7; Summer 81.8; Fall 65; Winter 44

11—TAP WATER: Alkaline, average hardness; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bokchito (-)	11	Franks'
Caddo (-)	10	Jordan's
Colbert (-)	12	Leecraft's
Calera (-)	4	Burk's

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; C.R. Anthony; J.C. Penney; Naifeh's; Durant Mercantile; Dollar General Store.
Variety Stores: Wacker's; Duke & Ayres; TG&Y; K-Mart.
Chain Drug Stores: Swinney Rexall.
Chain Food Supermarkets: Safeway; Piggly Wiggly; Best Yet Foods; Winn-Dixie.
Other Chain Stores: Goodyear; Babcock's; Western Auto; Ray's Discount Shoes; Otasco.

14—NEWSPAPERS: DEMOCRAT (e Tues. to Fri.) 7,114; (S) 7,291; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard P. Peterson, Adv. Mgr., DEMOCRAT.
National Representatives: Oklahoma Press Service, Inc.

EDMOND, OKLA.

1—LOCATION: Central Oklahoma, Oklahoma County (In Oklahoma City, Okla. SMSA), E&P Map D-2; 15 miles north of Oklahoma City at the Junction of U.S. Hwys. 66,77 & I-35.

2—TRANSPORTATION: Railroads: Amtrack; Rock Island & Sante Fe.
Motor Freight Carriers: 41.
Intercity Bus Lines: Continental Trailways, Greyhound, MK&O Lines.
Airlines: American, Braniff Int'l., Continental; TWA, Southwest, Frontier.

3—POPULATION:
Corp. City 70 Cen. 16,633; Loc. Est. 27,404
County 70 Cen. 527,717; Loc. Est. 547,771
SMSA 70 Cen. 699,092; Loc. Est. 795,965
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,676; Loc. Est. 9,887
County 70 Cen. 175,917; Loc. Est. 211,751
SMSA 70 Cen. 210,102; Loc. Est. 304,455

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$76,901,073
Savings Banks	4	$1,750,494,612

6—PASSENGER AUTOS: County 376,839

7—ELECTRIC METERS: Residence 8,231

8—GAS METERS: Residence 9,628

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Education 1,362 ($201); Furniture/Fixtures 197 ($172); Food 320 ($183); Light Industry 250 ($148); Warehouse 148 ($168).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 27-88, Summer 50-108, Fall 36-98, Winter 3-86. First killing frost, Oct. 14. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 2 blocks on Broadway (27 stores).
Neighborhood Shopping Centers: Edmond Plaza, 12 blocks south of downtown on 15th St. (17 units). Bryant Sq., one mile E. on 2nd US 66 (33 units). Kickingbird Plaza, one mile E. on 2nd (8 units). Broadway South (20 units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Shepherd Mall	14	TG&Y, J.C. Penney, Sears, Dillards Quail Springs; Smiles, J.C. Penney, Sears, John A. Brown, Dillards.
Penn Square	11	Wards, John A. Brown
North Park Mall	7	Streets, Safeway

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: TG&Y, Bealls, J.C. Penney; Wards; John A Brown; Safeway; Sears; Every Evening to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Wards, Sears; Dillards, John A Brown; C.R. Anthony; Bealls.
Discount Stores (CZ): TG&Y 3.
Chain Food Stores (CZ): Safeway 2; Humpty; IGA 2; Red Bud.
Other Chain Stores: Goodyear; Firestone; True Value Hardware; Economy Auto Stores; McCalls; Kennemer Shoes; Western Auto; Otasco; Ramsey Fabrics; Payless Cashways; Big 'L' Lumber.

14—NEWSPAPERS: SUN (e-Tues. to Fri.) 6,450 (S) 6,450 June 30, 1979 VAC (latest statement available).
Local Contact for Advertising and Merchandising Data: Ed Livermore, Jr., Pub., SUN.
National Representatives: U.S. Suburban Press, Inc.; Oklahoma Press Service.

ELK CITY, OKLA.

1—LOCATION: Beckham County, E&P Map C-2. Midway on Will Rogers U.S. 66 (Interstate 40) Hwy. bet. Okla. City and Amarillo.

2—TRANSPORTATION: Railroads: Chicago, Rock Island & Pacific.
Motor Freight Carriers: 3.
Intercity Bus Lines: Southwestern Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,323; Loc. Est. 8,722
City Zone, Local Est. 25,000
County 70 Cen. 15,754; Loc. Est. 17,469

4—HOUSEHOLDS:
City 70 Cen. 2,763; Loc. Est. 3,759
County 70 Cen. 5,913; Loc. Est. 7,594

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$56,000,000
Savings & Loan	2	$80,000,000

6—PASSENGER AUTOS: County 10,458

7—ELECTRIC METERS: Residence 3,876

8—GAS METERS: Residence 3,720

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Ref. 800 ($300); Food 300 ($140); Machine Shop 54 ($102); Furniture Mfg. 265 ($150); Pants Mfg. 176 ($110); Oil Exploration & Drilling 2,000 ($400).
Principle Pay Days: Fri., Sat.; 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10. Last killing frost, Dec. 4.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers: Westgate Shopping Center 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren.
Principal Shopping Days: Mon., Wed., Fri., Sat.
Retail Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: Wal-Mart, Gibson's; Dollar General; Penney; C. R. Anthony; Saied's; Jones; Khounes; Ryan & Elliott's;
Variety Stores: TG&Y.
Discount Stores: Gibson's.
Chain Drug Stores: Family Drugs; Puckett's; United.
Chain Food Supermarkets (CZ): Safeway, Johnson Superette; Puckett's; United Super.
Other Chain Stores: White's Auto; Western Auto; International Harvester; Midwest Farms Supply (John Deere); Elk City Lbr. (Higgambotham-Barlett); Okla Tire & Supply; S&H Green Stamps; Atwoods; Case Power & Equip.; Lad n' Lassie, Fabrifique; Ewen's, McKesson's.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 4,587; (S) 4,587; sworn Sep. 30,1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS.
National Representatives: Oklahoma Press Service, Inc.

EL RENO, OKLA.

1—LOCATION: Canadian County (In Oklahoma City SMSA). E&P Map D-2, County Seat. 30 mi. W of Oklahoma City at Intersection of U.S. 66, 81 & 270; I-40.

2—TRANSPORTATION: Railroads: CRI&P.
Intercity Bus Lines: Southwest Trailways; Greyhound; Mid-Continent Trailways.
Airlines: 30 minutes from Will Rogers airport connecting with Braniff, American, Continental, Frontier, TWA, Mustang Charter Service, Mustang Field, El Reno.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 14,510; Loc. Est. 17,938
County 70 Cen. 33,245; Loc. Est. 55,323
SMSA 70 Cen. 699,092; Loc. Est. 795,965
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,684; Loc. Est. 6,997
County 70 Cen. 9,942; Loc. Est. 20,260
SMSA 70 Cen. 229,388; Loc. Est. 304,455

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$50,821,310
Savings Banks	2	$25,205,576
Sav. & Loan Assn.	3	$13,710,200

6—PASSENGER AUTOS: County 32,948

7—ELECTRIC METERS: (City), Res. 5,383

8—GAS METERS: Res. City Limits 4,792

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Transp. 1,085 ($176); Govt. 480 ($177); Mfg. 550 ($149); Constr. 279 ($160).

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10. Last killing frost, Apr. 12.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St., Canadian Square Shopping Center, Rt.66 & Rt.81, (15 stores), Country Club Square Shopping Center, I-40 & Country Club Dr. (12 stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's
Plaza	-	Anthony's: Humpty-Dumpty

Neighborhood Shopping Centers: Elm Plaza; 3 blks on Elm and 3 blks. on Choctaw (12 stores);
Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: 5 Groceries, 1 Drugs, 2 Variety Downtown open Thu. evgs.
Stores Open Sundays: 1 Drugs, 3 Groceries.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Beall's; Don's, Walmart; C. R. Anthony.
Variety Stores: TG&Y. 1.
Chain Drug Stores (CZ): Humpty-Dumpty; Eckerd Drugs; Revco Drug.
Chain Food Supermarkets: Safeway; IGA; Thrif-T-Wise; Humpty-Dumpty; Best Yet;
Other Chain Stores: Goodyear; Davis Paint; Okla. Tire & Supply; El Reno Lumber; Felt's Shoes; National; Payless Shoes; Sears; Radio Shack.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 5,308; (S) 5,493; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles Woolard, Adv. Dir., TRIBUNE.
National Representatives: Southwest Dailies; Oklahoma Press Service, Inc.

ENID, OKLA.

1—LOCATION: Garfield County, E&P Map D-1, County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City; 129 mi. W of Tulsa.

2—TRANSPORTATION: Railroads: Sante Fe; Frisco; Rock Island.
Intercity Bus Lines: Mid-Continent; MK&O Lines.
Airlines: Frontier, Air Central, Air Midwest.
Motor Freight: 13 Lines.

3—POPULATION:
Corp. City 70 Cen. 44,986; Loc. Est. 51,883
CZ ABC: (70) 46,719; (80) 53,900
RTZ-ABC: (70) 54,967, (80) 55,800
County 70 Cen. 56,343; Loc. Est. 64,934
City & RTZ-ABC: (70) 101,686; (80) 109,700

4—HOUSEHOLDS:
City 70 Cen. 15,348; Loc. Est. 21,633
County 70 Cen. 19,062; Loc. Est. 26,727
CZ ABC: (70) 15,731, (80) 20,900
RTZ-ABC: (70) 19,451, (80) 22,900
City & RTZ-ABC: (70) 35,182, (80) 43,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$341,072,086
Sav. & Loan Assn.	3	$646,129,041

6—PASSENGER AUTOS: County 37,480

7—ELECTRIC METERS: Res. 19,191

8—GAS METERS: Res. 16,697

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Well Drilling 790 ($281); Construction 1,180 ($238); Mfg. 2,700 ($232); Public Utilities 210 ($222); Trades 5,860 ($151); Finance and Insurance 800 ($198); Service Industries 2,630 ($154); Misc. 1,080 ($139).
Principal Pay Days: 1st & 15th.

10-CLIMATE: First killing frost, Nov. 4. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on ten streets.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Van Buren Sq. (-)	2	Okla. Tire, Boys Mkt.
Indian Hills(13)	2	Phillips Drugs
West Gate (-)	2	Evans Drug, Wacker's
Sunset Plaza (33)	2	Woolco, Okla. Tire, Lynn's, TG&Y, Safeway, Mode O'Day, Merle Norman, Zale's
North Gate (-)	2	Evans Drug, United Food
Varsity Square (-)	3	Best Yet, TG & Y K-Mart, United Food

Neighborhood Shopping Centers: 3 on E. Broadway; 2 on W. Maine; 1 on W. Broadway; 2 on Owen K. Garriott Road; 2 on W. Willow.
Principal Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Newman's; Herzberg; C.R. Anthony; J.C. Penney; Coldiron's; Montgomery Ward; Sears.
Discount Stores (CZ): TG&Y; Family Center; Woolco; K-Mart.
Variety Stores: Woolworth; Dollar General Store; TG&Y; Wacker's.
Chain Drug Stores: Evans 3; Scheffe's 3; Family Phcy; SCRIVO.
Chain Food Supermarkets (CZ): Safeway 3; Roy's 1; United 3; Circle K Grocers 9; Bestyet 2.
Other Chain Stores: Singer Co.; Firestone; Oklahoma Tire; Zale Jewelers; Bell Jewelers; Davis Paint; Lerner; National Building Center; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.

14—NEWSPAPERS: NEWS (m-Tues. thru Fri.) 20,060; EAGLE (e-Mon. to Fri.) 9,905; Comb. (m&e) 29,965; (Sat.) 26,604; (S) 27,941, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Leonard Belcher, Adv. Mgr., EAGLE-NEWS.
National Representatives: Southwest Dailies.

FREDERICK, OKLA.

1—LOCATION: Tillman County, E&P Map C-3, County Seat. Agricultural center in extreme SW corner of state. on U.S. Hwy. 183 and State Hwys. 5 and 24. 55 mi. NW of Wichita Falls, Texas; 155 mi. from Oklahoma City.

2—TRANSPORTATION: Railroads: St. Louis & San Francisco; Missouri, Kansas & Texas.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 6,132; Loc. Est. 5,800
County 70 Cen. 12,901; Loc. Est. 12,252

4—HOUSEHOLDS:
City 70 Cen. 2,139; Loc. Est. 2,273
County 70 Cen. 4,470; Loc. Est. 4,897

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$49,682,000
Savings & Loan	1	$29,000,000

6—PASSENGER AUTOS: County 5,816

7—ELECTRIC METERS: Residence 2,612

8—GAS METERS: Residence 2,514

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Cooper Airmotive Inc. 190 ($160); Centra Leather Goods 260 ($90); Century Granite 31 ($120); Cotton Proc. 100 ($80); Cotton Seed 40 ($80); Coake & Quam Feed Lots 26 ($110); Ffybrandt 55 ($85); Brantly Mfg. 65 ($120); Brantly Hynes Helicopter 6 ($110); Kellwood Co. 290 ($100); Tillman Co. Hospital 98 ($150); Bag Scene 23 ($85).
Principal Industrial Pay Days: Wed., Thu., Sat.

10-CLIMATE: First killing frost, Nov. 9. Last killing frost, Mar. 30.

11—TAP WATER: Neutral, fluoridated.

12—RETAILING:
Principal Shopping Days: Wed., Thu., Sat.

13—RETAIL OUTLETS: Department Stores: Perkins-Timberlake; C.R. Anthony; Ashley's Outlet.

OKLAHOMA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,559,463	3,003,273	7,582,388	23,119,521	1,181,126	19,574	73,649	662,889	904,765
STANDARD METROPOLITAN STATISTICAL AREAS									
Enid, Okla.	56,343	66,861	160,962	521,713	27,809	18,761	1,515	29,792	14,311
Fort Smith, Ark.-Okla.	160,421	204,220	437,962	1,269,218	77,893	16,294	3,846	13,815	32,854
Lawton, Okla.	108,144	114,892	358,213	871,884	41,847	20,835	993	6,438	8,734
Oklahoma City, Okla.	699,092	811,287	2,408,259	7,426,149	313,283	23,704	5,311	33,550	62,395
Tulsa, Okla.	549,154	661,851	1,776,820	5,121,238	256,827	19,940	6,080	18,089	49,598
COUNTIES, Cities									
ADAIR	15,141	19,184	26,654	103,275	6,866	15,042	848	839	15,307
ALFALFA	7,224	8,412	21,924	64,659	3,795	17,038	1,014	25,829	18,508
ATOKA	10,972	11,959	25,675	73,781	4,359	16,926	940	1,493	5,527
BEAVER	6,282	7,562	15,541	59,166	2,995	19,755	975	14,583	17,755
BECKHAM	15,754	19,149	38,959	134,360	8,361	16,070	983	9,818	7,630
Elk City	7,323	9,453	18,492	67,727	4,099	16,523	*	*	*
Sayre	2,712	2,492	6,287	16,392	1,190	13,775	*	*	*
BLAINE	11,794	14,212	29,252	86,500	5,822	14,857	1,106	17,703	11,487
BRYAN	25,552	29,738	53,112	184,363	12,413	14,852	1,402	4,955	6,833
Durant	11,118	10,617	25,651	75,936	4,573	16,605	*	*	*
CADDO	28,931	33,934	66,481	202,361	13,008	15,557	1,875	36,384	21,102
Anadarko	6,682	6,132	15,178	36,147	2,491	14,511	*	*	*
CANADIAN	32,245	57,710	63,066	484,201	21,327	22,704	1,182	17,596	27,573
El Reno	14,510	18,475	27,518	144,482	7,276	19,857	*	*	*
CARTER	37,349	44,129	100,069	306,670	17,934	17,100	949	1,075	6,077
Ardmore	20,881	29,471	61,041	198,639	12,252	16,213	*	*	*
CHEROKEE	23,174	28,423	37,462	194,053	10,586	18,331	924	7,822	8,290
CHOCTAW	15,141	15,953	36,114	86,963	6,474	13,433	880	777	6,519
Hugo	6,585	6,935	16,157	38,889	2,898	13,419	*	*	*
CIMARRON	4,145	3,672	10,717	28,690	1,423	20,162	485	14,746	35,752
CLEVELAND	81,839	120,899	245,966	1,037,298	44,061	23,542	804	1,894	4,946
Norman	52,117	76,826	157,799	603,407	28,528	21,151	*	*	*
COAL	5,525	6,390	12,988	33,068	2,597	12,733	514	711	5,006
COMANCHE	108,144	114,892	358,213	871,884	41,847	20,835	993	6,438	8,734
Lawton	74,470	95,155	278,876	746,034	37,729	19,773	*	*	*
COTTON	6,832	7,380	15,587	55,027	3,106	17,716	698	11,864	6,576
CRAIG	14,722	16,468	36,262	103,048	6,455	15,964	1,067	3,266	19,366
Vinita	5,847	5,642	14,363	35,209	2,677	13,152	*	*	*
CREEK	45,532	59,527	112,314	381,733	23,352	16,347	994	737	4,077
Sapulpa	15,159	16,775	38,877	113,510	6,779	16,744	*	*	*
CUSTER	22,665	23,698	60,199	167,551	9,709	17,257	1,081	22,086	14,365
Clinton	8,513	7,365	24,338	56,051	3,163	17,721	*	*	*
Weatherford	7,959	9,805	19,455	63,799	3,728	17,113	*	*	*
DELAWARE	17,767	24,358	23,535	162,023	9,636	16,814	1,043	1,625	14,250
DEWEY	5,656	6,991	13,390	49,946	3,009	16,599	851	9,753	10,621
ELLIS	5,129	5,949	11,675	41,877	2,582	16,219	738	7,248	12,508
GARFIELD	56,343	66,861	160,962	521,713	27,809	18,761	1,515	29,792	14,311
Enid	44,986	57,591	131,646	424,527	24,152	17,577	*	*	*
GARVIN	24,874	28,662	62,925	246,364	11,700	21,057	1,282	5,258	9,419
Pauls Valley	5,769	4,959	14,556	42,514	2,240	18,979	*	*	*
GRADY	29,354	38,796	67,503	285,586	15,831	18,040	1,663	11,547	19,065
Chickasha	14,194	16,129	33,617	120,813	6,861	17,609	*	*	*
GRANT	7,117	7,683	19,157	47,878	3,313	14,452	1,147	30,071	9,163
GREER	7,979	7,901	16,048	51,337	3,483	14,739	622	7,742	3,655
HARMON	5,136	4,669	10,631	31,469	1,933	16,280	474	6,833	4,889
HARPER	5,151	5,667	13,277	40,378	2,280	17,710	567	10,126	27,516
HASKELL	9,578	11,650	18,683	54,860	4,605	11,913	796	691	4,691
HUGHES	13,228	14,248	33,028	86,633	6,106	14,188	904	5,016	5,071
Holdenville	5,181	6,178	13,234	38,428	2,863	13,422	*	*	*
JACKSON	30,902	32,151	77,489	217,226	12,077	17,987	870	16,087	8,083
Altus	23,302	27,277	60,301	186,728	10,094	18,499	*	*	*
JEFFERSON	7,125	9,314	17,277	58,799	4,148	14,175	586	3,029	7,195
JOHNSTON	7,870	8,954	17,333	45,128	3,606	12,515	588	1,573	6,105
KAY	48,791	51,955	158,790	407,463	21,368	19,069	1,192	25,920	11,712
Blackwell	8,645	7,646	26,576	56,643	3,234	17,515	*	*	*
Ponca City	25,940	30,299	93,234	230,307	12,729	18,093	*	*	*
KINGFISHER	12,857	15,453	33,310	117,942	6,014	19,611	1,204	18,907	21,428
KIOWA	12,532	12,716	29,325	81,998	5,537	14,809	1,042	20,154	7,369
Hobart	4,638	3,900	11,069	25,649	1,685	15,222	*	*	*
LATIMER	8,601	9,806	14,569	64,515	3,662	17,617	510	268	2,951
LE FLORE	32,137	41,383	70,554	184,006	16,027	11,481	1,322	3,991	10,134
LINCOLN	19,482	25,223	39,349	208,063	10,292	20,216	1,572	2,245	9,397
LOGAN	19,645	24,572	38,644	201,908	9,962	20,268	1,030	8,367	6,165
Guthrie	9,575	9,405	18,722	76,817	3,791	20,263	*	*	*
LOVE	5,637	7,232	13,441	41,864	2,921	14,332	537	2,154	4,059
MCCLAIN	14,157	19,666	30,056	133,903	7,633	17,543	951	3,729	14,182
MCCURTAIN	28,642	32,554	48,959	192,067	11,916	16,118	1,122	2,572	19,094
Idabell	5,946	8,583	10,570	52,665	3,494	15,073	*	*	*
MCINTOSH	12,472	19,255	26,750	90,420	7,634	11,844	820	1,901	3,454
MAJOR	7,529	12,774	16,747	90,480	5,319	17,011	1,033	13,953	9,424
MARSHALL	7,682	17,677	14,994	116,081	7,697	15,081	381	1,536	3,377
MAYES	23,302	27,518	43,559	162,456	10,832	14,998	1,150	1,833	8,429
Pryor	7,057	8,848	13,879	54,957	3,628	15,148	*	*	*
MURRAY	10,669	11,608	24,603	76,217	4,859	15,686	455	755	6,719
MUSKOGEE	59,542	68,606	157,394	407,415	27,321	14,912	1,321	9,053	6,519
Muskogee	37,331	46,287	109,187	281,044	19,182	14,651	*	*	*
NOBLE	10,043	11,849	27,709	79,251	4,875	16,257	886	12,668	6,760
Perry	5,341	4,983	14,954	33,822	2,248	15,045	*	*	*
NOWATA	9,773	11,477	19,415	70,944	4,847	14,637	676	1,169	5,440
Nowata	3,679	3,176	7,358	19,766	1,418	13,939	*	*	*
OKFUSKEE	10,683	12,269	26,449	61,285	4,841	12,660	755	1,647	4,157
OKLAHOMA	527,717	556,454	1,980,760	5,363,080	217,344	24,676	1,130	6,373	7,258
Edmond	16,633	32,671	61,589	255,630	11,912	21,460	*	*	*
Midwest City	48,114	60,479	178,461	501,263	21,940	22,847	*	*	*
Oklahoma City	368,856	384,112	1,376,558	3,658,665	155,607	23,512	*	*	*

FREDERICK—continued

Variety Stores: TG&Y.
Food Supermarkets (CZ): United; Greenfield's; Coy's.
Other Chain Stores: TG&Y Variety; White's Auto Store; Goodyear; International Harvester; Gibson Discount Center; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: LEADER (e-Tues. to Fri.) 3,271; (S) 3,271; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Larry R. Adkisson, Gen. Mgr. LEADER.
National Representatives: Southwest Dailies; Oklahoma Press Service, Inc.

GUTHRIE, OKLA.

1—LOCATION: Logan County, E&P Map D-2, County Seat. 37 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2—TRANSPORTATION: Railroads: AT&SF.
Intercity Bus Lines: Santa Fe; M.M.K.O.; Guthrie-El Reno Truck.

3—POPULATION:
Corp. City 70 Cen. 9,575; Loc. Est. 9,867
CZ ABC: (70) 9,575; (80) 10,300
RTZ-ABC: (70) 10,399; (80) 14,100
County 70 Cen. 19,645; Loc. Est. 23,493
City & RTZ-ABC: (70) 19,974; (80) 24,400

4—HOUSEHOLDS:
City 70 Cen. 3,177; Loc. Est. 3,933
County 70 Cen. 3,842; Loc. Est. 9,416
CZ ABC: (70) 3,164; (80) 3,900
RTZ-ABC: (70) 3,402; (80) 5,200
City & RTZ-ABC: (70) 6,566; (80) 9,100

5—BANKS: Commercial 2; Dep. $54,264,000

6—PASSENGER AUTOS: County $54,264,000

7—ELECTRIC METERS: Residence 3,200

8—GAS METERS: Residence 3,100

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Oil Field Equip.; Furn.; RR Shops; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:
Principal Shopping Days: Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Lintz; C.R. Anthony; J.C. Penney; S&H Green Stamps; Mode O'Day; Sears.
Variety Stores: S.H. Kress; Ben Franklin.
Discount Stores: Wal-Mart Stores.
Chain Food Supermarkets: Safeway; Guthrie; Red & White; Winn-Dixie Foodway.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 4,111; (S) 4,254; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dale Himes, Gen. Mgr., LEADER.
National Representatives: Southwest Dailies.

GUYMON, OKLA.

1—LOCATION: Texas County, E&P Map B-1, County Seat. Feed lot cattle center. Nation's fifth largest live cattle delivery points. Agricultural center. 100 mi. N of Amarillo, 250 mi. E of Wichita. On U.S. Hwys. 54, 64, State Hwy. 3. Largest city in Oklahoma Panhandle.

2—TRANSPORTATION: Railroads: Rock Island.
Intercity Bus Lines: Santa Fe Trailways.
Airlines: Frontier, Rigby Airmotive Air Charter & Rental Service.
Motor Freight: Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines; King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3—POPULATION:
Corp. City 70 Cen. 7,674; Loc. Est. 10,777
County 70 Cen. 16,352; Loc. Est. 19,429
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,458; Loc. Est. 4,125
County 70 Cen. 5,238; Loc. Est. 7,370

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$63,929,000
Savings & Loans	2	$105,000,000

6—PASSENGER AUTOS: County 11,207

7—ELECTRIC METERS: Residence 3,201

8—GAS METERS: Residence 3,213

9— PRINCIPAL INDUSTRIES (CZ): City Zone Chemicals; Irrigation Equipment; Feed & Fertilizer Mfg.; Heavy Construction; Natural Gas; Gas Well Services; Farm Machinery and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Processing & Packing; Commercial Cattle Feed Lots (Avg. wkly. wage, all industries; $176) (County Avg. farm family income, $22,432, highest in Okla., USDA Census).

10-CLIMATE: Average Temp—Spring 55, Summer 78, Fall 44, Winter 35.

11—TAP WATER: Neutral, hard, (city owned wells).

12—RETAILING: Village (5 Stores—Big B Market) Northridge (7 Stores-United Supermkt. TG&Y, Wards, Gibson's, Anthony's, Ashley's). Oakcrest-5 Stores-Safeway, Sprouse-Reitz)
Principal Shopping Days: Mon., Wed., Thurs., Sat.

13—RETAIL OUTLETS: Department Stores: J.M. McDonald; C.R. Anthony; D&J Store; Montgomery

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OKMULGEE	35,358	38,387	81,557	207,208	15,336	13,511	985	1,713	5,845
Henryetta	6,430	5,917	15,165	32,658	2,734	11,945	*	*	*
Okmulgee	15,180	16,289	36,697	93,397	6,636	14,074	*	*	*
OSAGE	29,750	38,182	53,987	283,060	15,496	18,267	1,075	3,959	19,881
Pawhuska	4,238	3,713	7,491	26,810	1,659	16,160	*	*	*
OTTAWA	29,800	34,076	82,281	228,135	13,855	16,466	870	6,208	7,202
Miami	13,880	15,109	42,952	104,539	6,118	17,087	*	*	*
PAWNEE	11,338	16,209	25,724	142,367	6,979	20,399	661	3,403	8,646
PAYNE	50,654	59,813	121,121	544,608	23,328	23,346	1,117	3,611	9,438
Cushing	7,529	7,463	19,270	72,736	3,666	19,841	*	*	*
Stillwater	31,126	43,268	75,006	340,782	16,003	21,295	*	*	*
PITTSBURG	37,521	38,278	114,546	295,512	15,023	19,671	1,240	1,332	8,962
McAlester	18,802	19,001	60,306	130,564	7,205	18,121	*	*	*
PONTOTOC	27,867	33,986	68,555	240,540	14,174	16,971	996	1,133	8,111
Ada	14,859	19,121	39,864	123,689	8,388	14,746	*	*	*
POTTAWATOMIE	43,134	56,558	88,411	407,667	22,918	17,788	1,244	3,958	8,436
Shawnee	25,075	35,806	55,103	217,492	14,715	14,780	*	*	*
PUSHMATAHA	9,385	11,429	20,763	65,661	4,599	14,277	715	307	3,695
ROGER MILLS	4,452	5,438	9,511	36,820	2,166	16,999	830	6,222	12,573
ROGERS	28,425	41,694	77,092	267,489	15,704	17,033	1,075	1,939	6,687
Claremore	9,084	12,588	24,299	79,652	5,130	15,527	*	*	*
SEMINOLE	25,144	28,471	55,117	168,738	11,500	14,673	903	1,295	5,217
Seminole	7,878	8,867	17,904	54,486	4,000	13,622	*	*	*
Wewoka	5,284	4,335	11,284	25,029	1,942	12,888	*	*	*
SEQUOYAH	23,370	31,039	51,703	134,783	11,095	12,148	883	3,093	3,979
STEPHENS	35,902	44,892	106,232	337,499	18,724	18,025	1,139	4,824	7,817
Duncan	19,718	23,985	64,468	183,031	10,126	18,075	*	*	*
TEXAS	16,352	18,596	46,490	142,861	7,011	20,377	983	42,145	135,617
Guymon	7,674	8,907	23,288	73,039	3,393	21,526	*	*	*
TILLMAN	12,901	12,479	33,685	80,773	5,112	15,801	895	26,718	12,277
Frederick	6,132	5,769	16,410	38,271	2,317	16,517	*	*	*
TULSA	399,982	459,466	1,454,826	3,818,206	178,146	21,433	1,008	3,842	4,791
Broken Arrow	11,787	30,603	38,499	215,436	10,905	19,756	*	*	*
Tulsa	330,350	369,696	1,226,240	3,026,801	146,261	20,695	*	*	*
WAGONER	22,163	35,464	37,042	208,294	13,297	15,665	778	5,779	5,733
WASHINGTON	42,302	46,772	191,603	424,113	18,829	22,524	581	1,795	4,157
Bartlesville	29,683	32,294	140,822	286,515	13,265	21,599	*	*	*
WASHITA	12,141	13,209	42,727	91,225	5,474	16,665	1,475	26,178	14,013
WOODS	11,920	10,555	33,096	81,009	4,487	18,054	894	17,674	19,063
Alva	7,440	7,539	20,418	57,190	3,100	18,448	*	*	*
WOODWARD	15,537	21,088	41,474	161,727	8,364	19,336	853	9,558	16,624
Woodward	9,412	13,374	24,633	98,749	5,487	17,997	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1979 Cash Receipts as follows: From Crops $1,094,642,000, from Livestock & Livestock Products $2,035,333,000; Total $3,129,975,000.
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

GUYMON—continued

Ward; Sears, The Vogue
Discount Stores: Gibson's; Ashley's
Variety Stores: TG&Y; Sprouse-Reitz
Chain Food Stores: United Supermarkets, Safeway, Ideal Supermarkets, Wag-A-Bag, 4; Love's 3.
Other Chain Stores: Otasco, Western Auto, Mode-O-Day, Radio Shack.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 5,640; (S) 5,765; Sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Dave Story, Ed./Gen. Mgr. HERALD.
National Representatives: Southwest Dailies.

HENRYETTA, OKLA.

1—LOCATION: Okmulgee County, E&P Map E-2. 85 mi. E. of Okla. City; 45 mi. S of Tulsa. On I-40, Indian National Turnpike; Tulsa Bee-Line; US 62, 75, 266; State 52 & 124.

2—TRANSPORTATION: Railroads: Main line St. Louis; San Fran and Kansas; Okla. & Gulf.
Intercity Bus Lines: Santa Fe, Trailways, Southwestern Greyhound.
Muncipal Airport.

3—POPULATION:
Corp. City 70 Cen. 6,430; Loc. Est. 5,907
County 70 Cen. 35,358; Loc. Est. 38,615
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Census 2,455; Loc. Est. 2,719
County 70 Cen. 12,007; Loc. Est. 15,347

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
City	2	$52,654,000
County	6	$76,000,000

6—PASSENGER AUTOS: 19,790

7—ELECTRIC METERS: Res. 5,114

8—GAS METERS: Res. 3,767

9— PRINCIPAL INDUSTRIES (CZ): Glass Mfg. 500 ($175); Tourism 550 ($100); Petroleum Refining 300 ($135); Foundry 100 ($110); Plastics Mfg. 100 ($90); Trucking 150 ($145); Fiberglass Products 30 ($75); Pipeline X-ray 30 ($275).

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 8 blocks Main St., 5 blocks Tudgeon St., 101 stores.
Neighborhood Shopping Center: Creek Village, north of city (4 large units).

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; C.R. Anthony; Archer's; Wal-Mart.
Variety Stores: TG&Y, Wacker's, Ben Franklin.
Chain Drug Stores (CZ): Rexall, Associated Druggists.
Discount Stores: Gibson's, Dollar General, Wal-Mart.
Chain Food Supermarkets: Safeway, Roger's (IGA) Warehouse Market.
Other Chain Stores: Oklahoma Tire & Supply (OTASCO), Goodyear, Western Auto.

14—NEWSPAPERS: FREE-LANCE (e-Tues. to Fri.) 3,336, (S) 3,586, Sworn Sept. 30 1980 (Latest Statement Available)
Local Contact for Advertising and Merchandising Data: Don Barnes Gen. Mgr., or Bess Reid, Adv. Mgr., FREE-LANCE.
National Representatives: Southwest Dailies, Oklahoma Press Service Inc.

HOBART, OKLA.

1—LOCATION: Kiowa County, E&P Map C-2, County Seat. 128 mi. S of Oklahoma City on State Hwys. 14 and 19.

2—TRANSPORTATION: Railroads: CRI&P; Frisco.

3—POPULATION:
Corp. City 70 Cen. 4,638; Loc. Est. 4,102
County 70 Cen. 12,532; Loc. Est. 12,407

4—HOUSEHOLDS:
City 70 Cen. 1,751; Loc. Est. 1,749
County 70 Cen. 4,656; Loc. Est. 5,329

5—BANKS: 2 Comm., Est. Dep. $39,379,000

6—PASSENGER AUTOS: County 7,087

7—ELECTRIC METERS: Residence 1,860

8—GAS METERS: Residence 1,902

9— PRINCIPAL INDUSTRIES (CZ): Cotton Oil Mills, Feed & Seeds, Fertilizers, Rock Quarriers, Produce.

13—RETAIL OUTLETS: Department Stores: C.R. Anthony; Levine's Main Fair; Lawrence's.
Discount Stores: Gibson's.
Chain Drug Stores: Grinnell's 2.
Chain Super Markets: Safeway, United, Toma Bros.
Other Chain Stores: S&H Green Stamps, TG&Y.

14—NEWSPAPERS: DEMOCRAT-CHIEF (e-Tues. to Fri.) 3,175; (S) 3,255; Sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub DEMOCRAT-CHIEF.
National Representatives: Southwest Dailies, Oklahoma Press Service, Inc.

HOLDENVILLE, OKLA.

1—LOCATION: Hughes County, E&P Map E-2, County Seat. Center of dairy, agricultural, oil & mfg. area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270; State Hwy. 48.

2—TRANSPORTATION: Railroads: Rock Island, Frisco.
Motor Freight Carriers: 6.
Intercity Bus Lines: Interstate; Oklahoma, Ada, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 5,181; Loc. Est. 5,947
County 70 Cen. 13,228; Loc. Est. 14,745

4—HOUSEHOLDS:
City 70 Cen. 2,093; Loc. Est. 2,736
County 70 Cen. 2,479; Loc. Est. 6,249

5—BANKS: 2 Comm., Est. Dep. $56,084,000

6—PASSENGER AUTOS: County 6,468

7—ELECTRIC METERS: Residence 3,942

8—GAS METERS: Residence 2,087

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lingerie 350; Sheet Metal 12; Oil 270; Furn. 15.
Principal Industrial Pay Days: Mon. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6. Last killing frost, Mar. 26.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St., 2 blocks on Broadway.
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Anthony's; Sharpe's; Dollar General Store; United Dollar Store; La Valley's.
Variety Stores: Ben Franklin.
Chain Drug Stores: Cooper Rexall.
Chain Food Supermarkets: Larry's Red Bud; M&P; Burton's IGA.
Other Chain Stores: Otasco; Western Auto; Wal-Mart.

14—NEWSPAPERS: NEWS (e-Tues. to Fri.) 3,393, (S) 3,393; Sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Jerry Quinn, Gen. Mgr., NEWS.
National Representatives: Southwest Dailies.

HUGO, OKLA.

1—LOCATION: Choctaw County, E&P Map E-3, County Seat.

2—TRANSPORTATION: Railroads: Frisco.
Motor Freight Carriers: 2.
Intercity Bus Lines: Jordan; Continental Trailways; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,585; Loc. Est. 6,905
County 70 Cen. 15,141; Loc. Est. 15,592

4—HOUSEHOLDS:
City 70 Cen. 2,404; Loc. Est. 2,865
County 70 Cen. 5,265; Loc. Est. 6,285

5—BANKS: 2 Comm., Est. Dep. $60,000,000

6—PASSENGER AUTOS: County 6,608

7—ELECTRIC METERS: Residence 6,333

8—GAS METERS: Residence 4,891

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Gloves 300 ($150) Mach. Shop 7 ($200); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumbr. Mfg. 125 ($200); Lumber Proc. 40 ($200); Dress Mfg. 200 ($90); Rail car repair 80 ($200); Elec. Generating, 180 ($200).
Principal Pay Days: 1st, 10th & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27. Last killing frost, Mar. 23.

11—TAP WATER: Soft (lake water).

12—RETAILING:
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: People's, Woody-Williams, Sherman's.
Variety Stores: Perry's.
Discount Stores: Wal-Mart.
Chain Food Supermarkets: Ford, Safeway.
Other Chain Stores: Goodyear; Babcock Bros. Auto; Perrys; White's Auto; Automotive, Inc.; Sherwin-Williams Paint.

14—NEWSPAPERS: NEWS (e Mon. to Fri.) 3,048; Sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS.
National Representatives: Oklahoma Press Service, Inc.

IDABEL, OKLA.

1—LOCATION: McCurtain County, E&P Map F-3, County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2—TRANSPORTATION: Railroads; St. Louis, San Francisco.
Motor Freight Carriers: 4.

3—POPULATION:
Corp. City 70 Cen. 5,946; Loc. Est. 8,361
County 70 Cen. 28,642; Loc. Est. 36,355

4—HOUSEHOLDS:
City 70 Cen. 2,100; Loc. Est. 3,417
County 70 Cen. 9,060; Loc. Est. 13,290

5—BANKS: 2 Comm; Dep. 61,764,000

6—PASSENGER AUTOS: County 15,050

7—ELECTRIC METERS: 2,444

9— PRINCIPAL INDUSTRIES (CZ): Lumber, Egg Processing; Wood Preserving; Home Construction; Garment Mfg.; Poultry Processing; Steel Fabrication.

10-CLIMATE: Min. & Max Temp.—Average Annual Temp. 63.7 F; Average Annual Rainfall 44.3 in.; Snowfall 2.5 in.

12—RETAILING: Shopping Centers: McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

14—NEWSPAPERS: McCURTAIN GAZETTE (e-Mon. to Fri.) 5,850; (S) 8,285, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., McCURTAIN GAZETTE.
National Representatives: Oklahoma Press Service, Inc.

LAWTON, OKLA.

1—LOCATION: Comanche County (In Lawton, SMSA). E&P Map D-3, SW section of State. 92 mi. from Oklahoma City. Wholesale distributing center; Fort Sill (U.S. Army); Goodyear Tire Plant, Light mfg., cattle raising & shipping center. On U.S. Hwys. 62, 277, 281; State Hwy. 7.

2—TRANSPORTATION: Railroads: St. Louis, San Francisco & Chicago.
Motor Freight Carriers: 14.
Intercity Bus Lines: Okla. Transp., Midcontinent.
Airlines Serving City: Frontier, Metro.

LAWTON—continued

3—POPULATION:
Corp. City 70 Cen. 74,470; Loc. Est. 85,500
CZ ABC: (70) 75,003; (80) 87,500
RTZ-ABC: (70) 84,366 (80) 87,700
City & RTZ-ABC: (70) 159,369; (80) 175,200
County/SMSA 70 Cen. 108,144; Loc. Est. 114,530

4—HOUSEHOLDS:
City 70 Cen. 23,541; Loc. Est. 34,664
County/SMSA 70 Cen. 28,827; Loc. Est. 41,345
CZ ABC: (70) 23,735; (80) 31,800
RTZ-ABC: (70) 22,481; (80) 26,200
City & RTZ-ABC: (70) 46,216 (80) 58,000

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	7	$247,739,000
Sav. & Loan Assn.	7	$111,491,000

6—PASSENGER AUTOS: County 53,894

7—ELECTRIC METERS: Residence 33,274

8—GAS METERS: Residence 24,716

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Tire manufacturer, 1,400 ($306); Clothing manufacturer 300 ($190); Metal assembly 50 ($200); Fort Sill 27,601 military and civilian personnel.
Principal Pay Days: 15th; 30th or 31st

10-CLIMATE: Min. & Max. Temp.—Spring 32-92; Summer 65-107; Fall 30-94; Winter—1-65. First killing frost, Nov. 6. Last killing frost, Mar. 31.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Centers: 7 blocks on c; 7 on D; 6 on E, & cross streets between.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Central Mall	45	Sears, J.C. Penney, Dillards
Cache Rd. Sq.	25	Cloth World
Sheridan Mall	4	Wards, TG&Y Anthony's
Erwin Acres	6	Scott's, Meadors
Lee Blvd.	8	Herb's

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Dept.-Mon. & Thu.; Food-nightly; Central Mall-nightly.

13—RETAIL OUTLETS: Department Stores: Perkins 1; Montgomery Ward, J.C. Penney, C.R. Anthony 3, Sears; Meadors; Dillards; Bealls.
Discount Stores (CZ): K-Mart; Gibson's; Surplus City; Wall-mart.
Variety Stores: Wacker's, TG&Y.
Chain Drug Stores: Compton's Rexall; Osco.
Chain Food Supermarkets (CZ): Safeway 3; Herbs 7; Humpty 1; Kroger 1; Winn-Dixie 1.
Other Chain Stores: Goodyear; Firestone; Oklahoma Tire; Western Auto; Zale's Jewelry; Shoes, PayLess; Women' Wear; Franklin; Anthony's 3.

14—NEWSPAPERS: PRESS (m-Tues. to Sat.) 15,124; CONSTITUTION (e-Mon. To Fri.) 18,193; Comb. (m & e) 33,317; CONSTITUTION-PRESS(S) 28,838, Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS.
National Representatives: Southwest Dailies.

McALESTER, OKLA.

1—LOCATION: Pittsburg County, E&P Map E-2, County Seat. 90 mi. S.E. of Tulsa on U.S. 69 & Indian Nations Turnpike, 110 mi. E. of Okla. City, 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpk. On So. Shore Lake Eufaula (160 sq. miles hydro electric navigation project).

2—TRANSPORTATION: Railroads: MKT, CRIP.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound & Santa Fe, Trailways; Oklahoma Transportation Co.; Continental Trailways.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 18,802; Loc. Est. 16,158
CZ ABC: (70)20,317; (80)18,300
RTZ-ABC: (70)29,495; (80)34,100
County 70 Cen. 37,521; Loc. Est. 38,907
City & RTZ-ABC: (70)49,812; (80)52,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,942; Loc. Est. 5,963
County 70 Cen. 12,281; Loc. Est. 15,072
CZ ABC: (70)6,471; (80)6,700
RTZ-ABC: (70)9,766; (80)12,800
City & RTZ-ABC: (70)16,237; (80)19,500

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$225,000,000
Sav. & Loan Assn.	2	$86,000,000

6—PASSENGER AUTOS: County 19,953

7—ELECTRIC METERS: Residence 8,102

8—GAS METERS: Residence 6,511

9— PRINCIPAL INDUSTRIES (CZ): Mfg.; 5,923 (Ann. Payroll $34,268,124).
Principal Pay Days: 1st, 15th, 30th, Fri.

10-CLIMATE: Mean annual temp., 62,6 deg. F., average rainfall 42.45 inches.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Carl Albert Pkway	3	Gibson's Discount Center, Wal-Mart, Howard's Discount
Red Bud	11	Day & Night
Tandy Town	15	Ben Franklin, Sears, J. C. Penney, Nichols
No. McAlestar	4	Hutchinson Groc., J.J. McAlester Merc. Co.
Downtown Plz.	11	Stivers Fashions, Men's Shop
Eastgate	2	Wal-Mart Discount Ctr.

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri. (downtown).

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, J. C. Penney, C. R. Anthony; Hunt's.
Discount Stores (CZ): Howard's, Dollar General; Gibson's; Wal-Mart Discount Ctr.
Variety Stores: Ben Franklin 2; Kress.
Chain Drug Stores (CZ): Rexall; Wood's 2; Clinic Rx 1; Family Drugs; Medicine Shoppe.
Chain Food Supermarkets: Safeway; Standard Humpty-Dumpty; AG 2; IGA 2; Nichols Super Saver.
Other Chain Stores (CZ): Goodyear; Otasco; Firestone; Sears; Zale's; Williams' Shoes; Brown's Shoes; Nelson Furn.; Radio Shack.

14—NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-Mon. to Fri.) 11,986; (S) 12,130, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. A. Allegretti, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT.
National Representatives: Southwest Dailies.

MIAMI, OKLA.

1—LOCATION: Ottawa County, E&P Map F-1, County Seat. Residential center.

2—TRANSPORTATION: Railroads: St. Louis & San Francisco.
Motor Freight Carriers: 18.
Intercity Bus Lines: Greyhound; MK&O Trailways.

3—POPULATION:
Corp. City 70 Cen. 13,880; Loc. Est. 14,150
CZ ABC: (70)22,478; (80)24,000
RTZ-ABC: (70)23,833; (80)27,700
County 70 Cen. 29,800; Loc. Est. 34,214
City & RTZ-ABC: (70)46,311; (80)51,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,799; Loc. Est. 5,666
County 70 Cen. 10,291; Loc. Est. 13,766
CZ ABC: (70)7,772; (80)9,500
RTZ-ABC: (70)8,497; (80)11,200
City & RTZ-ABC: (70)16,269; (80)20,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$104,208,695
Sav. & Loan Assn.	1	28,349,085

6—PASSENGER AUTOS: County 20,268

7—ELECTRIC METERS: Residence 6,000

8—GAS METERS: Residence 5,490

9— PRINCIPAL INDUSTRIES (CZ): Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Tire Mfg.; Caskets; Mattresses & Pillows; Furnaces; Mops; Metal Containers; Brick & Stone Mfg.; Motor Coaches Canoes; Meat Packing; Manhole Factory; Steel; Brooms; Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furniture; Leather Goods; Eagle Picher Industries.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Average Temp.—Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23. Last killing frost, Apr. 13.

11—TAP WATER: Deep wells, neutral, very soft.

12—RETAILING:
Principal Shopping Centers: 5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 100 stores.
Neighborhood Shopping Centers: Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses).
Principal Shopping Days: Mon., Thurs., Sat.
Stores Open Evenings: Grocery; Gibson; TG&Y; Wal-Mart.

13—RETAIL OUTLETS: Department Stores: Belk's; Jeanie's; Ramsey's; Kemph's; The Hub Clothing & Bootery; B&K Clothing; Thomas & Sons; Hunt's Men's Wear & Fem Fashions; Olean's of Miami; Sally's; Litwin's; Andre's; Herman Lumber; Radio Shack; Home Furniture; Home Annex; True Value Economy Lumber.
Discount Stores (CZ): Ken's Furniture & Home; Oklahoma Furn., Gibson; TG&Y; Walmart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Osborn, Rexall, Wal-Mart Pharmacy, Gibson Pharmacy.
Chain Food Supermarkets: Consumers 2; Safeway; Reasor's; Dillon's; Quik-Trip.
Other Chain Stores: J. C. Penney; Montgomery Ward (catalog); Oklahoma Tire; Goodyear; Western Auto; Sears (catalog); Miami Sales Co.; C. R. Anthony.

14—NEWSPAPERS: NEWS-RECORD—(e-Mon. to Fri.) 9,936; (S) 10,379; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD.
National Representatives: Southwest Dailies.

MUSKOGEE, OKLA.

1—LOCATION: Muskogee County, E&P Map E-1, County Seat. Agricultural & industrial center. 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2—TRANSPORTATION: Railroads: MK&T (freight); Mo. Pac. (freight); Frisco (freight).
Intercity Bus Lines: Continental Trailways.
Motor Freight Carriers: 13.
Waterway: Barge canal to Mississippi River.

3—POPULATION:
Corp. City 70 Cen. 37,331; Loc. Est. 42,330
CZ ABC: (70)40,670; (80)45,800
RTZ-ABC: (70)76,314; (80)95,100
County 70 Cen. 59,542; Loc. Est. 68,859
City & RTZ-ABC: (70)116,984; (80)140,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 13,289; Loc. Est. 17,535
County 70 Cen. 20,196; Loc. Est. 27,133
CZ ABC: (70)14,316; (80)18,500
RTZ-ABC: (70)24,359; (80)34,700
City & RTZ-ABC: (70)38,675; (80)53,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$163,935,136
Sav. & Loan Assn.	2	$213,866,156

6—PASSENGER AUTOS: County 38,421

7—ELECTRIC METERS: Residence 18,282

8—GAS METERS: Residence 17,249

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Automotive Products 213; Glass 748; Food Processing 834; Feed Processing 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated shipping containers 156; Ventilating & Cooling 371; Zapata Industries 100; Green Country Castings 30; Ft. Howard Paper 1000.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5. Last killing frost, Mar. 27.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers: E. Side Blvd. & Broadway; 1 block, Gibson & York Sts., Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee—32nd to 33rd.
Shopping Centers: Lakeland Shopping Center; 1 sq. block on E. Side of City; E. Side Blvd.; Callahan; Dayton & K Sts.; Grand View Heights; 1 block on Peak Blvd.; Broadway; 2/1 block W. Broadway bet. 11th & 12th; Honor Heights Plaza; Broadway & Okmulgee; 33rd to 34th Sts.; Curt's Mall; York Street Mall; Chandler Mall, 2406 Chandler Road.
PRincipal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Dept.-Thu.; Food-every evening; Shpg. cntrs.-Nightly except Sun.

13—RETAIL OUTLETS: Department Stores: Dillard's; Hunt's; J. C. Penney; Sears; C. R. Anthony 3; Beall's; Montgomery Ward.
Discount Stores (CZ): Wall's Discount; Gibson's; K-Mart; Wal-Mart; General Dollar.
Variety Stores: TG&Y 2; Frix.
Drug Stores (CZ): Pierce's 3; Kirk's 4; East Side; West Side; Family Drugs; Consumer Phcy.; Economy; Gaddy's Thrifty.
Chain Supermarkets: Safeway 2; Thrift-T-Wise 3; Git N-Go 7; Humpty Dumpty 2; Milgram; Quick-Trip 2; Walker's 2; Weddle 3; Warehouse; Best Yet; Gibson's; 7-Eleven 4.
Other Chain Stores: White's; Goodyear; Goodrich; Okla. Tire 2; Firestone; Consumer's Oil; TG&Y 2; Felt Family Shoes; Dryer's Fashion Shoes; Muskogee Shoe Center; Big J Store; S&H Green Stamps; Mode O'Day.

14—NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 22,393; (S) 23,260; March 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tams Bixby, III, Pres., or Michael A. Lind, Adv. Dir., PHOENIX and TIMES-DEMOCRAT.
National Representatives: Gannett Newspaper Advertising Sales.

NORMAN, OKLA.

1—LOCATION: Cleveland County (In Oklahoma City SMSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light manufacturing, oil & agricultural center. University of Oklahoma; Central State Hosp.; Mental Health Center; Cerebral Palsy Center. On I-35, U.S. Hwy. 77; State Hwys. 9 & 74.

2—TRANSPORTATION: Railroads: Railpax (Santa Fe).
Motor Freight Carriers: 7.
Intercity Bus Lines: Denco; Continental; Oklahoma Transp.; American.

3—POPULATION:
Corp. City 70 Cen. 52,117; Loc. Est. 69,419
CZ ABC: (70) 54,521; (80) 72,300
RTZ-ABC: (70) 12,478; (80) 26,700
SMSA 70 Cen. 699,092; Loc. Est. 795,965
County 70 Cen 81,839; Loc. Est. 114,767
City & RTZ-ABC: (70) 66,999; (80) 99,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 15,755; Loc. Est. 25,599
County 70 Cen. 24,246; Loc. Est. 41,382
SMSA 70 Cen. 229,388; Loc. Est. 304,455
CZ ABC: (70) 16,493; (80) 25,000
RTZ-ABC: (70) 4,095; (80) 9,900
City & RTZ-ABC: (70) 20,588; (80) 34,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5	$251,715,326

6—PASSENGER AUTOS: County 70,982 (All Vehicles)

7—ELECTRIC METERS: Residence 20,145

8—GAS METERS: Residence 17,480

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners & Av. Wkly. Wage—Food Processing 225 ($166); Univ. of Okla. 3,678 ($215); Research and Development 630 ($160); Light Mfg. 1,700 ($155); Construction 900 ($190); State Hospital 1,400 ($140); Shaklee Corp. 200 ($240); Totco Industries 150 ($200); Westinghouse Corp. 800 ($240).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct. Last killing frost, May.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St., 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers: Campus Corner, Porter & Hughbert Sts.; Main & Flood, Main & Berry Rd.; Lindsey and South Porter.
Local Shopping Centers: Downtown (11 stores); Hollywood (Bank & 10 stores); Stubbeman Village, 1100 S. Elm (Campus area) (10 stores); Heisman Square, 1200 E. Alameda (12 stores); Sooner Fashion Mall W. Main and I-35 (67 stores).
Principal Shopping Days: Thurs., Fri., Sat., Son.
Stores Open Evenings: Mon.

13—RETAIL OUTLETS: Department Stores: Hale's; Wacker's; Low's; Junior Miss; Brown's College Corner; C.R. Anthony 3; Sears; J.C. Penney; TG&Y; Family Center 2; Target; Dillard's; WalMart; Wilson's Jewelry Dist.
Variety Stores: TG&Y 4.
Chain Drug Stores (CZ): Hyde's; Taylor 1; Star 1; Treasury Drugs (2).
Chain Food Supermarkets: Safeway 4; Bestyet; Foodlane IGA; Jiffy 2; McCalls 2; Grider Foods.
Other Chain Stores: Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; PayLess Shoes; Acme Paints; Oliver's Shoes.

14—NEWSPAPERS: TRANSCRIPT (e-Mon. to Fri.) 15,812; (S) 16,616, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Harraway, Adv. Dir., TRANSCRIPT.
National Representatives: Landon Associates, Inc.; U.S. Suburban Press, Inc.; Oklahoma Press Service, Inc.

NOWATA, OKLA.

1—LOCATION: Nowata County, E&P Map E-1, County Seat. 50 mi. NE of Tulsa.

2—TRANSPORTATION: railroads: M.P.
Intercity Bus Lines: Continental Trailways; Missouri-Kansas Okla.; Kansas Trails.

3—POPULATION:
Corp. City 70 Cen. 3,679; Loc. Est. 3,219
County 70 Cen. 9,773; Loc. Est. 11,148
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,444; Loc. Est. 1,412
County 70 Cen. 3,927; Loc. Est. 4,629

5—BANKS: 2 Commercial, Dep. $47,865,000

6—PASSENGER AUTOS: County 6,032

7—ELECTRIC METERS: Residence 1,792

8—GAS METERS: Residence 1,755

9— PRINCIPAL INDUSTRIES (CZ): Petroleum Refg.; Men's Clothing Mfg. ($120 Wkly Av. Salary).

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11—TAP WATER: Fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Sharpe's, Martin's.
Variety Stores: Ben Franklin; Dime and Dollar; United Dollar; U-Save Mart.

14—NEWSPAPERS: STAR (e-Mon. to Fri.) 2,900; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR.
National Representatives: Southwest Dailies.

OKLAHOMA CITY, OKLA.

1—LOCATION: Oklahoma County (SMSA). E&P Map D-2, State Capital, County Seat. Wholesale & distribution center. Geographical, retail financial-transp. center of state. Operational hdqtrs. for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita; 200 mi. from Dallas.

2—TRANSPORTATION: Railroads: Santa Fe; Frisco; Rock Island; MKT; Amtrak.
Motor Freight: 41 regular routes & more than 150 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions. National hqts. of Mistletoe Exp. Serv. and Lee Way, Inc.

Intercity Bus Lines: Trailways; Greyhound; MK&O; Mid-Continent and Oklahoma Transportation Co.
Airlines: American; Braniff International; Continental; Frontier; TWA. South West, Trans-Central

3—POPULATION:
Corp. City 70 Cen. 368,856; Loc. Est. 391,400
SMSA-ABC: (70) 698,180; (80) 805,600
Bal. Primary Mkt. Area ABC:
(70) 1,006,880; (80) 1,131,300
Total Primary Mkt. ABC:
(7)) 1,705,060; (80) 1,936,900
County 70 Cen. 527,717; Loc. Est. 567,000
SMSA (70) 699,092; Loc. Est. 805,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 126,945; Loc. Est. 148,674
County 70 Cen. 175,917; Loc. Est. 211,200
SMSA 70 Cen. 229,296; Loc. Est. 301,100
SMSA-ABC: (70) 229,296; (80) 301,100
Bal. Primary Mkt. Area ABC: (70) 335,192; (80) 430,900
Total Primary Mkt. ABC:
(70) 564,488; (80) 732,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	32	$3,982,706,810
Sav. & Loan Assn	8	$1,424,828,002

6—PASSENGER AUTOS: County 361,394

7—ELECTRIC METERS: 295,546

8—GAS METERS: 233,530

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Manufacturing 52,700; Mining 13,600; Construction 19,900; Transportation 11,900; Utilities 11,000; Retail 71,200; Wholesale 24,200; Finance-Real Estate 23,700; Service 68,000; Govt. 84,800.
Principal Pay Days: 1st, 15th, 30th; Fri. and Wed.

10-CLIMATE: Min. & Max. Temp.—Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49. First killing frost, Nov. 7. Last Killing frost, Mar. 28

11—TAP WATER: Alkaline, soft: fluoridated

12—RETAILING:
Oklahoma City Shopping Centers: Ranked by Gross Leasable Area (G.L.A.) in Square Feet.
Super Regional Shopping Center: Crossroads Mall, 1,200,000; Quail Springs 1,057,000.
Regional Shopping Centers: Penn Square, 600,869: Shepherd Mall, 643,125; Heritage Park Mall, 650,000.
Community Shopping Centers: Southeast Plaza 350,000; Sooner Fashion Mall—Norman 300,000; Uptown—Midwest City 226,742; Mayfair 214,605; French Market 209,117; Shields South 195,617; Casady Square 193,120; Economy Square 192,709; Windsor Hills 178,560; Southern Hills 175,000; Reding 168,000; City of Moore 155,586; Edmond Plaza 146,092; 50 Penn Place 141,500; Hollywood—Norman 140,240; Northwest Plaza 132,194; Unnamed # 2,125,600; DeVille 125,000; Quil Plaza 124,614; Downtown— Midwest City 123,251; Springdale 123,103; Trails End 123,000; Southwestern Plaza 119,896; Downtown—Norman 116,926; Town & County —Midwest City 114,555; Heisman—Norman 114,059; 63 Macarthur Mall 106,450; Grant Square 106,259; Airliner 106,238; Northeast 103,760; Gateway—Midwest City 100,000; Bryant Square—Edmond 95,000; Meridian 91,100; North Park Mall 86,515; Unnamed # 186,135; Holiday Square—Midwest City 84,500; Town Plaza— Yukon 81,800; Choctaw Shopping Center 81,200; Del Crest—Del City 80,000; Westoaks Village 78,600; Northwest Shops 78,040; Will Rogers Park Plaza 76,000; Coronado Square 75,230; Portland Plaza 75,000; Hillcrest 74,000; Village Square 70,000; Lakeside 67,500; Ponderosa East 67,000; Nichols Hills Plaza 61,000; May - 10 60,000; Western View 56,932; Almonte 55,000; Westminster 53,000; Sooner—Moore 52,475; Eastgate 50,604; Oak Cliff 50,400; Springbrook 50,153; Grand Plaza 49,700; Village Plaza 49,132; Penn-Hefner 48,489; Athena Mall 45,600; Westgate 44,738; Silver Center 44,000; Airline West 42,000; Lakewood 40,000; North Penn Plaza 39,400; Lakeshore 38,840; Mayridge 37,830; Ann Arbor 37,400; 23rd & Portland Shops 35,865; Glen Oak 34,850; Cedar City 34,838; Warr Acres Plaza 34,025; Park Plaza 33,950; Grandview Center 33,800; MacArthur Park 33,400; Meridian Plaza 33,100; Greenhaw 33,000; 29th & Kentucky Shops 32,500; Village 31,813; Portland Shops 31,750; County Park 31,450; Shartel Shopping Center 30,175; Newport 26,400; Corsin's Shopping Center 25,300; Park Estates 25,000; Puddin Lane Shopping Center 23,250; Putnam City Shopping Mall 23,000; Glenwood—Midwest City 22,400; Village Park 22,000; Port Center 20,000; Del West Square 16,200; Ridgecrest—Midwest City 15,850; 36th & N. Portland Shops 13,750; Hoshall Center 13,500; 74 South 13,200; Air Depot —Midwest City 13,000; MacArthur & N.W. 36th Shops 12,750; Del Plaza 9,600; North 29 Shops 9,600; May-715,500.
Principal Shopping Days: Dept.-Mon. & Sat., Food-Fri. & Sat.
Stores Open Evenings: Mon., Thu., Supermarkets every evening.

13—RETAIL OUTLETS: Department Stores: John A. Brown 4; Montgomery Ward 2; Sears 6; J.C. Penney 6; C. R. Anthony 29; Dillard's Brown Dunkin Co. 4; Langston 3.
Discount Stores (CZ): American Mutual; Gibson's Factory Distributing 3; Target 4; Woolco 3; TG&Y Family C[illegible] 27; Service Merchandise 2; Walls Bargin Center 2; H.J. Wilson 2.
Variety Stores: TG&Y 21; Franks Variety Stores 2.
Chain Drug Stores (CZ): United Discount 4; Hyde's 4; Con[illegible] Marr 4; Rexall 7; TG&Y 12; Gilliam 2; Humpty Dumpty 9; Gibson's 3; Connie's 4; Skaggs Alberston 5; Target 4; Sheen's 3; Wheeler & Stuckey 4; Eckerd 11; Treasury Drugs 5; Revco 2.
Chain Food Supermarkets: Safeway 25; 7 Eleven 69; Humpty Dumpty 12; IGA 24; Brannons U.S. United Super Mkts. 2; Buchanon 3; Best Yet 8; Little Jim 15; Stones 2; Tiny Tim 4; Tom's 11; U Totem 35; Skaggs Albertson 5.

14—NEWSPAPERS: OKLAHOMAN (m-Mon. to Fri.) 181,994; TIMES (e-Mon. to Fri.) 84,657; comb. (m&e) 266,651; OKLAHOMAN & TIMES (Sat) 218,688; SUNDAY OKLAHOMAN (S) 287,371; Mar. 31, 1980 ABC; JOURNAL (m-Mon. to Fri.) 34,394; (Sat. m) 32,623; (S) 31,936, Mar. 31, 1980 ABC. (The OKLAHOMA JOURNAL ceased publication Nov. 2, 1980.)
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir. or Jack Hovorka, Disp. Adv. Mgr., Natl. Adv. Mgr. OKLAHOMAN and TIMES.
National Representatives: OKLAHOMAN & TIMES, Sawyer-Ferguson-Walker Co.

OKMULGEE, OKLA.

1—LOCATION: Okmulgee County, E&P Map E-2, County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62,75; State Hwy. 56.

2—TRANSPORTATION: Railroads: Frisco.
Intercity Bus Lines: Continental, Greyhound, Union.

3—POPULATION:
Corp. City 70 Cen. 15,180; Loc. Est. 15,942
CZ ABC: (70) 17,058; (80) 17,700
RTZ-ABC: (70) 24,208; (80) 27,600
County 70 Cen. 35,358; Loc. Est. 38,615
City & RTZ-ABC: (70) 41,266; (80) 45,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
70 Census: City 5,181; Loc. Est. 6,470
County 70 Cen. 12,007; Loc. Est. 15,347
CZ ABC: (70) 5,807; (80) 6,900
RTZ-ABC: (70) 8,195; (80) 10,700
City & RTZ-ABC: (70) 14,002; (80) 17,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$24,122,400
Sav. & Loan Assn.	2	$38,259,130

6—PASSENGER AUTOS: County 19,790

7—ELECTRIC METERS: City/Res. 5,100

8—GAS METERS: Residence 4,761

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum 175 ($84); Glass 1,800 ($125); Okla. State Tech. 650 ($135).
Principal Pay Days: Mon., Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2. Last killing frost, Mar. 26.

11—TAP WATER: Alkaline, soft.

12—RETAILING:
Principal Shopping Days: 30 blocks on eight sts.
Neighborhood Shopping Centers: E. & W. of RR on 12 sts.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Thu., Food, Nightly.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; Wal-Mart Discount Center; Gibson's; Ramsay Dry Goods; Anthony's.
Variety Stores: Ben Franklin.
Chain Drug Stores (CZ): Key Rexall.
Chain Food Supermarkets: Safeway; M&P Foods; Family Market, Bargain Basket; Neals Mission Lane; Bell's; Thrifty Wise.
Other Chain Stores: Sears Roebuck (order stores); Okla. Tire; Goodrich; S&H Green Stamps.

14—NEWSPAPERS: TIMES (m-Tues. to Sat.) 4,993; (S) 5,073; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Stephenson, Gen. Mgr.; Jo Newnam, Adv. Dir.; Rex Voyles, Cir. Mgr. Adv. Dir., TIMES.
National Representatives: Southwest Dailies, Oklahoma Press Service, Inc.

PAULS VALLEY, OKLA.

1—LOCATION: Garvin County, E&P Map D-3, County Seat 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2—TRANSPORTATION: Railroads: Sante Fe.
Motor Freight Carriers: 3.
Intercity Bus Lines: Denco; Okla. Trans.; Mid-Continent, SW Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 5,769; Loc. Est. 5,383
CZ ABC: (70) 5,769; (80) 5,200
RTZ-ABC: (70) 20,551; (80) 25,000
County 70 Cen. 24,874; Loc. Est. 27,999
City & RTZ-ABC: (70) 26,230; (80) 30,200

4—HOUSEHOLDS:
City 70 Cen. 2,184; Loc. Est. 2,390
County 70 Cen. 8,557; Loc. Est. 11,262
CZ ABC: (70) 2,178; (80) 2,300
RTZ-ABC: (70) 6,919; (80) 9,700
City & RTZ-ABC: (70) 9,097; (80) 12,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$49,100,000
Sav. & Loan Assn.	3	$7,000,000

6—PASSENGER AUTOS: County 16,499

7—ELECTRIC METERS: Residence 2,465

8—GAS METERS: Residence 2,334

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil 1,050 ($175); Wood Working 40 ($85); Newspaper 20 ($115); Grain Dealers 100 ($75); Baking 25 ($75); Tree Nurseries 40 ($75); Agri. Fertilizer 5 ($100); Bldg. Contractors 50 ($125); Concrete 20 ($115); Mfg. Light Bulbs 300 ($115); Mfg. Men's Jeans 360 ($115).

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11—TAP WATER: Soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Burr	4	Humpty-Dumpty, Wacker Variety, Anthony's
Valley Plaza	8	Bestyet Groc., TG&Y, True Value Hwre., Western Dept., Dollar General Store

Principal Shopping Days: Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Lintz; J. C. Penney; Golden Rule; Shumate's; C. R. Anthony; Ashley's; Western; Dollar General.
Variety Stores: G. F. Wacker; TG&Y.
Chain Drug Stores (CZ): Reavis Rexall; Crabtree, Humpty Drug.
Chain Food Supermarkets: Bestyet, Humpty Dumpty; Safeway; Ballard's.
Other Chain Stores: Automotive Inc.; Montgomery Ward (catalog); Oklahoma Tire; Western Auto; Dollar General Store; Sears (catalog); True Value Hdw.

14—NEWSPAPERS: DEMOCRAT (e-Tues. to Fri.) 3,862; (S) 4,527, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David L. Crouch, Gen., Mgr., DEMOCRAT.
National Representatives: Southwest Dailies.

PAWHUSKA, OKLA.

1—LOCATION: Osage County (In Tulsa SMSA), E&P Map E-1, County Seat. Oil, commercial cattle raising, shipping center; several small mfg. 275 mi. from Dallas; 262 mi. from Kansas City; 440 mi. from St. Louis; 735 mi. from Chicago, U.S. Hwy. 60; State Hwys. 11, 99.

2—TRANSPORTATION:
Motor Freight Carriers: 2.
Intercity Bus Lines: Mo., Kan. & Okla., Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 4,238; Loc. Est. 5,280
City Zone 8,056
Retail Trading Zone 13,275
County 70 Cen. 29,750; Loc. Est. 39,000
SMSA 70 Cen. 549,154; Loc. Est. 646,567
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,617; Loc. Est. 1,639
County 70 Cen. 10,328; Loc. Est. 14,612
SMSA 70 Cen. 183,731; Loc. Est. 248,376

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$25,448,987.46
Sav. & Loan Assn.	1	$7,762,036.00

6—PASSENGER AUTOS: County 33,001

8—GAS METERS: 2,396

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Oil Tool Repairs 50 ($175); Garments 250 ($90); Welding & Steel Fabr. 21 ($175); Feeds 14 ($110); Oil & Oil Field Serv. 1,100 ($375); Vet. Res. 10 ($250); Animal Husbandry Res. 18 ($350); Oil Production 350 400; B.I.A. 300 ($450).

10-CLIMATE: First killing frost, Oct. 26. Last killing frost, Apr. 3. Av. Temp., 58.

11—TAP WATER: Alkaline, soft.

12—RETAILING:
Principal Shopping Centers: 8 blocks on Main St.; 3 on Kihekah; 2 on Leahy St.; 2 on 6th.
Principal Shopping Days: Mon., Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; J. C. Penney; Mode O'Day.
Variety Stores: TG&Y; Whitehair Trading Co., Clifton's.
Other Chain Stores: Ladies Ready to Wear: The Prairie Flower; Lowry's. Men's Clothing: Hub Clothiers. Automotive; Monger Bros.; Okla Tire; Pawhuska Supply; Western Auto.; The Automotive. Foods: Safeway, Wells Mkts.

14—NEWSPAPERS: JOURNAL-CAPITAL (e. Tues. to Fri) 3,056; (S) 3,056; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Frank Spencer, Gen. Mgr., JOURNAL-CAPITAL.
National Representatives: Southwest Dailies; Oklahoma Press Service, Inc.

PERRY, OKLA.

1—LOCATION: Noble County, E&P Map D-1, County seat. Shipping center for wheat & cattle. North central part of state 60 mi. N of Oklahoma City; on Interstate Hwy. 35, US 77, 64. Light manufacturing.

2—TRANSPORTATION: Railroads: Santa Fe, Frisco.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 5,341; Loc. Est. 5,014
County 70 Cen. 10,043; Loc. Est. 11,634

4—HOUSEHOLDS:
City 70 Cen. 2,006; Loc. Est. 2,200
County 70 Cen. 3,489; Loc. Est. 4,663

5—BANKS: 2 Commercial, Deposits $63,242,807

6—PASSENGER AUTOS: County 6,603

7—ELECTRIC METERS: Residence 2,310

8—GAS METERS: Residence 2,298

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Oil Field Supplies 150; Ditching Mach. Plt. 700; Pipeline Const. 40; Div. HQ State Highway Dept. 145; Gasoline Processing Plant Const. 100.

10-CLIMATE: Min. & Max. Temp.—Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27. Last killing frost, Apr. 4.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts.; Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers: Kaw St.; Fir Ave.
Principal Shopping Days: Thu. & Sat. Community Auction Sale—Every Wed. Regular Farm Community Trade—Sat.
Stores Close: Sun.
Stores Open Evenings: Thu., Supermarkets 7 nights.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, J.J.Levy; Zorba's Maurine's House of Fashion; Coast-To-Coast Hardware.
Discount Stores: TG&Y Family Center.
Chain Food Supermarkets: Safeway; H&P; Best Yet.
Other Chain Stores: Okla. Tire, Western Auto.

14—NEWSPAPERS: JOURNAL (e) 3,431 sworn Mar 31, 1980.
Local Contact for Advertising and Merchandising Data: Milo W. Watson, Pub., JOURNAL.
National Representatives: None.

PONCA CITY, OKLA.

1—LOCATION: Kay County, E&P Map D-1. Oil refining and prod., stock raising, dairying & agric. center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77, & State Hwys. 11, 15, 177. 106 mi. N of Okla City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, Kan.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 11.
Intercity Bus Lines: Continental; MK&O.
Airlines: Air Midwest.

3—POPULATION:
Corp. City 70 Cen. 25,940; Loc. Est. 32,000
CZ ABC: (70) 25,940; (80) 26,300
RTZ-ABC: (70) 27,142; (80) 30,600
County 70 Cen. 48,791; Loc. Est. 53,511
City & RTZ-ABC: (70) [illegible],082; (80) 56,900

4—HOUSEHOLDS:
City 70 Cen. 9,296; Loc. Est. 11,244
County 70 Cen. 18,480; Loc. Est. 21,737
CZ ABC: (70) 9,251; (80) 10,700
RTZ-ABC: (70) 9,229; (80) 11,900
City & RTZ-ABC: (70) 18,480; (80) 22,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$174,209,844
Sav. & Loan Assn.	2	$1,467,475,147

6—PASSENGER AUTOS: County 30,536

7—ELECTRIC METERS: Residence 15,284

8—GAS METERS: Residence 13,567

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum Refining 855 ($373); Metal Mfg. 1,689 ($247); Agri. Processing 1,075 ($159).

10-CLIMATE: Min. & Max. Temp.—Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26. Last killing frost, Apr. 7.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Grand Ave.
Neighborhood Shopping Centers: 4th & South Ave., Osage & Highland, Hartford at Seventh; Fourteenth at Hazel, Hartford & 14th, 5th & Hartford.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Ponca Plaza	8	TG&Y, Bestyet
Hartford Sq.	8	Pickens Jewelry
Pioneer	8	Safeway, Walkers Drug

Principal Shopping Days: Mon. & Thu.
Stores Open Evenings: Department Stores—Thu. Food—Daily.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; C.R. Anthony; Montgomery Ward (catalog); Sears (catalog).
Variety Stores: TG&Y Family Center.
Discount Stores (CZ): Dollar Saver; Howard's; Gibson's, TG&Y Family Center.
Chain Drug Stores (CZ): Graves, Humpty Discount Center; Scrivco.
Chain Food Supermarkets (CZ): Miller's 2; Thrif-T-Wise 1; Safeway 2; Humpty Super; Consumer's IGA; Bestyet.

PONCA CITY—continued

Other Chain Stores: Okla. Tire; Goodyear; Firestone; Sweetbriar (women's); Sherwin-Williams; Zale's; Brown Shoe Fit Co.; National Building Center; Wickes; Edwards' (women's); House of Fab[illegible]inger Co.; Payless Shoes; Western Auto; S&H Green Stamps, Radio Shack; JayVees; Turntable; Shafer's

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 13,767 (S) 14,378; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

PRYOR, OKLA.

1—LOCATION: Mayes County, E&P Map E-1 (In Tulsa SMSA). County Seat. On U.S. Hwy. 69; State Hwys. 2, 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2—TRANSPORTATION: Railroads: MKT.
Motor Freight Carriers: 6

3—POPULATION:
City 70 Cen. 7,057; Loc. Est. [illegible],411
County 70 Cen. 23,302; Loc. Est. 30,768
SMSA 70 Cen. 549,154; Loc. Est. 646,567

4—HOUSEHOLDS:
City 70 Cen. 2,473; Loc. Est. 3,824
County 70 Cen. 7,847; Loc. Est. 11,990
SMSA 70 Cen. 183,731; Loc. Est. 248,376

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$70,220,000
Savings & Loan	2	$52,180,000

6—PASSENGER AUTOS: County 15,884

7—ELECTRIC METERS: Residence 3,300

8—GAS METERS: Residence 3,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Paper 275; Grand River Dam 121; Chemicals 425; Carbide 75; Cement 125; Tools 50; Meat Pkg. 15; Clothing 500; Plastic 75; Heat Exchangers 100.
Principal Industrial Pay Days: 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15. Last killing frost, Mar. 1.

11—TAP WATER: Fluoridated

12—RETAILING: Principal Shopping Center: 4 blocks on Graham Ave., 2 each side of Graham Ave.
Shopping Centers: Wal-Mart (8 stores—Wal-Mart, Dillon's)
Principal Shopping Days: Tues., Wed., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Fetters; C.R. Anthony; Sharpe's
Variety Stores: Pryor; McCrory's.
Discount Stores: Tumble Inn. Wal-Mart.
Chain Food Supermarkets (CZ): Safeway; Dillon's; IGA.
Other Chain Stores: Okla. Tire. Western Auto; Goodrich; Goodyear; Montgomery Ward; Sears; Coast-to-Coast.

14—NEWSPAPERS: TIMES (e-Tue. to Fri.) 4,329; (S) 4,469, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES.
National Representatives: Landon Associates, Inc.

SAPULPA, OKLA.

1—LOCATION: Creek County (In Tulsa SMSA). E&P Map E-2. County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On U.S. Hwys. 66, 75; State 33, 97.

2—TRANSPORTATION: Railroads: Frisco, Tulsa-Sapulpa Union.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, MK&O.

3—POPULATION:
Corp. City 70 Cen. 15,159; Loc. Est. 15,701
SMSA 70 Cen. 549,154; Loc. Est. 646,567
County 70 Cen. 45,532; Loc. Est. 57,514
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,272; Loc. Est. 6,296
County 70 Cen. 15,292; Loc. Est. 22,379
SMSA 70 Cen. 183,731; Loc. Est. 248,376

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$82,464,554
Sav. & Loan	2	$37,554,282

6—PASSENGER AUTOS: County 32,111

7—ELECTRIC METERS: Residence 6,046

8—GAS METERS: Residence 5,987

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Glass 1,300 ($250); Meat Packing 120 ($200); Pottery 140 ($190); Pressure Vessel Fabricators 900 ($300); Tanks-Tools 130 ($225); Brick Plant 50 ($150).
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15. Last killing frost, Mar.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 27 blocks on eight streets, plus 6 Strip shopping centers.
Principal Shopping Days: Sat. & Fri.
Stores Open Evenings: Shpg. Ctr. nightly.
Stores Open Sundays: Shpg. Ctr. & some Supermarkets.

13—RETAIL OUTLETS: Department Stores: Morton's; Bayouth's; Penney's; Anthony's; Montgomery Ward; Sears.
Discount Stores: Wal-Mart; TGY Family Center.
Chain Drug Stores: Humpty Drug; Wal-Mart Pharmacy; May's Drug.
Chain Food Supermarkets: Safeway; Family Market; Humpty-Dumpty; Tru-Discount; Pickels; Reasor's Discount Foods.
Other Chain Stores: Otasco; Zales.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 8,522; (S) 8,722; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD.
National Representatives: Southwest Dailies, Oklahoma Press Services Inc.

SAYRE, OKLA.

1—LOCATION: Beckham County, E&P Map C-2, County Seat. Midway between Oklahoma City and Amarillo (135 mi.). On U.S. Hwys. I-40, 66, 283; State Hwy. 152.

2—TRANSPORTATION: Railroads: Rock Island.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 2,712; Loc. Est. 2,511
County 70 Cen. 15,754; Loc. Est. 17,469

4—HOUSEHOLDS:
City 70 Cen. 1,088; Loc. Est. 1,192
County 70 Cen. 5,913; Loc. Est. 7,594

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$44,700,000
Sav. & Loan Assn.	1	$44,700,000

6—PASSENGER AUTOS: County 10,458

7—ELECTRIC METERS: Residence 1,508

8—GAS METERS: Residence 1,412

9— PRINCIPAL INDUSTRIES (CZ): Gas, Salt, Leather Goods Mfg., Drilling for oil, TV Cable Components.

10-CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St. and on Fourth St.
Neighborhood Shopping Center: Uptown Shopping Center.
Principal Shopping Days: Thu, Sat.

13—RETAIL OUTLETS: Department Stores: C.R. Anthony, Lawrence, Unique Boutique; Ladies Shop; Otasco, White Auto Store; Tru-Value Hardware, Ace Hardware.
Variety Stores: Ben Franklin, Hart's.
Chain Food Supermarkets (CZ): United, Puckett's 10.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri.) 2,486; (S) 2,486, sworn March 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles E. Bacon, Pub., JOURNAL.
National Representatives: Southwest Dailies.

SEMINOLE, OKLA.

1—LOCATION: Seminole County, E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. Southeast of Okla. City.

2—TRANSPORTATION: Rock Island R.R., Okla. Trans. Bus; Midco Bus.
Motor Freight Carriers: 4

3—POPULATION:
Corp. City 70 Cen. 7,878; Loc. Est. 9,135
Country 70 Cen. 25,144; Loc. Est. 29,359

4—HOUSEHOLDS:
City 70 Cen. 2,977; Loc. Est. 4,080
County 70 Cen. 8,741; Loc. Est. 11,739

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$35,087,000
Sav. & Loan Assn.	1	$29,740,552

6—PASSENGER AUTOS: County 14,508

7—ELECTRIC METERS: Residence 3,221

8—GAS METERS: Residence 3,352

9— PRINCIPAL INDUSTRIES (CZ): Oil Well Drilling, Oil Prod., Oil Field Serv. & Sup.; Oil Field Equip. Mfg., Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48; First killing frost, Oct. 1. Last killing frost, Mar. 15.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St. & 6 on Intersecting streets.
Neighborhood Shopping Centers: Strothers St., W. Broadway, N. Milt Phillips Ave.
Stores Open: Some on Sat. Evgs.

13—RETAIL OUTLETS: Department Stores: Anthony; Penny's; Sharpes; Hammons; Newton Wall; Dollar Gen. Stores; Sears; Montgomery Ward.
Variety Stores: Otasco; Wacker's.
Discount Stores (CZ): Natl. Discount, Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores (CZ): Walgreen; I.D.L.
Chain Food Supermarkets: IGA; Standard Humpty Dumpty; Cardinal; Safeway; Bestyet.
Other Chain Stores: Okla. Tire; Firestone; Goodyear; Collier Bros.; Neil's; Nat. Shoes; Western Auto.

14—NEWSPAPERS: PRODUCER (e-Tues. to Fri.) 6,191; (S) 6,191; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ted M. Phillips, Nat. Adv. Mgr., PRODUCER.
National Representatives: Southwest Dailies, Oklahoma Press Service.

SHAWNEE, OKLA.

1—LOCATION: Pottawatomie County (In Oklahoma City, SMSA). E&P Map D-2, County Seat. Residential Center. 42 mi. SE of Okla. City. On U.S. Hwys. 177,270, I-40; State Hwys. 3 & 18.

2—TRANSPORTATION: Railroads: Katy; AT&SF, OCA&A.
Motor Freight Carriers: 8
Intercity Bus Lines: Jordan; O.T.C., Greyhound

3—POPULATION:
Corp. City 70 Cen. 25,075; Loc. Est. 35,000
CZ ABC: (70) 25,075; (80) 26,700
RTZ-ABC: (70) 62,665; (80) 82,000
SMSA 70 Cen. 699,092; Loc. Est. 795,965
County 70 Cen. 43,134; Loc. Est. 55,600
City & RTZ-ABC: (70) 87,760; (80) 108,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,737; Loc. Est. 14,000
County 70 Cen. 14,599; Loc. Est. 23,100
SMSA 70 Cen. 229,388; Loc. Est. 303,258
CZ ABC: (70) 8,728; (80) 10,700
RTZ-ABC: (70) 21,281; (80) 31,800
City & RTZ-ABC: (70) 30,009; (80) 42,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Loan	3	$77,800,000
Commercial	3	$284,443,000

6—PASSENGER AUTOS: County 30,420

7—ELECTRIC METERS: Residence 10,414

8—GAS METERS: Residence 9,166

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 430 ($225), Milling 300 ($240); Copper Tubing 350 ($265); Pump Mfg. 200 ($245); Other Mfg. 562 ($230); Polyethelene Film 270 (N.A.); Ceramic Magnets 500 (N.A.)

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 60-95, Fall 45-85, Winter 18-65. First killing frost, Nov. 8. Last killing frost, Apr. 5.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St.
Neighborhood Shopping Centers: Kickapoo & Dill, 5 Kickapoo & Midland, Independence & Harrison 12; Kickapoo & Federal 2, Kickapoo & MacArthur 6; 2300 N. Harrison 4 (K-Mart).
Principal Shopping Days: Department Stores—Mon., Fri., Sat.; Food Stores—Thur., Fri. & Sat.
Stores Open Evenings: Dept.—Mon. and Thurs., Food & Discount-nightly.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears, C.R. Anthony, W.R. Jones, Newton Wall.
Discount Stores (CZ): Gibson's; Cooks; Wal-Mart; K-Mart.
Variety Stores: TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores (CZ): Richards Rexall 6, Lantz Drug; Tom Coffey; Medical Arts, Campus Drug; Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy., Medicine Shoppe 1; Revco; Humpty Drug.
Chain Food Supermarkets: Humpty-Dumpty; Safeway; M&P 4; Brannon's IGA; Pratt's 4; Al-James IGA.

14—NEWSPAPERS: NEWS-STAR (m-Tues. to Sat.) 14,661; (S) 15,540; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR.
National Representatives: Southwest Dailies; Oklahoma Press Service.

STILLWATER, OKLA.

1—LOCATION: Payne County, E&P Map D-2, County Seat. Educational (Okla. State U.), industrial, agricultural, oil, livestock and dairy center. State Hqs. U.S. Dept. of Agriculture (Soil Conservation Service, Farm Home Adm., Production and Managing Adm., Agric. Stabilzing and Conservation, and Agric. Research Service). 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2—TRANSPORTATION: Railroads: Santa Fe Ry., MK&O Bus Lines, REA Express 2, Motor Express Carriers, 4 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 31,126; Loc. Est. 37,300
City Zone, ABC: (70) 31,126; (80) 36,300
RTZ-ABC: (70) 38,571; (80) 46,700
County 70 Cen. 50,654; Loc. Est. 58,400
City & RTZ-ABC: (70) 69,697; (80) 83,000

4—HOUSEHOLDS:
City 70 Cen. 9,220; Loc. Est. 13,630
County 70 Cen. 11,378; Loc. Est. 22,463
City Zone ABC: (70) 9,198; (80) 12,300
RTZ-ABC: (70) 13,755; (80) 18,900
City & RTZ-ABC: (70) 22,953; (80) 31,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$163,311,000
Sav. & Loan Assn.	1	—

6—PASSENGER AUTOS: County 30,770

7—ELECTRIC METERS: N/A

8—GAS METERS: N/A

9— PRINCIPAL INDUSTRIES (CZ): Rubber & Plastic Hose Mfg.; Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.
Principal Pay Days: 1 & 15; Fri. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct. Last killing frost, Mar.

11—TAP WATER: Slightly alkaline, soft.

12—RETAILING:
Principal Shopping Center: 7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers: 3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square.
Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Katz; J.C. Penney; C. R. Anthony; Gibson's; Sears; Newton Wall; Montgomery Ward (catalog).
Discount Stores (CZ): Gibson's; Wal-Mart; TG&Y.
Variety Stores: Orasco; ACE Hardware Mart; Murphy's Hardware.
Chain Drug Stores (CZ): Humpty-Dumpty; Thrifty; Revco.
Chain Food Supermarkets: Consumers IGA 2; Seven-Eleven; Humpty Dumpty; Safeway; Bestyet.
Other Chain Stores: Goodrich; Goodyear; Firestone; Carpet City; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zales; S&H Stamps.

14—NEWSPAPERS: NEWS-PRESS (e-Mon. to Fri.) 9,821; (S) 10,301; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L.F. Bellatti, Pub., NEWS-PRESS.
National Representatives: Southwest Dailies.

TAHLEQUAH, OKLA.

1—LOCATION: Cherokee County, E&P Map F-2, County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area, 28 mi. SE of Muskogee, 65 mi. SE of Tulsa. On US Hwy. 62, State Hwy. 51.

2—TRANSPORTATION: Railroads: Frisco.
Intercity Bus Lines: Continental Trailways.
Airlines: All major airlines at Tulsa Airport.

3—POPULATION:
Corp. City 70 Cen. 9,254
County 70 Cen. 23,174; Loc. Est. 28,401

4—HOUSEHOLDS:
City 70 Cen. 2,777
County 70 Cen. 7,012; Loc. Est. 10,509

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$92,584,000

6—PASSENGER AUTOS: County 12,068 (Total Vehicles)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Agriculture; Forestry; Machine Shops; Cannery.

10-CLIMATE: Min. & Max. Temp.—Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: Alkaline, Soft; not floundated.

12—RETAILING: Principal Shopping Centers: East Downing St., South & North Muskogee Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Box Center	-	IGA
Cherokee Hills	5	
Downing Square	-	(Planned)
Plaza	8	Reasors RedBud, T.G.&Y
Wal-Mart Ctr.	-	Wal-Mart

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: Hinds.
Discount Stores: T.G.&Y., Wal-Mart.
Chain Drug Stores: Gaddy's Discount Drugs; Kirk's; Pierce Pharmacy.
Chain Food Supermarkets: Box's IGA; Mr. O's Shop-N-Go; Reasors.
Other Chain Stores: Doyles Shoes; Paulines (Womens); Sirloin Stocade; Bvddys (Mens); Merle Norman.

14—NEWSPAPERS: CHEROKEE COUNTY CHRONICLE (m-Tues. to Fri.) 2,000 (Publishers Statement) Aug. 12, 1980.
Local Contact for Advertising and Merchandising Data: Robert Hills, Adv. Mgr., CHEROKEE COUNTY CHRONICLE.
National Representatives: USSPI, Oklahoma Press Service, Inc.

TULSA, OKLA.

1—LOCATION: Tulsa County (SMSA). E&P Map E-2. County Seat. Admin. center for many oil comp.; Electronics & Aviation Maintenance Ctr. 262 mi. SW of Kansas City; 276 mi. NE of Dallas; 519 mi. N of Houston; 120 mi. E of Okla. City; 174 mi. SE of Wichita. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2—TRANSPORTATION: Railroads: Frisco; Santa Fe; M.K.&T.; Texas S. Pacific
Motor Freight Carriers: 54
Intercity Bus Lines: Continental Trailway; Greyhound; M.K.&O.; KG Lines
Airlines: American; Braniff; Continental; Delta; Frontier; TWA; OZARK; International Airport. (3 Airports)

3—POPULATION:
Corp. City 70 Cen. 330,350; Loc. Est. 338,151
CZ ABC: (70) 386,352; (80) 417,700
RTZ-ABC: (70) 368,592; (80) 456,200
County 70 Cen. 399,982; Loc. Est. 447,816
SMSA 70 Cen. 549,154; Loc. Est. 646,567
City & RTZ-ABC: (70) 754,944; (80) 873,900

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 129,548; Loc. Est. 133,573
County 70 Cen. 121,935; Loc. Est. 171,782
SMSA 70 Cen. 183,731; Loc. Est. 248,376
CZ ABC: (70) 129,548; (80) 160,000
RTZ-ABC: (70) 122,137; (80) 172,800
City & RTZ-ABC: (70) 251,685; (80) 332,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	5	$998,604,000
Commercial Banks	27	$2,687,000,000

6—PASSENGER AUTOS: County All Vehicles 285,330

7—ELECTRIC METERS: Residence 146,103

8—GAS METERS: Residence 122,907

9— PRINCIPAL INDUSTRIES (CZ): Met. Area: Industry, Number of Wage Earners—Mfg. 50,700; Mining 14,000; Const. 12,400; Trans. & Pub. Utilities 18,200; Whol. and Ret. Trade 53,300; Fin. Ins. Real Estate 13,600; Service 39,900; Govt. 23,900; (Av. Wkly. Wage) All Mfg. ($248.28).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3. Last killing frost, Mar. 27.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Areas: Downtown from 3rd St. to 10th St. South, Denver Ave. east to Detroit; 21st to 22nd Pl South; Utica Ave. east to Yorktown, 39th to 43rd St. South, Yale Ave. east to Hudson, 71st & Memorial.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Admiral Place	14	C.R. Anthony, TG&Y
Boman Acres	14	Safeway, Boman Thea.
Briar Village	24	Safeway, TG&Y
Brook Plaza	23	TG&Y, Froug's Dept.
Brookside	-	C.R. Anthony, Otasco
Country Club Plaza	36	Skaggs, Albertson
Crossbow	22	TG&Y, Bestyet Foods
Crosstown Mall	-	Woolco, Discount Foods
Crystal City	23	TG&Y, Otasco
Eastgate	7	Frougs, TG&Y, Wells Food
Executive Mall	27	Baskin & Robbins, Dickies, Fish & Chips
Farm Ctr	52	Furr's, Cafe, Reads
Fontana	41	O.G. Wilson, Froug's, Stewart's
Garnett Plaza	32	Skaggs-Albertson Clothworld, Radio Shack
Harvard Hills	13	TG&Y, C.R. Anthony
Highland Plaza	32	Goodyear, Stephen's Rest
Holiday Hills	12	Sipes Mkt.
Kensington	8	Eckard Drug, Sipes
London Square	13	Rown & Petty Foods
London South	13	Argentine Steak House
Mall 31	29	Will Rogers, Fabrics & Crafts, Catherine's Shoppe
Mclain Village	14	Safeway, TG&Y, Mont. Ward
Meadowood	18	TG&Y, Red Bud Mkt.
Northland	10	Froug's, Dillards
Old Village Shoppes	14	TG&Y
Osage Hills Ctr	13	TG&Y, C.R. Anthony
Park Lane	17	TG&Y, Red Bud Food
Park Plaza	20	TG&Y, Safeway
Ranch Acres	11	Otasco, Safeway, TG&Y
1700 Yale Mall	10	Target, Radio Shack
Sheridan Village	30	TG&Y, Buds Thrif-T-Wise
Southland	38	TG&Y, Penney, Dillards
Southroads Mall	68	Woolco, Zales, Vandevers
Springdale	19	Sears, Safeway, Levine's
Suburban Acres	14	IGA, Foodliner, C.R. Anthony
Utica Square	77	TG&Y, J.A. Brown
Walnut Creek I & II	28	Cinerella Bootery, Buggy Whip, Wms. Apparel
Woodland Hills	70	Sears, J.A. Brown, Dillards

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Vandever's, Dillard's 3; Woolf Bros., Street's, Clarke's 4; Renberg's 3; Froug's 10; Sears 3; Woolco 2; C.R. Anthony 11; J.C. Penney 3; John A. Brown 2; Montgomery Ward 2.
Discount Stores (CZ): Looboyle's 2; Target; Oertle's; K-Mart 5.
Variety Stores: TG&Y 30.
Chain Drug Stores (CZ): Med-X 9; Walgreen 3; Rexall 3; Getman 2; Skaggs 5; Family Drugs 4; Eckerd 5.
Chain Food Supermarkets: Thrift-T-Wise & Affiliated Food Stores 10; Safeway 28; Sipes 3; Bestyet 1; Red Bud 7; Family Markets; McCartney's 2; Superettes—Git-N-Go 35; **Quick-Trip 39**; **Okla.** U-Tote-Um 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores: Tall Fashions; Shoes: Schiff's 3; Cinderella 3, Thom McAn 2, Kinney 5; Jewelry: Zales 4, Peacock 3, Grays 3, Moody's, Sloan's; Automotive: Firestone 3, Goodyear 10, Otasco 20, Automotive of Tulsa 6, Thrift 3, Midas 3, Singer Co. 4; Paint: Devoe 3, Cook's 6, PPG 10, Pittsburgh Paint 2, Sherwin-Williams 2, S&H Green Stamps.

14—NEWSPAPERS: WORLD (m) 122,385; TRIBUNE (e) 76,314; comb. (m&e) 198,699; WORLD (S) 211,152; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD.
National Representatives: Branham/Newspaper Sales.

VINITA, OKLA.

1—LOCATION: Craig County, E&P Map F-1, County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 66, 69, 60; Will Rogers Tpke.

2—TRANSPORTATION: Railroads: M.K.&T. and Frisco.
Intercity Bus Lines: M.K.O.; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 5,847; Loc. Est. 5,659
County 70 Cen. 14,722; Loc. Est. 16,254
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,215; Loc. Est. 2,669
County 70 Cen. 4,731; Loc. Est. 6,347

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$98,100,000
Sav. Loan Assn.	1 (5 Br.)	$240,000,000

6—PASSENGER AUTOS: County 8,552

7—ELECTRIC METERS: Residence 2,621

8—GAS METERS: Residence 2,706

9— PRINCIPAL INDUSTRIES (CZ): Electrical Connector Mfg. (325 emp.); Agriculture; Mill & Elevator; Feeds; Flag and Apron Mgr.; Eastern State Hospital (800 emp.); Tower Manufacturer; Fiberglass Boat Plant; Evans Bakery Products (175 emp.).

10-CLIMATE: Average Temp.—Spring 60; Summer 80; Fall 59; Winter 36.

11—TAP WATER: 30 in. line from Grand Lake.

12—RETAILING:
Principal Shopping Days: Sat., Thu., Fri.
Stores Open Evenings: Drug, supermarkets & discount.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Carters; Draper's; Davis Western; Anthony's.
Discount Stores: Wal-Mart.
Chain Food Supermarkets: Safeway; Warehouse; Carter's.
Other Chain Stores: Western Auto; Sherwin-Williams; Oklahoma Tire; Montgomery Ward (catalog); Sears (catalog); Pizza Hut; Taco Hut; Goodyear; Kentucky Fried Chicken; Coast-to-Coast.

14—NEWSPAPERS: JOURNAL (e) 3,969; sworn MAR. 30, 1980.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL.
National Representatives: None.

WEATHERFORD, OKLA.

1—LOCATION: Custer County, E&P Map C-2, University Community; Agriculture Area (wheat, cotton, feeds); Elevators; Nursery area; Southwestern State University. 73 mi. W of Oklahoma City. On Interstate Hwy. 40 and State Hwy. 54.

2—TRANSPORTATION: Railroads: Chicago; Rock Island & Pacific.
Motor Freight Carriers: 1
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Cargo at Thos. P. Stafford Field; Nearest Commercial Airfield at Oklahoma City.

3—POPULATION:
Corp. City 70 Cen. 7,959; Loc. Est. 9,648
County 70 Cen. 22,665; Loc. Est. 22,732

4—HOUSEHOLDS:
City 70 Cen. 2,500; Loc. Est. 3,601
County 70 Cen. 7,688; Loc. Est. 9,128

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$40,334,430

6—PASSENGER AUTOS: County 13,485

7—ELECTRIC METERS: Residence 5,500

8—GAS METERS: Residence 3,700

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Education 450 ($250); Photo. Processing 100 ($120); Printing Prod. 270 ($150); Meat Proc. 26 ($80); Data Proc. Equip. 200 ($200).

10-CLIMATE: Avg. Annual Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11—TAP WATER: Well water; soft.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St. plus shopping center continuation.

Make the Most of Oklahoma!

Reach 73% of the 445,000 adults in the Tulsa SMSA who read either or both daily newspapers and the 70% who read the Sunday paper.*

Sell more of your product or service . . . advertise in the medium Tulsans use—the Tulsa newspapers.

*Belden CMS

TULSA WORLD
The Tulsa Tribune

Two separate and independently owned newspapers represented nationally by Branham

Neighborhood Shopping Centers:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Weatherford	10	Coast to Coast, TG&Y
Northpark Shoppes	6	Kwik Korner

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Dixie; Anthony's; In Crowd; Dollar; Kloset; Toni's; Frankie's; Smart Shop; Gazebo; Otasco; Sears (catalog).
Discount Stores: Gibson's.
Variety Stores: TG&Y.
Chain Food Stores: United; Puddin' Lane; IGA.

14—NEWSPAPERS: NEWS (e-Tues. to Fri.) 3,583; (S) 3,590; sworn Mar. 30, 1980.
Local Contact for Advertising and Merchandising Data: Kenneth O. Reid/David W. Reid, Pub., NEWS.
National Representatives: Oklahoma Press Assn.

WEWOKA, OKLA.

1—LOCATION: Seminole Co., E&P Map E-2.

2—TRANSPORTATION: Railroads: Rock Island.
Motor Freight Carriers: 4.
Intercity Bus Lines: Union; Oklahoma; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 5,284; Loc. Est. 4,416
County 70 Cen. 25,144; Loc. Est. 29,359

4—HOUSEHOLDS:
City 70 Cen. 2,023; Loc. Est. 1,960
County 70 Cen. 8,741; Loc. Est. 11,739

5—BANKS: 2 Commercial, Dep. $30,797,000 Savings & Loan $22,197,078

6—PASSENGER AUTOS: County 14,508

7—ELECTRIC METERS: Residence 2,600

8—GAS METERS: Residence 2,400

9— PRINCIPAL INDUSTRIES (CZ): Oil, Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-90; Summer 65-110; Fall 32-80; Winer 0-45. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING:
Principal Shopping Center: 5 blocks on Wewoka St.; 4 blocks on Mekusukey St., all cross streets in between.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: Cohen's; General Dollar; Anthony's; Sharpe's.
Variety Stores: Ben Franklin.
Chain Food Supermarkets (CZ): Redbud; Scott's IGA; Smith's.
Other Chain Stores: Goodrich; Nelson (furn.); Jack's (shoe); Otasco (auto & home supplies).

14—NEWSPAPERS: TIMES (e-Tues. to Fri.) 2,335; (S) 2,335; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising DATA: Nancy Miller, Gen. Mgr., TIMES.
National Representatives: Southwest Dailies, Inc.

WOODWARD, OKLA.

1—LOCATION: Woodward County, E&P Map C-1, County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183,270 and State Hwys. 3, 14 and 34. 140 mi. NW of Oklahoma City.

2—TRANSPORTATION: Railroads: Atchinson, Topeka & Santa Fe.
Motor Freight Carriers: 5
Intercity Bus Lines: Mid-Continent.

3—POPULATION:
Corp. City 70 Cen. 9,412; Loc. Est. 12,592
County 70 Cen. 15,537; Loc. Est. 20,348

4—HOUSEHOLDS:
City 70 Cen. 3,086; Loc. Est. 5,154
County 70 Cen. 5,178; Loc. Est. 8,040

5—BANKS: 3 Comm., Dep. $86,495,000

6—PASSENGER AUTOS: County, 11,008

7—ELECTRIC METERS: Residence 4,788

8—GAS METERS: Residence 4,489

9— PRINCIPAL INDUSTRIES (CZ): Metal Working; Livestock; Westwear; Underwear Mfg.; Meat Packing; National Gas; Farming; Oil affiliates; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct. Last killing frost, Apr.

11—TAP WATER: 8 gr. per gal.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St. Downtown, Westgate (2), Plaza (4) & Southgate (3) Shopping Centers.
Stores Open Evenings: Food; Discount.
Stores Open Sundays: Food; Discount.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; J.C. Penney; Frost's; Trego's; Oliver's; Star Model; Sears; Montgomery Ward; Wal-Mart.
Variety Stores: TG&Y Family Store.
Discount Stores: Gibson's.
Chain Drug Stores: Bogdahn Rexall 2; Ideal Drug; Gibson's; TG&Y.
Chain Food Supermarkets (CZ): Safeway; Ideal; United.
Other Chain Stores: Otasco; Coast-to-Coast; Mode O'Day; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Western Auto; Long Bell; Thom McAn.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 5,890; (S) 5,890; sworn Mar. 31, 1980.
Local contact for Advertising and Merchandising Data: Clark Lawrence Jr. Pub., PRESS.
National Representatives: Oklahoma Press Service, Inc.

OREGON SURVEYS

OREGON STANDARD METROPOLITAN STATISTICAL AREAS

Eugene-Springfield, Ore.—Lane County.
Portland, Ore.-Wash.—Clackamas, Multnomah and Washington Counties, Ore., Clark County, Wash.
Salem, Ore.—Marion and Polk Counties.

OREGON POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	164	182	200
5-14 Years	406	391	361
15-24 Years	366	463	401
25-44 Years	481	757	815
45-64 Years	499	527	503
65 and Over	226	321	330
TOTAL	2,092	2,644	2,610

Based on U.S. Census

OREGON
RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr	322	629	942
General Mdse	559	1,256	1,888
Food	1,206	1,822	2,750
Automobiles	1,130	2,083	2,540
Gasoline Stations	391	655	1,265
Apparel	215	391	600
Furniture	234	481	696
Eat-Drink Places	438	879	1,275
Drugs	171	307	455
Total Sales	5,190	9,348	13,807

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALBANY, ORE.

1—LOCATION: Linn County, E&P Map A-2, County Seat. On navigable Willamette River, 75 mi. South of Portland. Wholesale and shipping center for lumber export, dairy and agricultural products. On U.S. Hwys. 20,99E & I-5.

2—TRANSPORTATION: Railroads: Southern Pacific; SPS (freight).
Motor Freight Carriers: 12.
Intercity Bus Lines: Greyhound; Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 18,181; Loc. Est. 28,000
Primary Mkt. Area, ABC: (70) 73,661; (80) 94,700
County 70 Cen. 71,914; Loc. Est. 91,013

4—HOUSEHOLDS:
City 70 Cen. 6,045; Loc. Est. 9,800
County 70 Cen. 21,639; Loc. Est. 33,018
Primary Mkt. Area-ABC: (70) 23,064; (80) 33,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$77,283,931
Sav. & Loan Assn.	3	$53,111,726

6—PASSENGER AUTOS: County 71,164

7—ELECTRIC METERS: City 9,569

8—GAS METERS: Residence (City) 4,875

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Metals 2,480 ($183); Wood Products 4,755 ($154); Food Processing 1,012 ($177); Agricultural 1,741 ($143); Util. & Trans. 322 ($153); Construction 1,633 ($172).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Nov. 6. Last killing frost, Mar. 30.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on 1st Ave.; 5 on 2nd Ave.; 4 on 3rd; 5 on Broadalbin, Ellsworth, Lyon.
Neighborhood Shopping Centers: E. 2nd and Main; Elm and 9th Ave.; Santiam Rd. and Highway 99E; Santiam Rd. & Waverly Dr.; Hwy. 99E and Washington St.; Queen & Hill—1 block.
Principal Shopping Days: Wed., Fri. and Sat.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; The Broadway.
Variety Stores: Safeway Economy Center.
Discount Stores (CZ): Coastal Farm & Home; Bi-Mart; Fred Meyer; K-Mart; Payless.
Chain Drug Stores (CZ): Payless; Fred Meyer.
Chain Food Supermarkets: Safeway; Richey's 2; Roth's IGA; Fred Meyer; Thriftway.

14—NEWSPAPERS: DEMOCRAT-HERALD (e) 20,426 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jackie Agee, Adv. Dir., DEMOCRAT- HERALD.
National Representatives: Branham/Newspaper Sales.

ASHLAND, ORE.

1—LOCATION: Jackson County, E&P Map A-3, 13 mi. SE of Medford; 22 mi. N of the California boundary line on Interstate 5 and Greensprings Hwys.; 313 mi. from Portland; 370 mi. from San Francisco. Tourist & education center.

Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound; Trailways; Royal Rapid Transit.
Airlines: United; Air West.

3—POPULATION:
Corp. City 70 Cen. 12,342; Loc. Est. 16,222
CZ-ABC: (70) 12,342; (80) 16,000
County 70 Cen. 94,533; Loc. Est. 131,403
RTZ-ABC: (70) 6,003; (80) 10,100
City & RTZ-ABC: (70) 18,345; (80) 26,100

4—HOUSEHOLDS:
City 70 Cen. 4,124; Loc. 6,364
County 70 Cen. 31,384; Loc. Est. 51,179
CZ ABC: (70) 4,124; (80) 6,100
RTZ-ABC: (70) 1,972; (80) 3,800
City & RTZ-ABC: (70) 6,096; (80) 9,900

5—BANKS: 5 Comm, 3 S&L, 1 Credit Union
Est. Dep. $45,021,000

6—PASSENGER AUTOS: County 108,832

7—ELECTRIC METERS: Residence 5,300

8—GAS METERS: Residence 2,686

9— PRINCIPAL INDUSTRIES (CZ): Lumbering; Wood Products Factory; Steel Tanks; Railroad; Box Factory; Planing Mill; Dental Equip., Southern Oregon College (4,600 students); Ski Resort; Oregon Shakespeare Festival.

10-CLIMATE: Min. & Max. Temp.—Spring 34-76; Summer 58-97; Fall 32-73; Winter 24-58. First killing frost, Oct. 17. Last killing frost, May 1.

11—TAP WATER: Soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.

Neighboring Shopping Centers: Pioneer Village, 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Gateway	1½	Bi-Rite
Lithia Creek	2	
Commercial Center	2	
Ashland	2	Kacy's
Tolman-66	2½	Bi-Mart
Siskiyou Blvd.	-	8 Stores

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Perrine's; Fortmiller's; Beno's; K. Daniels.
Variety Stores: Sprouse-Reitz.

Chain Food Supermarkets: Pioneer; Kacy's Mkt.; Bi-Rite; Safeway; U Mark It.
Chain Drug Stores: Ashland Rexall; Bi-Mart; Thrifty.
Other Chain Stores: Coast-to-Coast; Radio Shack.

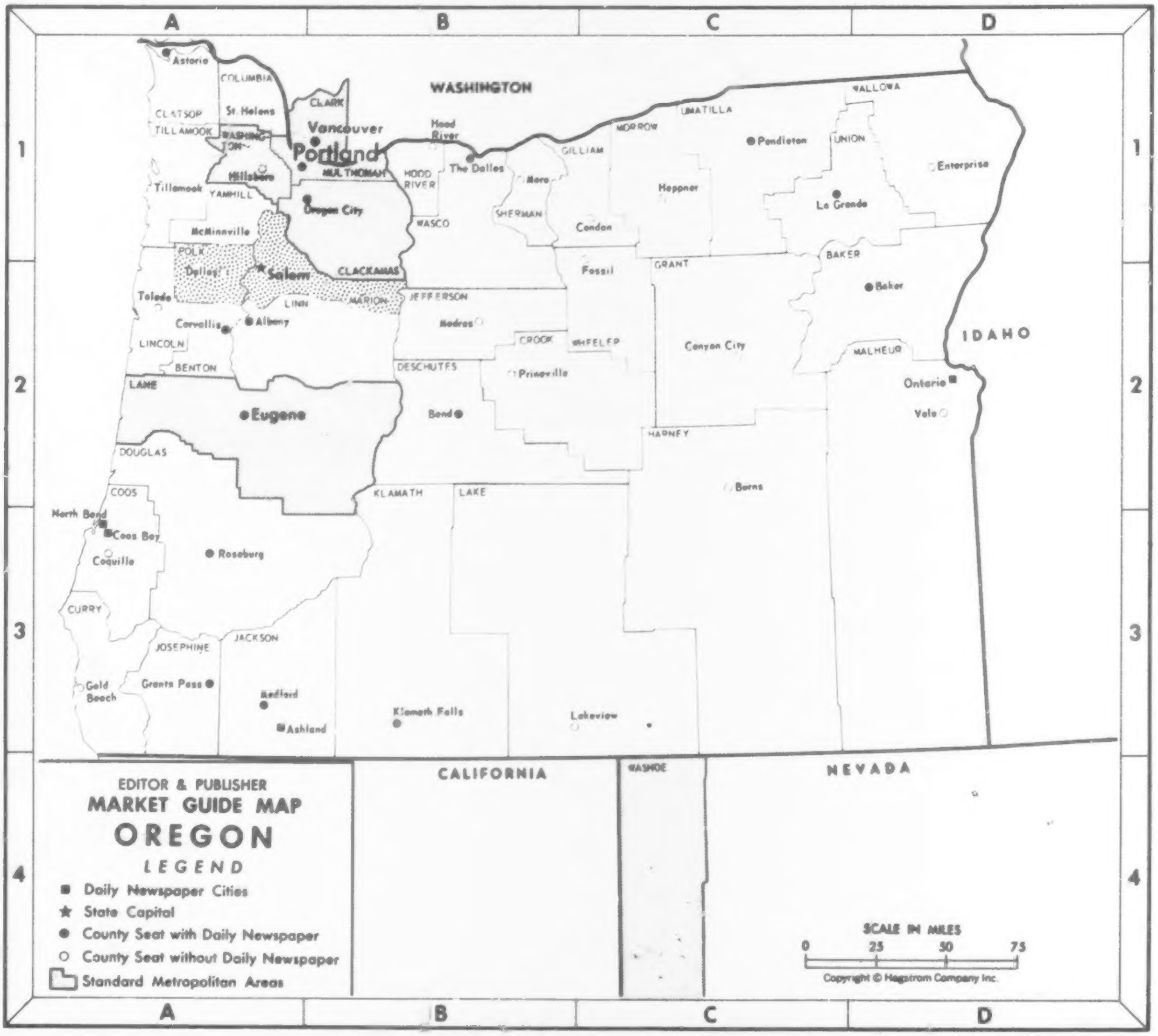
14—NEWSPAPERS: TIDINGS (e) 6,278; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dallas Rhoden, Adv. Mgr., TIDINGS.
National Representatives: None.

ASTORIA, ORE.

1—LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth; 105 mi. NW of Portland.

2—TRANSPORTATION: Railroads: Burlington-Northern.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 5.
Freight Steamship Lines: 15.

3—POPULATION:
Corp, City 70 Cen. 10,244; Loc. Est. 10,313
CZ ABC: (70) 10,244; (80) 10,300
RTZ-ABC: (70) 31,048; (80) 34,900


A
B
C
D
1
2
3
4
WASHINGTON
IDAHO
CALIFORNIA
NEVADA
WASHOE
Astoria
COLUMBIA
CLATSOP
St. Helens
TILLAMOOK
WASHINGTON
CLARK
Vancouver
Portland
MULTNOMAH
Hillsboro
Tillamook
YAMHILL
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
MARION
LINN
Toledo
Corvallis
Albany
LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
Hood River
The Dalles
HOOD RIVER
WASCO
SHERMAN
Moro
GILLIAM
Condon
MORROW
Heppner
UMATILLA
Pendleton
UNION
La Grande
WALLOWA
Enterprise
BAKER
Baker
GRANT
Canyon City
WHEELER
Fossil
JEFFERSON
Madras
CROOK
Prineville
DESCHUTES
Bend
HARNEY
Burns
MALHEUR
Ontario
Vale
KLAMATH
Klamath Falls
LAKE
Lakeview
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
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County 70 Cen. 28,473; Loc. Est. 31,208
City & RTZ-ABC: (70) 41,292; (80) 45,200

4—HOUSEHOLDS:
City 70 Cen. 3,904; Loc. Est. 4,617
County 70 Cen. 10,205; Loc. Est. 13,076
CZ ABC: (70) 3,904; (80) 4,500
RTZ-ABC: (70) 10,845; (80) 13,900
City & RTZ-ABC: (70) 14,749; (80) 18,400

5—BANKS: 5 Savings, Est. Dep. $85,000,000

6—PASSENGER AUTOS: County 23,744

7—ELECTRIC METERS: Residence 14,873

9—PRINCIPAL INDUSTRIES (CZ): Fishing; Pulp Paper Mfg.; Seafood packing and Canning; Lumber; Plywood; Saw Mills; Dairy; Grass Seed; Mink Growing; Shipping; Tourist.

10-CLIMATE: Min. & Max. Temp.—Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11—TAP WATER: Neutral, soft; not fluoridated.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Chain Food Supermarkets (CZ): Safeway; Astoria Public Mkt.; Sentry Mkt. 2; Astoria IGA; Thriftway.

14—NEWSPAPERS: ASTORIAN (e-Mon. to Fri.) 9,454; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Budde, Gen. Mgr., ASTORIAN.
National Representatives: Branham/Newspaper Sales.

BAKER, ORE.

1—LOCATION: Baker County, E&P Map D-2.

2—TRANSPORTATION: Railroads: Union Pacific.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 9,354; Loc. Est. 9,779
CZ ABC: (70) 9,354; (80) 9,800
RTZ-ABC: (70) 8,130; (80) 10,100
County 70 Cen. 14,919; Loc. Est. 16,801
City & RTZ-ABC: (70) 17,484; (80) 19,900

4—HOUSEHOLDS:
City 70 Cen. 3,232; Loc. Est. 3,843
County 70 Cen. 5,093; Loc. Est. 6,675
CZ ABC: (70) 3,232; (80) 3,900
RTZ-ABC: (70) 2,736; (80) 3,900
City & RTZ-ABC: (70) 5,968; (80) 7,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Bank	3	$38,000,000
Sav. & Loan Assn.	2	Est.$25,000,000

6—PASSENGER AUTOS: County 14,125

7—ELECTRIC METERS: Residence 3,754

8—GAS METERS: Residence 1,848

9—PRINCIPAL INDUSTRIES (CZ): Woodwork, 710 Emp. ($200 wkly.); Agriculture, 500 ($175 wkly.).
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3. Last killing frost, May 12.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING:
Nearby Shopping Center: Maxi-Mart (2 mi.).
Principal Shopping Days: Wed., Fri.

13—RETAIL OUTLETS: Department Stores: Baker Mercantile; Neuberger & Heilner.
Variety Stores: True Value; Hirsch Value Center; Sentry.
Chain Food Supermarkets: Safeway; Albertson's; Wilson's.
Other Chain Stores: Coast-to-Coast; Mode O'Day; Western Auto.

14—NEWSPAPERS: DEMOCRAT-HERALD (e) 3,337; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Publisher, DEMOCRAT-HERALD.
National Representatives: Oregon Newspaper Pub. Assn., Inc.

BEND, ORE.

1—LOCATION: Deschutes County, E&P Map B-2. County Seat. Wholesale lumber manufacturing, agricultural and tourist center. 160 mi. SE of Portland. On U.S. Hwys. 97 and 20.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific.
Motor Freight Carriers: 3.
Intercity Bus Lines: Pacific Trailways.
Airlines: Air West.

3—POPULATION:
Corp. City 70 Cen. 13,710; Loc. Est. 17,900
CZ ABC: (70) 17,044; (80) 27,000
RTZ-ABC: (70) 28,926; (80) 49,900
County 70 Cen. 30,442; Loc. Est. 54,500
City & RTZ-ABC: (70) 45,970; (80) 76,900

4—HOUSEHOLDS:
City 70 Cen. 4,712; Loc. Est. 7,170
County 70 Cen. 10,610; Loc. Est. 20,732
CZ ABC: (70) 5,789; (80) 10,500
RTZ-ABC: (70) 9,425; (80) 18,000
City & RTZ-ABC: (70) 15,214; (80) 29,300

5—BANKS: 5 Savings, Dep. $138,782,000

6—PASSENGER AUTOS: County 51,078

7—ELECTRIC METERS: Residence 20,523

8—GAS METERS: Residence 4,800

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners Lumber 2380; Mfg. and Other Durable Goods 750; Government 3,980.
Principal Pay Days: 1st, 10th & 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10. Last killing frost, May 10.

11—TAP WATER: Aklaline, very soft.

12—RETAILING: Principal Shopping Center: 5 blocks on Wall St.; 5 blocks on Bond St.; 2 blocks on Oregon, Minnesota and Greenwood Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Wagner Mall	1	Wagners
Greenwood	1	Erickson's
Bend Plaza	1/2	Safeway
Albertson's	1½	Albertson's
Whistle Stop	1/2	Longs
Mountain View	1½	G.I.Joe's, The Emporium
Bend River Boyd Center	2	The Bon, Sears

Neighborhood Shopping Centers: South 3rd St.; Columbia St. and East 1st St.; East Greenwood.
Principal Shopping Days: Department Stores—Mon., Fri., Sat.; Food Stores—Fri., Sat.
Stores Open Evenings: Fri.

OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,347,998	12,575,693	13,806,996	1,439	942,280	481	1,887,636	2,729	2,758,069	1,747	2,539,872	2,185	1,265,110	1,382	600,334	1,915	695,561	4,578	1,274,691	[illegible]	455,247
STANDARD METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Ore.	1,021,743	1,325,708	1,444,025	150	126,260	32	202,739	319	280,585	182	289,628	209	119,872	146	68,679	206	70,239	414	116,224	51	[illegible]
Portland, Ore.-Wash.	4,516,528	6,232,639	6,879,853	464	317,272	176	1,200,761	1,069	1,278,492	689	1,203,785	808	598,584	606	316,925	828	365,749	1,982	674,897	179	186,762
Salem, Ore.	785,140	1,048,494	1,148,334	142	110,390	37	196,900	190	220,717	151	208,810	183	97,423	95	35,051	171	60,220	362	100,004	45	41,861
COUNTIES, Cities																					
BAKER	45,578	62,828	69,230	8	5,767	8	2,430	27	18,351	16	13,861	26	5,138	13	4,641	13	1,999	38	7,639	4	3,064
Baker	41,550	58,141	64,228	8	5,767	4	2,134	21	17,175	15	13,657	15	4,138	12	4,559	10	1,906	23	5,952	4	3,064
BENTON	186,958	242,338	263,855	29	14,360	11	33,238	56	56,336	45	37,598	53	28,456	27	12,559	46	16,340	83	24,574	9	12,768
Corvallis	171,256	222,389	242,211	22	11,680	8	32,117	43	51,138	38	35,972	38	22,840	26	12,521	37	15,951	65	21,268	7	12,542
CLACKAMAS	644,617	959,944	1,073,312	117	76,858	37	117,856	209	284,584	133	219,367	116	102,083	74	27,609	119	40,195	263	83,123	34	30,011
Oregon City	104,622	152,212	169,396	12	13,035	7	14,676	19	33,709	12	44,817	17	15,245	14	6,514	20	6,916	34	9,143	6	10,035
CLATSOP	111,573	145,000	157,984	30	14,583	12	4,539	49	41,078	20	16,496	38	13,232	34	9,256	22	8,017	104	22,546	10	7,876
Astoria	58,414	74,006	80,232	3	5,847	4	1,574	21	18,673	14	13,029	16	6,124	20	6,081	12	4,296	45	9,617	4	3,078
COLUMBIA	79,699	99,163	107,139	27	10,570	8	4,411	37	30,399	24	17,351	24	10,239	18	3,509	19	7,865	62	8,894	9	4,129
COOS	234,043	303,489	330,490	42	32,931	10	21,332	87	77,327	58	68,786	54	24,890	31	11,548	49	15,766	130	27,459	14	16,981
Coos Bay	108,256	137,087	148,598	15	18,582	4	8,092	32	29,604	34	42,840	22	11,012	9	1,787	21	6,338	43	10,104	4	[illegible]
North Bend	68,637	91,994	99,779	10	8,096	2	11,530	19	22,647	8	8,767	11	5,453	12	7,966	17	6,475	33	7,873	3	10,710
CROOK	28,435	37,059	40,396	9	4,787	2	469	14	10,657	8	6,767	14	3,986	9	2,908	9	1,342	16	2,637	5	[illegible]
CURRY	45,949	59,884	65,286	17	3,949	3	1,978	22	18,900	22	7,990	24	9,452	15	2,424	18	2,556	52	7,737	5	[illegible]
DESCHUTES	234,503	362,562	408,285	46	56,546	15	17,658	61	91,565	53	73,052	59	37,188	45	22,293	59	17,258	110	32,702	14	[illegible]
Bend	146,415	228,587	257,881	24	21,355	11	13,678	31	54,830	29	55,460	31	13,312	32	18,345	35	14,097	56	19,938	9	20,051
DOUGLAS	283,440	339,842	364,583	55	20,071	19	31,190	113	88,328	67	67,977	102	48,431	36	9,526	68	13,897	172	36,946	21	[illegible]
Roseburg	177,102	212,497	227,985	19	12,949	6	28,681	34	46,612	31	44,452	45	23,903	23	7,840	42	11,502	67	19,896	10	14,314
GILLIAM	5,359	6,449	6,926	6	513	2	190	5	2,552	2	636	5	1,506	3		1		5	731	1	64
GRANT	21,572	28,128	30,663	8	2,123	3	1,201	14	14,097	6	4,135	10	1,932	5	590	6	1,040	24	1,874	3	1,105
HARNEY	27,444	33,400	35,932	6	2,374	4	612	12	10,131	8	7,722	13	4,269	7	1,004	3	1,188	21	3,800	3	573
HOOD RIVER	52,273	64,713	69,860	10	4,374	4	3,287	23	22,601	16	12,312	17	5,456	11	2,556	16	3,779	31	5,979	3	1,820
JACKSON	492,661	661,792	725,666	87	58,804	32	81,936	147	140,556	74	127,311	113	64,507	64	32,354	111	36,716	210	56,126	20	17,627
Ashland	39,357	52,968	58,106	9	2,989	5	5,432	23	19,118	3	3,681	14	5,797	13	3,401	15	4,780	33	6,036	3	512
Medford	340,901	444,312	484,491	32	25,404	12	58,564	60	61,100	50	110,726	55	34,634	46	28,806	64	26,151	102	36,068	9	15,609
JEFFERSON	31,582	42,127	46,132	12	4,096	4	2,283	17	14,296	8	8,767	10	4,184	4	1,202	2	354	21	4,664	3	1,249
JOSEPHINE	214,665	276,126	300,261	45	25,233	8	19,301	85	62,187	52	72,358	51	34,421	28	12,561	46	16,720	98	22,352	9	13,112
Grants Pass	176,241	223,199	241,944	25	12,417	6	15,937	50	45,723	37	64,782	35	26,025	25	12,432	35	13,492	63	19,244	7	12,676
KLAMATH	225,036	238,810	313,885	39	30,090	14	43,551	81	67,805	48	60,737	80	29,590	30	9,365	53	15,209	112	22,309	7	13,101
Klamath Falls	163,533	211,254	229,853	21	18,733	10	42,983	42	39,961	34	52,703	35	13,442	28	9,063	45	13,063	61	11,865	6	12,190
LAKE	24,591	35,250	39,127	5	4,003	1	1,122	17	9,173	7	10,106	16	4,745	7	1,575	3	1,063	18	3,338	3	1,101
LANE	1,021,743	1,325,708	1,444,025	150	126,260	32	202,739	319	280,585	182	289,628	209	119,872	146	68,679	206	70,239	414	116,224	51	49,139
Eugene	502,778	715,999	675,537	63	60,125	11	48,206	130	125,548	74	151,379	92	53,363	72	27,954	108	48,067	218	64,706	23	29,018
LINCOLN	125,643	174,648	192,738	32	19,751	10	6,083	63	50,248	29	30,705	48	20,489	19	6,475	33	4,844	140	29,841	11	4,117
LINN	276,588	338,036	364,041	54	28,547	15	52,910	85	66,435	61	74,677	77	37,988	47	15,537	54	18,205	132	33,994	19	11,433
Albany	178,711	226,504	245,540	25	17,525	4	49,769	29	31,435	32	49,215	34	23,848	23	13,416	38	15,723	64	23,941	7	5,385
MALHEUR	108,485	136,012	147,185	22	11,180	12	7,814	40	35,637	34	30,351	33	15,099	24	6,714	18	4,898	50	12,889	8	8,073
Ontario	82,970	105,754	114,785	14	7,755	7	7,474	17	24,024	22	25,115	20	11,375	18	5,251	15	4,810	31	9,904	4	7,906
MARION	703,866	940,921	1,030,716	117	88,113	32	194,112	157	182,246	135	195,237	156	82,657	81	31,867	154	56,055	305	90,562	33	38,911
1Salem	481,848	633,012	691,059	50	43,587	19	194,108	77	77,037	87	128,365	78	42,162	62	28,141	94	44,644	182	63,627	23	33,033
MORROW	10,241	17,815	20,518	6	1,344	1	1,174	11	4,378	4	2,084	11	5,485	5	809	4	1,158	13	2,192	1	302
MULTNOMAH	2,484,624	3,127,853	3,388,941	192	112,216	91	622,432	524	508,347	362	570,795	432	290,645	316	153,310	439	225,596	1,240	396,034	87	65,531
Portland	1,730,811	2,080,018	2,232,729	130	65,402	56	352,038	369	326,005	238	367,074	290	171,663	213	110,178	328	180,438	964	267,664	72	26,158
POLK	81,274	107,573	117,618	25	22,277	5	2,788	33	38,471	16	13,573	27	14,766	14	3,184	17	4,165	57	9,442	12	2,950
SHERMAN	6,701	10,270	11,552	2	178	1	26	6	783			10	7,103	1	89	2	24	8	2,735	1	33
TILLAMOOK	60,483	80,724	88,399	15	5,620	6	2,869	37	21,539	14	17,157	37	11,976	17	4,159	16	2,940	65	11,139	8	3,218
UMATILLA	210,616	274,152	298,736	46	29,279	11	10,863	58	71,552	53	59,317	63	33,932	39	13,003	44	11,840	122	26,546	15	15,684
Pendleton	86,462	112,214	122,215	10	10,620	4	4,889	19	25,070	19	24,252	28	14,388	17	7,715	20	4,519	49	11,999	5	7,279
UNION	74,016	89,483	96,438	22	6,168	4	937	35	22,512	16	16,744	25	15,479	18	4,109	35	5,370	49	8,889	9	6,539
La Grande	65,922	80,042	84,748	17	4,622	3	910	21	17,164	16	16,744	19	13,706	16	4,053	30	5,217	34	7,381	7	6,364
WALLOWA	21,213	28,666	31,466	9	2,981	6	1,441	12	6,700	6	7,744	8	4,195	7	1,416	4	315	19	2,612	6	801
WASCO	88,599	125,573	139,143	16	9,217	4	7,164	26	24,602	17	35,136	28	13,353	18	9,363	21	6,683	42	12,557	7	7,193
The Dalles	84,891	121,964	135,420	12	8,246	3	6,919	17	23,545	17	35,136	23	12,838	18	9,363	21	6,683	32	11,875	6	7,053
WASHINGTON	936,066	1,538,084	1,752,014	94	85,067	35	373,449	185	323,557	111	305,971	146	134,972	142	106,587	169	75,172	264	126,420	33	63,374
WHEELER	2,988	2,610	2,638	1		5	430	5	312	2	931	4	528			1	23	4	142		
YAMHILL	144,874	208,661	231,816	38	22,050	14	11,821	57	59,242	38	56,493	46	22,866	27	7,553	35	6,730	84	17,043	14	9,434

BEND—continued

13—RETAIL OUTLETS: Department Stores: Wetle's; J.C. Penney; Smart Shop; Hatfield's; Outdoor Store; G.I.Joe's; The Emporium; The Bon; Sears.
Discount Stores: Monn's; Mark N'Pak; Bi-Mart.
Chain Drug Stores: Payless; Brandis Thrift-Wise; Longs Drug.
Variety Stores: Sprous-Reitz; Safeway; Economy Center.
Chain Food Supermarkets: Wagner's; Safeway; Green Mindt; Sentry Mkt.; Albertson's.
Other Chain Stores: Weisfield's Jewelers; Coast-to-Coast; Mode O'Day; Montgomery Ward (Catalog); Sears Roebuck (Catalog); Hi Fashion Fabrics; Stretch & Sew; Jay Vee; Radio Shack. Chess King; Endicott-Johnson Shoes; Walden books; Kinney Shoes; Jay Jacobs; Mr. Rags; Orange Julius; Anita's; Command Performance; Beef'n Brew; Zales; Weis Fields; Maurices; The Closet; V-J Sound City; Her New Image; The Jean Machine; Litte Puffer Billy; Leather Loft; Lubys; Mr. Mark; Breslers; Pet-Porium; Rhoda Leg; Vans Out door Stores; House of Fabrics; Garmentree.

14—NEWSPAPERS: BULLETIN (e) 18,997; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ted Diekman, Adv. Mgr., BULLETIN.
National Representatives: None.

COOS BAY-NORTH BEND, ORE.

1—LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco; 125 mi. SW of Eugene. Business and population center for southwestern sector of Oregon. Lumber port 16 mi. long, land-locked deep water bay, major port between Portland and San Francisco. U.S. Hwy. 101.

2—TRANSPORTATION: Railroads: Southern Pacific.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 4.
Airlines: Air Oregon.

3—POPULATION:
Corp. Cities 70 Cen. 22,019; Loc. Est. 24,117
Coos Bay 70 Cen. 13,466; Loc. Est. 15,105
North Bend 70 Cen. 8,553; Loc. Est. 9,672
CZ ABC: (70) 24,899; (80) 28,500
RTZ-ABC: (70) 50,784; (80) 59,100
County 70 Cen. 56,515; Loc. Est. 63,723
City & RTZ-ABC: (70) 75,683; (80) 87,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Coos Bay 70 Cen. 4,481; Loc. Est. 5,898
North Bend 70 Cen. 2,825; Loc. Est. 3,638
County 70 Cen. 18,325; Loc. Est. 23,798
CZ ABC: (70) 8,251; (80) 10,800
RTZ-ABC: (70) 16,468; (80) 22,000
City & RTZ-ABC: (70) 24,719; (80) 32,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	$188,439,000
Sav. & Loan Assns.	4	$1,565,743,000

6—PASSENGER AUTOS: County 51,200

7—ELECTRIC METERS: Residence 12,250

8—GAS METERS: Residence 1,284

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber Shipping 1,580 ($230); Logging 1,160 ($260); Plywood 2,070 ($213); Sawmill 2,190 ($260); Wholesale 480 ($189); Retail 3,400 ($154); Construction 790 ($300); Food Products 460; (wkly. wage averages are statewide figures).
Principal Pay Days: Lbr. 10 & 25; Ret. 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15. Last killing frost, Nov. 15.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Broadway; 3 on Central Ave.; 2 on Anderson Ave. (Coos Bay); 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Albertson's	-	Albertson's Super Mkt.
Bi-Mart	11	Bi-Mart Drug, Disc. & Variety, Mont. Ward
Pony Village	88	Safeway, Sprouse Reitz, Sears, Pay Less, Bon Marche

Principal Shopping Days: Sat., Mon., Fri.
Stores Open: Mon. & Fri. Evg., Food & Drug on Sun.

13—RETAIL OUTLETS: Department Stores: Emporium; J. C. Penney, Bon Marche.
Variety Stores: Sprouse Reitz 2; Big Value Store.
Chain Drug Stores (CZ): PayLess 2; K-Mart; Bi-Mart.
Chain Food Supermarkets: Safeway 2; McKays 5; Albertson's.
Other Chain Stores: Anita Shops; Mode O'Day; Western Auto; Coast-to-Coast; Firestone; Singer Co.; Uniroyal; Sears; Ward's; S&H Green Stamps; Goodyear.

14—NEWSPAPERS: WORLD (e) 17,788 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dick Cosgrove, Pub; Steve Bennett, Adv. Dir. WORLD.
National Representatives: Newspaper Advertising Services.

CORVALLIS, ORE.

1—LOCATION: Benton County, E&P Map A-2, County Seat. Lumber wood by-products and agriculture, College center, on Williamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99W.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 35,056; Loc. Est. 40,516
CZ ABC: (70)35,153; (80)41,750
RTZ-ABC: (70)25,543; (80)39,900
County 70 Cen. 53,776; Loc. Est. 64,703
City & RTZ-ABC: (70)60,696; (80)81,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 10,215; Loc. Est. 14,114
County 70 Cen. 18,553; Loc. Est. 22,971
CZ-ABC: (70)10,215; (80)13,800
RTZ-ABC: (70)7,738; (80)13,700
City & RTZ-ABC: (70)17,953; (80)27,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$143,000,000
Sav. & Loan Assns.	7	$169,730,000

6—PASSENGER AUTOS: County 45,406

7—ELECTRIC METERS: Residence 19,622

8—GAS METERS: Residence 5,674

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Oregon State Univ. 5,700 ($297); Lumber & Wood 2,150 ($330); Agriculture; Forest Products; Food Processing Research and Development; Hewlett-Packard; Machinery 1,585 ($233).

10-CLIMATE: Min. & Max. Temp.—Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25. Last killing frost, Apr. 12.

11—TAP WATER: Hard; fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on 2nd St., 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers: College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 N.W. Ninth St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Circle 9	31	Payless, Richeys
Kings Circle	7	Albertson's
Kings Road	9	Fred Meyer
Northgate	9	Richers, Roths IGA
Plaza 9	13	Eliasons
The Old Cannery	23	—

Principal Shopping Days: Sat., Fri., Wed.
Stores Open Evenings: Most Retail—Fri., Some Retail—Mon.; Foods—every evening.
Stores Open Sundays: Most Retail Food.

13—RETAIL OUTLETS: Department Stores: Frederick & Nelson; Penney; Fred Meyer, Inc.; Payless Drug; Clothes Tree.
Variety Stores: McGregor's.
Discount Store (CZ): Bi-Mart; Fred Meyer; Payless; Waremart.
Chain Drug Stores: Payless 2.
Chain Food Supermarkets (CZ): Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 3; Prairie Market; Thriftway.

14—NEWSPAPERS: GAZETTE-TIMES (e) 15,024; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Adrienne Gonia Fowler, Adv. Mgr. GAZETTE-TIMES.
National Representatives: Branham/Newspaper Sales.

EUGENE, ORE.

1—LOCATION: Lane County (In Eugene-Springfield SMSA). E&P Map A-2. County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S. of Portland at head of Willamette Valley. 216 mi. N of the California border and 60 mi. E. of Pacific Ocean. On U.S. Hwys. 99, 126, I-5; State Hwys. 36, 38 and 58.

2—TRANSPORTATION: Railroads: Southern Pacific; Burlington Northern; Oregon Electric.
Motor Freight Carriers: 24.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Hughes Air West; United; Frontier; Air Oregon.

3—POPULATION:
Corp. City 70 Cen. 78,398; Loc. Est. 105,000
CZ ABC: (70) 146,319; (80) 201,000
RTZ-ABC: (70) 76,990; (80) 85,000
County/SMSA
70 Cen. 215,401; Loc. Est. 267,900
City & RTZ-ABC: (70) 223,309; (80) 286,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City: 70 Cen. 25,774; Loc. Est. 39,700
CO./SMSA: 70 Cen. 68,257; Loc. Est. 97,200
CZ ABC: (70) 47,463; (80) 74,800
RTZ-ABC (70) 23,943; (80) 29,900
City & RTZ-ABC: (70) 71,406; (80) 104,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commerical Banks	12	N.A.
Sav. & Loan Assn.	11	N.A.

6—PASSENGER AUTOS: County 210,757

7—ELECTRIC METERS: Residence 59,866

8—GAS METERS: Residence 15,200

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners (Av. Wkly. Wage)—Food 1,300 ($297); Lumber 13,400 ($352); Transp. 3,500 ($n/a); Whlse. 5,400 ($312); Retail 19,800 ($248); Govt. 22,400 ($n/a); Misc. 36,000 ($n/a).

10-CLIMATE: Min. & Max. Temp.—Spring 39-66; Summer 49-79. Fall 42-64. Winter 32-47. First killing frost, Nov. 7. Last killing frost, Apr. 7. Average rainfall, 42.56.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Willamette, 5 on Olive, 5 on Oak St.; 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Edgewood	11	Safeway, Tiffany Drugs
Emerald	10	N.A.
Farmdale	10	Safeway, Sprouse-Reitz
Gilbert	15	Safeway, Sprouse-Reitz
Mohawk Center	-	BiMart
Oakway Mall	40	Albertson's, Tiffany's
Riviera	15	McKay Groc., Tiffany-Davis
Springfield Mall	-	Payless, Emporium, Albertson's
Valley River	86	Penney, House of Fabrics, Meier & Frank, Mont. Ward, Frederick & Nelson
West 11th	14	Drive-n-Save Mkt.
Willamette Plaza	12	Mayfair Mkt., Emporium, Payless
Coburg Plaza	8	Safeway, Thrifty Drug.

Principal Shopping Days: Thu., Fri., Sat.; Food-Weds., Thurs., Fri., Sat.
Stores Open Evenings: Most open nightly; Downtown—Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears; Penney; Broadway; Bon Marche; Meier & Frank; Emporium 3 Frederick & Nelson.
Discount Stores (CZ): Fred Meyer 6; Bi-Mart 3; Alco; Payless 3; K-Mart (2); Western Pacific Whse. 5.
Variety Stores: Woolworth; Newberry; Tiffany-Davis.
Chain Drug Stores (CZ): Tiffany-Davis 5; Hirons 2; Payless 3; Thrifty 1.
Chain Supermarkets: Mayfair 5; Safeway 10; Albertson's 5; Food King, McKay's 7.
Other Chain Stores: Weisfield Jewelers; Firestone 3; Leeds Shoes; Lerner's; Goodrich; Galenkamps Shoes; Anita's; Arden's; Mode O'Day; Goodyear; Kaufman Bros.; Singer; J. K. Gill; Burch's Shoes; Rubenstein's; Fabric House; Rosenblatt's; Motherhood Maternity; Memory Lane, Inc.; Albert's Hosiery; Clark Jr.; Action Alley; The Clothes Tree; The Gay Blade; Hardy's Shoes; Hallmark; House of Uniforms; Petries; Russell Stover Candies; See's Candies; Thom McAn Shoes; Topps & Trowsers; Viscount Records; Norm Thompson.

14—NEWSPAPERS: REGISTER-GUARD (e-Mon. to Fri.) 65,059; (m-Sat.) 71,458; (S) 71,880; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James A. McComb, Adv. Dir., REGISTER-GUARD.
National Representatives: Sawyer-Ferguson-Walker Co.

GRANTS PASS, ORE.

1—LOCATION: Josephine County, E&P Map A-3, County Seat. Agriculture, lumber and tourist center. 258 mi. S of Portland; 420 mi. N of San Francisco.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 12,455; Loc. Est. 16,000
CZ ABC: (70) 18,541; (80) 27,100
RTZ-ABC: (70) 27,640; (80) 47,100
County 70 Cen. 35,746; Loc. Est. 57,427
City RTZ-ABC: (70) 46,181; (80) 74,000

4—HOUSEHOLDS:
City 70 Cen. 4,552; Loc. Est. 10,700
County 70 Cen. 12,327; Loc. Est. 22,200
CZ ABC: (70) 6,645; (80) 11,100
RTZ-ABC: (70) 9,224; (80) 18,200
City & RTZ-ABC: (70) 15,869; (80) 29,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$65,056,000
Sav. & Loan Assn.	7	$33,600,000

6—PASSENGER AUTOS: County 48,577

7—ELECTRIC METERS: Res., County 16,532

8—GAS METERS: Residence 3,390

9— PRINCIPAL INDUSTRIES (CZ): Lumber, Wood Prod., 4,617 emp.
Principal Pay Days: 1st, 10th, 15th & 25th.

10-CLIMATE: Min. & Max. Temp.—Spring 39-68; Summer 51-87; Fall 42-62; Winter 36-47. First killing frost, Sept. 28. Last killing frost, May 9.

11—TAP WATER: Alkaline, neutral.

12—RETAILING: Principal Shopping Center: 8 blocks on 6th St.; 2 on G St.; 2 on H St.
Neighborhood Shopping Centers: 1 blocks on N.W. 6th St., 7 units; Shopping Center on E.F. St., 28 units; Montgomery Ward; Payless.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Caveman Plaza	12	Mayfair
Northgate	10	Richard's Super Mkt.
Grant's Pass	28	Montgomery Ward

Principal Shopping Days: Mon. and Sat., Fri.
Stores Open Evenings: Most on Fri.

13—RETAIL OUTLETS: Department Stores: Golden Rule; J.C. Penney; Montgomery Ward.; Griffiths.
Variety Stores: McGregor's; Sprouse-Reitz.
Chain Food Supermarkets: Safeway; Independent 3; Richard's 2; Mayfair; Albertson.
Other Chain Stores: Western Auto; Firestone; Payless Drug & Variety; Bi-Mart; Sears; K-Mart.

14—NEWSPAPERS: COURIER (e) 15,871 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rod MacDonald; Adv. Dir., COURIER.
National Representatives: None.

KLAMATH FALLS, ORE.

1—LOCATION: Klamath County, E&P Map B-3, County Seat. Shipping center for 4-county agricultural and lumbering areas. Wholesale center. Winter and summer recreation and resort area. South Central part of the State, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2—TRANSPORTATION: Railroads: So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Air West; Air Oregon.

3—POPULATION:
City 70 Cen. 15,775; Loc. Est. 35,700
CZ ABC: (70) 36,964; (80) 46,000
RTZ-ABC: (70) 30,122; (80) 36,600
County 70 Cen. 50,021; Loc. Est. 59,537
City & RTZ-ABC: (70) 67,086; (80) 82,600

4—HOUSEHOLDS:
70 Census; City 5,850; Loc. Est. 11,750
County 70 Cen. 16,400; Loc. Est. 22,593
CZ ABC: (70) 12,130; (80) 17,200
RTZ-ABC: (70) 9,892; (80) 13,800
City & RTZ-ABC: (70) 22,022; (80) 31,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$153,500,000
Sav. & Loan Assn.	3	$134,000,000

6—PASSENGER AUTOS: County 51,070

7—ELECTRIC METERS: Res. 27,380

8—GAS METERS: Res. 6,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber & Wood Products 4,810 ($340); Air Force 200 ($270); Railroad 750 ($335); Education 2,100 ($250).
Principal Industrial Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15. Last killing frost, June 5.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on South Sixth St.; Town & Country (14 units); Shasta Plaza Shopping Center (14 units). Jefferson Mall (20 units).
Neighborhood Shopping Centers: 12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Albertson's	-	Albertson's Foods, Sports West, Ace Hdwr.
Town & Country	14	Pay Less Drug, Farmers Mkt.
K-Mart Plaza	-	K-Mart
Shasta Plaza		Penney, Mont. Ward Miller's Woolworth, Thunderbird Mkt
Jefferson Square	-	Emporium, Pay Less Drug
Campus Square	-	Market Baske

Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Fri.
Stores Open Sundays: Penneys, Miller's, Montgomery Ward, Woolworth, Pay Less, Big R, Bi-Mart, K-Mart and most food stores.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears; J.C. Penney; Miller's Emporium.
Discount Stores (CZ): Payless; Jefferson Square Town & Country; Big R.; Bi-Mart; K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Payless 2; Bi-Mart.
Chain Food Supermarkets: Sherm's Thunderbird; Safeway 2; Farmer's Market; Albertson's 1.
Other Chain Stores: Firestone; Goodyear; Mode O'Day (women's); Weisfields (jewelry); Singer Co.; S&H Green Stamps; McMahn's Furniture; Kirby Shoes; Volume Shoes; Radio Shack; Bistrin's; Tallman's; LaPointe's.

14—NEWSPAPERS: HERALD & NEWS (e-Mon. to Fri.) 18,698; (S) 19,089; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Arnold Migliaccio, Adv. Dir., HERALD & NEWS.
National Representatives: None.

LA GRANDE, ORE.

1—LOCATION: Union County, E&P Map C-1, County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, Idaho. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2—TRANSPORTATION: Railroads: Union Pacific; Amtrak.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, Wallowa Valley Stages.

3—POPULATION:
Corp. City 70 Cen. 9,645, Loc. Est. 11,400
CZ ABC: (70) 11,643; (80) 14,200
RTZ-ABC: (70) 13,981; (80) 17,900
County 70 Cen. 19,377; Loc. Est. 24,211
City & RTZ-ABC: (70) 25,624; (80)32,100

4—HOUSEHOLDS:
City 70 Cen. 3,314; Loc. Est. 4,572
County 70 Cen. 6,427; Loc. Est. 9,343
CZ ABC: (70) 3,946; (80) 5,500
RTZ-ABC: (70) 4,598; (80) 6,700
City & RTZ-ABC: (70) 8,544; (80) 12,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav. Banks	3	$92,976,000
Sav. & Loan Assn.	4	$36,472,000

6—PASSENGER AUTOS: County 18,923

7—ELECTRIC METERS: Residence 9,030 (County)

8—GAS METERS: Residence 3,954 (County)

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Lumber & Wood 950 ($300); Feed Milling 12 ($150); Logging 300 ($350); Railroad 550 ($400); Food Pkg. 45 ($150); State & Fed. Govt. 1,050 ($300); Chemical 21 ($375); Trailer Mfg. 200 ($260).
Principal Industrial Pay Days: 1st, 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.
Shopping Center: Island City, 2 mi. distant (Thrift Foods) Grande Ronde Mall, 1 mile distant (Albertson's).
Principal Shopping Days: Mon., Wed., Thu.
Stores Open Evenings: Drug, Food and Some Neighborhood Stores during Summer.

13—RETAIL OUTLETS: Department Stores: Keith O'Brien; Montgomery Ward; J.C. Penney; Quisenberry's.
Variety Stores: Sprouse-Reitz, C&E Variety.
Chain Drug Stores (CZ): Glass Rexall, PayLess; Graham's 2.
Chain Food Supermarkets: Safeway; Albertson's; Ron's Market.
Other Chain Stores: Mode O'Day (women's); Coast-to- Coast; Singer Co.; Western Auto; Sears.

14—NEWSPAPERS: OBSERVER (e) 6,994, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mar., OBSERVER.
National Representatives: Branham/Newspaper Sales.

MEDFORD, ORE.

1—LOCATION: Jackson County, E&P Map A-3, County Seat. Industrial and wholesale center for So. Ore. and No. Calif. 180 mi. S of Eugene. 75 mi. W of Klamath Falls. 157 mi. N of Redding, Calif., 118 mi. E of Pacific Ocean; State Hwys. 62, 238 and feeding 66, 227 and 234; Interstate 5 (U.S. 99).

2—TRANSPORTATION: Railroads: S. Pacific
Motor Freight Carriers
Intercity Bus Lines: Greyhound, Trailways; Agate Stages; Rogue Valley Transit.
Airlines: United; Air Oregon.

3—POPULATION:
Corp. City 70 Cen. 28,454; 80 Cen. 38,463;
CZ ABC: (70) 41,862; (80) 61,600
RTZ-ABC: (70) 67,653; (80) 90,500
County 70 Cen. 94,533; 80 Cen. 128,041
City & RTZ-ABC: (70) 109,515; (80) 152,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 10,348; Loc. Est. 15,200
County 70 Cen. 32,430; Loc. Est. 48,600
CZ ABC: (70) 14,519; (80) 24,400
RTZ-ABC: (70) 21,850; (80) 33,400
City & RTZ-ABC: (70) 36,369; (80) 57,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	9	$479,220,000
Sav. & Loan Assn.	7	$419,445,000

6—PASSENGER AUTOS: County 138,539

7—ELECTRIC METERS: County 46,328

8—GAS METERS: County 14,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Lumber 5,200 ($303); Wholesale 2,400 ($300); Ret. Trade 1,200 ($300); Pub. Utilities 1,900 ($306); Fab. Metals & Elec. Equip. 1,100 ($312) Tourism Svcs. 1100 ($225).

10-CLIMATE: Min. & Max. Temp.—Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44; Av. Temp. 54, annually.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Districts: Medford: Jackson St. at Hawthorne Park (28 acres); 12 block areas between 5th, 9th, Holly St. and Riverside Ave. Big Y District at North City Limits; W. Main at Lozier & Ross Lanes; K-Mart, Barnett at Riverside, Bear Creek Plaza; Biddle at McAndrews. Black Oak; Barnett Road & Black Oak.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Medford (42)	5blks	Sears
Medford Mall (52)	-	J.C. Penney
Big Y (-)	1½	Big Y Mkt.
Westgate (2)	1	Mayfair, Thunderbird
Baza'r (-)	1	Baza'r
K-Mart (-)	1	K-Mart
Bi-Mart	2	Bi-Mart
Bear Creek Plaza (-)	6 blks.	Albertsons
Sherms (-)	1	Sherms
Black Oak (-)	2	Richards
Cottonwood Sq. (-)	2	Bucaneer Pizza

Principal Shopping Days: Sat., Mon., Fri.
Stores Open Evenings: Mon., Wed., Fri.
Stores Open Sundays: Food; Discount; Drug; Department.

13—RETAIL OUTLETS: Department Stores: Miller's; J. C. Penney; Sears; LaPointe's; Dunham's; Parker Woods; Beaver Electric (Pay'N Pak); Lamonts.
Variety Stores: Newberry, Woolworth; Sprouse-Reitz.
Discount Stores: Thunderbird; K-Mart; Bi-Mart; Black Bird; Big Bear; Sherms.
Chain Drug Stores (CZ): Pay Lass; Bi-Mart.
Chain Food Supermarkets: Richard's 4; Van Wey's 2; Safeway 2; Mayfair 2; Albertson's; Shop Rite.
Other Chain Stores: Auto Supply; Firestone; Goodrich; Goodyear; Uni-Royal; Kinney's; Mode O'Day; Leed's; Lerner's; Gallenkamp's; Zale's; Discount Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Stanford's; Home Fabrics; Fabric House; Drew's Manstore; General Tire; The Closet; Maurice's; Radio Shack 3; Bistrin's; Burch's; Hickory Farms.

14—NEWSPAPERS: MAIL TRIBUNE (e-Mon. to Thu.) 27,493; (e-Fri.) 33,560; (S) 30,378; Mar. 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hudson, Adv. Mgr., MAIL TRIBUNE.
National Representatives: Branham/Newspaper Sales.

NORTH BEND, ORE.

See COOS BAY, ORE.

ONTARIO, ORE.

1—LOCATION: Malheur County, E&P Map D-2. 70 miles S.E. of Baker, Ore.; 60 miles West of Boise, Idaho in eastern portion of State; on interstate Hwy. 84, U.S. 30; State 7, 86 & 30.

2—TRANSPORTATION: Railroads: Union Pacific, Amtrack.
Motor Freight Carriers: 7
Bus Lines: 2, Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 6,523; Loc. Est. 8,900
County 70 Cen. 23,169; Loc. Est. 26,980

OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,091,533	2,644,326	6,622,799	21,263,632	1,021,367	20,819	29,990	646,284	368,145
STANDARD METROPOLITAN STATISTICAL AREAS									
Eugene-Springfield, Ore.	215,401	278,821	591,465	2,275,322	105,998	21,466	1,843	19,010	14,142
Portland, Ore.-Wash.	1,007,130	1,228,935	3,507,822	10,753,307	479,215	22,439	6,721	77,507	47,507
Salem, Ore.	186,658	252,712	534,831	1,855,521	95,766	19,376	4,001	97,305	30,071
COUNTIES, Cities									
BAKER	14,919	17,126	49,920	118,181	6,891	17,150	588	5,706	11,339
Baker	9,354	9,891	32,468	71,440	3,937	18,146	*	*	*
BENTON	53,776	69,566	148,783	605,990	24,851	24,385	607	15,225	3,355
Corvallis	35,056	43,339	93,858	345,723	15,204	22,739	*	*	*
CLACKAMAS	166,088	249,583	442,769	2,167,313	91,037	23,807	2,856	24,565	21,492
Oregon City	9,176	17,764	23,12[illegible]	126,911	6,883	18,438	*	*	*
CLATSOP	28,473	33,063	88,049	258,829	13,962	18,538	[illegible]	204	2,093
Astoria	10,244	10,432	33,374	85,887	4,713	18,223	*	*	*
COLUMBIA	28,790	36,438	71,184	257,040	13,503	19,036	583	1,090	4,602
COOS	56,515	65,004	194,587	467,439	24,549	19,041	744	1,613	7,185
Coos Bay	13,466	15,736	51,138	124,283	6,209	20,017	*	*	*
North Bend	8,553	9,776	29,505	70,432	2,717	18,949	*	*	*
CROOK	9,985	13,494	31,720	98,421	5,275	18,658	308	6,204	7,351
CURRY	13,006	17,439	48,024	127,399	6,894	18,480	182	1,207	2,459
DESCHUTES	30,442	58,975	87,823	460,576	22,923	20,092	497	3,187	5,593
Bend	13,710	21,951	40,178	163,655	8,869	18,452	*	*	*
DOUGLAS	71,743	94,073	205,609	638,793	34,605	18,460	1,389	3,139	7,446
Roseburg	14,461	19,965	46,665	151,427	7,658	19,774	*	*	*
GILLIAM	2,342	2,409	8,357	17,215	925	18,611	174	14,983	3,978
GRANT	6,996	8,153	25,382	58,228	3,196	18,219	285	1,149	6,325
HARNEY	7,215	8,144	19,702	61,301	3,023	20,278	282	2,177	8,845
HOOD RIVER	13,187	16,728	44,826	140,919	6,581	21,413	506	18,638	1,298
JACKSON	94,533	134,652	251,22[illegible]	953,855	52,958	18,012	1,215	14,135	11,987
Ashland	12,342	16,268	31,749	10[illegible],532	6,441	16,695	*	*	*
Medford	28,454	43,590	83,174	313,994	18,431	17,036	*	*	*
JEFFERSON	8,548	10,970	18,385	77,424	3,816	20,289	351	21,023	20,495
JOSEPHINE	35,746	59,609	90,427	388,273	23,970	16,198	510	1,111	4,316
Grants Pass	12,455	16,740	34,706	118,444	7,220	16,405	*	*	*
KLAMATH	50,021	61,464	169,118	474,058	23,567	20,115	838	26,813	18,510
Klamath Falls	15,775	18,252	56,493	147,866	7,982	18,525	*	*	*
LAKE	6,343	7,320	24,379	52,937	2,773	19,090	299	3,128	9,410
LANE	215,401	278,821	591,465	2,275,322	105,998	21,466	1,843	19,010	14,142
Eugene	78,389	119,884	229,278	959,179	47,502	20,192	*	*	*
LINCOLN	25,755	34,340	80,883	250,678	14,637	17,126	264	386	918
LINN	71,914	94,165	185,059	736,092	34,521	21,323	1,831	44,270	15,624
Albany	18,181	29,946	50,105	225,322	11,383	19,795	*	*	*
MALHEUR	23,169	27,244	59,933	174,076	9,579	18,173	1,356	61,784	41,290
Ontario	6,523	9,581	19,390	64,709	3,573	18,111	*	*	*
MARION	151,309	203,676	453,061	1,497,282	77,132	19,412	2,822	76,798	22,226
1Salem	68,856	99,489	223,752	732,840	39,785	18,420	*	*	*
MORROW	4,465	8,326	15,838	55,463	3,198	20,470	336	36,585	5,540
MULTNOMAH	554,668	550,569	2,148,291	4,853,422	230,010	21,101	613	15,158	2,527
Portland	380,555	379,391	1,482,093	3,394,805	167,070	20,320	*	*	*
POLK	35,349	49,036	81,770	358,239	18,634	19,225	1,169	20,507	7,845
SHERMAN	2,139	2,333	8,652	15,932	935	17,040	206	16,311	2,570
TILLAMOOK	18,034	21,674	52,693	153,717	8,714	17,640	443	114	15,605
UMATILLA	44,923	58,801	147,723	418,181	22,662	18,453	1,297	88,556	40,657
Pendleton	13,197	15,009	47,120	119,225	6,013	19,828	*	*	*
UNION	19,377	25,174	61,020	187,022	9,892	18,906	705	15,282	6,920
La Grande	9,645	11,688	29,595	84,609	4,766	17,753	*	*	*
WALLOWA	6,247	7,882	20,259	57,531	3,105	18,529	470	7,740	6,549
WASCO	20,133	22,435	66,203	165,860	8,590	19,308	498	18,844	3,358
The Dalles	10,423	13,450	34,821	90,876	5,253	17,300	*	*	*
WASHINGTON	157,920	237,908	518,779	2,173,330	86,835	25,028	1,909	32,107	9,378
WHEELER	1,849	2,025	7,120	13,620	830	16,410	101	843	1,807
YAMHILL	40,213	55,707	103,779	443,674	20,796	21,335	1,649	26,693	13,116

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1979 Cash Receipts as follows: From Crops $893,580,000; from Livestock & Livestock Products $514,078,000. Total $1,407,658,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

ONTARIO—continued

CZ ABC (70) 6,523; (80) 8,900
RTZ-ABC (70) 37,294; (80) 43,800
City & RTZ-ABC (70) 43,817; (80) 52,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS
City 70 Cen 2,119; Loc Est 3,300
County 70 Cen 6,924; Loc Est 9,209
CZ ABC (70) 2,119; (80) 3,300
RTZ-ABC (70) 11,730; (80) 15,700
City & RTZ-ABC (70) 13,849; (80) 19,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$44,000,000
Agriculture	3	N.A.
Commercial	5	$54,000,000

6—PASSENGER AUTOS: County 22,652

9— PRINCIPAL INDUSTRIES (CZ): Agriculture; Vegetable & Fruit Processing; Livestock Packing; Creamery, Lumber Processing & Finishing; Livestock Sale yard; Recreation, Education (Treasure Valley Community College); Agriculture/Food Production

10-CLIMATE: Min & Max Temp.—Spring 33-56; Summer 50-103; Fall 34-64; Winter 10-58. First killing frost, Oct 3. Last killing frost, May 12

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Park Center	6	Bonanza Variety, F&F Sport Center
W. Park Plaza	30	Albertson's, Sears, Keith O'Brien Dept., Alexander's, Mere, Mode O'Day
Canyon Village	14	Foxey Restaurant, Cider mart
K-Mart Center	3	K-Mart, McDonald's

13—RETAIL OUTLETS:
Drug Stores Skaggs, Payless, Ontario Pharmacy
Food Stores Albertson's, Safeway, Ontario Mkt., Discount Food, IGA Stores 3
Variety Stores MFRC, Sprouse Reitz, Merc; Bonanza, Bi-Mart, K-Mart
Other Chain Stores Sears, Western Auto, Montgomery Ward, Les Schwab, Shakey's, Grizzly Bear, K-G (Mens, Miss, Bootery,), Hudson's, Handy House; D&B, Blackers

14—NEWSPAPERS: DAILY ARGUS OBSERVER (e-Mon to Fri) 7,535; Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub., ARGUS OBSERVER
National Representatives American Newspaper Representatives, Inc

OREGON CITY, ORE.

1—LOCATION: Clackamas County (In Portland, Ore.-Wash.-SMSA) E&P Map A-1, County Seat 12 mi S of Portland on U.S. Hwy 99E

2—TRANSPORTATION: Railroads Southern Pacific
Motor Freight Carriers 3
Intercity Bus Lines Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

3—POPULATION:
Corp. City 70 Cen. 9,176; Loc. Est. 15,717
SMSA 70 Cen. 1,007,130; Loc. Est. 1,183,624
County 70 Cen. 166,088; Loc. Est. 229,677
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,092; Loc. Est. 6,057
County 70 Cen. 51,677; Loc. Est. 86,110
SMSA 70 Cen. 341,505; Loc. Est. 456,733

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Branches	11	$120,000,000
Sav. & Loan Assn.	5	$95,000,000

6—PASSENGER AUTOS: County 183,803

7—ELECTRIC METERS: Tri-City Area 34,390

8—GAS METERS: Tri-City Area 23,167

9— PRINCIPAL INDUSTRIES (CZ): Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days Paper Mills, every other Tuesday, other industries, 15th & 25th

10-CLIMATE: Min. & Max. Temp.—Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11—TAP WATER: Neutral, very soft; not fluoridated

12—RETAILING: Principal Shopping Center 9 blocks on Main St.; 3 on 7th St.; 2 on 8th, 3 on Washington; 1 on Modalla
Neighborhood Shopping Centers 6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber, Oregon City Shopping Center.
Nearby Shopping Centers Southridge Shopping Center: Bi-Mart, Albertsons.

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Oregon City	36	J.C. Penney, Montgomery Ward, Pay Less Drugs

Principal Shopping Days Wed., Thu., Fri
Stores Open Evenings 50% open Fri. nites; Shpg. Ctr., every nite, some also Sun
Stores Open Sundays Grocery; some in Shopping Centers; Drugs.

13—RETAIL OUTLETS: Department Stores Penney; Fred Meyer, K-Mart; G. I. Joes; Bi-Mart.
Variety Stores Ben Franklin, Boyd's 88 Center, Grant's; Crown Discount
Chain Drug Stores Thrifty 1; Huntley-Draper 2, Olson's 1; Gary's 1; Danielson's Super Center
Chain Food Supermarkets Danielson's Thriftway 4; Fred Meyer; Mayfair; Tradewell, Keinows,-Prairie Mkts.; Albertsons, Safeway
Other Chain Stores Montgomery Ward (order office); Sears (order office); Coast-to-Coast; Anita Frocks, Gallenkamps; Sherwin Williams; Butler Bros.; Columbian Optical, Kinney Shoes, Handyman

14—NEWSPAPERS: ENTERPRISE-COURIER (e-Mon. to Fri.) 5,923, June 30, 1979, V.A.C. (latest statement available)
Local Contact for Advertising and Merchandising Data: Robert Justin, Adv. Dir., ENTERPRISE-COURIER
National Representatives. U.S. Suburban Press, Inc

PENDLETON, ORE.

1—LOCATION: Umatilla County, E&P Map C-1, County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon, 208 mi from Portland. On Old Oregon Trail and Interstate 84

2—TRANSPORTATION: Railroads N.P.; U.P.
Motor Freight Carriers 5
Intercity Bus Lines Greyhound
Airlines United, Air Oregon

3—POPULATION:
Corp. City 70 Cen. 13,197; Loc. Est. 14,798
CZ ABC (70)13,197; (80)15,200
RTZ-ABC (70)36,191; (80)48,600
County 70 Cen. 44,923; Loc. Est. 56,211
City & RTZ-ABC (70)49,388; (80)63,800
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,357; Loc. Est. 5,842
County 70 Cen. 14,593; Loc. Est. 21,354
CZ ABC (70)4,357; (80)5,700
RTZ-ABC (70)11,723; (80)18,100
City & RTZ-ABC (70)16,080; (80)23,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$85,414,000
Sav. & Loan Assn.	3	$117,000,000

6—PASSENGER AUTOS: County 49,408

7—ELECTRIC METERS: Residence 7,400

8—GAS METERS: Residence 6,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Sawmills 800; Furniture 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144
Principal Pay Days 1st & 15th, 10th & 25th

10-CLIMATE: Min. & Max. Temp.—Spring 14-99; Summer 36-110; Fall 7-101; Winter —18-67

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: 4 blocks on Main St.; 4 on Court Ave.; 2 on Dorion Ave.; 3 on Emigrant Ave.; Melanie Square Shopping Ctr
Principal Shopping Days Department Stores Mon., Fri., Sat., Food—Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores J. C. Penney, Bon Marche; Quisinberry's; Hatfields; Holly's Shoes, K-Mart, Bi-Mart
Variety Stores Woolworth
Chain Drug Stores Pay Less
Chain Food Supermarkets Albertson's, Safeway, IGA, Buttrey's
Other Chain Stores Mode O'Day (dresses); Sherwin-Williams; Western Auto; Les Schwab (tires), Radio Shack.

14—NEWSPAPERS: EAST OREGONIAN (e) 12,809; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Marvin Anderson, Adv. Dir., EAST OREGONIAN
National Representatives Branham/Newspaper Sales

PORTLAND, ORE.

1—LOCATION: Multnomah County (In Portland, Ore-Wash., SMSA) E&P Map A-1. Major Pacific Coast port. Commercial and shipping center, In northwest part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem 173 mi S of Seattle, 639 mi. N of San Francisco. On U.S. Hwys. 90, 30 and 26, State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; Interstate 5, 84, 205

2—TRANSPORTATION: Railroads Freight Southern Pacific, Union Pacific, Burlington Northern. Passengers Amtrak
Motor Freight Carriers 151
Steamship Lines 89
Intercity Bus Lines Greyhound, Trailways, Tri-Met
Airlines Eastern, Northwest, United, Western, Hughes Air West, Flying Tiger (freight), Braniff, Continental, Delta, Air California

3—POPULATION:
Corp. City 70 Cen. 380,555; Loc. Est. 370,000
CZ ABC (70) 736,992; (80) 793,500
RTZ-ABC (70) 389,985; (80) 550,700
County 70 Cen. 554,668; Loc. Est. 558,600
SMSA 70 Cen. 1,007,130; Loc. Est. 1,190,000
City & RTZ-ABC (70) 1,126,977; (80) 1,344,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 145,082; Loc. Est. 167,336
County 70 Cen. 199,591; Loc. Est. 224,889
SMSA 70 Cen. 341,505; Loc. Est. 476,627
CZ ABC (70) 257,565; (80) 314,100
RTZ-ABC (70) 121,097; (80) 195,400
City & RTZ-ABC (70) 378,662; (80) 509,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	18	$10,025,281,385
Savings Banks	1	$244,574,111
Sav. & Loan Assn	9	$3,771,316,092

6—PASSENGER AUTOS:
City Est. 256,468; County 383,933

7—ELECTRIC METERS: Res. 191,322

8—GAS METERS: Res. 45,112

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Lumber & Wood 9,500 ($312); Metals 19,300 ($291); Food 7,700 ($314); Paper Pro. 7,200 ($358); Textiles & Apparel 5,400 ($143).
Principal Pay Days Fri.; 1, 10, 15, 18 & 31

10-CLIMATE: Min. & Max. Temp.—Spring 31-84; Summer 46-92; Fall 22-82; Winter 23-60. First killing frost, Oct. 21. Last killing frost, April 20

11—TAP WATER: Neutral, very soft, not fluoridated

12—RETAILING: Principal Shopping Center West side of Willamette River; 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River, 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave
Neighborhood Shopping Centers Hollywood, NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster, Montavilla, SE 80th & Stark; Multnomah, SW Capitol Highway; St. Johns, North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland, SE Milwaukee & Bybee, Hillsdale, Raleigh Hills, Woodland Park, NE Halsey & 102nd, Parkrose, Burlingame, Laurelhurst Shopping Center, Sylvan, Cedar Hills, Gateway, 102nd & Halsey, Menlo Park, 112th & Gilsan, Midland, 122nd & Division, Rockwood, 187th & Stark, Eastport Plaza 4000 S.E. 82nd, Tigard Plaza; Oregon City Shopping Center; Valley West, Beaverton, Mall 205, Jantzen Beach, Washington Square, Progress, Vancouver Mall, Beaverton Mall, Clackamas Ctr.
Principal Shopping Days Department Stores—Mon., Fri., Sat., Food—Wed., Thurs., Fri., Sat.
Stores Close Sun ex. Shopping Centers and Super Mkts.
Stores Open Evenings Dept. & Furn.—Mon. & Fri., Super Mkts.—Every evening

13—RETAIL OUTLETS: Department Stores Meier & Frank 4; Montgomery Ward 4; Frederick & Nelson 4; J. C. Penney 8; Sears 3; Teeny's 2; Emporium 2; Mervyn's 3; Nordstrom 3
Discount Stores Disco Mart 2; Lampus 1; G.I. Joe's 5; K-Mart 7
Variety Stores Sprouse-Reitz; Fred Meyer; Newberry, Rodgers, Woolworth
Chain Drug Stores Fred Meyer 24; Payless 10; Pay-N-Save 1; Cent-Wise; Century 4; Disco Mart 2
Chain Food Supermarkets Safeway 31; Fred Meyer 26; Kienow's 13; Thriftway 49; Tradewell 20; Albertson's 20; AG Stores 6; Sentry 13; 8 to 1 Stores; Plaid Pantry's 56; Swift Mart 6; Quick Shop Minute Mart 5; 7-11 Food Stores 36; Prairie Market 4; IGA
Other Chain Stores Chandler's Shoes; Fabric House 7; Firestone 7; Florsheim Shoes 3; Gallenkamp Shoes 2; Pay & Pak 3; Western Auto Supply; Kinney Shoes 10; Lerner Shops 4; Mode O'Day (women's) 3; Thom McAn (shoes) 3; Van Duyn Candy 14; Weisfield's (jewelers) 3; Jacqueline Shops (women) 3; Fred Meyers (apparel, hardware, automotive) 23; Manning's (bakery, cafeteria); Moreland's Bake Shops; I. Magnin, National Shirt Shops

14—NEWSPAPERS: OREGONIAN (m) 248,229; (S) 420,938; OREGON JOURNAL (e-Mon. to Fri.) 105,485; (e-Sat.) 95,857; Comb. (m&e) 353,714; Mar. 31, 1980 ABC. JOURNAL OF COMMERCE, (m) 4,739; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Bob Moore, Adv. Dir., OREGONIAN and OREGON JOURNAL. C. A. Couche, Adv. Mgr., JOURNAL OF COMMERCE
National Representatives OREGONIAN and OREGON JOURNAL—Newhouse Newspapers / Metro-Suburbia. JOURNAL OF COMMERCE—None

ROSEBURG, ORE.

1—LOCATION: Douglas County, E&P Map A-3, County Seat. 177 mi. S of Portland, on Interstate 5, North Umpqua Hwy.; 80 mi. E of Pacific Ocean, 130 mi. N of California state line

2—TRANSPORTATION: Railroads Southern Pacific
Motor Freight Carriers 5
Intercity Bus Lines Greyhound, Trailways

3—POPULATION:
Corp. City 70 Cen. 14,461; Loc. Est. 19,669
Primary Mkt. Area-ABC (70) 71,743; (80) 95,900
County 70 Cen. 71,743; Loc. Est. 91,539
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,882; Loc. Est. 7,470
County 70 Cen. 22,560; Loc. Est. 33,320
Primary Mkt. Area-ABC (70) 22,560; (80) 34,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$326,000,000
Sav. & Loan Assn	5	$100,321,000

6—PASSENGER AUTOS: County 75,249

7—ELECTRIC METERS: Residence 31,697

8—GAS METERS: Residence 5,397

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Average Wkly. Wage)—Lumber & Wood-Pdts 9,030 ($320); Primary Metals 480 ($360); Printing & Publishing 206 ($275); Construction 1,570 ($400); Transportation, Communications & Utilities 1440 ($347); Wholesale Trade 730 ($240); Retail Trade 5,220 ($160).

10-CLIMATE: Min. & Max. Temp.—Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 1. Last killing frost, Apr. 5

11—TAP WATER: Neutral, very soft. Trading Area—Neutral, hard, not fluoridated

12—RETAILING: Principal Shopping Center 5 blocks on Jackson St., 5 on Cass St., 5 on Oak St., 12 on Stephens St.
Neighborhood Shopping Centers 2 blocks on S. Stephens St. at South City Limits; 4 (Fairhaven District) on Harvard Ave. in West Roseburg; 7 blocks radiating from Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N. Umpqua Rd., 2 mi. East of City Center; Shopping Center on Harvard Ave., 2 mi. West of City; Roseburg Plaza, 1½ block area; North Roseburg Plaza, 1 mile North of city, 4 block area.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Rosenburg Valley Mall (-)	2	Sears, The Bon
West Roseburg (-)	2	Richard's Food Center
No. Roseburg	2	Safeway, Mont. Ward
So. Roseburg (-)	1	Roger's Southgate Mkt.
N.W. Roseburg (-)	2	Drive-N-Save Mkt.
Garden Valley (30)	2	Drive-N-Save Mkt., Valley Dept. Store
No. Roseburg Plz. (31)	1	Albertson's, Payless

Principal Shopping Days Department Stores—Mon., Fri. and Sat. Food—Fri., Sat. and Sun. in Winter; Fri. and Sat. in Summer
Stores Open Evenings Food—Daily to 9

13—RETAIL OUTLETS: Department Stores Miller's, Penney, Montgomery Ward, Payless 2, Valley Dept. Store, Bi-Mart, Sears, The Bon
Variety Stores J. J. Newberry
Chain Drug Stores (CZ) Fullerton's Rexall; Payless; Roseburg (Rexall); Bi-Mart
Chain Food Supermarkets Safeway 2; Shop'n Kart 2, Drive-N-Save 2, Richard's Food Centers 4; Albertson's
Other Chain Stores Firestone; Bistrins; Fabric House, Lerner's (women's), Radio Shack; Weisfield's (jewelry), Apex Stores

14—NEWSPAPERS: NEWS-REVIEW (e) 19,202; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: G. Lee Kaylor, Adv. Dir., NEWS-REVIEW
National Representatives None

SALEM, ORE.

1—LOCATION: Marion and Polk Counties (SMSA) E&P Map A-6. County Seat. Capital of State in heart of Willamette Valley 47 mi. S of Portland. Farming, food processing center. On Interstate 5 and Navigable Willamette River

2—TRANSPORTATION: Railroads Amtrak, Southern Pacific; Burlington
Motor Freight Carriers 9
Intercity Bus Lines Greyhound; Trailways, Hamman Stages
Airlines Air Oregon

3—POPULATION:
Corp. City 70 Cen. 68,858; Loc. Est. 86,484
CZ ABC (70) 102,023; (80) 136,600
Bal. in Primary Mkt. Area-ABC
(70) 213,459; (80) 269,400
SMSA 70 Cen. 186,658 Loc. Est. 242,477
Marion County
70 Cen. 151,309; Loc. Est. 196,323
Polk County 70 Cen. 35,349; Loc. Est. 46,154
Total Primary Mkt. Area-ABC
(70) 315,482; (80) 406,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 23,084; Loc. Est. 34,526
Marion County 70 Cen. 47,963; Loc. Est. 73,488
Polk County 70 Cen. 11,212; Loc. Est. 17,325
SMSA 70 Cen. 59,175; Loc. Est. 90,813
CZ-ABC (70) 33,389; 51,200
Bal. in Primary Mkt. Area-ABC
(70) 67,600; (80) 97,300
Total Primary Mkt. ABC
(70) 100,989; (80) 148,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	19	$416,298,000
Sav. & Loan Assn	8	$380,186,000

6—PASSENGER AUTOS: Counties 185,446

7—ELECTRIC METERS: Res. 49,944

8—GAS METERS: Res. 12,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lumber & Wood Prod. 3,700; Food Proc. 4,800; State Admin. 14,000; Fed. Govt. 1,400; Fin., Ins., Real Estate 4,700

Principal Pay Days: Canneries, Thurs & Fri., Pulp, Paper, Ins., 1st & 15th; Gov't., 1st.

10-CLIMATE: Avg. Temp., Jan 38.8, Avg Temp June 61.2; First killing frost, Oct 28, Last killing frost, Apr 14

11—TAP WATER: Abundant soft mountain water

12—RETAILING: Principal Shopping Center 14 square blocks from Marion St S to Ferry St and Commercial St E to High St

Neighborhood Shopping Centers 4 blocks at Center & Capitol Sts; Hollywood District Shpg Area, 1 mile along Hwy 99E N of city, S Salem Business District about 4 miles along Hwy 99E S of city, 4 blocks 12th & State Sts., 3 miles at Keizer District; 5 blocks at Canadalaria District, 3 blocks in Liberty District S of city, 2 on Hwy 99E outskirts of city, about 5 blocks on Market St near exit from Interstate Freeway, approx 8 blocks in West Salem

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Capitol (13)	-	Sears, Drug-King
Keizer (-)	5	Albertson's, Coast to Coast
Westgate (2)	1½	Marth's IGA
Sunnyslope (23)	4	Sprouse-Reitz, Mayfair
Oak Hills (32)	1½	Safeway, Sprouse-Reitz
Roseland (6)	2½	Mayfair
Southgate (8)	3½	Waremart, Sprouse-Reitz
Keizer Village (-)	3½	Orcutt's IGA
Lancaster Mall (53)	2	Albertson's, Payless, Emporium, The Bon Waremart
Lancaster Center (-)		
Pinecrest (-)		Mayfair
Fred Meyer N. (7)	-	Fred Meyer (Food-Drug-Variety-Apparel)
Fred Meyer East (7)	-	Fred Meyer (Food-Drug-Variety-Apparel)
Fred Meyer South Salem (7)	-	Fred Meyer (Food-Drug-Variety-Apparel)
K-Mart Plaza N (-)	-	K-Mart
K-Mart Plaza S (4)		K-Mart
Oakwood Plaza (-)	-	Mayfair Mkt
Salem Plaza (-)	-	Zale's, Bishop's
Nordstrom Mall (44)	-	Nordstrom

Principal Shopping Days Department Stores—Fri., Sat & Mon Food—Thurs., Fri & Sat

Stores Open Evenings Mon Thur & Fri

Stores Open Sundays Supermarkets; Major Dept. & Drug Stores

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J C Penney; Sears, Meier & Frank, Emporium, Frederick & Nelson, Nordstrom; The Bon

Variety Stores Kress; Newberry's; Metropolitan; Sprouse-Reitz 4

Discount Stores (CZ) Nico; K-Mart 2, Fred Meyer 3; Pay'n Pak, Payless 2, G I Joe's

Chain Drug Stores (CZ) Drug King, Rexall 5, Mayfair Home Center; Payless 2; Fred Meyer 3

Chain Food Supermarkets Safeway 5; IGA 6, Fred Meyer 3, Albertson's 2, Mayfair 2; Circle K-9, Plaid Pantry 7, Thriftway 4; Waremart 3; Prairie Market 2

Other Chain Stores: Singer Co.; Coast-to-Coast; Firestone; Leeds; Anita; Dunkin' Donuts; Fuller; General Paint; Kinney Shoes; Pittsburgh Paint; Zale's Jewelers, Sure-Fit-Seat Covers; Fabric House, Fabric World, LaPointe's, Hickory Farms; Baskin-Robbins 3, Stevens and Son Jewelers, Blade, Rubenstein Furniture, Norris Paint, Nadeau's Jr. Shoes; Action Alley 2, The Cover Up G.I., Fabric Wholesaler; K-G Men's Wear; Perfect Look 2, Orange Julius; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Pay-'N Pak, Discount Fabrics, Radio Shack 6, Sue Marshall; Clark, Jr.; Thunderbird Home Improvement Center

14—NEWSPAPERS: OREGON STATESMAN (m) 48,876, CAPITAL JOURNAL (e) 16,478, STATESMAN JOURNAL (Sat. & holidays) 62,446; (S) 61,974; Mar 31, 1980 ABC (NOTE The CAPITAL JOURNAL suspended publication July 1, 1980, merging its editorial operation with the OREGON STATESMAN.)

Local Contact for Advertising and Merchandising Data Wayne C Vann, Marketing Director, STATESMAN-JOURNAL

National Representatives Gannett Newspaper Advertising Sales, Inc.

THE DALLES, ORE.

1—LOCATION: Wasco County, E&P Map B-1, County Seat 85 mi E of Portland On South bank of Columbia River On Columbia River Hwy., Old Oregon Trail, U S Bridge connects U.S. 30 (Ore.), Interstate 80N (Boise-Portland) U S 830 (Wash.), with U.S. 197 in The Dalles

2—TRANSPORTATION: Railroads Union Pacific; S&PS, Gt Northern Northern Pacific; Amtrak (Seattle- Portland-The Dalles-Salt Lake, E & W trains daily.)

Motor Freight Carriers 5

Intercity Bus Lines Greyhound, Trailways

3—POPULATION:
Corp City 70 Cen 10,423, Loc Est 12,920
CZ ABC: (70) 10,423; (80) 11,100
RTZ-ABC (70) 26,329; (80) 29,200
County 70 Cen 20,133, Loc Est 21,337
City & RTZ-ABC (70) 36,752, (80) 40,300

4—HOUSEHOLDS:
City 70 Cen 3,487; Loc Est 4,968
County 70 Cen 6,475; Loc Est 8,040
CZ ABC (70) 3,487, (80) 4,200
RTZ-ABC (70) 8,450, (80) 10,800
City & RTZ-ABC (70) 11,937, (80) 15,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav & Comm Banks	5	N A
Sav & Loan Assn	2	N A

6—PASSENGER AUTOS: County 19,238

7—ELECTRIC METERS: Residence 6,000

8—GAS METERS: Residence 850

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage)—Constr 320 ($369), Aluminum 500 ($350), Fruit proc 300 ($200), Transp-utilities 370 ($300), Wood products 390 ($275)

10-CLIMATE: Min & Max Temp —Spring 25-100, Summer 32-110, Fall 30-90, Winter 15-65

11—TAP WATER: Neutral, very soft

12—RETAILING: Principal Shopping Center 2nd, 3rd, 4th and 64th street

Neighborhood Shopping Centers W 6th; W 9th, Trevitt & W 6th; Kelley Ave & Chenowith Loop; West Sunset Drive; Cascade Square

Principal Shopping Days Fri., Sat., Mon

Stores Open Evenings Fri

13—RETAIL OUTLETS: Department Stores Williams 1870, Penney; Sawyer's

Variety Stores Bonanza, Newberry's

Chain Drug Stores (CZ) Payless

Chain Food Supermarkets Allen's, Sentry; Thriftway; Safeway, Super-on 6th; Westgate; East Hill; Albertson's

14—NEWSPAPERS: CHRONICLE (e) 5,609, Mar 31, 1980 ABC

Local Contact for Advertising and Merchandising Data: Allen F. Herriges, Adv. Mgr., CHRONICLE

National Representatives: None

PENNSYLVANIA SURVEYS

PENNSYLVANIA STANDARD METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem-Easton, Pa.-N.J.—Carbon, Lehigh, Northampton Counties, Pa., Warren County, N.J.

Altoona Pa.—Blair County

Binghamton, N.Y.-Pa.—Broome and Tioga Counties, N.Y.; Susquehanna County, Pa

Erie, Pa.—Erie County.

Harrisburg, Pa.—Cumberland Dauphin and Perry Counties

Johnstown, Pa.—Cambria and Somerset Counties

Lancaster, Pa.—Lancaster County

Northeast Pennsylvania—Lackawanna Luzerne and Monroe Counties

Philadelphia, Pa.-N.J.—Bucks Chester, Delaware, Montgomery and Philadelphia Counties, Pa., Burlington, Camden and Gloucester Counties, N.J

Pittsburgh, Pa.—Allegheny Beaver, Washington and Westmoreland Counties

Reading, Pa.—Berks County

Williamsport, Pa—Lycoming County

York, Pa.—Adams and York Counties

PENNSYLVANIA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	927	779	903
5-14 Years	2,254	1,700	1,573
15-24 Years	1,931	2,060	1,832
25-44 Years	2,686	3,194	3,632
45-64 Years	2,736	2,617	2,465
65 and Over	1,267	1,511	1,628
TOTAL	11,801	11,863	12,033

Based on U S Census

PENNSYLVANIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg Mat Hdwr	1,156	1,720	2,188
General Mdse	3,683	5,097	6,500
Food	5,664	8,304	10,671
Automobiles	4,636	7,386	7,644
Gasoline Stations	1,799	2,857	4,685
Apparel	1,341	1,832	2,390
Furniture	1,265	1,616	1,984
Eat-Drink Places	1,902	2,992	3,681
Drugs	748	1,092	1,374
Total Sales	28,182	37,244	47,180

Source: U S Business Census 1972 1977 and Releases by the Dept of Commerce

ALQUIPPA, PA.

See BEAVER, PA.

ALLENTOWN, PA.

1—LOCATION: Lehigh County (in Allentown-Bethlehem-Easton, Pa.-N.J., SMSA) E&P Map E-2, County Seat Industrial & agricultural center On Lehigh River, 52 mi. NNW of Philadelphia, 86 mi. E of Harrisburg; 92 mi. WSW of New York City On U.S Hwys 22, 78, and State Hwys 29, 222, 309, N.E Ext., Pa Turnpike

2—TRANSPORTATION: Railroads Conrail (freight); Amtrak; SEPTA

Motor Freight Carriers 52

Intercity Bus Lines: Carl Biebier Bus Co., Eastern Greyhound; (Public Service Coordinated Transfer); Lanta; Edwards Lakes to Sea Motor; Perkiomen Valley; Trailways, Boro, Grayline; Trans Bridge

Airlines United; Eastern; Altair; U.S Air; Suburban

3—POPULATION:
Corp City 70 Cen 109,527, Loc Est 101,717
CZ ABC (70) 186,852, (80) 184,100
RTZ-ABC (70) 281,715, (80) 327,000
County 70 Cen 255,304; Loc Est 276,000
SMSA 70 Cen 594,205, Loc Est 637,819
City & RTZ-ABC (70) 468,567; (80) 511,100

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 37,872; Loc Est 43,000
County 70 Cen 83,059; Loc Est 102,000
SMSA 70 Cen 174,905, Loc Est 239,082
CZ ABC 62,178, (80) 69,900
RTZ-ABC (70) 87,588; (80) 117,100
City & RTZ-ABC (70) 149,766 (80) 187,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	13	$22,800,000,000
Sav & Loan Assn	7	$1,400,000,000

6—PASSENGER AUTOS: County 173,000

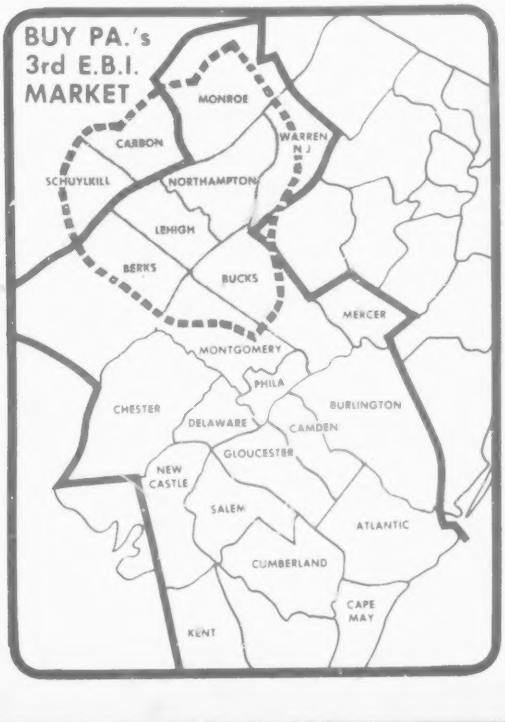
7—ELECTRIC METERS: County 93,000

8—GAS METERS: County 32,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, No Wage Earners (AvgWkly Wage)--Stone, Clay & Glass, 3,300 ($330); Metals, 26,300 ($399); Nonelect mach., 8,100 ($359), Elect & Electronic Eqpmt, 11,200 ($339); Trans Eqpmt & Misc Mfg., 9,200 ($418); Other durable, 2,000 ($211); Food, 7,500 ($320); Textiles, 4,900 ($198); Apparel, 22,800 ($171); Paper prdts, 1,800 ($266); Printing & Publ., 4,800 ($269); Chem prdts., 7,300 ($326). Total employment 280,100; Avg Wkly Wage $235

10-CLIMATE: Min & Max Temp —Spring 26-70; Summer 45-95, Fall 17-84, Winter 2-66.

11—TAP WATER: Alkaline, Hard, not fluoridated.



Statistics show Metro Philadelphia down in population.

WHO GAINED?

ALLENTOWN, PA.

There are 7 Metro Areas in the Philadelphia A.D.I. Philadelphia has lost population since 1971. One guess as to which of the others has enjoyed the biggest population gain: that's right, ALLENTOWN! With over 33,000 new residents, Allentown's population has increased almost twice that of the other metros. Only one newspaper reaches the growing Allentown market . . .

CALL-CHRONICLE NEWSPAPERS

Represented by Story & Kelly-Smith, Inc.

Daily circulation over 115,000

Sunday circulation over 152,000.

ALLENTOWN—continued

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
15th St	1	Thrift Drug, Food Lane
Crest Plaza	5	Woolworth, Thrift Drug Food Lane Acme, Rickels
Airport	2	Weis Mkt., King's, Revco
Lehigh	4	Jefferson Ward, Acme, Food Lane
Mountainville	2.5	Thrift Drugs, Acme Channel Home Center Woolworth
Parkway	1.3	Woolworth, Rea & Derick
Whitehall Mall	2	Sears, Leh's, Woolworth, Rea & Derick, Weis Mkt
Shopper's Village	4	Shopwell
Trexlertown	8	Hess's A&P, Thrift Drug, Lane's
Lehigh Valley Mall	2	Bamberger's, J.C. Penney, John Wanamaker

Principal Shopping Days Mon., Thu., Sun.
Stores Open Evenings Thu. & Fri.
Shopping Centers Mon. Thru. Sun.

13—RETAIL OUTLETS: Department Stores Hess's, Leh's, Sears, 2-Guys, Bamberger's, J.C. Penney, John Wanamaker.
Discount Stores (CZ) 2-Guys, King's, Lane, Jefferson Ward, K-Mart.
Variety Stores Woolworth 4, McCrory 1, Ben Franklin.
Chain Drug Stores (CZ) Revco 2, Rea & Derick 2; Thrift Drug 4, Rite-Aid Discount; Walters 2.
Chain Food Supermarkets Acme 7; A&P 2; Weis 3; 7-Eleven 6, Suburban 2; Food Lane 6, Wawa 4.
Other Chain Stores Auto Acc., Firestone, Pep Boys, Penn Jersey 2, Shoes, Simco, Endicott-Johnson 2, Father & Son 2, Town Shoes, Kinney 2, Thom McAn, American Girl, Hanover, Gordon Jewelers, Kay Jewelers 2, Stover Candies, M. A. Bruder Paints, Buten Paint, Fashion Fair, Maid Kitchens, Singer Co., White Cross 2, S&H Green Stamps; Pittsburgh Plate Glass; Glidden, Spencer Gifts, Ormond's; Mother-To-Be, Fabric Center, Levitz Furn., Moore's, Kiddie City, Sherwin-Williams, Goodyear.

14—NEWSPAPERS: CALL (m-Mon. to Fri.) 103,258; CHRONICLE (e-Mon. to Fri.) 23,707; Comb (m&e) 126,965; (Sat. m.) 114,999; CALL-CHRONICLE (S) 154,805, Mar. 31, 1980 ABC.
Note: CHRONICLE (e) merged into, CALL (m) June 30, 1980. Publishers estimate circulation 117,000.
Local Contact for Advertising and Merchandising Data: Guyer E. Candy, Adv. Dir., CALL-CHRONICLE NEWSPAPERS
National Representatives Story & Kelly-Smith, Inc.

ALTOONA, PA.

1—LOCATION: Blair County (SMSA), E&P Map C-3. 99 mi. E of Pittsburgh, 235 mi. W of Phila., 36 mi. SW of Geographical center of State; 34 mi. N of Penna. Tpke. On Routes 22,220.

2—TRANSPORTATION: Railroads Amtrak (Passengers); Conrail (Freight).
Motor Freight Carriers 9
Intercity Bus Lines Amtran; Blue & White, Greyhound.
Airlines USAir Penn-Air, Inc.

3—POPULATION:
Corp. City 70 Cen. 63,115; Loc. Est. 56,728
CZ ABC: (70) 97,293; (80) 93,100
RTZ-ABC: (70) 41,067; (80) 42,400
County 70 Cen. 135,356; Loc. Est. 135,037
City & RTZ-ABC: (70) 138,360; (80) 135,500

4—HOUSEHOLDS:
City 70 Cen. 21,085; Loc. Est. 22,162
County/SMSA 70 Cen. 43,430; Loc. Est. 50,237
CZ ABC: (70) 31,339; (80) 34,300
RTZ-ABC: (70) 12,996; (80) 15,400
City & RTZ-ABC: (70) 44,335; (80) 49,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$733,644,921
Sav. & Loan Assn.	4	$157,934,904

6—PASSENGER AUTOS: County 55,827

7—ELECTRIC METERS: Res. 21,005

8—GAS METERS: Res. 19,555

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage)—Conrail 6,106, Mach. & Elec. Prod. 2,799 ($244); Food 308 ($225); Apparel 1,178 ($145); Shoe Mfg. 462 ($145); Metal Prod., 1,407 ($261); Clothes Patterns 521, Furniture 5 ($122), Glass 713; Textile 318 ($263), Toys 165 ($156), Paper 1,276 ($307); Quarry & Related 365 ($205)

10-CLIMATE: Min. & Max. Temp.—Spring 5-84; Summer 47-94; Fall 16-84; Winter 1-68. First killing frost, Oct. 4. Last killing frost, May 6.

11—TAP WATER: Alkaline, medium soft; not fluoridated.

12—RETAILING: Principal Shopping Center Logan Valley Mall, 90 stores (4 miles from downtown). Principal Stores: Sears, Penneys, Murphys, Hess, Weis Mkt.
Downtown Area: 75 stores; 6 blocks on 11th Ave., 4 blocks on 12th Ave. Principal stores: Gables, Wolf Furn., Penn Furn., Monarchs, Meyer Jonasson.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Pleasant Valley Shopping Ctr.	35	Kresge, Fishers,
Pleasant Valley Area	28	Century House, Thrift Drug David Weis,
Park Hills Plaza	20	Masons, Riverside Mkt.
Valley View	2	A&P, Gee Bee
Station Mall	30	Weis Mkt.
Wissinger's Shopping Vil.	3	A&P, Hills Wissinger's
Cricket Field Plaza	1	IGA Mkt. Thrift Drug

Principal Shopping Days Department Stores—Sat. and Mon; Food Stores—Thur.; Fri. Sat., Shopping Centers—Mon., Thur., Fri., Sat., & some open Sun.
Stores Close Downtown—some on Mon. a.m.
Stores Open Evenings Dept.—Mon. & Thu.; Super Mkts. & Shpg. Ctrs. every night.

13—RETAIL OUTLETS: Department Stores Wm. F. Gable; J.C. Penney, Monarchs, Sears Roebuck; Fisher's, Hills Dept. Store; Hess.
Discount Stores (CZ) Unkel Joe's Woodshed; Value City; Revco 3; K-Mart; Pic-Way Shoe Mart; Gee Bee, David Weis; Century House, Ames, Big D.
Variety Stores McCrory's, Woolworth, Kresge's, G. C. Murphy.
Chain Drug Stores (CZ) Thrift 3; Kopp's Leader 4; Revco 3; Widmann's 2.
Chain Food Supermarkets (City & RTZ) A&P 7; Economy 9; Clover Farm 5; Riverside 5; Foodland 1; IGA 3, Weis 2, Food Rite 3, Shop 'N Save 1 Wholesale Food Outlet.
Other Chain Stores Hanover Shoes, Gallenkamp shoes, Kinney Shoes, Sherwin-Williams, Firestone; Singer Co., S&H Green Stamps, Mary Carter Paints, DeRoy Jewelers, Richman Bros. Clothes, Ormonds Fashions, Miller's Auto Supplies, Pittsburgh Paint; General Tire, Fanny Farmer, Father & Son Shoes, So-Fro Fabrics, General Nutrition; Fashion Bug; Thom McAn; National Record Mart; Dora Dale, Giants Shoes, The Bottom Half; Chess King; Claire's Botique, Deb Shop, Endicott-Johnson, Feel Fine Shops; Fibres I, Foxmoor, The Gap, Gordon Jewelry, Hickory Farms, House of Cards, Kay-Bee Toy; Listening Booth; Pants 'N' Stuff Shed House; Radio Shack, Red Cross Shoe, Standard Sportswear, Teeks, Waldenbooks, No Name Stores, Lowery Organs, Athlete's World; Motherhood Maternity, Spencer Gifts.

14—NEWSPAPERS: MIRROR [illegible]5 206, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Singel, Adv. Mgr., MIRROR
National Representatives None.

Get a Fantastic Run for Your Dollar in Altoona—

Great Coverage ... Low Line Rate and Best of All — RESULTS!

"Run" regularly in Altoona—it's GOOD for you. A $600 million dollar PLUS market that is growing all the time . . . now the largest shopping area between Harrisburg and Pittsburgh. Retail sales per household are well above Pennsylvania average and family food sales year after year exceed the state average by 10-15%! Great for testing, too . . .

Call or Write Ed Singel

Altoona Mirror

P.O. Box 2008, Altoona, Pa.
16603 (814) 946-7501

Altoona IS Central Pennsylvania

AMBRIDGE, PA.
See BEAVER, PA.

ARNOLD, PA.
See NEW KENSINGTON, PA.

ASHLAND, PA.
See SHENANDOAH, PA.

ATHENS, PA.
See SAYRE, PA.

BANGOR, PA.

1—LOCATION: Northampton County, E&P Map E-2 (In Allentown-Bethlehem-Easton, Pa.-N.J. SMSA). 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2—TRANSPORTATION: Railroads DL&W, Lehigh & New England.
Motor Freight Carriers: 6
Intercity Bus Lines Keystone Tours.
Airlines Eastern, TWA, U.S. Air United.

3—POPULATION:
Corp. City 70 Cen. 5,425; Loc. Est. 5,080
County 70 Cen. 214,368; Loc. Est. 230,060
SMSA 70 Cen. 594,205; Loc. Est. 637,819

4—HOUSEHOLDS:
City 70 Cen. 1,963; Loc. Est. 2,214
County 70 Cen. 68,575; Loc. Est. 85,632
SMSA 70 Cen. 174,905; Loc. Est. 239,082

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	5	$60,000,000
Sav. & Loan Assn.	2	N.A.

6—PASSENGER AUTOS: County 115,763

7—ELECTRIC METERS: Residence 5,225

8—GAS METERS: Residence 3,000

9— PRINCIPAL INDUSTRIES (CZ): Located within city—Slate for Roofing and Blackboards, Textile Products, Heyer Industries (electronics).
Principal Shopping Days Thurs., Fri. and Sat.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:
Shopping Centers Capitol Plaza (Acme Mkt.), Bangor Shopping Center, Laneco, Windgap.

13—RETAIL OUTLETS:
Variety Stores G. C. Murphy.
Chain Drug Stores (CZ) Hy-Lo, Private, Eisenhart's Drugs, Smith's Drugs, Ronco Drugs, Joseph Pharmacy; Sandt's.
Chain Food Supermarkets American (Acme); A&P Food Lane.
Other Chain Stores Army & Navy (clothing).

14—NEWSPAPERS: DAILY NEWS (e-Mon. to Fri.) 3,597; sworn Sept. 30, 1979 (Latest available statement).
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS.
National Representatives Landon Associates, Inc.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA, PA.

1—LOCATION: Beaver County (In Pittsburgh SMSA). E&P Map A-2, County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh, 45 mi. SE of Youngstown, O. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65, and Pennsylvania Tpke.; Beaver Valley Expressway; RT 60.

2—TRANSPORTATION: Railroads Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines Greyhound; Allegheny Port Authority; Inter-City Bus Lines.
Motor Freight Carriers 33
Airlines County Airport.
Ohio River Waterway Carriers: 32, River Lock Tonnage, Annual 18,000,000 Tons.

3—POPULATION:
Corp. Areas 70 Cen. 44,520; Loc. Est. 39,033
Beaver 70 Cen. 6,100; Loc. Est. 6,036
Rochester 70 Cen. 4,819; Loc. Est. 4,547
Ambridge 70 Cen. 11,324; Loc. Est. 9,035
Aliquippa 70 Cen. 22,277; Loc. Est. 19,415
CZ ABC: (70) 113,268; (80) 111,400
RTZ ABC: (70) 24,806; (80) 24,800
SMSA 70 Cen. 2,401,245; Loc. Est. (80) 2,275,788
County 70 Cen. 208,418; Loc. Est. 208,383
City & RTZ-ABC: (70) 138,074; (80) 136,200
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,247; Loc. Est. 2,626
County 70 Cen. 64,113; Loc. Est. 74,045
SMSA 70 Cen. 759,174; Loc. Est. 833,680
CZ ABC: (70) 35,066; (80) 39,100
RTZ-ABC: (70) 7,850; (80) 9,000
City & RTZ-ABC: (70) 42,916; (80) 48,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	16	$220,779,292
Sav. & Loan Assn.	17	$184,800,000

6—PASSENGER AUTOS: County 84,141

7—ELECTRIC METERS: Est. 59,000

8—GAS METERS: Residence Co. Est. 42,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Firms, Number of Employees—Basic Steel 17, 30,000; Steel Fabrication 19, 7,150; Electrical Machy. 2, 3,750; Stone-Clay-Glass 25, 1,820; Chemicals 9, 1,270; Non-Elect. Machy. 13,475; Food 22,380; Mining 21,390.
Principal Industrial Pay Days Thu. and Fri.

10-CLIMATE: Jan. Av. 30; July Av. 73; Average Annual Rainfall: 35 to 39". First Frost: Oct. 10-20. Last Frost: Apr. 30-May 10. Growing Season: Average 163 days.

11—TAP WATER: Varies in communities from 4 to 15 gr., Not fluoridated.

12—RETAILING: Principal Shopping Districts 7 blocks Franklin Ave., Aliquippa; 3 Third St., Beaver; 6 Merchant St., Ambridge; 5 Brighton Ave., Rochester; 4 Penna Ave., Monaca.
Neighorhood Shopping Districts 3 blocks Brodhead Rd. at Sheffield Rd., Aliquippa; 3 Main St., W. Aliquippa 2.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Beaver Valley Mall	108	Gimbels, Hornes, Sears Woolworth
Northern Lights	56	J.C. Penney, Kroger, Shop-N-Save, Hill's
Big Beaver S/C	11	Gaylord, Thorofare
Hopewell S/C	23	G.C. Murphy, Thorofare
Zayre Plaza	5	Zayre
Gee Bee Plaza	2	Gee Bee, Valu King
Green Garden Plaza	8	Hill's, Giant Eagle
K-Mart Plaza	8	K-Mart Auto, Shop-N-Save
Aliquippa S/C	16	
Sheffield Plaza	20	Kroger
Fisher's Big Wheel	2	Fisher's, Shop-N-Save
Chippewa Mall	21	K-Mart, Kroger

Principal Shopping Days Sat., Fri., Mon., Wed., Thu.
Stores Open Evenings Aliquippa—Thu., Sat.; Beaver—Mon. & Fri.; Rochester—Fri.; Monaca—Sat.; New Brighton—Fri.; Mid-land—Tues., Sat., Mon.; Ambridge—Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall—Every Night.

13—RETAIL OUTLETS: Department Stores Sears Roebuck, J.C. Penney, Kaufman's, Gimbels, Jos. Horne.
Discount Stores (CZ) K-Mart; Zayre's, Fisher's; Gaylord's, Hill's, Clabers; Gee Bee.
Variety Stores Murphy, Woolworth.
Chain Drug Stores (CZ) Thrift 4; Rowse 2; Gray's, Economy 2; Health City, Revco.
Chain Food Supermarket Giant Eagle 2; Kroger

5; Economy 4; Golden Dawn 2; Thorofare 1; Foodland; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2
Other Chain Stores: Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2. Shoes: Kinney's, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Women's Apparel, Joan; Men's Apparel: Hughes & Hatchers, Terners, Olikers, Zeiden, Lisle T. Miller, Fishers; Associated Hardware; K-Mart Auto; Sear's Roebuck Auto; J.C. Penney Auto.

14—NEWSPAPERS: BEAVER COUNTY TIMES (e) 51,805, (S) 53,065, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Arthur E. Mayhew, V.P./Gen. Mgr., or Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES.
National Representatives: Landon Associates, Inc.

BEDFORD, PA.

1—LOCATION: Bedford County, E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and Pa. Tpke.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Lincoln Coach.
Airlines: Connection with Blair-Bedford Airport for Allegheny.

3—POPULATION:
Corp. City 70 Cen. 3,302; Loc. Est. 3,297
County 70 Cen. 42,353; Loc. Est. 44,002

4—HOUSEHOLDS:
City 70 Cen. 1,247; Loc. Est. 1,372
County 70 Cen. 13,338; Loc. Est. 15,949

5—BANKS.	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$60,141,000
Sav. & Loan Assn.	1	$24,000,000

6—PASSENGER AUTOS: County 15,242

7—ELECTRIC METERS: Residence 1,834

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mining Tools 349; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furniture & Wheel Goods 421; Westinghouse Electric 75.
Principal Pay Days: Every second Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15. Last killing frost, May 5.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Pitt St., 1 block on S. Juliana St., 2 blocks on Richard St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bedford Plaza	6	Riverside Mkt. Murphy's Mart

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Most close Sat. evening.
Stores Open Evenings: Food—Mon. thru Sat. Other stores-Fri.

13—RETAIL OUTLETS:
Discount Stores (CZ): Surplus Outlet; Army & Navy Discount; Cancellation Shoe; Health Mart; Widmann.
Variety Stores: Murphy; Murphy Mart; Dollar General.
Chain Drug Stores: L.F. Widmann; Health Mart; Rea & Derrick.
Chain Food Supermarkets: A&P; Lowry's IGA; Riverside.
Other Chain Stores: Sears (catalog); J.C. Penney (catalog).

14—NEWSPAPERS: GAZETTE (m) 7,436, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: John W. Zembower Adv. Mgr., GAZETTE.
National Representatives: Landon Associates, Inc.

BELLEFONTE, PA.
See STATE COLLEGE, PA.

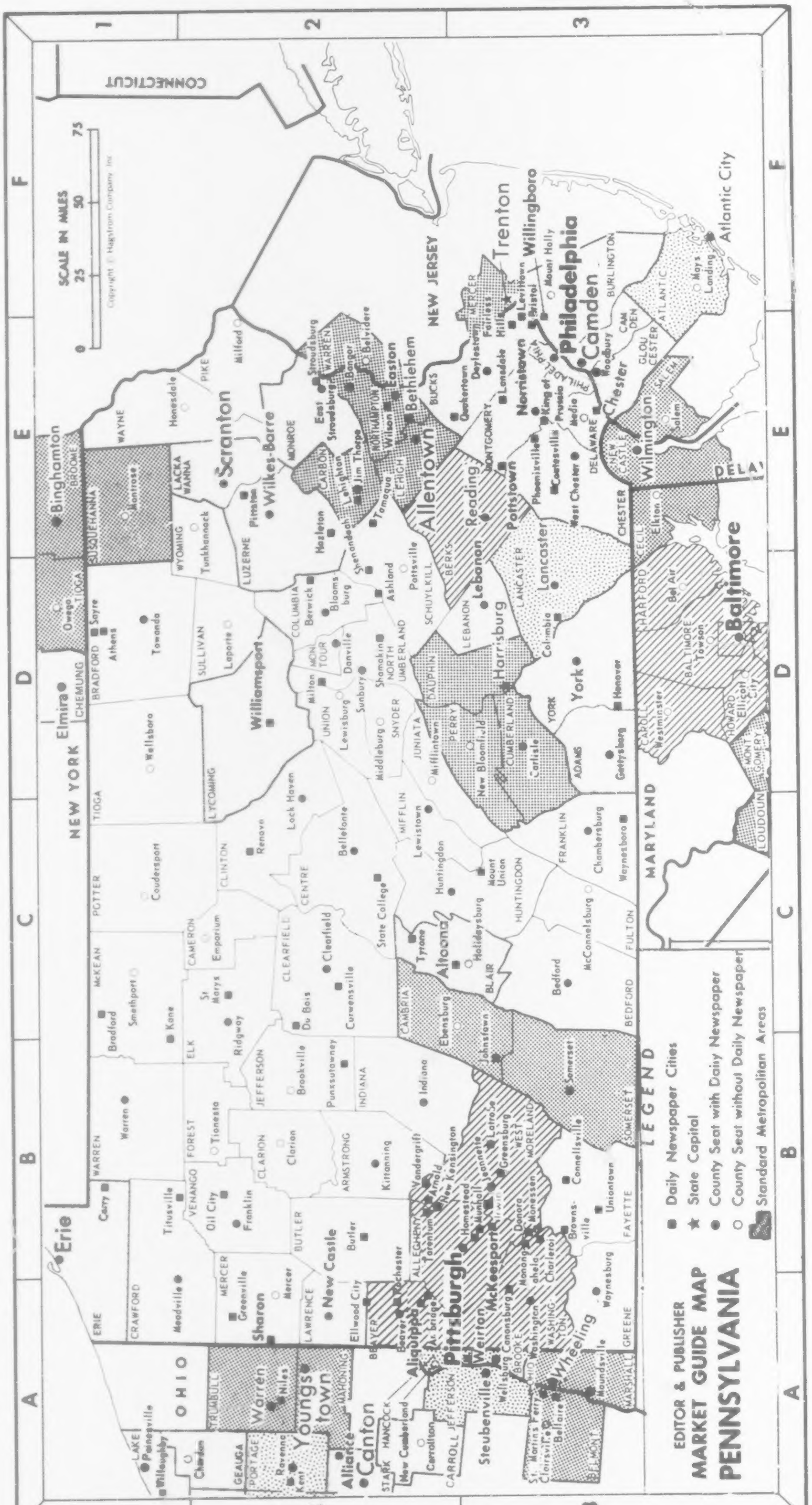
BERWICK, PA.
See BLOOMSBURG, PA.

BETHLEHEM, PA.

1—LOCATION: Lehigh and Northampton Counties (in Allentown-Bethlehem-Easton, Pa.-N.J., SMSA). E&P Map E-2. Mutual City Line (contiguous) with Allentown. 50 mi. N of Phila.; 90 mi. W of NYC.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 43.
Intercity Bus Lines: Greyhound; Martz; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines: United; Eastern; Altair; U.S.Air; Allegheny Commuter.

3—POPULATION:
Corp. City 70 Cen. 72,686; Loc. Est. 71,750
CZ-ABC: (70) 106,240; (80) 108,900
RTZ-ABC: (70) 75,559; (80) 93,000
Lehigh County
 70 Cen. 255,304; Loc. Est. 287,100
Northampton County
 70 Cen. 214,368; Loc. Est. 237,900
SMSA 70 Cen. 594,205; Loc. Est. 657,000


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
▨ Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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A
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3
NEW YORK
NEW JERSEY
CONNECTICUT
OHIO
MARYLAND
DELA
Erie
Binghamton
Elmira
Scranton
Wilkes-Barre
Williamsport
Allentown
Bethlehem
Easton
Reading
Lancaster
Harrisburg
York
Lebanon
Pottstown
Norristown
Philadelphia
Camden
Trenton
Willingboro
Chester
Wilmington
Baltimore
Atlantic City
Altoona
Johnstown
State College
Bedford
Pittsburgh
McKeesport
New Castle
Sharon
Youngstown
Warren
Canton
Alliance
Steubenville
Weirton
Wheeling
Washington
Greensburg
Uniontown
Somerset
Indiana
Butler
Oil City
Franklin
Titusville
Meadville
Bradford
Chambersburg
Gettysburg
Hanover
Carlisle
Pottsville
Hazleton
Sunbury
Lock Haven

BETHLEHEM—continued

City & RTZ-ABC: (70) 181,799; (80) 201,900
Demographic Information available from newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 23,521; Loc Est 26,500
Lehigh Co 70 Cen 83,059; Loc Est 99 400
Northampton Co
70 Cen 68,575; Loc Est 83,500
SMSA 70 Cen 174,905; Loc Est 239,082
CZ-ABC: (70) 33,702; (80) 39,600
RTZ-ABC: (70) 23,332; (80) 32,700
City & RTZ-ABC: (70) 57,034 (80) 72,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$620,112,000
Sav & Loan Assn	3	$168,136,025

6—PASSENGER AUTOS:
Lehigh 116,903 Northampton 115,763

7—ELECTRIC METERS: Res 32,930

8—GAS METERS: Res 16,750

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)— Apparel 23,200 ($121); Primary Metals 15,800 ($407); Electrical Equipment 10,200 ($314); Textiles 5,700 ($181); Transportation 9,400 ($434); Fabricated Metals 9,600 ($292); Food Products 6,000 ($276); Printing 4,450 ($288); Stone Cement 3,200 ($315); Machinery 7,850 ($285); Paper 1,850 ($253); Misc Mfg 1,900 ($221)
Principal Pay Days Wed., Thu., & bi-wkly

10-CLIMATE: Min & Max Temp—Spring 6-86 Summer 45-91, Fall-25-86, Winter-4-62 First killing frost Oct 31 Last killing frost Apr 17

11—TAP WATER: Neutral, very soft, fluoridated

12—RETAILING: Principal Shopping Center 3 blocks on Main, 3 on Broad, 5 on 3rd, 1 on New, 3 on 4th St
Neighborhood Shopping Centers 500 & 600 blks of W Broad St., 700-800 blks of Linden St., Stefko Blvd Lehigh, Westgate Shopping Center, Shoppers Village, K-Mart Plaza

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Lehigh (17)	2½	Jefferson-Ward, Food Lane Acme, Rickel's
Shoppers Village (8)	3	Shop-Well
Stefko Boulevard (24)	3	G.C. Murphy.
Westgate (46)	2½	Hess's Dept., Thrift Drug, George's Foodliner
K-Mart Plaza (-)	5	K-Mart, Thrift Drug, Food Lane

Principal Shopping Days Thu., Fri., Sat
Stores Open Evenings Dept—Mon & Thu., Food— Mon thru Sat

13—RETAIL OUTLETS: Department Stores Orr's, Sears, King's, Hess's
Variety Stores Woolworth, McCrory's, G.C Murphy
Discount Stores Jefferson-Ward, Two Guys, K-Mart, Lane's, Rickel's, Jamesway
Chain Drug Stores (CZ) Rite Aid, Thrift Drug, Regal, Rea & Derick
Chain Food Supermarkets Acme-American 5, IGA 5, A&P 1, Shop-Rite, Mkt Operators 3, Food Lane 5
Other Chain Stores Triangle Shoe, Kinney (shoe), Sherwin-Williams, Finneran & Haley Inc (paints), M.A.B. Paints, Penn Jersey (auto), Miles Shoes, Pic-Way Shoes, Tag Way Shoes, Kay Jewelers, Hickory Farms, Singer Co

14—NEWSPAPERS: GLOBE-TIMES (e) 34,696, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Robert F Noctor, Adv Dir., GLOBE-TIMES
National Representatives Landon Associates, Inc

BLOOMSBURG-BERWICK, PA.

1—LOCATION: Columbia County, E&P Map D-2 (Bloomsburg is County Seat) Along Susquehanna River; on U.S Hwy 11, near Interstate 80

2—TRANSPORTATION: Railroads Erie Lackawanna; Reading
Motor Freight Carriers 10
Intercity Bus Lines Greyhound, Continental Trailways, Lakes to Sea
Airlines Eastern; U.S Air

3—POPULATION:
Corp Cities 70 Cen 23,926, Loc Est 25,288
Bloomsburg 70 Cen 11,652, Loc Est 13,185
Berwick 70 Cen 12,274, Loc Est 12,103
City Zone, Loc Est 50,000
County 70 Cen 55,114, Loc Est 60,005

4—HOUSEHOLDS:
Cities 70 Cen 7,793, Loc Est 9,590
County 70 Cen 17,550, Loc Est 22,281

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav & Loan Assn	3	$10,058,450
Commercial Banks	9	$89,763,428

6—PASSENGER AUTOS: County 27,009

7—ELECTRIC METERS: Res Est 9,500

8—GAS METERS: Res Est 5,700

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metal Production 1,800, Apparel 1,309; Textiles 358; Food Products 1,221; Tobacco Mfg 780; Also Mfg of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fabrication, Truck Bodies, Springs, Railroad Car Underframes, Paper Containers
Principal Industrial Pay Days Thu., Fri

10-CLIMATE: Min & Max Temp—Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct 10 Last killing frost, Mar 28

11—TAP WATER: Soft, alkaline; not fluoridated

12—RETAILING: Principal Shopping Center In Berwick 4 blocks on Front, Market and Mulberry Sts
Neighborhood Shopping Centers 9th and Pine, LaSalle, Market and Summerhill Ave., Poplar and W Front, 12th & Pine, Rte 11 at Briar Creek In Bloomsburg Market St Shpg Ctr (6 units)

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Scott Town	5/120	Acme, K-Mart Fashion Bug Rea & Derick, Sears
Nichols Mall		Giant Food, S.E. Nichols
Berwick (Front St.)	5/300	Acme, K-Mart
Market St	7/350	A&P

Principal Shopping Days Thu., Fri & Sat
Stores Open Evenings Thu & Fri

13—RETAIL OUTLETS: Department Stores J.C Penney, Sears, Montgomery Ward
Discount Stores Ames, Nichols Discount City, K-Mart
Variety Stores J. J. Newberry
Chain Drug Stores (CZ) Eppley, Moyer, Rea & Derick, Medicine Shoppe, Rite-Aid, Revco
Chain Food Supermarkets Weis, A&P, Acme, Giant
Other Chain Stores Raub's (shoes); Walker's (jewelry), Smart Shop (women's wear), Sharping Shoes, Racusin's, American Auto (variety), Brozman's (women's wear), Claster's (building supplies)

14—NEWSPAPERS: BLOOMSBURG PRESS (m) 12,113 BERWICK ENTERPRISE (e) 7,670 Comb, (m&e) 19,783, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data J. Stephen Buckley, Mkt Dir., PRESS-ENTERPRISE INC
National Representatives Landon Associates, Inc

BRACKENRIDGE, PA.
See NEW KENSINGTON, PA.

BRADFORD, PA.

1—LOCATION: McKean County, E&P Map C-1 Crude oil production center, 72 mi S of Buffalo, 158 mi N of Pittsburgh

2—TRANSPORTATION: Railroads Baltimore & Ohio, Conrail; Erie-Lackawanna
Motor Freight Carriers 6
Intercity Bus Lines Edwards Lake-to-Sea, Bluebird, Seaway
Airlines USAir

3—POPULATION:
City 70 Cen 12,672, Loc Est 11,020
County 70 Cen 51,915, Loc Est 51,863
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 4,456, Loc Est 4,472
County 70 Cen 16,852, Loc Est 19,381

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$62,182,000
Sav. & Loan Assn	2	$59,000,000

6—PASSENGER AUTOS: County 18,245

7—ELECTRIC METERS: Residence 8,796

8—GAS METERS: Residence 9,764

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Steel Fab 1,824; Refinery 823, Oil Production, 3,500, Resistors 837, Cigarette Lighters 571, Electronics 1,200, Silicon 112; Brick 75, Labels 61; Corrugated Container 273; Oil Well Supplies 200
Principal Pay Days Mfg Tues & Thu., Offices Fri

10-CLIMATE: Min & Max Temp—Spring 20-60, Summer 50-90, Fall 30-70; Winter O-40 First killing frost, Oct 15 Last killing frost, Apr 5

11—TAP WATER: Acid, very soft

12—RETAILING: Principal Shopping Center Main St., intersecting streets and Foster Brook Crossroads
Principal Shopping Days Tues., Thu., Fri
Stores Open Evenings Dept Fri., Food week nights

13—RETAIL OUTLETS: Department Stores J.C. Penney, Clarks, Woolworth's, K-Mart
Variety Stores McCrory
Discount Stores Clarks, Revco., Fishers Big Wheel
Chain Drug Stores (CZ) Rea & Derick, Ott & McHenry 2
Chain Food Supermarkets Bells, Sal's Super Mkt 3, Quality, Tops Super Market
Other Chain Stores Browns's Boot, Ash Shoe, Sears (catalog), Montgomery Ward (catalog), Wise Gray Auto, Firestone, Monroe, Goodgea

14—NEWSPAPERS: ERA (m) 12,869, sworn Sep 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data H.L Woodruff, Gen Mgr., ERA
National Representatives Landon Associates, Inc

BRISTOL, PA.
See LEVITTOWN, PA.

BROWNSVILLE, PA.

1—LOCATION: Fayette County, E&P Map B-3 36 m S of Pittsburgh on the Monongahela River On Natl Hwy., U.S Hwy 40, State Hwy 88

2—TRANSPORTATION: Railroads Monongahela, P&LE; Penn-Central
Intercity Bus Lines California

3—POPULATION:
Corp City 70 Cen 4,856; Loc Est 5,438
CZ ABC (70) 8,845, (80) 9,200
RTZ-ABC (70) 58,195, (80) 59,300
County 70 Cen 154,667; Loc Est 157,641
City & RTZ-ABC (70) 67,040; (80) 68,500

4—HOUSEHOLDS:
City 70 Cen 1,816; Loc Est 2,305
County 70 Cen 49,108; Loc Est 57,826
CZ ABC: (70) 3,163; (80) 3,700
RTZ-ABC (70) 18,239; (80) 21,300
City & RTZ-ABC (70) 21,402, (80) 25,000

5—BANKS: 2 Comm Dep $197,230,430

6—PASSENGER AUTOS: County 67,895

7—ELECTRIC METERS: Residence 3,703

8—GAS METERS: Residence 3,901

9— PRINCIPAL INDUSTRIES (CZ): Coal and Coke, Steel Barges

11—TAP WATER: Neutral, hard

12—RETAILING:
Principal Shopping Days Fri., Sat

13—RETAIL OUTLETS: Department Stores Karts
Variety Stores G.C Murphy, Autenreith's
Chain Drug Stores in City Zone Thrift
Chain Food Supermarkets A&P, Foodland, Super Dollar, Gee Bee

14—NEWSPAPERS: TELEGRAPH (e) 7,513; Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data William Conaway, Adv Mgr., TELEGRAPH
National Representatives None

BUTLER, PA.

1—LOCATION: Buler County, E&P Map B-2, County Seat 30 mi N of Pittsburgh, 60 mi S of Erie, 50 mi E of Youngstown On U.S Hwys 8 (Wm Penn) and 422 (Benj. Franklin) and State Hwys 68 and 356

2—TRANSPORTATION: Railroads Bessemer & Lake Erie, Chessie System
Motor Freight Carriers 11
Intercity Bus Lines Greyhound, Lincoln

3—POPULATION:
Corp City 70 Cen 18,691, Loc Est 19,652
CZ ABC (70) 53,374; (80) 56,900
RTZ-ABC: (70) 94,460; (80) 109,400
County 70 Cen 127,941, Loc Est 147,458
City & RTZ-ABC (70) 147,834; (80) 166,300

4—HOUSEHOLDS:
City 70 Cen 6,696, Loc Est 8,267
County 70 Cen 37,216, Loc Est 47,500
CZ ABC (70) 16,579, (80) 20,300
RTZ-ABC (70) 26,630; (80) 35,100
City & RTZ-ABC (70) 43,209; (80) 55,400

5—BANKS: Comm 6, Sav & Loan 5

6—PASSENGER AUTOS: County 60,127

7—ELECTRIC METERS: Residence 25,500

8—GAS METERS: Residence 11,298

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Iron Ore Sintering 400, Freight Cars 2,800; Steel 3,200, Auto Sup 200, Life Ins 300, Electronic Control 400, Oil Well Drilling 300, Rubber Spec 275 Steel Pipe 250, Industrial gases 75, Garments 300, Metal Stampings 150, Fertilizer 75, Feed & Farm Sup 150, Recovery Steel Scrap 100; Oil & Gas Well Sup 75, Poultry & Dairy, Hdwr Auto Supplies 350, Staples 200, Paper 140, Packaging 100

10-CLIMATE: Average Temp—Annual Average 50; Jan., Feb., Mar 31, Apr., May, June 58; July, Aug., Sept 69; Oct., Nov., Dec 41

11—TAP WATER: Alkaline, soft, not fluoridated

12—RETAILING: Principal Shopping Center 6 blocks on Main St.; 2 on Jefferson, 2 on Cunningham, 2 on Centre Ave
Shopping Centers Bon Aire, Point Plaza, Greater Butler Mart, Butler Mall Clearview Mall (pending)
Principal Shopping Days Dept & Clothing—Mon., Fri., Sat., Food—Thu., Fri., Sat
Stores Open Evenings Dept—Mon., Thu., Fri., Food—Mon., Sat., Super Mkt—Daily to 9, Down Town—Mon to Fri to 9, Malls—9 to 9

13—RETAIL OUTLETS: Department Stores Troutman's, Montgomery Ward, J.C Penney
Discount Stores (CZ) Associated Hdwr., K-Mart, Murphy Mart, Fisher's Big Wheel, Zayre, Gaylords
Variety Stores G.C Murphy, Woolworth
Chain Drug Stores (CZ) Sun 4, Thrift 2, White Cross, Rite Aid 2
Chain Food Supermarkets Thorofare Foodland 8, Kroger 1, Shop 'N Save 3
Other Chain Stores Firestone, Goodyear, Singer Co., G.R Kinney (Shoes)

14—NEWSPAPERS: EAGLE (e) 31,029; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Vernon L Wise, Jr., Bus Mgr., EAGLE
National Representatives Landon Associates, Inc

CANONSBURG, PA.

1—LOCATION: Washington County (In Pittsburgh SMSA) E&P Map A-3 20 mi SSW of Pittsburgh

2—TRANSPORTATION: Railroads Conrail.
Intercity Bus Lines Suburban Lines, Greyhound
Motor Freight Carriers 9

3—POPULATION:
Corp City 70 Cen 11,439, Loc Est 11,581
County 70 Cen 210,876, Loc Est 216,493
SMSA 70 Cen 2,401,245; Loc Est 3,275,788

4—HOUSEHOLDS:
City 70 Cen 3,712; Loc Est 4,382
County 70 Cen 66,149; Loc Est 79,260
SMSA 70 Cen 759,174; Loc Est 833,680

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$543,242,000
Savings Banks	3	$75,834,000

6—PASSENGER AUTOS: Valley 18,010, County 90,114

7—ELECTRIC METERS: Valley 20,077

8—GAS METERS: Valley 19,264

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Transformers 1,400 ($200), Electronics 1,000 ($182), Mining 3,500 ($225)
Principal Industrial Pay Days Thu & Fri

10-CLIMATE: Min. & Max. Temp—Spring 36-64, Summer 57-86, Fall 39-67, Winter 20-41

11—TAP WATER: Alkaline, very hard

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Donaldson Crossroads (33)	1	Murphy's Mart, Kroger
Washington Mall (70)	6	J.C. Penney, K-Mart
Franklin Mall (46)	9	Hills, Sears
Great Southern (45)	4	J.C. Penney
Gee Bee Plaza (-)	3	Gee Bee

Other Shopping Centers South Hills Village, Falcon Plaza
Principal Shopping Days Thu., Fri., Sat

13—RETAIL OUTLETS: Department Stores
Variety Stores McCrory's, Murphy's Mart, American Hardware
Chain Drug Stores (CZ) Sun, Health Mart
Chain Food Supermarkets Thorofare; Kroger's Foodland 2, Shop N Save; A&P 2

14—NEWSPAPERS: NOTES (e-Mon. to Fri.) 3,132; sworn Sept 30, 1978 (latest statement available).
Local Contact for Advertising and Merchandising Data Robert Kaminski, Gen Mgr., NOTES
National Representatives None

CARLISLE, PA.

1—LOCATION: Cumberland County (In Harrisburg SMSA) E&P Map D-3, County Seat Educational. Light mfg center 125 mi from Phila On U.S. Hwy 11 and I-81, State Hwys 33, 34, 74, 641 I-76 (Pennsylvania Turnpike)

2—TRANSPORTATION: Railroads Conrail, Reading
Motor Freight Carriers 5
Intercity Bus Lines Wolf, Greyhound, C. C. Rider
Airlines TWA, U.S Air, Commuter, Altair Airline.

3—POPULATION:
Corp City 70 Cen 18,079, Loc Est 19,211
CZ ABC (70)23,342, (80)26,300
RTZ-ABC (70)24,742, (80)27,400
SMSA 70 Cen 410,626, Loc Est 435,572
County 70 Cen 158,177, Loc Est 176,020
City & RTZ-ABC (70)48,084, (80)53,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 5,822, Loc Est 7,238
County 70 Cen 48,291, Loc Est 62,918
SMSA 70 Cen 133,227, Loc Est 162,828
CZ ABC (70)7,327; (80)9 400
RTZ-ABC (70)7,303, (80)9,300
City & RTZ-ABC (70)14,630, (80)18,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$324,000,000
Sav & Loan Assn	2	$61,000,000

6—PASSENGER AUTOS: County 86,748

7—ELECTRIC METERS: C&RTZ 16,790

8—GAS METERS: C&RTZ 5,823

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Rugs-Carpets 1,450, Shoes 688, Tires 725, Crystals 518, Misc 1,074 (Av Wkly Wage—$215)
Principal Indusrial Pay Days Thu & Fri

10-CLIMATE: Average Temp—Spring 51, Summer 73, Fall 54, Winter 31 First killing frost, Oct 5 Last killing frost, Apr 15

11—TAP WATER: Alkaline, soft

12—RETAILING: Principal Shopping Center 10 bl. on Hanover, High, Louther & Pitt Sts

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	37,244,196	45,154,079	47,179,616	4,615	2,188,174	2,357	6,500,187	14,515	10,670,944	7,087	7,643,757	8,994	4,685,354	7,640	2,390,414	6,810	1,983,628	21,361	3,681,119	2,705	1,374,137
STANDARD METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem-Easton, Pa.-N.J.	2,106,565	2,554,250	2,665,838	227	118,757	112	393,928	712	632,166	385	389,196	520	257,047	373	105,966	398	115,580	1,187	206,386	120	72,853
Altoona, Pa.	462,184	551,009	572,375	67	36,715	32	101,503	172	134,655	128	93,367	109	44,165	65	25,685	83	27,016	234	38,479	27	16,725
Binghamton, N.Y.-Pa.	917,867	1,067,663	1,091,974	129	52,183	60	118,525	326	276,590	206	180,024	248	121,691	171	50,801	171	44,829	587	85,654	67	41,027
Erie, Pa.	875,556	1,094,998	1,149,138	119	67,002	56	181,646	264	216,217	200	203,756	232	144,612	166	52,604	161	51,539	513	86,876	58	37,609
Harrisburg, Pa.	1,655,848	1,998,587	2,083,003	170	92,121	84	259,165	488	458,867	269	313,546	371	229,211	266	95,387	285	82,612	728	164,030	97	65,040
Johnstown, Pa.	797,146	909,887	936,923	127	59,117	56	148,338	320	212,209	208	179,712	242	88,431	108	31,777	150	41,425	482	60,261	45	24,773
Lancaster, Pa.	1,166,508	1,478,857	1,555,186	157	127,482	76	187,123	514	331,294	293	246,661	248	152,225	201	72,786	270	79,869	518	116,375	58	39,053
Northeast Pennsylvania, Pa.	1,990,711	2,364,189	2,455,281	282	120,492	152	371,214	1,017	590,168	436	349,905	580	233,869	461	110,431	428	98,965	1,726	196,653	165	77,185
Philadelphia, Pa.-N.J.	14,787,379	17,944,424	18,708,773	1,458	628,750	826	2,504,847	5,730	4,198,108	1,816	2,805,315	2,742	1,645,703	3,515	1,137,729	2,426	805,393	7,790	1,606,406	1,116	529,205
Pittsburgh, Pa.	7,526,765	9,106,624	9,499,496	789	394,805	334	1,644,694	2,519	2,102,912	1,140	1,636,618	1,713	947,905	1,304	466,638	1,182	397,416	4,084	754,516	549	288,246
Reading, Pa.	1,024,758	1,278,269	1,341,256	126	46,386	62	214,839	413	284,628	194	220,493	219	119,624	190	73,774	204	54,053	583	109,695	38	25,887
Williamsport, Pa.	384,638	567,608	690,907	47	31,476	33	103,919	138	130,901	91	125,056	96	65,911	68	45,793	75	42,806	235	35,137	37	15,203
York, Pa.	1,133,027	1,474,162	1,558,624	154	86,966	69	211,878	416	358,992	327	243,782	282	148,866	196	60,771	274	76,565	533	117,846	66	33,746
COUNTIES, Cities																					
ADAMS	147,969	187,637	197,368	27	10,812	7	9,872	80	49,332	64	33,476	58	24,338	35	4,313	49	9,750	117	21,477	9	4,159
Gettysgurg	44,604	100,018	105,092	9	4,365	11	8,077	25	24,641	23	20,134	25	10,459	18	3,658	13	3,193	38	12,265	4	3,521
ALLEGHENY	5,090,376	6,074,602	6,321,338	436	209,482	199	1,131,603	1,583	1,379,829	620	1,077,181	989	566,607	840	321,200	769	267,472	2,767	541,071	380	206,360
Brackenridge	8,620	10,886	11,641	1	269			7	6,435	3	2,399	1	222	1	53			6	441	1	260
Clairton	27,511	32,650	33,892	5	3,105	3	1,338	24	11,645	11	3,807	9	4,078	4	859	6	117	42	4,339	3	1,544
Duquesne	30,691	35,609	36,798	2	637	2	4,270	11	14,862	4	3,323	7	4,211	3	300	3	1,148	33	2,963	4	2,675
McKeesport	128,065	158,677	125,640	15	6,354	6	9,185	59	33,367	19	22,457	25	8,526	25	13,775	19	7,198	87	9,124	8	4,511
Monroeville	427,683	579,640	617,679	15	14,311	14	178,420	32	57,805	26	142,489	38	32,099	70	60,738	48	33,644	63	33,631	9	8,733
Pittsburgh	1,515,615	1,542,646	1,552,891	96	25,404	54	289,156	528	280,795	131	203,520	209	105,957	342	122,907	225	71,519	1,051	182,030	131	58,496
Tarentum	27,423	34,796	37,253	8	6,596	1	1,015	15	8,181	9	9,511	9	3,043	8	1,516	7	1,807	15	1,426	4	2,383
ARMSTRONG	197,015	223,028	229,272	41	16,182	21	18,822	93	66,839	58	45,641	95	28,585	42	6,087	51	10,423	136	16,371	18	7,881
Kittanning	72,483	81,893	84,132	7	3,158	7	12,986	17	19,805	18	16,385	20	7,217	13	3,126	19	5,264	37	7,440	6	3,448
BEAVER	596,239	746,862	784,007	79	32,075	33	169,106	211	189,204	110	106,344	152	83,424	115	36,948	92	27,400	359	52,150	42	22,857
Aliquippa	67,293	77,382	79,818	10	2,228	2	5,301	43	38,137	12	8,641	18	9,656	11	2,285	11	671	57	5,248	7	3,642
Ambridge	50,588	56,611	58,036	7	5,288	1	2,546	20	11,134	16	19,551	10	4,036	14	2,384	13	2,245	52	4,501	6	2,248
Beaver	29,929	38,100	40,824	4	1,171	1	3,798	10	7,500	9	12,302	12	7,481	7	993	5	635	9	1,073	4	2,271
Rochester	36,810	47,361	50,878	3	662	1	18,638	11	8,710	8	4,306	7	6,830	3	848	5	2,193	25	3,895	2	2,222
BEDFORD	140,682	164,447	170,172	21	8,452	19	8,191	61	28,325	47	23,230	74	59,256	26	3,194	27	4,168	87	18,678	10	2,859
Bedford	44,294	51,504	53,907	6	1,185	4	4,591	8	14,620	8	4,249	11	13,886	12	1,362	10	2,067	16	3,311	5	1,474
BERKS	1,024,758	1,278,269	1,341,256	126	46,386	62	214,839	413	284,628	194	220,493	219	119,624	190	73,774	204	54,053	583	109,695	38	25,887
Reading	260,298	275,675	279,689	25	6,100	24	25,254	138	43,606	45	46,907	57	30,281	84	33,668	53	13,792	221	21,514	12	4,957
BLAIR	462,184	551,009	572,375	67	36,715	32	101,503	172	134,655	128	93,367	109	44,165	65	25,685	83	27,016	234	38,479	27	16,725
Altoona	223,077	266,429	276,905	30	19,151	12	25,007	97	71,223	36	36,085	45	20,309	36	16,587	42	19,014	138	25,358	14	11,420
Tyrone	24,858	29,438	30,964	5	1,822	4	1,420	11	9,947	8	5,778	7	2,721	6	1,665	4	1,223	11	1,584	5	1,322
BRADFORD	167,519	208,450	218,393	30	16,633	16	16,873	66	51,498	62	56,740	42	19,510	36	7,991	31	7,438	100	10,766	18	7,701
Athens	18,077	21,219	22,266	1	827			3	98	7	15,727	3	2,593			2	803	8	684	1	1,002
Sayre	29,612	36,523	38,827	4	2,183	1	1,707	7	5,366	7	9,889	4	2,632	13	4,021	9	2,672	19	2,321	4	1,730
Towanda	16,674	20,662	21,991	5	1,142	2	2,569	5	5,850	4	3,778	2	1,378	5	973	6	866	11	901	6	1,105
BUCKS	1,788,843	2,286,326	2,408,740	195	109,780	67	352,409	463	520,577	251	472,974	314	206,422	319	101,925	243	90,543	667	176,023	91	49,313
Bristol	42,739	161,906	166,901	12	11,130	2		17	66,636	9	29,995	14	21,600	10	1,243	10	5,080	39	14,898	3	4,267
Doylestown	66,823	82,665	86,539	11	2,274	5	7,228	15	22,260	8	9,340	13	7,888	24	4,743	18	4,265	20	5,753	5	3,762
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	108,381	145,284	154,514	11	4,606	6	20,565	35	33,860	23	35,762	13	10,403	22	7,042	23	10,969	39	10,579	4	5,713
Warminster	70,710	138,688	161,347	5	11,251	6	8,950	29	53,565	11	34,070	18	20,521	8	2,952	10	1,812	28	11,060	6	2,268
BUTLER	417,494	552,596	586,560	81	46,608	26	67,097	145	127,621	114	111,595	134	89,947	57	23,059	80	24,406	215	42,688	27	15,057
Butler	105,670	122,104	126,039	20	9,037	8	8,151	48	21,635	38	21,908	29	13,618	30	15,125	32	7,855	62	9,946	10	4,445
CAMBRIA	603,504	677,552	695,313	79	47,000	39	131,686	224	156,435	126	119,580	158	54,724	80	25,495	105	30,807	345	42,125	35	18,901
Johnstown	162,210	182,586	187,466	12	8,686	8	21,767	75	41,736	29	50,777	32	10,702	26	6,264	29	12,006	105	12,538	8	6,112
CAMERON	15,801	19,847	20,841	5	804	3	1,546	10	7,359	5	2,559	12	2,937	7	758	4	393	21	1,357	3	316
CARBON	132,706	161,856	170,722	23	9,582	15	12,026	73	48,974	39	31,040	59	21,405	23	3,648	34	6,915	127	9,031	12	6,323
Jim Thorpe	8,859	10,787	11,430	2	361	2	314	6	4,706	1	182	6	3,253			5	211	11	417	1	236
Lansford	14,891	17,689	18,622	2	2,213	3	2,153	8	5,611	5	3,312	6	619	4	468	3	1,368	13	386	3	530
Lehighton	59,435	69,776	73,223	7	2,718	4	4,105	22	25,484	15	15,261	19	10,823	8	1,098	14	2,969	38	4,139	4	4,471
Palmerton	16,341	27,940	31,806	6	1,865	1	3,858	16	8,407	6	6,623	15	2,683	7	2,082	1	854	23	1,278	3	1,022
CENTRE	354,181	409,288	422,537	47	28,162	20	49,370	102	111,383	80	66,630	85	34,310	67	21,347	82	18,056	148	32,225	19	11,257
Bellefonte	46,769	54,422	56,973	8	4,633	2	2,107	17	16,103	13	13,192	10	4,190	7	389	10	3,703	19	2,087	4	2,249
State College	140,091	157,181	161,289	9	11,437	7	16,167	25	37,995	20	20,924	18	8,663	42	13,594	32	6,583	54	19,675	6	5,743
CHESTER	892,494	1,220,879	1,304,358	133	85,311	38	107,571	321	323,169	169	243,656	215	122,980	170	50,247	170	49,325	366	96,639	48	38,283
Coatesville	46,465	52,319	53,747	9	2,907	4	3,887	38	11,864	10	4,450	16	7,764	17	4,527	12	3,438	25	2,216	7	2,877
Phoenixville	62,038	84,365	90,001	14	6,968	3	618	25	22,461	12	17,228	17	7,808	23	3,370	15	3,641	26	9,355	5	6,780
West Chester	81,090	95,778	99,313	10	2,701	3	3,032	46	13,112	14	23,267	18	7,337	19	5,931	28	8,051	48	10,006	5	1,959
CLARION	129,334	158,792	165,899	29	13,795	11	9,828	59	39,151	37	32,696	57	26,909	24	8,077	34	5,508	67	11,020	8	4,142
CLEARFIELD	286,299	345,866	360,426	46	26,963	15	29,957	80	75,475	83	71,437	105	67,533	47	15,740	46	10,870	112	15,889	17	8,363
Clearfield	78,383	92,283	95,604	10	2,587	6	11,243	13	15,126	24	19,878	16	15,949	16	6,544	11	3,002	24	3,944	6	3,270
Curwensville	15,691	20,430	22,009	4	3,828			3	5,229	5	1,598	5	6,801	2	866	1	675	7	808	3	996
Du Bois	87,941	97,865	100,260	12	8,417	4	16,656	14	23,215	21	19,142	20	7,735	19	5,583	14	2,790	24	5,045	5	3,322
CLINTON	128,475	160,997	169,088	17	7,605	13	8,591	39	33,154	33	39,970	37	34,437	22	7,441	21	5,871	76	8,782	10	4,046
Lock Haven	65,959	75,615	77,929	6	4,303	4	2,149	20	22,425	14	20,086	10	3,780	16	6,601	9	3,785	37	4,821	6	2,104
Renovo	9,801	12,992	14,055	1	361	1	835	6	3,584	4	3,358	6	2,373	3	434	1	211	10	606	2	1,002
COLUMBIA	184,791	238,157	251,365	25	14,509	19	30,927	87	59,566	65	35,762	64	34,490	55	11,848	37	7,410	117	14,885	15	8,536
Berwick	64,029	78,670	82,230	9	5,652	6	5,186	25	22,912	19	16,251	12	6,981	22	3,986	10	1,246	37	3,200	4	2,404
Bloomsburg	90,329	120,988	128,654	9	5,029	7	22,921	29	25,238	28	16,557	26	18,099	25	7,251	17	4,351	44	8,703	6	4,988
CRAWFORD	253,887	311,627	325,699	58	25,055	25	35,924	100	71,770	85	62,439	90	35,953	57	14,598	51	11,970	160	26,787	25	10,951
Meadville	97,442	123,958	130,471	19	6,793	6	7,459	29	30,417	21	24,276	28	13,927	28	11,296	19	4,935	63	14,585	9	4,412
Titusville	47,467	52,432	53,644	9	2,626	5	7,665	13	12,138	16	10,178	20	5,785	18	2,033	8	2,472	21	2,790	3	1,822
CUMBERLAND	736,017	932,087	980,457	80	47,861	30	114,817	184	196,760	113	146,617	156	102,676	112	44,050	120	44,713	229	71,897	37	29,435
Carlisle	134,326	161,236	167,735	13	9,703	8	22,862	46	38,829	29	20,105	37	16,3[illegible]7	33	9,370	26	6,444	63	13,018	9	3,625
DAUPHIN	847,841	987,712	1,022,089	78	41,369	44	141,967	264	241,659	121	146,089	185	114,818	148	51,053	152	35,289	448	87,237	54	33,678
Harrisburg	223,792	226,751	228,007	11	3,658	13	34,660	88	35,256	18	43,830	53	17,778	47	19,056	34	6,404	181	23,698	23	12,943
DELAWARE	1,841,079	2,148,027	2,222,701	172	56,251	76	368,343	605	516,883	204	326,343	351	207,442	347	116,974	269	77,408	843	166,490	131	66,576
Chester	97,957	98,594	99,004	10	4,762	9	1,638	70	25,826	15	18,974	18	7,634	22	4,490	13	3,396	109	9,220	9	2,573
ELK	87,398	110,268	115,873	19	7,627	7	9,862	47	32,566	25	19,614	39	12,734	30	4,622	24	4,830	62	5,745	8	4,025
Ridgeway	17,413	21,570	22,955	4	1,044	1	1,110	12	7,005	6	4,106	8	3,466	10	1,436	4	629	14	1,651	2	724
St. Marys	49,163	61,280	65,319	7	5,843	5	8,444	18	16,974	13	10,624	14	4,544	14	2,665	13	2,665	19	2,377	4	2,219
ERIE	875,556	1,094,998	1,149,138	119	67,002	56	181,646	264	216,217	200	203,756	232	144,612	166	52,604	161	51,539	513	86,876	58	37,609
Corry	[illegible]0,245	39,929	43,157	6	3,105	4	7,771	11	11,075	11	5,385	10	5,431	9	982	6	447	19	2,502	4	3,215
Erie	372,012	423,236	435,473	37	30,199	21	29,386	138	107,971	60	73,340	89	40,788	70	18,249	70	30,366	256	38,266	28	19,000

continued page 348

CARLISLE—continued

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Carlisle Plaza Mall	3/4	K-Mart, Giant Food, Bon-Ton, Rea & Derick
M.J.Carlisle Mall	1/2	Montgomery Ward, Peoples Drug, Woolco, A&P

Principal Shopping Days: Mon., Fri., Sat.
Stores Close: Sunday
Stores Open Evenings: Department Stores: Mon., Fri.; Food—Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Bon Ton; K-Mart; Woolco
Variety Stores: Woolworth 2; G. C. Murphy
Chain Drug Stores: Peoples 1; Rea & Derick, Drug Fair, MGM Pharm., Rite Aid.
Chain Food Supermarkets: A&P; Giant 2; Safeway; IGA 3; Food Rite 2; Weis Mkt; Hancy Mkt. 4, Hattie Harris; 7-Eleven 2.
Other Chain Stores: Sherwin-Williams, Firestone, Joe the Motorists' Friend; Miller's Auto; Andrews Furn.; Feel Fine; Kinney's Shoe; So-Fro Fabrics; N. B. Liebmans, Radio Shack; Kay Jewelers; Sears, Mary Carter Paint, Mar; Fashion Bug, Action Hardware, Hanover Shoe, Gordan's Jewelry, Health Mart, Jo-Ann Fabrics; Wengers, Goodyear.

14—NEWSPAPERS: SENTINEL (e) 15,007, Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John D. Souza, Adv. Dir., SENTINEL.
National Representatives: Landon Associates, Inc.

CHAMBERSBURG, PA.

1—LOCATION: Franklin County, E&P Map C-3, County Seat. On U.S. Hwy. 11, 30, Interstate 81, and five Pa. Routes. South Central Part of State. 84 mi. to Baltimore, Washington, 92 mi., Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2—TRANSPORTATION: Railroads: Western Maryland (freight); Conrail (freight).
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 17,315; Loc. Est. 16,000
CZ ABC: (70) 17,315; (80) 16,000
RTZ-ABC: (70) 70,165; (80) 79,900
County 70 Cen. 100,833; Loc. Est. 107,096
City & RTZ-ABC: (70) 87,480; (80) 95,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,067; Loc. Est. 6,691
County 70 Cen. 31,277; Loc. Est. 38,774
CZ ABC: (70) 6,067; (80) 6,400
RTZ-ABC: (70) 20,486; (80) 27,100
City & RTZ-ABC: (70) 26,553; (80) 33,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$213,774,348
Sav. & Loan Assn.	1	$17,861,000

6—PASSENGER AUTOS: County 46,392

7—ELECTRIC METERS: Residence 6,343

8—GAS METERS: Residence 3,788

9— PRINCIPAL INDUSTRIES (CZ): Men's & Women's Clothing; Food Processing & Packaging, Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31. Last killing frost, May 9.

11—TAP WATER: Acid, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St. 3, Lincoln Way 2.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southgate Mall	22	Penney, People's Drug Miller's Auto Supply
Lincoln Way	16	Acme Mkt., Thrift, A&P Nichols
K-Mart	6	K-Mart, Giant Food, Keystone Drug

Principal Shopping Days: Fri., & Sat.
Stores Open Evenings: Dept. Mon. & Fri.; Food and Discount every evening.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, Penney; Tobey's; Eyerly's.
Discount Stores (CZ): Central Tractor, Moore's, Nichols.
Variety Stores: McCrory's; Newberry; K-Mart.
Chain Drug Stores (CZ): Peoples 1, Thrift 1, Keystone, Drug Fair.
Chain Food Supermarkets: Acme 2, A&P 2, Associated Grocers 19; Weis Markets, Giant; Cressler's, Safeway, Sunnyway.
Other Chain Stores: Aqway, Inc.; Carvel Corp., Goodrich; Worth's; Montgomery Ward (mail order), Essis & Sons, Firestone, General Tire, S&H Green Stamps; Endicott-Johnson; Sherwin-Williams.

14—NEWSPAPERS: PUBLIC OPINION (e) 19,825; March 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William L. Upperman, Adv. Dir., PUBLIC OPINION.
National Representatives: Gannett Newspaper Advertising Sales.

CHARLEROI, PA.

See MONESSEN, PA.

CHESTER, PA.

1—LOCATION: Delaware County (In Philadelphia, Pa.-N.J., SMSA). E&P Map E-3. 15 mi. SW of Phila., 15 mi. NE of Wilmington. Industrial Center; 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2—TRANSPORTATION: Railroads: Conrail, Baltimore & Ohio (freight), Reading (freight).
Motor Freight Carriers: 8.
Intercity Bus Lines: Penna. Greyhound; Trailways, Red Arrow.
Airlines: All major airlines at Philadelphia International Airport (6 mi.).
Port Facilities: Accommodate largest ocean going vessels.

3—POPULATION:
Corp. City 70 Cen. 56,331; Loc. Est. 42,024
Primary Mkt. Area ABC: (70) 335,864; (80) 320,200
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 600,035; Loc. Est. 572,758
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 17,869; Loc. Est. 15,472
County 70 Cen. 180,669; Loc. Est. 200,266
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
Primary Mkt. Area-ABC: (70) 98,663; (80) 107,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	1,635,895,000
Sav. & Loan Assn.	27	697,212,000

6—PASSENGER AUTOS: County 250,464

7—ELECTRIC METERS: Res., Co. 139,507

8—GAS METERS: Res., County 84,190

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemical Pdts. 1,525 ($260); Electrical Machy. 1,309 ($219); Fabricated Metal Pdts. 2,378 ($206); Food 1,844 ($203); Non-Elect. Machy. 7,809 ($315); Petroleum Refining 2,552 (NA); Paper Products 3,115 ($319); Printing & Publishing 1,618 ($202); Transp. Equip. Incl. Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10-CLIMATE: Min. & Max. Temp.—Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31. Last killing frost, May 7.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: 30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
West End	3	Pickwell
Granite Run Mall	7	Acme, Sears, Clover, Gimbel's, Penney
Springfield Mall	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Great Scot
Aston Township	3	Acme
Village Green	4	A&P

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
FAYETTE	524,027	619,993	643,091	70	34,714	44	117,449	213	157,736	140	106,200	163	65,811	76	18,875	88	21,596	327	37,787	30	17,223
Brownsville	21,071	25,138	26,493	4	215	2	1,381	7	4,666	6	7,896	7	3,460	6	1,524	6	1,188	22	1,384	3	1,746
Connellsville	63,952	74,415	76,907	10	3,628	8	14,501	19	18,495	19	14,220	16	6,148	12	1,894	14	4,107	33	4,450	5	4,528
South Connelsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	201,363	230,570	237,554	15	17,172	14	70,627	54	33,830	40	27,412	34	14,882	38	12,090	39	10,060	83	11,358	9	9,492
FOREST	12,063	16,106	17,118	7	2,283	1	524	11	4,904	4	2,921	11	2,207			3	241	20	2,045		
FRANKLIN	315,485	372,240	385,850	47	25,448	18	43,632	128	91,229	98	69,152	78	40,387	59	[illegible]	61	1,526	152	28,777	21	14,651
Chambersburg	172,344	202,398	209,580	16	12,248	8	35,169	49	44,022	42	34,825	29	18,512	33	10,519	29	6,297	72	13,970	10	7,705
Waynesboro	52,351	59,152	60,770	7	1,647	6	5,391	18	13,534	27	14,263	14	5,499	18	5,102	10	1,805	29	5,596	5	2,327
FULTON	23,382	33,385	35,960	5	1,077	3	1,273	20	8,358	12	9,579	14	7,474	3	547	8	917	18	3,235	1	658
GREENE	84,794	98,430	101,685	17	6,136	13	7,128	51	32,204	39	21,423	41	14,175	13	2,442	20	2,479	63	5,178	6	2,517
Waynesburg	51,806	59,038	61,449	10	3,102	3	4,495	10	19,762	24	16,316	8	4,667	12	2,354	13	1,069	19	2,699	5	2,317
HUNTINGDON	95,577	[illegible]	119,288	23	6,579	11	6,873	45	32,240	33	23,821	43	13,170	24	4,833	13	2,526	62	8,083	8	3,515
Huntingdon	56,113	66,559	70,041	7	4,393	6	4,286	14	18,720	12	13,573	12	3,603	16	4,072	7	1,272	28	5,578	6	2,778
Mt. Union	18,891	22,234	23,348	4	754	1	1,314	8	8,961	8	5,179	5	875	3	522	2	741	14	1,001	2	737
INDIANA	253,842	303,345	315,221	43	17,444	21	42,432	85	69,780	68	74,051	85	31,146	34	14,032	53	11,865	132	22,443	13	6,819
Indiana	101,925	120,701	125,184	12	2,682	7	11,015	20	20,977	24	34,690	20	8,881	20	12,049	27	6,771	43	12,876	6	5,003
JEFFERSON	134,727	168,313	176,572	35	9,658	19	11,782	63	36,946	68	35,047	63	35,561	34	7,400	40	6,299	67	11,535	13	6,535
Punxsutawney	51,176	58,757	60,571	7	3,278	4	7,129	20	15,556	29	9,333	21	5,685	18	4,762	17	2,620	20	1,721	4	2,808
JUNIATA	36,921	48,216	50,798	13	6,458	7	1,944	20	13,100	14	13,339	13	6,913	7	765	16	1,904	24	2,738	4	595
LACKAWANNA	714,471	849,571	882,238	104	42,209	50	147,145	377	211,654	156	127,209	187	78,947	174	41,661	136	32,790	608	65,559	62	29,745
Carbondale	34,629	41,218	42,810	7	2,739	4	6,450	22	15,011	4	1,513	14	3,673	15	1,788	5	916	25	1,783	5	1,982
Scranton	367,305	426,046	440,154	37	15,246	22	90,886	167	84,241	64	72,840	60	29,173	95	28,264	73	21,654	235	27,746	29	14,868
LANCASTER	1,166,508	1,478,857	1,555,186	157	127,482	76	187,123	514	331,294	293	246,661	248	152,225	201	72,786	270	79,869	518	116,375	58	39,053
Columbia	27,913	35,234	37,031	4	1,755	4	2,919	22	10,420	9	2,745	15	5,306	7	1,630	9	2,622	24	2,278	3	2,602
Lancaster	248,876	323,598	342,122	19	10,069	11	51,349	116	63,077	49	31,119	48	36,090	74	33,161	65	25,773	127	26,589	11	7,709
LAWRENCE	313,239	406,042	429,035	56	19,277	24	49,346	134	116,901	88	85,264	95	51,272	75	16,132	54	15,062	173	26,414	29	16,004
Ellwood City	55,099	77,988	82,834	12	3,947	3	6,934	30	22,237	17	10,477	22	10,411	18	4,478	10	1,814	31	5,042	7	2,784
New Castle	111,958	136,656	142,648	19	7,054	8	10,662	56	37,670	40	25,906	37	19,453	39	8,357	29	8,381	79	9,287	18	7,915
LEBANON	360,484	432,712	450,027	42	30,278	21	54,566	147	102,676	95	35,023	90	43,822	59	13,583	68	19,932	168	27,058	13	10,179
Lebanon	106,354	126,896	131,847	13	7,037	5	7,819	61	33,073	25	14,149	41	15,265	33	7,454	31	8,600	67	7,781	8	5,390
LEHIGH	1,118,312	1,401,697	1,472,403	102	66,995	44	283,358	303	306,776	161	203,155	205	114,076	199	62,256	177	70,796	458	118,482	45	33,912
Allentown	468,004	525,857	539,828	30	14,270	18	91,692	139	107,529	61	86,773	88	44,565	89	23,210	81	24,895	227	43,679	19	10,951
LUZERNE	1,022,374	1,206,909	1,252,055	141	58,944	82	180,783	566	310,259	229	178,610	308	109,655	245	62,242	237	59,345	944	96,115	86	39,409
Hazleton	133,256	137,106	138,294	12	2,329	10	18,359	64	41,866	31	16,987	29	9,000	49	[illegible]	43	8,016	104	11,881	11	4,823
Pittston	39,690	45,735	47,199	8	6,173	1	1,585	21	17,100	10	1,687	11	3,046	17	2,291	8	1,735	29	2,124	4	960
West Hazleton	38,393	46,117	48,692	2	1,792	4	9,089	16	11,606	4	13,270	9	[illegible]	4	1,504	4	2,193	19	1,807	2	1,405
Wilkes-Barre	188,182	212,419	218,323	17	8,153	17	30,561	106	63,011	26	6,654	46	[illegible]	68	20,557	43	15,307	173	19,977	18	8,299
LYCOMING	384,638	567,608	690,907	47	31,476	33	103,919	138	130,901	91	125,056	96	[illegible]	68	45,793	75	42,806	235	35,137	37	15,203
Jersey Shore	15,582	182,900	238,672	6	8,773	3	38,166	16	56,395	10	37,014	10	[illegible]	3	15,345	5	15,443	15	13,482	3	7,322
Williamsport	180,929	209,897	216,858	9	7,973	13	34,679	58	51,244	27	33,633	26	11,200	43	13,940	38	14,029	109	12,249	18	6,652
MCKEAN	136,588	167,109	174,485	28	7,963	17	15,984	48	44,710	49	36,236	61	19,361	43	8,044	33	5,374	100	10,731	18	7,264
Bradford	78,148	93,838	97,597	10	3,864	9	13,788	13	23,654	16	20,627	22	8,228	24	5,412	13	2,576	42	6,045	8	3,773
Kane	24,176	30,150	32,141	8	1,474	3	1,365	11	9,397	13	4,596	13	3,305	11	1,822	9	1,777	18	1,823	3	1,210
MERCER	407,008	499,185	521,899	61	31,978	23	68,327	142	120,955	112	116,914	129	54,126	88	22,971	82	22,523	219	36,733	28	12,909
Farrell	12,374	13,723	14,056	2	366	1	264	16	5,148	3	77	9	3,317	1	18	3	112	23	1,506	[illegible]	[illegible]
Greenville	52,061	66,439	71,231	9	4,351	1	3,150	21	24,219	15	11,731	15	8,059	17	4,485	16	2,392	27	4,540	6	2,170
Sharon	88,207	98,905	93,297	13	3,589	5	8,640	30	16,734	18	23,799	29	6,749	25	8,728	12	5,353	44	6,549	7	4,757
Sharpsville	10,668	13,584	14,556	2	1,774	1	1,072	8	2,080	4	3,492	5	1,394	2	173	2	[illegible]	19	1,801	1	539
Whea[illegible]	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	128,186	151,512	157,143	16	8,598	13	18,499	59	36,508	46	22,572	36	24,736	24	9,314	29	5,088	74	9,602	8	5,636
Lewistown	73,721	85,733	88,620	9	5,582	10	11,583	31	17,630	33	13,416	17	12,775	16	8,060	13	2,099	37	5,069	6	3,439
MONROE	253,866	307,709	320,988	37	19,339	20	43,286	74	68,255	51	44,086	85	45,267	42	6,528	55	6,830	174	34,979	17	8,031
East Stroudsberg	44,850	56,983	61,027	8	6,317	2	7,892	11	9,273	9	4,929	18	10,757	4	276	8	865	34	11,467	5	3,216

Springfield Tri-State Mall	7.5	Clover, Kresge The Dry Goods.
Northtowne Plaza	5	Woolco, Super-Saver, Eckerd Drugs, Acme
Glenolden MacDade Mall	7	Jefferson Ward Woolco

Stores Open Evenings: Mon. and Fri.; Food Stores— Tues., Wed., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Strawbridge & Clothier; Wanamaker; Gimbel's; J.C. Penney; Bamberger's.
Discount Stores (CZ): Jefferson Ward Clover; Woolco; K-Mart.
Variety Stores: Woolworth; McCrory's; Silvers.
Chain Drug Stores (CZ): Thrift Drug; Rite Aid; Tri-State Wholesale 2; Zeitz's 2; C.V.S. Granite Run Mall.
Chain Food Supermarkets (RTZ): Acme 12; A&P 8; Shop 'n Bag; Great Scot 4; Pathmark 5; Thriftway 2.
Other Chain Stores: Singer Co.; Thom McAn; Kinney; Triangle; Hanover; Dial; Flagg Bros.; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B Gross.

14—NEWSPAPERS: DEWAWARE COUNTY TIMES (e) 44,391, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie Mktg. Dir. DELAWARE COUNTY TIMES.
National Representatives: Landon Associates, Inc.; Local Phila. Area Rep., Robert Hitchings & Co. Inc.

CLAIRTON, PA.

See McKEESPORT, PA.

CLEARFIELD-CURWENSVILLE, PA.

1—LOCATION: Clearfield County, E&P Map C-2. County Seat. Routes 322 and 153. Shortest route from Buffalo to Washington, 90 miles from Pittsburgh, Keystone Shortway Interstate Route 80.

2—TRANSPORTATION: Railroads: Chessie System; Conrail.
Intercity Bus Lines: Fullington's; Continental Trailways.
Airlines: USAir.

3—POPULATION:
Corp. Cities 70 Cen. 11,365; Loc. Est. 10,862
Clearfield 8,176; Loc. Est. 7,713
Curwensville 3,189; Loc. Est. 3,144
County 70 Cen. 74,619; Loc. Est. 81,312
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 3,983; Loc. Est. 3,984
County 70 Cen. 23,703; Loc. Est. 29,801

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$264,961,000
Sav. & Loan Assn.	1	$30,000,000

6—PASSENGER AUTOS: Clearfield Co. 29,892 Centre Co. 36,321

7—ELECTRIC METERS: Residence 13,074

8—GAS METERS: Residence, City Zone 964; Bottled Gas 3,920

9— PRINCIPAL INDUSTRIES (CZ): Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Cigars; Food; Tannery; Coal; Cabinets; Plastic; Pet Products; Heavy Equipment; Transportation.
Principal Pay Days: Fri., 15th & 30th

10-CLIMATE: Min. & Max. Temp.—Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2. Last killing frost, May 31.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensvile: 4 blocks on State and Filbert Sts.; Ames Discount Dept. Store Plaza between Clearfield & Curwensville, Ames Shopping Plaza between Clearfield & Phillipsburg. Clearfield Mall: 17 stores located one mile east of Clearfield, J.C. Penney, Murphy's Mart, Fashion Bug.
Principal Shopping Days: Mon., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Lertzinger's Dept. Store, J.C. Penney, Sears, Montgomery Ward, Ames.
Discount Stores (CZ): Sam's, Ames, Widmann's, Laurel; Rite Aid.
Variety Stores: McCrory, Murphy.
Chain Drug Stores (CZ): L. F. Widmann, Cowdrick's, Walgreen.
Chain Food Supermarkets: A&P 1; Keystone 1; Riverside 3, AG Mkts. 9; IGA Foodliner 3, Super Duper; Comet Mkt.
Other Chain Stores: Singer Co., J.S. Raub; Brown's Boot Shops, Wolf Furniture; Sherwin-Williams, Penn Furniture, S&H Green Stamps, Top Value Stamps, Pennshire.

14—NEWSPAPERS: PROGRESS (e) 18,371; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Adv. Dir., PROGRESS.
National Representatives: Landon Associates, Inc.

COATESVILLE, PA.

1—LOCATION: Chester County, E&P Map E-2 (In Philadelphia, Pa.-N.J. SMSA). Industrial and Farm center, 38 mi. W of Philadelphia; 25 mi. E of Lancaster; 30 mi. S of Reading; 25 mi. N of Wilmington, Del. On Lincoln Hwy. U.S. 82 and State Hwys. 162 and 273.

2—TRANSPORTATION: Railroads: Conrail, Reading (Freight).
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 12,331; Loc. Est. 12,029
Prim. Mkt. Area-ABC (70) 64,056; (80) 74,200
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 278,311; Loc. Est. 307,733

4—HOUSEHOLDS:
City 70 Cen. 4,139; Loc. Est. 4,722

PENNSYLVANIA MAP—Page 345

Prim. Mkt. Area-ABC (70) 18,894; (80) 24,900
County 70 Cen. 80,699; Loc. Est. 103,045
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$3,229,929,405
Sav. & Loan Assn.	2	$22,397,739

6—PASSENGER AUTOS: County 129,821

7—ELECTRIC METERS: Res. 15,440

8—GAS METERS: Res. 3,472

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avge. Wkly. Wage)—Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10-CLIMATE: Min. & Max. Temp.—Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.; 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shopping Center, furniture, automobile sales serving new housing development.

Nearby Shopping Centers: Thorndale Shopping Center 4 mi. E. of Rt. 30 (9 stores-Scheidel's IGA; Jamesway Discount, Thrift Drug); Ingleside (Acme Mkt.); Downingtown Farmers Market, 4 mi. E on Lincoln Hwy.; K-Mart, 11 mi. east, K-Mart, 15 mi. S.E., Exton Square Mall, 11 mi. east.
Principal Shopping Days: Mon., Fri. and Sat.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears Roebuck; Jamesway.
Variety Stores: Woolworth, J.J. Newberry.
Chain Drug Stores: Thrift, SavRite, Rite Aid.
Chain Food Supermarkets: A&P, Acme, Super-Thrift Food Bank; Sam's 2. Scheidel's IGA.
Other Chain Stores: Firestone, Goodyear; Western Auto; Penn Jersey.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Stroudsburg	89,795	96,715	98,437	10	2,209	7	30,238	16	16,115	21	14,251	12	5,099	23	5,507	17	2,831	28	4,840	4	2,449
MONTGOMERY	2,585,121	3,172,836	3,316,048	275	119,779	112	472,374	648	682,091	343	517,626	503	313,252	600	225,081	471	155,260	1,038	258,188	166	85,118
Hatboro	49,162	59,926	62,526	14	3,019	3	4,001	10	11,149	4	11,348	15	8,812	10	7,961	11	6,478	21	4,238	6	2,959
King of Prussia	NO DATA AVAILABLE FOR THIS CITY																				
Lansdale	95,665	116,423	121,443	16	6,434	3	7,047	20	27,158	17	18,271	21	12,608	29	7,001	16	5,309	26	6,000	6	2,648
Norristown	114,381	125,373	128,060	13	3,971	6	30,864	48	28,160	16	8,689	25	13,204	23	5,543	26	5,436	86	8,015	17	6,742
Pottstown	135,182	163,244	170,024	15	7,615	9	16,128	42	29,034	34	34,865	32	13,025	40	11,160	33	9,943	71	12,196	11	6,506
MONTOUR	39,191	46,710	48,506	5	1,822	4	1,912	19	10,486	15	11,819	19	6,168	17	1,518	12	1,973	34	5,286	3	2,197
Danville	36,961	43,497	45,676	5	1,822	3	1,574	15	8,926	15	11,819	16	5,482	17	1,518	12	1,973	33	5,177	3	2,197
NORTHAMPTON	596,809	683,549	704,389	66	25,831	36	78,791	248	187,412	132	120,107	165	69,107	111	30,495	135	29,577	421	53,597	45	23,589
Bangor	29,778	33,906	35,282	6	2,735	3	4,316	12	10,144	9	8,796	12	2,366	12	1,362	9	1,903	10	927	5	1,887
1Bethlehem	243,395	280,187	288,993	18	11,974	14	40,554	79	85,996	32	32,970	51	27,884	43	8,994	41	9,122	131	21,576	17	11,303
Easton	103,211	169,095	118,452	9	2,881	6	5,650	49	47,234	17	4,751	22	13,436	23	9,884	32	8,481	88	7,029	9	3,775
Wilson	36,801	43,694	45,991	2	2,635	1	1,327	6	5,174	4	4,318	4	1,614	3	4,185	6	2,286	20	4,594	4	2,015
NORTHUMBERLAND	272,576	312,569	322,177	52	29,286	27	30,636	183	70,604	80	49,686	91	37,841	91	18,686	71	10,553	231	19,269	28	13,154
Milton	38,837	43,744	45,380	9	6,994	2	1,367	18	10,865	8	9,828	7	5,413	11	1,173	5	973	25	2,048	3	1,716
Mount Carmel	19,910	22,756	23,705	7	2,222	4	1,299	23	5,595	3	594	9	2,952	20	3,298	6	551	32	1,948	6	2,633
Shamokin	56,216	63,589	65,376	6	3,254	5	8,142	34	14,642	17	7,137	19	9,079	24	4,950	23	3,599	49	3,686	7	3,030
Sunbury	83,671	97,795	101,177	11	6,442	6	18,572	27	21,853	18	14,059	16	6,323	28	7,151	19	3,680	35	4,175	5	4,051
PERRY	71,990	78,788	80,457	12	2,891	10	2,381	40	20,448	35	20,840	30	11,717	6	284	13	2,610	51	4,896	6	1,927
PHILADELPHIA	4,327,210	4,933,250	5,079,301	378	109,372	398	501,149	2,589	1,230,910	401	540,968	660	369,518	1,472	433,767	779	254,482	3,542	557,602	503	195,419
Philadelphia	4,327,210	4,933,250	5,079,301	378	109,372	398	501,149	2,589	1,230,910	401	540,968	660	369,518	1,472	433,767	779	254,482	3,542	557,602	503	195,419
PIKE	30,531	42,955	46,134	10	6,477	8	1,280	27	6,016	8	3,839	24	9,264	6	1,047	6	2,388	67	9,781	1	251
POTTER	33,721	41,131	42,927	15	2,619	4	502	32	17,735	18	4,397	29	6,919	8	1,545	16	581	35	1,909	5	1,898
SCHUYLKILL	390,937	407,245	411,832	71	15,863	46	53,242	289	113,986	127	60,282	181	42,409	100	13,930	96	15,373	453	24,888	47	14,813
Ashland	16,034	16,855	17,128	2	913	4	650	12	5,656	9	3,369	10	1,334	8	739	4	214	19	1,438	2	937
Mahanoy City	13,606	14,539	14,850	4	1,346	2	1,020	16	4,548	4	996	10	2,128	6	215	5	729	28	687	5	1,878
Pottsville	120,630	119,508	119,652	9	2,800	10	32,301	39	28,295	31	15,240	18	6,173	23	5,619	21	5,104	62	6,179	9	5,557
Shenandoah	22,718	24,109	24,572	5	593	5	937	35	7,802	7	2,395	7	965	20	2,568	11	2,538	45	1,389	7	2,407
SNYDER	96,637	119,565	125,126	21	11,835	8	15,439	37	21,792	33	26,466	24	10,003	11	2,091	19	3,542	58	10,752	5	1,481
SOMERSET	193,642	232,335	241,610	48	12,117	17	16,652	96	55,774	82	60,132	84	33,707	28	6,282	45	10,618	137	18,136	10	5,872
Somerset	47,625	58,175	60,746	7	1,290	3	2,488	12	12,693	12	6,282	14	14,387	12	4,744	6	1,825	20	7,161	4	3,922
SULLIVAN	9,089	9,930	10,136	5	493	3	777	12	3,455	2	1,561	7	1,032	2	146	4	247	26	1,467	1	319
SUSQUEHANNA	77,051	90,848	94,163	22	4,561	14	1,485	56	25,942	36	20,337	49	16,597	13	1,419	13	2,487	63	7,007	10	2,460
TIOGA	98,146	105,128	106,893	38	9,755	16	6,965	54	25,960	43	22,893	45	16,394	21	3,933	16	3,473	66	7,360	12	3,624
UNION	81,397	102,785	108,006	9	5,571	6	6,709	41	30,457	24	18,146	26	14,008	16	3,676	14	3,439	41	9,451	9	5,369
VENANGO	164,484	177,212	180,403	29	8,920	12	20,455	57	45,392	63	33,224	58	25,385	30	10,737	36	6,498	74	11,274	10	5,217
Franklin	60,431	64,591	65,653	13	4,310	4	6,244	15	17,962	22	9,856	16	7,247	11	4,853	13	2,336	25	4,295	1	1,037
Oil City	60,814	64,274	65,173	5	835	6	9,741	20	18,883	11	10,466	20	6,284	16	5,634	14	2,560	25	3,028	5	3,239
WARREN	299,539	333,[illegible]01	341,482	27	5,463	10	9,634	50	26,066	34	23,317	45	16,801	29	7,136	24	3,014	76	7,960	9	4,175
Warren	250,187	279,691	287,759	11	3,487	4	3,918	20	14,366	12	8,462	19	7,236	23	6,690	13	2,341	38	4,750	6	2,817
WASHINGTON	678,395	809,314	840,726	88	43,931	40	104,260	270	189,378	143	172,865	228	124,460	125	38,768	119	35,548	361	50,878	42	17,473
Canonsburg	39,787	44,274	45,357	6	2,592	3	2,737	25	13,105	11	10,976	18	6,576	7	826	13	1,878	26	2,305	5	1,887
Charleroi	59,115	70,293	72,975	6	771	5	11,161	19	14,236	10	16,691	12	4,015	29	10,638	15	3,647	22	2,826	5	1,266
Donora	10,715	12,935	13,675	3	540	2	674	19	4,968	2	995	7	2,202	3	232	6	764	19	1,120	4	1,001
Monongahela	35,506	41,91[illegible]	44,049	2	701	1	797	20	15,894	13	12,593	11	3,400	8	1,468	10	1,227	23	2,112	3	941
Washington	187,764	223,367	231,[illegible]49	20	8,103	8	29,921	57	63,718	29	29,419	40	26,069	31	11,910	25	12,838	84	19,108	13	8,028
WAYNE	96,480	109,408	112,535	33	9,737	20	8,312	56	31,410	35	14,408	49	16,813	11	2,779	27	2,542	90	6,611	10	4,393
WESTMORELAND	1,161,755	1,475,846	1,553,425	186	109,317	62	239,725	455	344,501	259	280,228	344	173,414	224	69,722	202	66,996	597	110,417	85	41,556
Arnold	10,989	14,11[illegible]	15,151	2	907	1	275	15	6,404	3	2,113	5	1,936			3	420	15	970	2	517
Greensburg	171,047	225,518	239,107	30	17,454	8	32,457	52	57,132	31	23,359	37	15,994	54	19,395	40	19,260	89	21,969	13	6,059
Irwin	62,983	70,822	72,699	6	569	3	4,104	13	25,643	9	15,967	14	9,185	12	3,291	11	1,777	22	3,242	3	1,656
Jeannette	51,258	62,586	65,341	7	1,862	4	2,046	32	19,802	11	10,833	23	14,067	6	1,201	12	3,949	33	4,379	5	2,155
Latrobe	82,146	103,874	109,19[illegible]	16	8,108	5	12,625	35	31,035	25	13,151	25	10,351	26	6,234	16	6,123	38	8,512	8	4,956
Monessen	31,[illegible]00	35,447	36,37[illegible]	4	2,835	3	2,942	24	12,084	[illegible]	5,444	9	3,335	8	2,421	5	2,211	21	1,563	3	1,015
New Kensington	95,3[illegible]	10[illegible],686	110,636	7	2,877	5	20,954	30	18,590	18	19,985	23	12,871	19	8,268	16	7,112	55	5,692	9	6,225
Vandergrift	31,4[illegible]3	3[illegible],919	42,744	7	4,659	2	791	16	4,098	11	13,393	6	3,128	13	3,983	10	3,237	19	2,527	7	2,180
WYOMING	65,503	88,245	93,948	14	10,023	9	6,252	36	31,054	23	14,762	27	8,937	10	1,376	10	2,271	50	4,632	4	3,147
YORK	985,058	1,286,525	1,361,259	127	76,154	62	202,006	336	309,660	263	210,306	224	124,528	161	56,458	225	66,815	416	96,369	57	29,587
Hanover	159,842	207,887	219,778	10	12,875	10	13,838	32	43,395	40	33,892	21	10,969	37	12,401	30	10,804	57	11,916	5	4,281
York	157,659	201,969	212,846	26	19,179	14	23,099	70	37,714	46	36,474	31	18,860	39	13,050	60	12,144	119	17,430	12	7,510

COATESVILLE—continued

14—NEWSPAPERS: RECORD (e) 8,462, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., RECORD
National Representatives: Landon Associates, Inc., Robert Hitchings Co.

COLUMBIA, PA.

1—LOCATION: Lancaster County (SMSA), E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Phila.

2—TRANSPORTATION: Railroads: Conrail, Reading.
Motor Freight Carriers: 3.
Intercity Bus Lines: Lancaster-Columbia, York-Columbia.

3—POPULATION:
Corp. City 70 Cen. 11,237; Loc. Est. 12,052
Co./SMSA 70 Cen. 319,693; Loc. Est. 357,960

4—HOUSEHOLDS:
City 70 Cen. 3,665; Loc. Est. 4,777
County/SMSA 70 Cen. 97,759; Loc. Est. 127,713

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$21,500,000
Sav. & Loan Assn.	3	$15,400,000

6—PASSENGER AUTOS: County 152,628

7—ELECTRIC METERS: Residence 3,400

8—GAS METERS: Residence 2,400

9—PRINCIPAL INDUSTRIES (CZ): Industry & Number of Emp.: Malleable Iron 1,200; Clothing 865; Shoes 150; Glass Cutting 40; Bottle Cap Mfg. 20; Smelting 100.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct. Last killing frost, Apr.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 15 blocks on 5 streets.
Neighborhood Shopping Centers: Five Points and Columbia Plaza (Stehman's IGA)
Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Heineman's; Towne Shoppe
Variety Stores: McCrory.
Discount Stores: Harry Miller's, Jamesway.
Chain Drug Stores (CZ): Rea & Derick; Hinkle's, Rite Aid, Drug Fair.
Chain Food Supermarkets: Acme, Stehman's IGA; Andy's; Peter's; Weis Markets.
Other Chain Stores: Joe the Motorists' Friend; Western Auto.

14—NEWSPAPERS: NEWS (e) 4,898, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: George C. Gable, Adv. Mgr., NEWS.
National Representatives: Landon Associates, Inc.

CONNELLSVILLE-SOUTH CONNELLSVILLE, PA.

1—LOCATION: Fayette County, E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from Penna. Tpke. On State Hwys. 119, 711, 201.

2—TRANSPORTATION: Railroads: B&O (Main line); Conrail; Western Maryland; Lake Erie, Pittsburgh & West Virginia (freight).
Motor Freight Carriers: 2.
Intercity Bus Lines: Grenaldo.

3—POPULATION:
Corp. City 70 Cen. 14,028; Loc. Est. 13,674
Connellsville 70 Cen. 11,643; Loc. Est. 11,346
S. Connellsville 70 Cen. 2,385; Loc. Est. 2,328
CZ ABC: (70) 26,878; (80) 26,700
RTZ-ABC: (70) 51,039; (80) 53,800
County 70 Cen. 154,667; Loc. Est. 157,641
City & RTZ-ABC: (70) 77,917; (80) 80,500

4—HOUSEHOLDS:
Cities 70 Cen. 4,615; Loc. Est. 5,187
County 70 Cen. 49,108; Loc. Est. 57,826
CZ ABC: (70) 8,596; (80) 9,800
RTZ-ABC: (70) 15,776; (80) 19,100
City & RTZ-ABC: (70) 24,372; (80) 28,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$152,000,000
Sav. & Loan Assn.	3	$55,000,000

6—PASSENGER AUTOS: County 67,895

7—ELECTRIC METERS: Residence 21,439

8—GAS METERS: Residence 6,000

9—PRINCIPAL INDUSTRIES (CZ): RR Shops 3; Glass Making; Sportswear; Auto; Trailers.
Principal Pay Days: Glass & Sportswear—Fri.; RR. 10-11, 25-26.

10-CLIMATE: Min. & Max. Temp.—Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11—TAP WATER: Soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 13 blocks on Crawford Ave., 4 on Pittsburgh St.
Neighborhood Shopping Centers: 8 blocks on W. Crawford Ave.; 1 at E. Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N. on 4 Lane Hwy. (4 Units). 4 Mi. S. on 4 Lane Hwy. (38 Units).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Laurel Mall (-)	4	Murphy Mart, Mont. Ward
Connellsville (9)		Thrift Drug, Thorofare Mkt.
Foodland (5)		Laurel Foods, Fox Grocery

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Troutman's, Fisher's, Ames, Montgomery Wards, Metzler's, Murphy Mart.
Variety Stores: G. C. Murphy, McCrory, Green, McLellan.
Discount Stores: Ames, Murphy's, Fisher Big Wheel.
Chain Drug Stores (CZ): Thrift 1, Burns 1, Health Mart, Revco, Healthland.
Chain Food Supermarkets (City & RTZ): Thorofare; Red & White 4; Clover Farm 5; Foodland 2; Super Dollar; Stop 'N Shop; Shop 'n Save 2.
Other Chain Stores: Sears, Firestone, Montgomery Ward.

14—NEWSPAPERS: COURIER (e) 15,084, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Riser, Adv. Mgr., COURIER.
National Representatives: Thomson Newspapers, Inc.

CORRY, PA.

1—LOCATION: Erie County (In Erie SMSA). E&P Map B-1. 37 mi. from Erie; 90 mi. S of Buffalo, 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 8.

3—POPULATION:
Corp. City 70 Cen. 7,435; Loc. Est. 7,116
City Zone, Local Estimate 19,780
Retail Trading Zone, Local Estimate 27,450
Co./SMSA 70 Cen. 263,654; Loc. Est. 272,936
City & Retail Trading Zone 47,230

4—HOUSEHOLDS:
City 70 Cen. 2,505; Loc. Est. 2,804
Co./SMSA 70 Cen. 70,249; Loc. Est. 95,659

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	1	$16,470,000
Commercial Banks	2	$385,100,000

6—PASSENGER AUTOS: County 185,000

7—ELECTRIC METERS: Residence 4,390

8—GAS METERS: Residence 3,450

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel Furn. 757 ($260); Springs 654 ($230); Aircraft Parts 350 ($195); Engines & Pumps 310 ($230); Steel Fab. 138 ($195); Electronics Comp. 190 ($215); Plastics 80 ($145); Urethane Foam ($200).
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26. Last killing frost, Apr. 22.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: 6 blocks on Center St.; 6 on Main St.; 3 on 1st Ave.; Two Plazas.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Downtown Plaza	6/250	A&P, Rite Aid Drug
Corry Plaza	8/100	Buyers Fair, G.C. Murphy, Loblaw's, Fisher Big Wheel

Principal Shopping Days: Fri., Sat., Mon.
Store Close: Wed. afternoon.
Stores Open Evenings: Fri., Mon., Thu.

13—RETAIL OUTLETS: Discount Stores CZ: Buyer's Fair; Bargain Barn; Rite Aid; Eckerd's.
Variety Stores: Woolworth; G.C. Murphy.
Chain Drug Stores (CZ): Eckerd's; Rite-Aid.
Chain Food Supermarkets: A&P; Loblaw's; Quality Master; IGA Foodliner; Market Basket; Golden Dawn.
Other Chain Stores: Brown Shoes; Barney's; Firestone; Western Auto; Sears (catalog); Montgomery Ward (catalog); Dean Phipps; Pik-Um Shoes.

14—NEWSPAPERS: JOURNAL (e) 4,892, sworn Mar. 31, 1980.
Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL.
National Representatives: None.

CURWENSVILLE, PA.
See CLEARFIELD, PA.

DANVILLE, PA.

1—LOCATION: Montour County, E&P Map D-2. County Seat. On Susquehanna River. State Hwy. 54. U.S. Hwys. 11, I-80.

2—TRANSPORTATION: Railroads: Conrail, DL&W; Reading.
Motor Freight Carriers: 3.
Intercity Bus Lines: Intercity; Greyhound; Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 6,176; Loc. Est. 6,706
County 70 Cen. 16,508; Loc. Est. 16,835

4—HOUSEHOLDS:
City 70 Cen. 2,139; Loc. Est. 2,819
County 70 Cen. 4,676; Loc. Est. 5,542

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$327,411,000

6—PASSENGER AUTOS: County 6,621

7—ELECTRIC METERS: Residence 4,933

8—GAS METERS: Residence 1,192

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Chem 550; Autovalves 603; machinery 506; Hospitals 3,300; Textiles 120; Woodworking 225.

10-CLIMATE: Min. & Max. Temp.—Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Mill St.
Neighborhood Shopping Centers: Ferry St. North 'bld St.
Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.; Food—Thu., Fri.

13—RETAIL OUTLETS:
Discount Stores (CZ): Dollar General, Midway Dist.
Variety Stores (CZ): J.J. Newberry, Coles Hdwe., Ben Franklin.
Chain Drug Stores (CZ): Rea & Derick, Rite-Aid, Thrift Drug.
Chain Food Supermarkets: A&P; Weis.
Other Chain Stores: Triangle Shoes, Andrews Furn., Community Jewelers, Firestone.

14—NEWSPAPERS: NEWS (e) 4,384, Sworn Sept. 30, 1979 (Latest Statement available)
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., NEWS.
National Representatives: Landon Associates, Inc.

DONORA, PA.
See MONESSEN, PA.
See MONONGAHELA, PA.

DOYLESTOWN-HATBORO, PA.

1—LOCATION: Doylestown (County Seat) in Bucks County, Hatboro in Montgomery County (In Philadelphia SMSA). E&P Map E-3. Agricultural center, 28 mi. N of Phila., 77 mi. from N.Y.C., 32 mi. S of Easton, WNW of Trenton. On U.S. Hwys. 611,202, State Hwy. 113.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, SEPTA.

3—POPULATION:
Corp. Cities
70 Cen. 17,150; Loc. Est. 20,414
Doylestown 70 Cen. 3,270; Loc. Est. 12,238
Hatboro 70 Cen. 8,880; Loc. Est. 8,176
Primary Mkt. Area-ABC:
(70) 162,520; (80) 192,600
Bucks Co. 70 Cen. 415,056; Loc. Est. 485,453
Montgomery Co.
70 Cen. 623,799; Loc. Est. 631,435
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616

4—HOUSEHOLDS:
Primary Mkt. Area-ABC: (70) 46,553, (80) 63,200
Doylestown 70 Cen. 2,881; Loc. Est. 5,240
Hatboro 70 Cen. 2,812; Loc. Est. 2,871
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
Bucks Co. 70 Cen. 117,612; Loc. Est. 159,028
Montgomery Co.
70 Cen. 188,475; Loc. Est. 221,677

5—BANKS: Comm. 4, Dep. $126,000,000

6—PASSENGER AUTOS: Bucks County 225,081; Montgomery County 330,274

7—ELECTRIC METERS: Residence 2,891

9—PRINCIPAL INDUSTRIES (CZ): Clothing, Textiles; Rubber Prod.; Bldg. Matls.; Electronics.

11—TAP WATER: Neutral, hard.

12—RETAILING:
Shopping Center: N. Main St. (20 stores-Acme Mkt., A&P, Thrift Drug, Diana Stores, Sears, Singer). S-Rte. 611 (30 stores—King's, Acme, Direct Drug, Girard Bank, Montgomery Mall, Montgomeryville, Rt. 309 & 202 (120 stores, Enclosed-J.C. Penney, Bambergers, John Wanamaker).
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J. K. Musselman; Sears; Woolco; King's; K-Mart; Acme 10; Hess's; J. C. Penney; Bambergers; John Wanamaker.
Variety Stores: Woolworth, K-Mart.
Discount Stores: Woolco.
Chain Drug Stores (CZ): Thrift, Schulman's.
Chain Food Supermarkets: A&P 5; Acme 9; Shopping Center 3; IGA Foodliner; Shop-Rite; Pathmark; Thriftway; Supersaver.

14—NEWSPAPERS: INTELLIGENCER (e) 26,543, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Billy Lynch, Adv. Dir., INTELLIGENCER.
National Representatives: Landon Associates, Inc., Robert Hitchings & Co.

DU BOIS, PA.

1—LOCATION: Clearfield County, E&P Map C-2, 90 miles from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2—TRANSPORTATION: Railroads: B&O, Conrail.
Motor Freight Carriers: 6.
Intercity Bus Lines: Du Bois City, Continental Trailways.
Airlines: At Du Bois-Jefferson County Airport; U.S. Air, Crown Airways Commuter Service.

3—POPULATION:
Corp. City 70 Cen. 10,112; Loc. Est. 9,369
County 70 Cen. 74,619; Loc. Est. 81,312

4—HOUSEHOLDS:
70 Census City 3,514; Loc. Est. 3,739
County 70 Cen. 23,703; Loc. Est. 29,801

5—BANKS: 3 Comm., Est. Deposits $75,000,000

6—PASSENGER AUTOS: County 29,892

7—ELECTRIC METERS: Residence 8,496

8—GAS METERS: Residence 5,230

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Woodworking 56 ($105); Machine Shop 300 ($130); Meter Mfg. 800 ($125); Chinaware 400 ($128); Auto Springs 150 ($130); Gas Drilling 225 ($120); Graphic Arts 75 ($125); Refractories 40 ($115); Hospitals (2) 350 ($78).
Principal Pay Days: 1st, 11th, 15th, 26th.

10-CLIMATE: First killing frost, Oct. 2. Last killing frost, May 16.

11—TAP WATER: Neutral, very soft; Fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Brady St. and Long Ave., Rte. 219-I-80; Falls Creek Interchange.
Neighborhood Shopping Centers: Sandy Twp. (S. Brady St. and Dixon Ave.); N. Main St. Penn Traffic Complex, N. Main St.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
North Star Mall	40	-
Du Bois Mall	28	Radio Shack, Singer Sewing Center

Principal Shopping Days: Thu., Fri. and Sat.
Stores Close: Wed. noon during summer.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, Penney, Sears, Penn-Traffic, TV Appliance Center; Town & Country (Ladies).
Variety Stores: J.G. McCrory.
Discount Stores: Clinton, Widman's, P.T. Stores.
Chain Drug Stores (CZ): Cowdricks; L. F. Widman, Thrift, Sterling.
Chain Food Supermarkets: AG 4; Shop 'N Save, Riverside; Herb & Tom's 7-Eleven 3, Penn-Traffic Co. 24.
Other Chain Stores: Singer Co.; Brown's Boot, Sherwin-Williams, Arrow Furniture; Western Auto; Wolf Furniture; J. S. Raub Shoes; Penn Traffic; Goodyear; Kinney Shoes; DeRoy Jewelers.

14—NEWSPAPERS: COURIER-EXPRESS (e) 11,312 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William H. Reay, Gen. Mgr., COURIER-EXPRESS.
National Representatives: Landon Associates, Inc.

DUQUESNE, PA.
See McKEESPORT, PA.

EAST MAUCH CHUCK, PA.
See LEHIGHTON, PA.

EAST STROUDSBURG, PA.
See STROUDSBURG, PA.

EASTON-WILSON, PA.-PHILLIPSBURG, N.J.

1—LOCATION: Northampton County, Pa.-Warren County, N.J. (in Allentown-Bethlehem-Easton, Pa.-N.J., SMSA). E&P Map E-2. County Seat (Northampton, Pa.) 75 mi. W of New York; 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611, N.H. 24.

2—TRANSPORTATION: Railroads: Conrail; CRR of N.J., DL&W, L&H (freight).
Motor Freight Carriers: 54.
Intercity Bus Lines: Lanta; Frank Martz; Greyhound; Public Service; Trailways.
Airlines: Eastern; United; USAir; Altair; Suburban.

3—POPULATION:
Corp. Cities
Easton 70 Cen. 30,256; Loc. Est. 27,642
Wilson 70 Cen. 8,482; Loc. Est. 8,293
Phillipsburg 70 Cen. 17,849; Loc. Est. 18,280
City Zone ABC: (70) 90,652; (80) 94,800
RTZ-ABC: (70) 167,371; (80) 199,500
City & RTZ-ABC: (70) 258,023; (80) 294,300
SMSA 70 Cen. 594,205; Loc. Est. 637,819
Northampton Co.
70 Cen. 214,[illegible]8; Loc. Est. 230,060
Warren Co. (N[illegible])
70 Cen. 73,960; Loc. Est. 85,899

4—HOUSEHOLDS:
Easton 70 Cen. 10,245; Loc. Est. 10,918
Phillipsburg 70 Cen. 5,990; Loc. Est. 7,12
Wilson 70 Cen. 3,029; Loc. Est. 3,444

Northampton Co
70 Cen. 68,575; Loc. Est. 85,632
Warren Co. 70 Cen. 23,271; Loc. Est. 31,465
SMSA 70 Cen. 174,905; Loc. Est. 239,082
City Zone ABC (70) 29,881; (80) 35,600
RTZ-ABC (70) 51,589; (80) 70,000
City & RTZ-ABC (70) 81,470; (80) 105,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	$458,957,000
Sav & Loan Assn	5	$246,492,000

6—PASSENGER AUTOS: (Counties) Northampton 115,763, Warren 16,849

7—ELECTRIC METERS: Residence 35,700

8—GAS METERS: Residence 16,800

9— , (CZ): Industry, Number of Wage Earners (Av Weekly Wage)—Machinery 7,389 ($359); Textile & App. 5,316 ($184); Paper & Ptg. 3,956 ($267); Elect. & Elect. 1,960 ($339); Chemical Products 2,012 ($325); Food 525 ($319)

10-CLIMATE: Min. & Max. Temp.—Spring 7-94; Summer 44-99; Fall 18-87; Winter-4-72. First killing frost, Nov. 3. Last killing frost, Apr. 28

11—TAP WATER: Alkaline; soft; fluoridated

12—RETAILING: Principal Shopping District 6 blocks on Northampton St., 1 on Second St., 6 on Third St., 2 on Ferry St.
Neighborhood Shopping Areas 4 blocks at Cattell & March Sts., 3 at Berwick & Centre Sts., 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, N.J. 8 at South Main St., 5 at Memorial Parkway

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Palmer Park Mall	40	Hess's
25th St. (Easton, Pa.)	20	Woolworth, Acme
K-Mart Plaza (Easton Pa.)		K-Mart, Weiss Mkts.
Hillcrest Mall (Phillipsburg N.J.)	2	Orr's, Acme, A&P, Channel, Woolworth
Bangor, Pa	3	Acme
Washington, N.J.	-	Acme
Flemington N.J.	-	Majors, Big W, Shop Rite, Dunham's, Barkers, Grand Union, Channel, A&P

Principal Shopping Days Thu., Fri., Sat. & Sun.
Stores Open Evenings Dept—Tues. & Fri., Food— Tues., Wed., Thu. & Fri., Shopping Centers— Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores Hess, Orr's 2
Discount Stores Two Guys from Harrison, Weston's, Laneco 4, Jamesway, K-Mart
Variety Stores Woolworth 2
Chain Drug Stores (CZ): Rea & Derick; Thrift 2; Straup's 2; Rite Aid 1; Phillipsburg Phcy. 2
Chain Food Supermarkets (CZ): Acme 2, A&P 2, Weiss Mkt. 1, Food Lane 5, Shop Rite 2, Shopwell.
Other Chain Stores: Sears, Farr's; Kinney's; Firestone 2; Pep Boys; Penn Jersey Auto; Gordon Jewelers, Sherwin-Williams 2; Eugene Jacobs; Endicott-Johnson; Western Auto; Karmelkorn; Radio Shack, Hi Fidelty House; Kay's Jewelers; Deb Shops; Hickory Farms.

14—NEWSPAPERS: THE EXPRESS (e) 51,828; (S) 51,626, Mar. 31, 1980, ABC
Local Contact for Advertising: Edward E. Howard, Dir of Sls. & Mkt., THE EXPRESS
National Representatives: Story & Kelly-Smith, Inc.

ELLWOOD CITY, PA.

1—LOCATION: Beaver and Lawrence Counties (In Pittsburgh SMSA), E&P Map A-2. Manufacturing center on W border of State. 38 mi. from Pittsburgh.

2—TRANSPORTATION: Railroads: Pittsburgh & Lake Erie, Baltimore & Ohio
Motor Freight Carriers: 2
Intercity Bus Lines: Ellwood, Greyhound, Grove City, Smeal

3—POPULATION:
Corp. City 70 Cen. 10,857; Loc. Est. 10,059
CZ ABC (70) 14,169; (80) 13,700
RTZ-ABC (70) 26,595; (80) 29,200
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
Beaver County 70 Cen. 208,418;
Loc. Est. 208,383
Lawrence County 70 Cen. 107,374;
Loc. Est. 107,498
City & RTZ-ABC (70) 40,764; (80) 42,900

4—HOUSEHOLDS:
City 70 Cen. 3,693; Loc. Est. 4,028
Beaver Co. 70 Cen. 64,113; Loc. Est. 74,045
Lawrence Co. 70 Cen. 33,045; Loc. Est. 38,540
SMSA 70 Cen. 759,174; Loc. Est. 833,680
CZ ABC (70) 4,732; (80) 5,200
RTZ-ABC (70) 7,699; (80) 9,800
City & RTZ-ABC (70) 12,431; (80) 15,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$180,000,000
Sav. & Loan Assn	2	$250,000,000

6—PASSENGER AUTOS:
Beaver & Lawrence 13 185

7—ELECTRIC METERS: Residence 3,643

8—GAS METERS: Residence 6,387

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage)—Heavy Steel Mill 900 ($225); Crankshafts for Diesel 410 ($200); Sportswear 513 ($115); Steel Scaffolding 104 ($125); Ornamental Iron Work 35 ($115); Cotter pins 75 ($140); Mach. Shop Equip. 32 ($110); Safety Shoe Foot Guards 10 ($120); Washers, Hose Clamps 290 ($100); Water Softener 60 ($95); Sand & Stone 70 ($115); Powdered Metal Parts 90; Mattresses & Ironing Bd. Covers 180 ($115); Spec. Steel & Wire 210 ($110); Cement 240 ($120); Wood Patterns 10 ($110); Chem. Mfg. 5 ($95); Grey Iron & Bronze Castings 25 ($110) Payroll $41,610,000

Principal Pay Days: Alternate Tues.; Some Mills pay Fri. every week

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 65-90; Fall 35-70; Winter 10-40. First killing frost, Nov. 15. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 6 blocks on Lawrence Ave.
Neighborhood Shopping Centers: 3 blocks on 5th St.; 2 on 6th St.; 5 in 4th Ward; Lawrence Village Plaza Rt. 65, 5 mi. north of Ellwood, Big Beaver Blvd.; Rt. 18, 5 miles south of Ellwood; Christy's Plaza, Rt. 65, 1 mile south of Ellwood.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: All ex food, Mon. and Fri.; Dept., Nitely; Food, Nitely.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Fisher's
Variety Stores: G.C. Murphy.
Discount Stores (CZ): Gen. Sales, Sun Discount; Keystone; Gaylord's, K-Mart
Chain Drug Stores (CZ): Rexall 1; Cresway 1; Spang's 1
Chain Food Supermarkets: Shop 'n Save; Valu-King; Golden Dawn.

14—NEWSPAPERS: LEDGER (e) 7,552, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Dom A. Viccari, Adv. Dir., LEDGER
National Representatives: None

ERIE, PA.

1—LOCATION: Erie County (SMSA), E&P Map B-1. County Seat. On Lake Erie. 100 mi. E of Cleveland, 90 mi. W of Buffalo. Rail, water and motor freight shipping center. Diversified industry. College and tourist, resort center.

2—TRANSPORTATION: Railroads: New York, Nickel Plate, Conrail, Bessemer & Lake Erie, Norfolk & Western.
Freight Steamship lines: 24
Motor Freight Carriers: 40
Intercity Bus Lines: Greyhound, Bluebird
Airlines: USAir

3—POPULATION:
Corp. City 70 Cen. 129,231; Loc. Est. 124,186
CZ ABC (70) 201,164; (80) 200,100
RTZ-ABC (70) 93,272; (80) 105,300
County/SMSA 70 Cen. 263,654;
Loc. Est. 272,936
City & RTZ-ABC (70) 294,436; (80) 305,400

4—HOUSEHOLDS:
City 70 Cen. 41,036; Loc. Est. 46,135
County/SMSA 70 Cen. 79,249; Loc. Est. 95,659
CZ ABC (70) 61,449; (80) 69,700
RTZ-ABC (70) 27,469; (80) 35,700
City & RTZ-ABC (70) 88,918; (80) 105,400

5—BANKS: Comm. 12, Dep. $710,503,000

6—PASSENGER AUTOS: County 109,893

7—ELECTRIC METERS: Residence 81,201

8—GAS METERS: Residence 73,741

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Pub., Paper, Ptg. 3,100 ($290); Plastics, Rubber, Misc. 2,700 ($200); Primary Metals 4,800 ($283); Fab. Metal Products 6,200 ($266); Furn., Fixt. 1,100 ($150); Non-elect. Machy. & Transp. Equip. 14,100 ($285); Electrical Machy. 5,400 ($229); Food 1,800 ($216)
Principal Industrial Pay Days: Fri. and Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 11-87; Summer 42-92; Fall [illegible]6-93; Winter -2-66. First killing frost, Oct. 1. Last killing frost, Apr. 25.

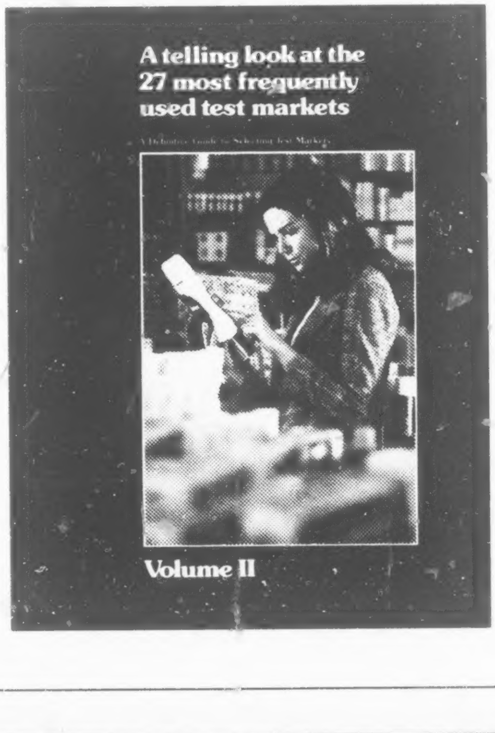
11—TAP WATER: Alkaline, hard; not fluoridated

12—RETAILING: Principal Shopping Centers: State St. from 6th to 18th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th 15th, 16th, 17th and 18th Sts. between French & Peach Sts. (two blocks)
Neighborhood Shopping Centers: 5 blocks on Parade St., 5 on W. 8th St., several shopping centers

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
West Erie Plaza	25	Hornes Halle
East Erie Plaza	10	Loblaw's
Perry Plaza	18	Loblaw's, Value City
Liberty Plaza	27	Loblaw's, Carlisle
The Colony	26	Colony Foodtown
Spencer Place	-	IGA
Esstway Plaza	23	Loblaw's, K-Mart
Central Mall	27	Loblaw's
Grandview	8	Thrift Drug, K-Mart
Park Plaza	18	Arrow Drug, D&R Mart
Zuck Rd. Pl.	2	Loblaw's, Eckerd Drugs
Kimco	2	Loblaw's
Millcreek Mall	145	Sears, Penney's, Halles, Boston store, Kaufmanns

Principal Shopping Days: Sat., Mon., Fri., Thu.
Principal Stores Close: Mon. 9:00 PM. all year.
Stores Open Evenings: Dept.—Mon. and Fri.



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ERIE—continued

13—RETAIL OUTLETS: Department Stores Hornes, Carlisle's, Halles, Sears, J.C. Penney, Kauffman's
Discount Stores (CZ) Value City 2, K-Mart 3, Hills 2
Variety Stores Murphy 2, Woolworth 1, Scott's 2, McCrory's 1
Chain Drug Stores (CZ) Rea & Derick 5, Eckerd's 8, Arrow 2, Sun 1; White Cross 2, Thrift 1, Brim 1
Chain Food Supermarkets Loblaw's 15; Super Save 2, Super Duper 3, Golden Dawn 10
Other Chain Stores Ladies Apparel: Lynn's, Fashion Flair, Benson's, Ormand's, Mens: Richman Bros., Shoes: Thom McAn 2, Kinney's, Nobil's, Giant Shoes, PickWay, Hanover; Others: Tagway, Pittsburgh Plate Glass, Sherwin-Williams (paints); Singer Co., American Auto, Firestone, Goodrich, Goodyear, General Tire, Uniroyal, Radio Shack, S&H Green Stamps

14—NEWSPAPERS: NEWS (m) 24,264, TIMES (e) 51,257 Comb. (m&e) 75,521; TIMES-NEWS (Sat.) 68,723; (S) 93,103, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gerald J. Szorek, Nat'l Adv. Mgr., or Owen Toale, Ret. Adv. Mgr., TIMES-NEWS
National Representatives Story & Kelly-Smith, Inc.

FARRELL, PA.
See SHARON, PA.

FRANKLIN, PA.
See OIL CITY, PA.

GETTYSBURG, PA.

1—LOCATION: Adams County, E&P Map D-3 (in York, Pa. SMSA) 31 mi. SW of Harrisburg, 25 mi. W of York; 50 mi. N of Baltimore, Md.; 25 mi. E of Chambersburg.

2—TRANSPORTATION: Railroads Reading (freight), Western Maryland (freight)

PENNSYLVANIA
York Springs
Bendersville
Arendtsville
Biglerville
New Oxford
GETTYSBURG
Fairfield
Littlestown
ADAMS CO.
Emmitsburg
Taneytown
FREDERICK CO.
CARROLL CO.
MARYLAND

Gettysburg Times (e)
11,228 ABC 3/31/80

3—POPULATION:
Corp. City 70 Cen. 7,275, Loc. Est. 7,551
CZ ABC: (70)11,387, (80)11,800
RTZ-ABC: (70)55,120, (80)65,400
SMSA 70 Cen. 329,540, Loc. Est. 360,470
County 70 Cen. 56,937, Loc. Est. 64,719
City & RTZ-ABC: (70)66,507, (80)77,200

4—HOUSEHOLDS:
City 70 Cen. 3,519, Loc. Est. 2,773
County 70 Cen. 16,911, Loc. Est. 22,480
SMSA 70 Cen. 105,004, Loc. Est. 132,880
CZ ABC: (70)3,519, (80)4,200
RTZ-ABC: (70)15,874, (80)21,500
City & RTZ-ABC: (70)19,393, (80)25,700

5—BANKS:	NUMBER	DEPOSITS
Commercial	14	$300,018,929
Sav. & Loan Assn.	2	$73,516,829

6—PASSENGER AUTOS: County 28,438

7—ELECTRIC METERS: Residence 8,630

8—GAS METERS: Residence 7,313

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Furniture 518; Shoes 1,950; Textile 974; Food Processing 1,775 full time and 10,500 seasonal; Gettysburg National Park 300; Gettysburg College and Gettysburg Lutheran Seminary 750; Westinghouse 750; Printing 250; Paper Supplies 200.

10—CLIMATE: Min. & Max. Temp.—Spring 10-75, Summer 50-100, Fall 30-70, Winter 10-70

11—TAP WATER: Neutral, soft, not fluoridated, chlorinated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores (Car Parking)	Principal Stores and/or Supermarket
No. Gettysburg	10/1000	Acme Mkt., Kings, Rea & Derick
Springs Ave	9/250	Big "D" Discount, Discount Fabric

Principal Shopping Days Fri., Sat., Mon.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,793,909	11,853,496	40,370,634	94,134,464	4,363,910	21,571	56,470	449,434	1,025,711
STANDARD METROPOLITAN STATISTICAL AREAS									
Allentown-Bethlehem-Easton, Pa.-N.J.	594,205	643,917	2,043,723	5,195,015	243,687	21,318	2,098	33,605	31,819
Altoona, Pa.	135,356	136,387	440,608	928,999	51,216	18,139	562	2,886	12,927
Binghamton, N.Y.-Pa.	302,672	302,336	1,109,015	1,838,041	108,883	16,881	2,312	4,365	54,640
Erie, Pa.	263,654	271,318	874,845	2,031,140	96,031	21,151	1,567	19,653	15,898
Harrisburg, Pa.	410,626	438,203	1,461,261	4,835,424	165,446	29,227	2,751	18,219	50,253
Johnstown, Pa.	262,822	272,302	760,330	1,749,578	98,281	17,802	1,712	7,789	28,488
Lancaster, Pa.	319,693	365,212	1,046,840	2,904,148	131,672	22,056	4,732	39,671	208,575
Northeast Pennsylvania, Pa.	621,830	644,512	1,923,814	4,349,596	245,789	17,696	1,069	7,079	11,673
Philadelphia, Pa.-N.J.	4,817,914	4,764,128	17,629,696	39,984,010	1,713,975	23,328	5,328	145,544	81,757
Pittsburgh, Pa.	2,401,245	2,276,697	8,699,311	19,115,587	842,642	22,685	3,758	16,481	33,141
Reading, Pa.	296,382	314,081	1,081,919	2,436,363	121,544	20,457	2,043	28,286	46,449
Williamsport, Pa.	113,296	113,825	351,405	753,317	42,073	18,856	1,009	5,842	10,444
York, Pa.	329,540	366,581	1,070,789	2,824,085	136,619	20,671	3,871	45,252	65,524
COUNTIES, Cities									
ADAMS	56,937	64,988	151,879	431,702	22,780	18,951	1,288	20,648	27,477
Gettysgurg	7,275	7,332	19,278	47,377	2,718	17,431	*	*	*
ALLEGHENY	1,605,016	1,459,428	6,152,165	12,890,005	546,032	23,607	466	5,813	3,149
Brackenridge	4,796	3,905	17,354	32,558	2,112	15,416	*	*	*
Clairton	15,051	12,179	45,742	88,691	4,631	19,152	*	*	*
Duquesne	11,410	8,947	34,949	67,581	3,583	18,862	*	*	*
McKeesport	37,977	29,044	124,053	213,072	12,008	17,744	*	*	*
Monroeville	29,011	33,577	123,113	329,956	11,189	29,489	*	*	*
Pittsburgh	520,117	398,020	1,875,074	3,265,788	161,461	20,226	*	*	*
Tarentum	7,379	6,481	26,270	53,166	2,688	19,779	*	*	*
ARMSTRONG	75,590	78,712	218,699	508,466	29,483	17,246	810	13,893	6,948
Kittanning	6,231	6,194	19,235	42,985	2,566	16,752	*	*	*
BEAVER	208,418	211,607	666,080	1,638,747	76,043	21,550	551	1,512	3,781
Aliquippa	22,277	19,348	63,995	135,278	6,989	19,356	*	*	*
Ambridge	11,324	8,733	36,495	67,858	3,678	18,450	*	*	*
Beaver	6,100	6,030	20,583	49,304	2,657	18,556	*	*	*
Rochester	4,819	4,552	14,706	33,662	1,994	16,882	*	*	*
BEDFORD	42,353	45,428	123,286	342,563	16,712	20,498	1,058	3,616	16,905
Bedford	3,302	3,074	9,650	23,273	1,299	17,916	*	*	*
BERKS	296,382	314,081	1,081,919	2,486,368	121,544	20,457	2,043	28,286	46,449
Reading	87,643	73,354	296,495	538,551	32,258	16,695	*	*	*
BLAIR	135,356	136,387	440,608	928,999	51,216	18,139	562	2,886	12,927
Altoona	63,115	56,100	203,338	380,076	22,204	17,117	*	*	*
Tyrone	7,072	6,304	22,374	41,733	2,509	16,633	*	*	*
BRADFORD	57,962	60,618	171,527	405,011	20,971	19,313	1,546	3,379	37,641
Athens	4,173	3,802	12,485	25,682	1,370	18,746	*	*	*
Sayre	7,473	6,981	22,152	46,722	2,602	17,956	*	*	*
Towanda	4,224	4,144	12,899	28,571	1,494	19,124	*	*	*
BUCKS	415,056	491,484	1,416,501	4,036,424	162,743	24,802	986	16,724	15,613
Bristol	12,085	10,681	37,049	74,772	4,000	18,693	*	*	*
Doylestown	8,270	12,524	32,967	121,266	5,420	22,374	*	*	*
Levittown	32,085	54,943	109,500	451,232	16,245	27,777	*	*	*
Quakertown	7,276	9,233	25,028	77,251	3,857	20,029	*	*	*
Warminster	34,900	57,115	119,107	469,070	16,699	28,090	*	*	*
BUTLER	127,941	149,945	416,188	1,051,399	51,578	20,385	1,282	12,201	11,273
Butler	18,691	20,510	62,450	149,979	8,709	17,221	*	*	*
CAMBRIA	186,785	189,718	560,683	1,226,998	67,542	18,166	588	3,965	6,425
Johnstown	42,476	37,062	123,026	235,907	15,138	15,584	*	*	*
CAMERON	7,096	6,566	24,613	50,374	2,547	19,778	30	14	184
CARBON	50,573	53,748	140,945	361,070	20,848	17,319	185	1,155	791
Jim Thorpe	5,456	5,329	15,019	35,359	1,912	18,493	*	*	*
Lansford	5,168	4,220	13,631	26,830	1,789	14,997	*	*	*
Lehighton	6,095	6,106	17,128	41,360	2,440	16,951	*	*	*
Palmerton	5,620	5,262	15,663	35,349	2,181	16,208	*	*	*
CENTRE	99,267	106,321	266,059	859,803	34,948	24,602	799	4,811	13,035
Bellefonte	6,828	6,956	20,932	64,341	2,707	23,768	*	*	*
State College	33,778	41,397	83,686	296,395	11,506	25,760	*	*	*
CHESTER	278,311	314,180	881,582	2,808,868	106,354	26,411	1,791	59,663	34,388
Coatesville	12,331	12,261	35,315	92,953	4,864	19,110	*	*	*
Phoenixville	14,823	15,460	42,404	117,248	5,972	19,633	*	*	*
West Chester	19,301	21,831	47,241	137,401	6,549	20,980	*	*	*
CLARION	38,414	42,967	116,854	330,691	15,153	21,823	646	1,776	5,758
CLEARFIELD	74,619	81,727	218,856	633,632	30,260	20,[illegible]40	492	1,478	4,317
Clearfield	8,176	7,726	25,731	65,629	2,884	22,756	*	*	*
Curwensville	3,189	3,140	9,380	24,415	1,141	21,398	*	*	*
Du Bois	10,112	9,619	35,306	88,209	3,877	22,752	*	*	*
CLINTON	37,721	38,206	125,281	238,929	13,967	17,107	299	1,864	3,449
Lock Haven	11,427	8,945	37,699	55,064	3,198	17,218	*	*	*
Renovo	2,620	1,974	8,205	11,640	802	14,514	*	*	*
COLUMBIA	55,114	60,745	172,096	371,527	22,813	16,286	963	9,140	7,935
Berwick	12,274	11,826	40,313	75,471	4,938	15,284	*	*	*
Bloomsburg	11,652	13,397	36,791	81,751	4,730	17,284	*	*	*
CRAWFORD	81,342	87,376	250,102	614,741	32,003	19,209	1,543	3,896	20,118
Meadville	16,573	15,412	56,169	122,233	6,300	19,402	*	*	*
Titusville	7,331	6,233	23,061	43,778	2,492	17,567	*	*	*
CUMBERLAND	158,177	178,581	565,716	2,041,253	64,419	31,687	1,149	8,711	22,642
Carlisle	18,079	19,430	60,569	206,182	7,389	27,904	*	*	*
DAUPHIN	223,834	223,499	823,758	2,478,572	87,890	28,201	782	6,078	14,109
Harrisburg	68,061	50,371	230,067	501,745	22,557	22,243	*	*	*
DELAWARE	600,035	568,648	2,457,817	5,133,945	200,838	25,563	135	5,145	1,461
Chester	56,331	40,359	180,223	256,369	15,011	17,079	*	*	*
ELK	37,770	36,197	131,078	218,534	12,392	17,635	133	207	2,406
Ridgeway	6,022	5,618	20,972	34,037	2,172	15,671	*	*	*
St. Marys	7,470	6,822	26,051	41,389	2,428	17,047	*	*	*
ERIE	263,654	271,318	874,845	2,031,140	96,031	21,151	1,567	19,653	15,898
Corry	7,435	7,086	23,637	50,825	2,822	18,010	*	*	*
Erie	129,231	120,718	419,163	886,151	45,343	19,543	*	*	*

13—RETAIL OUTLETS: Department Stores: King's.
Discount Stores (CZ): Big "D", Bargaintown.
Variety Stores: Murphy.
Chain Drug Stores (CZ): Rea & Derick 2, People's, Rite Aid.
Chain Supermarkets: A&P, Acme, Kennies 2; Giant.
Other Chain Stores: Automotive Supply Co., Benn's, K&W Tires, T&S Factory Outlet; Tobey's; Martins Shoes; Wall & Ochs.

14—NEWSPAPERS: THE TIMES (e) 11,228, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles C. Costella, Adv. Mgr., THE TIMES.
National Representatives: Landon Associates, Inc.

GREENSBURG, PA.

1—LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-3, County Seat. Manufacturing, agriculture and coal mining. On 2 U.S. & five State Hwys., 5 mi. to Pa. Tpke.; 30 mi. E of Pittsburgh.

2—TRANSPORTATION: Railroads: Conrail; Amtrak.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Lincoln; Penn.

3—POPULATION:
Corp. City 70 Cen. 15,870; Loc. Est. 19,224
Primary Mkt. Area-ABC
(70)259,961; (80)268,100
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
County 70 Cen. 376,935; Loc. Est. 384,575
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,536; Loc. Est. 7,787
County 70 Cen. 116,419; Loc. Est. 137,302
SMSA 70 Cen. 759,174; Loc. Est. 833,680
Primary Mkt. Area-ABC
(70)79,784; (80)93,500

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	18	N.A.
Commercial Banks	19	N.A.

6—PASSENGER AUTOS: County 159,509

7—ELECTRIC METERS:
(Residence) County Est. 125,000

8—GAS METERS: (Res.), Co. Est 90,000

9— PRINCIPAL INDUSTRIES (CZ): Automobile Mfg., Primary Metal Prdts., Fabricated Metal Pdts., Elect. Machy., Stone, Clay and Glass Prdts., Scientific Instruments and Automatic Temp. Controls; Non- Elect Machy., Food Pdts., Rubber and Plastic Pdts., Apparel, Printing and Publishing, Paper Pdts., Bituminous Coal, Natural Gas.
Principal Pay Days: Fri., 1 & 15, 10 & 25

10-CLIMATE: Min. & Max. Temp.—Spring 30-70, Summer 60-90, Fall 30-80, Winter 5-60. first killing frost, Sept. 20. Last killing frost, May 10.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Greengate Mall	90	J. C. Penney, Hornes, Montgomery Ward
Greensburg Plaza	10	K-Mart, Foodland
Eastgate Plaza		Gee Bee
Greensburg	20	Tile City
Latrobe		K-Mart, Jamesway, Foodland
Westmoreland Mall	120	Sears, Kaufmans, Troutman's, Murphy Mart, Shop-N-Save

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Downtown, Mon., Thur., Fri. Shopping Ctr. every evening.

13—RETAIL OUTLETS: Department Stores: Sears, Troutman 3, (Allied), Royers; Montgomery Ward; Hornes, J. C. Penney, Kaufmann's.
Variety Stores: G. C. Murphy 2.
Discount Stores: Gee Bee, K-Mart, Murphy Mart, Jamesway, Hills.
Chain Drug Stores: Thrift 4, Widmann, Rite Aid 2.
Chain Food Supermarkets: Kroger; Thorofare, A&P 2, Foodland 3, Red & White 1, Davis Mkt., Giant Eagle 2, Gee Bee Food, Shop-N-Save 3.
Other Chain Stores: Thom McAn 3, Kinney's 2, Gatling Auto 2; Wayne; Weil; Singer Co., S&H Green Stamps, Islays 2, Kamps Shoes 3; Sun Tile, Joe Workman, Richman Bros., Firestone, Goodyear; Carlton Men's, Standard Sportswear 2; Chester Uniforms, May's, Motherhood Maternity, Father & Son Shoe, Mariann, Spencer Gift 2, Camera & Card Shop, National Record Mart 2; DeRoy Jewelers 2, Fulton Piano 2, Fashion Hosiery, Beltone, Barricini Candy, Kelley & Cohen, Hart's, Wander Sales, Radio Shack 2, Fabric Fair; Baker Shoes 2; Misc. Shop, Suzy Boutique; Foxmoor Casuals; General Nutrition 2; Sweet William 2, Herrold Jewelers, Penn Furniture, Wickes Lumber; Jaison's Women; Hickory Farms 2, Jayson Men, Fabric Tree; Baskin-Robbins, Elizabeth Addams; Photocoral 2; Toy Mart; Walden Books 2, Watchmaker; Tobacco Village 2; Busy Beaver; Fisher's Big Wheel 2; 84 Lumber, Widmann, Rite Aid; Hermans, York Steakhouse; Tagway Shoes; Kay Beetoy; Fotomat; Anderson Little, Casual Corner.

14—NEWSPAPERS: TRIBUNE-REVIEW (m) 43,530; (S) 66,753, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ted Coleman, Adv. Dir., Steve Roszczyk, Asst. Adv. Dir., TRIBUNE-REVIEW.
National Representatives: Landon Associates, Inc.

GREENVILLE, PA.

1—LOCATION: Mercer County, E&P Map A-2. 75 mi. N of Pittsburgh, 75 mi. E of Cleveland, O. On State Hwys. 18, 58 and 358, 15 mi. from I-79, 18 mi. from I-80.

2—TRANSPORTATION: Railroads: Conrail, Bessemer & Lake Erie, E&P Div.

3—POPULATION:
Corp. City 70 Cen. 8,704; Loc. Est. 9,165
CZ ABC: (70) 15,003; (80) 15,100
RTZ-ABC: (70) 26,187; (80) 28,100
County 70 Cen. 127,175; Loc. Est. 126,627
City & RTZ-ABC: (70) 41,190; (80) 43,100

4—HOUSEHOLDS:
City 70 Cen. 2,737; Loc. Est. 3,317
County 70 Cen. 38,411; Loc. Est. 44,496
CZ ABC: (70) 4,598; (80) 5,300
RTZ-ABC: (70) 7,604; (80) 9,200
City & RTZ-ABC: (70) 12,202; (80) 14,500

5—BANKS: Commercial 3. Dep. N.A. Sav. & Loan 2. Dep. N.A.

6—PASSENGER AUTOS: County 51,768

7—ELECTRIC METERS: Residence 5,641

8—GAS METERS: Residence 3,822

9— PRINCIPAL INDUSTRIES (CZ): Railroad Freight Cars, Elevated Tanks; RR Shops; Transformers; Iron Castings; Aluminum Ladders; Stainless Steel Pipe.

10-CLIMATE: Min. & Max. Temp.—Spring 9-94, Summer 30-98; Fall 6-86; Winter 9-68.

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Greenville Plaza	22	Murphy's, Jamesway, Riverside Mkt.
Colonial Plaza	5	Valu King

Principal Shopping Days: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: L. L. Keck, J. C. Penney, N. N. Moss, Jamesway.
Variety Stores: G. C. Murphy 1.
Chain Food Supermarkets: Golden Dawn; Valu King, Riverside, Foodland.

14—NEWSPAPERS: RECORD-ARGUS (e) 5,778, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Turner, Adv. Mgr., RECORD-ARGUS.
National Representatives: Thomson Newspapers, Inc.

HANOVER, PA.

1—LOCATION: York County (In York SMSA). E&P Map D-3. 18 mi. W of York, 14 mi. E of Gettysburg, 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2—TRANSPORTATION: Railroads: Maryland-Penna., Western Maryland.
Motor Freight Carriers: 12.

3—POPULATION:
Corp. City 70 Cen. 15,623; Loc. Est. 16,205
CZ ABC: (70)26,252; (80)25,200
RTZ-ABC: (70)145,030; (80)182,700
SMSA 70 Cen. 329,540; Loc. Est. 360,470
County 70 Cen. 272,603; Loc. Est. 295,751
City & RTZ-ABC: (70)171,282; (80)207,900

4—HOUSEHOLDS:
City 70 Cen. 5,573; Loc. Est. 5,887
County 70 Cen. 88,093; Loc. Est. 110,400
SMSA 70 Cen. 105,004; Loc. Est. 132,880
CZ ABC: (70)8,856; (80)9,700
RTZ-ABC: (70)42,114 (80)60,300
City & RTZ-ABC: (70)50,970; (80)70,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$344,315,233
Sav. & Loan Assn.	2	$34,504,000

6—PASSENGER AUTOS: County 139,868

7—ELECTRIC METERS: Residence 30,450

8—GAS METERS: Residence 9,032

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Leather 2,200; Paper & Printing 2,100; Textile & Apparel 1,802; Food Processing 1,400; Primary & Fabricated Metal 2,200; Furniture 695, Chemical-Rubber-Stone 625.

10-CLIMATE: Min. & Max. Temp.—Spring 28-90, Summer 55-98; Fall 17-87; Winter 5-75.

11—TAP WATER: Akaline, soft, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Clearview	16	Rea & Derick, Woolworth, A&P, J. S. Raub, Joe The Motorist, Sherwin-Williams
Hanover Plaza	3	Value City, Toytown U.S.A.
No. Hanover Mall	47	Radio Shack, Sears, Food Fair, K-Mart, Bon Ton, Thrift Drug, Fashion Bug, Feel Fine Shop, Singer, Kinney Shoes, Thom McAn, Pearle Vision
South Hanover	8	King's Dept., Acme Mkt., Drug Fair

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Downtown: Mon., Fri., Sat.; Shopping Centers: Every night.

13—RETAIL OUTLETS: Department Stores: Bon Ton, Sears, Leggett's, J. C. Penney.
Discount Stores (CZ): Bargain City, Nichols, King's, Value City, K-Mart.
Variety Stores: McCrory's, (2) Woolworth.

PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FAYETTE	154,667	159,145	439,541	1,174,999	58,923	19,941	765	2,026	6,018
Brownsville	4,856	5,427	13,237	38,434	2,323	16,545	*	*	*
Connellsville	11,643	11,351	34,148	84,734	4,447	19,054	*	*	*
South Connellsville	2,385	2,323	6,778	17,151	789	21,738	*	*	*
Uniontown	16,282	14,875	52,345	125,315	6,274	19,974	*	*	*
FOREST	4,926	5,719	13,936	37,461	2,197	17,051	49	45	268
FRANKLIN	100,833	109,512	292,670	777,916	40,125	19,387	1,580	13,647	42,962
Chambersburg	17,315	15,751	54,610	127,311	6,648	19,150	*	*	*
Waynesboro	10,011	8,930	30,843	67,532	4,055	16,654	*	*	*
FULTON	10,776	12,710	27,275	88,095	4,582	19,226	503	1,217	5,399
GREENE	36,090	41,111	103,989	310,282	15,545	19,960	798	555	3,740
Waynesburg	5,152	5,110	13,985	36,280	2,084	17,409	*	*	*
HUNTINGDON	39,108	39,153	112,564	282,216	14,358	19,656	635	2,220	11,052
Huntingdon	6,987	7,717	19,320	53,438	2,991	17,866	*	*	*
Mt. Union	3,662	3,211	10,513	23,085	1,331	17,344	*	*	*
INDIANA	79,451	90,728	225,131	728,285	31,149	23,381	1,014	5,902	12,620
Indiana	16,100	18,510	44,891	139,803	5,475	25,535	*	*	*
JEFFERSON	43,695	49,514	132,933	400,216	19,068	20,989	600	1,406	6,070
Punxsutawney	7,792	7,562	23,170	59,273	2,986	19,850	*	*	*
JUNIATA	16,712	19,562	43,640	142,904	7,096	20,139	659	2,466	13,520
LACKAWANNA	234,107	237,041	730,881	1,612,798	89,826	17,955	362	1,357	5,297
Carbondale	12,808	11,376	37,916	73,631	4,421	16,655	*	*	*
Scranton	103,564	86,203	326,576	602,297	34,026	17,701	*	*	*
LANCASTER	319,693	365,212	1,046,840	2,904,148	131,672	22,056	4,732	39,671	208,575
Columbia	11,237	11,153	36,903	87,513	4,469	19,582	*	*	*
Lancaster	57,690	56,141	170,711	397,708	22,910	17,360	*	*	*
LAWRENCE	107,374	107,223	338,358	757,184	38,861	19,484	755	3,606	7,164
Ellwood City	10,857	10,310	35,940	74,920	4,171	17,962	*	*	*
New Castle	38,559	33,871	116,242	229,705	13,124	17,503	*	*	*
LEBANON	99,665	110,101	311,262	857,422	40,436	21,204	974	6,803	28,602
Lebanon	28,572	28,408	89,487	223,330	11,695	19,096	*	*	*
LEHIGH	255,304	270,268	919,684	2,286,102	103,209	22,150	685	15,870	8,726
Allentown	109,527	99,857	379,787	817,842	40,804	20,043	*	*	*
LUZERNE	342,301	343,882	1,047,396	3,267,294	131,632	17,224	514	4,387	3,987
Hazleton	30,426	27,894	96,662	193,904	11,342	17,096	*	*	*
Pittston	11,113	11,312	33,511	71,078	4,223	16,831	*	*	*
West Hazleton	6,059	4,453	18,922	29,964	1,713	17,492	*	*	*
Wilkes-Barre	58,856	52,852	177,459	346,454	20,954	16,534	*	*	*
LYCOMING	113,296	113,825	351,405	793,317	42,073	18,856	1,009	5,842	10,444
Jersey Shore	5,322	4,998	16,557	34,939	1,972	17,218	*	*	*
Williamsport	37,918	32,815	115,036	225,243	12,708	17,725	*	*	*
MCKEAN	51,915	51,093	169,583	354,448	19,354	18,314	245	548	2,360
Bradford	12,672	10,587	42,350	74,870	4,359	17,176	*	*	*
Kane	5,001	4,587	16,120	31,401	1,929	16,278	*	*	*
MERCER	127,175	126,420	389,486	953,591	44,901	21,238	1,424	5,467	13,432
Farrell	11,022	7,769	33,473	56,751	2,884	19,678	*	*	*
Greenville	8,704	9,156	24,255	62,841	3,352	18,747	*	*	*
Sharon	22,653	20,921	70,417	163,303	8,007	20,395	*	*	*
Sharpsville	6,126	6,202	19,617	48,915	2,278	21,473	*	*	*
Wheatland	1,421	1,060	4,352	7,996	356	22,461	*	*	*
MIFFLIN	45,268	43,730	140,014	354,594	16,399	21,623	637	1,749	18,167
Lewistown	11,098	8,877	36,831	79,993	3,971	20,144	*	*	*
MONROE	45,422	63,589	145,537	469,504	24,331	19,297	193	1,335	2,389
East Stroudsburg	7,894	10,874	22,701	72,058	3,617	19,922	*	*	*
Stroudsburg	5,451	5,151	16,438	35,438	2,125	16,677	*	*	*

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HANOVER—continued

Chain Drug Stores: CZ-Rea & Derick (Rexall); Thrift Drug; (2) Drug Fair; (2) Rite Aid; Revco.
Chain Food Supermarkets: (2) A&P, Acme, Weis, Food Fair, Giant, Co-op Consumers, Safeway.
Other Chain Stores: Firestone, Columbia Jewelers, S&H Green Stamps, Super Shoes, Goodyear, Goodrich, Lowe's, Lumber Yard, 84 Lumber, Ames, Dahnken.

14—NEWSPAPERS: SUN (e) 25,351; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Krout, Adv. Mgr., SUN.

National Representatives: Thomson Newspapers, Inc.

HARRISBURG, PA.

1—LOCATION: Dauphin County (In Harrisburg, Pa. SMSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River; 100 mi. from Phila.; 75 mi. N of Baltimore. Wholesale center for Central Penna. on Hwys. 22, 322, 422, 11, 15, 111, 230; Interstate 76, 81, 83, 283.

2—TRANSPORTATION: Railroads: Amtrak, Conrail; Main Line; Western terminus of Reading, which is linked with B&O. Largest freight classification yards on Penna. System.

Motor Freight: 100 Motor Common Carriers have authority to serve the area. 75 maintain terminals here.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: TWA; U.S. Air; Pa. Commuter; Altair.

3—POPULATION:
Corp. City 70 Cen. 68,061; Loc. Est. 51,110
PATRIOT (m) and NEWS (e):
CZ-ABC: (70)432,550; (80)462,600
Total Prim. Mkt. Area-ABC:
(70)432,550; (80)462,600
PATRIOT NEWS (S):
Total Prim. Mkt. Area-ABC:
(70)1,261,923; (80)1,323,500
County 70 Cen. 223,834; Loc. Est. 223,716
SMSA 70 Cen. 410,626; Loc. Est. 435,572
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 25,742; Loc. Est. 22,642
County 70 Cen. 75,075; Loc. Est. 87,079
SMSA 70 Cen. 132,227; Loc. Est. 162,828
PATRIOT (m) and NEWS (e):
CZ ABC: (70)97,715; (80)117,700
Bal. in Prim. Mkt. Area: (70)[illegible]1,080; (80)50,500
Total Prim. Mkt. Area-ABC:
(70)138,795; (80)169,200
PATRIOT NEWS (S):
CZ-ABC: (70)97,715; (80)115,700
Bal. in Prim. Mkt. Area-ABC:
(70)309,076; (80)371,100
Total Prim. Mkt. Area-ABC:
(70)406,[illegible] (80)486,800

5—BANKS: 127 Deposits $2,124,528,000

6—PASSENGER AUTOS: SMSA 205,294

7—ELECTRIC METERS: Residence 153,845

8—GAS METERS: Residence 49,559

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Durable goods 22,000 ($342); Primary Metals 63,000 ($446) Electric Machinery 8,000 ($241); Non-Durable Goods 20,700 ($232); Food Products 7900 ($302); Transportation, Public Utilities 15,900 ($256), Printing & Publishing 2300 ($244); State-Local Government 45,500, Federal Service 10,000.
Principal Pay Days: Staggered.

10-CLIMATE: Spring 21-62; Summer 61-88; Fall 43-70; Winter 10. First killing frost, Sept. 28. Last killing frost, May 11.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: Downtown; Strawberry Square Complex, Market Square, three blocks on 3rd St., 1 block on Walnut Street.
Major Shopping Centers: Harrisburg East Mall (Paxtang), Capital City Mall, (Camp Hill), Colonial Park Plaza, Camp Hill Shopping Center.

Minor Shopping Centers: Cedar Cliff Mall (New Cumberland), Derrytown Mall (Hershey), East Park Center (Lawnton), Kline Village S.C. (Harrisburg), M. J. Mall (Carlisle), Olmsted Plaza S.C. (Middletown), Summerdale Plaza Shopping Center (Summerdale), Union Deposit Mall (Colonial Park), West Shore Plaza (Lemoyne), Windsor Park Plaza (Mechanicsburg).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Harrisburg East Mall	3	Wanamakers, Hess's, J.C. Penney
Kline Village	2	Rea & Derick
West Shore Plz	2	Rea & Derick
Camp Hill	2	Peoples Drug
Colonial Park	6	Sears, Pomeroy's
Olmstead Plaza	7	Kresge
Cedar Cliff Mall	4	Rea & Derick
Union Deposit Mall	5	Acme, Murphy Mart
Capital City Mall	5	Hess's, Sears, Murphy Mart

Principal Shopping Days: Mon., Fri., Sat., & Sun.
Stores Open Evenings: Shopping Centers every night.

13—RETAIL OUTLETS: Department Stores: Pomeroy's 3, Sears 2; E. J. Korvette; Wanamakers; J.C. Penney 2; Hess's 2.
Discount Stores (CZ): King's; K-Mart 4; Hills 2; Murphy Mart 2.

Variety Stores: Woolworth; Kresge; Bills.
Chain Drug Stores (CZ): Rea & Derick 12; People's 5; Lipman 2; Rite-Aid 3; Revco 5; Thrift Drugs 8.
Chain Supermarkets (CZ): Handy Mkt. 12; Weis 16; Acme 3; A&P 9; Giant 7; Super Thrift 3; IGA 3; 7-Eleven 9; Boulevard Save Rite 3; Pathmark; Hattie Harris 6; Turkey Hill 5.

Other Chain Stores: Baker Shoes; Hanover Shoes; Irvings; Kinney's; Stuarts; Stephenson's; Thom McAn; Joe the Motorists Friend; Miller's Auto; Kelly & Cohen; Chess King; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel.

14—NEWSPAPERS: PATRIOT (m-Mon. to Fri.) 48,617; NEWS (e-Mon. to Fri.) 63,433; Comb. (m&e) 112,050; (Sat.) 96,810; PATRIOT-NEWS (S) 152,298; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS.

National Representatives: Newhouse Newspapers, Inc.

HATBORO-WARMINSTER, PA.

1—LOCATION: Hatboro in Montgomery County, Warminster in Bucks County (In Philadelphia SMSA). E&P Map E-3. 10 miles north of Philadelphia on U.S. Hwy. 263.

2—TRANSPORTATION: Railroads: Septa.
Motor Freight Carriers: 12.
Intercity Bus Lines: Septa; Martz; Trailways; Greyhound; Huntingdon Valley Trans.
Airlines: At Philadelphia Airport: American; British Airways; Eastern; Delta; Lufthansa National; Northeast; Northwest Orient; Pan American; TWA; United; U.S. Air.

3—POPULATION:
Corp. Cities 70 Cen. 43,700; Loc. Est. 64,424
Hatboro: 70 Cen. 8,880; Loc. Est. 9,200
Warminster: 70 Cen. 34,900; Loc. Est. 55,224
City Zone Loc. Est. 49,720
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
Montgomery Co.
70 Cen. 623,799; Loc. Est. 637,700
Bucks Co. 70 Cen. 415,056; Loc. Est. 486,800
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Warminster 70 Cen. 9,907; Loc. Est. 15,973
Hatboro 2,863; Loc. Est. 2,871
Montgomery Co.
70 Cen. 188,475; Loc. Est. 198,200
Bucks Co. 70 Cen. 200,700; Loc. Est. 142,000
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	4	Not Available
Sav. & Loan Assn	3	Not Available
Commercial Banks	6	Not Available

6—PASSENGER AUTOS: (Counties): Montgomery 330,274; Bucks 225,081.

7—ELECTRIC METERS: Residence 8,529

8—GAS METERS: Residence 6,219

9— PRINCIPAL INDUSTRIES (CZ): Electronics, small diversified.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-60. First killing frost, Oct. 23. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center 5 blocks on York Rd. Neighborhood Shopping Center-Village Mall (42 units); King's Plaza (40 units).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Rosemore	2	Shop 'N' Save
Town & Country	2	Great Scot
Warminster Plaza	4	Rickels

Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS:
Discount Stores: K-Mart; Woolco; Rickels; Clover; Jefferson Ward; King's.
Variety Stores: Berlins.

PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MONTGOMERY	623,799	636,378	2,527,882	6,591,894	225,727	29,203	793	8,847	13,854
Hatboro	8,880	8,071	31,502	66,629	2,864	23,264	*	*	*
King of Prussia	23,699	31,458	116,907	396,665	10,713	37,027	*	*	*
Lansdale	18,451	21,523	65,088	182,708	8,121	22,498	*	*	*
Norristown	38,169	32,775	123,156	249,313	12,576	19,825	*	*	*
Pottstown	25,355	26,378	82,214	188,831	10,285	18,360	*	*	*
MONTOUR	16,508	17,054	46,248	103,423	5,651	18,302	346	2,401	2,962
Danville	6,176	6,231	17,000	37,126	2,678	13,863	*	*	*
NORTHAMPTON	214,368	231,796	727,278	1,865,887	87,094	21,424	679	10,929	11,664
Bangor	5,425	5,048	18,140	40,050	2,222	18,024	*	*	*
Bethlehem	72,686	73,402	255,014	609,569	27,909	21,841	*	*	*
Easton	30,256	27,807	90,149	193,810	11,093	17,471	*	*	*
Wilson	8,482	8,073	28,244	63,783	3,387	18,832	*	*	*
NORTHUMBERLAND	99,190	101,261	318,698	582,896	40,188	14,504	917	6,938	14,365
Milton	7,723	11,535	25,576	68,438	4,564	14,995	*	*	*
Mount Carmel	9,317	7,849	28,720	43,347	3,461	12,524	*	*	*
Shamokin	11,719	10,044	36,917	56,590	4,567	12,391	*	*	*
Sunbury	13,025	11,806	41,492	67,633	5,003	13,518	*	*	*
PERRY	28,615	36,123	71,787	315,599	13,137	24,024	820	3,430	13,502
PHILADELPHIA	1,948,609	1,691,480	6,787,581	12,144,507	653,673	18,579	18	641	274
Philadelphia	1,950,098	1,691,480	6,787,581	12,144,507	653,673	18,579	*	*	*
PIKE	11,818	15,831	37,003	110,645	6,507	17,004	41	469	330
POTTER	16,395	17,626	46,848	112,604	6,499	17,326	348	2,257	6,873
SCHUYLKILL	160,089	160,317	534,038	918,817	62,829	14,624	798	6,334	18,478
Ashland	4,737	4,881	15,140	26,802	2,059	13,017	*	*	*
Mahanoy City	7,257	5,979	23,681	33,520	2,579	12,997	*	*	*
Pottsville	19,715	17,796	69,595	109,698	7,133	15,379	*	*	*
Shenandoah	8,287	6,389	25,776	34,142	2,873	11,884	*	*	*
SNYDER	29,269	32,601	73,470	248,434	11,060	22,462	788	4,131	15,332
SOMERSET	76,037	82,584	199,647	522,580	30,739	17,001	1,124	3,824	22,063
Somerset	6,269	6,547	19,937	49,042	2,622	18,704	*	*	*
SULLIVAN	5,961	5,898	16,440	34,893	2,150	16,229	178	453	2,712
SUSQUEHANNA	34,344	38,110	91,537	215,779	13,599	15,867	982	1,619	24,532
TIOGA	39,691	41,446	97,131	269,805	14,460	18,659	926	2,122	20,888
UNION	28,603	32,020	76,676	254,677	10,653	23,907	518	3,358	10,020
VENANGO	62,353	63,854	185,094	422,776	22,932	18,436	419	1,299	2,712
Franklin	8,629	7,646	30,584	63,675	3,306	19,260	*	*	*
Oil City	15,033	13,920	44,957	94,963	5,205	18,245	*	*	*
WARREN	47,682	46,698	169,486	342,211	16,693	20,500	375	1,159	7,373
Warren	12,998	11,694	49,737	97,946	4,890	20,030	*	*	*
WASHINGTON	210,876	217,240	707,194	1,581,151	80,408	19,664	1,444	3,937	12,199
Canonsburg	11,439	11,350	38,169	79,082	4,345	18,201	*	*	*
Charleroi	6,723	6,225	23,577	46,003	2,781	16,542	*	*	*
Donora	8,825	6,677	28,270	46,420	2,685	17,289	*	*	*
Monongahela	7,113	5,843	23,437	41,783	2,427	17,216	*	*	*
Washington	19,827	19,993	63,728	134,730	8,183	16,465	*	*	*
WAYNE	29,581	37,835	78,225	257,278	13,862	18,560	802	1,429	18,010
WESTMORELAND	376,935	388,422	1,173,872	3,005,684	140,159	21,445	1,297	5,219	14,012
Arnold	8,174	6,889	24,030	50,323	2,849	17,663	*	*	*
Greensburg	15,870	19,401	55,310	166,243	7,947	20,919	*	*	*
Irwin	4,059	3,750	13,052	32,783	1,497	21,899	*	*	*
Jeannette	15,209	13,538	47,801	106,043	5,381	19,707	*	*	*
Latrobe	11,749	10,738	40,243	90,711	4,329	20,954	*	*	*
Monessen	15,216	11,145	45,668	80,479	4,198	19,171	*	*	*
New Kensington	20,312	16,318	63,909	130,696	6,582	19,857	*	*	*
Vandergrift	7,873	6,953	23,315	51,162	2,881	17,758	*	*	*
WYOMING	19,082	25,316	54,327	168,004	9,207	18,247	447	1,336	9,637
YORK	272,603	301,593	918,910	2,392,383	113,839	21,015	2,583	24,634	38,047
Hanover	15,623	14,169	55,226	119,107	6,009	19,821	*	*	*
York	50,335	44,254	154,819	314,538	19,024	16,534	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Pennsylvania 1979 Cash Receipts as follows: From Crops $746,990,000, from Livestock & Livestock Products $1,798,981,000. Total $2,545,971,000.
*—included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

Chain Drug Store (CZ): Thrift Drug, Direct Drug; Eckerd Drug; Rite Aid.
Chain Food Stores: Acme, Super Saver; Genuardi's; A&P; Great Scot; Pathmark; Shop'n Save; Thriftway; Jewel Tea.

14—NEWSPAPERS: TODAY'S SPIRIT (m) 7,517, Dec. 31, 1979 CAC (Latest statement available).
Local Contact for Advertising and Merchandising Data: Gordon Bechtle, V.P./Mkt. Dir., TODAY'S SPIRIT.
National Representatives: Robert Hitchings, Inc., U.S. Suburban Press, Inc.

HAZLETON, PA.

1—LOCATION: Luzerne County (In Northeast Pennsylvania SMSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from N.Y. City; 102 mi. from Phila.

2—TRANSPORTATION: Railroads: Conrail (freight).
Motor Freight Carriers: 34
Intercity Bus Lines: Capitol, Continental Trailways; Luzerne & Carbon County; Motor Transportation, Valley Transit.

3—POPULATION:
Corp. City 70 Cen. 30 426, Loc. Est. 28,448
CZ ABC: (70) 50,464; (80) 47,700
RTZ-ABC: (70) 32,664; (80) 38,800
SMSA 70 Cen. 621,830; Loc. Est. 635,944
County 70 Cen. 342,301 Loc. Est. 340,558
City & RTZ-ABC: (70) 83,128, (80) 86,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 10,476, Loc. Est. 11,439
County 70 Cen. 111,604; Loc. Est. 128,938
SMSA 70 Cen. 202,038, Loc. Est. 239,873
CZ ABC: (70) 17,112, (80) 18,500
RTZ-ABC: (70) 9,874; (80) 14,000
City & RTZ-ABC: (70) 26,986, (80) 32,500

5—BANKS:	NUMBER	DEPOSITS
Savings	6	$2,368,707,138
Sav. & Loan Assn	3	$172,992,452

6—PASSENGER AUTOS: 182,370

7—ELECTRIC METERS: Residence 60,407

8—GAS METERS: Residence 5,317

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Primary 11,639, Machine Shops 1,567; Mining & Stripping 906.

10-CLIMATE: Min. & Max. Temp.—Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20. Last killing frost, June 1.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: 6 blocks on Broad St., on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Church Hill Mall (14)	2	McCrory, Gaylord's, Super Saver
Laurel Mall (40)	4	Fowler, Dick & Walker, Zayre, A&P, McCrory
Hazleton (8)	1/2	Super Saver, Sears, McCrory, K-Mart
Valmont (10)	2	Cook's, Ware house Foods

Principal Shopping Days: Department Stores—Wed., Fri., Sat. Food—Wed., Thurs., Fri.
Stores Open Evenings: Department Stores—Wed. and Fri. Food—daily.

13—RETAIL OUTLETS: Department Stores: P. Deisroth's, Sears; Fowler, Dick & Walker.
Discount Stores (CZ): Cook's; Discountland U.S.A., Gaylord's; K-Mart; Zayre, Dollar General.
Variety Stores: Kresge, McCrory; K-Mart.
Chain Drug Stores (CZ): Rea & Derick, Rite-Aid; Associated Druggist; General Nutrition Center; Consumer Value Stores.
Chain Food Supermarkets (CZ): A&P 1; Super-Saver 2; Pantry Quik 4, Weis; Discountland USA; IGA 4, Joseph's Holiday Mkt.; Giant Markets; Freeland Food Mart; Economy Markets.
Other Chain Stores: Thom McAn; Triangle, Raub's Glick's, Sherwin-Williams; Women's Apparel: Shroyers, Junior Colony, Fashion Colony, Colony II, Fashion Bug, Mays; Men's Stores: The Hub, Sarno & Son, Metallo's; Furn. Stores: Rosen's.

14—NEWSPAPERS: STANDARD-SPEAKER (All Day) 24,322, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER.
National Representatives: Landon Associates, Inc.

INDIANA, PA.

University Town?
YES!
Diversified Industry?
YES!
High Employment Rate?
YES!
FOOD TEST MARKET?
DEFINITELY
Food Sales of
$69,780,000*
10% of E.D.I.
A sound, solid market covered effectively only by
Indiana Evening Gazette
Marketed Nationally by
LANDON ASSOCIATES

*Sales Management

HUNTINGDON-MOUNT UNION, PA.

1—LOCATION: Huntingdon County, E&P Map C-3. On the Juniata River, 36 mi. E of Altoona, 90 mi. W of Harrisburg, on William Penn Hwy. Mount Union is on the Juniata River, 12 mi. E of Huntingdon, 78 mi. W of Harrisburg, on William Penn Hwy. Location of Raystown Lake, Largest man-made reservoir in East, with boating, fishing, recreational facilities.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6

3—POPULATION:
Corp. Boroughs 70 Cen. 10,649, Loc. Est. 10,981
Huntingdon 70 Cen. 6,987, Loc. Est. 7,732
Mount Union, 70 Cen. 3,662, Loc. Est. 3,249
County 70 Cen. 39,108, Loc. Est. 39,389

4—HOUSEHOLDS:
Boroughs 70 Cen. 3,632, Loc. Est. 4,290
County 70 Cen. 18,196 Loc. Est. 14,268

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$156,227,000
Bldg. & Loan Assn	4	$2,740,000

6—PASSENGER AUTOS: County 29,196

7—ELECTRIC METERS: Residence 8,275

8—GAS METERS: Residence 2,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Brick 300, Glass 700, Garment 940, Printing 475, Footwear 495, Electronics 500, Engrg. & Mach. Pts. 100, RR & Util. 325, State Gov't 450, Sand-Stone 265, Wood Prod. 400.
Principal Industrial Pay Days: Textiles, Thurs. Brick Refractories, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 16-90; Summer 42-98; Fall 21-90. Winter 11-66. First killing frost, Oct. 6. Last killing frost, May 12.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on 5 Sts., Shopping Center (7 Units).
Principal Shopping Days: Fri., Sat., Thurs.
Stores Close: Wed. afternoons all year.
Stores Open Evenings: Huntingdon, Fri., Mount Union, Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Poser's, Saxe's, Miller's.
Variety Stores: G.C. Murphy 2, J.C. McCrory.
Chain Drug Stores (CZ): Hilly's 4, Rite Aid, Widmann's, Health Mart.
Chain Food Supermarkets: A&P 2, Weis 2, Reeves-Parvin 4, Riverside Mkt. Food Rite.
Discount Stores: Widmann's, Rite Aid, Health Mart.
Other Chain Stores: Sears (catalog)2, Western Auto 2, Sherwin-Williams, Wolf Furn., Montgomery Ward (catalog) 2, Murphy Mart.

14—NEWSPAPERS: NEWS (e) 11,919, sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Kenneth J. Smith, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

INDIANA, PA.

1—LOCATIO[illegible] [illegible]iana County, E&P Map B-2. County Sea[illegible] [illegible] mi. NE of Pittsburgh, 50 mi. W of Altoona.

2—TRANSPORTATION: Railroads: Conrail; B&O.
Motor Freight Carriers: 2.
Intercity Bus Lines: Edwards Lakes-to-Sea, Blairsville, Hutchinson's Route 80 Short Way.

3—POPULATION:
Corp. City 70 Cen. 16,100, Loc. Est. 17,943
CZ ABC: (70) 24,869, (80) 30,500
RTZ-ABC: (70) 54,582, (80) 59,500
County 70 Cen. 79,451, Loc. Est. 89,028
City & RTZ-ABC: (70) 79,451, (80) 90,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,936, County Loc. Est. 5,258
County 70 Cen. 22,098, Loc. Est. 30,291
CZ ABC: (70) 6,470, (80) 9,100
RTZ-ABC: (70) 16,438, (80) 20,500
City & RTZ-ABC: (70) 22,908, (80) 29,600

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	7	$357,914,111
Sav. & Loan Assn	3	$65,597,360

6—PASSENGER AUTOS: 34,096

7—ELECTRIC METERS: Residence 17,782

8—GAS METERS: Residence 6,942

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)— Tires 760 ($220), Sportswear 150 ($170), Thermo Controls 600 ($195); Leather Goods 82 ($155), Aluminum Doors 720 ($200); Medical Instruments 460 ($220), University 1,201 ($285); Coal Mining 4,231 ($400), Highway 595 ($218), Generating 997 ($400), Riot Control 325 ($200), Mining Equipment 919 ($210); Coal Gasification 160 ($300), Steel Building 146 ($220), Building & Supplies 72 ($180), Chalkboards 128 ($200), Cardiac Pacemakers 105 ($225), Component Parts 175 ($170), Sewing Contractors 90 ($165); Electric, Gas, Telephone employees n/a ($280).

10-CLIMATE: Min. & Max. Temp.—Spring 31-65, Summer 60-90, Fall 25-70, Winter 10-42. First killing frost, Oct. 10. Last killing frost, May 1st.

11—TAP WATER: Slightly acid, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Philadelphia St.
Shopping Centers: Route 119 South, Wayne Ave. extension, Route 119 North—4th St.; Regency Mall, Indiana Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Rt. 286 S	-	David Weis, A&P
College Pk. Plz	3	Woolworth's, Sun Drug, Penn Traffic, Riverside
Regency Mall	23	Foodland, Thrift Drug, Mont. Ward, Murphy's
Indiana Mall	48	K-Mart, Bon Ton, Sears J.C. Penney

13—RETAIL OUTLETS: Department Stores: Brody Bros., Troutman (Allied); Montgomery Ward, J.C. Penney, Penn-Traffic, Hills, Murphy Mart; Sears, Bon Ton.
Discount Stores (CZ): Distributors, P.T. Stores, David Weis; Murphy Mart, Rite Aid, Revco; K-Mart.
Variety Stores: G.C. Murphy; Woolworth.
Chain Drug Stores (CZ): Thrift 2, Sun, Diamond, Spang's 2, Rite Aid 3.
Chain Food Supermarkets: A&P, Thorofare, Riverside 2, Foodland 3.
Other Chain Stores: Western Auto, Brown's Boot; Penn Furniture.

14—NEWSPAPERS: GAZETTE (e) 21,501; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hickey, Adv. Dir., GAZETTE.
National Representatives: Landon Associates, Inc.

IRWIN, PA.

1—LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh SMSA). Manufacturing, coal mining and agricultural area, 20 mi. SW of Pittsburgh, near junction of US Hwys. 30 and I-76.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 10
Airlines: U.S. Air; American; Eastern, Nordair, Ltd.; Northwest, TWA; United (all at Pittsburgh).

3—POPULATION:
Corp. City 70 Cen. 4,059, Loc. Est. 3,745
County 70 Cen. 376,935; Loc. Est. 384,575
SMSA 70 Cen. 2,401,245, Loc. Est. 2,275,788

4—HOUSEHOLDS:
City 70 Cen 1,486; Loc. Est. 1,478
County 70 Cen. 52,000, Loc. Est. 137,302
SMSA 70 Cen. 759,174; Loc. Est. 833,680

5—BANKS:	NUMBER	DEPOSITS
Commercial, 1 Local (2 Branches)		$39,282,000
Commercial, 1 Local (2 Branches)		NA
Commercial, 3 Br. of Pittsburgh Bank		NA

6—PASSENGER AUTOS: County 159,509

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing machine tools, electrical equipment, mine cars; foundry and castings, farming.

10-CLIMATE: Min. & Max. Temp.—Spring 1-95; Summer 38-103; Fall 1-102; Winter—20-77. First killing frost Oct. 20. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Norwin on U.S. Hwy. 30 (41 Stores—Woolworth;

HAZLETON

. . . just too big to overlook in the Wilkes-Barre/Scranton ADI!

You can't afford to overlook a market of nearly $194,000,000 can you? Then you can't afford to miss Hazleton, with its $193,904,000* of disposable income . . . Hazleton, with its $138,294,000* in retail sales.

Hazleton is an important part of the Northeast Pennsylvania market—ranking 60th in population—ahead of Allentown-Bethlehem-Easton.

If you're not an advertiser . . the Hazleton Standard-Speaker, you're missing out on this big, big market. The Hazleton Standard-Speaker covers 95% of these free-spending households. Where the Wilkes-Barre paper sells less than a hundred a day. And Scranton sells none.

DON'T OVERLOOK $$$$$.
GET IN THE

HAZLETON
Standard-Speaker

Nationally marketed by LANDON ASSOCIATES

* 81 E&P Market Guide Est

IRWIN—continued

Thrift Drug; Thorofare; Associated Hardware); Murphy Mart Shopping Center, Rt. 30 (Murphy's Mart and Giant Eagle).

14—NEWSPAPERS: STANDARD-OBSERVER (e) 14,365; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Victor R. K‸tchman, Pub., STANDARD-OBSERVER.
National Representatives: None.

JEANNETTE, PA.

1—LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-3. On U.S. Hwy. 30 and State Hwy. 130, 26 mi. E of Pittsburgh, 3 mi. from Irwin interchanges of Penna. Tpke., 321 mi. from Phila.; 413 mi. from NYC.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 7.
Intercity Bus Lines: Jeannette Coach, Lincoln Coach; Trafford Coach.

3—POPULATION:
Corp. City 70 Cen. 15,209; Loc. Est. 13,627
CZ ABC: (70) 20,826; (80) 19,100
RTZ-ABC: (70) 93,667; (80) 96,900
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
County 70 Cen. 376,935; Loc. Est. 384,575
City & RTZ-ABC: (70) 114,493; (80) 116,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,064; Loc. Est. 5,357
County 70 Cen. 116,419; Loc. Est. 137,302
SMSA 70 Cen. 759,174; Loc. Est. 833,680
CZ ABC: (70) 6,763; (80) 7,100
RTZ-ABC: (70) 27,181; (80) 32,100
City & RTZ-ABC: (70) 33,944; (80) 39,200

5—BANKS: 3 Savings, Dep. $56,373,000

6—PASSENGER AUTOS: County 159,509

7—ELECTRIC METERS: Residence 7,890

8—GAS METERS: Residence 5,654

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mining 175 ($195); Construction 460 ($225); Food 100 ($110); Paper 88 ($130); Printing 90 ($195); Rubber & Plastics 1,010 ($190); Glass 1,980 ($185); Fabricated Metals 410 ($180); Machinery 1,520 ($190); Trade 1,140 ($120); Service 900 ($100).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-65, Summer 50-96, Fall 25-80; Winter 0-50. First killing frost, Sept. 15. Last killing frost, May 10.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Clay Ave.; 2 on Fourth St.; 1 on S. 5th St.; 2 on S. 2nd St.
Neighborhood Shopping Centers: City & RTZ-Harrison Ave. & N. 1st Ave., Norwin; Greensburg; Division St. & S. 4th St.; Irwin; Herminie; Murrysville; Export; Greengate Mall; Greensburg Plaza; Route 30 Plaza, Irwin.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: City Zone—Department Stores—Mon., Fri. Food—Every eve.

13—RETAIL OUTLETS: M.A. Gillespie, Workman's, The Ritz Shops, Cox's- Norwin; Joseph Horne; K-Mart; Murphy Mart; Sears; Kauffman's; J.C. Penney Co.
Variety Stores: G.C. Murphy; Woolworth.
Discount Stores (CZ): Federal Stores.
Chain Drug Stores: Glass City 2, Keystone 1, Urbani's Healthland.
Chain Food Supermarkets: Clover Farms 10, A&P 4, Foodland 3.
Other Chain Stores: Fort Pitt Shoe, Pittsburgh Paint Center; Goodrich; Isaly's.

14—NEWSPAPERS: NEWS-PATCH (e) 5,032; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Hubis, Gen. Mgr., NEWS-DISPATCH.
National Representatives: Landon Associates, Inc.

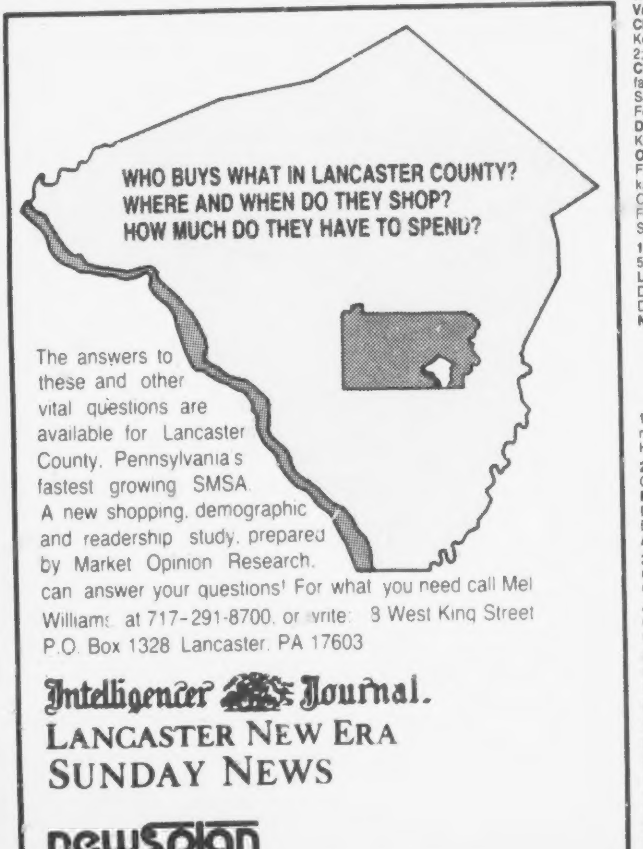
JERSEY SHORE, PA.
See LOCK HAVEN, PA.

JIM THORPE, PA.
See LEHIGHTON, PA.

JOHNSTOWN, PA.

1—LOCATION: Cambria County (In Johnstown SMSA). E&P Map B-3. In valley formed by the confluence of Stoney Creek and Little Conemaugh River; headquarters for the Gallitzin State Park; 78 mi. E of Pittsburgh; 38 mi. W of Altonna; 75 mi. N of Cumberland, Md. Steel and coal.

2—TRANSPORTATION: Railroads: Amtrak; Conrail; Conemaugh & Blacklick; Johnstown & Stoneycreek.
Motor Freight Carriers: 10 local; 27 steel carriers; 23 general commodity carriers.
Intercity Bus Lines: Blue & White, Greyhound, Cambria Co. Transit; De Bolt; Somerset Bus.
Airlines: U.S. Air Commuter.


WHO BUYS WHAT IN LANCASTER COUNTY?
WHERE AND WHEN DO THEY SHOP?
HOW MUCH DO THEY HAVE TO SPEND?

The answers to these and other vital questions are available for Lancaster County, Pennsylvania's fastest growing SMSA. A new shopping, demographic and readership study, prepared by Market Opinion Research, can answer your questions! For what you need call Mel Williams at 717-291-8700, or write: 8 West King Street P.O. Box 1328 Lancaster, PA 17603

Intelligencer Journal.
LANCASTER NEW ERA
SUNDAY NEWS

newsplan

3—POPULATION:
Corp. City 70 Cen. 42,476; Loc. Est. 37,439
CZ ABC: (70)108,412; (80)104,100
RTZ-ABC: (70)232,407; (80)250,500
SMSA 70 Cen. 262,822; Loc. Est. 273,710
County 70 Cen. 186,785; Loc. Est. 191,434
City & RTZ-ABC: (70)340,819; (80)354,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,672; Loc. Est. 15,156
County 70 Cen. 56,564; Loc. Est. 67,548
SMSA 70 Cen. 91,100; Loc. Est. 97,768
CZ ABC: (70)35,067; (80)38,400
RTZ-ABC: (70)68,684; (80)84,600
City & RTZ-ABC: (70)103,751; (80)123,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$653,897,171
Sav. & Loan Assns.	3	$462,631,183

6—PASSENGER AUTOS: County 71,170

7—ELECTRIC METERS: Res. City 12,519

8—GAS METERS: Residence City 12,286

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Steel 12,700 ($405); Coal 9,500 ($454); Apparel 3,700 ($125) Agriculture 3,010 ($124).
Principal Pay Days: Wed., Thu., Fri.; 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 18-92, Summer 36-100; Fall 10-82; Winter —1-66. First killing frost, Oct. 31. Last killing frost, Apr. 22.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main; 2 on Market; 2 on Clinton; 2 on Washington; 2½ miles on Rt. 56, Richland, 60 stores; Richland Mall, 100 stores; Westmont Shopping Center, 41 stores; Westwood Plaza, 23 stores.
Neighborhood Shopping Centers: 4 blocks on Central Ave.; Moham; 3 on Fairfield Ave., Morrellville.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Morrellville	1	A&P, Thorofare
Geistown	3	Ideal, IGA
Westmont	3	Gee-Bee, Ben Franklin
Bel-Air	3	Wolf Furniture
Richland	5	Riverside Market A&P, Kings
Westwood	3	Gee Bee, Riverside, P.T.
University Park	6	J.C. Penney, Gee-Bee, Hills
Richland Mall	6	Sears, Penn Traffic K-Mart

Principal Shopping Days: Thu., Sat.
Stores Open Evenings: Thur. Dtwn; Mon. thru Sat. in Shopping Centers.

13—RETAIL OUTLETS: Department Stores: Penn Traffic; Sears; J. C. Penney.
Variety Stores: Woolworth; Ben Franklin.
Chain Drug Stores (CZ): Rite-Aid; Thrift 3; Sun; Keystone Discount 1; Rexall Group 4; Newman's 2; Revco.
Chain Food Supermarkets (RTZ): A&P 9; Thorofare 6; AG-Economy 42; Ideal Food 2; Shop-N-Save 3; Riverside 6; Gee-Bee 5; Glosser Bros. 1; Foodland 2; Food-Rite 5.
Discount Stores: Gee Bee; Glosser; PT Stores; King's; K-Mart; Hills.
Other Chain Stores: Auto: Gatlings, Goodyear, Firestone; Shoes: Kinney's, Thom McAn, Gallenkamp's, Hanover, Pic-Way; Clothing: Richman's, Ormond's, DeRoy's Jewelers; Gordon's Jewelers; Furniture: Penn, Wolf Furniture; Misc.: Singer Co., S&H Green Stamps, Top Value Stamps.

14—NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 57,193; (S) 46,210; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Miss Jean Block, Nat'l. Adv. Mgr., TRIBUNE-DEMOCRAT.
National Representatives: None.

KANE, PA.

1—LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren; 29 mi. SW of Bradford. On U.S. Hwy. 6; Pa. Hwy. 321; 66.

2—TRANSPORTATION: Railroads: B&O, Conrail; Chessie.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways; Blue Bird.
Airlines: USAir.

3—POPULATION:
Corp. Borough 70 Cen. 5,001; Loc. Est. 4,769
County 70 Cen. 51,915; Loc. Est. 51,363

4—HOUSEHOLDS:
City 70 Cen. 1,759; Loc. Est. 1,976
County 70 Cen. 16,852; Loc. Est. 19,381

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$167,999,030
Sav. & Loan Assn.	1	$16,595,250

6—PASSENGER AUTOS: County 18,245

7—ELECTRIC METERS: Residence 5,385

8—GAS METERS: Residence 2,575

9— PRINCIPAL INDUSTRIES (CZ): Elect. Components; Wood Prod.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling, Detention Screens; Store Fixtures.

11—TAP WATER: Abundant supply pure spring and well water; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on 8 sts. Plaza Shopping Center (3 Stores—Market Basket) at west end of Kane on Route 6.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Food, Wed., Thu. & Fri.; General, Fri.
Variety Stores: Mclellan; McCrory.
Chain Drug Stores (CZ): Widmann.
Chain Food Supermarkets: A&P; Market Basket; Quality.

14—NEWSPAPERS: REPUBLICAN (e) 3,021; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles Bodine, Adv. Joseph C. Piccirillo, Gen. Mgr., or Richard Coleman Editor, REPUBLICAN.
National Representatives: Landon Associates, Inc.

KING OF PRUSSIA-UPPER MERION, PA.

1—LOCATION: Montgomery County (In Philadelphia, Pa.-N.J., SMSA). E&P Map E-3. 15 mi. NW of Philadelphia on U.S. Hwys. 202, 363 & 23.

2—TRANSPORTATION: Railroads: Conrail; Reading.
Motor Freight Carriers: 18.
Intercity Bus Lines: Greyhound; Schuykill Valley Lines; Septa.
Airlines: At Philadelphia Airport: U.S. Air; American, British Airways; Eastern; Delta; Lufthansa; National; Northeast; Northwest Orient; Pan American; TWA; United.

3—POPULATION:
King of Prussia (Upper Merion Twp.)
70 Cen. 23,699; Loc. Est. 31,249
City Zone, Loc. Est. 56,829
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 623,799; Loc. Est. 649,719
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Twp. 70 Cen. 7,074; Loc. Est. 10,729
County 70 Cen. 193,592; Loc. Est. 231,654
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	11	Not Available
Savings Banks	3	Not Available

6—PASSENGER AUTOS: County 330,274

7—ELECTRIC METERS: Residence 63,820

8—GAS METERS: Residence 32,649

9— PRINCIPAL INDUSTRIES (CZ): Steel; Electronics; Small diversified industries.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 19-93; Summer 52-94; Fall 22-90; Winter 10-60. First killing frost, Oct. 23. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers King of Prussia Plaza (130 stores); Plymouth Meeting Mall (102 stores); Neighborhood Shopping Center-Gateway (18 stores); Valley Forge (40 stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Great Valley	9	IGA
Marchwood	17	Fiore's
Exton Square	15	Strawbridge
Paoli	7	Service Star Hardware

Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Wanamaker's; J. C. Penney; Gimbel's; Montgomery Wards; Strawbridge & Clothier; Sears; Hess's.
Discount Stores: K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Thrift; Rite-Aid; Brooks, Eckerd's.
Chain Food Supermarkets: Acme; A&P; Jewel; Genuardi's.

14—NEWSPAPERS: TODAY'S POST (m) 7,213; Dec. 31, 1979 CAC. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Albert Paschall, Adv. Dir., TODAY'S POST.
National Representatives: Robert Hitchings, Inc.; U.S. Suburban Press, Inc.

KITTANNING, PA.

1—LOCATION: Armstrong County, E&P Map B-2, County Seat. On the east bank of Allegheny River. 45 mi. NE of Pittsburgh.

2—TRANSPORTATION: Railroads: Conrail; Pgh. & Shawmut, B&O with 3 mi. connects via Pgh. & Shawmut.
Motor Freight Carriers: 2.
Intercity Bus Lines: Heilman; Rural Valley, Butler Motor Transit.

3—POPULATION:
Corp. City 70 Cen. 6,231; Loc. Est. 7,579
CZ ABC: (70) 20,511; (80) 19,500
RTZ-ABC: (70) 62,890; (80) 63,900
County 70 Cen. 75,590; Loc. Est. 77,225
City & RTZ-ABC: (70) 83,401; (80) 83,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,195; Loc. Est. 2,580
County 70 Cen. 24,187; Loc. Est. 28,345
CZ ABC: (70) 6,880; (80) 7,600
RTZ-ABC: (70) 19,868; (80) 23,100
City & RTZ-ABC: (70) 26,748; (80) 30,700

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	9	$156,000,000
Sav. & Loan Assn.	3	$47,335,000

6—PASSENGER AUTOS: County 39,164

7—ELECTRIC METERS: Residence 7,000

8—GAS METERS: Residence 7,950

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Plate Glass 1,200; Sanitary Ware 750; Ceramics 500; Liquid Air 350; Coal Mining 2,000; Mushroom Mining 900.
Principal Industrial Pay Days: 1st, 15th, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15. Last killing frost, May 15.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant.
Neighborhood Shopping Centers: Ford City, 2 blocks on Ford; 3 on Fifth, 2 on Fourth, Kittanning; 2 on Orr; 12 stores in Kittanning Highlands.
Principal Shopping Days: Mon., Wed., Fri., Sat.
Stores Open Evenings: Dept. Stores & Food—every night.

13—RETAIL OUTLETS: Department Stores: Murhphy's Mart.
Discount Stores (CZ): Shopper's Mart, Jamesway.
Variety Stores: Murphy.
Chain Drug Stores in City Zone: Thrift; Gil's.
Chain Food Supermarkets: Shop n' Save 1; Thorofare; Foodland 1; Kroger.
Other Chain Stores: Rocket Markets 75 (county); Firestone; Auto Giant; Sears; Sherwin-Williams; J. C. Penney (catalog); Winky's; Montgomery Ward; Radio Shack; Agway; JoAnn Fabrics.

14—NEWSPAPERS: LEADER-TIMES (e) 12,072; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Brad Alan Lipe, Adv. Mgr., LEADER-TIMES.
National Representatives: None.

LANCASTER, PA.

1—LOCATION: Lancaster County (SMSA). E&P Map D-3, County Seat. Widely diversified manufacturing, tourist and agricultural area. College center. 67 RR mi., 65 hwy. mi., 59 air mi. from Philadelphia; 159 hwy. mi. from New York; 67 hwy. mi. from Baltimore. On Lincoln Hwy. (U.S. 30 and U.S. 283).

2—TRANSPORTATION: Railroads: Amtrak (Passenger), Conrail (Freight).
Intercity Bus Lines: Greyhound, Trailways.
Motor Freight Carriers: 19.
Airlines: Suburban; Allegheny Commuter.

3—POPULATION:
Corp. City 70 Cen. 57,690; Loc. Est. 57,600
CZ ABC: (70) 168,630; (80) 179,700
RTZ-ABC: (70) 216,898; (80) 244,300
County/SMSA 70 Cen. 319,693; Loc. Est. 360,000
City & RTZ-ABC: (70) 385,528; (80) 424,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 19,879; Loc. Est. 22,500
County/SMSA 70 Cen. 97,759 Loc. Est. 130,000
CZ ABC: (70) 53,741; (80) 65,200
RTZ-ABC: (70) 63,738; (80) 82,600
City & RTZ-ABC: (70) 117,479; (80) 147,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$4,961,616,711
Sav. & Loan Assns.	4	$503,889,731

6—PASSENGER AUTOS: County 152,628

7—ELECTRIC METERS: Res. (Est.) 24,300

8—GAS METERS: Residence (Est.) 20,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Machinery 6,900 ($360); Elect. Equip. 6,000 ($291); Textiles 2,500 ($222); Apparel 4,500 ($150); Fab. Metal Prod. 8,100 ($278); Print & Pub. 4,200 ($252); Primary Metal Ind. 3,900 ($242); Stone, Clay, Glass Prods. 2,100 ($348); Lumber & Furniture 2,300 ($257); Food Prods. 6,300 ($240); Leather Prods. 1,400 ($106). Principal Products: TV and space tubes, watches, building materials, floor covering, steel containers, aluminum prods., chocolate, pharmaceuticals, toys, asbestos belting, furniture, food processing, agricultural prods., etc. Other Durable Goods 7,600 ($258); Other Non-Durable Goods 3,900 ($261); Contract Construction 7,300 (NA); Trans. & Public Util. 6,800 (NA); Wholesale Trade 7,800 (NA); Retail Trade 25,700 (NA); Finance, Ins. & Real Estate 5,400 (NA); Services & Mining 24,700 (NA); Government 15,300 (NA).

Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21. Last killing frost, Apr. 9.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Queen St., 6 on King St., 4 on Prince St., 4 on Duke St., 2 on Vine St., 3 on Orange St., 3 on Chestnut St., on Market St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lancaster (19)	2	Kresge, Playtown, Rea & Derick, Service Mdse. Co.,
Wheatland (7)	2½	Thrift Drug, Kelly & Cohen, Dollar Genl.
Manor (29)	1½	Acme, Weis, Cloth World, Radio Shack, People's Mailman's (Discount)
Lincoln Plaza (10)	2¾	Weis, Rea & Derick Drug, Two Guys Discount
Lititz Pike (-)	2	Acme, Firestone, Weis Goodyear
Bridgeport (7)	2	Jewel T, Rea & Derick Drugs, Weis
Park City (164)	2¼	Watt & Shand, Sears, Gimbels, Penneys, Woolworth, Jewelcor, Anderson Little, Ormonds Tamburgers Walden Book, Radio Shack, Peoples Drug, Weis
K-Mart Plaza (-)	2	K-Mart, Rite-Aid, Mill Store (fabrics), Weis
East Towne Mall (36)	3	Mailman's (Disc.), Weis, K-Mart, Radio Shack, Kelly and Cohen, Rea & Derick

Neighborhood Shopping Area: 2 blocks on Columbia Ave., 3 blocks on Manor St.
Principal Shopping Days: Dept. Stores—Fri., Sat., Mon., Tues. Food—Thu., Fri., Sat., Mon.
Stores Open Evenings: Downtown—Mon., Fri.; Shopping Centers & Food—6 nights.

13—RETAIL OUTLETS: Department Stores: Watt & Shand 2, Sears, J.C. Penney, Gimbels.
Variety Stores: Woolworth 2, H. L. Green, McCrory's; Kresge.
Discount Stores: Nichols 2; Bargaintown, Two Guys, K-Mart 2, Mailman's 2.; Jamesway.
Chain Drug Stores: Rea & Derick 4; Peoples 3; Thrift, Thrift-D, Rite-Aid 2, White Shield 2.
Chain Food Supermarkets: Acme 6, Weis 14, Jewel T No 2, IGA 9, Thriftway 6, Buy-Rite 3, Food Rite 3, Giant, Jay's 2.
Other Chain Stores: Auto Supplies: Firestone 2, General, Goodrich, Goodyear 2, Joe's Auto; Shoes: Endicott-Johnson, Hanover, Thom McAn 2, Barett, Flagg Bros., Naturalizer, Father & Son, Kinney's 4, Super Shoe; Men's Clothing: Hamburgers, Double Image, DeVono, Hughes & Hatcher, Anderson-Little, Chess King, Glah Bros., National Shirt; Women's Apparel: Country Casuals, Logan's, Ormond 2, Mae-Moon Poser's, Feel Fine, Casual Corner, Fashion Flair Susie's Casuals, Jack's, Marianne, Junior Colony, Fashion Bug, Country Legend, Gap, Wrangler Wranch; Jewelry: Bash, Kay, Gordon's, Musselman's; Furniture: Harold's, J.B. Van Sciver, Twn & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's, Carter Cashway 2, Channel, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store, Singer; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden; Montgomery Ward (Catalog); Jewelcor (Catalog) S&H Green Stamps 2; Service Merchandise (Catalog).

14—NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 40,287 NEW ERA (e) 59,621. Comb. (m&e) 99,908, NEWS (S) 132,520, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Nat'l Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS.
National Representatives: None.

LANSDALE, PA.

1—LOCATION: Montgomery County (In Philadelphia, Pa.-N.J., SMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 1.

3—POPULATION:
Corp. City 70 Cen. 18,451; Loc. Est. 21,337
CZ ABC: (70)48,890, (80)64,200
RTZ-ABC: (70)57,868; (80)73,000
SMSA 70 Cen. 4,817,914, Loc. Est. 4,771,616
County 70 Cen. 623,799; Loc. Est. 631,436
City & RTZ-ABC: (70)106,758; (80)137,200

4—HOUSEHOLDS:
City 70 Cen. 6,028, Loc. Est. 7,967
County 70 Cen. 188,475; Loc. Est. 221,677
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
CZ ABC: (70)15,287; (80)22,900
RTZ-ABC: (70)17,247; (80)24,700
City & RTZ-ABC: (70)32,534; (80)47,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	21	$8,175,000,000
Sav. & Loan Assn.	15	$185,755,000

6—PASSENGER AUTOS: County 330,274

7—ELECTRIC METERS: Residence 5,800

8—GAS METERS: Residence 4,503

9— PRINCIPAL INDUSTRIES (CZ): Tile mfg. 1,000; Electronic Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Electrical Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Electronic Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10-CLIMATE: Min. & Max. Temp.—Spring 50-75; Summer 60-90; Fall 50-75, Winter 20-60.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Montgomery Mall	122	Bamberger, J.C. Penney, Wanamaker
Hillcrest	14	Sears
Pennwood Plaza	20	—
South Broad Centre	11	A&P
Sumney Forge Square	15	—

Neighborhood Shopping Center: S. Broad St.: Hillcrest Shopping Center, E. Main St.; English Village Rts. 309 & 63, North Wales; Lansdale Shopping Center, West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Village Bethlehem Pike, Spring House; Pennwood Plaza, N. Broad St., Lansdale; Chal-Britt Plaza; Chalfont Sumney Forge Sq., Upper Gwynedd; Souderton Shopping Center.
Principal Shopping Days: Mon., Fri., & Sat.
Stores Open Evenings: Every evening & Sunday.

13—RETAIL OUTLETS:
Department Stores: Clover; J. C. Penney, Wanamakers; Bambergers, Sears.
Variety Stores: Woolworth 1.
Chain Drug Stores: 1, Rite Aid 5, Sav-Rite, CVS 2.
Discount Stores: Kings; Silo's; Jamesway; Clover; Woolco 2.
Chain Food Supermarkets: A&P 1, Acme 3; Clemens 5; Genuardi's 1; Stop'N Shop; Shop N Bag; Ralph's; 5 large independent.
Other Chain Stores: Penn-Jersey Auto, Firestone; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Sears Catalog Store; Finnarin & Haley Paints; Plus 70 Stores in Montgomery Mall.

14—NEWSPAPERS: THE REPORTER (e-Mon. thru Sat.) 19,900, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harry Wurster, Adv. Dir., THE REPORTER.
National Representatives: Landon Associates, Inc., Robert Hitchings & Company, Inc., U.S. Suburban Press, Inc.

LANSFORD, PA.
See LEHIGHTON, PA.

LATROBE, PA.

1—LOCATION: Westmoreland County, (In Pittsburgh, Pennsylvania, SMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel center and miscellaneous small manufacturing plants.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound, Chestnut Ridge, Latrobe, Mt. View, Lincoln.
Airlines: Tri-City Municipal Airport.

3—POPULATION:
Corp. City 70 Cen. 11,749, Loc. Est. 10,840
CZ ABC: (70) 23,411, (80) 22,700
RTZ-ABC: (70) 41,920, (80) 42,700
SMSA 70 Cen. 2,410,245; Loc. Est. 2,275,788
County 70 Cen. 376,935, Loc. Est. 384,575
City & RTZ-ABC: (70) 65,331, (80) 65,400

4—HOUSEHOLDS:
City 70 Cen. 3,957, Loc. Est. 4,321
County 70 Cen. 116,419, Loc. Est. 137,302
SMSA 70 Cen. 759,174; Loc. Est. 833,680
CZ ABC: (70) 7,205, (80) 8,000
RTZ-ABC: (70) 12,254; (80) 14,300
City & RTZ-ABC: (70) 19,459, (80) 22,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$10,367,000
Sav. & Loan Assn.	1	$5,236,597

6—PASSENGER AUTOS: County 159,509

7—ELECTRIC METERS: Residence 20,256

8—GAS METERS: Residence 10,592

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Mfg 9,500; Mining 147; Commercial 1,200; Constr. 911; Tool & Die 4,000; Blasting 450; RR & Ind. 980; Neoprene Foam Rubber 260; Ceramics 900; Ingot Molds 450; Brick & Concrete 200; Primary Metal 4,046.

Principal Industrial Pay Days: 1&15, 10&25.

10-CLIMATE: Min. & Max. Av. Temp. Est.; Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Ligonier St., 2 on Depot St., 2 on Main St., Latrobe.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Latrobe S/C	25	Acme Mkt.
Lincoln Road	10	A&P; McCrory's, Thorofore

Principal Shopping Days: Dept. Thu. & Sat.; Food & Shopping Centers Daily until 9 p.m.

13—RETAIL OUTLETS: Department Stores: Troutmans (Allied).
Discount Stores (CZ): Mahoney's; Keystone Candy.
Variety Stores: Murphys.
Chain Drug Stores (CZ): Strickler Walgreen; Thrift 2; Sterling; Spang's.
Chain Food Supermarkets: A&P; Thorofare; Red & White.
Other Chain Stores: Shoes: Henry's, Keystone, Kamps; Furniture: Penn; Auto Supplies: Weiss, Goodyear, Goodrich, Airland, Lincoln Service; Montgomery Ward.

Lebanon Daily News
7 days a week
SUNDAY
Pennsylvanian

WE'VE GOT IT ALL TOGETHER
IN LEBANON COUNTY

• NEWS • SPORTS • TV LOG • COLOR COMICS
• FOCUS—Locally Edited Magazine • FOOD SECTION
• FAMILY WEEKLY—National Roto Magazine

LEBANON COUNTY

POPULATION	DPI
110,101	857,422,000
HOUSEHOLDS	RETAIL SALES
40,436	450,027,000

Lebanon County Ranks 37th in income and 44th in population of the United States top 100 A.D.I. markets

THE LEBANON NEWS PUBLISHING COMPANY
8th & Poplar Street, Lebanon, Pa. 17042

LATROBE—continued

14—NEWSPAPERS: BULLETIN (e) 10,931; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia Adv. Mgr., BULLETIN.
National Representatives: Landon Associates, Inc.

LEBANON, PA.

1—LOCATION: Lebanon County, E&P Map D-3, County Seat. Iron and Steel, Aluminum, Textiles, Miscellaneous manufacturing center and hub of rich farm area. South central part of State in heart of "Pennsylvania Dutch" country, 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh, 8 mi. S of Lebanon interchange of Penna. Tpke.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 29
Intercity Bus Lines: Trailways; Colt.

3—POPULATION:
Corp. City 70 Cen. 28,572; Loc. Est. 28,174
CZ ABC: (70) 53,497; (80) 54,500
RTZ-ABC: (70) 46,168; (80) 52,400
County 70 Cen. 99,665; Loc. Est. 107,840
City & RTZ-ABC: (70) 99,665; (80) 106,900

4—HOUSEHOLDS:
70 Cen. City 9,927; Loc. Est. 11,476
70 Cen. County 31,074; Loc. Est. 39,209
CZ ABC: (70) 17,061; (80) 19,900
RTZ-ABC: (70) 14,013; (80) 18,200
City & RTZ-ABC: (70) 31,074; (80) 38,100

5—BANKS: 5 Comm., Deposits $288,900,000

6—PASSENGER AUTOS: County 45,787

7—ELECTRIC METERS: Residence 11,205

8—GAS METERS: Residence 4,640

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Metal Prod. 3,600 ($260); Apparel-Textiles 3,583 ($140); Food Prods. 1,700 ($130); Chem-Pharmaceuticals 1,000 ($180); Leather products 1,100 ($140); Machine industries 1,100 ($250).

10-CLIMATE: Min. & Max. Temp.—Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Cumberland, 2 on 8th; 2 on 9th.
Neighborhood Shopping Centers:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Lebanon Plaza	36	Sears, J.C. Penney
Lebanon Mall	32	Boscov's, Murphy's Mart
Lebanon Valley	10	Weis
Plaza 422	2	Hill's, Giant

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Tue. & Fri.; Shopping Centers every night.

13—RETAIL OUTLETS: Department Stores: Pomeroy's (Allied), Haak; J.C. Penney; Boscov's; Murphy's Mart; Sears; Nichols.
Discount Stores (CZ): Kings; Hill's; Nichols.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): People's; Keystone 2; Rea & Derick; Thrift; Radio Shack.
Chain Food Supermarkets: A&P, Weis2, Zweir's, Acme; Giant.
Other Chain Stores: Endicott-Johnson (shoes), G.R. Kinney; Logan's; Firestone; Miller's Auto; Marty's Discount; Gordon's Jewelry, Crane's, DeVono's; Ormond's; Kings; Montgomery Ward (Catalog), Zale's Jewelry; Waldenbooks; Radio Shack; Feel Fine; Eugene Jacobs; Card-O-Rama; Zales Jewelry.

14—NEWSPAPERS: NEWS (e) 29,186; (S) 29,231; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W.G. Carpenter, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

LEHIGHTON, PA.

1—LOCATION: Carbon County (In Allentown-Bethlehem-Easton, Pa.-N.J., SMSA). E&P Map E-2; Jim Thorpe is County Seat; close to Lehigh River, about 90 miles N.W. of Philadelphia.

2—TRANSPORTATION:
Intercity Bus Lines: Continental Trailways, Lakes to Sea; Greyhound; East Penn.

3—POPULATION:
Corp. Cities 70 Cen. 31,585, Loc. Est. 32,037
  Lehighton 70 Cen. 6,095, Loc. Est. 6,107
  Jim Thorpe 70 Cen. 5,456; Loc. Est. 5,327
  Lansford 70 Cen. 5,168; Loc. Est. 4,310
  Palmerton 70 Cen. 5,620; Loc. Est. 5,293
  Tamaqua 70 Cen. 9,246; Loc. Est. 9,000
SMSA 70 Cen. 594,205; Loc. Est. 637,819
County 70 Cen. 50,573; Loc. Est. 53,276
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 7,748; Loc. Est. 8,283
County 70 Cen. 16,828; Loc. Est. 20,462
SMSA 70 Cen. 174,905; Loc. Est. 239,082

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	9	$100,000,000

6—PASSENGER AUTOS: County 23,536

7—ELECTRIC METERS: Res. Est. 17,300

8—GAS METERS: Res. Est. 5,000

9— PRINCIPAL INDUSTRIES (CZ): Garments, Pressure Castings; Dye Works; Plastics; Handbags; Furniture & Wood Working; Clothing & Textiles; Fur Processing; Lamp Making; Chemicals; Furniture.; Zinc Refinery.
Principal Pay Days: R.R. 15 & 30; 11 & 26; others on Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10. Last killing frost, June 17.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Shopping Center: Carbon Plaza—Lane's, Bright's, Walnutportmall—K-Mart.
Principal Shopping Days: Tues., Fri., Sat.
Stores Open Evenings: Fri., Sat. Some Tues., Thu. & Sun.

13—RETAIL OUTLETS: Department Stores: Bright's 2; Oberson's; Segel's, Jamesway.
Variety Stores: Newberry's, Spillanes.
Discount Stores: Lane; Mahoning Mart; K-Mart.
Chain Food Supermarkets: Food Lane; IGA; Golden Key; Holiday Mkt.; A&P 2; Acme 1.
Other Chain Stores: G.C. Murphy, Allan's Shoes, Surefine Prods.; Goodyear; Keystone Discount Drug; Montgomery Ward; Sears; Thrift Drugs, Rea & Derick.

14—NEWSPAPERS: TIMES-NEWS (e) 16,310; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Fred Masenheimer, Gen. Mgr., TIMES-NEWS.
National Representatives: Landon Associates, Inc.

LEVITTOWN-BRISTOL, PA.

1—LOCATION: Bucks County (In Philadelphia, Pa.-N.J., SMSA). E&P Map E-3. On Delaware River. On U.S. 1 and 13.

2—TRANSPORTATION: Railroads: Conrail; Reading; Amtrak.
Motor Freight Carriers: 21
Intercity Bus Lines: Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster, Greyhound; Bristol to N.Y.C.
Airlines: USAir at Mercer Airport and Northeast Philadelphia.

3—POPULATION:
Corp. Area 70 Cen. 44,200; Loc. Est. 64,892
  Bristol 70 Cen. 12,085; Loc. Est. 10,538
  Levittown 70 Cen. 32,085; Loc. Est. 54,354
NOTE: There is no "City" of Levittown; figures shown are taken from Census Tracts of area known as Levittown.
CZ ABC: (70) 41,802; (80) 158,400.
RTZ-ABC: (70) 153,981; (80) 200,800
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 415,056; Loc. Est. 485,453
City & RTZ-ABC: (70) 310,522; (80) 359,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Areas 70 Cen. 30,178; Loc. Est. 19,334
  Bristol 70 Cen. 3,879; Loc. Est. 3,904
  Levittown 70 Cen. 26,299; Loc. Est. 15,898
SMSA 70 Cen. 1,480,191, Loc. Est. 1,696,327
County 70 Cen. 103,847, Loc. Est. 159,028
CZ ABC: (70) 41,803; (80) 49,100
RTZ-ABC: (70) 43,406; (80) 64,700
City & RTZ-ABC: (70) 85,208; (80) 113,800

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	See
Sav. & Loan Assns.	16	Note
Commercial Banks	20	Below

NOTE: Many local banks are branches of Philadelphia banks, Breakdown of Deposits for this area not available.

6—PASSENGER AUTOS: County 225,081

7—ELECTRIC METERS: Residence 28,690 Levittown 22,190; Fairless Hills 2,500; Bristol 4,000

9— PRINCIPAL INDUSTRIES (CZ): Machine Shops; Metals; Plastics & Chemicals; Corrugated & Parchment; Steel; Construction; Fabrics; Food; Concrete; Explosives; Hardware; Electrical; Trucking; Transportation; Detergents; Lumber; Adhesives. 34,073 Indus. emp. only. Av. Wkly. Wage ($168).

10-CLIMATE: Min. & Max. Temp.—Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31. Last killing frost, Apr. 7.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Levittown Shop-A-Rama, Bristol Mill St.; Oxford Valley Mall, Langhorne, Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers: Levittown: Fairless Hills, Morrisville, Mid-Way, Country Club; Bristol: Croydon, Feasterville, Glenview, Southampton Pennsbury Plaza, Bucks County Mall; Feasterville: Neshaminy Mall, Cornwells Heights: Warminster Plaza, Davisville Shopg. Ctr., Woodhaven Mall; Richboro: (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fairless Hills	2	Holiday
Falls	3	Basco, Clover, Frank's, A&P
Country Club	6	Goodyear, Pantry Pride
Morrisville	6	Acme
Midway	4½	Quality Drug, Schaaf's
5-Points	3	Towne Phcy., Kane's
Leeper Village	2	Buckley Hdwr., Fkd-Unity
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'n Bag, Thrift Drug
Southampton	14	Great Scot, Acme, Thrift Drug
Feasterville	12	Pantry Pride
Neshaminy Mall	12	Woolworth, Sears, Strawbridge & Clothier, Pomeroy's Shoprite, Thrift Drug
Levittown	-	Lobels, Woolworth, Penn Fruit, Pomeroy's, Quality Drug
Oxford Valley	4	Bamberger's, Gimbels, Acme, John Wanamaker's, J.C. Panney, Woolco, Rite Aid, Sears Catalog, Woolworth, Firestone

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Mon., Thu., Fri.; Food Nightly & Sun.

13—RETAIL OUTLETS: Department Stores: Pomeroy's; J. C. Penney, Sears; Strawbridge & Clothier, King's; John Wanamaker, Gimbel's, Bamberger's.
Discount Stores (CZ): Kiddie City 2; Woolco 2; K-Mart 4, Levitz, Clover Stores; Basco; Silo, Kings.
Variety Stores: Woolworth 3; McCrory's 2.
Chain Drug Stores (Combined CZ) York 2; Quality 2; Thrift 7, Rite-Aid 2.
Chain Supermarkets: Acme/Super Saver 11; A&P 6, Great Scot 3, Holiday; Pantry Price 2; Pathmark 4; Penn Fruit; Nu-Way; Shop 'n Bag 10, Harvest.
Convenience Food Stores: Cumberland Farms 11; 7-Eleven 22, Wawa Food Markets 7, other 32.
Other Chain Stores: Gordon Jewelers; Lerner's; Pep Boys; Waldenbook; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's, Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio, Radio Shack.

14—NEWSPAPERS: BUCKS COUNTY COURIER TIMES (e-Mon. to Fri.) 63,278; (S) 66,272; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence E. Fink, Adv. Dir., William J. Harrigan, Gen. Adv. Mgr., BUCKS COUNTY COURIER TIMES.
National Representatives: Landon Associates, Inc., Robert Hitchings & Co., Inc.

LEWISTOWN, PA.

1—LOCATION: Mifflin County, E&P Map C-2, County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of State, 165 mi. from Philadelphia and 156 mi. from Pittsburgh; 60 miles N.W. Harrisburg.

2—TRANSPORTATION: Railroads: Conrail R.R.; Greyhound Bus: 6 Motor Freight Carriers.
Airlines: New Local airport with 32,000 feet paved runway.

3—POPULATION:
Corp. Borough 70 Cen. 11,098, Loc. Est. 9,071
City Zone, Loc. Est. 25,739
Ret. Trading Zone, Loc. Est. 60,521
County 70 Cen. 45,268, Loc. Est. 46,002
City & RTZ; Loc. Est. 86,260
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,227; Loc. Est. 4,019
County 70 Cen. 15,600, Loc. Est. 16,298

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$162,000,000
Sav. & Loan Assn.	2	$41,000,000

6—PASSENGER AUTOS: County 20,120

7—ELECTRIC METERS: Res. County 15,203

8—GAS METERS: Res. City 1,800

9— PRINCIPAL INDUSTRIES (CZ): Industry. Number of Wage Earners (av. wkly. wage): Polyster Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 ($127); Farm Mach. 1,100 ($142); Electronic 717 ($115); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236)

10-CLIMATE: Min. & Max. Temp.—Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15. Last killing frost, Mar. 1.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING:
Nearby Shopping Center: Burnham (2 mi. from city): A&P, Giant, Weis, Sears, K-Mart, Jamesway, Peoples, Millers, Fashion Bug, Radio Shack.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Mon-Fri., some Sat.

13—RETAIL OUTLETS: Department Stores: Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Montgomery Ward: K-Mart; Jamesway 2.
Variety Stores: McCrory's; G. C. Murphy.
Chain Drug Stores (CZ): Peoples; Rea & Derick, Rite Aid; Thrift Drug; White Shield.
Discount Stores: Jamesway 2; K-Mart.
Chain Food Supermarkets: A&P; Giant 2; Weis.
Other Chain Stores: Glick; Diana; Arlene; Sears Roebuck (Catalog); Wolf.

14—NEWSPAPERS: SENTINEL (e) 12,747; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Fred McMullen, Adv. Dir., SENTINEL.
National Representatives: Landon Associates, Inc.

LOCK HAVEN-JERSEY SHORE, PA.

1—LOCATION: Lock Haven in Clinton County, and Jersey Shore in Lycoming County (Williamsport SMSA). E&P Map C-2, County Seat. Dairy farming and industrial center. North Central part of State, 200 mi. from Phila.; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and Interstate 80 (Keystone Shortway).

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways, New York & Cleveland.

3—POPULATION:
Corp. Cities 70 Cen. 16,749; Loc. Est. 14,044
Lycoming County/Williamsport SMSA:
  70 Cen. 113,296; Loc. Est. 112,401
Clinton Co. 70 Cen. 37,721; Loc. Est. 37,442

4—HOUSEHOLDS:
Cities 70 Cen. 5,273; Loc. Est. 5,147
Clinton County 70 Cen. 11,667; Loc. Est. 13,535
Lycoming County/Williamsport SMSA:
  70 Cen. 35,820; Loc. Est. 41,108

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$175,285,495
Sav. & Loan Assn.	1	$21,184,586

6—PASSENGER AUTOS: Counties: Clinton 13675, Lycoming 46,128

7—ELECTRIC METERS: Residence 3,800

8—GAS METERS: Residence 1,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aircraft 2,400 ($200); Paper Pdts. 2,000 ($175), Chemicals 340 ($195); Textiles 310 ($150); Garment 290 ($120); Electrical Machinery 260 ($120); Mobile Homes 250 ($125); Steel 400 ($250); Shoeware 110 ($100).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: Lock Haven: 3 blocks on Main St., 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks, Allegheny, 2 blocks.
Neighborhood Shopping Centers: One block at Mill Hall.
Nearby Shopping Center: Mill Hall, 3 mi. (Roming Dept. Store, A&P); Hogan Blvd.; Big 'N, A&P, Thrift Drug; May's; American Auto Co.; Western Auto.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Most Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney 2; Sears Roebuck.
Variety Stores: Woolworth; J.J. Newberry.
Chain Drug Stores (CZ): Widmann 4; Revco; Thrift 1.
Chain Food Supermarkets: A&P 3; Weis 2; IGA.
Other Chain Stores: Wolf; Regal & Blum; Agway; Firestone.

14—NEWSPAPERS: EXPRESS (e) 12,014; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS.
National Representatives: Thomson Newspapers Inc.

MAHANOY CITY, PA.

See SHENANDOAH, PA.

MAUCH CHUCK, PA.

See LEHIGHTON, PA.

McKEESPORT-DUQUESNE-CLAIRTON, PA.

1—LOCATION: Allegheny County, E&P Map B-3 (In Pittsburgh SMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2—TRANSPORTATION: Railroads: B&O; C&O; P&LE.
Motor Freight: Daily pickup and delivery.
Intercity Bus Lines: Greyhound; Port Authority of Allegheny County.
Airlines: TWA; Northwest; U.S. Air; American; United; Eastern.

3—POPULATION:
Corp. Cities 70 Cen. 64,438; Loc. Est. 52,090
CZ ABC: (70) 118,459; (80) 99,900
RTZ-ABC: (70) 122,773; (80) 125,700
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
County 70 Cen. 1,605,016; Loc. Est. 1,466,337
City & RTZ-ABC: (70)241,232; (80)225,600

4—HOUSEHOLDS:
Cities 70 Cen. 22,106; Loc. Est. 20,365
County 70 Cen. 512,493; Loc. Est. 543,073
SMSA 70 Cen. 759,174; Loc. Est. 833,680
CZ ABC: (70) 39,174; (80) 37,800

RTZ-ABC: (70) 36,374; (80) 42,400
City & RTZ-ABC: (70) 75,548; (80) 80,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$5,500,000,000
Sav. & Loan Assn.	2	$225,000,000

6—PASSENGER AUTOS: County 582,808

7—ELECTRIC METERS: Residence 22,073

8—GAS METERS: Residence 16,583

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Basic Steel 18,100 ($418); Pipe fabricating 4,070 ($400), Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Construction 2,380 (N.A.); Tool and Die 830 (N.A.)
Principal Industrial Pay Days: Tues., Fri.

RT 22
MONROEVILLE
ALLEGHENY CO
WESTMORELAND CO
DUQUESNE
WEST MIFFLIN
McKEESPORT
IRWIN
RT 30
CLAIRTON
RT
RT 51
WASHINGTON CO

McKeesport News
36,130 ABC 3/31/80

10-CLIMATE: Min. & Max. Temp.—Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2. Last killing frost, Apr. 11.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center, all blocks on Fifth Ave.; 4 on Walnut St.
Neighborhood Shopping Centers: Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley Center; Irwin: Norwin Center; Pleasant Hills, Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville; Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Eastland	-	Gimbel's, Thorofare, Gee Bee, Penney
Olympia	42	Shop-n-Save, A&P, Zayre, Thorofare
Rainbow Garden	12	Thrift Drug, Maraccini's
Rt. 30 Plaza	15	K-Mart, Revco
Southland	-	Murphy's Mart
Gold Circle	15	Gold Circle
Century III	130	Gimbels, Kaufmans, J.C. Penney, Montgomery Ward

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Department Stores, Mon., Thu. & Sat.; Food, every night.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Helmstadter Bros.; Cox's; Gimbel's; Kaufmann's; Sears; Horne's; Jaison's, Wander Sales; Skapik's.
Variety Stores: Murphy; Green; Woolworth; K-Mart.
Discount Stores (CZ): Kelly & Cohen; Key Distributing; K-Mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores (CZ): Revco; Thrift Drug 2; Sun; Spang's.
Chain Food Supermarkets: Kroger 2; A&P 7; Thorofare 3; Giant Eagle; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Braum's Super Dollar 4; Markowitz 2.
Other Chain Stores: Goodrich; Firestone; Goodyear.

14—NEWSPAPERS: NEWS (e) 36,130; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: D. M. Farley, Adv. Dir., NEWS.
National Representatives: Landon Assoiciates, Inc.

MEADVILLE, PA.

1—LOCATION: Crawford County, E&P Map A-1. County Seat. Industrial, tourist, vacation & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98, 90 mi. N of Pittsburgh; 90 mi. E of Cleveland.

2—TRANSPORTATION: Railroads: Conrail; Bessemer & Lake Erie.
Motor Freight Carriers: 3.

3—POPULATION:
Corp. City 70 Cen. 16,573; Loc. Est. 15,874
CZ ABC: (70) 22,298; (80) 21,900
RTZ-ABC: (70) 52,116; (80) 58,200
County 70 Cen. 81,342; Loc. Est. 86,756
City & RTZ-ABC: (70) 74,414; (80) 80,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,659; Loc. Est. 6,399
County 70 Cen. 25,184; Loc. Est. 31,379
CZ ABC: (70) 7,466; (80) 8,300
RTZ-ABC: (70) 15,526; (80) 20,000
City & RTZ-ABC: (70) 22,992; (80) 28,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$2,000,467,312
Sav. & Loan Assns.	3	$617,342,126

6—PASSENGER AUTOS: County 45,711

7—ELECTRIC METERS: Residence 18,249

8—GAS METERS: Residence 12,890

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textile 1,250 ($175); Machine & Elec. 1,795 ($180); Zipper Mfg. 1,745 ($75); Railroad & Misc. 3,100 ($230).

10-CLIMATE: Min. & Max. Temp.—Spring 38-70; Summer 55-92; Fall 33-72; Winter 3-54.

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Meadville Mall	40	K-Mart, Mont. Ward, Loblaw's
Park Ave Plaza	25	Super Duper Mart Jamesway
Downtown Mall	10	Thorofare, Fisher Big Wheel, Weldon's
Saegertown Plaza	5	Red & White
Penn-Plaza	6	Kroger's, Revco

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Wolff's; J.C. Penney; Carlisle's.
Variety Stores: Murphy; K-Mart; Scott's.
Discount Storec (CZ): Jamesway Fisher Big Wheel.
Chain Drug Stores (CZ): Eckerd 2; Thrift 1; Rea & Derick 1; Revco 1.
Chain Food Supermarkets: Kroger; Golden Dawn; Riverside; Super Duper; Quality Mkt.; Loblaw's; Thorofare.
Other Chain Stores: Firestone; Goodyear; S&H Green Stamps.

14—NEWSPAPERS: TRIBUNE (m) 17,762; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Smith, Gen. Mgr., TRIBUNE.
National Representatives: Thomson Newspapers, Inc.

MILTON, PA.

1—LOCATION: Northumberland County, E&P Map D-2. On W. branch of the Susquehanna River, 19 mi. S of Williamsport.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 10.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 7,723; Loc. Est. 11,210
County 70 Cen. 99,190; Loc. Est. 99,964

4—HOUSEHOLDS:
City 70 Cen. 2,648; Loc. Est. 4,375
County 70 Cen. 33,738; Loc. Est. 39,188

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm.	6	$304,408,106
Sav. & Loan Assn.	1	$7,718,357

6—PASSENGER AUTOS: County 40,014

7—ELECTRIC METERS: Residence 2,800

8—GAS METERS: 2,800

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Tank Cars 1,000 ($325); Steel 800 ($250); Food Processing 1,600 ($250); Textiles 250 ($190); Woodworking 600 ($200); Electronics 330 ($130); Furniture 1,000 ($200); Shoes 500 ($175).

10-CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11—TAP WATER: Acid, very soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Sunbury Plaza	14	Grandway, Acme, Super Saver, Montgomery Ward
Plaza 15	5	Acme Super Saver, Murphy Mart, Rea & Derick Drugs
Susquehanna Valley Mall	18	Boscov's, Bon-Ton Stores
Lycoming Valley Mall	16	Hess's, Gee-Bee, Rea and Derick Drugs, Sears

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Shopping Centers daily.

13—RETAIL OUTLETS: Department Stores: Famous.
Variety Stores: J.J. Newberry.
Discount Stores (CZ): Plaza Discount.
Chain Drug Stores (CZ): Rea & Derick.
Chain Food Supermarkets: Acme; Weis; Foodrite.
Other Chain Stores: Western Auto; Triangle Shoes; J.C. Penney; Woolworth's; Montgomery Ward; Bowman's; Murphy Mart; Fashion Bug.

14—NEWSPAPERS: STANDARD (e) 4,852; (Sat.) 4,678; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe; Adv. Mgr., STANDARD.
National Representatives: Landon Associates, Inc.

MONESSEN-CHARLEROI-DONORA, PA.

1—LOCATION: Westmoreland and Washington Counties (In Pittsburgh SMSA). E&P Map B-3. Monongahela River. 30 mi. SE of Pittsburgh. Interstate 70 and State Hwys. 906, 88.

2—TRANSPORTATION: Railroads: Penn-Central; Pittsburgh & Lake Erie (N.Y.C.); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers: 5.
Intercity Bus Lines: 88 Transit Lines; Greater Charleroi; Hilltop.

3—POPULATION:
Corp. Cities 70 Cen. 30,764; Loc. Est. 24,618
CZ ABC: (70) 33,558; (79) 27,400
RTZ-ABC: (70) 46,666; (79) 45,200
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
Westmoreland Co. 70 Cen. 376,935;
  Loc. Est. 384,575
Washington Co. 70 Cen. 210,876;
  Loc. Est. 216,493
City & RTZ-ABC: (70) 80,224; (79) 72,600

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 10,746; Loc. Est. 9,786
Westmoreland Co. 70 Cen. 116,419;
  Loc. Est. 137,302
Washington Co. 70 Cen. 66,149; Loc. Est. 79,260
SMSA 70 Cen. 759,174; Loc. Est. 833,680
CZ ABC: (70) 11,703; (79) 10,800
RTZ-ABC: (70) 14,913; (79) 16,400
City & RTZ-ABC: (70) 26,616; (79) 27,200

5—BANKS: Comm. Banks 5, Sav. & Loan 2

6—PASSENGER AUTOS: Counties Fayette 67,895; Westmoreland 159,509; Washington 90,114

7—ELECTRIC METERS: Residence 15,706

8—GAS METERS: Residence 11,802

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Basic Steel and Coking 5,000 ($320), Glass Manufacturing 1000 ($290); Mining 1000 ($320); Food Processing 842 ($282), Clothing Manufacturing 360 ($130); Steele Fabrication 334 ($268).

10-CLIMATE: Min. & Max. Temp.—Spring 50; Summer 70; Fall 53; Winter 29.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Monessen: Downtown—3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts.; Charleroi: Downtown—3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts.; Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers: Monessen; Eastgare, Park Plan, Grand Blvd., Charleroi, Chamber Plaza.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
TriCounty Plaza	3	Radio Shack, Hills, G.C. Murphy Pic-Way Shoes, Giant Shoe, Kelly & Cohen, Revco
K-Mart Plaza	3	Kroger, Thrift, K-Mart
Rostraver	8	American Hardware, Foodland
Mon-Valley Plaza	-	Sun Drug, Shop 'N Save, Ben Franklin

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Monessen—Mon. & Fri.; Charleroi—Mon., Thu., & Sat.; Donora—Mon. & Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's, Millers; Boston; Cox's; Roxs; David Israel; Oranges.
Discount Stores (CZ): Health Mart 3; Army & Navy, Health City.
Variety Stores: Murphy 2; Ben Franklin.
Chain Drug Stores (CZ): Sun 1; Thrift 2; Revco 2, Health Mart 3.
Chain Food Supermarkets: Foodland 4; Clover Farm; Thorofare; Shop & Save 2; Open Pantry (3), Kroger.
Other Chain Stores (CZ): Triangle Shoes; Sherwin- Williams; Singer; Radio Shack; Pic Way.

14—NEWSPAPERS: VALLEY INDEPENDENT (e) 19,343; Mar. 31, 1979 ABC. (Latest Statement available, ABC Voluntary Temporary Suspension).
Local Contact for Advertising and Merchandising Data: Robert Kaminski; Adv. Mgr., VALLEY INDEPENDENT.
National Representatives: Thomson Newspapers, Inc.

MONONGAHELA-CHARLEROI-DONORA, PA.

1—LOCATION: Washington County (In Pittsburgh SMSA). E&P Map B-3. On the Monongahela River, 28 mi. Southeast of Pittsburgh. On State Hwys 136, 88, 837; Interstate 70.

2—TRANSPORTATION: Conrail; P&LE.
Motor Freight Carriers: 7.
Intercity Bus Lines: 88 Transit Lines, Inc.

3—POPULATION:
Corp. Cities 70 Cen. 22,661; Loc. Est. 19,262
  Monongahela 70 Cen. 7,113; Loc. Est. 5,951
  Charleroli 70 Cen. 6,723; Loc. Est. 6,451
  Donora 70 Cen. 8,825; Loc. Est. 6,860
SMSA: 70 Cen. 2,401,245; Loc. Est. 2,275,788
County 70 Cen. 210,876; Loc. Est. 216,493

4—HOUSEHOLDS:
Monongahela 70 Cen. 2,497; Loc. Est. 2,443
Charleroi 70 Cen. 2,608; Loc. Est. 2,849
Donora 70 Cen. 2,992; Loc. Est. 2,726
County 70 Cen. 66,149; Loc. Est. 79,260
SMSA: 70 Cen. 759,174; Loc. Est. 833,680

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Loan Assn.	1	Not Available
Commercial Banks	3	Not Available

6—PASSENGER AUTOS: County 90,114

7—ELECTRIC METERS: Res/County 18,654

8—GAS METERS: Monongahela only 3,287

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly. Wage): Steel 7,800 ($256); Coal Mining 4,140 ($265); Build. Supplies 410 ($95); R.R. Yards 500 ($115); River Terminal 300 ($110); Trucking 80 ($110).
Principal Industrial Pay Days: Fridays.

10-CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 66-92; Fall 54-75; Winter 18-40. First killing frost, Sept. 30. Last killing frost, Apr. 15.

11—TAP WATER: Monongahela-Acid, hard; Donora and Charleroi-Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Centers: Monongahela 12 blocks on Main St.; 4 on Chess St.; 4 on Marne Ave.; 2 on 2nd, 3rd & 4th Sts. Donora, 4 Blocks on McKean, 3 each on Meldon, Third, Fourth, Fifth and Sixth Streets. Charleroi, Chamber Plaza.
Neighborhood Shopping Centers: Three blocks on Main St. in New Eagle.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
South Hills Vlg. (120)	18	Gimbel's, Gorne's
Southland (54)	13	Kroger, Penney
Eastland (68)	15	Gimbel's J.C. Penney
Greengate Mall (95)	20	Horne's
Charleroi (-)	6	Fisher, Wards, Thorofare
Mon Valley Plaza (13)	7	Sears, Shop & Save
Tri County Plaza (-)	9	Hills, K-Mart
Westmoreland Mall (120)	20	Kaufmans, Sears

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Monongahela: Mon. & Fri.; Donora: Mon. & Fri.; Charleroi-Mon., Thu. & Sat.; All Food every night.

13—RETAIL OUTLETS: Department Stores: Abel's; J.D. J. Men's & Boys Wear; Becker's Men's Wear; Harris Men's Wear; J.C. Penney; Boston Store: Sears-Roebuck; Montgomery Ward; Fisher Bros.; Eisenbergs; Miller's; Cox's; Wander Sales; Rach's; Hill's.
Variety Stores: McCrory; G.C. Murphy 2.
Discount Stores: Keystone Vitamin Center; White Cross.
Chain Drug Stores (CZ): Span & Tayler (Rexall); Health Mart 2; West Main Phcy, Cost's; Dierken's; Sun; Thrift, Walgreen, Whelan.
Chain Food Supermarkets: Clover Farm 7; United Food 12; Payday's; Shop & Save 2; A&S Mkt.; Smith's Clover Farm; Sammy's 2; Foodland 2, Thorofare.
Other Chain Stores: Endicott-Johnson; Key Auto; Spic & Span; Coronet; Valley Cleaning; Melenyzer's 3; Triangle Shoe; Health Mart; New Reliable Furn.; Sherwin-Williams; Singer Co.; Dear Phipps; Mary Carter.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 6,671; (Sat. m) 6,695; Sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Robert L. Kaminski, Adv. Dir., HERALD.
National Representatives: Newspaper Advertising Service.

MOUNT CARMEL, PA.

See SHAMOKIN, PA.

MOUNT UNION, PA.

See HUNTINGDON, PA.

NEW CASTLE, PA.

1—LOCATION: Lawrence County, E&P Map A-2. County seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 108, 168 88.

2—TRANSPORTATION: Railroads: B & O; Conrail (freight); Lake Erie (N.Y.C.); Erie-Lackawanna (freight).
Motor Freight Carriers: 11.
City Owned Intercity Bus Lines: Central Greyhound; Smeal; Grove City.

3—POPULATION:
Corp. City 70 Cen. 38,559; Loc. Est. 34,025
CZ ABC: (70) 44,728; (80) 40,300
RTZ-ABC: (70) 63,749; (80) 65,400
County 70 Cen. 107,374; Loc. Est. 107,498
City & RTZ-ABC: (70) 108,477; (80) 105,700

4—HOUSEHOLDS:
City 70 Cen. 12,608; Loc. Est. 13,048
County 70 Cen. 33,045; Loc. Est. 38,546
CZ ABC: (70) 14,473; (80) 14,900

NEWCASTLE—continued

RTZ-ABC: (70) 18,911; (80) 22,400
City & RTZ-ABC: (70) 33,384; (80) 37,300

5—BANKS:	NUMBER	DEPOSITS
Commercial	4	$485,574,076
Sav. & Loan Assns	2	$226,858,000

6—PASSENGER AUTOS: County 47,044

7—ELECTRIC METERS: City 32,154

8—GAS METERS: 18,121

9— PRINCIPAL INDUSTRIES (CZ): Industry Number of Wage Earners (Av. Wkly. Wage)—Primary Metal 157 ($115); Machy. 2,027 ($105); Stone, Glass & Clay 2,156 ($97); Fab. Metal 920 ($103); Mining 324 ($96)

Principal Industrial Pay Days: Fri

10-CLIMATE: Min. & Max. Temp.—Spring 26-64; Summer 35-91; Fall 21-65; Winter O-70. First killing frost, Oct. 7. Last killing frost, May 2.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.

Neighborhood Shopping Centers: 4 blocks on Long Ave.; 1 on Liberty Ave. 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18N, 1 mi. beyond city limits. Westgate Plaza, Rt. 224 W of City, Union Plaza Rt. 224; Lawrence Village Rt. 88; North City Plaza, Rt. 18 N, 3 mi. beyond city limits.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lawrence Village	30	Kroger
Westgate Plaza	14	A&M Supermkt.
Call's Plaza	8	IGA, Thrift Drug, Shop & Save
Towne Mall	31	Sears, Giant Eagle
Highlander	8	—
Neshannock Plz	8	—
North City Plaza	11	Value King, K-Mart
Northgate Mall	-	—
Union Plaza	8	Spiegels

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Department Stores—Mon. and Thu., Food—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Troutman's (Allied); Strouss-Hirshberg (May Co.); J.C. Penney; Fisher Bros.; Kantz.

Discount Stores (CZ): Gaylord's, Revco Drugs; Treasure Island; Fishers Big Wheel; K-Mart.
Variety Stores: G.C. Murphy.
Chain Drug Stores (CZ): Eckerd's 1; Thrift 2; Sun Drug; Revco 2; Medical Center Phcy. 2; Rite Aid.

Chain Food Supermarkets: Kroger's 1; Giant Eagle; A&M 1; J.J. Dean; Joseph's 2; Tic Tock 4; IGA; Value King 2; Shop & Save.
Other Chain Stores: Hanover; Sears; Firestone; Nobil Shoes; G.R. Kinney Shoes; S&H Green Stamps; Spiegel Catalog.

14—NEWSPAPERS: NEWS (e) 22,670; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Jack W. Bartholic, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

NEW KENSINGTON-TARENTUM-VANDERGRIFT, PA.

1—LOCATION: New Kensington & Arnold in Westmoreland County. Tarentum & Brackenridge in Allegheny County (In Pittsburgh SMSA). E&P Map B-2. Allegheny-Kiski river valleys. Key cities: New Kensington (Westmoreland County), Tarentum (Allegheny County), Vandergrift (Westmoreland County). Research and Industrial center 20 miles NE of Pittsburgh on Allegheny Valley Expressway; State Hwys. 28, 56, 366, 780 & 88; U.S. Hwy. 22 and Pennsylvania Turnpike.

2—TRANSPORTATION: Railroads: Conrail; Conemaugh & West Penn Branches.
Motor Freight Carriers: 3
Intercity Bus Lines: Port Authority Transit.

3—POPULATION:
Corp. Cities 70 Cen. 40,661; Loc. Est. 30,303
Primary Mkt. Area-ABC:
(70) 181,312; (80) 172,800
Allegheny Co.
70 Cen. 1,605,016; Loc. Est. 1,466,337
Westmoreland Co.
70 Cen. 376,935; Loc. Est. 384,575
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
Demographic Information (Complete professional survey) available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 14,213; Loc. Est. 12,339
Allegheny Co.
70 Cen. 512,337; Loc. Est. 543,073
Westmoreland Co.
70 Cen. 116,263; Loc. Est. 137,302
SMSA 70 Cen. 759,174; Loc. Est. 833,680
Primary Mkt. Area-ABC:
(70) 57,182; (80) 62,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	25	$697,800,000
Sav. & Loan Assns.	9	$332,500,000

6—PASSENGER AUTOS: (Counties): Allegheny 582,808; Westmoreland 159,509

7—ELECTRIC METERS: Residence 31,693

8—GAS METERS: Residence 27,342

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Aluminum Fabricator, Technical 293 ($224); Glass Products 763 ($210); Paint Products 357 ($227); Steelmaking, Fab. 9,286 ($279); Tool & Die, 341 ($225); Plastic Mfg. 357 ($239); Nuclear Prod. 876 ($200); Research Centers & Labs 4,902 ($227); Garment Mfg. 263 ($113); Distilleries 519 ($223); Printing 368 ($213); Power Plants (2) and Utilities 981 ($278); Soft Coal Mines 990 ($300); Heavy Equip. & Bldg. 666 ($275); Foundries (2) 213 ($202); Limestone & Cement 101 ($220); Tile & Block 111 ($160); Mushroom Mines & Dist. 189 ($190).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31. Last killing frost, May 15.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Downtown— New Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum/Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Hillcrest	30	Hills
Heights Plaza	56	Kroger
Highlands Mall	25	Gee Bee
Kiskipark Plaza	15	Ben Franklin
Riverview Plaza	13	K-Mart
Allegheny Plaza	10	Fishers Big Wheel
Apollo Plaza	10	-
Cheswick	13	-

Neighborhood Centers: New Kensington-Arnold-Lower Burrell, Leechburg Road, Parnassus District, New Kensington, Route 28, Natrona Heights, Pittsburgh Street, Springdale and Cheswick; Saxonburg; Russellton.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: All Major and Discount Stores, Food Stores.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, Hart's, J.C. Penney, Joseph Hornes.
Discount Stores: Fisher's Big Wheel, K-Mart, Gee Bee, Gaylord's, Murphy's Mart, Claber's, Thrift City.
Variety Stores: G.C. Murphy Co.; Ben Franklin.
Chain Drug Stores (CZ): Thrift Drug 3, Sun 2; Revco 2; Gil's 2.
Chain Supermarkets: Kroger's 1; Shop 'n Save 4; Thorofare 3; Golden Dawn 2; Foodland 4, Gee Bee; Giant Eagle, IGA.
Other Chain Stores: Goodyear, Firestone, Uniroyal; Goodrich; American Hardware 3; Radio Shack; Sears Catalog 2; Singer, Richman Bros.; Thom McAn, Kelly & Cohen; Nobil Shoes, Endicott Johnson Shoes; Sherwin Williams; Tile City; King Jewelers; General Electric Appliances; Fashion Hosiery Shops; PicWay Shoes.

14—NEWSPAPERS: VALLEY NEWS DISPATCH (e) 43,946, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Nat'l. Adv. Mgr. VALLEY NEWS DISPATCH.
National Representatives: Gannett Newspaper Advertising Sales; U.S. Suburban Press, Inc.

NORRISTOWN, PA.

1—LOCATION: Montgomery County (In Philadelphia, Pa.-N.J., SMSA), E&P Map E-3, County Seat. 17 mi. NW of Philadelphia; 95 mi. SW of New York; 41 mi. W of Trenton; 37 mi. SW of Reading; 91 mi. E of Harrisburg; 35 mi. NE of Wilmington. On U.S. Hwys. 422 and 202; State Hwys. 23,73 and 123. On Schuylkill River, 5½ mi. from Valley Forge, 4 mi. N of Pa. Turnpike.

2—TRANSPORTATION: Railroads: Reading, Conrail; Phila. Western.
Motor Freight Carriers: 13
Intercity Bus Lines: SEPTA; Reading; Greyhound; North Penn.

3—POPULATION:
Corp. City 70 Cen. 38,169; Loc. Est. 33,387
Prim. Mkt. Area-ABC: (70) 185,344; (80) 187,600
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 623,799; Loc. Est. 631,436
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,357; Loc. Est. 12,676
county 70 Cen. 188,475; Loc. Est. 221,677
SMSA 70 Cen. 1,596,028; Loc. Est. 1,696,327
Prim. Mkt. Area-ABC: (70)53,247; 61,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	24	$1,320,176,000
Savings Banks	5	$42,720,000
Sav. & Loan Assn	15	$1,440,520,000

6—PASSENGER AUTOS: County 340,768

7—ELECTRIC METERS: Residence 43,611

8—GAS METERS: Residence 22,440

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Food and Bevarages 6,501; Textile 8,598; Printing & Pub. 4,456; Chemical 7,240; Metal Industries 13,274; Wholesale Trade 12, 172; Business of Repair 8,919; Insurance, Real Estate & Finance 11,072; Construction 12,964; Machinery Equipment & Supplies 21,114.

10-CLIMATE: Min. & Max. Temp.—Spring, 40-75; Summer 50-90; Fall 15-80; Winter 10-50. First killing frost, Oct. 10. Last killing frost, Mar. 10.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING:
Principal Shopping Centers: 4 blocks on W. Main; 4 on E. Main, 8 on Dekalb; 10 on W. Marshall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Logan Square	1	Sears, Genuardi's, Thrift Drug, Rite Aid
Lafayette Hills	5	Thriftway
Plymouth Sq.	3	Woolworth's, A&P
Valley Forge	4	A&P, Food Fair
Norriton Square	2	Shop-Rite, Silo, Food City, A&P
Pard Ridge	4	Grand Catalog, A&P
Eagleville	5	Genuardi's
King of Prussia Plz	5	Acme, Penney, Woolworth, Gimbels, Wanamaker, Korvette
Sandy Hill	2	Genuardi's
Swede Square	2	Genuardi's
Plymouth Mall	3	Anderson-Little, Strawbridge & Clothier, Woolworth
Audubon	5	Genuardi's

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept.-Fri.; Food-every evg. ex. Sat.; Shopping Centers-every evg.

13—RETAIL OUTLETS: Department Stores: Sears, J.C. Penney, John Wanamaker; Gimbel's, Strawbridge & Clothier.
Discount Stores (CZ): K-Mart, Clover, Korvette, Silo's.
Variety Stores: Woolworth 3; Berlin-Spilane 4.
Chain Drug Stores (CZ): Rite Aid 2; Thrift.
Chain Food Supermarkets: Acme 12; A&P 6, Genuardi's 5, Ficre's 3; Clemens; Shop-Rite.
Other Chain Stores: Panelrama.

14—NEWSPAPERS: TIMES-HERALD (e) 30,774; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Laverne Lane, Adv. Dir., TIMES-HERALD.
National Representatives: Landon Associates, Inc.; Robert Hitchings & Co.,Inc.

OIL CITY-FRANKLIN, PA.

1—LOCATION: Venango County, E&P Map B-2. Adjacent cities in N.W. Penna. on Allegheny river at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2—TRANSPORTATION: Railroads: Conrail; Erie-Lackawanna.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Continental Trailways; Lincoln Coach.
Airlines: U.S. Air.

3—POPULATION:
Corp. Cities 70 Cen. 23,662; Loc. Est. 22,490
Franklin 70 Cen. 8,629; Loc. Est. 7,986
Oil City 70 Cen. 15,033; Loc. Est. 14,504
County 70 Cen. 62,353; Loc. Est. 64,840

NEW CASTLE NEWS

SERVING A SUPERBLY LOCATED MARKET FOR INDUSTRY, COMMERCE AND ADVERTISERS WITH AN E.B.I. OF $757,184,000*

*E & P Market Guide '81 Est.

- ON U.S. ROUTE NEAR 3 VITAL SUPERHIGHWAYS
- 3 DEVELOPING INDUSTRIAL PARKS
- ★ NEW DOWNTOWN SHOPPING MALL
- CLOSE TO (But Independent of) PITTSBURGH, YOUNGSTOWN SMSA's.

NEW CASTLE NEWS

We sell all our advertising on a fair SINGLE RATE basis

* See trade map with survey. For data on putting New Castle on your map of store or plant locations, call (412) 654-6651.

National Representatives: LANDON ASSOCIATES, INC. New York

80
NEW CASTLE
422
18
79
PENNSYLVANIA TURNPIKE

The Bulletin Newsroom

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And we were. There's a new management story at The Bulletin and we're moving fast as the new "Great Things" newspaper in town. But our leadership in the 4th largest market is an old story. We're out in front by more than 110,000* daily readers and leading the pack in "at home" audiences—58% of all shoppers who read newspapers at home (where buying decisions are made) read The Bulletin . . . 63% of all households with incomes over $20,000. And, 86% of all Bulletin readers are shoppers who read at home.**

But as good as we are, we're getting better. Making changes. Expanding features and formats to match the excitement of a city and region on the move. Like our great new daily page, Atlantic City Report. Philadelphia's got America's newest playground right in its own backyard, and no one else is covering this action like The Bulletin. And our all-new graphics. And a bigger People section. And a bigger, better Business section. And a vigorous new way to cover Sports that includes the slickest, most streamlined sports scoreboard anywhere. And a new four-section format that's more convenient. And a unique commuter weather report for shuttle cities to Philadelphia. And that's just the beginning.

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The Bulletin

the Great Things newspaper©

*Philadelphia SMSA—Three Sigma Newspaper Readership Study-1980
**Belden Study, 1979
Represented nationally by Million Market Newspapers, Inc.

OIL CITY—continued

Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,527; Loc. Est. 8,793
Franklin Loc. Est. 3,420
Oil City Loc. Est. 5,373
County 70 Cen. 18,792; Loc. Est. 23,099

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$1,447,365,571
Sav. & Loan Assn.	3	$102,000,000

6—PASSENGER AUTOS: County 22,840

7—ELECTRIC METERS: 28,453

8—GAS METERS: 16,726

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Emp. (Av. Wkly. Wage)—Petroleum 1,800 ($275); Steel 1,068 ($325); Glass 475 ($275); Printing 300 ($265); Chemical 191 ($265); Machine 3,123 ($290); Transp. & Pub. Utilities 1,000 ($275); Whlse. & Retail 3,000 (N.A.); Services 2,500 ($180); Gov. 2,500 (N.A.); Misc. 7,043 (N.A.)

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct. Last killing frost, Apr.

11—TAP WATER: Alkaline, soft.
Some red water in County.

12—RETAILING: Franklin: Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward **Area**: 3 blocks on 13th St. Oil City: Downtown; 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District: 4 blocks on Front St., 3 on First St., 2 on State St.

Shopping Centers: Weston's Shopper's City, Rt. 8; Jamesway Plaza, Rt. 8.
Principal Shopping Days: Mon., Thurs., Fri.
Stores Open Evenings: Dept. Fri.; Food Nitely.

13—RETAIL OUTLETS: Department Stores: Sears; Welker & Maxwell; Printz; J.C. Penney 3; Brody's; Jamesway.
Variety Stores: Kresge; Woolworth 2; G. C. Murphy; Oil City Variety.
Discount Stores (CZ): Buyers Fair 1; Clinton; Jamesway.
Chain Drug Stores: Thrift 2; Eckerds 1.

Chain Food Supermarkets: A&P 3; Foodland 3; Riverside Mkts. 9; Golden Dawn 5; Super Duper 2; Comet Mkt. 1; I.G.A. 1; Country Fair 2; Lil' Shopper 2.
Other Chain Stores: Singer Co.; Goodyear; Richman Bros.; Isaly's 2; Sherwin-Williams 1; Jean Frocks; Western Auto 1; Brown's Boot 2; Printz Clothing 2; Penn Rubber & Supply 2; Goodrich; Cohen Auto; Top Value Stamps C.V.S.

14—NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 8,899; OIL CITY DERRICK (m) 16,631; comb. daily (m&e) 25,530; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers, Inc.
National Representatives: None.

PALMERTON, PA.
See LEHIGHTON, PA.

PHILADELPHIA, PA.

1—LOCATION: Coextensive with Philadelphia County. E&P Map E-3. 13-County Philadelphia Primary Market hub of over 5.5 million people. 90 miles from New York; 136 miles from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical miles from Atlantic Ocean; Largest import port in U.S.; third busiest in the world.

2—TRANSPORTATION: Railroads: Chessie System; Amtrak; Conrail; Delaware & Hudson.
Motor Freight Carriers: 560.
Freight Steamship Lines: 101.
Intercity Bus Lines: SEPTA, Red Arrow, 19 smaller bus companies.
Airlines: 17; Air Freight—18

3—POPULATION:
Corp. City/County
70 Cen. 1,950,098; Loc. Est. 1,753,900
CZ ABC: (70) 2,194,017; (80) 1,905,300
RTZ ABC: (70) 3,730,038; (80) 4,029,500
City & RTZ ABC: (70) 5,924,055; (80) 5,934,800
SMSA 70 Cen. 4,817,914;
Loc. Est. 4,771,500

4—HOUSEHOLDS:
City/County 70 Cen. 642,145; Loc. Est. 648,900
CZ ABC: (70) 722,014; (80) 717,700
RTZ ABC: (70) 1,105,097; (80) 1,365,300
City & RTZ ABC: (70) 1,827,111; (80) 2,083,000
SMSA 70 Census 1,480,191; Loc. Est. 1,642,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	34	$28,469,441,000
Savings	6	$11,842,867,000
Savings & Loan	224	$11,803,158,481

6—PASSENGER AUTOS: 519,820

7—ELECTRIC METERS: 621,264

8—GAS METERS: Residential 519,743

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly Wage)—Durable Goods: Furniture & Fixtures 8,500 ($269); Stone, Clay & Glass 14,400 ($316); Primary Metals 26,000 ($388); Fabricated Metals 37,600 ($313); Non-electrical Mach. 50,500 ($323); Electrical Mach. 41,000 ($262); Transportation Equip. 28,000 ($362); Instruments & Related Prod. 22,700 ($262); Other Durable Goods 11,600 ($243). Non Durable Goods: Food Prod 37,100 ($280); Textile Prod 14,600 ($187); Apparel & Related Prod. 30,900 ($177); Paper Prod 21,500 ($315); Printing & Publishing 39,100 ($263); Chemical Prod. 38,200 ($335); Oil & Coal Prod. 12,800 ($469); Rubber & Misc. Plastic Prod. 15,800 ($308); Other Non Durable Goods 1,100 ($214)

10-CLIMATE: Min. & Max. Temp.—Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16. Last killing frost, Apr. 1

11—TAP WATER: Slightly acid; moderately hard (Schuylkill River); moderately soft (Delaware River). Fluoridated.

12—RETAILING: Principal Shopping Center: Philadelphia Central Business District—Vine Street to South Street Between Front and 24th Streets (Includes The Gallery, Center City Enclosed Mall, with 2 dept. stores)
Regional Shopping Centers (SMSA): (Philadelphia County) Roosevelt Mall, (Bucks County) Neshaminy Mall, Oxford Valley Mall, (Chester County) Exton Square, Norco Mall, (Delaware County) Granite Run Mall, Springfield Mall; (Montgomery County) Cedarbrook Mall, King of Prussia Plaza, Montgomery Mall, Plymouth Meeting Mall; Cheltenham Mall, Suburban Square, Wynnewood Center, Logansquare; Abington/Jenkintown; (Burlington County) Moorestown Mall; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall, plus approximately 300 district shopping places in the Philadelphia SMSA.

Principal Shopping Days: Department Stores—Wed. & Sat., Sun. Food—Thu., Fri. and Sat. Trend toward earlier in the week. Most stores open Sunday.
Stores Open Evenings: Most center city stores open Wed. all year and Mon. evenings part of year. Most chain groceries—Mon. to Sat. until 9 or 10 p.m. plus limited hrs. on Sun. Trend for major suburban stores to be open all evenings and Sunday.

13—RETAIL OUTLETS:
Department Stores (SMSA): Bambergers (5 in suburbs); Gimbel's 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); J.C. Penney, 12 (1 in Phila., 11 in suburbs); Pomeroy's (3 in suburbs); Sears 13 (2 in Phila., 11 in suburbs); Strawbridge & Clothier, 9 (1 in Phila., 8 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs).
Major General Merchandise Stores (SMSA): Clover; K-Mart; Korvettes; Woolco; Jefferson-Ward.
Variety Stores (SMSA): D.E. Furlow; H.L. Green/McCrory; Kresge; Kress; G.C. Murphy; J.J. Newberry; Woolworth.
Chain Drug Stores (SMSA): Eckerd; Holiday; Medic-Fair; People's; Quality; Rite Aid; Sun Ray; Thrift Rexall.
Chain Food Supermarkets (SMSA): A & P; Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; Mister Grocer; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop Rite; Thriftway; Unity-Frankford; Wawa.
Other Chain Stores (SMSA): Women's Apparel: B. Altman; Bonwit Teller; Casual Corner; Country Seat; Fashion Bug; Franklin Simon; Frederick's of Hollywood; The Gap; Hit or Miss; Jeans West; Lady Bug; Lane Bryant; Lerner Shops; The Limited; Loehmann's; Lord & Taylor; Marianne; Roaman's; Saks Fifth Avenue;
Men's Apparel (SMSA): Anderson Little; Bloomingdale's; Bond; Boyd's; Brooks Brothers; Jack Lang; Morville; Jacob Reed's Sons.
Shoe Stores (SMSA): Baker's; Bally; Beck's; Burt's; Butler's; Chandler; Endicott Johnson; Enna Jettick; Father & Son; Fayva; Flagg Brothers; Florsheim; Hahn Shoes; Hanover; Kalso Earth Shoes; Kinney; Knapp; Lloyd & Haig; Naturalizer; Nunn-Bush; Pappagallo; Paul's; Regal; Scholl Shoes; Shoe Town; Thayer McNeil; Thom McAn.
Automotive (SMSA): Avellino; Firestone; General Tire; Goodrich; Goodyear; Penn Jersey; Pep Boys; Uniroyal.

14—NEWSPAPERS: BULLETIN (e-Mon. to Fri.) 458,849; (sat. m) 437,787; (S) 529,706; Mar. 31, 1980 ABC.
INQUIRER (m-Mon. to Fri.) 425,075; (Sat. m) 362,322; (S) 837,209; Mar. 31, 1980 ABC.

NEWS (e-Mon. to Fri.) 231,310; (Sat. m) 148,893; Mar. 31, 1980 ABC.

JOURNAL (m-Mon. to Fri.) 84,981; (Sat. m) 73,050; Sept. 30, 1979 ABC (latest statement available).
Local Contact for Advertising and Merchandising Data: Walter L. Holt Jr., Nat. Adv. Mgr., BULLETIN. Jerry Panchy, Adv. Dir., INQUIRER. Rod Wishart, Adv. Dir., NEWS. Bob Donner, Adv. Dir., JOURNAL.
National Representatives: BULLETIN—Million Market Newspapers.
INQUIRER and NEWS—Knight-Ridder Newspaper Sales, Inc.

PHOENIXVILLE, PA.

1—LOCATION: Chester County (In Philadelphia, Pa.-N.J., SMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23,29 and 113.

2—TRANSPORTATION: Railroads: Conrail; Reading.
Motor Freight Carriers: 2.
Intercity Bus Lines: Werner; Septa; Trailways.

3—POPULATION:
Corp. City 70 Cen. 14,823; Loc. Est. 15,002
CZ ABC: (70) 14,823; (80) 14,300
RTZ-ABC: (70)56,136; (80)60,800
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 278,331; Loc. Est. 307,733
City & RTZ-ABC: (70)70,959; (80)75,100

4—HOUSEHOLDS:
City 70 Cen. 4,812; Loc. Est. 5,735
County 70 Cen. 78,401; Loc. Est. 103,045
SMSA 70 Cen. 1,480, 191; Loc. Est. 1,696,327
CZ Zone ABC: (70)4,812; (80) 5,300
RTZ-ABC: (70)15,324; (80)19,300
City & RTZ-ABC: (70)20,136; (80)24,600

5—BANKS: Comm. 3; Dep. $210,769,000

6—PASSENGER AUTOS: County 129,821

7—ELECTRIC METERS: Residence 4,622

8—GAS METERS: Residence 2,978

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Steel 632; Knitting 340; Pharmaceutical Supplies 507.

10-CLIMATE: Min. & Max. Temp.—Spring 38.5-65; Summer 62-84.6; Fall 43-59; Winter 22.3-46. First killing frost, Sept. 20. Last killing frost, April 9.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 3 blocks on Bridge St.; 2 on Main St., 1 on Gay St.; 1 on Church St.
Neighborhood Shopping Centers: Nutt Road, Starr Hill; King of Prussia Plaza; Norco Mall; Gateway Shpg. Ctr., Phoenix/Kimberton Mall.
Principal Shopping Days: Dept.-Fri.; Food-Wed., Thurs. & Fri.
Stores Open Evenings: Fri. to 9; Food to 10.

13—RETAIL OUTLETS:
Variety Stores: Jamesway.
Chain Drug Stores (CZ): White Shield; Thrift.
Chain Food Supermarkets: A&P; Acme; Genuardi.
Other Chain Stores: Endicott-Johnson; Sherwin-Williams; S.B. Harris; B.F. Goodrich.

14—NEWSPAPERS: PHOENIX (e)7,627; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Jones, Adv. Mgr., PHOENIX.
National Representatives: Landon Associates, Inc.; Robert Hitchings & Co.

PITTSBURGH, PA.

1—LOCATION: Allegheny County (SMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River; 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2—TRANSPORTATION: Railroads: 18 railroads including Conrail, Pittsburgh and Lake Erie, Chessie System.
Motor Freight Carrier: 243.
Intercity Bus Lines: Greyhound; Lenzner; Beaver Valley; Bamfford; Grove City; Continental Trailways; Suburban; Lincoln; Debolt-Somerset; 88 Transit.
Airlines: American; Eastern; Nordair-Ltd.; Northwest; TWA; United; U.S. Air.

3—POPULATION:
Corp. City 70 Cen. 520,117; Loc. Est. 421,600
CZ ABC: (70) 1,273,299; (80) 1,110,700
RTZ-ABC: (70) 1,529,815; (80) 1,549,400
County 70 Cen. 1,605,133; Loc. Est. 1,441,500
SMSA 70 Cen. 2,401,362; Loc. Est. 2,232,200
City & RTZ-ABC: (70) 2,803,114; (80) 2,660,100
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 178,016; Loc. Est. 172,400
County 70 Cen. 512,493; Loc. Est. 519,600
SMSA 70 Cen. 759,174; Loc. Est. 807,100
CZ ABC: (70) 411,142; (80) 406,100
RTZ-ABC: (70) 472,044; (80) 551,300
City & RTZ-ABC: (70) 883,186; (80) 957,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	11-245	$15,175,285,000
Savings	2-20	$1,253,238,000
Sav. & Loan Assn.	103	$6,741,443,000

6—PASSENGER AUTOS: Co. 577,650

7—ELECTRIC METERS: (Res.) City 139,861

8—GAS METERS: (Res.) City 123,884

9— PRINCIPAL INDUSTRIES (CZ): of Area: (Allegheny; Beaver, Washington & Westmoreland Counties): Industry, Number of Wage Earners (Av. Wkly. Wage); Food Products 11,100 ($307); Textile, Apparel 2,800 ($156); Paper Pdts. 2,500 ($262); Printing & Pub. 9,200 ($337); Chemical Pdts. 11,100 ($356); Oil & Coal Pdts. 3,700 ($238); Stone, Clay & Glass 16,500 ($330), Primary Metal 92,800 ($416); Fabricated Metal 22,900 ($360); Non-Electrical Machy. 23,000 ($350); Electrical Machy. 25,600 ($318); Trans. Equip. 13,700 NA; Instruments, Rel. Equip. 6,400 NA; Other Durable Goods 3,800 ($235); Other Nondurable Goods 3,900 ($196); Total All Mfg. 249,000 ($359);

10-CLIMATE: Min. & Max. Temp.—Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost, Oct. 20. Last killing frost, Apr. 20.

11—TAP WATER: Alkaline, soft 9 months, hard 3 months (June, July, Aug); fluoridated.

12—RETAILING: Principal Shopping Center: bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle —300 acres.
Neighborhood Shopping Centers: Homewood —N. Homewood & Kelly St.; East Liberty Mall—Penn & Highland Aves.; Squirrel Hill—Murray; Bloomfield—Liberty & Edmond Ave., Oakland—Forbes Ave. & Fifth and Atwood Ave.; Greenfield—Greenfield Ave. & Coleman St.; Hazelwood—Hazelwood Ave. to Second Ave.; Lawrenceville—34th & Butler; 52nd & Butler; Uptown—Fifth Ave. from Ross St. to Dinwiddie St.; South Side—E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown—Warrington Ave.; Mt. Washington—Southern Ave. & Shiloh St.; West End—Main St.; Manchester—Beaver & Franklin; North Side—East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road—Brighton Rd. & California Ave.; Shadyside—Walnut St. & S. Aiken Ave.

Major Nearby Shopping Centers
(with miles and directions from downtown)
Allegheny Center (1 mi. N) Sears; Zayre; Woolworth; and 50 stores.
Beaver Valley Mall (23 mi. NW) Gimbles; Sears; Gray Drug; Woolworth; Hornes and 75 stores.
Century III Mall (8 mi. S) Gimbels; J.C. Penney; Kaufmann's; Sears; Montgomery Ward and 145 stores.
East Hills (8 mi. E) Thorofare; G.C. Murphy; Sun Drug; Zayre and 60 stores.
Eastland (10 mi. E) Gimbels; J.C. Penney; Woolworth and 40 stores.
Franklin Mall (35 mi. SW) Sears; Hills; Troutman's and 39 stores).
Great Southern (7 mi. SW) J.C. Penney, Thorofare; Thrift Drug and 35 stores.
Great Valley (6 mi. E) Kroger; Sun Drug; Zayre; Clabers.
Greengate Mall (23 mi. SW) Hornes; J.C. Penney; Thrift Drug; Montgomery Ward and 50 stores.
Heights Plaza (20 mi. NE) Hornes; Kroger; Murphy; Sun Drug.
Hillcrest (17 mi. NE) J.C. Penney; Kroger; Thrift Drug; Montgomery Ward; Gaylord's.
Miracle Mile (13 mi. E) Kaufmann's, Kroger; Woolworth; Hahn Furniture; Isaly's and 40 stores.
Monroeville Mall (12 mi. E) Gimbels; Hornes; J.C. Penney, Thrift Drug, G. C. Murphy; May Stern's; Giant Eagle and 125 stores.
Northern Lights (18 mi. NW) J.C. Penney; Thrift Drug; Kroger; Towers and 25 stores.
North Hills Village (7 mi. N) Gimbles; Giant Eagle; Gee Bee; Sun Drug; Isaly's; Hahn Furniture and 30 Stores.
Northway Mall (8 mi. N) Hornes, G.C. Murphy; Woolworth; Hughes & Hatcher; Isaly's and 35 stores.
Norwin (15 mi. E) Thorofare; Cox's; Isaly's. Penn Center (10 mi. E) Sears. Penn Hills (11 mi. E), Giant Eagle; Isaly's; Gold Circle and 60 stores.
South Hills Village (8 mi. S) Gimbels; Sears; Hornes; and 90 stores.
Southland (9 mi. S) J.C. Penney; Thrifit Drug; Hahn Furniture.
Washington Mall (23 mi. SW) J.C. Penney; Giant-Eagle; Thorofare; Woolworth and 100 stores.
Westmoreland Mall (30 mi. SE) Hornes; Kaufmann's; Sears.
Whitehall Terrace (6 mi. S) Hornes; Clabers; G.C. Murphy.

Other Nearby Shopping Centers
(with miles and direction from downtown)
Admore (7 mi. E) Thorofare; Thrift Drug; Equibank.
Banksville Plaza (4 mi. SW) Stephen Richard; Kroger; Sun Drug.
Chippewa Mall (23 mi. NW) Kroger; Sun Drug.
Big Beaver Mall (25 mi. NW) Kroger.
Bill Green's (8 mi. S) Sun Drug; State Liquor.
Carrick (4 mi. S) Kroger; Thrift Drug.
Caste Village (7 mi. S) Thorofare; State Liquor.
Chateau Plaza (2 mi. NW) Isaly's; Mellon Bank; State Liquor.
Crafton-Ingram (3 mi. W) K-Mart; Kroger; Thorofare; Thrift Drug.
Duncan Manor (9 mi. N) Thorofare; Sun Drug; Pittsburgh Nat. Bank.
Duquesne Village (9 mi. SW) Sun Drug; Woolworth.
Eastgate (27 mi. SW) Gee Bee; Firestone.
Eastwood (8 mi. E) Buy Wise; S&H Green Stamps.
Fox Chapel Plaza (7 mi. NE) Thorofare; Thrift Drug; State Liquor.
Fox Chapel Village (7 mi. NE) Kroger; Clabers; Thrift Drug; Isaly's.
Greensburg Plaza (25 mi. SE) K-Mart; Foodland; Thorofare.
Greentree Road (4 mi. SW) Hahn's; Clabers; Giant Eagle.
Hillcrest (7 mi. S) Thorofare; Bard's Dairy; State Liquor.
Kennywood Mall-Hills; K-Mart; Thrift; Mellon Bank.
Lebanon Shops (6 mi. S) Kroger; G.C. Murphy; Thrift Drug.
Lincoln Road (35 mi. E) Thorofare; Thrift Drug.
Manor Oak Village (4 mi. SW) Mellon Bank; Hardy & Hays.
McKnight-Seibert (7 mi. N) Thrift Drug; Wayne Weil; Sears.
Olympia (13 mi. SE) Thorofare; G.C. Murphy.
Pines Plaza (8 mi. N) Thorofare; Sun Drug.
Quaker Villge (4 mi. NW) Thorofare; Thrift Drug. Giant Eagle.
Ritzland (8 mi. E) Thorofare; Thrift Drug; Pittsburgh Nat. Bank.
Route 30 Plaza (13 mi. E) K-Mart; Thorofare.
Route 51 Plaza (9 mi. S) K-Mart.
Shaler Plaza (6 mi. NE) K-Mart; Thorofare.
Shopper's Plaza (13 mi. N) Thorofare; Kroger; Thrift Drug; Woolworth.
South Park Shops (8 mi. S) Kroger; Thrift Drug.
St. Clair Heights (7 mi. SW) Giant Eagle; Thrift Drug; Bard's Dairy.
Virginia Manor (4 mi. SW) Krogers; Sun Drug.
Washington Plaza (22 mi. SW) Kroger; K-Mart; Isaly's; Kelly & Cohen.
7200 McKnight Rd. (7 mi. N) Zayre; Giant Eagle.
Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Mon., Thu.

13—RETAIL OUTLETS: Department Stores: Kaufmann's; Gimbels; Joseph Horne; Sears; J.C. Penney. Montgomery Ward
Discount Stores (CZ): Gee Bee; Zayre: Buy Wise; Alberts; Clabers; Value Fair; Murphy Mart; K-Mart; Buyer's Mart; Gold Circle.
Variety Stores: Autenreith's; McCrory's; Murphy; Woolworth; Hill's.
Chain Drug Stores (County): Sun 26; Thrift 40; Revco 27; Rite Aide 14; Gil's 17; Leader 21.
Chain Food Supermarkets (SMSA): Foodland 49; Giant Eagle 40; Kroger 33; Shop 'N Save 45; Thorofare 28; Super Dollar 21.
Other Chain Stores: Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; Fashion Hosiery; A.S. Beck; Richman; Keystone Shoes; S&H Green Stamps; Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue.

14—NEWSPAPERS: POST GAZETTE (m-Mon.-Fri.) 185,215; (Sat. M.) 171,376; Mar. 31, 1980 ABC. PRESS (e-Mon.-Fri.) 271,502;
(Sat. e) 230,971; (S) 659,998; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Thomas R. Gormley, Adv. Dir., POST-GAZETTE and PRESS.
Representatives: POST-GAZETTE and PRESS: Story & Kelly-Smith, Inc.; Metropolitan Pub. Rep., Inc.

POTTSTOWN, PA.

1—LOCATION: Montgomery County (in Philadelphia, Pa.-N.J., SMSA), E&P Map E-3. Industrial center. 37 mi. NW of Phila.; 26 mi. NW of King of Prussia; 18 mi. SE of Reading; 32 mi. S of Allentown; 20 mi. North of Exton; on Schuylkill River. On U.S. Hwy. 422, Benj. Franklin Hwy., State Hwys. 724, 100 & 663 (to Pa. Tpk. & I-80).

2—TRANSPORTATION: Railroads: Conrail; Reading.
Intercity Bus Lines: Pottstown Transit, Inc.; Werner; Trailways.
Motor Freight Carriers: 11.
Airlines: Limousine service to Phila. Intl. Airport; Air Freight & Charter at Pottstown Airport (Limerick), Municipal Airport (Pottstown).

3—POPULATION:
Corp. City 70 Cen. 25,355; Loc. Est. 26,162
Primary Mkt. Area-ABC (70) 126,485; (80) 136,900
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 623,921; Loc. Est. 631,436
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 6,399; Loc. Est. 10,095
County 70 Cen. 188,475; Loc. Est. 221,677
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
Primary Mkt. Area-ABC: (70) 38,462; (80) 48,100

5—BANKS:	NUMBER	DEPOSITS
Comm. Chain Banks	13	$5,719,651,423
Sav. & Loan Assns.	11	$112,500,000

6—PASSENGER AUTOS: County 330,274

7—ELECTRIC METERS: Residence 25,000

8—GAS METERS: Residence 5,444

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Steel Fabrication 422; Food Equip. Products 1,328; Boilers, Heating 643; Automotive Products, Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Tires, Plastics, Rubber Products Metal Products, Finishing 758; Shoe Polish 98; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Distillery 84.
Principal Industrial Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost, Dec. 1. Last killing frost, Feb. 15.

11—TAP WATER: Acid, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers: E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Route 100; Coventry Mall Rt. 100 & 724 Bypass; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix- Kimberton Mall, Route 724.
Principal Shopping Days: Mon., Wed., Thu., Fri.
Stores Open Evenings: Dept.—Mon. & Fri.; Food— Tues., Wed., Thu., Fri.; Shpg. Ctrs. -Mon through Sat.

13—RETAIL OUTLETS: Department Stores: Ellis-Mills; J. C. Penney; Sears; Jefferson-Ward; Hess Bros.; LeFevre Bros.; New York Store; Boscov's.
Discount Stores: Ice City; K-Mart 2; Jamesway; Ames 2.
Variety Stores: Newberry; Woolworth 2.
Chain Drug Stores: Rexall 3; Bause 2; Thrift Drug; Rea & Derick 2; Keystone; Sunset Phcy.; Rite-Aid 2; Professional Pharmacy.
Chain Food Supermarkets: A&P 2; Acme 6; Thriftway 4; Weis 2; Shop Rite; IGA 3; Wa-Wa 1; 7-Eleven 3; Pathmark; Redner's 2; Save-a-Buck 2.

Other Chain Stores: Merit; Penn Jersey; Western Auto 2; Pep Boys; Firestone; Singer Co.; Endicott-Johnson; Fecera; Nobil Shoes; Father & Son; Radio Shack; Pat Carnival; Lippman's Jewelers; Eugene Jacobs; Feel Fine; Goodyear;
Sherwin-Williams; M.A.B.; Don Sands Glidden 2; Mary Carter; Rickel's.

14—NEWSPAPERS: MERCURY (m) 30,027 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Francis A. Schock, Adv. Dir., MERCURY.
National Representatives: Landon Associates Inc.

POTTSVILLE, PA.

1—LOCATION: Schuylkill County. E&P Map D-2. 93 mi. NW of Philadelphia 56 mi. NE of Harrisburg. On U.S. Hwy 61; State Hwys. 209 & 183.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 9.
Intercity Bus Lines: East Penn; Capital Trailways.

3—POPULATION:
Corp. City 70 Cen. 19,715; Loc. Est. 18,000
Primary Mkt. Area-ABC: (70) 95,553; (80) 94,300
County 70 Cen. 160,089; Loc. Est. 158,769
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,713; Loc. Est. 7,136
County 70 Cen. 53,760; Loc. Est. 61,581
Primary Mkt. Area-ABC: (70) 31,211; (80) 35,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$1,649,556,121
Sav. & Loan Assn.	5	$249,507,531

6—PASSENGER AUTOS: County 78,063

7—ELECTRIC METERS: Residence 7,432

8—GAS METERS: Residence 2,713

9— PRINCIPAL INDUSTRIES (CZ): Anthracite Mining; Bldg. Materials; Bearings; Commercial Tanks; Elect. Appl. (lamps, etc.); Leather Prods. (shoes); Mirrors; Machine Tools; Metal Cabinets; Mobile-homes; Ball Point Pens; Men's Wear (suits, coats, shirts, pajamas, underwear, sports goods); Polyethelene Film, Screws & Anchors; Steel Doors; Frames; Trucks; Trailers; Women's Wear (dresses, underwear, pajamas, sportswear).
Principal Industrial Pay Days: Thu. and Fri., 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 65-80. Summer 70-98; Fall 40-70; Winter 0-50.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.
Neighborhood Shopping Centers: Pottsville Park Plaza (8 units); Pottsville-Minersville (7 units); Cressona Mall (18) and Fairlane Village Mall (60); Schuylkill Mall, Frackville (100).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pottsville Plaza	1	Acme, Miller Auto, Channel Home Center
Pottsville-Minersville	3	King's, A&P
Cressona Mall	3	Hills, Acme, Super Saver, Rea & Derrick, Pearle Vision, General Nutrition
Fairlane Mall	1	Boscov's, Woolco, Weis Mkt., McCrory's, Rea & Derrick, General Nutrition, Radio Shack
Schuylkill Mall	8	Sears, Hesss, K-Mart, Weis Markets, Rea & Derick, Radio Shack, Lerner Shop, Pearle Vision, Hanover Shoes, Gordon Jewelers, Anderson- Little, Endicott-Johnson

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Downtown: Thu & Fri.; Food; Mon. through Sat.; Shopping Centers: Mon. through Sat.

13—RETAIL OUTLETS: Department Stores: Pomeroy's; Sears; Boscov's; Hesss.
Discount Stores (CZ): Hills, King's; Woolco; K-Mart.
Variety Stores: Woolworth; H.L. Green; McCrory's.
Chain Drug Stores (CZ): Rite-Aid 2; Rea & Derrick 3.
Chain Food Supermarkets: Acme 6; A&P 1; UGA 2; IGA 3; Weis Market 2.
Other Chain Stores: Auto Accessories: Firestone, Miller Auto; Ladies Apparel: Fashion Colony, Junior Colony; Jewelry: Stewards, Kays, Zales; Shoes: Kinney, Glick, Thom McAn; Audio: Listening Post; Mens Wear: Cranes.

14—NEWSPAPERS: REPUBLICAN (e) 29,697; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN.
National Representatives: Landon Associates, Inc.

PUNXSUTAWNEY, PA.

1—LOCATION: Jefferson County, E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh; 68 mi. NW of Altoona.

2—TRANSPORTATION: Railroads: B&O; Shops of B&O are located here.
Motor Freight Carriers: 4.

3—POPULATION:
Corp. City 70 Cen. 7,792; Loc. Est. 7,436
City Zone, Loc. Est. 18,600
County 70 Cen. 43,695; Loc. Est. 49,083
City & Retail Trading Zone, Loc. Est. 43,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,689; Loc. Est. 2,896
County 70 Cen. 14,336; Loc. Est. 18,646

5—BANKS: 3 Commercial, Dep. $310,000

6—PASSENGER AUTOS: County 18,545

7—ELECTRIC METERS:
Residence, Punx'y & rural areas 6,206

8—GAS METERS: Residence 3,182

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Textile 300; Carbon 650; Metal Stamping & Plating; Loud Speakers 758.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on 2 streets and Punxy Plaza Shpg. Ctr., Jamesway Shpg. Ctr.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Department Stores—Mon. & Fri.; Food—6 nights.

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Variety Stores: Murphy's Mart; Jamesway.
Chain Drug Stores (CZ): Thrift.
Chain Food Supermarkets: A&P; Comet Mkt. 2; Riverside; Keystone.
Other Chain Stores: (3); Wolf; Western Auto; Brown's; Rite-Aid.

14—NEWSPAPERS: SPIRIT (m) 6,449; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT.
National Representatives: Landon Associates, Inc.

QUAKERTOWN, PA.

1—LOCATION: Bucks County, (In Philadelphia, Pa.-N.J.-SMSA). E&P Map E-3. 45 mi. N. of Phila., 20 mi. S of Allentown-Bethlehem.

2—TRANSPORTATION: Reading R.R.; Philadelphia International Airport; A.B.E. Airport; 3 Motor Freight Carriers.
Intercity Bus Lines: Trailways; Edwards; Reading.

3—POPULATION:
Corp. City 70 Cen. 7,276; Loc. Est. 8,780
Prim. Mkt., Area-ABC (70) 65,425 (80) 82,500
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Cen. 415,056; Loc. Est. 485,453
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,623; Loc. Est. 3,628
Prim. Mkt. Area-ABC (70) 20,273; (80) 29,300
County 70 Cen. 117,612; Loc. Est. 159,028
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327

5—BANKS: Comm. 7
Savings & Loan Assns. 3, Dep. Not Available

6—PASSENGER AUTOS: County 225,081

7—ELECTRIC METERS: Residence 3,897

8—GAS METERS: Residence 3,585

9— PRINCIPAL INDUSTRIES (CZ): City Zone—Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper business forms; Median household weekly income ($258).

11—TAP WATER: Not fluoridated.

12—RETAILING:
Shopping Centers: Quakertown Plaza: Goodyear; Trainer's Corner Mall; Woolworth; Sears; Sherwin-Williams; Thrift Drug; Singer Co.; Mae Moon; Goschow Jewelry; Econ-o-Wash; Q-Mart; Downtown 83 stores on 10 blocks; Quaker Village; A&P; Quality Drug; 15 stores; Acme; Laneco; Country Square; Richland Mall; Hess; Clemens & 25 stores; Montgomery Mall; Wanamaker, Bamberger; J.C. Penney.
Principal Shopping Days: Thu. Fri., Sat. & Sun.
Stores Open Evenings: Sundays; Food: Open Thur. & Fri.

13—RETAIL OUTLETS:
Department Stores: Saul's; Western Auto; Hess, H. Leh; Wanamaker; Bamberger's; Woolco; Strawbridge; J.C. Penney; Ames.
Discount Stores: Q Mart; Laneco; Jamesway.
Chain Drug Stores: Thrift; Rea & Derick.
Chain Food Supermarkets: A&P; Acme; Rite-Aid; IGA; Moyers Mkts.; Laneco; Genuardi; Weiss; Clemens.

14—NEWSPAPERS: FREE PRESS (e-Mon. to Fri.) 6,983; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS.
National Representatives: Landon Associates, Inc.; Span; U.S.S.P.I.

READING, PA.

1—LOCATION: Berks County (In Reading, Pa. SMSA). E&P Map E-3, County Seat. Industrial center. Southeastern part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia; 120 mi. W of New York City.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 46.
Intercity Bus Lines: Trailways; T.N.J.; Bieber.
Airlines: U.S. Air; Suburban; General Aviation.

3—POPULATION:
Corp. City 70 Cen. 87,643; Loc. Est. 81,000
CZ ABC: (70) 189,486; (80) 182,400
RTZ-ABC: (70) 108,966; (80) 122,600
Co./SMSA 70 Cen. 296,382; Loc. Est. 305,000
City & RTZ-ABC: (70) 298,452; (80) 305,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 32,358; Loc. Est. 32,000
County/SMSA 70 Cen. 97,523; Loc. Est. 114,700
CZ ABC: (70) 65,593; (80) 71,600
RTZ-ABC: (70) 32,605; (80) 43,100
City & RTZ-ABC: (70) 98,198; (80) 114,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$20,000,000,000
Savings Banks	4	$25,000,000
Sav. & Loan Banks	4	$1,137,725,000

6—PASSENGER AUTOS: County 168,142

7—ELECTRIC METERS: County 119,120

8—GAS METERS: County 42,440

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)—Primary Metals 9,400 ($368); Iron & Steel Fdrys. 3,600 ($245); Fabricated Metal Prods. 2,800 ($245); Non-Electric Mach. & Trans. Equip. 6,300 ($308); Other Durable Goods 5,300 ($253); Food & Kindred Prods. 4,300 ($244); Bakery Prods. 1,200 ($235); Sugar & Confectionery 1,300 ($178); Textile Mill Prods. 5,800 ($175); Knitting Mills 4,300 ($168); Apparel & Other Textile Prods. 4,500 ($149); Women's & Misses' Outerwear 2,100 ($140); Paper & Allied Prods. 1,100 ($326); Printing & Publishing 1,300 ($307); Leather & Leather Prods. 800 ($196); Other Non-Durable Goods 3,300 ($263).

10-CLIMATE: Min. & Max. Temp.—Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on Penn St.; 3 on N. 5th St., 3 blocks on No. 9th St.
Neighborhood Shopping Centers: Penn Ave. in West Reading.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Antietam Valley	22	Woolworth's
Berkshire Mall	98	Sears, Pomeroy's, Wanamaker, Woolworth, Rite Aid, Zale's
Berkshire Mall West	14	Acme
Madiera Plaza	30	Nichol's
Muhlenberg	22	McCrory's, Weis,
Reading Mall	30	Boscov's, Weis,
Shillington	18	Nichol's Channel Home Ctrs.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Department Stores: Mon., Thu., Fri.; Shopping Center every night.

13—RETAIL OUTLETS: Department Stores: Pomeroy's 2 (Allied); Whitner 2; Sears; Wanamakers.
Discount Stores (CZ): Nichols 3; Kings; Two Guys; Boscov's 3; K-Mart 3.
Variety Stores: Kresge 1; Woolworth 2: McCrory 2.
Chain Drug Stores (CZ): W. B. Boyer 4; Revco 2; Rite Aid 5; Peoples 2; Thrift 3; Keystone; Reading Drug; Saylor-Weaver 2; Medicine Shoppe 1.
Chain Food Supermarkets: Redner's 5; Weis 6; Acme 8; Ciotti's 4; Shop-Rite; Foodlane; WaWa; Pathmark; Turkey Hill 13.

14—NEWSPAPERS: TIMES (m) 42,667; EAGLE (e) 43,447; Comb. (m & e) 86,114; EAGLE
(S) 101,216; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John L. Kurtz, Gen. Adv. Mgr., EAGLE-TIMES.
National Representatives: Story & Kelly-Smith, Inc.

RIDGWAY, PA.

1—LOCATION: Elk County. E&P Map C-2. County Seat. Residential center located on Buffalo, 125 mi. N of Pittsburgh. Hwys. 219, 120, 948, 949. 127 mi. S of Buffalo.

2—TRANSPORTATION: Railroads: Baltimore & Ohio, Conrail.
Motor Freight Carriers: 4.
Intercity Bus Lines: Trailway.

3—POPULATION:
Corp. City 70 Cen. 6,022; Loc. Est. 5,652
County 70 Cen. 37,770; Loc. Est. 36,089

4—HOUSEHOLDS:
City 70 Cen. 1,978; Loc. Est. 2,173
County 70 Cen. 11,115; Loc. Est. 12,287

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	2	N.A.
Savings & Loan	3	N.A.

6—PASSENGER AUTOS: County 13,699

7—ELECTRIC METERS: Res. Dist. 2,525

8—GAS METERS: Residence 2,502

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Brake Lining 300 ($180); Powered Metal 400 ($160); Color for Ink 135 ($175); Tool & Die 43 ($200); Plywood Plant 95 ($140); Iron Powder 100 ($170).
Principal Pay Days: Weekly, Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 10-87;

RIDGWAY—continued

Summer 43-94; Fall 20-89; Winter-10-67. First killing frost, Oct. 1

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main St.; 2 blocks on N. Broad.

Neighborhood Shopping Center: St. Marys; Johnsonburg.

Principal Shopping Days: Thu., Fri., Sat.

Stores Close: Wed. afternoon.

Stores Open Evenings: Fri.

13—RETAIL OUTLETS:

Variety Stores: Murphy.

Chain Food Supermarkets: Riverside; Market Basket; Center Mkt.

14—NEWSPAPERS: RECORD (e) 3,782; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Debbie Imhof, Adv. Mgr., RECORD.

National Representatives: Landon Associates, Inc.

ROCHESTER, PA.

See BEAVER, PA.

ST. MARYS, PA.

1—LOCATION: Elk County, E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2—TRANSPORTATION: Railroads: Conrail.

Intercity Bus Lines: Trailways; A.T.A.

Motor Freight Carriers: 2.

Airlines: American; United; USAir.

3—POPULATION:
Corp. City 70 Cen. 7,470; Loc. Est. 7,179
City Zone, Loc. Est. 17,450
Retail Trading Zone, Loc. Est. 41,350
County 70 Cen. 37,770; Loc. Est. 37,825
City & RTZ; Loc. Est. 48,385

4—HOUSEHOLDS:
City: 70 Cen. 2,319; Loc. Est. 2,512
County: 70 Cen. 11,628; Loc. Est. 12,438

5—BANKS: 6 Savings & Loan.

6—PASSENGER AUTOS: County 13,810

7—ELECTRIC METERS: Residence 5,491

8—GAS METERS: Residence 4,461

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Carbon Prod. 4,916 ($255); Light Bulbs 515 ($275); Powder Metal Prod. 678 ($255).

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11—TAP WATER: Acid, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks in center of town; St. Mary's Plaza on Route 255.

Neighborhood Shopping Centers: Route 255.

Principal Shopping Days: Tues., Thurs., Fri., & Sat.

Stores Close: Wed. afternoon.

Stores Open Evenings: Mon., Thurs., & Fri.

13—RETAIL OUTLETS: Department Stores: Ames; Fishers; Big Wheel.

Variety Stores: G. C. Murphy.

Discount Stores: Fishers; Big Wheel; Ames.

Chain Drug Stores (CZ): Thrift Drug.

Chain Supermarkets: Nation Wide 4; Riverside; Pfaffs; A&P; Loblaws; Market Basket.

14—NEWSPAPERS: PRESS (e) 5,451; sworn Mar. 31, 1980.

Local Contact for Advertising and Merchandising Data: Fran Rebic, Nat'l. Adv. Mgr., PRESS.

National Representatives: Landon Associates, Inc.

SAYRE - ATHENS, PA.-WAVERLY, N.Y.

1—LOCATION: Sayre and Athens in Bradford County, Pa.; Waverly in Tioga County, N.Y. (In Binghamton, N.Y.-Pa. SMSA). E&P Map D-1. 17 mi. SE of Elmira, N.Y. Home of Robt. Packer Hospital, Guthrie Clinic & Medical Center.

2—TRANSPORTATION: Railroads: Conrail.

Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 16,906; Loc. Est. 15,471
Sayre 70 Cen. 7,473; Loc. Est. 7,022
Athens 70 Cen. 4,173; Loc. Est. 3,833
Waverly 70 Cen. 5,261; Loc. Est. 4,606
SMSA 70 Cen. 302,672; Loc. Est. 302,769
Bradford Co., Pa. Cen. 57,962; Loc. Est. 61,849
Tioga Co., N.Y. 70 Cen. 46,513; Loc. Est. 50,011

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 5,419; Loc. Est. 5,688
Bradford Co., Pa. 70 Cen. 17,193; Loc. Est. 21,253
Tioga Co., N.Y. 70 Cen. 13,375; Loc. Est. 16,624
SMSA 70 Cen. 93,290; Loc. Est. 107,964

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	N.A.
Sav. & Loan Assn.	3	N.A.

6—PASSENGER AUTOS: (Counties): Bradford (Pa.) 21,129; Tioga (N.Y.) 23,800

7—ELECTRIC METERS: Residence 9,640

8—GAS METERS: Residence 3,400

9— PRINCIPAL INDUSTRIES (CZ): Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Processing.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Sayre Plaza	4	K-Mart.
Valley	3	P&C Foods

Principal Shopping Days: Thu. & Fri.

Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Ames; K-Mart.

Variety Stores: Newberry.

Chain Drug Stores: Rite-Aid 1; Fay's; Rea & Derick; Widmann's.

Chain Food Supermarkets: Acme 2; Grand Union 2; P&C Foods.

Other Chain Stores: National Auto; Firestone 1; Western Auto 1; Sherwin-Willams; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: TIMES (e) 8,294; sworn Mar 31, 1980.

Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES.

National Representatives: Landon Associates, Inc.

SCRANTON, PA.

1—LOCATION: Lackawanna County (In Northeast Pennsylvania SMSA). E&P Map E-2, County Seat and trading center. On Interstate Hwys. 81, 84, 380; U.S. 6 and 11; State Hwys. 106,611, 11 and 307; Penna. Tpke.; Penn-Can. Hwy., Keystone Shortway.

2—TRANSPORTATION: Railroads: D&H; Conrail.

Motor Freight Carriers: 97.

Intercity Bus Lines: Colts; Martz; Greyhound; Capitol Trailways.

Airlines: Eastern; U.S. Air Altair; Pocono Monmouth.

3—POPULATION:
Corp. City 70 Cen. 103,564; Loc. Est. 97,810
CZ ABC: (70) 135,539; (80) 117,900
RTZ-ABC: (70) 202,663; (80) 234,400
County 70 Cen. 234,107; Loc. Est. 243,111
SMSA 70 Cen. 621,830; Loc. Est. 655,241
City & RTZ-ABC: (70) 338,202; (80) 352,300

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 34,713; Loc. Est. 36,751
County 70 Cen. 75,670; Loc. Est. 88,748
SMSA-70 Cen. 202,038; Loc. Est. 240,950
CZ ABC: (70) 45,263; (80) 45,000
RTZ-ABC: (70) 63,545; (80) 84,900
City & RTZ-ABC: (70) 108,808; (80) 129,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	17	$1,802,560,000
Sav. & Loan Assn.	3	$282,193,000

6—PASSENGER AUTOS: County 92,000

7—ELECTRIC METERS: Res. 101,013

8—GAS METERS: Corp. City Res. 41,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees (Av. Wkly. Wage)—Fabricated Metal Products- ($271) Electrical Machinery and other durable goods 10,200 ($196) Food Products- 1,800 ($181) Textile Products- ($182) Apparel Products- 7,400 ($149) Printing & Publishing- 2,200 ($284) Other Non-Duralbes- 2,400 ($253) Total All Mfg.- 28,200 ($198).

Principal Pay Days: 8th, 9th, 10th, 21st, 22nd, 23rd.

10-CLIMATE: Min. & Max. Temp.—Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6. Last killing frost Apr. 14.

11—TAP WATER: Supplied by spring and mountain water. Slightly acid, very soft; neutral.

12—RETAILING: Principal Shopping Center: 5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Viewpoint	4	Sears, J.C. Penney, Hess's
IMA Plaza	7	Shop Rite, Revco, Shoetown, NBO, Leslie Fay, Burlington
South Side	3/4	IGA Food, Super Saver, Rea & Derick, Rite Aid Drugs, General Nutrition
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells
Abington	6	Super Saver, Weis Mkts.
Dunmore	3	Kings, Super Saver
Eynon	7	Sugerman's
Pittston Plaza	8	Giant Food, Thrift Drug, K-Mart, McCrory's
Luzerne Street	1	Giant Mkts.
Birney Plaza	3	K-Mart, Radio Shack Super Saver

Principal Shopping Days: Mon., Thu., Sat.

Stores Open Evenings: Downtown—Mon. & Thu.; Shopping Centers: every evening ex. Sun.

13—RETAIL OUTLETS: Department Stores: Globe/ Wanamakers; Oppenheim's; Racusin's; Sears; J. C. Penney; Hess's.

Discount Stores: Sugarman's; King's; K-Mart; Murphy's Mart; Jewelcor; John's.

Variety Stores: Kresge's; McCrory; Woolworth's.

Chain Drug Stores: Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 2; Kwik-Save; Revco 3; Doctor Supply 1.

Chain Food Supermarkets: A&P 5; American (Acme/ Super Saver) 11; Giant 16; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis 1; Convenient Foods 5.

Other Chain Stores: Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; Sherwin-Williams; Mary Carter Paint; S&H Green Stamps; Kinney's; Miles; Father & Son Shoes; Shoetown; Mab Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.

14—NEWSPAPERS: TIMES (e) 54,544; (S) 48,581; Sept. 30, 1979 ABC (Latest Statement available). TRIBUNE (m) 40,764; Mar. 31, 1980 ABC. SCRANTONIAN (S) 49,893; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Warren Davis, Adv. Mgr., TIMES; William McLane, Adv. Dir., TRIBUNE and SCRANTONIAN.

National Representatives: TIMES—Sawyer-Ferguson- Walker Co., TRIBUNE and SCRANTIONIAN— Landon Associates, Inc.

SHAMOKIN-MOUNT CARMEL, PA.

1—LOCATION: Northumberland County, E&P Map D-2. 135 mi. NW of Phila., 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 901 off I-81.

2—TRANSPORTATION: Railroads: Conrail.

Motor Freight Carriers: 10.

Intercity Bus Lines: Shamokin, Mt. Carmel and Ashland, Trailways.

3—POPULATION:
Corp. Areas 70 Cen. 21,036; Loc. Est. 23,500
Shamokin 70 Cen. 11,719; Loc. Est. 11,719
Mt. Carmel 70 Cen. 9,317; Loc. Est. 9,213
Primary Mkt. Area-ABC: (70) 66,303; (80) 62,400
County 70 Cen. 99,190; Loc. Est. 100,300

4—HOUSEHOLDS:
Cities 70 Cen. 7,971; Loc. Est. 7,700
County 70 Cen. 33,728; Loc. Est. 38,800
Primary Mkt. Area-ABC: (70) 22,792; (80) 24,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$450,062,305
Sav. & Loan Assn.	4	$37,277,468

6—PASSENGER AUTOS: County 68,226

7—ELECTRIC METERS: Residence 18,480

8—GAS METERS: Residence 2,698

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Garment 1,741; Shoes 245; Paper Products 210; Meat & Poulty 465; Recreation Vehicles 285; Tickets 155; Coal Mining 858; Wood 110.

Principal Pay Days: 1st, 15th, 2nd & 4th Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-85; Summer 60-95; Fall 32-90; Winter —5-70. First killing frost, Nov. 1. Last killing frost, Mar. 30.

11—TAP WATER: Very soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Anthra Plaza	13	Jamesway, Sears, Acme
Ames	-	Ames, Big N
Susguehanna Valley Mall	63	J.C. Penny, Boscovs, Bon Ton, Acme
Schuyl Kill Mall	120	Sears, K-Mart, Hess

Principal Shopping Days: Fri., Sat.

Stores Open Evenings: Fri.; Food, Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Jamesway; Ames; Big N.

Variety Stores: Newberry; Woolworth; Jupiter.

Chain Drug Stores (CZ): Sun Ray; Rea & Derick 3; Rite Aid 1; Thrift 1.

Chain Food Supermarkets: A&P; Acme 2; Weis; Riverside; Warehouse Foods. Stop 'N Go 4; Minute Man.

Other Chain Stores: Sears Roebuck (catalog); Miller's; Triangle; Kinney; Montgomery Ward (catalog); Singer Co; Brozman's.

14—NEWSPAPERS: NEWS-ITEM (e) 15,642; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM.

National Representatives: Landon Associates, Inc.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND, PA.

1—LOCATION: Mercer County, E&P Map A-2. Trucking terminal. Business, industrial, wholesale food center. 14 mi. from Youngstown, O.; 70 mi. from Pittsburgh, Cleveland & Erie; 460 mi. from N.Y. & Chicago. On Hwys. 18, 62, Keystone Shortway, Interstate 80, Interstate 79.

2—TRANSPORTATION: Railroads: Conrail.

Motor Freight Carriers: 22.

Intercity Bus Lines: Greyhound, Continental Trailways.

Airlines: U.S. Air.

3—POPULATION:
Corp. Area 70 Cen. 41,222; Loc. Est. 36,886
CZ ABC: (70) 56,621; (80) 49,300
RTZ-ABC: (70) 82,468; (80) 88,900
County 70 Cen. 127,175; Loc. Est. 126,627
City & RTZ-ABC: (70) 139,111; (80) 138,200

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Areas, 70 Cen. 13,198; Loc. Est. 13,748
County 70 Cen. 38,411; Loc. Est. 44,496
CZ ABC: (70) 17,755; (80) 17,700
RTZ-ABC: (70) 24,238; (80) 30,000
City & RTZ-ABC: (70) 41,993; (80) 47,700

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	7	$540,053,000
Sav. & Loan Assn.	3	$142,483,000

6—PASSENGER AUTOS: County 51,768

7—ELECTRIC METERS: Res. County 54,629

8—GAS METERS: Res. County 25,357

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Elec. Mach., equip. and supplies 4,759; Primary metals 7,776; Transportation equipment 1,310; Non-electrical machinery 1,432; Fab. metal products 1,904 (164 manufacturing plants employ 18,800 workers).

Principal Industrial Pay Day: Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 40-85; Summer 70-100; Fall 40-85; Winter -5-36.

11—TAP WATER: Neutral, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on State St., 1 each side on 6 cross sts.; Several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Hermitage Sq.	12	Treasure Island
Hickory Plaza	29	Zayre
Middlesex Village	4	Lil Shopper Foods
Sharon Towne	3	Thrift Drugs
Shenango Val. Mall	47	Sears, Strouss, J. C. Penney

Principal Shopping Days: Mon., Thu., Fri., Sat.

Stores Close: Mon. morning.

Stores Open Evenings: Mon. & Thu.; Food, nightly; plaza and mall stores 9 to 9.

13—RETAIL OUTLETS: Department Stores: Strouss; Whitmer-Smith; J. C. Penney; Sears; Hecks.

Discount Stores (CZ): Warehouse Sales; Valley View; Jamesway; Treasure Island; Zayre; Century Housewares.

Chain Drug Stores (CZ): Sun; Thrift 2; Hamilton 2; Anchor 1; Greenwood 1; Penn-Ohio 1; Valley View 1; Medicine Shoppe 1.

Chain Food Supermarkets: Kroger; Riverside Mkt.; Golden Dawn 9; Valu King.

Other Chain Stores: Nobil; Singer; Firestone; Goodyear; Western Auto.

Shopping Centers: Hickory Plaza; Signal Finance; Sherwin-Williams; Nobil's Shoes; Arby's; Century Housewares; Kelly & Cohen; Lustig Shoes; Stambaugh-Thompson; Jamesway; Zayre; Shenango Valley Mall; Penney's; Thrift Drug; Riverside Mkt.; Thom McAn; Sears; Kinney Shoes; Singer; Dollar Sav. & Loan; Strouss; A. S. Beck; Park Lane Hosiery; Ormond's; Miller's Shoes; King's Jewelry; JoAnn Fabrics; Card Cage; National Record Mart; Gen. Nutrition Center; Father & Son Shoes; Commercial Credit; National Shirt Shop; Budget Plan Loan; Camera & Card Shop; Regis Beauty Salon; Hickory Farms; Fashion Bug; Radio Shack; Regis Beauty; Stanyan Street; Morgan's Restaurant; Sweet William; Walden Books.

14—NEWSPAPERS: HERALD (e) 26,895, Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: S.M. Krist, Mkt. Dir., HERALD.

National Representatives: Branham/Newspaper Sales.

SHENANDOAH-ASHLAND-MAHANOY CITY, PA.

1—LOCATION: Schuykill County, E&P Map D-2. Industrial center. 18 mi. S of Hazelton; 12 mi. N of Pottsville.

2—TRANSPORTATION: Railroads: Conrail.

Intercity Bus Lines: Greyhound; Edwards Lakes-to-Sea; Reading; East Penn; Trailways.

Motor Freight Carriers: Branch Motor Express.

3—POPULATION:
Corp. Cities 70 Cen. 20,281; Loc. Est. 17,508
Shenandoah 70 cen. 8,287; Loc. Est. 6,768
Ashland 70 Cen. 4,737; Loc. Est. 4,652
Mahanoy City 70 Cen. 7,257; Loc. Est. 6,088
Primary Mkt. Area-ABC: (70)47,451; (80)43,600
County 70 Cen. 160,089; Loc. Est. 158,769

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 7,659; Loc. Est. 7,550
County 70 Cen. 53,760; Loc. Est. 61,581
Primary Mkt. Area-ABC: (70)16,619; (80)17,400

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$11,186,000
Savings Banks	3	$39,463,449
Sav. & Loan Assn	1	$84,426,816

6—PASSENGER AUTOS: County 66,994

7—ELECTRIC METERS: Res. 1,701

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Anthracite coal 231 ($300); Women's Apparel 2,031 ($150); Auto Oil Filters 239 ($200); Shirts 720 ($150); Mirrors 61 ($150); Beverages 20 ($100); Scrap Metals 85 ($150); Plastics 422 ($150) Frozen Foods 100 ($100); Broadmore Homes 180 ($100); Wenco 80 ($100).

10-CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11—TAP WATER: Neutral, very soft; not fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Frackville	90	Anthony's IGA, Acme
Giradrville	-	
Mahanoy City	-	Guinan's, Acme, Stop and Go
Pottsville	5	
Fairlane Village Mau	60	Boscovs, Woolco
Cressona Mall	30	Acme Mkt., Hills
Schuykill Mall	125	Sears, Hess, K mart

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Hess; Sears; K-Mart. Tobias.
Variety Stores: Woolworth; J. J. Newberry.
Chain Drug Store: F. C. Nexbitt 4; Health Mart; Rite Aid.
Chain Food Supermarkets: Giant 2; IGA; Acme; Capitol; Weis Market.
Other Chain Stores: Miller's Auto Supply; Triangle; Goodyear.

14—NEWSPAPERS: HERALD (e) 11,712; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edmund Pitcavage, Adv. Mgr., HERALD.
National Representatives: Landon Associates, Inc.

SOMERSET, PA.

1—LOCATION: Somerset County (In Johnstown SMSA). E&P Map B-3, County Seat. In SW Penna. 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Turnpike.

2—TRANSPORTATION: Railroads: B&O.
Motor Freight Carriers: 3.
Intercity Bus Lines: Somerset; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 6,269; Loc. Est. 6,553
CZ ABC: (70)6,269; (80)6,300
RTZ-ABC: (70)69,768; (80)74,400
SMSA 70 Cen. 262,822; Loc. Est. 273,710
County 70 Cen. 76,037; Loc. Est. 82,276
City & RTZ-ABC: (70)76,037; (80)80,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,381; Loc. Est. 2,590
County 70 Cen. 24,149; Loc. Est. 30,220
SMSA 70 Cen. 80,713; Loc. Est. 97,768
CZ ABC: (70)2,381; (80)2,700
RTZ-ABC: (70)21,768; (80)26,700
City & RTZ-ABC: (70)24,149; (80)29,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$464,145,522
Sav. & Loan Assn.	2	$52,000,000

6—PASSENGER AUTOS: County 32,704

7—ELECTRIC METERS: Res. Co. 26,305

8—GAS METERS: Res. Co. 4,026

9— PRINCIPAL INDUSTRIES (CZ): Children's Wear; Women's Wear; Fertilizers; Dairy Prods.; Garden Sup.; Plastic Prods.; Steel Fab.; Steel Die Prods.; Shoes; Wood Prods.; Atomizers; Food Processing; Machining; Elect. Transformers; Ceramics; Cement Prod.; Sporting Goods; Hose Nozzles.
Principal Industrial Pay Days: Fri. & Sat.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main; 4 on Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Somerset Mall	3	Riverside Mkt., Penn Traffic, Raub Shoes, Rite-Aid, Asso. Hdwr., Penn Furniture
Jamesway Plaza	2	Jamesway, A&P, Sears, Revco
Laurel Hill Valley	1	Thorofare, Gatling's, Revco, Fishers Big Wheel
Community S/C	-	Ky. Fried Chicken, Latshaw's Dairy

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Geo. Schenck; J. J. Newberry; Penn Traffic.
Discount Stores (CZ): J. G. Acey Sales; Jamesway; Fishers Big Wheel.
Chain Drug Stores (CZ): Health Mart; Somerset; Revco; Healthland; Rite-Aid.
Chain Food Supermarkets: A&P; Thorofare; Foodland Clover Farm; Riverside; Discount Food Outlet; Gee Bee.
Other Chain Stores: J. C. Penney; Sears Roebuck; Penn Furniture; Mary Carter Paint; Montgomery Ward; Kamps; Western Auto.

14—NEWSPAPERS: AMERICAN (m) 9,504; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN.
National Representatives: Landon Associates, Inc.

STATE COLLEGE-BELLEFONTE, PA.

1—LOCATION: Centre County, E&P Map C-2 Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2—TRANSPORTATION: Railroads: Bellefonte-Central.
Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound; Fullington; Continental Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 40,606; Loc. Est. 48,367
State College 70 Cen. 33,778; Loc. Est. 41,422
Bellefonte 70 Cen. 6,828; Loc. Est. 6,945
County 70 Cen. 99,267; Loc. Est. 105,840

4—HOUSEHOLDS:
Cities 70 Cen. 10,027; Loc. Est. 14,164
County 70 Cen. 27,296; Loc. Est. 34,648

5—BANKS: Commercial 3. Dep. $84,685,400

6—PASSENGER AUTOS: County 36,321

7—ELECTRIC METERS: Residence 26,848

8—GAS METERS: Residence 1,864

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Metal Mfg. 1,590 ($135); Limestone Prod. 670 ($121); Education 6,600 ($150).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Average Temp.—Spring 48, Summer 69, Fall 51; Winter 28. First killing frost, Oct. 6. Last killing frost May 6.

11—TAP WATER: Alkaline, Dec. to July 1, very soft, July 1 to Dec. 1, very hard.

12—RETAILING: Principal Shopping Centers: 3 blocks on Allegheny, High, Bellefonte; 3 on Allen; Also several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Nittany Mall	36	Sears, Penn-Traffic Dept.
University Pk. Plaza	-	N.A.
University	22	A&P, Weiss Mkt.
Hill's Plaza	-	N.A.
State Coll. Plaza	-	Riverside Mkt., Hill's Dept.

Principal Shopping Days: Bellefonte—Tues., Fri., State College—Mon.; Shopping Centers, Nightly.

13—RETAIL OUTLETS: Department Stores: O.W. Houts; Danks; Town & Country; Ames; Penn Traffic; Traffic Co.; Hills; Sears; K-Mart.
Variety Stores: In State College, G. C. Murphy; McCrory; In Bellefont; G. C. Murphy.
Discount Stores: Ames; Hills.
Chain Drug Stores (CZ): Widman & Teah; Thrift; Keystone 2; People's; McLanahan 3; Rite Aid 2.
Chain Food Supermarkets: A&P 3; Weis 4; Acme 2; Riverside 3.
Other Chain Stores: Dean Phipps (auto); Browns Boot (shoes); Glick Bros.; Wolf (furniture); Joe, the Motorist's Friend; Silco; Montgomery Ward; S&H Green Stamps.

14—NEWSPAPERS: CENTRE DAILY TIMES (e) 21,669; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: William Klaban, Adv. Mgr. CENTRE DAILY TIMES.
National Representatives: Landon Associates, Inc.

STROUDSBURG-EAST STROUDSBURG, PA.

1—LOCATION: Monroe County (In Northeast Pennsylvania SMSA). E&P Map E-2, County Seat. Resort, Metal Trades Center, 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia. On State Hwys 191, 115, 209 611; Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (Interstate 80).

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Martz; Delaware Valley.

3—POPULATION:
Corp. Cities 70 Cen. 13,345; Loc. Est. 15,542
CZ ABC: (70)20,870; (80)22,600
RTZ-ABC: (70)25,176; (80)40,600
SMSA 70 Cen. 621,830; Loc. Est. 635,944
County 70 Cen. 45,422; Loc. Est. 61,711
City & RTZ-ABC: (70)46,046; (80)63,200

4—HOUSEHOLDS:
Stroudsburg 70 Cen. 2,078; Loc. Est. 2,100
E. Stroudsburg 70 Cen. 2,204; Loc. Est. 3,421
County 70 Cen. 14,674; Loc. Est. 23,370
SMSA 70 Cen. 202,038; Loc. Est. 239,873
CZ ABC: (70)6,692; (80)8,200
RTZ-ABC: (70)8,194; (80)15,200
City & RTZ-ABC: (70)14,886; (80)23,400

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	4	$160,000,000
Sav. & Loan Assn	2	$25,000,000

6—PASSENGER AUTOS: County 29,633

7—ELECTRIC METERS: Residence 7,300

8—GAS METERS: Residence 2,954

9— PRINCIPAL INDUSTRIES (CZ): Industries, Number of Wage Earners and (annual Payroll add 000)— Resort and Services 5,200 ($28,000) Textiles 318 ($2,600); Apparel 900 ($3,300); Lumber and Wood Products 30 ($139); Furniture and Fixtures 186 ($2,000); Printing and Publishing 500 ($4,500); Chemical Products 225 ($2,100); Stone, Clay, Glass and Concrete Products 82 ($581); Fabricated Metal Products 1,005 ($8,100); Machy Mfr. 200 ($1,500); Elect. Machy., Equip. and Supplies 401 ($2,800); Misc. Mfg. 633 ($3,300); 101 Industries (Total Annual Payroll $55,0 million).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39.

11—TAP WATER: Acid, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Main; 2 on 7th; 2 on 6th; Stroud Mall (46 stores) on Rt. 611, Stroud Township.
Neighborhood Shopping Areas: Stroudsburg; Lower Main St., W. Main St., Crystal, Washington & Courtland Sts.; Pocono Shopping Plaza, Brown St.; Stroud Shopping Center, N. 9th St.; Arlington Heights.
Principal Shopping Days: Department Stores Mon., Thu., Fri.; Food—Mon., Wed. & Thu.
Stores Open Evenings: Dept.—Mon., Thr. & Fri., Food—every night.

13—RETAIL OUTLETS: Department Stores: Wyckoff's; Sears Roebuck; J. C. Penney; Ames-Big N (2); Hess; Jamesway; K-Mart.
Discount Stores (CZ): Big N; Jamesway; K-Mart.
Chain Drug Stores (CZ): Rea & Derick; Rexall; Rite Aid.
Chain Food Supermarkets: A&P (2); Acme 2; IGA 4; Great American; Shoprite.
Other Chain Stores: Triangle; Endicott-Johnson; Firestone; Dunlop; Community Jewelers.

14—NEWSPAPERS: POCONO RECORD (m) 17,129; (S) 16,608; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Henry Nyce, Adv. Mgr., POCONO RECORD.
National Representatives: Branham/Newspaper Sales.

SUNBURY, PA.

1—LOCATION: Northumberland County, E&P Map D-2. County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2—TRANSPORTATION: Railroads: Conrail, Reading and Erie-Lackawanna (freight).
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Corp. City 70 Cen. 13,025; Loc. Est. 12,144
Primary Mkt. Area-ABC:
(70) 126,849; (80) 135,300
County 70 Cen. 99,190; Loc. Est. 99,964

4—HOUSEHOLDS:
City 70 Cen. 4,747; Loc. Est. 5,075
County 70 Cen. 33,738; Loc. Est. 39,188
Primary Mkt. Area-ABC: (70) 37,606; (80) 45,700

5—BANKS:	NUMBER	EST. DEPOSITS
Savings Banks		$75,000,000
Sav. & Loan Assn.	1	$18,500,000

6—PASSENGER AUTOS: County 40,014

7—ELECTRIC METERS: Res. City 5,600

8—GAS METERS: Residence, City 2,954

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160.
Principal Industrial Pay Days: Mon., Fri.

10-CLIMATE: Min. & Max. Temp.—First killing frost, Oct. 25. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17stores), Mont. Ward, McCrory, Rea & Derrick.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Susquehana Valley Mall	65	Boscovs, J. C. Penney, Super Saver
Orchard Hills Plaza	5	Channel, Super Saver
Weis Plaza	5	Weis
Plaza 15	12	Rea & Derick, Super Saver
Lycoming Mall	95	Sears, Woolworth

Principal Shopping Days: Fri., Sat.
Stores Close: Some on Wed. afternoon.
Stores Open Evenings: Every evening.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; Boscov's; Bon Ton; Hess.
Discount Stores (CZ): Murphy Mart; Plaza; K-Mart; Gee Bee.
Variety Stores: Newberry; Woolworth.
Chain Drug Stores (CZ): Rea & Derrick 5, Rite-Aid.
Chain Food Supermarkets: Weis 7; A&P; Super Saver 4.
Other Chain Stores: Miller Bros.; Miller's Auto; Sears; Walker's; Andew's Furn.; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Jean Frocks; Sherwin-Williams; Wolf furniture.

14—NEWSPAPERS: ITEM (e) 26,179; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM.
National Representatives: Branham/Newspaper Sales.

TAMAQUA, PA.
See LEHIGHTON, PA.

TARENTUM, PA.
See NEW KENSINGTON, PA.

TITUSVILLE, PA.

1—LOCATION: Crawford County, E&P Map B-1, SE part of County, on State Hwys. 8, 27.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Grove City.
Airlines: USAir.

3—POPULATION:
Corp. City 70 Cen. 7,331; Loc. Est. 6,332
CZ ABC: (70)9,799; (80)9,100
RTZ-ABC: (70)13,670; (80)15,600
County 70 Cen. 81,342; Loc. Est. 86,756
City & RTZ-ABC: (70)23,469; (80)24,700

4—HOUSEHOLDS:
City 70 Cen. 2,456; Loc. Est. 3,400
County 70 Cen. 25,184; Loc. Est. 31,379
CZ ABC: (70)3,211; (80)3,500
RTZ-ABC: (70)3,877; (80)5,000
City & RTZ-ABC: (70)7,098; (80)8,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$675,000,000
Savings & Loan	1	$150,000,000

6—PASSENGER AUTOS: County 32,322

7—ELECTRIC METERS: Residence 5,200

8—GAS METERS: Residence 4,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—Specialty Steel 1,000 ($350); Elect. Parts 320 ($230); Plastic Pipe 210 ($200); Lumber 150 ($200).

10-CLIMATE: Min. & Max. Temp.—Spring 12-92, Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13. Last killing frost, May 7.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on 4 sts. in center of town.
Principal Shopping Days: Thu. & Fri.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS:
Discount Stores in City Zone: Ellis Day; Buyers Fair; Big Wheel.
Chain Drug Stores: Eckerd.
Variety Stores: G. C. Murphy; McCrory.
Chain Food Supermarkets: Quality Mkts.; Foodland; Riverside; Super Duper.

14—NEWSPAPERS: HERALD (m) 5,013; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harry Fetterolf, Adv. Mgr., HERALD.
National Representatives: Landon Associates, Inc.

TOWANDA, PA.

1—LOCATION: Bradford County, E&P Map D-1, County seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 70 mi. from Scranton; 38 mi. from Elmira, N.Y.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Sturdevenat; Trailways.

3—POPULATION:
Corp. City, 70 Cen. 4,224; Loc. Est. 4,151
County 70 Cen. 57,962; Loc. Est. 61,849

4—HOUSEHOLDS:
City 70 Cen. 1,328; Loc. Est. 1,487
County 70 Cen. 17,193; Loc. Est. 21,253

5—BANKS: 3 Savings. Dep. $110,581,666

6—PASSENGER AUTOS: County 21,129

7—ELECTRIC METERS: Residence 8,618

8—GAS METERS: Residence 2,771

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Chemicals 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Products 700.
Principal Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12. Last killing frost, May 12

11—TAP WATER: Neutral, soft; not fluoridated.

TOWANDA—continued

12—RETAILING: Principal Shopping Center: 4 blocks on Main St. and Shopping Plazas.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Monrocton Rd.	-	Ames Dept. Store
Colonial Plaza	9	A&P

Principal Shopping Days: Mon., Thu. & Fri.
Stores Open Evenings: Department-Fri; Food-Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Hoffman's; Evans & Chaffee.
Variety: Marks; The Hub; Newberry.
Discount Stores (CZ): Ames.
Chain Drug Stores (CZ): Widman & Teah; Medicine Shoppe 3.
Chain Food Supermarkets: A&P 6; American (Acme) 8; Red & White 10; Fairlawn 4; Cloverdale Farms 4.
Other Chain Stores: Western Auto; Bloss Bootery; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: REVIEW (m) 9,182; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James E. Towner, Vice Pres. & Bus. Mgr., REVIEW.
National Representatives: Landon Associates, Inc.

TYRONE, PA.

1—LOCATION: Blair County, (in Altoona, SMSA) E&P Map C-2. Residential and industrial center. 128 mi. east of Pittsburgh; 213 mi. west of Phila. On U.S. Hwys. 220 and 453.

2—TRANSPORTATION: Railroads: Conrail, Amtrak.
Motor Freight Carriers: 6.
Intercity Bus Lines: Logan Valley; Greyhound; Fullington; Blue & White.
Airlines: U.S. Air (Blair Co. Airport); Altoona Aviation Corp. (Airport, Tyrone CDZ).

3—POPULATION:
Corp. City 70 Cen. 7,072; Loc. Est. 6,370
Co./SMSA 70 Cen. 135,356; Loc. Est. 135,037

4—HOUSEHOLDS:
City 70 Cen. 2,432; Loc. Est. 2,511
County/SMSA 70 Cen. 43,430; Loc. Est. 50,237

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$267,135,000
Sav. & Loan Assn.	1	$10,321,000

6—PASSENGER AUTOS: County 55,827

7—ELECTRIC METERS: Residence 7,568

8—GAS METERS: Residence 1,782

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Pulp & Paper 400 ($285); Railroad 660 ($365); Rivet 420 ($355); Garment 349 ($131); Food 89 ($160); Service Modules 125 ($225); Misc. 40 ($175); Construction 125 ($355); Windshields 550 ($345).

10-CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1. Last killing frost, May 5.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on 2 streets; Shpg. Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Ziff's Dept. Store.
Principal Shopping Days: Fri., Thu., Sat.
Stores Close: Wed. aft.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Ziff's; Boutique; Ames.
Variety Stores: McCrory's; Dollar General Store.
Chain Drug Stores: Widmann's; Kopp's.
Chain Food Supermarkets: A&P; Riverside; Foodland; Sheetz; Majik Marts; IGA; Foodrite.
Other Chain Stores: Wolf Furn.; Pittsburgh Auto; Western Auto; Automotive Supply Auto; Montgomery Ward (catalog); Sears (catalog).

14—NEWSPAPERS: HERALD (e) 3,971; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Patricia Kilmer, Adv. Mgr., HERALD.
National Representatives: Landon Associates, Inc.

UNIONTOWN, PA.

1—LOCATION: Fayette County, E&P Map B-3, County Seat. Coal and coke producing, manufacturing, agriculture and meat packing.

2—TRANSPORTATION: Railroads: B&O, Conrail.
Intercity Bus Lines: Eastern Greyhound.
Motor Freight Carriers: 4.
Air Express: 1.

3—POPULATION:
Corp. City 70 Cen. 16,282; Loc. Est. 14,849
CZ ABC: (70) 40,213; (80) 38,400
RTZ-ABC: (70) 81,239 (80) 83,500
County 70 Cen. 154,677; Loc. Est. 157,641
City & RTZ-ABC: (70) 121,452; (80) 121,900

4—HOUSEHOLDS:
City 70 Cen. 5,788; Loc. Est. 6,203
County 70 Cen. 49,108; Loc. Est. 57,826
CZ ABC: (70) 13,227; (80) 14,400
RTZ-ABC: (70) 25,640; (80) 30,200
City & RTZ-ABC: (70) 38,867; (80) 44,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$612,986,256
Sav. & Loan Assn.	3	$268,577,484

6—PASSENGER AUTOS: County 67,895

7—ELECTRIC METERS: County 53,790

8—GAS METERS: County 24,270

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Coal and Steel 7,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lbr. 2,000; Turbo Systems 50; Wire 85; Malsbury Mfg. 150; Glass & Closures 2,158; Totals: 38,400 employed/Ann. Payroll $278,000,000.
Principal Industrial Pay Days: Every other Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18. Last killing frost, Apr. 28.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.
Shopping Centers: Uniontown—Edge of City, South—K-Mart, A&P—Main Stores, 27 units; Fayette Plaza—Edge of City, North—Hills & Kroger, 24 units; Uniontown Mall—Edge of City, West—Sears, Gee Bee, Bon Ton, 66 units; Laurel Mall, 6 miles North—Wards, Murphy, 30 units.

Principal Shopping Days: Mon. and Fri.
Stores Open Evenings: Mon. & Fri.; Four Shpg. Cntrs., nightly.

13—RETAIL OUTLETS: Department Stores: Metzler's; Penney's; Kaufman's; Montgomery Ward; Sears; Hills; Gee Bee (general & furniture); Bon Ton.
Variety Stores: Murphy's; Kresge's; McCrory's.
Discount Stores: Jill's; Moss; K-Mart.
Chain Drug Stores (CZ): Health Mart 3; Thrift 2; Sun; Revco; Blumenscheins' 3; Gils Inc.
Chain Food Supermarkets: A&P; Thorofare; Super Dollar; Kroger's; Foodland 3; Shop 'N Save; Gee Bee.
Other Chain Stores: The Workingman's Store; Thom McAn; Kinneys; Giant Shoes; Fashion Bug; Crane; Pic Way Shoes; Firestone; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; Fashion Bug; McCrory's; Associated Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; De Roy Jewelers; Fashion Hosiery; 84 Lumber.

14—NEWSPAPERS: HERALD (m) 9,108; STANDARD (e) 19,790; Comb (m&e) 28,898; (Sat.) 28,789; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Acton, Adv. Mgr., HERALD and STANDARD.
National Representatives: Landon Associates, Inc.

UPPER MERION, PA.

See KING OF PRUSSIA, PA.

VANDERGRIFT, PA.

1—LOCATION: Westmoreland County (In Pittsburgh SMSA). E&P Map B-2. Residential Center. 42 mi. NE of Pittsburgh; 15 mi. E of New Kensington; 24 mi. N of Greensburg.

2—TRANSPORTATION: Railroads: Conrail Main Line.
Motor Freight Carriers: 3.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 7,873; Loc. Est. 7,032
SMSA 70 Cen. 2,401,245; Loc. Est. 2,275,788
County 70 Cen. 376,935; Loc. Est. 384,575

4—HOUSEHOLDS:
City 70 Cen. 2,776; Loc. Est. 2,882
County 70 Cen. 116,419; Loc. Est. 137,302
SMSA 70 Cen. 759,174; Loc. Est. 833,680

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$92,000,000
Sav. & Loan Assn.	2	$74,000,000

6—PASSENGER AUTOS: County 159,509

7—ELECTRIC METERS: Residence 3,422

8—GAS METERS: Residence 2,792

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Steel 3,720 ($350); Foundries 1,120 ($350); Coal 4,320 ($312); Nuclear Materials 760 ($320); Machine Shops 130 ($215); Needle Trades 140 ($115).
Principal Industrial Pay Days: Wed., Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 50-60; Summer 70-87; Fall 40-60; Winter 10-40. First killing frost, end of Sept. Last killing frost, middle of Apr.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: Apollo; Leechburg; Allegheny Plaza.
Principal Shopping Centers: 4 blocks on Grant; 3 on Washington; 2 on Columbia.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Apollo Plaza	3	Ben Franklin, Armitage Super Market
Kiski Valley	1	Thorofare Mkt.
Kiski Park Plaza	5	Foodland, Ben Franklin
Allegheny Plaza	3	Shop 'N' Save, Fisher Big Wheel
K-Mart Plaza	3	K-Mart, Giant Eagle

Principal Shopping Days: Thu.-Mon.
Stores Open Evenings: Department Stores—Mon., Thu. Food—Every evening.

13—RETAIL OUTLETS: Department Stores: Rubin's; J.C. Penney; Sears; Fisher Big Wheel.
Variety Stores: G.C. Murphy; Ben Franklin 2.
Chain Drug Stores (CZ): Julian's Walgreen; Ross's Rexall; Wyble's Rexall; Sun Drug.
Chain Food Supermarkets: Thorofare 2; Miller's; Beighley's; Red & White; Held's Shop 'N Save; Foodland.
Other Chain Stores: Bob Miller Shoes; Artley's; Sears; Sherwin-Williams; Altmeyers; Don Miller Shoes.

14—NEWSPAPERS: NEWS-CITIZEN (e) 3,005; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Howard W. Grimes, Pub., NEWS-CITIZEN.
National Representatives: None.

WARREN, PA.

1—LOCATION: Warren County, E&P Map B-1. On the Allegheny River. 90 mi. SW of Buffalo; 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59.

2—TRANSPORTATION: Railroads: Conrail (freight).
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 12,998; Loc. Est. 11,909
CZ ABC: (70)16,381; (80)15,200
RTZ-ABC: (70)31,301; (80)30,900
County 70 Cen. 47,682; Loc. Est. 47,239
City & RTZ-ABC: (70)47,682; (80)46,100

4—HOUSEHOLDS:
City 70 Cen. 4,506; Loc. Est. 4,926
County 70 Cen. 14,317; Loc. Est. 16,708
CZ ABC: (70)5,578; (80)5,900
RTZ-ABC: (70)8,739; (80)10,000
City & RTZ-ABC: (70)14,317; (80)15,900

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$660,168,110
Commercial Banks	2	$160,904,862

6—PASSENGER AUTOS: County 20,422

7—ELECTRIC METERS: Residence 15,377

8—GAS METERS: Residence 13,170

9— PRINCIPAL INDUSTRIES (CZ): Electronic Parts & Equipment; Wire & Cable; Steel Fabrication; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furniture & Shelving; Plastic Molding; Large Valves.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1. Last killing frost, Apr. 15. Rainfall 42.73 in.

11—TAP WATER: Alkaline; soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Warren Mall	40	K-Mart, J. C. Penney
Market St.	2	Sears
North Warren	-	Jamesway

Neighborhood Shopping Centers: Penna. Ave. East; Market Street.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Department Stores: Mon., Fri., Food—Mon., Tue., Wed., Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Levinson Bros.; Morrison's; Betty Lee; Penney; The Bon Ton.
Variety Stores: G. C. Murphy's; S. S. Kresge; K-Mart.
Discount Stores: Jamesway.
Chain Drug Stores (CZ): Cowdrick's; CVS.
Chain Food Supermarkets: A&P; Anderson's; Loblaws; Super Saver; Holiday Market; Quality; Comet; County Fair.
Other Chain Stores: Jean Frocks.

14—NEWSPAPERS: TIMES OBSERVER (m) 12,564; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. T. Saylor, Adv. Dir., TIMES OBSERVER.
National Representatives: Landon Associates, Inc.

WASHINGTON, PA.

1—LOCATION: Washington County, (In Pittsburgh SMSA). E&P Map A-3, County Seat. Southwestern corner of State. 26 mi. S of Pittsburgh.

2—TRANSPORTATION: Railroads: B&O; Amtrak (freight only).
Motor Freight Carriers: 14.
Intercity Bus Lines: Greyhound, Suburban.

3—POPULATION:
Corp. City 70 Cen. 19,827; Loc. Est. 17,859
CZ-ABC: (70) 27,593; (80) 27,300
RTZ-ABC: (70) 147,382; (80) 159,800
County 70 Cen. 210,876; Loc. Est. 212,613
City & RTZ-ABC: (70) 174,975; (80) 187,100
Demographic Information available from Newspaper. See paragraph 14.

PENNSYLVANIA
• Pittsburgh
Washington-Greene County

. . . PLUG INTO WASHINGTON PENNSYLVANIA'S ENERGY-RICH MARKET

- *FIRST in Pennsylvania and FIFTH in the nation with coal production.*
- *Washington County is part of the nation's 12th largest market.*

Observer Reporter

WASHINGTON, PA.

dominates this energy-rich corner of Pennsylvania

National Representatives
LANDON ASSOCIATES, INC.

ABC

4—HOUSEHOLDS:
Corp. City 70 Cen. 6,887; Loc. Est. 7,815
County 70 Cen. 66,149; Loc. Est. 83,055
CZ ABC: (70) 9,485; (80) 10,800
RTZ-ABC: (70) 45,035; (80) 55,900
City & RTZ-ABC: (70) 54,520; (80) 66,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	5(6br.)	$230,000,000
Sav. & Loan Assn	4	$131,483,000
Savings	1	$21,000,000

6—PASSENGER AUTOS: County 117,310

7—ELECTRIC METERS: Residence 9,600

8—GAS METERS: Residence 6,195

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)-Stone Clay Glass 1820 ($319.60); Primary Metals 1710 ($429.74); Electrical Machinery 1114 ($319.97); Fabricated Metals 699 ($350.07); Non Electrical Machinery 563 ($345.98); Printing & Allied 527 ($296.00); Chemical 271 ($366.79)
Principal Pay Days: Every other Thu.; 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43.

11—TAP WATER: Alkaline, moderately soft, not fluoridated.

12—RETAILING: Principal Shopping Center: Downtown; 2 blocks on Chestnut St., 5 on Main St., 1 on Wheeling.
Neighborhood Shopping Centers: Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Washington Plz.	2	K-Mart
Washington Mall	2	J.C. Penney
Northgate Plaza	3	Gee Bee
Franklin Mall	3	Sears, Troutman's, Hills Dept.

Principal Shopping Days: Dept., Mon., Thurs., Fri., Sat., Food, Tue., Sat.
Stores Open Evenings: Downtown, Fri.; Shopping Centers & Supermarkets nitely.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; J.C. Penney; Troutman's (Allied).
Discount Stores (CZ): Washing Discount Co.; Seig's; K-Mart; Towers; Gee Bee; Hills Dept. Store.
Variety Stores: G.C. Murphy.
Chain Drug Stores: Thrift 2; Sun; Revco; Gils 2.
Chain Food Supermarkets: Kroger; Giant Eagle; Gee Bee; Shop 'n Save 2; Foodland 11; PX Super Mkts. 21.
Other Chain Stores: Richman Bros.; Brown Boot; Hanover Shoes; Ford Shoes; Singer Co.; Lerner's Shop; Gordon Jewelry; Fashion Hosiery; Radio Shack; Kelly & Cohen; Helen Gallagher Gifts; Thom McAn; Walden Book; Kinney Shoes; Fashion Bug; PPG Industries; Acme Paint; Sun Wallpaper & Paint; Goodyear; Goodrich; Associated Hardware.

14—NEWSPAPERS: OBSERVER-REPORTER (All Day)—36,381; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ralph W. Stepp, Adv. Mgr., OBSERVER-REPORTER.
National Representatives: Landon Associates, Inc.

WAYNESBORO, PA.

1—LOCATION: Franklin County, E&P Map C-3. 75 mi. NW of Washington; 62 mi. NW of Baltimore; 52 mi. SW of Harrisburg. Industrial and farming center. On Pa. Hwys. 16, 316, 997. 8 mi. E of Interstate 81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40.

2—TRANSPORTATION: Railroads: Western Maryland (freight only).
Motor Freight Carriers: 8.
Intercity Bus Lines: Continental Trailways
Airlines: USAir (Hagerstown Airport).

3—POPULATION:
Corp. City 70 Cen. 10,011; Loc. Est. 9,149
CZ ABC: (70)18,525; (80)18,300
RTZ-ABC: (70)32,123; (80)35,200
County 70 Cen. 100,833; Loc. Est. 107,096
City & RTZ-ABC: (70)50,648; (80)53,500

4—HOUSEHOLDS:
City 70 Cen. 3,753; Loc. Est. 4,096
County 70 Cen. 31,277; Loc. Est. 38,774
CZ ABC: (70)6,399: (80)7,100
RTZ-ABC: (70)8,916; (80)11,200
City & RTZ-ABC: (70)15,315 (80)18,300

5—BANKS: 3 Comm. Dep. $62,182,000

6—PASSENGER AUTOS: County 46,392

7—ELECTRIC METERS: Residence 3,610

8—GAS METERS: Residence 1,456

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners—Precision Tool 1,750; Specialty Ptg. 100; Refrigeration-Air Condit., Farm Mach. 1,300; Textiles 510.

Principal Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost, Oct. 15. Last killing frost, May 12.

11—TAP WATER: Very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 2 on Potomac; Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Potomac	10	Super Thrift
Wayne Hghts.	-	Martin's Food, Murphy's, Thrift Drug, Miller's Auto
Waynesboro Mall	25	A&P, K-Mart, Radio Shack, Drug Fair

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Department Stores Every Day; Food—Thu.,

13—RETAIL OUTLETS: Department Stores
Variety Stores: J.J. Newberry, McCrory's
Discount Stores (CZ): K-Mart; Murphy's.
Chain Drug Stores: Hy-Lo, Thrift Drugs, Drug Fair
Chain Supermarkets: A&P, Acme, Triangle 3; Super Thrift, Henicle 3, Martin's
Other Chain Stores: Glick, Brener's, Western Auto, Miller's Auto Supply, Radio Shack

14—NEWSPAPERS: RECORD HERALD (e) 10,363; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Brechibiel, Adv. Mgr., RECORD HERALD.
National Representatives: Landon Associates, Inc.

WAYNESBURG, PA.

1—LOCATION: Greene County, E&P Map A-3. County Seat 50 mi. SW of Pittsburg, Pa

2—TRANSPORTATION: Monongahela R.R., Greyhound Bus; 3 Motor Freight Carriers.

3—POPULATION:
Corp. City 70 Cen. 5,152; Loc. Est. 5,615
City Zone, Local Est. 12,435
Retail Trading Zone, Local Est. 49,540
County 70 Cen. 36,090; Loc. Est. 46,981
City & Retail Trading Area, Loc. Est. 57,000

4—HOUSEHOLDS:
70 Cen. City 1,803; Loc. Est. 2,069
County 70 Cen. 11,585; Loc. Est. 15,334

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$524,015,211
Savings Banks	1	$112,715,000

6—PASSENGER AUTOS: County 14,877

7—ELECTRIC METERS: Residence 10,982

9— PRINCIPAL INDUSTRIES (CZ): Waynesburg College; Coal Mines, Walnut & Locust Timber; Farming; Dairy, Wool; Sheep, Beef Cattle; Paper Boxes; Textiles; Livestock Auction; Gas & Oil, Printing Business Forms; Veneer Mfg., Mfg. Mobile Homes.

11—TAP WATER: Neutral, hard

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Greene Plaza	15	Murphy Mart, Kroger's
Waynesburg Plaza	15	Fisher Big Wheel Disc.
Mountaineer Mall	55	G. C. Murphy, Montgomery Ward
Union Town	23	K-Mart
Washington Mall	70	J. C. Penney

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.; Drug.

13—RETAIL OUTLETS:
Variety Stores: Murphy's; McCrory's; Fisher's Big Wheel Heck's; Murphy's Mart.
Chain Drug Stores (CZ): Sun; Health Mart, Spang's; Rite-Aid; Revco.
Chain Food Supermarkets: Foodland; Acme; Shop 'N Save; Super-Dollar Kroger's.
Other Chain Stores: Firestone, Goodyear; Gatlings Western Auto; Sears; Mont. Ward; McDonalds; Agway.

14—NEWSPAPERS: DEMOCRAT MESSENGER (m) 5,016; sworn Sept. 30,1979. (latest statement available).
Local Contact for Advertising and Merchandising Data: Linda Stasica Adv. Dir., DEMOCRAT MESSENGER.
National Representatives: None.

WEST CHESTER, PA.

1—LOCATION: Chester County, (In Philadelphia SMSA). E&P Map E-3. In SE part of County. 25 mi. W of Philadelphia, 16 mi. N of Wilmington. On U.S. Hwys. 202,322; State Hwys. 3, 29, 52, 100.

2—TRANSPORTATION: Railroads: Conrail.
Motor Freight Carriers: 4
Intercity Bus Lines: SEPTA; Reeder.

3—POPULATION:
Corp. City 70 Census 19,301; Loc. Est. 22,003
CZ ABC: (70) 32,159; (80) 37,400
Bal. in Primary Mkt. Area-ABC:
(70) 106,426; (80) 129,000
Total Primary Mkt. Area-ABC:
(70) 138,585; (80) 166,400
SMSA 70 Cen. 4,817,914; Loc. Est. 4,771,616
County 70 Census 278,311; Loc. Est. 307,733

4—HOUSEHOLDS:
City 70 Cen 4,825; Loc. Est. 6,531
County 70 Cen. 78,401; Loc. Est. 103,045
SMSA 70 Cen. 1,480,191; Loc. Est. 1,696,327
City Zone-ABC: (70) 8,643; (80) 11,600
Bal. In Primary Mkt. Area-ABC:
(70) 29,088; (80) 40,400
Total Primary Mkt. Area-ABC:
(70) 37,731; (80) 52,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	14	NA
Savings Banks	3	NA
Sav. & Loan Assn	11	NA

6—PASSENGER AUTOS: County 129,821

7—ELECTRIC METERS: Residence 18,280

8—GAS METERS: Residence 4,780

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Electronic 3,372; Plastics 1,387, Paper Products 1,445, Food Packing 2,386, Chemical & Pharmaceuticals 1,6[illegible]5, Air Compressors 330; Appliances 315; Bedding [illegible]50; Platinum Refining 538; Air Pollution Equip. 100; Fire Protection Equip. 99; Greeting Cards 200.

10-CLIMATE: Min. & Max. Temp.—Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50.

11—TAP WATER: Neutral, hard

12—RETAILING: Principal Shopping Center: 3 blocks on Gay St., 3 on Church St., 3 on High St., 4 on Market St., W. Goshen, Rt. 202

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Exton Square	7	K-Mart, Strawbridge & Clothier
West Goshen	1	K-Mart, Sears, Woolworth Acme, Thrift Drug
King of Prussia	12	Gimbels, J.C. Penney, Wanamakers
Grainite Run Mall	12	Gimbels, J.C. Penney, Sears
Thorndale	9	Jamesway

13—RETAIL OUTLETS: Department Stores: Mostellers, Kauffman's, K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Rite Aid, Thrift., Eckerds.
Chain Food Supermarkets: Acme 14, A&P 6, Shop-Rite, Shop 'n Bag 1; Thriftway 2; IGA 2.
Other Chain Stores: Agway; Wickes, Pep Boys, Penn Jersey Auto Stores; Sears Surplus, Channel.

14—NEWSPAPERS: LOCAL NEWS (e) 35,709; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James W. Stewart, Adv. Dir., LOCAL NEWS.
National Representatives: Landon Associates, Inc. Robert Hitchings & Co., Inc.

WEST HAZLETON, PA.
See HAZLETON, PA.

WEST HOMESTEAD, PA.
See HOMESTEAD, PA.

WHEATLAND, PA.
See SHARON, PA.

WILKES-BARRE, PA.

1—LOCATION: Luzerne County (In Northeast Pennsylvania SMSA). E&P Map E-2. On east bank of Susquehanna River; 111 mi. NW of N.Y.C., 94 mi. NW of Phila.

2—TRANSPORTATION: Railroads: Conrail (LV, Penn-Central; Erie-Lackawanna; D&H).
Motor Freight Carriers: 10
Intercity Bus Lines: Greyhound, Martz, Capitol Trailways.
Airlines: Eastern, USAir, TWA; Altair; Mommouth.

3—POPULATION:
Corp. City 70 Cen. 58,856; Loc. Est. 54,057
CZ ABC: (70) 136,089; (80) 120,900
RTZ-ABC: (70) 206,212; (80) 214,900
SMSA 70 C Cen. 621,830; Loc. Est. 635,944
County 70 Cen. 342,301; Loc. Est. 340,558
City & RTZ-ABC: (70) 342,301; (80) 335,800

4—HOUSEHOLDS:
City 70 Cen. 19,842; Loc. Est. 21,194
County 70 Cen. 111,604; Loc. Est. 128,938
SMSA 70 Cen. 202,038; Loc. Est. 239,873
CZ ABC: (70) 45,404; (80) 46,100
RTZ-ABC: (70) 66,290; (80) 79,400
City & RTZ-ABC: (70) 111,594; (80) 125,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	14	$2,845,278,000
Sav. & Loan Assns	3	$450,963,000

6—PASSENGER AUTOS: County 142,506

7—ELECTRIC METERS: Residence 139,140

8—GAS METERS: Residence 41,369

9— PRINCIPAL INDUSTRIES (CZ): Cigars, Steel Wire Prods.; Blasting Powders, Rayon; Cakes & Pies; Slippers, Lace Curtains, Shoes; Men's Trousers; Rubber Prod., Nylons; Silk; Paper Prod., Furniture; TV & Radio Parts, Locomotives; Heavy Machinery; Pencils; Electronics; Transistors; Chewing Gum, Tires; Glass; Men's, Women's & Children's Apparel.

10-CLIMATE: Aver. Min. & Max. Temp.—Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on S. Main, N. Main, E. and W. Market, E. and W. Northampton Sts.
Neighborhood Shopping Centers: Kingston Corners, Kingston & Gateway, Kingston; Narrows, Mark Plaza; Kingston-Edwardsville; Main St., Plymouth; Market St., Nanticoke; Triangle & Crestwood Plaza, Mountaintop; Back Mountain, Shavertown; Dallas; Midway, Wyoming; East End Shopping Plaza, Penn Plaza; South Main Plaza; Blackman Plaza; Wyoming Valley Mall; Colonial Village, Nanticoke; Pittston Plaza, Hanover Mall; Dundee Shopping Center, Midtown Village.
Principal Shopping Days: Department stores—Mon., Thu., Fri. & Sat.; Food—Fri., Sat.
Stores Open Evenings: Dept.—Mon. & Thu.; Super Mkts.—nightly and Sunday; Superettes—nightly & Sun.

13—RETAIL OUTLETS: Department Stores: Fowler, Dick & Walker, Pomeroy's, Bergman's; Sears; J.C. Penney; Hess's.
Discount Stores (CZ): King's 3, K-Mart 3; Revco 2, Zayre, Thrift Drug 4.
Variety Stores: Woolworth 2; Kresge 2; McCrory's.
Chain Drug Stores (CZ): Rea & Derick 8, Revco 2; Rite Aid; Keystone.
Chain Food Supermarkets: A&P 2, Acme (Amer. Stores) 16, Giant 4; Pantry Quik's 5, Sunshine Super Mkts. 2; Weis 4; Ellis 2, Holiday Markets 2; Insalaco's 3.
Other Chain Stores: American, Fanny Farmer, Miles; Flagg Bros.; Triangle, Hanover; Thrift; J.S. Raub.

14—NEWSPAPERS: CITIZENS' VOICE (m) 45,983; Mar. 31, 1980 ABC. TIMES LEADER (All Day) 61,183; Dec. 31, 1979 CAC (latest statement available). INDEPENDENT (S) 57,226; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John Burgess, Nat. Adv. Mgr., TIMES LEADER-NEWS RECORD. Jack Williams, Mktg. Dir., CITIZENS VOICE.
National Representatives: Story & Kelly-Smith, Inc.

WILLIAMSPORT, PA.

1—LOCATION: Lycoming County (SMSA). E&P Map D-2. County Seat. Shipping Center for N. Central Penna. Diversified manufacturing. On Susqueshanna River; 200 mi. from N.Y., Phila., Pittsburgh, Buffalo and Washington, D.C.

2—TRANSPORTATION: Railroads: Conrail (freight).
Motor Freight Carriers: 17
Intercity Bus Lines: Continental Trailways.
Airlines: Allegheny; Altair.

3—POPULATION:
Corp. City 70 Cen. 37,918; Loc. Est. 33,434
CZ ABC: (70) 63,105; (80) 57,000
RTZ-ABC: (70) 228,439; (80) 240,400
Co./SMSA 70 Cen. 113,296; Loc. Est. 112,401
City & RTZ-ABC: (70) 291,544; (80) 297,400

4—HOUSEHOLDS:
City 70 Cen. 12,507; Loc. Est. 12,801
County/SMSA 70 Cen. 35,827; Loc. Est. 41,108
CZ ABC: (70) 20,434; (80) 82,300
RTZ-ABC: (70) 68,426; (80) 82,300
City & RTZ-ABC: (70) 88,860; (80) 103,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	6	$400,000,000
Sav. & Loan Assn	4	$50,000,000

6—PASSENGER AUTOS: County 46,128

7—ELECTRIC METERS: Residence 52,000

8—GAS METERS: Residence 13,064

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Chem. Prod. 351; Clay, Galss & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prod. 1,619; Metal Prod. 4,228; Mine & Quarry Prod. 56; Paper, Prtg. 1,194; Textiles 2,585; Misc. 354.
Principal Industrial Pay Days: Fri., Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14. Last killing frost, Apr. 29.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on 3rd St., 5 on 4th St.; 3 on Pine St.; 3 on Market St.
Neighborhood Shopping Centers: 1 block on W. 4th & Campbell Sts.; 4 on W. 4th & Arch Sts.; 1 on W. 3rd & Arch Sts.; 4 on Washington Blvd. & Penn St.; 1 on W. Southern Ave. & Market St., 4 on Broad St. in Montoursville; River Ave. (E. Wmspt.); E. Broad St. (Montoursville); W. 4th St. (W. Wmspt.)

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Big N	5	Revco
Garden View Plz.	2	Rea & Derick, Weis Foods
Loyal Plaza	29	Britt's, K-Mart, Acme
Lycoming Mall	72	Hess's, Gee Bee, Sears, Woolworth, Riverside

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. (Some aft., some all day).
Stores Open Evenings: Fri., Mon.

13—RETAIL OUTLETS: Department Stores: L.L. Stearns & Sons; J.C. Penney; Sears; Neyharts; Britt's, K-Mart, Hess's.
Discount Stores (CZ): Tops-All; Nichols, L&H Distributing, Hill's; Gee Bee.
Variety Stores: Woolworth; Kresge's.
Chain Drug Stores (CZ): Widman 3; Thrift 3; Revco 2; Rea & Derick 3; Community Drug 2.
Chain Supermarkets: A&P 2; Acme 3; Weis 6;

WILLIAMSPORT—continued

Super Duper 1; Handy 6; IGA 3 (Curchoe's); Zippy 6; Riverside.
Other Chain Stores: Wolf's; Ormond; Endicott-Johnson; Hanover; Miles; Kinney, Glick; Triangle; Firestone; S&H Green Stamps, Spiegel (catalog).

14—NEWSPAPERS: SUN-GAZETTE (e) 33,904; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandizing Data: James G. Norris, Dir. Sales & Mktg., SUN-GAZETTE.
National Representatives: SUN-GAZETTE-Landon Associates, Inc.

WILSON, PA.
See EASTON, PA.

YORK, PA.

1—LOCATION: York County (York, Pa. SMSA). E&P Map D-3, County Seat. Industrial Center. 50 mi. N of Baltimore; 99 mi. W of Phila.; 26 mi. S of Harrisburg.

2—TRANSPORTATION: Railroads: Conrail; Weste Maryland (freight); M&P.
Motor Freight Carriers: 41.
Intercity Bus Lines: Greyhound; York Area Transit Authority.

3—POPULATION:
Corp City 70 Cen. 50,335; Loc. Est. 44,857
CZ ABC: (70) 131,456; (80) 125,900
RTZ-ABC: (70) 146,323; (80) 172,400
County 70 Cen. 272,603; Loc. Est. 295,751
SMSA 70 Cen. 329,540; Loc. Est. 360,470
City & RTZ-ABC: (70) 277,779; (80) 298,300

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 17,980; Loc. Est. 19,049
County 70 Cen. 88,093; Loc. Est. 110,400
SMSA 70 Cen. 104,881; Loc. Est. 132,880
CZ ABC: (70) 44,407; (80) 48,500
RTZ-ABC: (70) 45,049; (80) 61,000
City & RTZ-ABC: (70) 89,456; (80) 109,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$393,560,225
Sav. & Loan Assn.	3	$56,999,638

6—PASSENGER AUTOS: County 139,868

7—ELECTRIC METERS: City 18,854; County 110,048

8—GAS METERS: 48,559; County 57,000

9— PRINCIPAL INDUSTRIES (CZ): Chain & Cable; Refng. Mach.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Wearing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equipment.

10-CLIMATE: Min. & Max. Temp.—Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17. Last killing frost, May 2.

11—TAP WATER: Neutral, soft; not fluoridated

12—RETAILING: Principal Shopping Center: 5 blocks on 2 Sts.; 2 on George; 3 on Market.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
The Colonial	14	Super Thrift Mkt. State Store
Delco Plaza	12	Hill's, Pathmark, K-Mart
Grant Plaza	10	P.A.S. Small Mkt.
Haines Acres	6	Jay's Super Thrift; Kelly-Cohen
Haines Road	6	K-Mart, Weis Mkt., Giant
Loucks Road	-	Two Guy's; Weis
Northgate	12	Weis Mkt., McCrory's
North Mall	40	Bon Ton
Queensgate	-	Mailman's Prom. Store, People's Drug, Weis Mkt. Rea & Derick
83 Outlet Center	5	Rea & Derick, Acme Mkt. Consumer Outlet
Randolph Park	6	Cloth World, Randolph Park Phcy
York County S.C.	37	Sears, Jewelcor, York County Warehouse
York Hills Plz.	1	Hill's Dept.
The York Mall	50	Mont. Ward, A&P, Penney's, Bon Ton
Edgar Street	4	Weis Mkt., Epco Phcy.
Village Green	9	Epco Phcy.

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Department Stores—Wed., Fri. Food—Thu., Fri. and Sat.

13—RETAIL OUTLETS: Department Stores: Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; J. C. Penney.
Discount Stores (CZ): Mailman's; Two Guys; K-Mart.
Variety Store: Murphy; McCrory's; Woolworth
Chain Drug Stores (CZ): People's; Rea & Derick; Rexall 3; White Cross; Thrift D 2; Lincoln Park 2; Randolph Park 1, Minnich's 2; Revco 2; Rite-Aid 2
Chain Food Supermarkets: AG 150; Community 75; Acme 3; A&P 2; Weis 7; Safeway 1; CHR Corp. 6; Jay's 2; P.A. & S. Small 10; Young's 2; Pathmark; Giant 2
Other Chain Stores: Thom McAn; Kay Jewelry; Pep Boys; Joe The Motorist; S&H Green Stamps; Anders; Anderson Little; Jewelcor.

14—NEWSPAPERS: DISPATCH (e) 50,147; Mar. 31, 1980 ABC. RECORD (m) 34,654; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wilson Sprenkle, Adv. Mgr., DISPATCH; W. Alan Deamer, Adv. Mgr., RECORD.

National Representatives: DISPATCH—Cresmer, Woodward, O'Mare & Ormsbee, Inc.; RECORD—Landon Associates, Inc.

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RHODE ISLAND SURVEYS

RHODE ISLAND STANDARD METROPOLITAN STATISTICAL AREAS

Fall River, Mass.-R.I.—Fall River city; Dighton, Somerset, Swansea, and Westport towns in Bristol County, Mass; Little Compton, Portsmouth and Tiverton towns in Newport County, R.I.

New London-Norwich, Conn-R.I.—New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrook town in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

Providence-Warwick-Pawtucket, R.I.-Mass.—In Rhode Island: Barrington, Bristol and Warren towns in Bristol County; Warwick; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County; Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket Cities and Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate and Smithfield towns in Providence County; Narragansett, North Kingston and South Kingston towns in Washington County. In Massachusetts; Attleboro city, North Attleborough, Norton, Rehoboth and Seekonk towns in Bristol County; Plainville town in Norfolk County; Blackstone and Millville towns in Worcester County.

RHODE ISLAND RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	102	138	158
General Mdse	302	337	389
Food	433	639	743
Automobiles	331	472	442
Gasoline Stations	127	216	321
Apparel	119	144	170
Furniture	96	106	117
Eat-Drink Places	171	255	284
Drugs	69	96	109
Total Sales	2,018	2,802	3,239

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

RHODE ISLAND POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	76	63	78
5-14 Years	175	140	138
15-24 Years	174	168	165
25-44 Years	211	255	305
45-64 Years	210	193	186
65 and Over	104	120	132
TOTAL	950	940	1,004

Based on U.S. Census

CENTRAL FALLS, R.I.
See PAWTUCKET, R.I.

NEWPORT, R.I.

1—LOCATION: Newport County, E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2—TRANSPORTATION: Railroads: Penn-Central.
Intercity Bus Lines: Bonanza; Greyhound; Almedia.
Motor Freight Carriers: 7; Newport Aero.

3—POPULATION:
Corp. City 70 Cen. 34,562; Loc. Est. 30,375
CZ ABC: (70) 63,852; (80) 41,400
RTZ-ABC: (70) 15,432; (80) 19,000
County 70 Cen. 94,228; Loc. Est. 80,964
City & RTZ-ABC: (70) 79,284; (80) 60,400

4—HOUSEHOLDS:
City 70 Cen. 10,358; Loc. Est. 10,247
County 70 Cen. 24,284; Loc. Est. 25,216
CZ ABC: (70) 15,009; (80) 12,100
RTZ-ABC: (70) 4,655; (80) 6,600
City & RTZ-ABC: (70) 19,664; (80) 18,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	15	NA
Savings	5	NA

6 —PASSENGER AUTOS: 13,276 Co. 41,436

7—ELECTRIC METERS: Residence 21,286

8—GAS METERS: Residence 4,500

9— PRINCIPAL INDUSTRIES (CZ): Elect. Parts 400 emp., U.S. Navy Depot 3,262 emp.; Electronics 3,400; Wire Fabrication 1,600.
Principal Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost, Nov. 14. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Bellevue Ave.
Neighborhood Shopping Centers: Broadway, Two Mile Corner, Middletown, & West Main Road, Middletown, Connell Hwy., Newport.

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bellevue	12	Almacs, Cvs
Aguidneck	23	Sears, Stop & Shop, Woolworths
Grant Plaza	14	Grants
Zayre Plaza	-	Zayre
Casino 7	-	-
Main Plaza	5	-
Long Wharf Mall	15	-

Principal Shopping Days: Dept. Sat., Fri.; Food Fri.
Stores Open Evenings: Department—Fri. Supermarkets—9 pm daily.

13—RETAIL OUTLETS: Department Stores: Ley's Century; Sears; Cherry & Webb; Zayre.
Variety Stores: Newberry; Woolworth's; Charles Stores.
Discount Stores: Zayre.
Chain Drug Stores (CZ): Liggett; Adams; Bellway 2; Byrne 2; Brooks.
Chain Food Supermarkets: A&P 2; First National 3; Stop & Shop; Almacs; Star Mkt.; Big G.
Other Chain Stores: Goodyear; Peck & Peck; Endicott-Johnson Shoes; S&H Green Stamps; Firestone; Child World.

14—NEWSPAPERS: NEWS (e) 15,426; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

PAWTUCKET-CENTRAL FALLS, R.I.

1—LOCATION: Providence County (In Providence-Warwick-Pawtucket, R.I.-Mass. SMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston; 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2—TRANSPORTATION: Railroads: Conrail; Moshassuck Valley; Providence & Worcester; Amtrak.
Intercity Bus Lines: Bonanza; Shortline; R.I. Public Transit.
Motor Freight Carriers: 81.
Airlines: USAir; Eastern; TWA; United; Allegheny-Ransom; Air New England; Pilgrim.

3—POPULATION:
Corp. Cities 70 Cen. 95,700; Loc. Est. 82,190
Pawtucket 76,984; Loc. Est. 67,364
Central Falls 18,716; Loc. Est. 14,776
CZ ABC: (70) 95,700; (80) 81,000
RTZ-ABC: (70) 81,216; (80) 84,400
SMSA 70 Cen. 905,558; Loc. Est. 917,157
County 70 Cen. 581,470; Loc. Est. 566,240
City & RTZ-ABC: (70) 176,916; (80) 165,400

4—HOUSEHOLDS:
Pawtucket 70 Cen. 26,687; Loc. Est. 27,414
Central Falls 70 Cen. 6,489; Loc. Est. 6,028
County 70 Cen. 189,754; Loc. Est. 214,914
SMSA 70 Cen. 283,413; Loc. Est. 331,248
CZ ABC: (70) 33,176; (80) 32,100
RTZ-ABC: 24,413; (80) 29,100
City & RTZ-ABC: (70) 57,589; (80) 61,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	12	N.A.
Savings	3	N.A.
Sav. & Loan Assn.	4	N.A.
Credit Unions	10	N.A.

6—PASSENGER AUTOS: County 279,168 Pawtucket 65,702; Central Falls 6,931

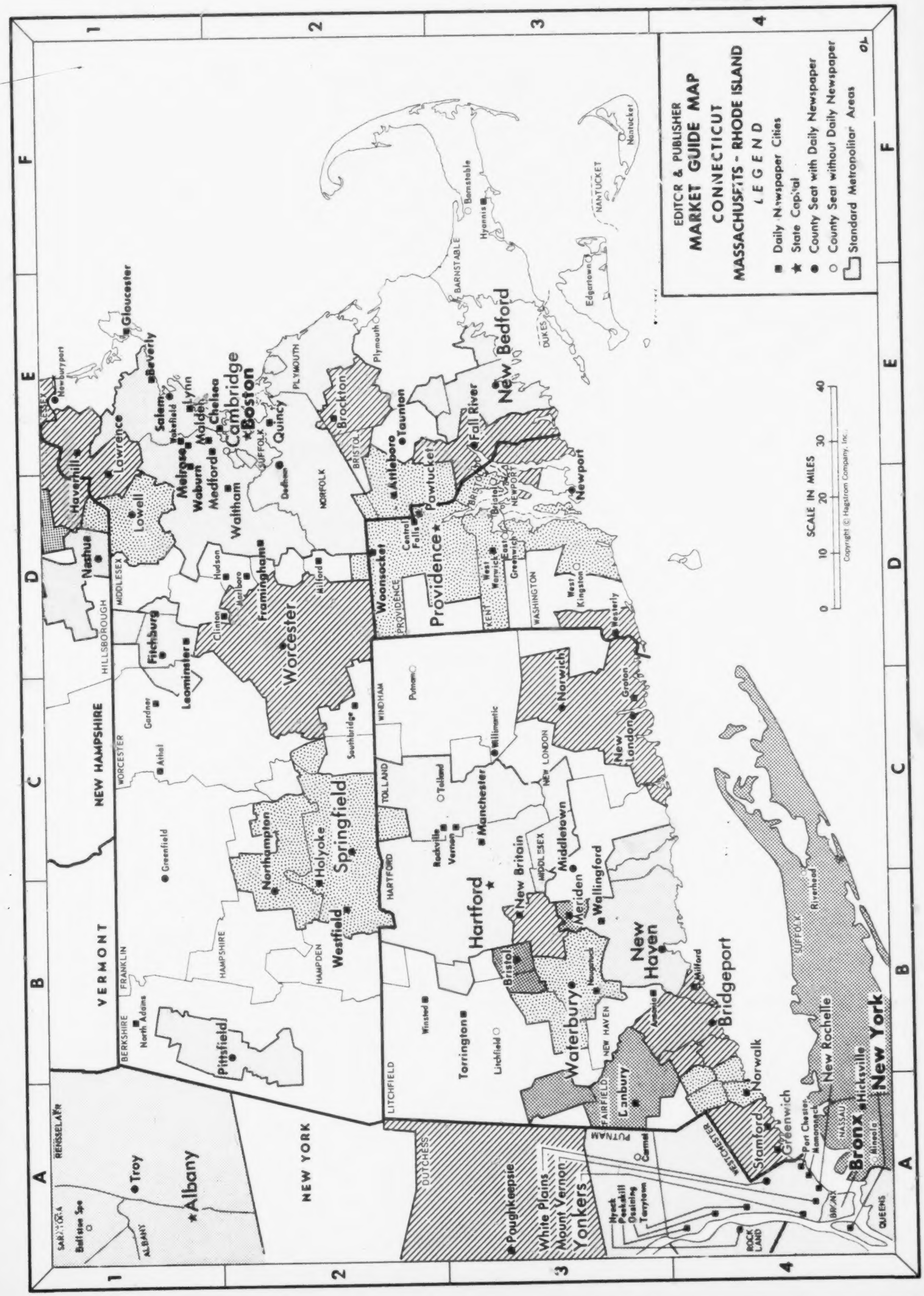
7—ELECTRIC METERS: Residence 45,838

8—GAS METERS: Residence 42,739

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric Metals 1,422 ($180); Food 968 ($216); Jewelry 4,051 ($168); Machinery 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10-CLIMATE: Min. & Max. Temp.—Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost, Oct. 24. Last killing frost, Apr. 14.

11—TAP WATER: Neutral, very soft; not fluoridated.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
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A
B
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VERMONT
NEW HAMPSHIRE
NEW YORK
HILLSBOROUGH
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
WORCESTER
MIDDLESEX
ESSEX
SUFFOLK
NORFOLK
PLYMOUTH
BRISTOL
BARNSTABLE
DUKES
NANTUCKET
PROVIDENCE
KENT
WASHINGTON
NEWPORT
LITCHFIELD
HARTFORD
TOLLAND
WINDHAM
NEW LONDON
NEW HAVEN
FAIRFIELD
DUTCHESS
PUTNAM
WESTCHESTER
ROCKLAND
BRONX
QUEENS
NASSAU
SUFFOLK
RENSSELAER
SARATOGA
ALBANY
Ballston Spa
Troy
Albany
Pittsfield
North Adams
Greenfield
Northampton
Holyoke
Springfield
Westfield
Athol
Gardner
Fitchburg
Leominster
Worcester
Southbridge
Clinton
Hudson
Marlboro
Framingham
Milford
Nashua
Lowell
Haverhill
Lawrence
Newburyport
Gloucester
Beverly
Salem
Lynn
Wakefield
Melrose
Woburn
Malden
Chelsea
Medford
Cambridge
Boston
Waltham
Dedham
Quincy
Brockton
Plymouth
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Central Falls
Pawtucket
Providence
Bristol
East Greenwich
West Warwick
West Kingston
Westerly
Newport
Putnam
Willimantic
Tolland
Rockville
Vernon
Manchester
Hartford
New Britain
Middletown
Meriden
Wallingford
Bristol
Winsted
Torrington
Litchfield
Waterbury
Naugatuck
New Haven
Ansonia
Milford
Bridgeport
Danbury
Norwalk
Stamford
Greenwich
Norwich
New London
Groton
Riverhead
Poughkeepsie
Carmel
White Plains
Mount Vernon
Yonkers
Nyack
Peekskill
Ossining
Tarrytown
Port Chester
Mamaroneck
New Rochelle
Bronx
Hicksville
Mineola
New York

RHODE ISLAND MAP—Page 369

PAWTUCKET—continued

12—RETAILING: Principal Shopping Center: 5 blocks on Main; 2 on Broad, 1 on East Ave.
Neighborhood Shopping Centers: Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St., in Central Falls; Newport and Armistice, in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington, Broadway, at Mass. State Line; Benefit St., in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Barton St	1	Star Market
Narragansett	3½	Kings, Star Mkt
Washington Plaza	4	Zayre's, Star Mkt
Womponoag	3	Woolco, Almacs Mkt
Shopperstown	3	Zayre's, Star Mkt
No. Attleboro	8	King's
Cumberland Plaza	6	Almac's Mkt
Lincoln S/C	5	Nayco
Armistice	3	Cherry & Webb, Stop & Shop
Seekonk	5	K-Mart, Scotts Mkt
Central Plaza	3	Fernandes
Walnut Hill	15	Sears
Mineral Spring	-	Almac's Mkt.
Off Higginson Ave	-	Finast Mkt
Lincoln Mall	8	Woolco, Almocs Mkt.

Principal Shopping Days: Tues., Thurs., Fri., & Sat.
Stores Open Evenings: Thu., Fri.; Shopping Centers & Discount Stores every evening.

13—RETAIL OUTLETS: Department Stores: Peerless, Sears; Apex; Outlet.
Discount Stores (CZ): Lorraine Mill; Zayre; Ann & Hope; Woolco, K-Mart; Kings.
Variety Stores: Nayco; CVS, Ben Franklin.
Chain Drug Stores (CZ): Adams 7, Ann & Hope Pharmacy 2; CVS 6; Big L; Brooks; Granite Drug; Douglas Drug 4, Rite Aid 1.
Chain Food Supermarkets (CZ): First National 1; Almacs 7; Stop & Shop 2; Star Mkts. 4, Cumb I.G.A.; Food Mart 1; Scotts.
Other Chain Stores: Western Auto; Thom McAn; Firestone; Goodyear; Goodrich; Singer Co.; Cumberland Farms Dairy; Dutchland Farms Dairy; Peerless; Sunnybrook Farms; Kinney Shoes; Gallery of Shoes; Radio Shack; Big L; Anderson Little; Merchant Tires; Diamond National; The Fair; Bennys, Zales; Grossman's, Hickory Farms.

14—NEWSPAPERS: TIMES (e) 29,755, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William K. McCarthy, Adv. Mgr., TIMES.
National Representatives: Landon Associates, Inc.

PROVIDENCE, R.I.

1—LOCATION: Providence County. (In Providence-Warwick-Pawtucket, R.I.-Mass. SMSA). E & P Map D-3. State Capital and County Seat. Industrial, wholesale and educational center. 43 mi. S. of Boston. On U.S. Hwys. 1, 6, 95, 295 and 44; Hwys. 2, 3, 14, 117, 122, 5, 102, 101and 146.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carriers: 400.
Freight Steamship Lines: 2.
Intercity Bus Lines: R.I. Transit Authority; Arrow; Bonanza.
Interstate Bus Lines: Greyhound; Bonanza; Providence, Hartford Norwich Line.
Airlines: American; Eastern; U.S. Air, Air New England; Pilgrim; TWA, United.

3—POPULATION:
Corp. City 70 Cen. 179,116; Loc. Est. 153,977
CZ ABC: (70) 510,306; (80) 496,000
RTZ-ABC: (70) 571,308; (80) 582,900
SMSA 70 Cen. 905,558; Loc. Est. 917,157
County 70 Cen. 581,470; Loc. Est. 566,240
City & RTZ-ABC: (70) 1,081,614; (80) 1,078,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 63,148; Loc. Est. 63,656
County 70 Cen. 189,754; Loc. Est. 214,914
SMSA 70 Cen. 283,413; Loc. Est. 331,248
CZ ABC: (70) 163,109; (80) 179,800
RTZ-ABC: (70) 175,771; (80) 207,900
City & RTZ-ABC: (70) 338,880; (80) 387,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$2,069,899,516
Savings Banks	6	$1,547,021,438

6—PASSENGER AUTOS: Providence 65,[illegible]02; County 279,168

7—ELECTRIC METERS: Res. 68,174

8—GAS METERS: Res. 64,563

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Metal & Machinery 39,900 ($226); Textiles 12,600 ($225); Jewelry & Silver 31,600 ($158); Rubber & Plastics 7,200 ($196); Food & Beverage 3,300 ($205); Printing & Publishing 5,300; ($264)
Principal Industrial Pay Days: Fri., Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: Area bounded by Washington St., Exchance Place, Exchange St., Weybosset St. and Empire.
Neighborhood Shopping Centers: Olneyville Sq., Wayland Sq.; Washington Park, Federal Hill; Hoyle Sq.; Wanskuck; 2 mi. on N. Main St.; 1 mi. on Broad St.; Willard Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Admiral Plaza (13)	1	Grants, First National
Ann & Hope (3) (Cumberland)	6	Ann & Hope, Stop & Shop
Ann & Hope (3) (Seekonk)	8	Ann & Hope, Stop & Shop
Ann & Hope (3) (Warwick)	8	Ann & Hope, Stop & Shop
Apple Valley Mall (9)	10	CVS, Almacs
Barrington (22)	8	Cherry & Webb, Almacs
Coats Field (5)	4	Coats Field, Big G
East Greenwich (-)	12	Silverman's Almacs
Gansett (18)	5	King's, Star
Garden City (60)	5	Outlet, Gladdings, Almacs
Governor Frances (18)	6	A&P, Anderson Little
K-Mart (-) (Johnston)	3	K-Mart
K-Mart (7) (Warwick)	8	Outlet, Woolco, K-Mart, Clerry & Webb, Peerless, Kennedy's, Almacs
Midland Mall (76)	8	Sears, Cherry & Webb, G. Fox
New York Lace Plaza (3)	4	New York Lace, Stop & Shop
Olneyville (-)	1	Atlantic Thrift, Big Star
Pawtucket (-)	4	Outlet, Peerless
Swansea Mall (50)	10	Sears, Edgars, Cherry & Webb
Shopperstown (11)	3	Zayre, Stop & Shop
Walnut Hill Plaza (26)	13	Sears, McCarthy's Stop & Shop
Wampanoag Mall (24)	3	Shopper's World, Almac's, Cherry & Webb,
Warwick Mall (52)	8	Filene's, Jordan Marsh Outlet, J.C. Penney, Peerless, Kennedy's
Warwick Plaza (17)	5	Sears, Big G
Wayland Square (19)	2	Gladdings, Weybosset Mkt.
Westgate (13)	5	King's, Almac's
Providence Plaza (8)	-	Zayre, Finast
Reservoir Plaza (7)	-	Stop & Shop
University Hts. (19)	-	Star Mkt.
Willett (-)	-	

Principal Shopping Days: Department Stores—Sat., Tues., Thurs. Food: Fri., Sat.

RHODE ISLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	949,723	940,996	3,266,498	7,148,431	342,491	20,872	710	11,931	9,646
STANDARD METROPOLITAN STATISTICAL AREAS									
Fall River, Mass.-R.I	169,549	193,734	517,703	1,224,878	74,496	16,442	N.A.	N.A.	N.A.
New London-Norwich, Conn-R.I.	208,412	217,013	734,510	1,705,713	75,656	22,546	N.A.	N.A.	N.A.
Providence-Warwick-Pawtucket, R.I.-Mass.	905,558	920,793	3,147,394	6,983,361	335,914	20,789	N.A.	N.A.	N.A.
COUNTIES, Cities									
BRISTOL	45,937	46,931	153,904	386,368	15,850	24,377	35	499	449
KENT	142,382	156,000	477,104	1,237,629	54,644	22,649	82	429	956
West Warwick	24,323	26,103	75,514	192,301	9,804	19,615	*	*	*
NEWPORT	94,228	81,177	342,176	649,806	25,321	25,663	114	4,279	1,984
Newport	34,562	28,765	130,084	234,545	9,726	24,115	*	*	*
PROVIDENCE	581,470	568,772	2,068,738	4,244,269	218,034	19,466	314	1,827	3,853
Central Falls	18,716	13,830	55,674	85,101	5,717	14,886	*	*	*
Pawtucket	76,984	66,025	270,805	489,776	27,229	17,987	*	*	*
Providence	179,116	149,226	619,906	1,100,072	62,516	17,597	*	*	*
Woonsocket	46,820	46,094	148,722	305,660	18,429	16,586	*	*	*
WASHINGTON	85,706	88,116	224,576	630,359	28,642	22,008	165	4,897	2,404
Westerly	17,248	18,034	51,703	149,211	6,819	21,882	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1979 Cash Receipts as follows: From Crops $19,120,000; from Livestock & Livestock Products $12,225,000; Total $31,345,000.
*—Included in County totals

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,802,147	3,166,087	3,239,074	323	158,364	184	388,913	1,107	743,269	538	442,144	697	321,338	567	170,294	513	117,321	1,829	284,434	232	109,369
STANDARD METROPOLITAN STATISTICAL AREAS																					
Fall River, Mass.-R.I	442,822	510,354	532,865	48	24,323	66	73,561	212	127,952	119	52,264	115	48,697	84	29,480	82	24,064	291	47,072	46	18,733
New London-Norwich, Conn-R.I.	880,311	1,085,756	1,154,237	102	49,842	55	148,211	260	269,271	143	187,735	206	117,529	182	43,583	181	48,093	482	89,176	63	34,794
Providence-Warwick-Pawtucket, R.I.-Mass.	2,769,505	3,046,979	3,139,470	320	137,985	165	413,752	1,054	733,244	530	436,817	672	306,097	526	159,331	495	115,031	1,716	266,065	225	101,542
COUNTIES, Cities																					
BRISTOL	96,335	97,575	97,573	22	6,320	6	1,463	52	29,053	28	18,482	26	8,123	27	5,700	32	3,460	68	7,660	13	4,502
KENT	605,187	661,887	672,489	54	23,588	21	169,882	167	137,831	96	85,274	111	54,019	98	41,273	84	15,395	268	52,304	30	16,874
West Warwick	68,787	79,054	81,109	5	5,359	4	2,864	34	27,054	13	14,512	22	11,644	7	1,240	10	1,945	55	5,641	5	824
NEWPORT	216,733	258,704	267,680	27	20,347	18	19,788	75	57,272	54	34,407	49	23,117	51	13,924	40	6,040	177	36,016	20	10,145
Newport	87,009	109,250	114,117	11	10,294	11	9,940	27	22,621	9	8,672	13	6,693	35	11,229	21	2,657	91	21,185	11	4,970
PROVIDENCE	[illegible]	1,819,359	1,861,509	189	80,696	118	175,605	706	437,130	305	261,127	433	193,061	334	97,606	302	80,372	1,114	153,828	151	67,454
Central Falls	28,847	30,595	30,884	3	553	3	212	28	10,612	9	1,917	9	2,787	3	118	9	2,172	53	5,743	7	1,736
Pawtucket	233,759	281,688	272,914	27	10,943	12	18,815	78	56,889	45	45,776	50	21,532	37	13,329	34	16,461	120	13,733	20	10,400
Providence	464,217	555,465	574,527	44	37,594	40	57,839	249	100,321	68	77,083	117	51,062	126	40,192	96	24,140	387	48,620	46	24,690
Woonsocket	125,742	120,463	119,100	16	5,870	13	9,747	53	27,460	24	17,693	27	7,613	29	7,628	29	6,150	91	10,199	9	5,114
WASHINGTON	276,076	328,562	339,823	31	27,413	21	22,175	107	81,983	55	42,854	78	43,018	57	11,791	55	12,054	202	34,626	18	10,394
Westerly	91,240	120,869	127,611	13	10,856	6	9,175	36	32,077	14	8,740	19	12,191	34	6,673	25	4,633	61	10,216	8	5,451

Stores Open Evenings: Department Stores—Mon. & Thurs. Food—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Outlet; Sears; Ann & Hope; Jordan Marsh, Filene's; Apex, Inc.; Coasts Field; J.C. Penney, G. Fox.
Discount Stores: Edgars; Murray's; Nyanza; Warwick/ Zayre 7, K-Mart 4; Woolco; Kings.
Leading Apparel Stores: Cherry & Webb, New York Lace; Peerless; Casual Corner.
Variety Stores: Kresge, Newberry; Woolworth.
Chain Drug Stores (CZ): Adams 6, Blandings; Delta Drug 2; Brooks 3; G.B. Davis 3; Prime 2; CVS 11.
Chain Food Supermarkets: Almacs 32, A&P 10; Scotts 7; Fernandes 7; First National 17; IGA 5; Star 12; Stop & Shop 17.
Other Chain Stores: Clothing: Anderson Little, Bond, Casual Corner, Cherry & Webb, Chess King, Donnelly's, Grayson, Hillhouse Ltd., Howard Kennedy's, Peck & Peck, Peerless, Sportique, Tweed Shop, Village Lane; Shoes: Baker's, Florsheim, Kay's Newport, Kinney's, Regal, Thom McAn; Hosiery: Albert, Park Lane, Vassar; Auto Supplies: Benny's Shaset's Midas, Western Auto, Sears; Restaurants: Dunkin Donuts, Holiday Inn, Howard Johnson, Patricks, Schrafft's, Valle's; Milk: Hood, Cumberland Farms, Newport Creamery, Sunnybrook; Furniture: Castro Convertible, Singer; Dance Studios: Arthur Murray, Fred Astaire, Candy: Fanny Farmer, Russell Stover.

14—NEWSPAPERS: JOURNAL (m-Mon. to Fri.) 75,435; BULLETIN (e-Mon. to Fri.) 141,759; comb. (m&e), 217,194; JOURNAL-BULLETIN (Sat. m) 190,414; JOURNAL (S) 228,306, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William H. Peckham, Mgr. Gen. Adv., BULLETIN and JOURNAL.
NATIONAL REPRESENTATIVES: Cresmer, Woodward, O'Mara & Ormsby, Inc.

WEST WARWICK, R.I.

1—LOCATION: Kent County (In Providence- Warwick-Pawtucket, R.I.-Mass.-SMSA). E&P Map D-3. Industrial Center. 10 mi. S of Providence, 4 mi. to State Airport. On U.S. Hwys. 3,117.

2—TRANSPORTATION: Railroads: Conrail.

3—POPULATION:
Corp. Town 70 Cen. 24,323; Loc. Est. 25,769
SMSA 70 Cen. 905,558; Loc. Est. 917,157
County 70 Cen. 142,382; Loc. Est. 157,121

4—HOUSEHOLDS:
City 70 Cen. 7814; Loc. Est. 9,576
County 70 Cen. 42,702; Loc. Est. 54,476
SMSA 70 Cen. 283,413; Loc. Est. 331,248

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	N.A.
Savings Banks	2	N.A.
Sav. & Loan Assn.	1	N.A.

6—PASSENGER AUTOS: City 14,283, County 86,061

7—ELECTRIC METERS: Residence 6,227

8—GAS METERS: Residence 9,000

9— PRINCIPAL INDUSTRIES (CZ): Textiles, Book Cloth; Textile Ptg.; Lace; Underwear.

11—TAP WATER: Acid soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Gateway	30	Ben Franklin
Governer Francis	18	A&P
Midland Mall	76	Sears, G.Fox, Zales
Warwick Mall	52	Jorclan Marsh, Filenes, J.C. Penney

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Seena's; J.B. Archembault; St. Onge's; Filenes, Jordan Marsh, J.C. Penney.
Variety Stores: J.J. Newberry.
Discount Stores: Ann-Hope Factory Outlet; Apex; Warwick Shoppers World; Pontiac Mills Outlet.
Chain Drug Stores (CZ): Adams; Whelan; Walgreen; Davis Cut Rate.
Chain food Supermarkets: A&P 3, First National 3; Shop-Rite, Stop & Shop, Central Piggly Wiggly, Big G 2, Almacs 2, Valueland 1, Jerry's Supermarket 3.

14—NEWSPAPERS. PAWTUXET VALLEY TIMES (e) 10,167; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES.
National Respresentatives: Landon Associates, Inc.

WESTERLY, R.I.

1—LOCATION: Washington County (In New London-Norwich, Conn.-R.I.-SMSA). E&P Map D-3. On R.I.-Conn. line, 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1, Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2—TRANSPORTATION: Railroads: Penn Central.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Rhode Island Coach; New Haven & Shore Line.
Airlines: R.I. Coastal Airways; U.S. Air; Pilgrim; Viking Airways; Westerly State Airport.

3—POPULATION:
Corp. City 70 Cen. 17,248; Loc. Est. 18,312
CZ ABC: (70) 24,521; (80) 25,400
RTZ-ABC: (70) 51,529; (80) 64,900
SMSA 70 Cen. 208,412; Loc. Est. 215,951
County 70 Cen. 85,706; Loc. Est. 85,187
City & RTZ-ABC: (70) 76,050; (80) 90,300

4—HOUSEHOLDS:
City 70 Cen. 5,364; Loc. Est. 6,860
County 70 Cen. 21,991; Loc. Est. 27,503
SMSA 70 Cen. 71,352; Loc. Est. 74,642
CZ ABC: (70) 7,691; (80) 9,200
RTZ-ABC: (70) 15,120; (80) 21,800
City & RTZ-ABC: (70) 22,811; (80) 31,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Com. Branches	9	$154,000,000
Sav. & Loan Assn.	1	$7,386,853
Credit Unions	4	$13,586,323

6—PASSENGER AUTOS: 10,366; County 49,491

7—ELECTRIC METERS: Res. 11,497

8—GAS METERS: Residence 4,235

9— PRINCIPAL INDUSTRIES (CZ): Braided Synthetic Specialty Cords; Surgical Sutures; Fishing Lines; Elastic Braid; Knitted Rubber Goods; Concrete Blocks; Silk Screen Printing on Linens, Fine Laces; Felts; Granite Monuments; Woolen Fabrics; Velvets; Tools & Dies; Dyers & Finishers; Textile Chemical Specialties; Mayonnaise Prod.; Printing Press Mfrs.; Cable Grips; Custom-Built Hotel & Office Furn.; Electronic Coils & Transformers; Paper Mill Machy.; Plastic Moldings; Electric Batteries; Plastic Extrusion Machinery.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10. Last killing frost, Apr. 10.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: 7 streets in center of town, 5 diversified shopping centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Franklin Plaza	14	Almac Mkt., Penney
Granite Plaza	-	Sunrise Market
Granite Street	18	Walgreen
Main Street	15	E-Z Package Store

Stonington Shopping Center Being Developed.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Close: Wed. afternoon downtown.
Stores Open Evgs.: Fri. Food and Shpg. Ctrs. nightly. Many stores open Sunday, including Discount Stores, Some markets until midnight.

13—RETAIL OUTLETS: Department Stores: McCormick's, Sears (Catalog), Montgomery Ward (catalog); Reid & Hughes; J.C. Penny.
Discount Stores (CZ): Fisher's Big Wheel.
Chain Drug Stores (CZ): Higgins (Liggett-Rexall); Granite Walgreen; Adams Big "L" 2.
Chain Food Supermarkets: A&P 2, Super Finast; Almac's; Universal 4; Gentile's, Big "M"; IGA; Sunrise, Cumberland Farms 2.

14—NEWSPAPERS. SUN (e-Mon. to Fri.) 10,852; (S) 10,871; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN.
National Representatives: Landon Associates, Inc.

WOONSOCKET, R.I.

1—LOCATION: Providence County (In Providence-warwick-Pawtucket SMSA). E&P Map D-2. On the Blackstone River; at Woonsocket Falls; 39 mi. SW of Boston, Mass. and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2—TRANSPORTATION: Railroads: Conrail; P&W.
Motor Freight Carriers: 18.
Intercity Bus Lines: Grey Line ABC; R.I. Transit Authority.
Airlines: Eastern; United; US Air, Flying Tiger; TWA; New England; Pilgrim (T.F. Green Airport, 25 mi. distance).

3—POPULATION:
Corp. City 70 Cen. 46,820; Loc. Est. 47,238
CZ ABC: (70) 71,595; (80) 69,700
RTZ-ABC: (70) 93,143; (80) 102,700
SMSA 70 Cen. 905,558; Loc. Est. 917,157
County 70 Cen. 581,470; Loc. Est. 566,240
City & RTZ-ABC: (70) 164,738; (80) 172,400

4—HOUSEHOLDS:
City 70 Cen. 15,823; Loc. 18,638
County 70 Cen. 189,754; Loc. Est. 214,914
SMSA 70 Cen. 283,413; Loc. Est. 331,248
CZ ABC: (70) 23,128; (80) 25,800
RTZ-ABC: (70) 25,463; (80)32,300
City & RTZ-ABC: (70) 48,591; (80) 58,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	9 Branches	N.A.
Sav. & Loan Assns.		$284,543,680

6—PASSENGER AUTOS: Co. 279,168

7—ELECTRIC METERS: Residence 17,887

8—GAS METERS: Residence 10,741

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 1,201 ($200); Metal and Machine Tools, 942 ($255); Plastics 2,073 ($209); Apparel 1,102 ($182); Electronics 980 ($204); Electrical 644 ($204); Misc. 2,504 ($214).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.
Neighborhood Shopping Centers: 3 blocks at Social Corner; Walnut Hill Plaza; Woonsocket Plaza; Park Square; Zayre; Slatersville Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Park Square (6)	1½	Almacs, Star Mkt., Kings
Walnut Hill Plaza (26)	2	Sears, Stop & Shop, McCarthys, Woolworth
Woonsocket Plaza (20)	2	Radio Shack, Child World, Caldor
Bellingham (-)	1/2	Zayre, Almacs
Social Corner (-)	1/2	Social Dept. Store
Slatersville Plaza (15)	4	Eddies Mkt., Williams 5&10, Western Auto
Lincoln Mall (65)	4	Outlet Co., Woolco

Principal Shopping Days: Dept. Stores—Thurs., Fri., Sat. Food Stores—Thurs., Fri., Sat.
Stores Open Evenings: All on Thu.; Dept.—Tue., Thu., Food—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: McCarthy's Dry Goods; Social Dept. Store; Sears; Outlet; Woolco.; Caldor.
Discount Stores (CZ): Rathbun Factory Outlet; Jupiter; King's; Mars Bargainland; National Hardgoods Dist (2); Zayre; Save Rite.
Variety Stores: Woolworth.
Chain Drug Stores: CVS 5, Adams/ Brooks.
Chain Food Supermarkets (City & RTZ): Almac's 6, Star Market 2; Stop & Shop.
Other Chain Stores: Firestone, Benny's, Goodyear Tire Store; Singer Co.; Grossman's; S&H Green Stamps; Big L 2; Radio Shack 3; Child World, Western Auto.

14—NEWSPAPERS: CALL (e) 32,176, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandizing Data: Harold R. Belknap, Adv. Mgr., CALL.
National Representatives: Landon Associates, Inc.

SOUTH CAROLINA SURVEYS

SOUTH CAROLINA STANDARD METROPOLITAN STATISTICAL AREAS

Augusta, Ga.-S.C.—Columbia and Richmond Counties, Ga.; Aiken County, S.C.

Charleston-North Charleston, S.C.—Berkeley, Charleston and Dorchester Counties.

Columbia, S.C.—Lexington and Richland Counties

Greenville-Spartanburg, S.C.—Greenville and Spartanburg Counties.

SOUTH CAROLINA POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	236	240	276
5-14 Years	552	505	503
15-24 Years	519	599	567
25-44 Years	607	864	1,015
45-64 Years	487	557	581
65 and Over	190	276	320
TOTAL	2,591	3,044	3,262

Based on U.S. Census

SOUTH CAROLINA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr.	363	536	756
General Mdse.	640	989	1,398
Food	1,199	2,022	2,882
Automobiles	1,115	1,766	2,026
Gasoline Stations	427	722	1,312
Apparel	273	415	600
Furniture	265	368	501
Eat-Drink Places	292	587	801
Drugs	160	264	369
Total Sales	5,174	8,307	11,699

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

AIKEN, S.C.

1—LOCATION: Aiken County (In Augusta, Ga.-S.C. SMSA). E&P Map B-3. 17½ mi. NE of Augusta, Ga.; 120 mi. NW of Charleston. On U.S. 1, 78; State 19, 215, 126.

2—TRANSPORTATION: Railroads: Southern, Seaboard; Ga. & Fla.
Motor Freight Carriers: 1.
Intercity Bus Lines: Greyhound, Trailways, Southeastern Stages.

3—POPULATION:
Corp. City 70 Cen. 13,436; Loc. Est. 14,620
SMSA 70 Cen. 275,787; Loc. Est. 293,435
County 70 Cen. 91,023; Loc. Est. 101,095
Demographic Information available from Aiken Chamber of Commerce.

4—HOUSEHOLDS:
City 70 Cen. 4,327; Loc. Est. 5,413
County 70 Cen. 26,973; Loc. Est. 34,480
SMSA 70 Cen. 77,662; Loc. Est. 100,513

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$139,581,790
Sav. & Loan Assn.	2	$169,081,506

6—PASSENGER AUTOS: County 55,415

7—ELECTRIC METERS: Residence 8,011

8—GAS METERS: Residence 6,838

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Employees—Textiles & Fabrics 10,443; Clay Pdts. 291; Fiberglass 1,725; Nuclear Power Materials 6,000; Lumber 160; Paper Pdts. 625; Food 100; Metal Fabrication 138; Motor Protectors & Therm. 650; Construction 1,860; Printing & Publishing 110.

10-CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14. Last killing frost, Mar. 20.

12—RETAILING: Neighborhood Shopping Centers: Graniteville, Midland, Rich Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart	3	K-Mart, Bi-Lo
Kalmia Plaza	45	Belk's, Winn-Dixie, Piggly Wiggly
Mitchell	26	A&P, Big K
N. Augusta Plaza	25	Belk's, Rose's, Kroger
Heritage Sq.	8	Big Star, Revco, Whites

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: 6 p.m.; 9 p.m. Fri.

13—RETAIL OUTLETS: Department Stores: White's Store; Belk's, B. C. Moore, Julia's, Rose's.
Variety Stores: McCrory's.
Chain Drug Stores: Aiken 2; Revco 3; Eckerd's.
Discount Stores: K-Mart; Big K.
Chain Food Supermarkets: Big Star 2; A&P; Winn-Dixie 3; Deaton's Red & White; Piggly Wiggly 2; Bi-Lo.; Kroger.
Other Chain Stores: Moore, Firestone, Goodyear; Western Auto, Goodrich, Diana Shop, Mangels, Lowe's.

14—NEWSPAPERS: STANDARD (e-Mon. to Fri.) 12,599; sworn March 31, 1980.
Local Contact for Advertising and Merchandising Data: A. B. Cubbedge, Adv. Dir., STANDARD.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

ANDERSON, S.C.

1—LOCATION: Anderson County, E&P Map A-2. County Seat. Industrial Center. 123 mi. NE of Atlanta, Ga.; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; Interstate 85, State Hwys. 28, 81, 24 and 243.

2—TRANSPORTATION: Railroads: Seaboard Coast Line, Southern.
Motor Freight Carriers: 26.
Intercity Bus Lines: Greyhound, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 27,556; Loc. Est. 30,030
CZ ABC: (70) 46,288; (80) 52,600
RTZ-ABC: (70) 252,003; (80) 283,200
County 70 Cen. 105,474; Loc. Est. 124,241

Serving the
informational needs of
Anderson,
South Carolina.

Anderson Independent
Daily Mail
A Harte-Hanks
NEWSPAPER

ANDERSON—continued

CZ RTZ-ABC: (70) 298,291; (80) 335,800
Demographic information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 9,048; Loc. Est. 11,369
County 70 Cen. 33,277; Loc. Est. 45,208
CZ ABC: (70) 14,807; (80) 19,300
RTZ-ABC: (70) 77,416; (80) 99,500
City & RTZ-ABC: (70) 92,223; (80) 118,800

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	5	$3,009,000,000
Sav. & Loan Assn	3	$375,573,872

6—PASSENGER AUTOS: County 70,760

7—ELECTRIC METERS: Residence 18,200

8—GAS METERS: Residence 10,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 14,300 ($191); Fiberglass; Motor Prod.; Metal Working; Plastics; Fertilizer; Rubber Products; Apparel 23,500; 54,480 persons employed in County.
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 45-82; Summer 65-98; Fall 52-88; Winter 15-75. First killing frost, Nov. 9. Last killing frost, Mar. 25

11--TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center: 6 blocks on Main St. & Square; 3 on N. Main; 2 on S. Main Ext.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Anderson Mall	38	Penney, Meyers-Arnold
Belvedere Plaza	21	Self's, Bi-Lo
Camp	5	Professional Phcy.
Hanks	6	Hanks Jewelry
Lakeside Square	5	Winn-Dixie, Piece Goods Shop
Lyons Center	5	Dillard Marine & Sport
Market Place	10	Winn-Dixie, Cosmo, Spa
Pruitt	17	Sullivan Hdwe., Rexall
Watson Village	-	White-Jones, Winn-Dixie, Ingles
Windsor Plaza		Winn-Dixie
New South	-	Sky City, A&P

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Fri., Downtown & Shpg. Center Nightly

13—RETAIL OUTLETS: Department Stores: Gallant-Belk; Sears Roebuck; Les Williams; Meyers/Arnold; Penney; Fleishman's; K-Mart; Sky City
Variety Stores: Woolworth; Kress.
Chain Drug Stores (CZ): Revco 4; Bi-Lo; Eckerd's 2
Chain Food Supermarkets; A&P 2; Big Star 2; Winn-Dixie 4; Fast-Fare Stores; Bi-Lo 2; Ingles 2.

Other Chain Stores: Kimbrell's Furniture; Maxwell Furn; Merit Shoes; Lerner's; Rhodes Furn.; Hammond-Brown Jennings Furn.; Jewelry; Kingoff's; Cochrans; Jewel Box; Sterchi's; Pic .N Pay Shoes; S&H Green Stamps; Top Value Stamps; Family Dollar Stores; Radio Shack; Lafayette Electronics; Farr Music; John B. Lee

14—NEWSPAPERS: INDEPENDENT (m) 41,234; MAIL (e-Mon. to Fri.) 7,224; Comb. (m&e) 48,458; INDEPENDENT MAIL (S) 46,745; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Joe M. Pruitt, Jr., Asst. Mktg. Dir., INDEPENDENT and MAIL.

National Representatives: Branham/Newspaper Sales, Harte-Hanks Communications, Inc.

BEAUFORT, S.C.

1—LOCATION: Beaufort County, E&P Map C-4. Diversified Farming, Garment mfg.; Pine and Ash timber. Port on Port Royal River; 50 mi. SW of Charleston on U.S. Hwy. 21.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 9,434; Loc. Est. 12,380
CZ ABC: (70) 22,382; (80) 24,300
RTZ-ABC: (70) 33,914; (80) 41,600
County 70 Cen. 51,136; Loc. Est. 64,544
City & RTZ-ABC: (70) 56,296; (80) 65,900

4—HOUSEHOLDS:
City 70 Cen. 3,074; Loc. Est. 5,114
County 70 Cen. 11,973; Loc. Est. 19,249
CZ ABC: (70) 5,977; (80) 7,300
RTZ-ABC: (70) 7,450; (80) 10,700
City & RTZ-ABC: (70) 13,427; (80) 18,000

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	4	$90,000,000

6—PASSENGER AUTOS: County 27,575

7—ELECTRIC METERS: County Est. 24,000

9— PRINCIPAL INDUSTRIES (CZ): Farming; Garment Mfg.; Lumber Milling; Military.

10-CLIMATE: Min. & Max. Temp.—Spring 57-82; Summer 60-95; Fall 42-82; Winter 27-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Beaufort Plaza	10	Winn-Dixie, Roses, Eckerd
Laurel Bay	3	—
Royal Oaks	6	A&P, Mack's 5/10, Revco Drugs
Ribaut Center	5	K-Mart

14—NEWSPAPERS: GAZETTE (e-Mon. to Fri.) 7,206, March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: John Heath, Publisher, Gazette

CAMDEN, S.C.

1—LOCATION: Kershaw County Seat. Manufacturing and agricultural. NE portion of state. Interstate 20, U.S. Hwy. 9.

2—TRANSPORTATION: Railroads: Seaboard Coastline & Southern Railway System.
Motor Freight Carriers: 25.
Airlines: Delta, Eastern, Piedmont, Southern at Columbia Metropolitan Airport (38 miles). Local Woodward Field.

3—POPULATION:
Corp. City 70 Cen. 8,532; Loc. Est. 8,166
CZ-ABC: (70) 8,532; (79) 7,800
RTZ-ABC: (70) 27,185; (79) 30,500
CZ & RTZ-ABC: (70) 35,717; (79) 38,300
County 70 Cen. 34,727; Loc. Est. 37,523

4—HOUSEHOLDS:
Corp. City 70 Cen. 2,673; Loc. Est. 2,960
County 70 Cen. 11,494; Loc. Est. 12,326
CZ-ABC: (70) 2,673; (79) 2,800
RTZ-ABC: (70) 7,641; (79) 9,700
CZ & RTZ-ABC: (70) 10,314; (79) 12,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3	$92,143,000
Commercial Banks	5	$3,015,790,122

6—PASSENGER AUTOS: County 20,271

7—ELECTRIC METERS: Residence 3,655

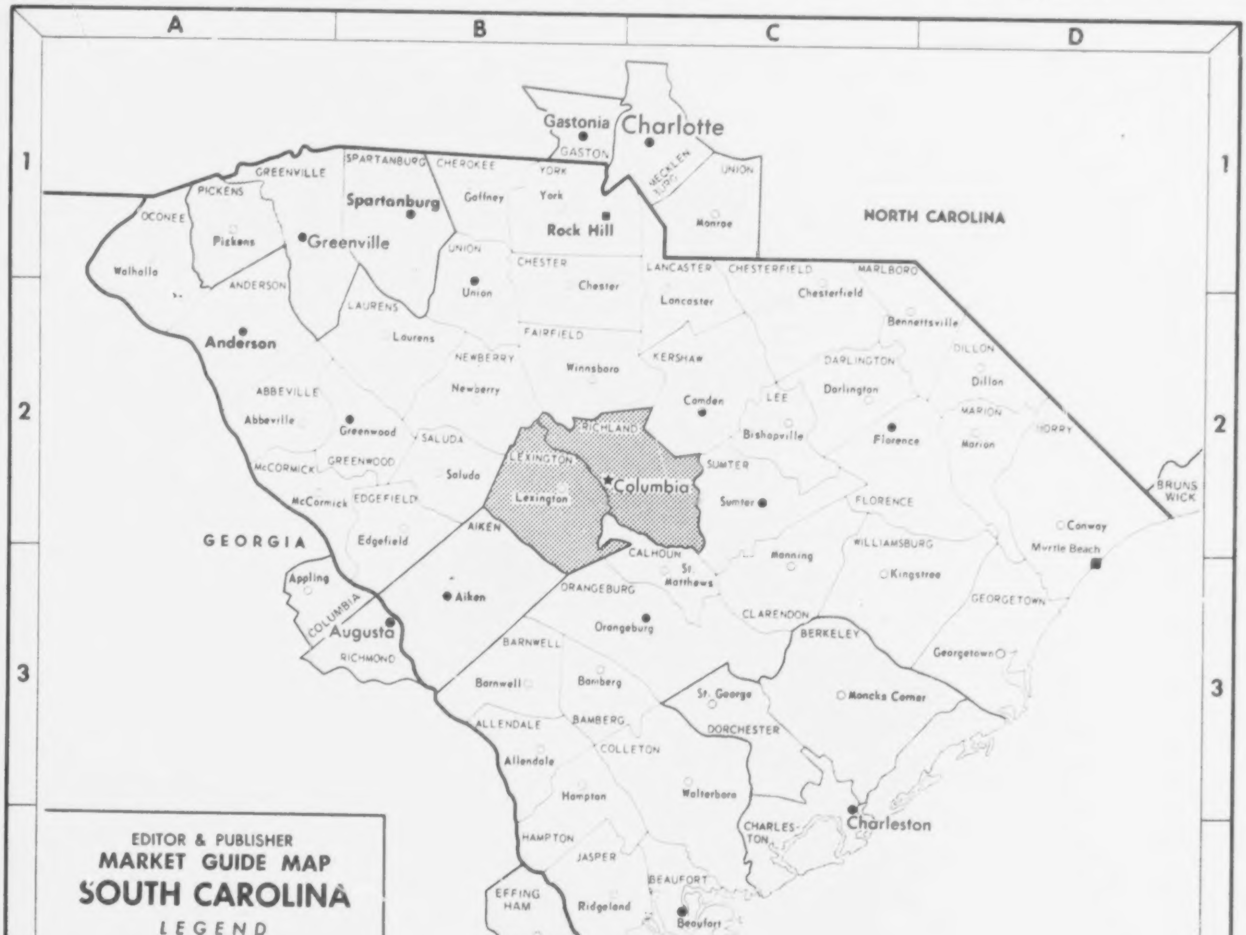
8—GAS METERS: Residence 3,300

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Dupont 3,500; Kendall Bethune Plant 686; Camden Manufacturing 45; Bethune Manufacturing 103; Hermitage Cotton Mills 400; Jubilee Embroidery 60; Kendall Company 235; Skyline Manufacturing 800; Wateree Textiles 100; B.F. Goodrich 315; Mosquito Repellant Co. 50; Whiting Metal 22; Lumber Co. 100.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 60-95; Fall 40-70; Winter 20-60.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Camden Plaza on Main St.


EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
20
40
60
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A
B
C
D
1
2
3
4
NORTH CAROLINA
GEORGIA
Gastonia
Charlotte
GASTON
MECKLENBURG
UNION
Monroe
GREENVILLE
SPARTANBURG
CHEROKEE
YORK
PICKENS
OCONEE
Spartanburg
Gaffney
York
Rock Hill
Pickens
Greenville
Walhalla
ANDERSON
UNION
Union
CHESTER
Chester
LANCASTER
Lancaster
CHESTERFIELD
Chesterfield
MARLBORO
Bennettsville
LAURENS
Laurens
Anderson
FAIRFIELD
NEWBERRY
Newberry
Winnsboro
KERSHAW
DARLINGTON
Darlington
DILLON
Dillon
ABBEVILLE
Abbeville
Greenwood
GREENWOOD
SALUDA
Saluda
RICHLAND
LEXINGTON
Lexington
Columbia
Camden
LEE
Bishopville
MARION
Marion
HORRY
Florence
McCORMICK
McCormick
EDGEFIELD
Edgefield
AIKEN
Aiken
SUMTER
Sumter
FLORENCE
BRUNSWICK
Conway
Myrtle Beach
CALHOUN
St. Matthews
Manning
WILLIAMSBURG
Kingstree
Appling
COLUMBIA
Augusta
RICHMOND
ORANGEBURG
Orangeburg
CLARENDON
GEORGETOWN
BERKELEY
Georgetown
BARNWELL
Barnwell
Bamberg
BAMBERG
St. George
Moncks Corner
DORCHESTER
ALLENDALE
Allendale
COLLETON
Hampton
Walterboro
HAMPTON
CHARLESTON
Charleston
JASPER
BEAUFORT
EFFINGHAM
Ridgeland
Beaufort
Springfield
CHATHAM
Pembroke
Savannah
BRYAN

Neighborhood Shopping Centers: Bi-Lo Plaza (4 units); Wateree Plaza (8 units); Burndale Plaza (6 units); Downtown Plaza (7 units); North Town Plaza (8 units); Camden Plaza (10 units).
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Belks, open till 9 on Fri.

13—RETAIL OUTLETS: Department Stores: Sears; Belk's; B.C. Moore.
Discount Stores (CZ): Big K Roses.
Variety Stores: Family Dollar, P.H. Rose's, Super Dollar, United Store.
Chain Drug Stores (CZ): Revco, Scotties, Walgreen.
Chain Food Stores in City Zone: Bi-Lo, Piggly Wiggly; Colonial; Winn-Dixie; IGA; Food Town.
Other Chain Stores: Firestone, Goodyear, Diana Shop, Cato's.

14—NEWSPAPERS: CHRONICLE (e-Mon. to Fri.) 5,801. Sept. 30, 1979 ABC (Latest statement available).
Local Contact for Advertising and Merchandising Data: David Von Almen, Adv. Mgr. CHRONICLE.
National Representatives: Landon Assoc., Inc.

CHARLESTON, S.C.

1—LOCATION: Charleston County, (In Charleston-North Charleston, SMSA). E&P Map C-3. Center of S.C.'s sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2—TRANSPORTATION: Railroads: Southern, Seaboard Coast Line.
Motor Freight Carriers: 50.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Delta, Eastern, Piedmont.

3—POPULATION:
Corp. City 70 Cen. 69,945; Loc. Est. 71,665
CZ ABC: (70) 259,354; (80) 290,300
RTZ-ABC: (70) 367,034; (80) 457,600
SMSA 70 Cen. 336,125; Loc. Est. 428,000
County 70 Cen. 247,650; Loc. Est. 289,000
City & RTZ-ABC: (70) 626,388; (80) 747,900

4—HOUSEHOLDS:
City 70 Cen. 21,213; Loc. Est. 23,749
County 70 Cen. 73,170; Loc. Est. 84,282
SMSA 70 Cen. 99,810; Loc. Est. 126,729
CZ ABC: (70) 71,780; (80) 91,900
RTZ-ABC: (70) 96,031; (80) 137,600
City & RTZ-ABC: (70) 167,811; (80) 229,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	7	$11,506,258,000

6—PASSENGER AUTOS: County, 48,956

7—ELECTRIC METERS: Residence 121,275

8—GAS METERS: Residence 55,645

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Construction 11,500; Durable Goods 9,200; Lumber and Wood 1,700; Food 1,000; Apparel 1,600; Print and Pub. 800; Chems. & Allied 2,300; Other Mfg. 2,100; Trans. 9,000; Whlse. & Ret. Trade 32,000; Finance, Ins., Real Estate 6,300; Services 24,400; Govt. 45,700.
Principal Pay Days: 1st, 15th, Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30. Last killing frost, Mar. 2.

11—TAP WATER: Alkaline, very soft; not fluroidated.

12—RETAILING: Principal downtown shopping area 13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Market Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Charlestowne Square	8	J.C. Penney, Montgomery Ward, H.J. Wilson
S. Windermere	3	Belk, Piggly Wiggly
Fabian's Plaza	8	Piggly Wiggly
Gas Lite Square	10	J.L. Goldberg, Walton Clothes
St. Andrews	3½	Winn-Dixie, Kerrisons, Fay's Drugs
Plaza North	4	T. J. Maxx, Handy City, Eckerd
Pinehaven	7	Winn-Dixie, Western Auto
Moultire	5	Fay's Drugs, Gwynns
Ashley Plz Mall	9	Condon's Woolco, Red and White, Revco
Folly Road	5	Red & White
James Island	3	Piggly Wiggly
Brentwood	7	Piggly Wiggly, Bi-Lo, Revco
Yeaman's Hall	20	Piggly Wiggly
King's Plaza	Downtown	Piggly Wiggly
Northwoods Mall	16	Belks, Sears, Kerrisons, Treasury Drug
Meyer Pk Plaza	4	Red & White, Western Auto
Northbridge	5	Piggly Wiggly, Harris Drugs
Plaza West	4	Eckerd, Handy City
Oak Ridge Plaza	12	Winn-Dixie, TG&Y
Wespanee	?	E-Z Super Mkt.
Cross Creek	3	Harris Teeter
Shoppers Port	6	Bi-Lo, Revco

Principal Shopping Days: Department—Mon., Wed., Fri., Sat. Food—Thurs., Fri., Sat.
Stores Open Evenings: Food, Dept. & Discount

13—RETAIL OUTLETS: Department Stores: Condon's, Kerrisons; Belk; J. C. Penney, Sears Roebuck; Shahid's; Montgomery Ward; Woolco, K-Mart, Nichols.
Discount Stores (CZ): Sam Solomon; TG&Y; K-Mart.
Variety Stores: Kress, Woolworth.
Chain Drug Stores (CZ): Eckerd's 5; Scotties; Fay's 6, Harris Drugs; Medicine Shoppes 2; Revco 7; Treasury K-Mart Pharmacies 4;
Chain Food Supermarkets: Winn-Dixie 7, Red & White 19, Piggly Wiggly 18; Bi-Lo 4; Doschers 12; Harris 3; Teeter 3; Kroger 2.
Other Chain Stores: Women's Apparel: Mangel. Kaybee, Diana, My Shop; Men's: Fines, Waltons; Shoes: Hanover. Thom McAn. Butler, Marilyn Slipper, Shoe Mart, Baker's, Hardy, Jarman, Hahn, Kinney; Auto Supplies: Allens, Western Auto, Firestone, Goodyear; Furniture, Appl.: Rhodes, Haverty, Maxwell, Singer Co.; Misc.: Friedman's Jewelry; Sherwin-Williams; Sears; Montgomery Ward, Wickes, S&H Green Stamps; Lafayette Radio; Russell Stover; Top Value Stamps; Lerner Shops; Jewel Box; Hickory Farms; Radio Shack.

14—NEWSPAPERS: NEWS & COURIER (m) 68,330; POST (e) 37,452; Comb (m&e) 105,782; POST (Sat. m) 94,846; (S) 99,903; Mar. 31, 1980 ABC.
Local Contact for Advertising Data: D. G. Diasourakis, Gen. Adv. Mgr. POST and NEWS & COURIER.
National Representatives: Cresmer, Woodward, O'Mara and Ormsbee, Inc.

COLUMBIA, S.C.

1—LOCATION: Richland County (SMSA). E&P Map B-2. County Seat. State Capital and Largest City in State. Mfg. textiles, concrete, pipe & beams, fertilizer, lumber, dairying, cotton and misc. smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte; Spartanburg NW, 96 mi.; Greenville NW, 107 mi.; Augusta SW, 72 mi.; Charleston SE, 114 mi. On U.S. 1, 21, 76, 176, 321, I-20, I-26 and 378. State Hwys. 12, 48, 215, 555, 602, 262.

2—TRANSPORTATION: Railroads: Seaboard Coast Line, Southern, Columbia; Newberry & Laurens.
Intercity Bus Lines: Greyhound, Greyhound.
Airlines: Delta; Eastern; charter firms.

3—POPULATION:
Corp. City 70 Cen. 113,542; Loc. Est. 112,779
CZ-ABC: (70) 249,378; (80) 284,900
RTZ-ABC: (70) 470,069; (80) 533,700
County 70 Cen. 233,868; Loc. Est. 262,500
SMSA 70 Cen. 322,880; Loc. Est. 385,000
City & RTZ-ABC (70) 719,447; (80) 818,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 27,952; Loc. Est. 34,482
County 70 Cen. 59,922; Loc. Est. 72,800
SMSA 70 Cen. 86,180; Loc. Est. 119,200
CZ ABC: (70) 65,987; (80) 87,400
RTZ-ABC: (70) 128,550; (80) 167,300
City & RTZ-ABC: (70) 194,537; (80) 254,700

5—BANKS: Commercial Banks 11.

6—PASSENGER AUTOS: County 50,334

7—ELECTRIC METERS: County Residence 81,682

8—GAS METERS: County Residence 49,207

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Mfg. 25,600; Trade 38,100; Transp. & Util. 8,900; Finance, Ins. & Real Est. 13,000; Const. 8,500; Govt. 53,400; Services & Misc. 26,400.

10-CLIMATE: Min. & Max. Temp.—Spring 24-98; Summer 53-98; Fall 16-91; Winter 14-80. First killing frost, Nov. 21. Last killing frost Mar. 31.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St., 4 on Assembly St., 3 on Sumter St., 3 on Hampton; 3 on Taylor.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Five Points	2	Eckerd's, Winn-Dixie, Dodd's
Rosewood	3	Dodd's, Colonial, Bits 'N Pieces, Remnant Shop
Forest Lake	4	Colonial, Dodd's
Trenholm Plaza	4	Ligget-Rexall, A&P, Piggly-Wiggly, Rose's, Western Auto, Tapps, Belk II
Richland Mall	3	J.B. White's, Winn-Dixie, Eckerd's, Big Star, Woolworth, Hickory Farms. Berry's On Main
Cedar Terrace	5	Dodd's, Piggly-Wiggly
Landmark Center	5½	Winn-Dixie, Treasury Drugs, Cloth World, Woolco, Radio Shack
Decker Plaza	5	Sentry Drug, Giant Food World
Decker Village	4½	Food Town. Eckerd's
Midlands	4	Big Star Foods, Giant Food, Western Auto
Columbia East	6	Bi-Lo Foods, Family Dollar, S-Mart, Revco, Pic 'N Pay
Northway Plaza	4½	A&P, Cloth World, Emory
Northside Plaza	5½	Giant Food, Sentry Drug, United, Radio Shack, Pic 'N Pay
Beltline Village	6	T-G & Y, Bi-Lo Foods, Pic 'N Pay, Family Dollar, S-Mart, Revco
Sunset & River Drive	3½	Piggly-Wiggly, Dodd's
Boozer	6½	Winn-Dixie, Western Auto, Key Distributors, European Health Spa
Dutch Square	7	A&P, J.B. White's, Eckerd's, Colonial, Woolworth, Tapp's, Lourie's, Berry's On Main, Woolco, Radio Shack
Seven Oaks	7	Eckerd's, Big Star, Radio Shack
St. Andrews	3	Treasury Drugs, J.C. Penney Catalog Store, Big-M Discount Foods, Harris Teeter
Widewater Square	7	Bi-Lo Foods, Pic 'N Pay, Revco
Clusters of Whitehall	9	Winn-Dixie, Dodd's
Parkland	1½	Big Star, Dodd's, Pic 'N Pay
Capitol Square	2½	Bi-Lo Foods, Revco, Cloth World, Family Dollar, Dodds, Radio Shack
Intersection Center	7½	Sam Solomon, Robin's Menswear
Columbia Mall	10	Largest shopping center in the State 1,400,000 square f[illegible]—[illegible],000 parking spa[illegible] C. Penney, Sear[illegible]s, Belk [illegible]res)
Bush River Mall	4	Richw[illegible] Kro[illegible]er
Decker Mall	5½	Opening in 197[illegible] [illegible]00,000 sq. ft. with [illegible] store 900,000 sq. [illegible]chway and others
Woodhill Mall	5	Richway and others
Woodberry Plaza	7	Winn-Dixie, White's Beauty Salon, Revco
Saluda Plaza	4	Piggly-Wiggly, Scottie
Boulevard Plaza	5	Betsy Haven and others.
Sunset Plaza	-	Winn-Dixie, Eckerd's
Lexington Square	-	Harris Teeter, Eckerd's, Holly Farm Chicken
Ederwood Square	-	Bi-Lo, Ski City, Revco

Principal Shopping Days: Department Stores—Mon., Tues., Fri., Sat., Food—Thurs., Fri., Sat.
Stores Open Evenings: Furniture close Wed aft., year round. Food open Fri. 'til 8:30. Discount stores: 9:00 P.M.

13—RETAIL OUTLETS: Department Stores: James L. Tapp; Belk's, J.C. Penney; Sears Roebuck, J.B. White; Rich's; Howard's; Davidson's.
Discount Stores (CZ): K-Mart 4; Woolco 3; Lowe's 2; Wickes 2; White's Auto 2; Sam Solomon, TG&Y Family Center; Richway 3; Key Distributors.
Variety Stores: Kress; Silver's; Dodd's 10; Woolworth 3; United 2; Crest; Emery 2, Family Dollar 6; G & H; Warehouse World.
Chain Drug Stores (CZ): Eckerd's 10; Liggett-Rexall; Revco 4; Treasury 2.

Chain Food Supermarkets: A & P 4; Winn-Dixie 12; Colonial 3; Piggly Wiggly 21; Red & White 11; I-N-S 30; Bi-Lo 4; Big Star 3; Baxley 2; Frank's 2; Gardner's 2; Roche's Kwik Thrift 4; IGA 2; Food Town 2; Harris-Teeter 4; Kroger SavOn 2.

Other Chain Stores: Women's Clothing: Mangel's; Lerners; Garber's: The Limited; Brook's Fashions; Size 5-7-9; Paul Harris; Stuarts; Body Shop, Ormond's; Foxmoor; Casual Corner; Susie's; Casuals, The Ranch. Shoes: Butler's, Marilyn Slipper Shop, Thom McAn, Kinney's; Pic-N-Pay; Miles; Top Dollar Stores; Ford; Endicott Johnson; Father & Son; Hanover; Baker; Varman. Men's Clothing: National Shirt Shop, Silverman's; J. Riggins; Bill's London Transit; Fine's; Richmond Bros. Jewelry: Friedman's 5; Litwin; D.P. Paul; Keepsakes; Osterman's. Auto Accessories: Goodyear 5; Goodrich; Firestone 3; Miller Tire 2; Western Auto 6, Kenney 2; General Tires. Furniture: Haverty 2; Kimbrell's; Bridges 2, Maxwell Bros.; Gilbert's; Rhodes; Jefferson, Furniture World. S & H Green Stamps; Greenbak Stamp; Top Value Stamps.

14—NEWSPAPERS: STATE (m) 106,157; RECORD (e) 32,905, Comb. (m&e) 139,062; STATE (S) 126,300; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Holton Jr., Asst. Gen. Mgr., & Adv. Dir., William H. Duncan, Gen'l. Adv. Mgr., STATE and RECORD.
National Representatives: Story & Kelly-Smith, Inc.

FLORENCE, S.C.

1—LOCATION: Florence County, E&P Map C-2, County Seat. 84 mi. NE of Columbia.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 32.
Intercity Bus Lines: Greyhound, Queen City Trailways, Pee Dee Coaches.
Airlines: Piedmont; Florence Airlines (private).

3—POPULATION:
Corp. City 70 Cen. 25,997; Loc. Est. 34,355
CZ ABC: (70) 39,535; (80) 49,200
RTZ-ABC: (70) 164,804; (80) 176,900
County 70 Cen. 89,636; Loc. Est. 104,802
City & RTZ-ABC: (70) 204,339; (80) 226,100

4—HOUSEHOLDS:
City 70 Cen. 8,100, Loc. Est. 12,154
County 70 Cen. 25,200; Loc. Est. 33,863
CZ ABC: (70) 11,862; (80) 17,000
RTZ-ABC: (70) 44,813; (80) 54,800
City & RTZ-ABC: (70) 56,675; (80) 71,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$280,653,000
Sav. & Loan Assn	3	$154,822,640

6—PASSENGER AUTOS: County 51,200

7—ELECTRIC METERS: Est. 26,532

8—GAS METERS: Res. Est. 5,529

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Woodworking 873; Textiles 1,809; Bakeries 361; Railroads 800; Bottling 273; Metal Fabrication 1,942; Dairies 170; Film Plant 680; Electronics 1,750; Utilities 782; Transportation 33; Paper Mill 425; Truck Motor Lines 341; Office Control Systems 50.
Principal Industrial Pay Days: 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12. Last killing frost, Mar. 19.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on 4 streets; several shopping centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Florence Mall	51	Big M, Penney
Florence Plaza	4	Winn-Dixie
Hallmark Square	20	Bi-Lo Foods, Family Dollar, Sky City, Wood's
Magnolia Mall	80	Belk, Sears
Palmetto	7	Big Star
South Park	8	Rose's, Winn-Dixie, Radio Shack, Eckerd
Sweetbriar		Giant Foods

Neighborhood Shopping Centers: 1500 block, W. Palmetto; Marion Hwy.
Principal Shopping Days: Sat., Fri., Mon.
Stores Open Evenings: Downtown-Fri., Mall & K-Mart- Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Belk's; Sears; J.C. Penney; Coker's; Tomlinson 2.
Variety Stores: S.H. Kress; Rose's; Wood's.
Discount Stores (CZ): Family Dollar; Tomlinson's; K-Mart; Rose's; Sky City; Alexander's.
Chain Drug Stores (CZ): Walgreen; Eckerd; Scotties'; Revco.
Chain Food Supermarkets: Kroger Sav-On; Winn-Dixie 3; Big Star (Colonial); Thriftway 4; INS 7; Piggly Wiggly 3; Big T; Big M; Giant Food; Food Town.
Other Chain Stores: Jewel Box; Fridman's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; Firestone; Advance; Kimbrell's; Florence Marilyn (Shoes); Sterchi's Furntiture; Eleanor Shop; Cash & Carry Outlet; Style Center; Wicks Bldg. Mat.; Cato's; Mecklenberg Furn.; 7-Eleven Mkts.; Green Bax Stamps; Haverty's; Lowe's Bldg. Mat.

14—NEWSPAPERS: NEWS (m) 31,380; (S) 32,515; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James B. Harris, Adv. Dir., NEWS.
National Representatives: Landon Associates, Inc.

GREENVILLE, S.C.

1—LOCATION: Greenville County, (In Greenville Spartanburg, S.C. SMSA). E&P Map A-1. County Seat. Northwestern cor. of State; in center of Piedmont industrial area, foothills of Blue Ridge Mts. 99 mi. SW of Charlotte N.C.; 150 mi. NE Atlanta. College center & Regional shopping hub. On U.S. Hwys. 85, 26, 2, 29.

2—TRANSPORTATION: Railroads: Southern; Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers: 50.
Intercity Bus Lines: Atlantic Greyhound; Continental Trailways.
Airlines: Eastern, Republic.

3—POPULATION:
Corp. City 70 Cen. 61,436; Loc. Est. 55,820
CZ ABC: (70) 177,432; (80) 198,800
RTZ-ABC: (70) 411,846; (80) 472,500
County 70 Cen. 240,774; Loc. Est. 278,480
SMSA 70 Cen. 473,454; Loc. Est. 552,034
City RTZ-ABC: (70) 589,278; (80) 671,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 19,886, Loc. Est. 21,161
County 70 Cen. 74,191; Loc. Est. 99,796
SMSA 70 Cen. 144,637; Loc. Est. 196,019
CZ ABC: (70) 54,985; (80) 70,200
RTZ-ABC: (70) 125,873; (80) 165,600
City & RTZ-ABC: (70) 180,858; (80) 235,800

5—BANKS: (County)
Comm. Banks 9; 71 Branches;
Dep. 6/30/78 (FDIC) $576,406,000
Sav. & Loan Assns. 8; 29 Branch Operations
Dep. 9/30/78 (FHLB) $710,504,000

6—PASSENGER AUTOS: County 161,626

7—ELECTRIC METERS: Greenville City 61,850

8—GAS METERS: County 22,614

GREENVILLE—continued

9— PRINCIPAL INDUSTRIES (CZ): County (April 1979)— Total Labor Force (County) 129,200; Wage earners (County) 124,200; Avg. Wkly Wage (SMSA) Total Mfg. ($189); Non-durable goods ($188); Durable Goods ($195); Source: S.C. Emp. Security Commission, Market Data Division.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-97F; Summer 57-97F; Fall 20-81F; Winter 9-78F. First killing frost, Oct. 3. Last killing frost, April 7.

11—TAP WATER: Alkaline, very soft; fluoride.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St.; 4 on Washington St.; 2 each on McBee Ave., Coffee St., E. North St., Pendleton St. and Augusta St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Greenville Mall (65)	5.5	Mont. Ward, J.B. White
McAlister Sq (50)	2.5	Belk-Simpson, Ivey's Meyers Arnold, Winn-Dixie
Haywood Mall (125)	4.5	Rich's, Penney's, Sear's (Opening Summer 1980)
Bell Tower Mall (36)	5	Woolco, Big K, Eckerd's
Greer Plaza (15)	12.0	Belk-Simpson, Eckerd's, Winn-Dixie
Wade Hampton Mall (25)	2.0	Winn-Dixie, Eckerd's Drugs
University Sq (-)	-	Winn-Dixie, Revco Drugs
Pleasantburg (30)	2.5	Western Auto, Belk-Simpson, Eckerd's
J.M. Fields (-)	3.0	Bi-Lo
North Hills (17)	3.0	Winn-Dixie, Kuhn's-Big K, Craft Drugs
Westowne (5)	5.0	Kuhn's-Big K, Ingles, Whites Auto, Eckerd's
K-Mart Plz (-) (Mills Ave.)	2.0	K-Mart
K-Mart Plz. (-) (Sulphur Spr.)	4.5	K-Mart
K-Mart Plz. (-)	4.0	K-Mart
Mauldin Plaza (4)	7.5	K-Mart, Sky City, Bi-Lo

Principal Shopping Days: Dept. Stores—Fri., Sat., Mon., Tues.; Food—Thur., Fri., Sat.
Stores Open Evenings: Mon., Thu., & Fri.; shopping ctrs. 6 evgs. wk.

13—RETAIL OUTLETS: Department Stores: Belk-Simpson 5; Meyers-Arnold 1; J.C. Penney; Sears Roebuck; Ivey's; Welcome Family Shop; Montgomery Ward; J.B. White.
Variety Stores: Cassell's; Kress 1; H.L. Green; United 3; Wilson's; Woolworth 2; Thompsons 2.
Discount Stores (CZ): K-Mart 4; Diskay Discount Mart; Mill Discount; Woolco; Sky City 2; Edward's; Family Dollar 5; Sam Solomon; Alexander's; TG&Y; White Stores; Sharbel's.
Chain Drug Stores (CZ): Eckerd's 9; Family Mart 2; Sam Solomon 6; Revco 6; Crafts 3; Walgreen 1; Skaw's 3; Colonial 3; K-Mart 3; Ind. Drug Stores 34.
Chain Supermarkets: Colonial; Garden Spot 3; Mr. Zip 2; Winn-Dixie 13; Kash & Karry; Duckworth 2; Fowler's 2; Langwinn; Batson 1; Bi-Lo 13; Ike's 2; Ingles 7; 7-Eleven 10; Community Cash 4; Family Mart 2.
Other Chain Stores: Marilyn Shoes; Butler's 3; Lerner; Phoenix Furn. 2; Maxwell Bros.; Thom McAn; Stein's; Haverty; White Sewing Mach., Kimbrell Furn.; Bridge's Furniture; S&H Green Stamps 2; Diana Shops; Friedman Jewelers 3; Western Auto; Rhodes Furn.; Carriage House; The Pantry 20; Majik Mart 8; Handee Mart 8; Seven- Eleven 8; Zippy Mart 4; Pantry Shelf 3; Quickway 3; Rabbit Trap 2; Pic 'N Go 2; Ikes 2; Speedy Mart 2; DaNite; Jiffy Mart. Everybody's Grocery; Jordan's Self Service 2.

14—NEWSPAPERS: NEWS (mon. to Fri.) 85,663; PIEDMONT (e-mon. to Fri) 24,069; Comb. (m & e) 109,732; (Sat. m) 96,856; (S) 109,939; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Grace Laird, Natl' Adv. Mgr., NEWS and PIEDMONT.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

GREENWOOD, S.C.

1—LOCATION: Greenwood County, E&P Map B-2, County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25,221,178; State Hwys. 10,22 and 72.

2—TRANSPORTATION: Railroads: Seaboard Coast Line; Georgia & Florida, Southern.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound; Carolina Scenic.

3—POPULATION:
Corp. City 70 Cen. 21,069; Loc. Est. 26,881
CZ ABC: (70) 21,069; (80) 27,000
RTZ-ABC:(70) 69,795; (80) 69,000
County 70 Cen. 49,686; Loc. Est. 54,692
City & RTZ-ABC: (70) 90,864; (80) 96,000

4—HOUSEHOLDS:
City 70 Cen. 6,717; Loc. Est. 9,764

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS.........	8,350,289	10,906,481	11,698,535	1,180	756,326	1,020	1,397,707	5,008	2,881,741	2,545	2,025,923	3,001	1,312,354	1,999	600,010	1,929	500,645	3,796	800,500	740	368,545
STANDARD METROPOLITAN STATISTICAL AREAS																					
Augusta, Ga.-S.C.....	927,931	1,173,715	1,243,911	115	72,916	59	188,436	377	276,124	233	227,799	242	121,473	160	68,646	177	49,322	390	90,777	68	35,197
Charleston-North Charleston, S.C.....	1,122,329	1,530,895	1,656,553	126	111,599	93	248,385	490	389,567	252	283,188	296	169,269	244	81,982	230	73,004	454	123,859	82	45,606
Columbia, S.C...........	1,245,430	1,678,228	1,812,003	151	107,346	98	269,671	511	401,267	210	324,959	321	197,113	230	92,513	227	73,862	491	137,619	72	48,049
Greenville-Spartanburg, S.C...	1,743,806	2,232,929	2,384,988	229	149,859	151	300,224	680	561,452	584	401,628	580	279,312	362	112,804	381	102,673	752	181,243	156	73,168
COUNTIES, Cities																					
ABBEVILLE................	33,713	40,370	42,531	4	1,169	11	2,688	38	17,775	20	6,420	29	4,037	11	1,395	16	1,509	23	1,813	7	2,427
AIKEN......................	257,254	319,828	339,429	41	16,786	20	33,192	161	98,957	91	60,931	106	44,233	49	18,078	56	10,085	108	16,678	23	13,117
Aiken......................	83,538	100,449	105,907	14	5,671	9	7,236	42	27,498	31	17,802	30	8,554	23	11,481	17	3,879	36	6,060	8	5,386
ALLENDALE..............	19,646	29,650	32,690	4	1,195	7	705	16	10,145	7	3,790	27	7,611	7	1,425	6	1,168	16	2,072	4	1,775
ANDERSON..............	409,415	517,297	550,584	46	36,721	45	78,956	226	129,745	147	107,047	158	54,240	100	22,998	100	26,078	146	30,473	33	16,245
Anderson..............	259,795	324,804	344,955	25	20,204	21	68,010	102	62,466	82	65,272	61	24,341	71	20,272	62	16,489	83	20,830	19	6,814
BAMBERG................	29,905	40,063	43,138	6	3,806	17	5,098	40	14,505	13	[illegible]	24	4,195	9	2,739	9	1,585	25	1,829	4	1,603
BARNWELL..............	43,240	59,734	64,711	10	2,760	10	2,917	35	23,859	17	14,070	18	6,245	15	3,045	21	3,318	21	1,989	6	1,873
BEAUFORT..............	154,413	253,750	284,436	24	17,710	20	24,795	78	64,941	34	40,023	45	28,021	51	17,387	50	20,797	82	24,030	10	7,701
Beaufort................	64,401	104,403	117,737	11	6,019	7	20,102	22	26,526	15	18,676	18	5,782	22	7,101	20	5,488	29	9,003	7	4,828
BERKELEY..............	85,488	112,860	121,196	19	6,262	17	5,965	88	52,487	40	11,807	45	16,055	19	2,905	24	4,103	52	6,137	9	4,147
CALHOUN................	14,639	19,901	21,487	3	1,955	2	512	26	6,651	6	4,505	10	1,227	3	1,794	6	1,150	8	650	3	1,062
CHARLESTON...........	932,939	1,246,066	1,342,356	86	94,107	60	226,976	337	278,969	183	226,364	206	129,865	204	74,316	178	60,735	371	110,084	64	35,560
Charleston............	376,055	445,408	468,118	18	24,999	28	76,720	124	92,713	43	73,036	61	40,069	106	37,916	74	25,379	151	44,749	28	12,271
CHEROKEE..............	103,972	153,491	168,462	16	9,935	23	10,026	80	46,796	35	26,491	37	19,034	27	22,382	22	5,111	60	11,893	8	6,413
CHESTER................	65,006	74,937	78,348	8	2,682	15	5,074	54	23,956	17	13,895	39	11,203	18	4,848	18	2,913	28	4,820	8	3,761
CHESTERFIELD.........	78,152	108,226	117,292	16	5,824	17	7,709	115	38,415	60	21,980	46	10,390	27	4,300	25	3,946	49	4,904	16	6,009
CLARENDON............	57,354	83,980	92,050	14	8,006	14	5,987	66	25,809	20	12,708	39	20,241	15	2,956	13	1,739	36	4,628	8	3,256
COLLETON..............	[illegible]	73,887	78,567	10	5,243	10	7,952	57	26,194	23	6,829	39	9,564	19	3,929	12	3,230	30	4,393	9	3,651
DARLINGTON...........	127,119	164,596	176,105	22	7,169	26	15,785	139	51,504	79	22,276	57	22,556	30	7,699	32	6,171	84	10,844	16	7,071
DILLON....................	69,904	91,385	97,962	13	5,223	15	6,175	93	27,910	26	12,510	34	17,041	27	4,246	22	3,480	33	2,834	11	3,783
DORCHESTER...........	103,902	171,969	193,001	21	11,230	16	15,444	65	58,111	29	45,017	45	23,349	21	4,761	28	8,166	31	7,638	9	5,899
EDGEFIELD..............	36,046	53,515	58,782	7	2,799	5	1,368	27	11,894	13	25,192	21	5,715	13	2,703	9	2,984	16	759	4	2,003
FAIRFIELD..............	36,474	42,052	43,971	5	1,003	13	2,928	48	16,544	14	6,279	22	6,619	7	1,876	5	896	24	1,663	4	1,750
FLORENCE..............	352,246	436,440	462,804	55	35,857	44	64,934	253	97,239	104	83,696	114	56,116	98	30,674	87	22,183	135	24,414	29	12,047
Florence................	216,572	270,499	287,296	18	11,927	16	43,287	89	55,348	43	55,145	50	28,975	69	26,717	50	14,431	79	16,738	19	9,249
GEORGETOWN.........	107,241	137,491	146,790	21	10,776	17	9,399	76	39,097	39	27,678	38	15,005	36	9,320	24	5,911	65	11,396	14	5,012
GREENVILLE............	952,164	1,253,666	1,346,769	130	88,125	73	195,284	328	305,386	302	214,397	289	143,575	195	57,859	214	58,254	397	98,388	81	37,833
Greenville..............	445,880	530,267	557,764	50	25,388	24	119,124	113	86,555	91	89,431	96	39,560	109	36,875	104	34,004	183	42,909	30	19,211
GREENWOOD...........	178,976	198,518	205,980	30	13,974	20	20,925	93	49,459	48	28,284	66	21,834	51	9,370	40	11,338	74	11,013	17	7,013
Greenwood............	146,945	162,001	167,884	22	13,327	15	20,583	59	31,021	38	22,279	48	17,859	41	8,689	33	8,613	56	9,219	13	5,702
HAMPTON..............	43,880	67,350	74,492	15	7,141	13	6,498	54	23,571	20	11,597	33	10,195	15	3,712	17	3,367	17	1,989	4	1,976
HORRY....................	397,573	478,763	504,844	48	42,037	61	68,911	199	97,207	88	81,304	102	33,572	122	31,620	78	19,914	281	61,993	26	16,209
Myrtle Beach........	195,527	241,329	255,665	17	19,468	21	48,073	50	43,425	35	26,557	28	15,061	64	19,031	36	9,087	160	41,710	10	7,768
JASPER..................	31,353	46,681	51,331	8	7,378	2	59	25	10,011	9	5,441	20	13,176	4	283	9	919	17	4,764	2	1,918
KERSHAW................	96,041	120,946	128,677	21	10,568	17	12,707	91	38,541	46	23,182	47	15,781	20	2,299	29	5,638	71	6,805	12	2,933
Camden..................	67,915	84,272	89,388	12	8,947	7	11,098	41	21,180	27	19,931	25	7,921	16	2,196	15	4,377	37	3,625	8	1,811
LANCASTER............	112,081	141,591	150,745	17	11,244	16	16,651	102	43,911	54	24,595	43	15,325	31	6,652	36	7,859	45	6,702	12	6,063
LAURENS................	105,064	134,449	143,474	18	6,875	19	17,406	79	39,417	42	28,745	57	16,983	20	5,496	26	4,353	55	8,196	15	4,753
LEE........................	23,103	26,083	27,156	6	898	10	1,827	54	10,462	21	4,741	11	2,133	6	1,352	6	733	14	2,274	3	457
LEXINGTON............	324,517	464,987	507,446	64	34,070	38	38,538	184	150,931	97	93,796	120	64,518	50	15,586	62	16,250	138	40,919	25	11,905
MCCORMICK...........	9,174	11,246	11,905	3	219	1	16	42	6,680	5	999	7	1,894	2	71	5	230	10	431	2	961
MARION..................	73,339	95,569	102,347	10	2,563	18	8,829	99	35,182	36	16,176	37	10,639	29	6,066	22	5,310	34	3,517	9	4,494
MARLBORO............	54,260	75,422	81,807	7	3,680	14	6,027	88	28,873	28	15,829	34	8,593	15	2,774	19	3,083	38	4,134	7	3,109
NEWBERRY.............	83,961	106,520	113,488	14	5,681	14	8,087	69	29,750	31	26,367	47	16,392	23	4,730	19	5,583	33	4,546	10	4,317
OCONEE..................	111,773	145,143	155,365	22	11,220	14	11,737	94	46,249	46	26,708	47	14,493	37	7,883	33	7,319	57	6,849	14	7,059
ORANGEBURG.........	222,009	267,879	282,615	38	22,457	37	27,708	149	63,135	58	53,413	97	41,156	54	12,210	57	10,249	118	16,740	21	9,031
Orangeburg..........	140,636	174,689	185,296	19	16,449	14	18,239	53	44,075	41	39,199	40	11,004	34	10,923	32	7,292	65	13,079	10	6,599
PICKENS................	179,186	211,759	222,509	30	16,075	20	15,051	94	63,494	65	40,144	77	26,083	43	11,821	47	9,330	91	20,497	18	9,092
RICHLAND..............	920,913	1,213,241	1,304,557	87	73,276	60	231,133	327	250,336	113	231,163	201	132,595	180	76,927	165	57,612	353	96,700	47	36,144
Columbia..............	487,526	563,246	588,954	37	31,867	30	108,488	147	74,962	58	128,627	90	44,745	107	37,271	91	34,878	196	45,425	29	21,549
SALUDA................	24,025	32,388	34,920	7	2,573	6	1,517	36	12,941	15	5,929	17	5,070	7	743	9	1,005	14	937	5	1,878
SPARTANBURG.......	612,456	767,504	815,710	69	45,659	58	89,889	258	192,572	217	147,087	214	109,654	124	43,124	120	35,089	264	62,358	57	26,243
Spartanburg..........	380,586	477,798	507,945	26	15,376	24	59,242	86	105,659	85	99,495	94	61,661	77	34,575	61	21,923	153	44,622	34	18,204
SUMTER................	225,804	298,020	320,017	33	27,971	25	27,667	141	70,752	61	64,549	71	34,747	50	23,819	53	16,625	70	16,572	13	8,027
Sumter................	185,743	249,755	269,119	27	24,586	17	26,911	100	63,240	45	40,731	57	26,654	48	23,746	49	16,215	54	14,358	12	7,748
UNION..................	64,992	74,171	77,410	12	7,526	10	4,748	49	24,606	16	9,530	37	10,262	26	4,717	15	2,056	31	3,580	10	3,977
Union..................	54,048	61,119	63,665	10	7,331	8	4,378	30	15,739	13	9,086	24	8,033	21	4,664	13	1,948	22	3,115	8	3,668
WILLIAMSBURG......	63,093	86,088	93,029	11	3,566	15	5,492	77	25,294	20	22,161	39	12,088	29	5,619	19	5,757	29	2,754	7	2,973
YORK....................	263,596	357,009	385,250	29	23,332	35	46,415	158	101,478	90	65,390	89	39,034	60	19,501	66	15,514	102	31,901	24	14,015
Rock Hill..............	187,999	258,742	280,060	15	15,138	15	41,018	94	72,035	54	43,752	45	24,696	41	16,043	48	11,195	58	23,485	11	9,864

County 70 Cen. 15,415; Loc. Est. 19,402
CZ ABC: (70) 6,717; (80) 9,900
RTZ-ABC: (70) 20,502; (80) 23,100
City & RTZ-ABC: (70) 27,219; (80) 33,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$4,675,500
Sav. & Loan Assn.	2	$79,345,000

6—PASSENGER AUTOS: County 30,545

7—ELECTRIC METERS: (Residence) 24,125

8—GAS METERS: (Residence) 9,435

9— PRINCIPAL INDUSTRIES (CZ): Industry—Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prod.; Meat Processing & Packing; Tooling Mfg.; Brick & Tile Mfr.; Flower Seeds & Bulbs.

10-CLIMATE: Min. & Max. Temp.—Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13. Last killing frost, Mar. 22.

11—TAP WATER: Alkaline; very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 3 on Maxwell Ave.; 2 on Waller Ave.; 1 on Phoenix Ave.; several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Greenwood Plaza	14	Eckerd's Drugs, Rose's, Winn-Dixie
Crosscreek Mall (Mongague St.)	33	Belk, J.C. Penney, Meyers-Arnold
Bilo-Sky City		Bi-Lo Mkt.
Hwy. 72 Bi Pass		Revco, Family Dollar, Sky City Dept.
Hampton Place	8	By Star
K-Mart Plaza	12	K-Mart, Treasury Drug, Big Star
Harris		-

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Belk's; J.C. Penney; Eckerd's; Southside Mercantile; Meyers-Arnold.
Variety Stores: Roses; Family Dollar.
Discount Stores: Sky City; Economy Textile; Family Dollar; K-Mart.
Chain Drug Stores (CZ): Eckerd's; Revco; Cambridge 3; Treasury Drug.
Chain Food Supermarkets: Winn-Dixie 2; Big Star 2; Bi-Lo Super Market; Community Cash; Piggly Wiggly.
Other Chain Stores: Goodyear; Firestone; Diana (apparel); Marilyn (shoes); Sears Roebuck (order office); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Maxwell Bros.; Rhodes; T.E. Jones; Western Auto; Wickes.

14—NEWSPAPERS: INDEX-JOURNAL (e) 16,014; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Adv. Dir., INDEX-JOURNAL.
National Representatives: None.

SOUTH CAROLINA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	**1970 U.S. Census**	**E&P estimate Jan. 1, 1982**	**E&P 1970 estimate (Thousands)**	**E&P 1981 estimate (Thousands)**	**1982 number of households**	**E&P 1981 estimate Income per household**	**Number of farms**	**Value of crops (Thousands)**	**Value of livestock (Thousands)**
STATE TOTALS	2,590,835	3,044,360	6,788,997	19,748,481	1,020,526	19,351	31,948	436,336	198,683
STANDARD METROPOLITAN STATISTICAL AREAS									
Augusta, Ga.-S.C.	275,787	297,544	776,243	2,336,951	102,780	22,737	1,247	8,635	8,348
Charleston-North Charleston, S.C.	336,125	404,905	937,782	3,081,816	129,383	23,819	1,634	15,836	5,144
Columbia, S.C.	322,880	392,696	932,689	2,966,137	130,194	22,782	1,422	10,265	11,719
Greenville-Spartanburg, S.C.	473,454	569,795	1,403,732	3,934,709	204,547	19,236	2,802	15,981	16,673
COUNTIES, Cities									
ABBEVILLE	21,112	22,865	54,821	156,252	8,150	19,172	552	1,122	3,469
AIKEN	91,023	103,724	246,306	776,154	35,692	21,746	854	6,628	5,852
Aiken	13,436	14,959	42,202	133,556	5,588	23,901	*	*	*
ALLENDALE	9,783	10,259	22,831	49,331	3,399	14,513	226	9,369	2,389
ANDERSON	105,474	128,528	301,740	734,851	47,266	15,547	1,408	4,260	7,419
Anderson	27,556	32,896	83,998	185,906	12,577	14,781	*	*	*
BAMBERG	15,950	16,765	32,449	84,061	5,347	15,721	420	6,685	4,904
BARNWELL	17,176	20,482	43,011	119,317	6,750	17,677	407	8,554	2,699
BEAUFORT	51,136	63,012	136,015	412,953	18,875	21,878	175	6,558	1,387
Beaufort	9,434	12,654	28,616	94,572	5,229	18,086	*	*	*
BERKELEY	56,199	85,346	94,096	575,400	25,822	22,283	727	4,241	1,908
CALHOUN	10,780	12,209	20,297	57,839	3,856	15,000	419	11,051	2,404
CHARLESTON	247,650	260,605	786,773	2,157,351	84,699	25,471	303	8,033	685
Charleston	66,945	55,149	234,460	524,470	20,944	25,042	*	*	*
CHEROKEE	36,791	43,081	88,790	240,170	14,812	16,215	519	6,115	3,031
CHESTER	29,811	31,386	77,820	163,442	10,578	15,451	453	1,309	2,474
CHESTERFIELD	33,667	36,285	74,833	214,260	12,078	17,740	807	9,597	9,038
CLARENDON	25,604	29,709	41,194	116,705	8,679	13,447	871	21,999	5,138
COLLETON	27,622	30,707	57,004	182,970	10,139	18,046	814	6,992	3,673
DARLINGTON	53,442	59,703	122,940	361,292	19,589	18,444	822	25,183	4,700
DILLON	28,838	31,306	48,350	151,628	9,455	16,037	658	23,361	904
DORCHESTER	32,276	58,954	56,913	349,065	18,862	18,506	604	3,562	2,551
EDGEFIELD	15,692	17,487	30,354	94,944	5,487	17,303	286	7,511	3,292
FAIRFIELD	19,999	20,488	40,346	99,207	6,275	15,810	232	129	768
FLORENCE	89,636	106,799	233,459	698,811	34,824	20,067	1,858	37,914	5,434
Florence	25,997	34,798	79,573	267,305	12,427	21,510	*	*	*
GEORGETOWN	33,500	42,239	72,472	258,162	12,927	19,971	438	3,983	730
GREENVILLE	240,774	286,307	745,457	2,125,641	103,668	20,504	921	3,021	4,468
Greenville	61,436	55,217	191,533	422,319	21,160	19,958	*	*	*
GREENWOOD	49,686	55,564	142,602	317,937	19,945	15,941	387	756	3,129
Greenwood	21,069	27,494	59,185	153,881	10,104	15,230	*	*	*
HAMPTON	15,878	17,755	33,207	89,286	5,856	15,247	466	9,809	4,520
HORRY	69,992	98,516	168,913	627,473	33,034	18,995	2,242	41,908	3,707
Myrtle Beach	8,536	23,213	34,003	220,842	8,833	25,002	*	*	*
JASPER	11,885	15,746	21,139	79,420	5,027	15,799	247	2,133	1,007
KERSHAW	34,727	37,397	92,407	253,072	12,526	20,204	440	2,413	1,860
Camden	8,532	8,493	26,299	73,274	3,136	23,365	*	*	*
LANCASTER	43,328	50,485	112,964	297,583	17,166	17,336	468	1,000	2,721
LAURENS	49,713	52,185	136,894	278,142	17,574	15,827	745	2,204	6,567
LEE	18,323	18,296	28,944	80,707	5,427	14,871	423	19,270	2,043
LEXINGTON	89,012	144,824	211,193	1,078,141	49,950	21,584	943	5,809	8,323
MCCORMICK	7,955	7,901	15,609	35,832	2,356	15,209	122	81	1,301
MARION	30,270	34,362	70,819	179,860	11,146	16,137	677	18,694	1,273
MARLBORO	27,151	29,313	55,057	151,173	9,356	16,158	340	18,157	1,687
NEWBERRY	29,273	31,979	76,833	216,706	11,469	18,895	645	2,453	15,326
OCONEE	40,728	47,205	111,693	231,352	17,363	13,324	691	2,178	3,385
ORANGEBURG	69,789	81,050	145,375	439,627	25,590	17,180	1,744	24,886	19,559
Orangeburg	13,252	18,974	38,392	139,585	6,384	21,865	*	*	*
PICKENS	58,956	76,946	150,381	521,702	26,943	19,363	524	1,062	3,106
RICHLAND	233,868	247,872	721,496	1,887,996	80,244	23,528	479	4,456	3,396
Columbia	113,542	107,868	316,088	748,786	33,445	22,389	*	*	*
SALUDA	14,528	15,283	28,944	89,239	5,149	17,331	718	3,803	7,618
SPARTANBURG	173,724	206,542	507,894	1,287,366	73,936	17,412	1,357	11,898	9,099
Spartanburg	44,546	48,347	143,076	336,027	17,954	18,716	*	*	*
SUMTER	79,425	85,264	167,658	481,489	26,966	17,855	823	17,960	9,709
Sumter	24,555	25,573	63,319	184,995	9,561	19,349	*	*	*
UNION	29,230	30,595	83,598	167,813	10,685	15,705	354	206	1,036
Union	10,775	10,445	32,822	61,881	3,830	16,157	*	*	*
WILLIAMSBURG	34,243	37,087	56,371	160,236	10,764	14,886	1,660	26,204	3,856
YORK	85,216	103,947	220,735	616,523	34,825	17,703	679	2,819	4,906
Rock Hill	33,846	38,370	88,157	229,283	12,933	17,729	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1979 Cash Receipts as follows: From Crops $675,231,000; from Livestock & Livestock Products $424,083,000, Total $1,099,314,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

MYRTLE BEACH, S.C.

1—LOCATION: Horry County, E&P Map D-3. Myrtle Beach is in the center of a long coastal beach area known as the Grand Strand. The Grand Strand is some 36 miles long with a populated area only a few blocks wide. The coastline is oriented northeast-southwest and Myrtle Beach is about 23 miles south of the North Carolina boundary. North Central part of S.C. Seacoast on Atlantic Ocean. Resort Center on US Hwy. 17.

2—TRANSPORTATION: Railroads: Seaboard Coast Line.
Motor Freight Carriers: 19.
Intercity Bus Lines: Greyhound; Continental Trailways.
Waterway: Intercoastal Waterway.
Airlines: Piedmont; Atlantis; Altair.
Private Air Service: Southern Air Charter.

3—POPULATION:
Corp. City 70 Cen. 8,536; Loc. Est. 17,101
CZ ABC: (70) 24,152; (80) 41,100
RTZ-ABC: (70) 35,579; (80) 41,200
County 70 Cen. 69,992; Loc. Est. 97,334
City & RTZ-ABC: (70) 59,731; (80) 82,300

4—HOUSEHOLDS:
City 70 Cen. 2,504; Loc. Est. 6,488
County 70 Cen. 20,041; Loc. Est. 32,209
CZ ABC: (70) 7,385; (80) 14,800
RTZ-ABC: (70) 9,841; (80) 12,400
City & RTZ-ABC: (70) 17,226; (80) 27,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	3/11	$135,000,000
Commercial Banks	8/20	$275,000,000

6—PASSENGER AUTOS: County 49,786

7—ELECTRIC METERS: Residence 6,000

8—GAS METERS: Residence 2,550

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Resort 22,000; Escod Industries-Electronic parts, 156; AVX, electronic components, 1,800; Grove Manufacturing, hydraulic cranes, 725; Wolverine Brass, brass finishing, 180; Air Base, 4,000.
Principal Pay Days: Fri.; 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9. Last killing frost, Mar. 23.

11—TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (PH8.6).

12—RETAILING:

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Myrtle Sq.	65	Belk's, Sears, Collins
Village Sq.	16	Revco, Winn-Dixie
K-Mart	-	K-Mart
Deerfield Plaza	11	Revco
Surfwood Ctr.	8	A&P, Macks
Northstrand Ctr.	15	Colonial Super Mkt.
Eckerds Plaza	-	Eckerds

13—RETAIL OUTLETS: Department Stores: Sears; Belk 2; Chapin; Jerry Cox; Collins 2; Tad's; Coker; Macks 7.
Discount Stores: Revco 4; K-Mart 2; Big K; Family Dollar 3; J.P. Stevens; Towel Town; RDR.
Variety Stores: Edward's; Rose's 2; Wood's 2.
Chain Drug Stores: Treasury 2; Eckerds 3; Revco Discount Drug Ctr. 4.
Chain Food Stores: A&P 6; Winn-Dixie 3; Piggly Wiggly 5; Big Star 3; Red & White; Minit Mart; 7-Eleven 4; Harris Teeter; Fast-Fare 3; Scottsman 5; IGA.
Other Chain Stores: Goodyear; Western Auto; Sherwin-Williams; Dardin's; Friedman Jewelers; Hickory Farms; Southern Coatings; Towel Town; Morrison Cafeteria; K&W Cafeteria; Carrie Nations; Western Sizzlin; Hungry Bull; Shoney's; Sambos; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's.

14—NEWSPAPERS: SUN NEWS (m) 13,910; (S) 14,784; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dotty Foster, Promotions Mgr., SUN NEWS.
National Representatives: Story & Kelly-Smith, Inc.

ORANGEBURG, S.C.

1—LOCATION: Orangeburg County, E&P Map C-3. Near Center of State. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2—TRANSPORTATION: Railroads: Southern Railway; Seaboard Coast Line.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; Queen City Trailways; Coastal Stages.

3—POPULATION:
Corp. City 70 Cen. 13,252; Loc. Est. 18,102
CZ ABC: (70) 13,252; (80) 18,000
RTZ-ABC: (70) 68,131; (80) 75,400
County 70 Cen. 69,789; Loc. Est. 80,224
City & RTZ-ABC: (70) 81,383; (80) 93,400

4—HOUSEHOLDS:
City 70 Cen. 3,793; Loc. Est. 6,056
County 70 Cen. 18,848; Loc. Est. 25,168
CZ ABC: (70) 3,793; (80) 5,900
RTZ-ABC: (70) 18,311; (80) 23,200
City & RTZ-ABC: (70) 22,104; (80) 29,100

ORANGEBURG—continued

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$519,515,741
Sav. & Loan Assn.	3	$374,473,872

6—PASSENGER AUTOS: County 36,804

7—ELECTRIC METERS: Residence 16,689

8—GAS METERS: Residence 7,150

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Manufacturing 6,124; Nonmanufacturing 6,282; Agriculture, Forestry, Fisheries 64; Construction 941; Transportation, Communications 616; Retail 2,615; Wholesale 508; Finance, Insur., Real Estate 586; Services 946.

10-CLIMATE: Min. & Max. Temp.—Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main (Russell) St.; 4 on Broughton, 5 on John C. Calhoun Dr.; 2 on Boulevard.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Northgate	3	Food Shops, Drug, Rose's, Eckerd, Singer
Orangeburg Mall	21	Winn Dixie, Belk- Hudson
Orangeburg Plz.	2	Edwards; Big Star
Red & White	5	Food, Drug, Shoes
A&P S/C	6	Munford
Edisto Village	6	Sky City, Bi-Low
K-Mart Center	4	K-Mart, Big Star

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Chain Stores Nitely.

13—RETAIL OUTLETS: Department Stores: Belks 2; Penneys; Maxwell.
Variety Stores: McLellan's; Edwards; Top Dollar; Rose's; Ferse; Woods; K-Mart.
Chain Drug Stores (CZ): Scotties; Eckerd's; Murphy's 3; Revco.
Chain Food Supermarkets: Winn-Dixie 2; Colonia; Piggly Wiggly; Red & White; Big Star; Bi-Lo.
Other Chain Stores: Goodrich; Goodyear; Western Auto; Firestone; Sears (order office); Eleanor Shop; Pic 'N Pay Shoes; Ken Win; Cato's.

14—NEWSPAPERS: TIMES & DEMOCRAT (m) 15,521 (S) 16,169; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Conrad A. Martin, Adv. Dir., TIMES & DEMOCRAT.
National Representatives: Landon Associates, Inc.

ROCK HILL, S.C.

1—LOCATION: York County, E&P Map B-2. Textile mfg. center; farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte; 75 mi. N of Columbia. On U.S. Hwy. 25; State Hwys. 5, 322, 72 and 901; 1-77.

2—TRANSPORTATION: Railroads: Southern; Seaboard.
Motor Freight Carriers: 31.
Intercity Bus Lines: Greyhound; Carolina Stages.
Airlines: Eastern; Southern; Delta; Piedmont; United. (Douglas Airport-Outside Charlotte).

3—POPULATION:
Corp. City 70 Cen. 33,846; Loc. Est. 37,844
County 70 Cen. 85,216; Loc. Est. 101,077
PMA-ABC: (70) 104,872; (80) 119,300

4—HOUSEHOLDS:
City 70 Cen. 9,587; Loc. Est. 12,630
County 70 Cen. 24,177; Loc. Est. 33,530
PMA-ABC: (70) 29,818; (80) 38,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$1,057,712,000
Sav. & Loan Assn.	3	$202,578,995

6—PASSENGER AUTOS: County 54,382

7—ELECTRIC METERS: Residence 15,561

8—GAS METERS: 6,793

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Textile Finishing & Syn Yarns 6,874; Truck Bodies 30.

10-CLIMATE: Min. & Max. Temp.—Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Beaty Shpg. Ctr.; Cherry Plaza Shpg. Ctr.; Saluda Shpg. Ctr.; Rock Hill Mall; York Plaza, K-Mart Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Cherry Plaza	2	Community Cash, Smith Drugs
Shaw Bros	3	Shaw Bros. Mkt., Tollison Neal, Western Auto
Beaty	1½	Big M,Revco, A&P
Saluda	1	Winn-Dixie, Smith Drugs
Rock Hill Mall	3	Belk, Sears, Eckerds, Winn Dixie, Shoney's Rest.
York Plaza	3½	Woolco, Big M, Revco
Bi-Lo Plaza	2	Bi-Lo, Sky City, Family Dollar
K-Mart Plaza	3	K-Mart, Piggly Wigglg
Village Square	-	Eckerd's, Winn-Dixie
Town Center Mall	-	Belk
Shiland Hills	5	Food Town

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Belk; J.C. Penney; Sears Roebuck.
Variety Stores: Woolworth, McCrory.
Chain Drug Stores: Tollison-Neal 3; Eckerds 2; Revco 3, Smith Drugs 3, Fay Drugs.
Discount Stores (CZ): Family Dollar Stores 2; Pic 'N Pay; Sky City; Woolco; K-Mart.
Chain Food Supermarkets: Winn-Dixie 4; A&P 1; Community Cash 2; Big M 2; Bi-Lo Foods; Piggly Wiggly; Food Town.
Other Chain Stores: Gold Shop; Eleanors; Friedman's Jewelers; Furniture: Kimbrell's, Maxwell Bros., Harper Bros. (office supply); Sherwin-Williams (paint); Singer Co.; F.S. Gold Stamps; Top Value Stamps; Pic 'n Pay Shoes; Eckerds Drugs; Kinney Shoes; Royce Shoes; Orman's Shop; Radio Shack; Judi Smart Shops; Wrangler Wranch; The Junction; Pants Circus; Marion Davis; Uniroyal; Carolina Tire; Lowe's; Wickes; Ace Hardware; Heilig-Meyers.

14—NEWSPAPERS: EVENING HERALD (e) 24,465. Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard A.V. Fordham, Adv. Dir., EVENING HERALD.
National Representatives: Landon Associates, Inc.

SPARTANBURG, S.C.

1—LOCATION: Spartanburg County (In Greenville-Spartanburg SMSA). E&P Map B-1, County Seat. Industrial, Agricultural and Rail Center. 96 miles NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; Interstate Routes 85 and 26.

2—TRANSPORTATION: Railroads: Main line of Southern Ry., Cincinnati-Charleston Div., Clinchfield (C.C.&O.) Amtrak, SCL.
Motor Freight Carriers: 34.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Eastern; Southern.

3—POPULATION:
Corp. City 70 Cen. 44,546; Loc. Est. 47,200
CZ ABC: (70) 92,488; (80) 104,000
RTZ-ABC: (70) 190,540; (80) 219,500
County 70 Cen. 173,724; Loc. Est. 195,500
SMSA 70 Cen. 473,454; Loc. Est. 556,800
City & RTZ-ABC: (70) 283,028; (80) 323,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 14,085; Loc. Est. 16,700
County 70 Cen. 53,172; Loc. Est. 67,800
SMSA 70 Cen. 144,637; Loc. Est. 194,481
CZ Zone ABC: (70) 28,573; (80) 36,800
RTZ-ABC: (70) 58,338; (80) 76,700
City & RTZ-ABC: (70) 86,911; (80) 113,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	6	$1,575,000,000
Sav. & Loan Assn.	4	$89,640,000

6—PASSENGER AUTOS: County 110,751

7—ELECTRIC METERS: Residence 65,980

8—GAS METERS: Residence 9,581

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Rubber & Plastic 2,000; Paper Prod. 1,700; Textile 20,300; Garments 2,500; Food Prod. 1,100; Chemical Prod. 3,600; Machinery 3,100; Other Metal Prod. 2,300; Other 52,500. Total Employment 89,100.

10-CLIMATE: Min. & Max. Temp.—Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers: 1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd. (Parks 600 cars); Pine St. North (Parks 1,000 cars); Spartan Plaza (600 cars); New 76-Westgate Mall (4,000 cars); Hillcrest (2,000 cars).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Westgate Mall	3½	Sears, Penney, Belk, Meyers, Arnold, K-Mart; Winn-Dixie; Eckerds; Roses
W. Main St.	3	Fays Drugs, Com. Cash
E. Main St.	2	Community Cash
Hillcrest	2	Belk-Hud., Com. Cash, Eckerds; Aug. Smith
Pinewood	1½	Rose's, Com. Cash, Fays
Pine St.	1	Smith Ouzts; Fays
Whitney Rd.	2	Sky City, Bi-Lo, Revco; Family Dollar
Asheville Hwy.	3	Community Cash Alexanders; Fays; Ace Hardware
Asheville Hwy.	6	Northside; Ingles; Super Dollar
Duncan Park	1	Community Cash; Fays Carolina Cash Dept.
K-Mart Plaza	1½	K-MArt, Eckerd's

Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: most on Fri., Sears, K-Mart every evening.

13—RETAIL OUTLETS: Department Stores: Aug. W. Smith; Belk-Hudson; The Leader; Carolina Cash; The Bargain Center, Sears; J.C. Penney; John Graham Wholesale; Meyers Arnold.
Chain Drug Stores: Eckerd 3; Revco 9; Fays 11; Henitsh-Walker 2; Smith-Ouzt's 3; Medicine Shoppe 1.
Discount Stores (CZ): Rose's; Sky City; K-MArt; Family Dollar; Super Dollar.
Variety Stores: Woolworth, Silvers.
Chain Supermarkets: Community Cash 33; Winn-Dixie 3; Bi-Lo 5; Pik-Quik 3; Quick Shoppe 2; Food Town 2; Fast Fare 26; Speedy Marts 6; 7-11 3; Ingles 4.
Other Chain Stores: Firestone; Goodyear; Western Auto; Sherwin-Williams (paint); DeVoe & Raynolds (paint); Family Dollar Stores; Super Dollar; Alexanders; Ace Hardware; Lerner's; Kimbrell's (furn.); Otasco; Singer Co.; S&H Green Stamps; Top Value Stamps; Glidden (paint); Royce (shoes); Kinney (shoes); Bridges (furn.); Scottie (drugs); B. Goodrich; Zales; Gordon's; D.P. Paul; Ford Shoes; Anderson Little; Hanover Shoes; Building Materials: Lowes, Moores; 84 Lumber.

14—NEWSPAPERS: HERALD (m-Mon. to Fri.) 41,230; JOURNAL (e-Mon. to Fri.) 8,123; Comb. (m&e) 49,353; HERALD JOURNAL (S) 47,973; Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, National Adv. Mgr., HERALD AND JOURNAL.
National Representatives: General Advertising Service, Inc.

SUMTER, S.C.

1—LOCATION: Sumter County, E&P Map C-2, County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 378, 76 and 521; State Hwys. 54, 120, 763.

2—TRANSPORTATION: Railroads: Seaboard Coastline.
Motor Freight Carriers: 18.
Intercity Bus Lines: Sumter Transit, Atlantic Greyhound; Queen City; Carolina Scenic; Trailways.

3—POPULATION:
Corp. City 70 Cen. 24,555; Loc. Est. 25,598
CZ ABC: (70) 38,193; (80) 40,000
RTZ-ABC: (70) 85,159; (80) 88,700
County 70 Cen. 79,425; Loc. Est. 84,649
City & RTZ-ABC: (70) 123,352; (80) 128,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,256; Loc. Est. 9,484
County 70 Cen. 20,977; Loc. Est. 26,548
CZ ABC: (70) 11,086; (80) 13,300
RTZ-ABC: (70) 20,914; (80) 24,900
City & RTZ-ABC: (70) 32,000; (80) 38,200

5—BANKS:	NUMBER	DEPOSITS
Sav. & Comm. Banks	15	$140,000,000
Sav. & Loan Assn.	5	$120,000,000

6—PASSENGER AUTOS: County 42,065

7—ELECTRIC METERS: Residence 39,000

8—GAS METERS: Residence 8,400

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Electrical 500; Furniture, Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fabrication 225; Wool Top Dyeing 158; Machine Shop Iron Castings 130; Chenille Pdts. 75; Burial Caskets 65; Meat Pdts. 78; Bricks 65; Draperies, Quilt Covers & Bedspreads 118; Mobile Homes 120; Surgical Needles 450; Hand Tools 850; Ball Bearings, 200.
Principal Pay Days: Industrial Thu. and Fri. Military—First & 15th of month.

10-CLIMATE: Min. & Max. Temp.—Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1. Last killing frost, Apr. 12.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Palmetto Plaza	19	Big Star, S.H. Kress
Wesmark Plaza		Woolco, Eckerd, Winn-Dixie
Sumter Sq.	10	K-Mart, Winn-Dixie, Revco, Bi-Lo

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Plaza (Thu.), Some Downtown (Fri.); Shpg. Ctr. nightly.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Belk-Stroman; The Capitol; Sumter Dry Goods; Gold Shop; Brody's; Jack's; Coker's; Clark; Big A.
Variety Stores: McLellan's; S.H. Kress; Edwards; McCrory's; Woods.
Discount Stores: Woolco; K-Mart.
Chain Drug Stores (CZ): Sumter Walgreen; Sibert's Rexall; EcKerd's; Revco.
Chain Supermarkets (CZ): A&P 2; Piggly-Wiggly 3; Big Star 2; Red & White 1; Eaddy's 3; Winn-Dixie 3; Bi-Lo; Ingles.
Other Chain Stores: Advance, Firestone, OK Tire; Western Auto; Diana Shop; Glamor Shops; Sears; Eleanor Shop; Darling Shop; Jewelers: Love's, Friedman's, Jewel Shop, Reed's; Furniture: Maxwell Bros., Kimbrell's, Alsbrooks, Hurst-Sexton, Phoenix, Singer Co.; Shoes: Merit, Branford Bootery, White & Kennedy, Oliver's.

14—NEWSPAPERS: ITEM (e) 18,856; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bradham, Adv. Dir., ITEM.
National Representatives: Landon Associates, Inc.

UNION, S.C.

1—LOCATION: Union County, E&P Map B-1, County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, N.C.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 40.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 10,775; Loc. Est. 10,561
County 70 Cen. 29,230; Loc. Est. 30,375
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,371; Loc. Est. 3,821
County 70 Cen. 8,745; Loc. Est. 10,473

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$45,100,000
Sav. & Loan Assn.	2	$34,500,000

6—PASSENGER AUTOS: County 14,284

7—ELECTRIC METERS: Residence, City 5,753

8—GAS METERS: Residence, City 4,027

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 5,300 ($150); Hosiery 130 ($100); Pulp Wood 100; Plastic Holders 65 ($200); Bearings Mfg. 750 ($200); Garment & Sewing 365 ($165).
Principal Industrial Pay Days: Thu. and Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30. Last killing frost, Apr. 5.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Golden Triangle (9)	2	-
East Main (6)	1	-
Jonesville (3)	9	Keiths, Western Auto
Union Sq. (5)	1.2	Revco, Winn-Dixie
Union Plaza (3)	-	Revco, Bi-Lo

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Belk's; Wilburn's; Cato's; Graham Cash; Big K; Harry Froms; Fincher's Shoppe; Waco's; Gregory's; J. Cohen.
Discount Store: Family Dollar, Drug Mart, Pic'n-Pay Shoes.
Variety Stores: McClellan's, Scottie.
Chain Drug Stores: Revco, Eckerd's.
Chain Food Supermarkets: A&P, Winn-Dixie; Community Coash; Bi-Lo, Food Town.
Other Chain Stores: Western Auto, Sears.

14—NEWSPAPERS: TIMES (e) 6,975; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Ken Beard, Adv. Mgr.
National Representatives: General Advertising Service.

SOUTH DAKOTA SURVEYS

SOUTH DAKOTA STANDARD METROPOLITAN STATISTICAL AREAS

Rapid City, S.D.—Pennington and Meade Counties.
Sioux Falls, S.D.—Minnehaha County.

SOUTH DAKOTA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	54	52	60
5-14 Years	143	107	103
15-24 Years	119	134	114
25-44 Years	136	174	198
45-64 Years	134	140	135
65 and Over	80	92	97
TOTAL	666	701	707

Based on U.S.Census

SOUTH DAKOTA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat./Hdwr.	111	202	283
General Mdse.	138	193	271
Food	259	406	573
Automobiles	270	478	544
Gasoline Stations	142	241	434
Apparel	63	106	152
Furniture	58	94	127
Eat-Drink Places	107	190	257
Drugs	55	82	114
Total Sales	1,315	2,184	3,048

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ABERDEEN, S.D.

1—LOCATION: Brown County, E&P Map C-1, County Seat. Shopping center of 14-county farming, ranching and dairying area. Grocery, drug, liquor wholesale center for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. NE part of State. 274 mi. W of Minneapolis and St. Paul. On U.S. 12, 281.

2—TRANSPORTATION: Railroads: Chicago & North- western, Milwaukee Road; Burlington Northern.
Motor Freight Carriers: 12.
Intercity Bus Lines: Jack Rabbit.
Airlines: Republic (8 flights daily).

3—POPULATION:
Corp. City 70 Cen. 26,476; Loc. Est. 28,421
CZ ABC: (70) 27,621; (80) 27,300
RTZ-ABC: (70) 86,101; (80) 82,600
County 70 Cen. 36,920; Loc. Est. 38,652
City & RTZ-ABC: (70) 113,722; (80) 109,900

4—HOUSEHOLDS:
City 70 Cen 8,138; Loc. Est. 10,103
County 70 Cen. 11,214; Loc. Est. 13,328
CZ ABC: (70) 8,451; (80) 9,600
RTZ-ABC: (70) 25,724; (80) 28,100
City & RTZ-ABC: (70) 34,175; (80) 37,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Banks	3	$394,765,000
Sav. & Loan. Assn	2	$101,532,000

6—PASSENGER AUTOS: County 20,735

7—ELECTRIC METERS: Residence 10,230

8—GAS METERS: Residence 6,916

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Auto Supplies 150 ($135); Tools 190 ($158); Wood Prod. 70 ($130); Concrete & Marble Prod. 115 ($145); Farm Prod. 72 ($150); Precision Vehicle Prod 397 ($140); Welding 39 ($162); Component Computer Parts 528 ($180); Respir. Masks 501 ($188).
Principal Industrial Pay Days: Wed. and Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6. Last killing frost, May 9.

11—TAP WATER: Alkaline, soft (river water); fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St., 3, on Lincoln St.; 3 on 1st St.; 3 on 2nd St.; Super City Shpg. Ctr. (20 stores) SE Aberdeen on U.S. Hwy. 12; Gibson Ctr. NW Aberdeen on U.S. Hwy. 281; K-Mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Neighborhood Shopping Centers: 6th Ave. SE and SW; North Main; South Main.
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Sears; Tempo; J.C. Penney; Herberger's; Malchow Co.; Bostwick's.
Variety Stores: Ben Franklin; Coast-to-Coast; Sandvig's; Mac's.
Discount Stores: Gibson; Tempo; K-Mart.
Chain Drug Stores: Walgreen; White; Osco.
Chain Food Supermarkets: (Corp. City)—Super Valu; Piggly Wiggly; Red Owl; Prairie; Gibson; Fairway.
Other Chain Stores: Goodyear; Firestone; Goodrich; Raven; Northwest Fabrics; Sherwin-Williams (paints); Singer Co.; Little Big Dollar; Tradehome; Pittsburgh Plate Glass; Our Own Hardware; Women's Wear: Sharons; Maurices; Pred's; Feinstein's; Stevenson's: Shoes: Kinney; Payless; Men's Wear: Osborn's.

14-—NEWSPAPERS: AMERICAN NEWS (e-Mon. to Fri.) 21,205; (Sat.e) 12,417; (S) 22,831; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. LeDuc, Adv. Dir., AMERICAN NEWS.
National Representatives: Knight-Ridder Newspaper Sales, Inc.

BELLE FOURCHE, S.D.

1—LOCATION: Butte County, E&P Map A-2, County Seat. 56 mi. NW of Rapid City. At junction of U.S. Hwys. 212, 85 and 34.

2—TRANSPORTATION: Railroads: C&NW.

3—POPULATION:
Corp. City 70 Cen. 4,236; Loc. Est. 5,112
County 70 Cen. 7,825; Loc. Est. 8,612
Demograhic Information (Partial) available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,399; Loc. Est. 1,912
County 70 Cen. 2,511; Loc. Est. 3,180

5—BANKS: 2 Comm., Deposits $51,712

6—PASSENGER AUTOS: County 4,325

7—ELECTRIC METERS: Residence 2,100

8—GAS METERS: Residence 2,000

9—PRINCIPAL INDUSTRIES (CZ): Mining & Proc. of Bentonite; Clay Prod.; Wool Whses.; Livestock; Irrigation; Agric.; Brick & Tile Mfg.; Creamery; Bakery; Lumber.

14—NEWSPAPERS: POST (m-Tues. to Sat.) 3,381; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Laurence Weyler, Pub., POST.
National Representatives: American Newspaper Representatives, Inc.

BROOKINGS, S.D.

1—LOCATION: Brookings County, E&P Map D-2, County Seat. 50 mi. N of Sioux Falls. On Hwys. I-29, U.S. 77, U.S. 14. Home of South Dakota State University. Largest in state.

2—TRANSPORTATION: Railroads: Chicago & Northwestern, Burlington Northern.
Motor Freight Carriers: 3.
Intercity Bus Lines: Jackrabbit.

3—POPULATION:
Corp. City 70 Cen. 13,717, Loc. Est. 14,188
County 70 Cen. 22,158; Loc. Est. 22,478

4—HOUSEHOLDS:
City 70 Cen. 3,673; Loc. Est. 4,729
County 70 Cen. 6,276; Loc. Est. 7,811

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn	1	$20,000,000
Commercial Banks	2	$50,000,000

6—PASSENGER AUTOS: County 11,785

7—ELECTRIC METERS: Residence 4,115

8—GAS METERS: Residence 2,849

9— PRINCIPAL INDUSTRIES (CZ): Government 1,955 (mostly at S.D. State Univ.); Medical Products 515; Farming & seed processing (corn, oats, barley); Other small industries 85.

10-CLIMATE: Min. & Max. Temp.—Spring—23-100; Summer 32-100; Fall—13-98; Winter—30-42.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks along Main Ave., 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Brookings Mall	25	Hy-Vee, White Mart.

Principal Shopping Days: Fri., Sat. & Mon.; Stores open Mon. evenings.

13—RETAIL OUTLETS: Department Stores: J.C. Penney's; Cole's.
Discount Stores: Gibson's, Farm-Home & Fleet; Holiday Stations; White Mart.
Variety Stores: Woolworth; Ben Franklin.
Chain Food Supermarkets: Super-Value; Red Owl; Hy-Vee.
Other Chain Stores: Coast-to-Coast; Singer Co., Gamble's, Tradehome Shoes.

14—NEWSPAPERS: REGISTER (e-Mon. to Fri.) 5,643; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Dennis Koenders, Adv. Mgr., REGISTER.
National Representatives: American Newspaper Representatives.

DEADWOOD, S.D.

See LEAD, S.D.

HURON, S.D.

1—LOCATION: Beadle County, E&P map C-2, County Seat. Shipping Center for 15 county agricultural area. Miscellaneous small industry. Wholesale center for central part of State. 300 mi. SW of Minneapolis; 125 mi. NW of Sioux Falls.

2—TRANSPORTATION: Railroads: Chicago & North- western, Burlington Northern.
Motor Freight Carriers: 4
Intercity Bus Lines: Jack Rabbit.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 14,299; Loc. Est. 12,968
CZ ABC: (70) 14,740; (80) 12,900
RTZ-ABC: (70) 58,809; (80) 57,400
County 70 Cen. 20,877; Loc. Est. 19,110
City & RTZ-ABC: (70) 73,549; (80) 70,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,703; Loc. Est. 5,032
County 70 Cen. 6,643; Loc. Est. 7,136
CZ ABC: (70) 4,838; (80) 4,900
RTZ-ABC: (70) 17,828; (80) 19,700
City & RTZ-ABC: (70) 22,666; (80) 24,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$181,009,483
Sav. & Loan Assn.	1	$41,940,391

6—PASSENGER AUTOS: County 11,500

7—ELECTRIC METERS: Residence 6,466

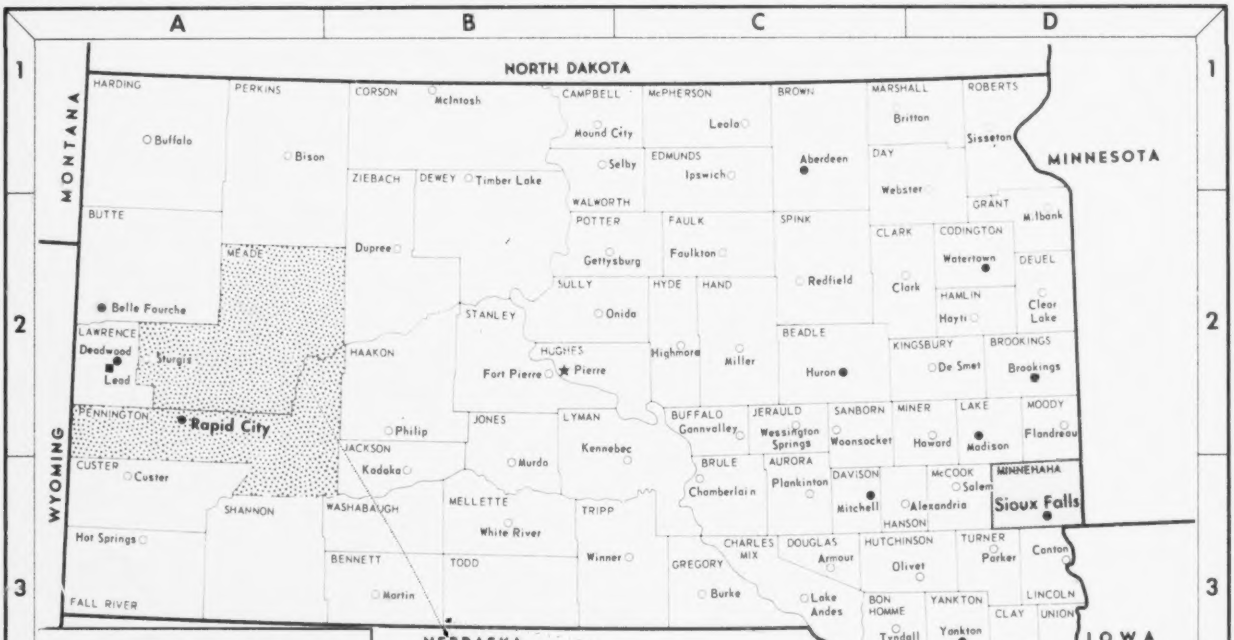
8—GAS METERS: Residence 4,670

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Processing 87 ($185); Meat Packing 455 ($252); Metal Fab. 70 ($127); Cement Prod. 23 ($198); Wood Products 55 ($145); Constr. 378 ($212); Manufacturing 990 ($259); Trans & Publ. Utilities 382 ($222); Wholesale, Retail Trade 1,796 ($135); Finance, Insur, Real Estate 311 ($185); Services & Misc. 1,281 ($221).

10-CLIMATE: Min. & Max. Temp.—Spring 43-57; Summer 57-87; Fall 33-61; Winter 5-27; First killing frost, Sept. 29. Last killing frost, May 6.

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center: 4


A
B
C
D
1
2
3
4
NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
IOWA
NEBRASKA
HARDING
PERKINS
CORSON
CAMPBELL
McPHERSON
BROWN
MARSHALL
ROBERTS
Buffalo
Bison
McIntosh
Mound City
Leola
Britton
Sisseton
ZIEBACH
DEWEY
Timber Lake
Selby
EDMUNDS
Ipswich
Aberdeen
DAY
Webster
WALWORTH
GRANT
Milbank
BUTTE
MEADE
POTTER
FAULK
SPINK
CLARK
CODINGTON
DEUEL
Dupree
Gettysburg
Faulkton
Redfield
Clark
Watertown
SULLY
HYDE
HAND
HAMLIN
Clear Lake
Hayti
Belle Fourche
STANLEY
Onida
LAWRENCE
Deadwood
Lead
Sturgis
HAAKON
HUGHES
Fort Pierre
Pierre
Highmore
Miller
BEADLE
Huron
KINGSBURY
De Smet
BROOKINGS
Brookings
PENNINGTON
Rapid City
Philip
JONES
LYMAN
BUFFALO
Gannvalley
JERAULD
Wessington Springs
SANBORN
Woonsocket
MINER
Howard
LAKE
Madison
MOODY
Flandreau
JACKSON
Kadoka
Murdo
Kennebec
CUSTER
Custer
BRULE
Chamberlain
AURORA
Plankinton
DAVISON
Mitchell
McCOOK
Salem
MINNEHAHA
Sioux Falls
Alexandria
HANSON
SHANNON
WASHABAUGH
MELLETTE
White River
TRIPP
Hot Springs
CHARLES MIX
DOUGLAS
Armour
HUTCHINSON
Olivet
TURNER
Parker
Canton
BENNETT
TODD
Winner
GREGORY
Burke
Lake Andes
Martin
FALL RIVER
BON HOMME
Tyndall
YANKTON
Yankton
CLAY
UNION
LINCOLN
Vermillion
Elk Point
Dakota City
Sioux City
DAKOTA
WOODBURY
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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HURON—continued

blocks on Dakota Ave. S.; 4 on Third St. S.E. & S.W.

Neighborhood Shopping Centers: Southgate; Dakota Ave. S.; Supercity, Dakota Avenue N.; Huron Mall (40 stores) Lincoln and 21st.

Principal Shopping Days: Department Stores—Sun., Mon., Fri. and Sat. Food—Fri., Sat., Sun. & Thu.

Stores Open Evenings: Dept.—Fri.; Food & Shppg. Ctrs.-Every night.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck; J.C. Penney; Gibson's; K-Mart; Lewis.

Variety stores: Ben Franklin.

Chain Drug Stores (CZ): Osco; Lewis.

Chain Food Supermarkets (CZ): Super Valu; Red Owl; Fairway Grocery.

Other Chain Stores: Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14—NEWSPAPERS: PLAINSMAN (e-Mon. to Fri.) 13,724; (S) 14,013; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN.

National Representatives: Branham/Newspaper Sales.

LEAD-DEADWOOD, S.D.

1—LOCATION: Lawrence County, E&P Map A-2, County Seat. 43 mi. NW of Rapid City. On Hwys. 85, 385 and 14.

2—TRANSPORTATION: Railroads: BN.

Motor Freight Carriers: 2.

Intercity Bus Lines: Continental.

3—POPULATION:

Corp. City 70 Cen. 7,829; Loc. Est. 6,546
County 70 Cen. 17,453; Loc. Est. 17,200
Deadwood 70 Cen. 2,409; Loc. Est. 1,868
Lead 70 Cen. 5,420; Loc. Est. 4,678

4—HOUSEHOLDS:

Cities 70 Cen. 2,507; Loc. Est. 2,467
County 70 Cen. 5,391; Loc. Est. 6,247

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,184,132	2,831,331	3,047,981	599	283,072	201	270,530	776	573,459	531	543,703	861	434,055	519	151,573	525	126,834	1,580	257,109	206	114,006
STANDARD METROPOLITAN STATISTICAL AREAS																					
Rapid City, S.D.	362,853	461,712	494,928	58	53,645	18	65,882	72	89,830	78	92,635	89	43,592	70	21,985	60	27,996	177	43,903	16	9,029
Sioux Falls, S.D.	494,101	643,019	692,419	65	49,692	15	90,448	81	97,245	69	119,110	97	107,816	91	35,768	108	28,815	230	56,124	28	37,605
COUNTIES, Cities																					
AURORA	4,225	5,413	5,816	6	626	2	135	7	1,196	1	148	7	1,761			2	123	6	468		
BEADLE	68,213	88,966	95,817	19	6,942	5	6,379	25	17,201	21	23,818	23	11,814	19	6,669	22	4,030	48	6,217	4	6,793
Huron	62,515	85,000	91,527	15	6,491	4	6,120	19	16,644	21	23,818	18	10,028	19	6,669	20	3,958	41	6,033	4	6,793
BENNETT	8,099	10,428	11,207	5	325	2	86	5	2,271	3	3,259	5	2,298	2	172	2		6	723	2	1,228
BON HOMME	17,371	20,624	21,819	12	2,327	5	370	19	4,811	9	3,446	12	4,534	6	312	8	1,238	24	1,617	2	751
BROOKINGS	70,553	91,479	98,432	20	11,482	6	4,153	18	20,315	15	15,055	24	11,857	22	6,708	16	3,860	58	10,444	6	5,223
Brookings	65,410	83,949	90,389	12	9,697	4	3,645	10	18,556	13	14,322	17	10,559	22	6,708	14	3,683	39	9,569	6	5,223
BROWN	157,250	198,327	212,198	26	18,348	9	27,335	36	39,752	34	40,343	35	19,278	32	12,066	35	13,260	80	18,674	12	7,564
Aberdeen	142,001	176,266	187,952	19	13,208	8	27,035	27	36,698	26	32,553	22	15,131	30	11,991	32	13,149	61	16,562	10	7,439
BRULE	23,939	28,029	29,594	8	2,451	2	751	9	3,614	5	4,405	17	10,140	6	1,021	4	403	26	2,722	2	765
BUFFALO	221	376	426					1	152			3	217					2	31		
BUTTE	28,726	36,857	39,577	7	3,142	4	2,316	12	10,215	10	6,269	14	6,179	15	3,340	5	338	21	2,380	3	991
Belle Fourche	24,358	31,129	33,386	5	2,676	3	2,016	8	8,447	8	5,617	9	5,033	15	3,340	4	305	19	2,264	3	991
CAMPBELL	2,684	3,841	4,213	1	280	1	121	5	1,401	1	856	2	587	1	33	1		9	647		
CHARLES MIX	17,780	23,571	25,473	14	3,190	2	566	14	7,016	6	3,465	15	3,365	4	401	5	637	25	2,724	4	1,074
CLARK	8,645	11,961	13,024	6	1,864			11	1,998	5	4,354	7	848	3	294	3	367	14	1,615	2	1,051
CLAY	26,959	29,881	31,176	5	1,856	4	1,450	9	5,747	6	4,574	14	2,413	9	1,826	9	3,292	31	3,901	4	1,467
CODINGTON	91,227	123,181	133,559	15	10,628	8	15,674	13	25,061	19	27,214	25	14,249	17	7,642	26	7,227	45	9,566	5	4,159
Watertown	90,242	121,742	131,972	14	10,583	8	15,674	11	24,818	18	27,124	21	13,549	17	7,642	24	7,191	36	9,139	5	4,159
CORSON	5,756	8,069	8,820	3	973	2	184	4	2,375	2	187	4	1,191	1	267	2	229	10	787	2	44
CUSTER	13,484	15,409	16,185	3	1,004	1	227	7	3,440	2	2,604	8	2,746	1	376	3	95	29	3,171	2	23
DAVISON	87,477	112,001	120,179	19	15,055	7	12,598	17	25,389	22	19,659	30	12,801	20	8,396	10	4,197	40	9,199	5	1,937
Mitchell	86,008	109,853	117,810	17	14,207	6	12,564	14	25,251	21	19,632	26	12,168	20	8,396	10	4,197	36	9,170	5	1,937
DAY	14,919	20,398	22,163	6	942	4	696	9	4,966	7	6,867	12	1,946	4	873	6	528	21	1,996	4	1,269
DEUEL	5,433	7,587	8,281	2	1,288	3	348	9	1,192	2	1,382	6	1,107	4	425	4	423	18	1,597	2	73
DEWEY CO	8,793	11,734	12,703	3	291	3	465	9	4,871	3	1,634	9	3,305	2	174	1	540	9	1,005		
DOUGLAS	7,133	9,687	10,520	6	1,296	1	600	7	2,460	5	2,365	8	2,129	2	128	2	241	9	656	1	97
EDMUNDS	9,002	11,965	12,931	7	1,777	2	113	11	3,512	4	3,506	5	1,125	3	182	4	553	13	982	3	419
FALL RIVER	26,493	31,357	33,147	7	2,477	4	1,494	12	6,830	15	5,865	14	5,123	9	1,517	6	1,495	25	3,116	3	916
FAULK	4,950	6,086	6,482	3	774	1	146	7	1,845	5	1,243	6	691	2	51	1	33	11	643	2	455
GRANT	22,450	29,799	32,221	9	1,872	2	1,065	9	4,727	6	6,467	11	7,628	9	1,526	8	1,658	20	2,840	3	979
GREGORY	17,135	21,370	22,830	12	2,110	3	1,270	12	5,809	6	3,716	9	5,470	5	507	3	575	20	1,301	3	779
HAAKON	8,955	13,928	15,515	3	602	1	558	6	2,762	3	6,643	5	1,415	2	702	2	417	10	1,659	2	136
HAMLIN	8,051	10,644	11,512	10	1,799			11	2,483	2	281	10	5,020	1	56	3	79	13	773	2	325
HAND	14,445	20,655	22,654	7	2,801	2	434	9	5,227	3	5,702	5	4,453	9	1,081	5	361	9	1,111	3	343
HANSON	2,937	3,802	4,098	1	414	1	8	3	458	1		6	2,365			3	175	8	456		
HARDING	2,523	2,734	2,840	2	280	2	98	3	582	1	481	2	672	1	275	1	241	6	166	1	45
HUGHES	59,041	70,760	74,977	10	5,297	5	2,317	9	19,043	10	12,690	16	8,529	17	6,435	13	3,471	31	5,811	4	1,439
Pierre	56,704	68,064	71,851	9	4,965	3	1,729	9	19,043	10	12,690	11	7,263	16	6,198	13	3,471	29	5,576	4	1,439
HUTCHINSON	21,314	29,665	32,379	12	4,482	3	683	15	5,802	9	3,076	17	7,879	5	780	4	507	21	1,879	6	3,682
HYDE	3,149	4,833	5,377	3	835			4	1,643	1	417	3	1,305	2	263	2	480	6	148		
JACKSON	7,608	10,570	11,549	3	397	1	365	7	905	1	625	10	7,157			1		5	667		
JERAULD	4,388	5,694	6,133	3	678	2	76	5	1,667	2	133	3	1,534	2	187			5	404	2	289
JONES	9,494	10,296	10,710			1	502	4	1,406	4	2,962	9	4,956	1		1		4	607	1	
KINGSBURY	13,902	18,466	19,961	11	2,062	5	337	16	5,472	8	2,999	11	2,809	3	353	5	1,144	20	1,577	4	1,133
LAKE	32,147	38,258	40,473	11	3,602	4	1,584	9	7,674	13	10,726	17	5,073	13	2,665	6	1,098	28	3,300	3	1,765
Madison	30,470	36,257	38,186	5	2,621	4	1,584	7	7,544	12	10,662	13	4,506	13	2,665	5	1,085	23	3,040	3	1,765
LAWRENCE	53,926	85,469	95,599	19	10,188	7	4,021	21	23,508	12	16,284	24	8,689	23	7,006	12	2,585	58	11,435	6	2,324
Deadwood	14,542	26,330	30,259		2,869		2,503		3,473		10,376		2,919		1,257		953		2,344		642
Lead	8,713	13,796	15,490	2	883	2	1,265	7	5,022	4	711	5	710	6	1,302	3	634	16	2,980	2	589
LINCOLN	21,439	29,410	32,003	16	3,585	2	646	16	6,347	10	4,308	16	7,111	9	1,198	10	883	22	3,711	6	1,621
LYMAN	8,503	9,224	9,596	3	340			7	3,514	2	906	12	3,726	1				11	544	1	285
MCCOOK	12,712	18,797	20,767	9	3,642	1	222	13	2,688	6	3,006	13	7,610	2	156	1	79	14	1,584	1	312
MCPHERSON	6,185	7,836	8,393	4	1,227	1	146	6	2,400	2	916	7	987	4	321	2	109	5	483	3	525
MARSHALL	12,247	15,234	16,256	10	2,675	5	579	10	2,830	7	4,067	10	2,341	3	298	3	213	19	1,730	3	525
MEADE	39,280	54,374	59,270	10	5,826	5	2,891	21	20,237	12	8,198	13	10,173	11	2,780	9	855	23	3,008	4	1,729
MELLETTE	1,456	1,897	2,046			2	80	1	409			3	466	1		4	92	3	46	1	431
MINER	7,007	9,256	9,996	5	1,943	2	76	8	2,015	2	1,822	6	1,337			2	113	17	1,108	1	81
MINNEHAHA	494,101	643,019	692,419	65	49,692	15	90,448	81	97,245	69	119,110	97	107,816	91	35,768	108	28,815	230	56,124	28	37,605
Sioux Falls	420,344	537,092	576,149	45	31,939	12	88,713	59	81,263	58	84,834	64	80,604	79	30,173	100	27,870	193	50,330	23	36,813
MOODY	13,677	20,798	23,072	7	3,155	2	591	6	3,915	5	7,803	10	2,408	5	612	4	157	16	1,506	4	829
PENNINGTON	323,573	407,338	435,658	48	47,819	13	63,081	51	69,593	66	84,437	76	33,419	59	19,205	51	27,141	154	40,895	12	7,300
Rapid City	304,342	386,668	414,194	45	47,198	11	59,826	39	66,821	64	84,413	60	28,893	57	19,142	50	27,051	120	37,126	10	6,355
PERKINS	13,495	16,386	17,408	9	2,477	1	285	8	4,296	4	1,405	8	2,221	6	1,182	4	929	11	1,170	1	556
POTTER	8,984	12,097	13,108	6	1,842	3	939	8	3,834	3	2,052	4	637	1	495	4	508	14	1,164	3	986
ROBERTS	20,660	26,920	29,006	11	4,728	3	2,490	17	4,659	4	3,262	19	7,515	2	238	7	758	31	2,891	3	1,192
SANBORN	2,590	3,528	3,833	3	411	1	55	4	717	2	236	4	417	1	36	2	256	7	460		
SHANNON	4,865	5,023	5,178					8	3,175			5	1,797					1	42		
SPINK	20,036	25,037	26,755	7	1,711	2	983	13	5,312	7	4,974	11	5,553	5	925	7	593	27	2,583	2	921
STANLEY	4,815	4,898	5,028	1	618			5	2,214	1	490	1	751	1	38			5	668		
SULLY	7,872	9,316	9,847	2	1,096			3	1,372	2	2,877	5	1,703	1	71	1	144	3	817	1	52
TODD	8,476	13,675	15,370	2	911	1	329	5	7,096			5	4,477	1		1		6	584		
TRIPP	26,157	37,067	40,580	10	2,799	4	2,566	10	7,856	8	7,207	10	7,758	7	2,388	6	1,933	12	2,078	3	1,333
TURNER	17,851	21,983	23,414	9	2,309	7	1,351	21	4,895	6	5,939	14	2,381	5	281	15	679	21	1,393	5	1,078
UNION	15,221	21,405	23,423	7	2,642	3	317	9	3,057	5	1,570	13	8,515	2	159	6	1,203	20	3,064	2	499
WALWORTH	31,614	37,140	39,188	13	4,659	2	1,388	8	5,203	10	11,585	10	4,962	9	2,467	12	963	21	2,551	4	1,652
WASHABAUGH	66			1																	
YANKTON	68,453	93,524	101,644	21	10,110	7	11,632	17	21,554	14	11,813	25	11,063	15	8,246	20	4,511	41	7,731	7	4,334
Yanitton	63,085	86,438	93,991	18	8,670	6	9,977	15	18,995	14	11,813	22	10,121	15	8,246	20	4,511	37	7,394	6	3,717
ZIEBACH	2,000	1,979	2,153	1	98	2		1	228			1	253					2	159	1	122

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	666,257	702,144	1,874,062	5,017,475	251,594	19,943	43,653	590,127	1,050,709
STANDARD METROPOLITAN STATISTICAL AREAS									
Rapid C ty, S.D.	76,369	92,985	244,480	660,254	32,676	20,206	1,440	12,670	28,092
Sioux Falls, S.D.	95,209	105,803	337,434	823,619	37,965	21,694	1,660	18,579	43,484
COUNTIES, Cities									
AURORA	4,183	3,987	7,849	24,483	1,429	17,133	551	4,810	15,603
BEADLE	20,877	19,533	64,849	168,040	7,349	22,866	1,073	11,468	28,934
Huron	14,299	12,758	47,272	120,535	5,003	24,093	*	*	*
BENNETT	3,088	2,897	7,224	17,500	921	19,001	285	5,437	5,816
BON HOMME	8,577	8,173	18,379	55,395	3,062	18,091	1,000	7,844	21,500
BROOKINGS	22,158	22,714	53,578	147,035	7,926	18,551	1,242	13,603	27,102
Brookings	13,717	14,299	34,695	94,719	4,785	19,795	*	*	*
BROWN	36,920	36,773	103,132	294,530	13,340	22,079	1,389	31,651	36,775
Aberdeen	26,476	26,077	77,862	219,703	9,574	22,948	*	*	*
BRULE	5,870	5,798	16,138	43,250	2,150	20,116	492	4,548	15,087
BUFFALO	1,739	1,702	2,406	9,099	513	17,737	100	1,446	3,781
BUTTE	7,825	9,054	29,191	63,393	3,400	18,645	505	4,015	13,537
Belle Fourche	4,236	5,104	16,055	36,308	1,939	18,725	*	*	*
CAMPBELL	2,866	2,263	8,010	20,507	806	25,443	462	3,818	8,475
CHARLES MIX	9,994	10,338	19,887	64,345	3,701	17,386	1,100	11,268	31,395
CLARK	5,515	5,604	14,011	39,107	2,255	17,342	823	13,611	13,661
CLAY	12,923	13,160	29,932	108,516	4,527	23,971	692	15,420	21,618
CODINGTON	19,140	20,449	57,767	135,376	7,597	17,820	774	9,821	16,157
Watertown	13,388	15,210	40,689	102,122	5,810	17,577	*	*	*
CORSON	4,994	5,000	11,716	23,502	1,536	15,301	499	6,784	10,593
CUSTER	4,698	6,120	14,227	47,614	2,403	19,814	279	552	3,921
DAVISON	17,319	18,048	51,880	140,999	6,815	20,690	560	4,225	14,490
Mitchell	13,425	13,756	42,935	115,458	5,495	21,011	*	*	*
DAY	8,713	8,383	21,432	53,328	3,168	16,833	1,047	14,365	13,127
DEUEL	5,686	5,379	13,777	40,865	2,040	20,032	827	9,667	14,936
DEWEY CO	5,170	5,859	11,174	27,705	1,759	15,750	394	4,103	6,406
DOUGLAS	4,569	4,496	8,896	26,877	1,637	16,418	578	4,192	15,666
EDMUNDS	5,548	5,398	12,386	36,958	1,945	19,002	680	10,563	15,045
FALL RIVER	7,505	9,585	28,367	69,286	3,800	18,233	327	2,028	30,610
FAULK	3,893	3,469	9,289	25,896	1,218	21,261	481	7,992	10,874
GRANT	9,005	10,356	21,675	58,283	3,707	15,722	881	11,252	19,830
GREGORY	6,710	6,271	18,724	36,532	2,345	15,579	787	6,027	15,821
HAAKON	2,802	2,914	9,288	20,597	1,029	20,017	307	7,286	10,141
HAMLIN	5,520	5,398	11,488	32,495	2,150	15,114	695	9,085	12,059
HAND	5,883	5,361	14,287	45,690	1,932	23,649	689	9,068	22,569
HANSON	3,781	3,799	7,327	21,613	1,331	16,238	513	4,572	12,443
HARDING	1,855	1,899	7,290	11,004	614	17,922	351	3,563	8,536
HUGHES	11,632	14,813	45,322	143,887	5,300	27,148	272	5,993	4,561
Pierre	9,699	12,487	38,255	122,785	4,575	26,838	*	*	*
HUTCHINSON	10,379	9,237	20,618	61,289	3,459	17,719	1,266	10,686	31,788
HYDE	2,515	2,394	6,277	13,538	817	16,570	273	2,481	8,790
JACKSON	1,531	1,849	5,410	12,665	736	17,208	170	2,468	3,609
JERAULD	3,310	3,085	7,205	19,403	1,223	15,865	416	3,639	10,988
JONES	1,882	1,584	5,076	10,861	609	17,834	246	5,839	4,490
KINGSBURY	7,657	7,382	20,206	43,625	2,758	15,818	882	14,978	20,963
LAKE	11,456	10,666	30,460	80,861	3,982	20,307	873	11,632	21,336
Madison	6,315	7,045	16,673	53,036	2,658	19,953	*	*	*
LAWRENCE	17,453	17,202	56,176	114,651	6,351	18,052	262	783	3,702
Deadwood	2,409	1,818	7,754	12,117	726	16,690	*	*	*
Lead	5,420	4,609	18,658	32,854	1,738	18,903	*	*	*
LINCOLN	11,761	15,065	33,754	118,761	5,734	20,712	1,290	19,556	27,540
LYMAN	4,060	4,103	11,284	30,661	1,435	21,367	501	12,941	11,203
MCCOOK	7,246	6,990	17,546	43,778	2,557	17,121	867	8,165	17,190
MCPHERSON	5,022	4,678	11,826	29,443	1,733	18,990	620	8,384	12,452
MARSHALL	5,965	5,788	14,449	36,892	2,147	17,183	655	13,286	15,173
MEADE	17,020	21,248	38,873	141,345	6,794	20,804	809	5,493	17,900
MELLETTE	2,420	2,184	5,012	11,870	712	16,671	277	3,013	7,857
MINER	4,454	3,961	9,711	23,735	1,420	16,715	589	5,187	10,317
MINNEHAHA	95,209	105,803	337,434	823,619	37,965	21,694	1,660	18,579	43,484
Sioux Falls	72,488	76,479	266,577	626,124	28,100	22,282	*	*	*
MOODY	7,622	8,181	16,605	56,041	2,689	20,841	884	15,686	21,589
PENNINGTON	59,349	71,737	205,607	518,909	25,882	20,049	631	7,177	10,192
Rapid City	43,836	56,326	154,051	406,702	20,435	19,902	*	*	*
PERKINS	4,769	4,907	16,526	32,567	1,744	18,674	717	10,027	13,842
POTTER	4,449	3,969	12,029	27,975	1,321	21,177	408	8,618	16,216
ROBERTS	11,678	11,277	24,646	53,211	3,884	13,700	1,367	23,439	18,488
SANBORN	3,697	3,486	9,747	21,841	1,224	17,844	575	4,293	15,828
SHANNON	8,198	8,139	9,000	30,516	1,955	15,609	146	2,119	3,195
SPINK	10,595	9,847	24,152	69,521	3,464	20,070	1,013	23,301	25,279
STANLEY	2,457	2,836	7,745	19,232	934	20,591	188	9,197	6,569
SULLY	2,362	2,401	7,414	16,386	820	19,983	319	10,539	20,541
TODD	6,606	6,731	7,571	29,075	1,749	16,624	281	2,337	9,036
TRIPP	8,171	8,207	24,343	67,638	2,973	22,751	877	10,657	20,390
TURNER	9,872	10,012	23,533	73,898	3,999	18,479	1,338	13,801	37,317
UNION	9,643	11,759	25,891	99,396	4,464	22,266	839	17,538	20,625
WALWORTH	7,842	7,591	24,244	57,015	2,762	20,643	450	6,090	8,475
WASHABAUGH	1,389	1,523	3,246	5,728	416	13,769	144	3,275	3,033
YANKTON	19,039	18,495	43,660	155,128	6,451	24,047	908	11,992	24,370
Yankton	11,919	11,417	28,961	102,988	4,210	24,463	*	*	*
ZIEBACH	2,221	2,834	5,888	12,694	726	17,485	257	2,850	5,874

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1979 Cash Receipts as follows: From Crops $607,230,000; from Livestock & Livestock Products $1,760,488,000; Total $2,367,718,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

5—BANKS: 3, Est. Deposits $31,200,000

6—PASSENGER AUTOS: County 9,178

7—ELECTRIC METERS: Residence 3,791

8—GAS METERS: Residence 2,900

9— PRINCIPAL INDUSTRIES (CZ): Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Cattle Raising; Tourist Bus; Milk Processing; Pulpwood.

10-CLIMATE: Min. & Max. Temp.—Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-65.

11—TAP WATER: Alkaline, semi-hard.

12—RETAILING:
Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Anthony's; J. C. Penney.
Discount Stores: Pamida.
Chain Drug Stores: Frontier Rexall 4.
Chain Food Supermarkets: Safeway, Piggly Wiggly; Circle Foods.
Other Chain Stores: Gambles, Coast-to-Coast, Montgomery-Ward (Catalog); Sears Roebuck (Catalog); Western Auto.

14—NEWSPAPERS: LEAD DAILY CALL (e) 2,604; DEADWOOD PIONEER TIMES (e) 2,604; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Vonl A Mattson, Pub., CALL-PIONEER-TIMES.
National Representatives: Landon Associates, Inc.

MADISON, S.D.

1—LOCATION: Lake County, E&P Map D-3, County Seat. 58 mi. NW of Sioux Falls.

2—TRANSPORTATION: Railroads: C.M. & St.P.
Motor Freight Carriers: 3.
Intercity Bus Lines: Jack Rabbit.

3—POPULATION:
Corp. City 70 Cen. 6,315; Loc. Est. 7,000
County 70 Cen. 11,456; Loc. Est. 11,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,011; Loc. Est. 2,567
County 70 Cen. 3,531; Loc. Est. 3,879

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings & Comm.	2	$60,000,000
Sav. & Loan Assn.	1	$30,000,000

6—PASSENGER AUTOS: County 5,950

7—ELECTRIC METERS: Residence 2,502

8—GAS METERS: Residence 1,850

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Poultry Packing 125; Elec. Pwr. Coop. 75; Machine Tools 50; Dakota State College 160; Farm Machinery 250; Cabinets 50; Pumps 50; Auto Parts 50.

10-CLIMATE: Min. & Max. Temp.—Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28. Last killing frost, May 5.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Days: Tues., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Galloway's, J.C. Penney, Oium's.
Variety Stores: National.
Chain Drug Stores (CZ): Walgreen, Rexall.
Chain Food Supermarkets: Jack & Jill; Super Valu.
Other Chain Stores: Montgomery Ward; Sears; Coast- to-Coast; Our Own Hardware; Gibson's; Holiday.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 3,965; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER.
National Representatives: American Newspaper Representatives, Inc.

MITCHELL, S.D.

1—LOCATION: Davison County, E&P Map C-3. Commercial center of highly-devloped farm area. 640 mi. from Chicago; 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2—TRANSPORTATION: Railroads: Chicago, Minneapolis & St. Paul; Minneapolis & Omaha.
Motor Freight Carriers: 4.
Intercity Bus Lines: Jack Rabbit Intercity; Randall.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 13,425; Loc. Est. 15,500
CZ-ABC: (70) 13,425; (80) 13,500
RTZ-ABC: (70) 89,443, (80) 83,400
County 70 Cen. 17,319; Loc. Est. 18,000
City & RTZ-ABC: (70) 102,868; (80) 96,900

4—HOUSEHOLDS:
City 70 Cen. 4,363; Loc. Est. 5,495
County 70 Cen. 5,172; Loc. Est. 6,598
CZ ABC: (70) 4,363; (80) 5,000
RTZ-ABC: (70) 27,518; (80) 29,300
City & RTZ-ABC: (70) 31,881; (80) 34,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$154,900,000
Sav. & Loan Assn.	2	$52,992,000

MITCHELL—continued

6—PASSENGER AUTOS: County 9,964

7—ELECTRIC METERS: 5,295

8—GAS METERS: 510

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)— Gen. Industrial 475 ($271); Public Utility 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50, ($260).

10-CLIMATE: Min. & Max. Temp.—Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6. Last killing frost, May 5.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.
Shopping Center: Super City (12 Stores—Super Value, Shopko, Herbergers, Grigg's, Radio Shack).
Principal shopping Days: Mon., Thu., Sat., Food— Wed. & Sat.
Stores Open Evenings: Dept. Mon., Food & Drug nightly, Discount nightly.

13—RETAIL OUTLETS: Department Stores: Buche; Penney; Herbergers; Coles.
Variety Stores: Woolworth's.
Chain Drug Stores: State/Snyder, Shopko Phcy.
Discount Stores: Shopko, K-Mart, Bennett's Ben Franklin.
Chain food Supermarkets: Randall Super Valu; Sunshine Mkt., Prairie Market.
Other Chain Stores: Firestone; Goodyear; S&H Green Stamps; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Peavey Building Supply Fullerton Lumber; United Building Center.

14—NEWSPAPERS: REPUBLIC (e) 13,819; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Steve Link, Adv. Mgr., REPUBLIC.
National Representatives: Thomson Newspapers, Inc.

PIERRE, S.D.

1—LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 16; State Hwy. 34.

2—TRANSPORTATION: Railroads: Chicago & NW.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.
Airlines: Western; Republic.

3—POPULATION:
Corp. City 70 Cen. 9,699; Loc. Est. 13,672
County 70 Cen. 11,632; Loc. Est. 14,381

4—HOUSEHOLDS:
City 70 Cen. 3,005; Loc. Est. 4,896
County 70 Cen. 3,543; Loc. Est. 5,083

5—BANKS: 3 Commercial, Dep. $145,000,000

6—PASSENGER AUTOS: County 7,768

7—ELECTRIC METERS: Residence 4,489

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Retail 570 ($60); Construction 1,700 ($85); Store House 975 ($93); Services & Others 2,272 ($70).

10-CLIMATE: Min. & Max. Temp.—Spring 36-80; Summer 60-105; Fall 32-75; Winter —25-32. First killing frost, Sept. 29. Last killing frost, Mar. 20.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 6 blocks on Pierre St.
Shopping Center: Red Owl.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon.
Stores Open Sundays: Drug, supermarkets & Red Owl Shopping Center.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; Gamble; Lucas & Theim.
Variety Stores: Ben Franklin; Coast-to-Coast; OK Hardware.
Discount Stores: Gibson's; Red Owl; Pamida.
Chain Drug Stores (CZ):—Vilas Rexall 2; Corner Drugs Walgreen.
Chain Food Supermarkets: Red Owl; Sooper Dooper; Spies Super Valu.
Other Chain Stores: S&H Green Stamos; Goodyear; Montgomery-Ward (catalog & tires); Sears (catalog).

14—NEWSPAPERS: CAPITAL JOURNAL (e-Mon. to Fri.) 5,000, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Leon J. Brandriet, Adv. Mgr., CAPITAL JOURNAL.
National Representatives: American Newspaper Rep.

RAPID CITY, S.D.

1—LOCATION: Pennington County, E&P Map A-2, County Seat. Tourist area—Mt. Rushmore (2¼ million vistors annually). Close to (100 mi.) Badlands Nat'l. Monument, Wind Cave Nat'l. Park, Jewel Cave Nat'l. Park. 30 mi. from Western border of S. Dakota, on foothills of Mountainous Black Hills. Minneapolis, 600 mi.; Denver 400 mi.; Omaha 531 mi.; Sioux City, 464 mi.; Billings, 410 mi. Elevation 3,140 feet. Vacation and resort center. On Interstate Hwy. 90.

2—TRANSPORTATION: Railroads: Chicago & NW. Milwaukee Road.
Motor Freight Carriers: Barber Trans., Salt Creek Frght; All American.
Intercity Bus Lines: Black Hills Stage Lines; Continental Trailways; Gray Line of the Black Hills; Jackrabbit.
Airlines: Western, Frontier. Republic.

3—POPULATION:
Corp. City 70 Cen. 43,836; Loc. Est. 56,077
CZ ABC: (70) 46,430; (80) 57,000
RTZ-ABC: (70) 82,595; (80) 95,400
County 70 Cen. 59,349; Loc. Est. 70,252
City & RTZ-ABC: (77) 129,025; (80) 152,400

4—HOUSEHOLDS:
City 70 Cen. 13,512; Loc. Est. 20,165
County 70 Cen. 18,116; Loc. Est. 25,131
CZ ABC: (70) 14,244; (80) 20,000
RTZ-ABC: (70) 24,606; (80) 32,700
City & RTZ-ABC: (70) 38,850; (80) 52,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$878,700,000
Sav. & Loan Assn.	3	$240,506,330

6—PASSENGER AUTOS: County 39,727

7—ELECTRIC METERS: Residence 23,523

8—GAS METERS: Residence 17,560

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Foresty and Fishing 105; Mining and Quarrying 205; Construction 1,275; Manufacturing 2,340; Railroads 90; Other utilities 1,590; Wholesale Trade 909; Retail Trade 4,208; Finance, Ins. & R.E. 841; Services 2,175; Private Household 500; Govt. 5,050. Tourists spent $116,400,000 in 1976. Ellsworth Air Force base has about 6,190 military personnel and with families about 15,000 people. Military & civilian payroll $65 million.
Principal Pay Days: Sat. and Tues.

10-CLIMATE: Min. & Max. Temp.—Spring 17-74; Summer 31-103; Fall 13-103; Winter-22-74. First killing frost, Sept. 13. Last killing frost, June 1.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Main St.; 5 blocks on St. Joe St., connecting streets from Fouth to Ninth; Bushmore Mall Shopping Center, 600,000 sq. ft. Anchor stores—Sears, Penneys, Herberger's, Target.
Neighborhood Shopping Centers: East Boulevard; Baken Park area; Canyon Lake area. Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; Midland Discount Ctr.; K-Mart; Northgate Shpg. Ctr.; Time Square, Sturgis Road Strip.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Baken Park	28	Piggly-Wiggly, Kresge
Northgate	7	World of Fabrics, K-Mart
North Rapid		North Rapid Drugs
Robbinsdale		Piggly Wiggly
Rushmore Mall	62	J.C. Penney, Herbergers, Lewis Drug, Sears, Target
Villa Ranchero	17	Villa Superette, Jack & Jill Mkt.
South Town Mall	26	Safeway, Mills Drug

Other Chain Stores: Coast; Singer Co.; Cook's Paint; Three Sisters; Firestone; Sherwin- Williams; Ace Hdwe.; National Shoes; G.G. Fashions; Sweetbriar Shop; Kinney's Shoes; LaBelles; Pay 'N Pack.
Principal Shopping Days: Department and Apparel— Sat., Fri., Mon. Food: Sat., Fri.
Stores Open Evenings: Thu. Malls-Mon. Thru Sat.

13—RETAIL OUTLETS: Department Stores: Gambles; Penney; Sears; Haggerty's; Family Thrift Center; Midland; Ward's; K-Mart.
Variety Stores: Woolworth, Kresge
Chain Drug Stores (CZ): Mills Drug 3, Osco
Discount Stores (CZ): Thrift Ctr.; Midland, La Belles; K-Mart; Target.
Chain Food Supermarkets: Safeway 3, Piggly Wiggly 3; Sooper Dooper 2; Thrift Center; K-Mart; Prairie.

14—NEWSPAPERS: JOURNAL (e) 32,531; (S) 33,340; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Scott McKibben, JOURNAL.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

SIOUX FALLS, S.D.

1—LOCATION: Minnehaha County (SMSA). E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City; 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229; State Hwy. 38.

2—TRANSPORTATION: Railroads: Chicago & Northwestern; Burlington Northern; Illinois Central Gulf (I.C.G).
Motor Freight Carriers: 38.
Intercity Bus Lines: Jack Rabbit; Greyhound; Springfield; Midwest Coach.
Airlines: Western; Republic; Ozark.

3—POPULATION:
Corp. City 70 Cen. 72,488; Loc. Est. 85,000
CZ ABC: (70) 72,488; (80) 75,200
RTZ-ABC: (70) 160,453; (80) 163,500
County/SMSA 70 Cen. 95,209; Loc. Est. 115,000
City & RTZ-ABC: (70) 232,941; (80) 238,700

4—HOUSEHOLDS:
City 70 Cen. 22,538; Loc. Est. 30,000
County/SMSA 70 Cen. 31,693; Loc. Est. 36,997
CZ ABC: (70) 22,538; (80) 26,800
RTZ-ABC: (70) 49,034; (80) 56,800
City & RTZ-ABC: (70) 71,572, (80) 83,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$1,440,953,000
Sav. & Loan Assn.	5	$315,841,401

6—PASSENGER AUTOS: County 61,460

7—ELECTRIC METERS: Residence 29,019

8—GAS METERS: Residence 27,935

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Av. Wkly. Wage)—Food 4,010 ($281.47); Small Mfrs. 7,070 ($232.16).
Principal Industrial Pay Days: Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Phillips Ave.; 4 on Main Ave.; 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St. Newton Mall (opening fall 1980), Louise Ave.
Neighborhood Shopping Areas: 26th St. & Minnesota Ave., 18th St. & Minnesota Ave.; 18th St. & Grange Ave.; 8th St. & Indiana Ave.; 10th St. & Blauvelt Ave.; 26th & Western Ave., 34th & Minnesota Ave.; 39th & Minnesota Ave.; 10th St. & Franklin Ave.; 10th St. & Cleveland Ave; 10th St. & Kiwanis; 10th & Cliff Ave.; 41st & Minnesota Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Park Ridge	11	Chuck's, Park Ridge Drug
Southgate	-	Lewis Drug
Southway	15	Sam's Super Value, Payless Shoes
Western Mall	69	Coast to Coast, Mont. Ward, Shriver's, Bostwick Dept.
The Empire	89	Younkers, Herbergers, Penneys, Dayton's, Osco
Newton Mall	20	Target, Shrivers

Principal Shopping Days: Dept. Stores—Mon., Fri., Sun. and Sat. Food—Thurs., Fri. & Sat.
Stores Open Evenings: Mon. & Fri. Food—Super Mkts., Major Shopping Centers—Every night, Mon. to Sat. & Sun. 11 to 6.

13—RETAIL OUTLETS: Department Stores: Shriver's (Idaho Dept. Stores); J.C. Penney; Montgomery Ward; Sears Roebuck, Lewis Drug Stores 3, K-Mart 3; Bostwicks; Younkers, Herberger's, Dayton's.
Discount Stores (CZ): K-Mart, Lewis Drug Stores; Target.
Chain Drug Stores (CZ): Walgreen, Osco.
Chain Food Supermarkets: Sunshine 7; Getteris 2; Super Valu 2; Nash Finch; Hinky Dinky 3; Hy Vee 2; Safeway 1.
Other Chain Stores: Women's Apparel: Buttrey's Vanity, Maurices 2, Mode O Day, Geyerman's 2, Suzies Casuals, Three Sisters; Shoes: Baker's, G. R. Kinney, Caldwells, National Payless Shoes, Gallenkamp, Woderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin Williams; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zales Jewelry, Osborns Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware 2, Pay 'N Pak, LaBelles, Coast to Coast.

14—NEWSPAPERS: ARGUS LEADER (m) 45,322; (s) 55,003, Mar. 30, 1980 ABC. Data: William A. Barry Adv. Dir., ARGUS LEADER.
National Representatives: Gannett Newspaper Advertising Sales, Inc.

WATERTOWN, S.D.

1—LOCATION: Codington County, E&P Map D-2, County Seat. Retail shopping and wholesale distributing and agricultural center. 190 mi. W of Minneapolis, Minn. and 89 mi. NW of Sioux Falls, S.D.

2—TRANSPORTATION: Railroads: GN; C&NW; M&St. L.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound; Jack Rabbit.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 13,388;
73 Sp. Cen. 14,247; Loc. Est. 14,877
CZ ABC: (70) 14,404; (80) 15,500
RTZ-ABC: (70) 58,585; (80) 56,800
County 70 Cen. 19,140; Loc. Est. 20,068
City & RTZ-ABC: (70) 72,989; (80) 72,300

4—HOUSEHOLDS:
City 70 Cen. 4,386; Loc. Est. 5,723
County 70 Cen. 6,067; Loc. Est. 7,332
CZ ABC: (70) 4,731; (80) 5,800
RTZ-ABC: (70) 18,196; (80) 20,300
City & RTZ-ABC: (70) 22,927; (80) 26,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Com. & Sav. Banks	2	$125,492,356
Sav. & Loan Assn.	1	$115,698,338

6—PASSENGER AUTOS: County 15,750

7—ELECTRIC METERS: Residence 6,754

8—GAS METERS: Residence 4,825

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Rubber Molding 350 ($240); Bakery Goods 90 ($230); Cement Prod. 80 ($200); Woodworking Plants 40 ($180); Mobile Homes ($160).
Principal Industrial Pay Days: Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16. Fall killing frost, Sept. 27.

11—TAP WATER: Neutral, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Kemp Ave.; N. & S. Broadway; N. & S. Maple St.; 4 blocks on 1st Ave. N., 1 block on 2nd St. N.E.
Shopping Centers: Watertown Mall (E on U.S. Highway 212)—34 stores K Mart, Tru-Valu Hardware, Duling Optical, First National Bank, Herberger's, J. C. Penney Co, OSCO Drug, Riddle Jewelry, Tradehome Shoes, Baskin & Robbins Ice Cream, B. Dalton Books, Burke's Children's Wear, Carousel Snack Bar, Circus Game Room, Coach House Card & Gifts, General Nutrition, Godfather's Pizza, Kinney Shoes, Maurice's Women's Fashions, Michael's Women's Fashions, Morrey A Women's Fashions, Regis Hairstyling, Maxs Lounge, So Fro Fabrics, Stevenson's Women's Fashions, Swiss Colony Chesse, Two Plus Two, Zale Jewelry, Pastry Shop, Gregory's Men's Store, Naturalizer Shoes, Peanut Shack. Miracle Mall (6 stores—Ken's Fairway Foods; Tempo); 4 block area at junction of U.S. Hwys. 212 & 81; 5 block area on Hwy. 20 to Lake Kampeska.
Principal Shopping Days: Thurs., Fri., Sat., Sun.
Stores Open Evenings: Townwide Thursday; Food and Shopping Center, nightly.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward Catalog; J. C. Penney; Herberger's; Tempo; Pamidas; K-Mart.
Chain Drug Stores: Osco.
Discount Stores (CZ): Tempo; Prairie Market (Food) Fleet Wholesale (Hardware); Pamida; K-Mart; Tractor Supply (TSC).
Variety Stores: Woolworth;
Chain Food Supermarkets (CZ): Ken's Fairway; Red Owl O.P. Skaggs; Spies 10.
Other Chain Stores: Singer Co., Sears (catalog); Tradehome Shoes; Goodyear; Firestone; House of Fabrics.

14—NEWSPAPERS: PUBLIC OPINION (e) 17,456, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. W. Johnson, Adv. Mgr., PUBLIC OPINION.
National Representatives: Branham/Newspaper Sales.

YANKTON, S.D.

1—LOCATION: Yankton County, E&P Map D-3, County Seat. Located on the Missouri River near the confluence of the James River. Retail trade center 165 mi. NW of Omaha. Juncture of U.S. 81, South Dakota 50.

2—TRANSPORTATION: Railroads: Burlington Northern (freight only).
Motor Freight Carriers: 3.
Bus Lines: Jack Rabbit.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 11,919; Loc. Est. 13,000
Retail Trading Zone, Loc. Est. 76,000
County 70 Cen. 19,039; Loc. Est. 18,417
City & Retail Trad. Area, Loc. Est. 89,000

4—HOUSEHOLDS:
City 70 Cen. 3,567; Loc. Est. 4,648
County 70 Cen. 5,352; Loc. Est. 5,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$124,844,000
Sav. & Loan Assn.	2	$41,000,000

6—PASSENGER AUTOS: County 10,378

7—ELECTRIC METERS: Residence 4,482

8—GAS METERS: Residence 4,314

9— PRINCIPAL INDUSTRIES (CZ): Agriculture and Manufacturing Area. 49 Manufacturing Establishments; Employing 3700 Men and Women. Seeds, Trees; Machine Tools; Electricity; Poultry Products and Feeds; Steel Scaffolding; Conveyors, Meat Processing; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader. Health Industry-employing 1451 men and women (clinics, hospitals, nursing homes, etc.).

10-CLIMATE: Min. & Max. Temp.—Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11. Last killing frost, Apr. 22.

11—TAP WATER: Alkaline, soft; Fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on 3rd St.; 3 on Broadway, 2 on Walnut, 2 on Douglas.

Nearby Shopping Center

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Yankton Mall (56)	1½	Mont. Ward, Singer Co., J.C. Penney, TG&Y
Yankton Plaza (-)	(-)	Alco Disc., Hinky Dinky Super Mkt.

Principal Shopping Days: Fri., Sat. & Sun.
Stores Open Evenings: Department Stores—Fri. Food—Mon. thru Sun. Shopping Mall-Mon., Thu., Sun.

13—RETAIL OUTLETS: Department Stores: Fantle Bros., Montgomery Ward; J.C. Penney; Shriver's.
Variety Stores: TG&Y.
Discount Stores (CZ): K-Mart, Alco.
Chain Food Supermarkets (CZ): Super Valu; Rod's IGA Sunshine; Kapitan's IGA; Don's Super Saver; Buy For Less, Haskers; Hinky-Dinky.
Chain Drug Stores (CZ): Yankton Rexall; White Drug.

Other Chain Stores: Coast to Coast; Firestone; Clem's Goodyear; Gambles; Singer Co.; Tradehome Shoes; Bomgaars; Stevensons; Radio Snack; Flowerama; Kinneys; B. Dalton Books.

14—NEWSPAPERS: PRESS & DAKOTAN (e) 10,897; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Georgene Jurgensen., Adv. Manager.
National Representatives: Landon Associates, Inc.

TENNESSEE SURVEYS

TENNESSEE STANDARD METROPOLITAN STATISTICAL AREAS

Chattanooga, Tenn.-Ga.—Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga..

Clarksville-Hopkinsville, Tenn.-Ky.—Montgomery County, Tenn.; Christian County, Ky.

Johnson City-Kingsport-Bristol, Tenn.-Va.—Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol City, Scott and Washington Counties, Va.

Knoxville, Tenn.—Anderson, Blount, Knox, and Union Counties.

Memphis, Tenn.-Ark.-Miss.—Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.

Nashville-Davidson, Tenn.—Cheatham Davidson, Dickson, Robertson, Rutherford, Sumner Williamson, and Wilson Counties.

TENNESSEE POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	325	326	358
5-14 Years	773	697	651
15-24 Years	701	821	730
25-44 Years	939	1,294	1,415
45-64 Years	807	904	895
65 and Over	382	518	543
TOTAL	3,926	4,562	4,592

Based on U.S.Census

TENNESSEE RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	525	816	1,169
General Mdse	1,212	1,764	2,534
Food	1,825	3,007	4,353
Automobiles	1,946	3,323	3,874
Gasoline Stations	663	1,151	2,126
Apparel	418	611	898
Furniture	394	599	829
Eat-Drink Places	510	990	1,372
Drugs	271	412	584
Total Sales	8,466	13,692	19,368

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ALCOA, TENN.

See MARYVILLE, TENN.

ATHENS, TENN.

1—LOCATION: McMinn County, E&P Map D-2, County Seat. Educational, industrial and agricultural center. 57 mi. NE of Chattanooga; 56 mi. SW of Knoxville. On Lee Hwy.; U.S. Hwy. 11 and I-75.

2—TRANSPORTATION: Railroads: L. & N., Southern.
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,790; Loc. Est. 13,522
County 70 Cen. 35,462; Loc. Est. 40,509

4—HOUSEHOLDS:
City 70 Cen. 3,689; Loc. Est. 5,010
County 70 Cen. 11,155; Loc. Est. 14,803

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$84,114,000
Sav. & Loan Assn.	2	$53,500,000

6—PASSENGER AUTOS: 23,801 (1978)

7—ELECTRIC METERS: Residence 9,300

8—GAS METERS: Residence 2,047

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Disc Plows 300; Table 150; Plastics 150; Photo. Finishing 100; Gas and Elec. Stoves 200; Process Milk 200; Chair Mfg. 200; Hosiery 750; Concrete Blocks & Silos 50; Bed Mfg. 150; Paper Box Mfg. 100; Newsprint 1,200; Elect. Motors 500; Clothing 350; Elect. Light Metal 300; Refrigerated Trucks 200.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Madison Park	14	Revco, Proffitts
Whiteway	10	Big K, Fuller Shoe
Athens Plaza	13	Red Food, Pic'N Pay, Roses; K-Mart

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Proffitts; Big K; Rose's; K-Mart; Athens Outlet 2; Jenkins & Darwin; Jeeco's.
Variety Stores: Woolworth; Economy; V. J. Elmore.
Discount Stores: Big K; Roses; K-Mart; Dollar General; Top Dollar; Athens Outlet 2.
Chain Drug Stores in C.Z.: Rexall.
Chain Food Supermarkets: White Stores; Alfred's IGA; Red Foods; Pruitt's Food Town.
Other Chain Stores: Keysar Firestone; Goodyear; Long John Silver; Pizza Hut; Burger Queen; Sonic Burger; Hardee's; Kentucky Fried Chicken; Merle Norman Cosmetics.

14—NEWSPAPERS: POST-ATHENIAN (e-Mon. to Fri.) 8,878; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Hugh Ashworth, Adv. Dir., POST-ATHENIAN.
National Representatives: Landon Associates, Inc.

BRISTOL, TENN.

See BRISTOL, VA.

CHATTANOOGA, TENN.

1—LOCATION: Hamilton County (In Chattanooga, Tenn-Ga SMSA). E&P Map D-3, County Seat. On Tennessee River. On U.S. Hwys. 41, 11, 27, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Chickamauga Dam is a few miles away.

2—TRANSPORTATION: Railroads: Family Lines System, Southern; Tenn., Ala. & Ga.
Motor Freight Carriers: 38.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Delta; Republic.

3—POPULATION:
Corp. City 70 Cen. 119,082; Loc. Est. 180,287
CZ ABC: (70) 250,232; (80) 259,300
RTZ-ABC: (70) 397,656; (80) 490,200
SMSA 70 Cen. 370,016; Loc. Est. 416,746
County 70 Cen. 254,236; Loc. Est. 277,251
City & RTZ-ABC: (70) 647,888; (80) 749,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 40,856; Loc. Est. 68,815
County 70 Cen. 82,277; Loc. Est. 102,931
SMSA 70 Cen. 117,218; Loc. Est. 151,361
CZ ABC: (70) 81,467; (80) 96,900
RTZ-ABC: (70) 120,486; (80) 169,800
City & RTZ-ABC: (70) 201,953; (80) 266,700

5—BANKS:	NUMBER	DEPOSITS
Commercial	8	$1,041,407,641
Sav. & Loan Assn	4	$731,188,744

6—PASSENGER AUTOS: County 168,048 (1978)

7—ELECTRIC METERS: Residence 118,662

8—GAS METERS: Residence 23,541

9—PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Av. Wkly. Wage)—Durable Goods 26,100 ($199); Nondurable Goods 32,300 ($169); Nonmanufacturing 98,500.

10-CLIMATE: Avg. Temp.—Spring 59; Summer 78; Fall 64; Winter 38. Avg. Precipitation 51.33 inches.

11—TAP WATER: Alkaline, moderately hard; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Belvoir (8)	6	Electrolux, Uniform Center
Brainerd	8	Western Auto, Ace Hdwr., Service Mdse. Co.
Dallas Hollow (-)	15	Red Food
Dallas Plaza (-)	15	Eckerd's
Dayton Plaza (12)	6	Specialty Shops
Eastgate Ctr. (80)	8	Eckerd's, Jernigan's Furniture, Miller's, Lovemans, Murphy's, Penney's, Revco, Woolworth
East Ridge (4)	8	Red Food, Zayre
Lee Plaza E. (8)	15	Revco, Kroger
Bestyet—Rossville (-)	5	Bestyet
Golden Gateway (12)	0	Zayre, Red Food
Park Plaza (17)	11	Eckerd's, Consumer Warehouse Foods
Hickory Valley (-)	15	Red Food
Highland Plaza (20)	6	Loveman's, Revco, Consumer Warehouse Foods, Pruett's, Western Auto, Otasco
Highway 58 Shopping Ctr. (4)	9	Pruett's Foods, Pic 'n Pay, Eckerd's
Jones Plaza (-)	9	Specialty Shops
K-Mart—Hixson (-)	6	K-Mart
K-Mart—E Ridge (-)	7	K-Mart
Kroger Plaza (10)	4	Kroger, Pic 'n Pay
Lake Hills (3)	8	Red Food, Gannaway-Riley
Meador Professional (36)	5	Olympic Health, shops
Mountain View Center (8)	5	Red Food
Northgate Mall (100)	10	Anderson Little, Kroger's, Miller's, Penney's, Sears, United Hamilton Dist., Murphy's
Oglethorpe Plaza (12)	11	K-Mart, Revco, Red Food, Kroger
Osborne Center (70)	6	Lovemans, Red Food
Plaza 58 Center (20)	8	Cinema, shops
Signal Plaza (13)	10	Pruett's
Town & Country (13)	1	Swim Center
23rd St. & Willow Plaza (7)	5	Dollar General

Principal Shopping Days: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Miller's 4; Loveman's 4; Sears 2; J.C. Penney 3.
Discount Stores: Hamilton Distributors 2; K-Mart 4; Bestyet 1; Zayre 2; Raylass 4; Dollar General Stores 5; Service Mdse.
Variety Stores: Woolworth 2; Kress; Redford 11; Kresge; Murphy's 2.
Chain Drug Stores: Eckerd's 7; Drew's 2; Revco 5; Moore & King 4; The Drug Shop 1; O'Neals 2; Mill Discount 2.
Chain Food Supermarkets: Kroger 5; Red Food 21; By-Ryt 4; Golden Gallon 33; Gooldlet's 3; Pruett Food Town 15; Piggly Wiggly 1; Consumer Warehouse Foods 2.
Other Chain Stores: Clothing: National Shirt, 5, 7, 9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Fredericks of Hollywood, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion. Shoes: Thom McAn, Jarman, Flagg Bros., Burt's, Baker's, Hardy's. Confectionery: Russell Stover, Baskin-Robbins. Others: G.C. Murphy, Spiegel's, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Gordon Jewelers, Zales, Kays, Oshman's.

14—NEWSPAPERS: TIMES (m-Mon. to Fri.) 50,346; (Sat. m) 47,179; (S) 52,019; Mar. 31, 1980 ABC. NEWS-FREE PRESS (e-Mon. to Fri.) 62,451; (Sat. m) 59,432; (S) 78,162; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: TIMES: Le Roy Sorrett, Adv. Mgr., NEWS-FREE PRESS: Roy McDonald, Pub., Frank McDonald, Adv. Dir.
National Representatives: NEWS-FREE PRESS, Landon Associates, Inc.; TIMES, Branham/Newspaper Sales.

CLARKSVILLE, TENN.

1—LOCATION: Montgomery County, E&P Map C-1, County Seat. Agricultural and military, manufacturing; university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet; on U.S. Hwy. 41A, 79; and Interstate 24.

2—TRANSPORTATION: Railroads: L&N main line & two branches, Illinois Central Gulf; Seaboard Coastline.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Ozark.

3—POPULATION:
Corp. City 70 Cen. 31,719; '75 Sp. Cen 52,621 Loc. Est. 64,130
County 70 Cen. 62,721; Loc. Est. 90,589
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,676; Loc. Est. 22,321
County 70 Cen. 16,829; Loc. Est. 29,827

5—BANKS:	NUMBER	DEPOSITS
Commercial	4	$247,770,038
Sav. & Loan Assn.	2	$85,657,658

6—PASSENGER AUTOS: County 50,763 (1978)

7—ELECTRIC METERS: Residence 19,526
Water Meters: Res. 13,939; Total 16,453

8—GAS METERS: Residence 4,294

9—PRINCIPAL INDUSTRIES (CZ): Rubber Goods; Air Conditioning; Heating Units; Snuff; Cigars; Foods; Work Clothing; Cowboy Boots; Electrical Instruments; Fertilizer; Shoes; Paper Containers; Appliance Components; Yearbooks; Commercial Printing; Modular & Mobile Housing; Tool & Die; Newspaper Publishing; Stainless Steel Cookware; Zinc Processing; Carbon Electrodes; Military Reservation (Ft. Campbell). Total 48,604 ($136.90 avg. weekly wage earners).

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 3 blocks on Franklin St.; 19 blocks on Riverside Dr. **Neighborhood Centers**: 7 blocks on New Providence Blvd., includes 14 stores and Mart Shopping Center; 10 blocks on Ft. Campbell Blvd., includes 70 stores and Tradewinds North Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Clarksville Plaza	1⅛	Rose's, Mont. Ward, Harvey Dept., Messick's Big Star
Two Rivers Mall	1¼	Sears, Walgreen, Stuart's, Brook's, Parks Belk
Tradewinds So.	3 5/8	TG&Y, Winn-Dixie, Revco, Radio Shack, McElvoys Furniture, Sullivans
Tradewinds No.		Sullivans, TG&Y, Winn-Dixie
Madison Circle	-	Phillips Elliott Appliance, Hill's, P. N. Hirsch, Revco
Kroger Center	1 5/8	Kroger, SuperRx
Mart Shop	2 1/3	Houchen's Family Ctr., Dollar General, CDS Drug, Western Auto
St. Bethlehem Ctr.	3¼	Dollar General, St. Bethlehem Drugs
Clarksville Sq.	4	Pic N'Pay, Kawasaki, Big K, Foodtown
K-Mart Plaza	2⅓	K-Mart, Kroger Walgreen
Northgate	9¾	Northgate, Big Star
Markland Plaza	20	Dollar General, SDI Market, Sound Shack

Principal Shopping Days: Mon., Wed., Fri., Sat. Sun.
Stores Open Evenings: Shopping Centers until 9, Kroger's all night.

13—RETAIL OUTLETS: Department Stores: McNeal & Edwards; Montgomery Ward; Parks Belk; Frech Jones, Harveys; Sears; P. N. Hirsch; K-Mart.
Discount Stores (CZ): Big K; TG&Y 2; Grandpa's; Dollar General Stores 3; Houchens Family Center; Midway Dept. Store.
Variety Stores: Roses Variety.
Chain Drug Stores (CZ): Walgreen 2; Revco 2; SuperRx; CDS; TWD.
Chain Food Supermarkets: Kroger (2); H.G. Hill; Houchen's; Winn-Dixie 2; CB Stores; Foodtown; IGA (3); 7-11 5; SDI (4); Minit Mart 4; Bi-Rite; Kwick-Stop (3); ShopRite (2); Ma-Jik Markets (2); Sack 'N' Pack (2); Big Star (3).
Other Chain Stores: Firestone; Goodyear; Lowe's; Moore's; Western Auto; Radio Shack; Shoe World; PicWay Shoes.

14—NEWSPAPERS: LEACH-CHRONICLE (e) 16,525; (S) 17,118; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Diane Tenney, Nat'l Adv. Mgr.; LEAF-CHRONICLE.
National Representatives: Landon Associates, Inc.

CLEVELAND, TENN.

1—LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. HWys. 11, 64, I-75, State Hwys. 74, 60, 40, 2.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 8.
Intercity Bus Lines: Trailways, Greyhound.
Airlines: Delta; Republic; Tenn. Airways. (airport-22 miles).

3—POPULATION:
Corp. City 70 Cen. 20,651; Loc. Est. 32,260
CZ-ABC: (70) 27,591; (80) 40,300
RTZ-ABC: (70) 30,313; (80) 33,700
County 70 Cen. 50,686; Loc. Est. (80) 64,177
City & RTZ-ABC: (70) 57,904; (80) 74,000

4—HOUSEHOLDS:
City 70 Cen. 6,774; Loc. Est. 11,847
County 70 Cen. 15,571; Loc. Est. 22,727
CZ ABC: (70) 8,751; (80) 14,700
RTZ-ABC: (70) 8,973; (80) 11,300
City & RTZ-ABC: (70) 17,724; (80) 26,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$213,608,000
Sav. & Loan Assn	2	$120,000,000

6—PASSENGER AUTOS: County 42,400

7—ELECTRIC METERS: Residence 18,322

8—GAS METERS: Residence 3,172

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Stoves, Ranges 2,800 ($135); Textiles 2,500 ($118); Furniture 1,800 ($95); Chemicals 1,200 ($102).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2. Last killing frost, Apr. 1.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Cleveland Mall 1½ miles on N. Keith St. (31 Stores); Village Mall ¼ miles on Inman St. (29 Stores).
Neighborhood Shopping Centers: Holiday Shopping Plaza ½ mile (7 stores); Keith St. Plaza 1 and 2 (23 stores); Holiday Plaza, Keith St. (7 stores); Stuart Park Plaza, Keith St. (14 stores); Cloverleaf 1 and 2, N.Keith St. (13 stores).

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Millers; Parks-Belk.
Variety Stores: Lay's; Kresge; Big "K"; Roses; K-Mart.
Chain Drug Stores: Moore's; Eckerd; Revco, Central Drug; McCall's; Ken Harris Pharmacy.

Chain Food Supermarkets: Red Food 3; Watson's 4; Pruitt's Food Town, Cooke's 3.

Other Chain Stores: Firestone, Sterchi's; Goodyear; Eleanor Shops; Hub Furniture; Bottom Half; Butler Shoes.

14—NEWSPAPERS: BANNER (e) 15,040; (S) 15,623; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Bobby J. Buckner, Adv. Dir., BANNER.
National Representatives: Landon Associates, Inc.

COLUMBIA, TENN.

1—LOCATION: Maury County, E&P Map C-2, County Seat. Rail Shipping Center. Agricultural, mining and manufacturing area. Wholesale grocery center. 43 mi. S of Nashville.

2—TRANSPORTATION: Railroads: L&N.
Motor Freight Carriers: 2.
Intercity Bus Lines: Greyhound; Polly's.

3—POPULATION:
Corp. City 70 Cen. 21,471; Loc. Est. 23,349
CZ ABC: (70) 23,851; (80) 26,200
RTZ-ABC: (70) 83,156; (80) 95,900
County 70 Cen. 44,028; Loc. Est. 49,850
City & RTZ-ABC: (70) 107,007; (80) 122,100

4—HOUSEHOLDS:
City 70 Cen. 6,987; Loc. Est. 8,909
County 70 Cen. 13,645; Loc. Est. 18,443
CZ ABC: (70) 7,642; (80) 9,700
RTZ-ABC: (70) 26,093; (80) 34,600
City & RTZ-ABC: (70) 33,735; (80) 44,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$160,000,000
Sav. & Loan Assn.	2	$60,000,000

6—PASSENGER AUTOS: 32,398 (1978

7—ELECTRIC METERS: County 18,072

8—GAS METERS: County 4,136

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)-Chemicals 2,190 ($225); Textiles & Apparel 880 ($130); Mach. & Metals 1,300 ($138); Food 185 ($120); Other Mfg. 1,200 ($140); Mining 234 ($200); Constr. 475 ($200); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Fertilizers; Extruded Aluminum Wire; Air Conditioners.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-90; Summer 60-104; Fall 25-85; Winter 17-80. Date frost, Mar. 20.

11—TAP WATER: Alkaline, medium hard; fluoridated.

12—RETAILING: Downtown Shopping Area: 3 blocks on 7th St.; 4 on Garden; 3 on 8th; 4 on Main; 4 on Public Square.
Shopping Centers: West End; Northway; Columbia Plaza; Maury County Shopping Center; Campbell Plaza.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
West End	1	Dollar General, Piggly Wiggly
Columbia Pl.	1/10	Kroger, Hill's, Wilson-Quick
Northway	1/2	Gibson, Singer Co., Sears (Cat.), Giant Foods, Sterchi's
Maury Co. Ctr.	4	Pigg & Parsons, A&P, K-Mart Rose's, Parks Belk
Campbell Plaza	3	Big K, Giant Foods, Leader Furniture
Carmack Plaza	-	Market Basket

Principal Shopping Days: Sat., Fri., Mon. & Sun.
Stores Open Evenings: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Anderson Bros. & Fosters; W. W. Evans; Woodbine Dry Goods; J.C. Penney; Rose's; Parks-Belk.
Variety Stores: McLellan's.
Discount Stores: Bargaintown USA; Big K; Gibson's; Dollar General; K-Mart.
Chain Drug Stores: Reynolds 2; Woldridge 2; Revco 2; Wilson-Quick 1; Derryberry's 2.
Chain Food Supermarkets: A&P; H.G. Hill; Kroger; Giant Foods.
Other Chain Stores: Goodyear; Sherwin-Williams; Firestone; Rone Jewelry; Davis; Economy Auto; Royce Shoe; Western Auto; Goodrich; Moore-Handley.

14—NEWSPAPERS: HERALD (e) 12,639; Mar. 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack Freeland, Adv. Dir., HERALD.
National Representatives: Landon Associates, Inc.

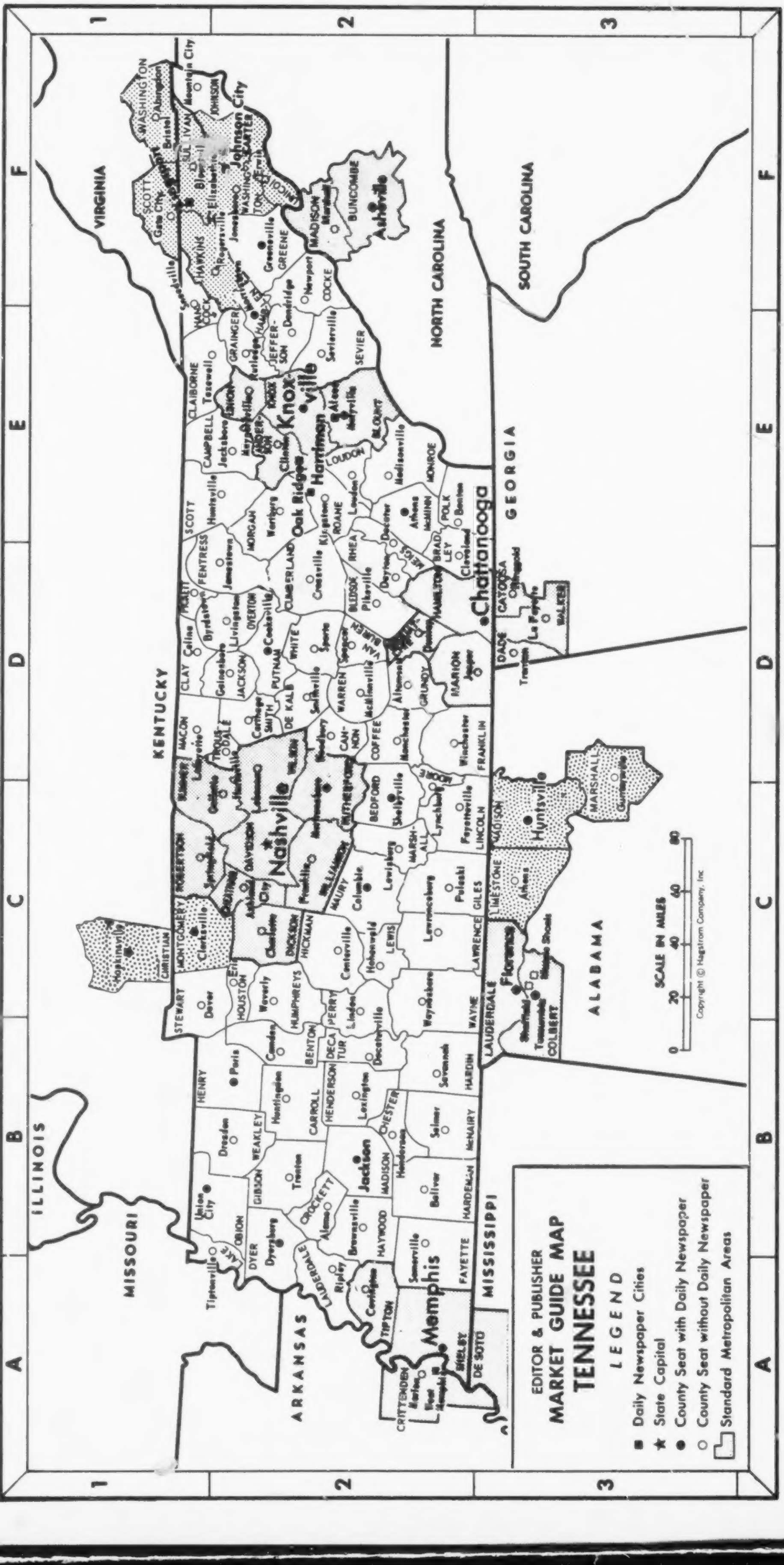
COOKEVILLE, TENN.

1—LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University. Industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 42, 70, I-40 & Corridor "J" (Hwy. 111), 80 mi. E of Nashville, 100 mi. W of Knoxville. 80 mi. N of Chattanooga.

2—TRANSPORTATION: Railroads: L & N.
Intercity Bus Lines: Continental Trailways.
Airlines: Tenn. Airways; Skyways, Inc.
Motor Freight Carriers: Mason & Dixon; Potter Freight; Ryder; Thurston; UPS; Averitt Express; Merchant's Freight Lines; Tenn.-Carolina Transport; Warrior Transport.

3—POPULATION:
Corp. City 70 Cen. 14,270; Loc. Est. 19,713
County 70 Cen. 35,487; Loc. Est. 43,871
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
70 Census: City 4,250; Loc. Est. 6,825


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 20 40 60 80
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ARKANSAS
MISSOURI
ILLINOIS
Nashville
Memphis
Knoxville
Chattanooga
Jackson
Johnson City
Oak Ridge
Columbia
Cookeville
Clarksville
Huntsville
Florence
Asheville

County 70 Cen. 11,647; Loc. Est. 16,108

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$159,545,000
Sav. & Loan	3	$42,255,000

6—PASSENGER AUTOS: County 27,323 (1978)

7—ELECTRIC METERS: Residence 6,111

8—GAS METERS: Residence 1,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Furniture 1,100; Auto Access 950; Elect. Machy. 750; Sporting Goods 450; Candy 300; Apparel 1,360; Boots 350.
Principal Shopping Days: Fri. 15th & 30th.

10—CLIMATE: Mild Temp., mean 59; precipitation 51½''; 200-day growing season.

11—TAP WATER: Soft, fluoridated.

12—RETAILING: Principal Shopping Area: Broad Street between Willow and Washington, Spring Street between Willow and Maple, S. Jefferson between I-40 and 1st. Street, Willow Ave. between Stevens St. and 1st St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Willow Tree Ctr.	22	Big Star, Rose's, Eckerd's
Towne Plaza	6	Kroger, SuperRx, K-Mart, Radio Shack
Cookeville Mall-	35	Penney's, Harvey's
North Side Ctr.	12	Big Star, Super D
Village Ctr.	6	Foodtown
West Side Ctr.	20	Jayson's, McAddo's, Dollar General, Lays
Green Acres	4	Leo's Food Ctr.

Principal Shopping Days: Fri., Sat. & Sun.

13—RETAIL OUTLETS: Department Stores: McAddo's; McMurray-Roberson, Rose's; Washington Mfg. Co.; Outlet Stores; Grady's; Sears (catalog); Terry's; J.C. Penney; Harvey's.
Discount Stores: Big-K; Howard Bros.; K-,art; Dollar General; Ashley's.
Variety Stores: Lays; Variety Fair; Goody's
Chain Drug Stores: Super D; Eckerd; SuperRx; Rexall.
Chain Supermarkets: Kroger; Big Star 2; Cee Bee; Foodtown; Drive-In Markets: 7-11; Lickity Split 2; Kwik-Stop 2; IGA.
Other Chain Stores: Shoes: Hill Bros.; Pic 'N' Pay; Kinney's. Paints: Mary Carter; Sherwin-Williams; Porter; Pittsburgh Olympic; Martin-Senour Auto Supply; Goodyear; Goodrich; One Price Tire Store. Jewelry & Optical: Horner-Rauch; Knaury. Clothing: Depot; Handmacher. Other: Hancock Fabric; Singer Co.; Orkin; Radio Shack 2; Roto-Rooter. Fast Food: Shoney's; McDonalds; Hardee's; Long John Silver's; Burger Queen; Burger King; Burgerchef; Cindy's; Waffle House; Dairy Queen; Wendy's; Danvers; Bonanza.

14—NEWSPAPERS: HERALD-CITIZEN (e-Mon. to Fri.) 9,019; (S) 9,038; DISPATCH (m) 11,620; (S) 13,210; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub., or Dave Cazalet, Adv. Mgr., HERALD-CITIZEN. Pat Williams, Publisher DISPATCH.
National Representatives: HERALD-CITIZEN Landon Associates, Inc.; DISPATCH—American Newspaper Reps. Inc.; General Advertising Service Inc.

DYERSBURG, TENN.

1—LOCATION: Dyer County, E&P Map A-2, County Seat. 78 mi. N of Memphis; 167 mi. W of Nashville; 18 mi. E of Mississippi River. On U.S. Hwy 51; State Hwys. 20, 78, 104, 3, Interstate 24.

2—TRANSPORTATION: Railroads: Ill. Cen.; GM&O.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 14,523; Loc. Est. 17,000
CZ ABC: (70) 14,523; (80) 15,800
RTZ-ABC: (70) 31,754; (80) 34,300
County 70 Cen. 30,427; Loc. Est. 34,308
City & RTZ-ABC: (70) 46,277; (80) 50,100

4—HOUSEHOLDS:
City 70 Cen. 4,953; Loc. Est. 6,335
County 70 Cen. 10,050; Loc. Est. 12,995
CZ ABC: (70) 4,911; (80) 6,100
RTZ-ABC: (70) 10,180; (80) 12,600
City & RTZ-ABC: (70) 15,091; (80) 18,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$178,848,000
Sav. & Loan Assn.	2	$50,460,000

6—PASSENGER AUTOS: 19,444 (1978)

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,709,641	18,023,506	19,367,568	1,793	1,168,644	1,325	2,534,104	6,849	4,352,574	3,702	3,873,592	4,090	2,125,943	2,927	897,686	2,801	828,765	5,884	1,372,197	1,125	584,123
STANDARD METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tenn.-Ga.	1,339,964	1,712,198	1,826,129	156	101,928	107	257,496	523	403,562	313	342,868	432	222,850	220	83,651	262	72,144	539	127,361	109	52,805
Clarksville-Hopkinsville, Tenn-Ky	453,433	519,525	543,654	47	41,789	43	81,815	160	100,476	121	126,739	140	49,013	91	20,828	103	26,379	196	36,994	28	13,465
Johnson City-Kingsport-Bristol, Tenn.-Va.	1,267,612	1,775,733	1,904,845	171	146,455	117	253,585	628	402,545	352	361,766	367	183,479	251	81,899	261	72,662	429	111,311	85	80,903
Knoxville, Tenn.	1,655,467	2,160,880	2,316,599	188	163,364	101	376,519	565	470,361	399	425,175	391	245,485	260	97,798	318	101,805	611	164,543	113	71,143
Memphis, Tenn.-Ark.-Miss.	2,949,115	3,920,474	4,217,767	243	164,079	193	624,808	1,062	939,495	506	810,069	639	468,204	519	226,665	491	193,491	1,119	302,390	167	127,205
Nashville-Davidson, Tenn.	2,897,312	3,840,508	4,129,876	291	191,904	175	553,870	992	868,778	564	887,690	675	457,726	542	185,976	498	174,016	1,110	335,556	219	118,409
COUNTIES, Cities																					
ANDERSON	214,187	274,234	292,870	25	15,584	24	49,246	77	71,549	48	64,068	56	29,923	33	7,033	40	9,230	75	14,761	19	9,549
Oak Ridge	144,870	180,888	192,579	12	7,371	12	45,150	27	42,225	18	40,091	22	12,298	18	4,961	23	7,048	43	10,044	9	5,861
BEDFORD	65,701	81,183	86,086	9	4,419	5	7,051	45	22,946	29	17,959	28	8,013	19	3,584	18	5,565	32	4,974	7	2,791
Shelbyville	63,820	79,156	84,004	9	4,419	4	6,982	34	21,474	28	17,907	25	7,768	19	3,584	18	5,565	30	4,854	7	2,791
BENTON	33,805	47,308	51,411	9	3,227	4	1,793	33	13,618	15	13,202	19	9,480	16	2,068	13	2,142	19	2,145	4	1,583
BLEDSOE	12,652	15,108	15,912	4	793	8	640	15	4,005	5	3,651	7	1,919	3	1,003	6	719	10	622	2	705
BLOUNT	230,180	310,137	334,525	26	40,354	15	47,851	93	71,674	72	83,654	56	26,124	28	9,205	49	12,207	88	18,608	15	12,374
Alcoa	114,856	157,322	170,194	10	26,944	8	34,154	11	32,465	15	47,524	7	3,236	13	5,893	11	2,164	28	10,622	3	4,226
Maryville	96,596	130,519	140,864	12	9,140	6	13,327	56	34,993	43	28,529	36	20,028	12	3,300	35	9,242	44	6,197	11	6,970
BRADLEY	233,184	305,216	327,339	28	29,792	19	40,997	89	73,255	83	85,429	57	30,388	51	11,147	52	11,951	75	20,543	12	7,719
Cleveland	220,393	289,478	310,656	25	29,279	19	40,997	82	65,648	76	84,583	48	26,304	49	10,774	49	11,377	71	18,140	12	7,719
CAMPBELL	84,880	110,953	118,974	12	4,775	13	5,903	69	31,685	26	23,077	38	22,324	13	3,425	18	3,352	54	10,414	9	3,500
CANNON	18,380	23,201	24,698	3	717	4	1,470	29	9,185	6	7,470	4	601	5	582	6	1,244	4	542	3	503
CARROLL	63,560	76,769	81,035	18	5,719	15	6,566	61	19,060	31	19,358	39	12,201	32	3,450	18	3,901	39	3,414	11	2,440
CARTER	91,131	118,838	127,399	14	10,392	18	16,521	67	37,362	50	19,896	34	13,018	24	5,378	24	4,893	37	8,379	11	4,427
Elizabethton	81,315	107,859	115,980	9	9,929	12	13,714	49	34,751	36	18,682	28	11,590	22	5,303	19	4,683	34	7,571	10	4,400
CHEATHAM	29,734	34,561	36,211	6	3,580	4	889	34	14,408	10	7,368	12	4,528	6	576	7	277	19	1,731	3	721
CHESTER	28,539	34,663	36,631	5	2,953	4	842	27	10,467	12	10,753	9	2,436	10	2,478	7	1,524	22	2,381	4	1,023
CLAIBORNE	39,815	46,109	48,293	12	5,940	12	2,333	51	11,706	24	6,215	27	6,359	9	760	17	3,063	21	2,114	4	3,014
CLAY	7,853	10,096	10,792	4	1,358	9	470	15	3,757	5	228	9	2,008	4	137	3	285	9	656	2	265
COCKE	70,770	86,399	91,426	14	6,313	10	8,636	73	27,328	40	13,428	37	16,903	17	2,925	14	2,906	45	5,107	8	3,361
COFFEE	112,408	146,815	172,827	20	10,396	17	16,768	70	24,260	44	33,465	40	22,035	34	9,934	29	7,046	67	17,377	14	7,614
CROCKETT	25,649	35,976	39,110	9	2,767	7	904	47	12,860	11	10,470	19	6,017	12	985	10	1,274	13	1,006	6	1,563
CUMBERLAND	69,891	91,877	98,641	15	8,443	11	6,907	53	23,444	29	17,671	39	18,924	17	4,155	14	2,027	42	6,176	7	2,460
DAVIDSON	2,032,062	2,661,033	2,854,356	141	91,291	86	478,732	498	543,412	309	601,530	381	290,086	315	127,628	320	131,835	746	255,064	130	77,330
Nashville	1,941,226	2,556,682	2,745,268	134	87,206	80	443,065	480	538,271	290	599,265	360	276,948	274	107,701	298	126,875	719	245,094	126	74,545
DECATUR	23,608	32,822	35,620	4	2,995	9	2,018	19	9,436	10	9,437	14	4,469	12	1,047	9	2,308	23	1,509	2	678
DE KALB	29,591	38,707	41,504	14	1,833	6	1,092	34	12,713	12	13,779	15	3,620	14	1,581	9	2,472	15	1,613	3	1,410
DICKSON	81,776	113,115	122,633	13	5,805	8	8,144	65	38,165	23	22,187	37	12,113	24	6,139	15	6,383	48	6,195	9	4,315
DYER	107,833	142,604	153,456	18	9,951	10	12,084	67	33,983	36	38,718	40	15,825	34	10,064	25	5,948	38	7,861	11	3,892
Dyersburg	88,172	122,299	132,683	13	9,527	6	11,722	48	29,109	26	27,892	28	14,292	30	9,897	24	5,859	28	6,809	9	3,623
FAYETTE	26,858	40,605	44,812	6	1,433	11	3,677	61	19,280	15	6,376	16	4,670	5	1,075	6	1,371	17	2,255	6	2,077
FENTRESS	28,294	36,512	39,060	6	2,706	8	3,606	40	13,069	16	3,080	14	6,077	10	4,967	10	1,465	9	742	2	1,337
FRANKLIN	71,469	96,352	103,945	16	18,469	11	6,574	66	26,168	29	16,367	31	10,055	17	2,962	21	4,250	44	5,420	10	2,572
GIBSON	120,335	153,543	163,850	30	9,643	26	15,172	114	40,696	51	39,821	58	21,834	6	8,392	32	5,924	71	6,336	17	6,129
Milan	32,439	40,713	43,471	7	2,812	6	4,852	18	8,584	12	10,397	16	6,427	21	2,504	5	1,355	17	2,396	4	2,157
GILES	61,659	87,005	94,720	12	5,510	13	3,819	64	23,855	21	14,316	37	16,061	26	5,157	13	5,154	46	5,034	9	4,080
GRAINGER	19,123	22,921	24,170	5	439	3	345	40	10,361	11	5,179	15	5,042			10	658	9	1,097	2	229
GREENE	126,593	170,808	184,318	18	15,972	17	21,507	95	45,282	57	27,653	48	20,566	20	7,372	24	6,505	54	12,152	13	6,847
Greeneville	114,615	155,109	167,468	15	15,626	14	21,059	62	39,602	51	25,686	36	13,588	19	7,123	22	6,139	48	11,577	13	6,847
GRUNDY	22,624	26,586	27,926	8	4,120	7	691	33	7,800	11	2,869	24	5,986	4	69	5	534	19	1,927	5	888
HAMBLEN	166,731	215,905	231,065	24	21,124	14	35,946	71	52,519	63	43,648	48	23,442	36	11,948	45	7,216	52	12,815	15	7,244
Morristown	163,106	211,703	226,662	24	21,124	14	35,946	60	49,163	63	43,648	43	22,980	35	11,823	45	7,216	50	12,629	15	7,244
HAMILTON	1,069,884	1,389,934	1,488,488	112	85,809	66	230,942	344	287,670	210	297,774	29	160,487	160	68,730	197	60,382	430	113,321	80	43,040
Chattanooga	766,891	978,665	1,044,087	57	57,309	40	154,007	201	163,467	134	274,415	160	89,736	95	53,307	115	40,872	305	77,262	55	29,277
HANCOCK	6,843	8,206	8,653	4		4	454	23	3,875	9	510	4	752	5	576	2	1,348	1	91	4	676
HARDEMAN	49,524	66,222	71,326	10	7,884	15	7,932	77	20,478	22	13,334	27	9,389	15	1,496	11	1,741	24	2,246	8	2,868
HARDIN	51,587	64,009	67,926	13	8,316	12	7,314	56	18,027	25	11,116	25	7,376	22	1,861	15	2,834	39	4,272	5	1,807
HAWKINS	58,303	74,189	79,143	14	4,799	10	4,322	64	30,470	22	14,061	32	8,596	12	2,386	13	2,567	32	4,262	10	2,996
HAYWOOD	41,745	54,053	57,856	6	3,056	14	6,046	45	16,810	14	11,082	16	7,046	19	1,956	18	3,534	27	4,318	5	1,584
HENDERSON	49,784	64,101	68,524	10	5,236	9	4,708	63	20,385	25	14,385	20	10,627	19	2,457	14	2,908	32	3,032	8	2,034
HENRY	74,548	96,386	103,119	12	9,217	11	11,840	52	23,156	23	17,042	24	9,501	29	5,903	18	3,661	54	7,427	10	3,984
Paris	70,620	90,911	97,674	10	8,879	9	11,368	30	20,883	21	16,718	22	9,324	29	5,903	17	3,616	41	6,467	8	3,809
HICKMAN	19,205	24,032	25,549	3	1,180	5	623	37	9,908	10	5,898	15	3,319	11	879	7	813	18	1,107	2	364
HOUSTON	8,135	11,190	12,120	3	1,512	2	179	10	6,097	8	623	4	1,733	2	367	5	173	13	839	2	280
HUMPHREYS	44,127	56,810	60,728	10	3,970	9	5,950	27	15,342	11	13,472	24	10,200	13	1,801	13	2,773	36	4,038	6	1,519
JACKSON	16,981	20,456	21,584	3	1,566	4	614	17	9,632	6	5,087	5	1,169	4	209	4	843	9	743	4	514

continued page 384

DYERSBURG—continued

7—ELECTRIC METERS: Residence 7,251

8—GAS METERS: Residence 5,973

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 1,100 ($185); Auto Shock Absorbers 250 ($177), Rubber Prod., Carpeting Underlay & Auto Parts 1000 ($210), Auto Seat Covers 275 ($200), Cotton Seed Prods. 100 ($175), Hardwood Lumber 150 ($120), Dairy Prod. 110 ($170), Flash Cubes 650 ($225); Containers Mfg. 85 ($200); Lighting Mfg. 125 ($170); Transformer Mfg. 110 ($200); Metal Prefab. 700 ($120).

10-CLIMATE: Min. & Max. Temp.—Spring 35-75, Summer 68-98; Fall 60-80, Winter 10-70.

11—TAP WATER: Acid, very soft.

12—RETAILING:
Nearby Shopping Center: Green Village, 2 mi.; Dyersburg Square, 2 mi.
Shopping Centers: Green Village (21 Stores—P.N. Hirsch; Otasco.
Principal Shopping Days: Mon., Fri. & Sat.
Stores Open Evenings: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Sears, Otasco, Cato's, Fred's, P.N. Hirsch.
Variety Stores: Woolworth, Ben Franklin.
Chain Drug Stores (CZ): Rexall, Walgreen, City Drug, J. & W. Revco.
Discount Stores: Big K, Gibson's, K-Mart.
Chain Food Supermarkets: Piggly Wiggly; We-Ona; Kroger; Big Star; Plaza Foods, Hags Foods; Big Johns.
Other Chain Stores: Goodyear, Firestone, Singer Co.; Goodrich; Western Auto; Schlesinger's; Otasco, Hancock Fabrics, Big K, Revco; Ivanhoe; Williams Fabrics.

14—NEWSPAPERS: STATE GAZETTE (e-Mon. to Fri.) 6,860; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Smith, Pub., STATE GAZETTE.
National Representatives: Landon Associates, Inc.

ELIZABETHTON, TENN.

1—LOCATION: Carter County, E&P Map F-2, County Seat. Industrial center; in heart of Appalachians. On U.S. Hwys. 19E, 321; State Hwys. 91, 67, 20 mi. from Bristol, Tenn.-Va., 5 mi. from Johnson City, 104 mi. from Knoxville.

2—TRANSPORTATION: Railroads: ET&WNC.
Motor Freight Carriers: 4
Intercity Bus Lines: Continental Trailways.
Airlines: Piedmont; Southern; United; Charter service at local municipal airport.

3—POPULATION:
Corp. City 70 Cen. 12,269; Loc. Est. 13,290
County 70 Cen. 43,259; Loc. Est. 46,868
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,111; Loc. Est. 5,108
County 70 Cen. 13,320; Loc. Est. 17,106

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$95,000,000
Sav. & Loan Assn.	2	$67,000,000

6—PASSENGER AUTOS: County 27,354 (1978)

7—ELECTRIC METERS: Residence 13,270

8—GAS METERS: Residence 925

9— PRINCIPAL INDUSTRIES (CZ): Corrugated Boxes; Furn., Undergarments; Musical Strings; Rayon Yarn & Fabric for Tires; Rayon Knit Cloth, Vycron (Polyester); Rayon Staple & Tow; Chem. Res., Bldg. Blocks, Industrial Tool Mfg., Air Filters, Aluminum Extrusions; Sportswear. Employment: Mfg. 5,500; Retail 1,500, Transp. 88, Wholesale 100, Services 1,000.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-67; Summer 63-85; Fall 45-69, Winter 34-55. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: Neutral, very saft.

12—RETAILING: Principal Shopping Center: 8 blocks on Elk Ave., 4 on E St., 1 on F St.
Neighborhood Shopping Centers: 1 block on West "G" St., Paramount and Westtown Square. Shopping Centers on W. Elk Ave.
Principal Shopping Days: Dept. stores—Mon., Fri., Sat., Food—Tues., Wed., Fri., Sat.
Stores Open Evenings: Dept.—Fri.; Food—Every night until 7 except Fri.; Shopping Centers till 9 p.m. nightly.

13—RETAIL OUTLETS: Department Stores: Ira A. Watson; J.C. Penney; Parks-Belk.
Variety: Eagle, Dollar Stores; Top Dollar; Big K; Family Dollar.
Discount Stores: Scottie's; Big K, TG&Y.
Chain Drug Stores (CZ): Eckerds; Burgies (McKesson) City Rexall; Lingerfelt Rexall; SuperRx.
Chain Food Supermarkets: Winn-Dixie; Giant; Wrights; Publix.
Other Chain Stores: Sterchi Furn., Firestone, Western Auto; Free Service Tire (Goodyear); Advance, Goodrich; Droke Shoe; Women's Apparel; Nettie Lee, Margie's, Reed's; Tate's, Edna's; George- Carols Ltd., Cato's.

14—NEWSPAPERS: STAR (e-Mon. to Fri.) 7,137; (S) 8,560; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Glenn Hodge, Gen. Mgr., or Jack Campbell, Adv. Dir., STAR.
National Representatives: General Advertising Service, Inc.

GREENEVILLE, TENN.

1—LOCATION: Greene County, E&P Map F-2, County Seat. 59.4 mi. SW of Bristol, 65 mi. NE of Knoxville. On U.S. Hwys. 11E, 70 and 411; State Hwys. 34, 35, 70 and 93.

2—TRANSPORTATION: Railroads: Southern.
Motor Freight Carriers: 6

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
JEFFERSON	54,854	73,302	78,969	14	4,562	11	4,154	55	30,344	25	11,307	27	12,120	14	1,450	15	2,612	27	3,630	8	3,351
JOHNSON	23,134	29,471	31,439	10	2,591	9	2,702	29	11,057	8	5,430	13	4,643	4	672	9	1,089	10	1,032	3	1,205
KNOX	1,200,366	1,562,723	1,674,475	133	106,932	58	278,799	374	320,870	265	273,977	270	188,230	198	81,260	226	79,866	437	130,689	78	48,862
Knoxville	1,032,557	1,356,695	1,456,234	101	91,630	48	269,706	297	252,759	214	245,711	207	137,575	168	76,050	190	72,492	380	118,220	64	40,902
LAKE	14,984	17,054	17,801	5	977	4	530	21	6,464	5	1,391	12	2,932	4	278	4	395	16	1,621	4	969
LAUDERDALE	45,737	58,820	62,873	9	4,903	10	4,916	52	18,585	22	13,459	21	5,571	21	3,672	12	2,474	31	2,327	7	2,760
LAWRENCE	91,384	114,417	121,618	16	9,353	15	10,445	79	29,471	57	34,133	32	7,821	19	4,557	25	6,572	34	3,963	7	4,590
LEWIS	16,885	20,922	22,201	5	746	6	1,047	18	6,394	12	5,311	13	2,712	4	566	7	1,216	12	627	1	993
LINCOLN	61,174	75,491	80,040	16	6,767	12	4,076	75	23,145	28	17,027	27	9,385	25	3,733	13	2,463	38	3,835	6	3,633
LOUDON	61,513	76,442	81,158	10	7,423	7	3,470	55	22,484	35	18,213	31	14,364	14	3,330	17	2,852	32	3,376	7	2,392
MCMINN	99,014	127,500	136,342	18	16,471	12	12,199	66	29,348	53	20,549	52	15,893	31	8,341	31	5,597	55	8,094	11	5,701
Athens	73,119	96,096	103,150	10	14,845	8	11,099	38	23,161	33	15,976	25	7,624	24	7,153	19	4,409	34	6,227	4	4,159
MCNAIRY	46,109	60,250	64,590	17	5,589	9	1,776	55	14,393	42	17,046	22	10,099	19	2,289	17	2,552	33	3,175	5	1,700
MACON	32,373	41,835	44,768	15	5,440	7	1,262	28	18,762	8	4,910	21	4,857	12	1,315	10	1,273	18	1,357	4	1,690
MADISON	281,749	399,800	435,618	32	24,895	24	77,783	122	86,316	58	80,314	74	50,416	56	22,584	51	17,760	108	28,608	18	9,742
Jackson	271,843	387,643	422,736	29	24,091	22	74,801	98	83,552	58	80,314	68	45,321	56	22,584	49	17,404	104	28,038	17	9,499
MARION	54,265	69,824	74,657	9	3,127	12	4,713	53	25,014	22	11,528	34	14,154	11	2,628	13	4,300	34	2,911	5	1,029
MARSHALL	53,163	73,818	79,891	7	3,018	10	2,598	41	20,602	21	23,330	28	13,595	21	2,429	10	2,520	18	2,407	6	3,440
MAURY	142,013	187,184	201,122	25	13,540	22	18,757	95	59,933	40	26,622	51	19,214	38	11,757	41	8,302	80	13,717	13	6,479
Columbia	125,356	168,323	181,458	19	12,654	17	18,221	60	53,236	34	24,010	38	16,864	36	11,387	30	6,169	62	12,319	10	5,852
MEIGS	7,185	10,127	11,022	1		2	980	22	5,209	6	893	5	1,070	3		2	454	10	923	1	734
MONROE	63,568	83,870	90,099	17	8,397	13	5,741	68	23,303	51	20,341	37	10,837	18	2,199	17	4,082	45	7,452	7	2,466
MONTGOMERY	260,909	311,611	328,199	26	27,720	21	52,316	79	57,774	68	83,212	66	27,796	45	10,241	67	16,985	117	23,750	14	7,828
Clarksville	253,299	303,651	320,025	24	25,993	19	51,916	65	54,697	65	83,125	63	26,856	44	10,057	62	16,070	112	23,385	12	7,371
MOORE	3,022	3,184	3,275	1	119	1	17	8	1,484	1		3	415	1	53	2	88	1	3	1	126
MORGAN	13,405	17,610	18,906	3	595	3	113	22	8,420	11	2,555	13	5,432	4	318	4	465	8	358	1	65
OBION	101,379	127,396	135,565	19	14,093	14	12,865	61	27,341	31	32,546	33	8,728	36	6,913	21	4,762	49	8,851	8	3,059
South Fulton	5,993	6,889	7,188	2	1,151			2	437	5	1,160	5	787	4	289	2	231	10	1,284	1	156
Union City	79,332	102,247	109,313	11	9,601	8	12,168	26	20,586	16	27,861	16	5,898	26	6,102	15	4,075	29	6,934	4	2,453
OVERTON	28,247	39,452	42,865	6	3,381	12	2,838	42	14,694	18	5,869	16	6,047	9	1,174	7	2,100	11	954	4	1,787
PERRY	8,629	12,578	13,778	4	886	1	330	17	4,776	5	3,206	8	2,155	4	309	3	733	7	719	2	369
PICKETT	5,425	7,783	8,500	1	1,074	3	266	7	2,529	6	1,049	5	1,630	2	223	4	126	8	786	1	30
POLK	16,653	26,330	29,310	6	2,090	8	870	31	10,286	16	3,862	13	3,792	7	853	5	854	16	2,266	7	1,653
PUTNAM	136,450	200,020	219,400	30	19,089	18	23,716	85	42,982	62	32,585	57	31,759	47	15,156	39	8,429	71	18,565	13	6,432
Cookeville	123,239	182,379	200,398	23	16,506	10	22,454	51	36,397	57	31,992	40	27,170	43	14,970	33	8,021	59	17,816	10	5,745
RHEA	51,841	65,036	69,166	11	7,539	8	3,452	40	21,513	18	14,177	23	8,773	23	3,107	10	2,010	27	2,886	8	3,009
ROANE	113,150	126,728	131,803	26	11,169	11	5,116	64	35,958	36	33,941	51	15,417	20	4,626	26	5,053	58	7,985	16	6,219
Harriman	60,172	67,108	69,420	14	5,509	3	3,481	25	16,554	16	22,734	20	5,090	12	2,405	13	2,133	24	3,601	7	3,278
ROBERTSON	84,625	110,690	118,689	11	4,699	11	7,579	43	26,052	21	39,381	35	13,084	22	4,458	14	4,297	27	5,725	11	4,302
RUTHERFORD	227,554	300,985	323,515	33	29,468	18	27,110	104	73,850	58	58,869	61	40,692	58	18,424	53	11,507	94	27,120	19	7,412
Murfreesboro	196,934	259,849	279,159	26	23,334	12	24,948	77	59,925	45	54,692	44	32,064	54	18,130	41	9,666	73	24,235	15	6,650
SCOTT	36,309	49,727	53,941	7	1,197	10	3,965	45	18,739	19	9,248	24	8,060	9	1,181	7	1,410	28	2,430	6	2,651
SEQUATCHIE	12,919	16,936	18,177	2	1,402	8	1,018	10	8,080	12	2,444	9	2,398	2	382	4	564	8	660	3	907
SEVIER	123,915	164,650	177,143	11	9,364	17	10,016	78	37,343	36	15,658	42	14,384	50	8,642	33	7,314	106	36,967	13	5,237
SHELBY	2,639,189	3,520,023	3,789,865	201	138,871	149	588,415	831	822,824	391	716,006	529	392,695	457	217,181	436	183,211	1,000	284,063	140	114,315
Memphis	2,451,457	3,298,459	3,556,715	166	124,036	133	571,954	719	767,039	341	664,238	472	355,305	418	205,817	396	176,331	917	268,260	129	110,383
SMITH	30,402	37,036	39,162	10	3,851	12	3,142	29	8,694	9	7,610	15	4,349	8	922	9	5,234	18	1,658	5	1,049
STEWART	13,548	16,950	18,017	1	2,477	3	1,110	17	4,977	6	3,956	5	1,496	3	739	2	135	14	1,005	1	
SULLIVAN	535,924	708,039	760,984	51	43,669	34	141,289	177	159,007	127	172,691	115	66,642	93	33,589	93	30,423	143	50,816	31	18,790
Bristol, Tenn.-Bristol, Va.	327,994	436,522	442,343	22	30,006	17	65,842	95	88,210	63	108,846	62	50,996	65	23,033	60	18,963	100	27,656	15	10,657
Kingsport	265,970	407,395	437,444	30	29,043	20	97,393	99	85,581	55	76,424	54	33,499	56	25,233	48	17,375	72	29,702	16	9,995
SUMNER	189,416	262,429	284,613	43	37,731	14	13,343	109	82,485	72	57,866	54	30,177	49	11,006	41	6,662	73	15,242	21	10,920
TIPTON	62,847	77,547	82,212	8	9,623	15	8,931	80	22,851	32	17,507	24	6,459	20	2,786	13	2,150	30	3,097	8	2,665
TROUSDALE	22,082	30,241	32,716	4	1,668	2	241	10	8,082	5	13,776	5	2,810	6	782	3	1,404	6	571	3	647
UNICOI	25,512	37,084	40,334	2	307	5	2,435	33	14,372	12	7,454	11	3,930	8	1,007	7	2,120	16	2,139	3	1,116
UNION	10,734	13,786	14,729	4	494	4	623	21	6,268	14	3,476	9	1,208	1	300	3	502	11	485	1	378
VAN BUREN	3,377	3,887	4,067	1	494	1	378	15	1,807	2	394	3	298	1	202	2		4	145	1	95
WARREN	86,414	109,475	116,657	34	11,500	9	10,353	56	30,640	43	21,053	32	10,276	31	7,610	12	5,068	38	6,003	9	4,504
WASHINGTON	281,005	385,879	417,903	46	42,792	17	58,753	114	82,421	73	88,856	87	35,537	54	20,607	64	18,854	102	27,138	15	10,110
Johnson City	254,516	355,180	385,740	35	37,384	14	58,499	68	75,562	63	86,813	58	27,039	45	20,159	53	15,288	81	25,470	12	9,319
WAYNE	21,765	28,985	31,192	10	2,573	11	1,139	38	11,138	10	6,784	20	3,088	9	553	6	420	16	898	5	1,445
WEAKLEY	68,720	86,211	91,687	19	8,485	14	7,197	55	22,122	40	16,692	40	12,927	30	5,021	24	5,518	35	5,657	12	3,303
WHITE	51,118	67,124	72,025	11	4,805	5	1,029	51	19,807	30	27,873	22	5,288	16	2,669	11	1,727	24	2,364	7	2,249
WILLIAMSON	144,293	212,238	232,933	20	7,840	16	8,795	78	54,785	32	65,265	45	37,164	36	9,825	18	6,293	53	13,317	14	8,654
WILSON	107,852	145,457	156,926	24	11,490	18	9,278	61	35,621	39	35,224	50	27,832	32	7,920	30	6,762	50	11,162	12	4,755
Lebanon	95,787	128,895	138,991	18	10,496	13	7,926	37	30,582	32	34,725	41	23,403	26	4,820	25	6,512	40	10,415	9	4,182

Intercity Bus Lines: Tennessee, Queen City; Tenn. Coach, Trailways.

3—POPULATION:
Corp. City 70 Cen. 13,722; Loc. Est. 15,292
County 70 Cen. 47,630; Loc. Est. 53,676

4—HOUSEHOLDS:
City 70 Cen. 4,644; Loc. Est. 6,010
County 70 Cen. 14,687; Loc. Est. 19,371

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$151,041,000
Sav. & Loan Assn.	2	$103,506,000

6—PASSENGER AUTOS: County 28,732 (1978)

7—ELECTRIC METERS: Residence 19,302

8—GAS METERS: Residence 203

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Waga Earners—Electronics 4,500; Tobacco 1,000; Dairy 500, Textile 400, Furniture 450; Metal Working 2,000; Chemicals 350; Tool & Die 700; Paper Products 800; Other 1,000.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Eastgate	12	Winn-Dixie
Food City	10	Emery 5&10, Super Dollar
Towne Square	20	White's, Parks-Belk Dept.
West Greene		Emery 5/10; Super Dollar
Spencer Sq.		Giant Food; J&R Drug
Greenville Plz		Giant Food; Big K, K-Mart

Principal Shopping Days: Fri., Sat., Tues.

13—RETAIL OUTLETS: Department Stores: Geo. R. Lane's; Penney, Park-Belk; Watson's, Nettie Lee.
Discount Stores (CZ): Watson's, Scotties, Howard Bros.; Big K Discount Stores; K-Mart.
Variety Stores: Woolworth, Emery's.
Chain Drug Stores (CZ): Revco; Scottie's.
Chain. Food Supermarkets: White, Winn-Dixie, Ingles; Food City 2; Giant 2.

14—NEWSPAPERS: SUN (e) 14,307; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Frank M. Henley, Adv. Dir., SUN.
National Representatives: Landon Associates, Inc.

JACKSON, TENN.

1—LOCATION: Madison County, E&P Map B-2. Manufacturing, Medical, College, Farming and Trade Center for Western Tenn. Midwest portion of state 85 mi. NE of Memphis; 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40, State Hwys. 1, 5, 18, 20.

2—TRANSPORTATION: Railroads: Ill. Central/Gulf; L&N.
Airlines: Republic.
Motor Freight Carriers: 20.
Intercity Bus Lines: Greyhound, Continental Trailways; Gulf Transport.

3—POPULATION:
Corp. City 70 Cen. 39,996, Loc. Est. 48,601
CZ-ABC: (70) 41,879, (80) 51,000
RZ-ABC: (70) 208,937; (80) 222,500
County 70 Cen. 65,774, Loc. Est. 74,307
City & RTZ-ABC: (70) 250,816, (80) 273,500

4—HOUSEHOLDS:
City 70 Cen. 13,121; Loc. Est. 16,447
County 70 Cen. 20,542, Loc. Est. 27,037
CZ ABC: (70) 13,705, (80) 19,100
RTZ-ABC: (70) 65,028; (80) 79,100
City & RTZ-ABC: (70) 78,733; (80) 98,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$315,786,000
Sav. & Loan Assns	2	$64,964,198

6—PASSENGER AUTOS: County 39,951 (1978)

7—ELECTRIC METERS: Residence 21,811

8—GAS METERS: Residence 16,237

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing 8,200 Emp.; Fiberglass Materials 943; Lumber & Hdw. 796; Ceramic Tile 200, Bldg. Materials 124, Aluminum Prod. 631, Store Fixtures 170; Ptg. & Pub. 290; Carbonated Bev. 300, Power Tools 899; Misc. Mfg. 481; Sheeting for bags 928; Dairy, Food Farm Prod. 600, Dresses 480, Frozen Foods 241; Food Products 830; Plastic Pipe 200; Furniture Mfg. 132; Packaging 621; Automotive Parts 400; Ind. Air Conditioners 350.

10-CLIMATE: Min. & Max. Temp.—Spring 26-79; Summer 64-105, Fall 22-85; Winter 02-54. Frost-free period-April 6-Oct. 23.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Centers: Downtown 10 blocks 48 stores, Old Hickory Mall 4 stores; Jackson Plaza 16 stores, Hamilton Hills 21 stores; Oak Hill 4 stores; Madison South 12 stores.
Neighborhood Shopping Centers: Highland Park 9 units; Highland & Campbell Sts.; East Chester 6 units; E. Chester St. at city Limits; Hollywood on Hollywood Dr. 10 units; South Gate 10 units; Highway 45N., Knight Square 7 units. Highway 45 N.; Casey Jones Village 8 units, Hwy. 45 By Pass.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Old Hickory Mall	4	Sears, J.C. Penney; Woolworth
Jackson Plaza	4	Parks-Belk, TG&Y
Oak Hill	4	Big K, Sunflower
Hamilton Hills	4	Gibson's, Liberty
South Gate	3	Super D, Big Star
Hollywood	1½	Big Star, TG&Y
Madison South	4	Gibson's, Liberty
Highland Park		Highland Park Food
McKnight Sq.	4	Goodyear
Casey Jones Vlg.	4½	Dabrey's Furn.

Principal Shopping Days: Thu., Fri., & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: Sears; J.C. Penney; Kisber's, K-Mart, Parks-Belk, Marks Rothenberg.
Discount Stores (CZ): Gibson's 2; K-Mart, P. N. Hirsch; Dollar General; Super D; Big K.
Variety Stores: Woolworths; TG&Y 2; McCrory; Sterling; Fred's.
Chain Drug Stores (CZ): Walgreens; Super D 2; Gibson's, Rexall 3, K-Mart, Big K.
Chain Food Stores (CZ): Big Star, Piggly Wiggly 3, Liberty 4; Q-Mart 5, Camp's 2, Kroger, Super C 7; Sunflower 1; Q-Mart 8, Pic-Pac 1; E.W. JAMES 1.
Other Chain Stores: Firestone, Goodyear, Western Auto; Zales Jewelry, Brodnax Jewelry; Flack's Carrage House, Sterchi Furniture; Mam'selle, Singer Co., Pittsburgh Plate Glass, Handcock Fabrics; Remnant House Fabrics; Wickes Lbr., Lowes Lbr., Mid-South Men's.

14—NEWSPAPERS: SUN (e-Mon. to Fri.) 32,095; (S) 32,728; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David W. Barton, Adv. Director, SUN.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

JOHNSON CITY, TENN.

1—LOCATION: Washington County, E & P Map F-2. 22 mi. SW of Bristol; 97 mi. from Knoxville; 65 mi. NE of Asheville, N.C. Shopping center, mfg., wholesale grocery, drug and hardware center, Medical Center; College center; Medical School; VA Hospital Mountain Home. On Hwys. 11E, 19W, 23, 321, 411 and 137.

2—TRANSPORTATION: Railroads: Southern; Clinchfield; ET&WNC Railroad.
Motor Freight Carriers: 18.
Intercity Bus Line: Trailways, Greene County.
Airlines: Piedmont; U.S.Air; Republic, Appalachian Flying Service (Charter), Tri City Aviation.

3—POPULATION:
Corp City 70 Cen. 33,770; Loc. Est. 38,770
CZ-ABC: (70) 54,700, (80) 63,600
RTZ-ABC: (70) 147,078, (80) 163,900
County 70 Cen. 73,924; Loc. Est. 84,500
City & RTZ-ABC: (70) 201,778, (80) 227,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 10,101; Loc. Est. 15,504
County 70 Cen. 22,532, Loc. Est. 30,554
CZ ABC: (70) 16,209, (80) 21,600
RTZ-ABC (70) 45,659, (80) 58,500
City & RTZ-ABC: (70) 61,868, (80) 80,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$286,098,792
Sav. & Loan Assn.	3	$177,021,327

6—PASSENGER AUTOS: County 65,000

7—ELECTRIC METERS: Residence 41,000

8—GAS METERS: Residence 3,579

9— PRINCIPAL INDUSTRIES (CZ): Hardwood Flooring; Metal Products; Brick; Concrete Blocks, Baking Products, Telephone Components; TV-Radio Cabinets; Tool Mfg.; Food Products; Women's Lingerie; Men's Trousers; Mens-Women's Clothing; Textiles; Foundry; Machine Products; Paint Rollers and Trays; Fine Furniture, Auto Brakes and Parts; Plastics; Electric Heaters; Water Tanks; Mattresses; Dairy Products; Bottler's Sheet Metal Products; Electronic and Appliance Components; Aluminum Windows; Doors; Cement Products; Hospital Supplies; Flour; Meal; Concrete Pipe; Pipes and Valves; Chemicals; Gaskets; Surgical Supplies; Steel Cabinets; Metal Fabrication; Tub & Showers; Cheese; Payroll $49,820,000 Annually. 13,000 employees.
Principal Pay Days: Wkly. 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Market St.; 9 on Main; 3 on Wilson Ave.; 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central	6	Wright's, Howard Bros.
Holiday	4	Wright's Mkt.
K-Mart Plaza	-	Giant Food, Revco, K-Mart
King's Disc. Plz	5	King's Dept., Winn-Dixie
Hills	3	Hills, Ecke, Kroger
The Mall	40	Parks-Belk, J.C. Penney, Millers, Sears
Shopper City	6	Food City Mkt.
Southside Plz	12	Giant Foods, Revco

Principal Shopping Days: Dept. Stores—Mon., Thu., Fri. & Sat. Food—Thu., Fri. & Sat.
Stores Open Evenings: Fri. & Mon.; Shpg. Ctrs. nitely.

13—RETAIL OUTLETS: Department Stores: King's, Dosser's, Parks-Belk, Charles, Sears; Nettie Lee, J.C. Penney; Millers.
Variety Stores: Woolworth; Emery, McCrory's, Vick's.
Discount Stores: Howard Bros.; Ken's; K-Mart; Hills.
Chain Drug Stores (CZ): Jones-Vance 1; Hospital Phcy. 1, Howard Bros., SuperRx; Revco, Eckerd's; Hills.
Chain Food Supermarkets: Giant 4, Wright's 4, Kroger 2, Publix, Jiffy 6, Winn-Dixie, 7-Eleven, Food City 2.
Other Chain Stores: Sears; Singer Co., Advance Auto Access, Firestone; Ball Bros. (Furn.); Sterchi Bros (Furn); Free Service Tires, Jewel Box, Zales, Ormonds, Anderson-Little, Chess-King, Foxmoors, Brooks; Spencer's Gifts; Sherwin-Williams, Mary Carter Shoes, Lerners, Rhodes Furniture, Fifth Avenue Card Shop, Butler Shoes, Royce Shoe Store, Ford Shoes; Nettie Lee Boy & Girl Shop, Gateway Books; Motherhood Maternity, Lafayette Electronics Associate Store.

14—NEWSPAPERS: PRESS-CHRONICLE (m-Tues. to Fri.) 4,469; (e-Mon. to Fri.) 22,306, Comb (m&e) 26,775, (Sat. m) 25,707; (S) 28,602; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Norma Tucker, Nat'l Adv. Dept. PRESS-CHRONICLE.
National Representatives: Branham/Newspaper Sales.

KINGSPORT, TENN.

1—LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, Tenn.-Va. SMSA). E&P Map F-1. Industrial center in the upper eastern tip of state; 95 mi. W of Knoxville. On U.S. Hwys. 23 and 11 W; State Hwy. 81; Interstate 81.

2—TRANSPORTATION: Railroads: Clinchfield; Southern.
Motor Freight Carriers: 17.
Intercity Bus Lines: Washington County Bus, Trailways, Suburban, Greyhound; S.W. Coach, Green Coach, Baileyton Bus.
Airlines: Piedmont, Republic U.S. Air.; Atlantis; Appalachian.

3—POPULATION:
Corp. City 70 Cen. 31,938, Loc. Est. 32,751
CZ ABC. (70) 82,977, (80) 91,400
RTZ-ABC. (70) 122,913, (80) 146,900
SMSA 70 Cen. 393,655, Loc. Est. 417,105
County 70 Cen. 127,329; Loc. Est. 139,786
City & RTZ-ABC. (70) 205,890, (80) 238,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 10,673, Loc. Est. 12,551
County 70 Cen. 40,067; Loc. Est. 50,675
SMSA 70 Cen. 74,987; Loc. Est. 150,284
CZ ABC. (70) 26,091, (80) 32,900
RTZ-ABC. (70) 37,410, (80) 51,100
City & RTZ-ABC. (70) 63,501, (80) 84,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$393,256,800
Sav. & Loan Assns	4	$633,647,860

6—PASSENGER AUTOS: County 98,588 (1978)

7—ELECTRIC METERS: Residence 50,685

8—GAS METERS: Residence 3,154

9— PRINCIPAL INDUSTRIES (CZ): Chemicals, Printing; Paper, Cotton Cloth, Glass; Leather Belting, Munitions, Oxygen, Bookbinding, Corrugated Cartons; Trucking, Brick. Est. Local Payroll $338,167,000.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, medium; fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts., Kingsport's Golden Mile, 2 miles on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass; Fort Henry Mall, Fort Henry Drive.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Fort Henry Mall	75	Parks-Belk, Sears, Penney, Nettie Lee Ladies Shop, Lerner, Hickory Farms, Eckerd Drugs, Millers
Greenacres	12	Roses, Oakwood Mkt.
Kings Grant Plaza	12	King's Dept., Giant Food, Revco
Kingsport Mall	25	Hills, Mont. Ward, K-Mart
Midtown	22	Giant, Oakwood, Publix
Parkway Plaza	6	Kroger, World of Toys, Eckerd Drug
Southland	4	Big K, Giant Food, Revco, Food City
Lynn Garden	-	N.A.
Colonial Hts	-	N.A.
Mt. Carmel	-	N.A.
West End	-	N.A.

Principal Shopping Days: Mon., Tues., Wed., Thu., Fri., Sat.; Groceries—Mon., Sat.
Stores Open Sunday: K-Mart, Big K; Hills; Wards, Revco Drugs; Kings; Food City; Kroger; Treasury Drug, Eckerd Drugs, Hickory Farms; Sears; Penney; Giant Food Mkt.; Rose's, Parks-Belk; Millers.
Stores Open Evenings: Most stores.

13—RETAIL OUTLETS: Department Stores: Miller's, J.C. Penney; Dobyns-Taylor, Parks-Belk; Montgomery Ward; Sears; Rose's.
Discount Stores: Big-K, Hill's; King's; K-Mart.
Variety Stores: Woolworth, Family Dollar.
Chain Drug Stores (CZ): Revco 3; Treasury; Eckerd's 2.
Chain Food Stores: Saveway Markets, Giant 5, Oakwood 6; Minute Mkts. 9, Quik Trips, Kroger 2; Food City; Publix; 7-11 9.
Other Chain Stores: Jewel Box, Goodrich; Firestone, Free Service Tire, Ball Bros.; Advance Store 2; Dollar General; Sterchi; Zales; Pic-N-Pay; Singer Co.; Glidden Paint; Sherwin-Williams, Mary Carter, Lowe's; Pittsburgh Paints; Rhodes Furniture, Paty Lumber; Oakwood Mkts.; Giant Food; New York Carpet, Lerner, Ford Shoes, Hickory Farms, B. Dalton Books; General Nutrition, World O Toys, World of Clothing; Radio Shack, Family Dollar, Carlyle and Co.

14—NEWSPAPERS: NEWS (m-Tues. to Fri.) 2,006; TIMES (e-Mon. to Fri.) Comb. (m&e) 41,907; TIMES-NEWS (Sat. m) 40,401, (S) 43,048, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sigmon, Adv. Dir., TIMES and NEWS.
National Representatives: None. DAILY NEWS (m-Mon. to Fri.) 4,525, (S) 3,600; sworn Sept. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Pete Dykes, Pub., DAILY NEWS.
National Representatives: None.

KNOXVILLE, TENN.

1—LOCATION: Knox County (SMSA). E&P Map E-2. County Seat. Industrial and wholesale center. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River), 112 mi. from Chattanooga, 285 mi. S of Cincinnati, 198 mi. E of Nashville, 191 mi. N of Atlanta. U.S. Hwys. 70, 11, 129, 141, 25-W, I-40, I-75, State Hwys. 33, 71, 139, 127.

2—TRANSPORTATION: Railroads: Southern, Louisville & Nashville (L&N).
Motor Freight Carriers: 39.
Intercity Bus Lines: Knoxville Transit Corp. (City), Suburban, Greyhound, Trailways.
Airlines: American, United, Delta, Piedmont, Republic, TWA; Tenn. Airways, Nelson Aviation.

3—POPULATION:
Corp. City 70 Cen. 174,587; Loc. Est. 186,600
CZ ABC: (70) 204,493; (80) 221,600
RTZ-ABC: (70) 620,029; (80) 741,100
County 70 Cen. 276,293; Loc. Est. 306,500
SMSA 70 Cen. 409,409, Loc. Est. 460,400
City & RTZ-ABC: (70) 824,522, (80) 962,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 56,902, Loc. Est. 67,600
County 70 Cen. 87,164; Loc. Est. 108,200
SMSA 70 Cen. 129,241; Loc. Est. 164,700
CZ ABC: (70) 65,692, (80) 81,300
RTZ-ABC: (70) 190,697; (80) 260,900
City & RTZ-ABC: (70) 256,389; (80) 342,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$1,400,000,000
Sav. & Loan Assns	7	$637,700,000

6—PASSENGER AUTOS: County 161,894 (1978)

7—ELECTRIC METERS: Residence 124,788

8—GAS METERS: Residence 18,688

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 2,600 ($180), Food 4,500 ($220), Stone & Clay Products 1,000 ($297), Apparel 8,700 ($186); Machinery 2,500 ($249).
Principal Industrial Pay Days: Fridays, 26th, 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Gay St.; 2 on Market St., 1 on Clinch, 1 on Henley St.; 1 on State St.
Neighborhood Shopping Centers: 2 blocks on Chapman Hwy. at Vestal, 1 on Chapman Hwy. at Colonial Village; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden, 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Road; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St.; also at Hillcrest; one on Broadway at at Tazwell Pike, 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Drive, 1 on I-40 at Cedar Bluff.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bearden	6	Whiteway, White Store
Broadway	3	Woolworth, Kroger, White Store
Chapman Hwy.	12	K-Mart, Kroger
Clinton Hwy.	6	K-Mart, Revco, A&P, Winn-Dixie

KNOXVILLE—continued

McClain Center	6	Jefferson-Ward, Kroger, SuperRx
Cumberland Est.	6	White Store, Whiteway Variety
Fountain City	6	Revco, IGA
King's Plaza	9	King's, Kroger, Winn-Dixie
Holston	3½	Hall-Brown, Paul Parrott, White Store
Kingston Pk	3½	Long's Drug, White Store, Revco, IGA
Northgate	5	K-Mart, Winn-Dixie, Revco, White Store
Southgate	7	White Store, Whiteway
Suburban	8	IGA, Long-Henderson Drug
West Haven	7	Munford, Bradley Drug, White Store
Western Plaza	5	Hall-Brown, Woolworth's
West Town	8	Miller's, J.C. Penney, Proffit's, Sears
Walker Springs Plz	12	King's, Kroger, SuperRx
Rocky Hill	9	IGA, Raley's Wear House
Cedar Springs	10	Winn Dixie, Revco
Cedar Bluff	10	White Stores, Whiteway, Todd & Armstead Drug
Knox Plaza	3¾	Kroger, SuperRx
Halls	10	White Store, Whiteway
Hall's Plaza	10	King's Dept. Store, Winn-Dixie, Revco

Principal Shopping Days: Department Stores Sun., Mon., Fri., and Sat.; Foods—Thurs., fri., Sat.
Stores Open Evenings: Dept.—Mon. & Thu.; Sears, Discount Stores and West Town-Mon-thru Sat.; Food—Every night until 9 p.m. ex. Sun.
Stores Open Sundays: Some food & supermarkets; Zayre's; K-Mart; Jefferson-Ward; Miller's (West Town).

13—RETAIL OUTLETS: Department Stores: Miller's 2; Sears 2; J.C. Penney 2; Ira A. Watson; Proffit's; Hill's 2.
Discount Stores (CZ): Jefferson-Ward K-Mart 7, King's 3, Service Merchandise, United General Prods.
Variety Stores: Woolworth; Kress; Whiteway; Emery.
Chain Drug Stores (CZ): Revco; SuperRx 7; Comers 3; Walgreen 1.
Chain Food Supermarkets (CZ): White 21, Cas Walker 10; Kroger 8; Winn-Dixie 5; A&P 5; IGA 22; Mini Mart 11; Hop-in 17; Giant 3.
Other Chain Stores: Firestone; Western Auto; Sterchi's Furn.; National Shirt; Lerner's; Hill Bros. Shoes; Spencer Gifts; Hardy Shoes; Jarman Shoes; Bell Bros. Shoes; Kinney Shoes; Baker's Shoes; Zales Jewelers; Richman Bros.; General Nutrition; Hickory Farms; Merle Norman; Brooks Fashions; Casual Corner; Singer Co.; Lillie Rubin; Ups & Downs; Frankenberger's; Radio Shack.

14—NEWSPAPERS: JOURNAL (m) 56,908, Mar. 31, 1980 ABC. NEWS-SENTINEL (e) 102,488; (S) 158,987; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Leslie C. Schneider, Adv. Prom. Mgr., NEWS-SENTINEL and/or JOURNAL.
National Representatives: Story & Kelly-Smith, Inc.

LEBANON, TENN.

1—LOCATION: Wilson County, (in Nashville-Davidson SMSA). E&P Map D-2, County Seat. Home of Cumberland University & Castle Heights Military Academy. 30 mi. NE of Nashville.

2—TRANSPORTATION: Railroads: NC&St. L.
Bus Lines: Trailways.
Airlines: Most at Metro Airport (17 miles).

3—POPULATION:
Corp. City 70 Cen. 12,492; Loc. Est. 13,976
SMSA 70 Cen. 699,289; Loc. Est. 801,280
County 70 Cen. 36,999; Loc. Est. 52,232

4—HOUSEHOLDS:
City 70 Cen. 4,323; Loc. Est. 5,368
County 70 Cen. 12,849; Loc. Est. 19,013
SMSA 70 Cen. 216,864; Loc. Est. 287,974

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Banks	5	$129,500,000
Sav. & Loan	3	$61,344,051

6—PASSENGER AUTOS: County 36,238 (1978)

7—ELECTRIC METERS: Res. 5,084

8—GAS METERS: Res. 1,724

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Blankets 359; Gears 1,200; Clothing 146; Clocks 452, Television 300; Candy 500.

10-CLIMATE: Mild, Av. Min. 48.1; Av. Max. 71.7.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
West Main	2	Kroger, SuperRx Drugs
Cedars of Lebanon	12	IGA, Mary Lees, Rome Jewelry
Center of Lebanon	5	Big K, Foodtown
Nokes	5	Lynn Flowers
Village	8	Radio Shack; Ben Franklin, Buckeye Drugs
West Hill	6	Dick's Food Market, Coxs

Principal Shopping Days: Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: McAdoo's; Rose's; Big K; Cato's; Cowan's; Draper & Darwin.
Discount Stores (CZ): Big K; Fred's; SuperRx Drugs.
Variety Stores: Ben Franklin 2; Dollar General.
Chain Drug Stores (CZ): Bradhaw's 2; Big K Pharmacy.
Chain Food Supermarkets (CZ): Kroger; Foodtown 2; Cee Bee; Bi-Rite; IGA 2; Moser's 2.
Other Chain Stores: Goodyear; Western Auto; Sears; Mary Lee's; Davis; Sherwin-Williams; West Bldg.; Ace Hardward; Baskin-Robbins.

14—NEWSPAPERS: DEMOCRAT (e-Mon. to Fri.) 8,039; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Sam Hatcher, Editor; David Beasley, Adv. Mgr.
National Representatives: Landon Associates, Inc.

MARYVILLE-ALCOA, TENN.

1—LOCATION: Blount County (In Knoxville SMSA). E&P Map E-2, 15 mi. from Knoxville. On U.S. Hwys. 129 and 411; State Hwys. 33, 35, 73, & 95.

2—TRANSPORTATION: Railroads: Southern, L&N.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: American; Delta; Piedmont; Republic; United; TWA.

3—POPULATION:
Corp. Cities 70 Cen. 21,547; Loc. Est. 27,909
Alcoa 70 Cen. 7,739; Loc. Est. 6,494
Maryville 70 Cen. 13,808; Loc. Est. 21,415
CZ ABC: (70) 38,834; (80) 47,900
RTZ-ABC: (70) 27,609; (80) 32,000
SMSA 70 Cen. 409,409; Loc. Est. 463,814
County 70 Cen. 63,744; Loc. Est. 76,090
City & RTZ-ABC: (70) 66,443; (80) 79,900

4—HOUSEHOLDS:
Cities 70 Cen. 7,123; Loc. Est. 8,406
County 70 Cen. 20,341; Loc. Est. 28,042
SMSA 70 Cen. 124,484; Loc. Est. 170,561
CZ ABC: (70) 12,516; (80) 17,700
RTZ-ABC: (70) 8,633; (80) 11,400
City & RTZ-ABC: (70) 21,149; (80) 29,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$273,762,160
Sav. & Loan Assn.	2	$120,432,224

6—PASSENGER AUTOS: County 56,589 (1978)

7—ELECTRIC METERS: County 30,710

8—GAS METERS: Residence 6,402

9— PRINCIPAL INDUSTRIES (CZ): Aluminum Smelting; Chromium Fabricating; Foil 4,500 Emp.; Schlegel Tennessee, 200 emp.

10-CLIMATE: Min. & Max. Temp.—Spring 55-70; Summer 67-89; Fall 37-59; Winter 31-49.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Nearby Shopping Center: Midland Ctr. ¼ mi. distance: Winn-Dixie, Profitts, Kresge, White Super Mkt., Revco, J.C. Penney. Fair Park Shopping Center ½ mi. Giant Food, Revco Drug, Family Dollar.
Principal Shopping Days: Thu., Sat.

13—RETAIL OUTLETS: Department Stores: Proffitt's, Parks-Belk, Penney, Mosers, Minton's.
Discount Stores (CZ): Big K; Sky City; Wynn's; K-Mart; Family Dollar.
Variety Stores: Eagle; Kresge; Emery.
Chain Drug Stores: Revco (2); Treasury; SuperRx; Lowe's 1.
Chain Food Supermarkets: White 3; A&P; J&K 3; Winn-Dixie; Kroger; Giant 2; H. H. Lyons 3; Rice Foods 2.

14—NEWSPAPERS: TIMES (e.Mon. to Fri.) 19,491, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tutt S. Bradford, Pub., TIMES.
National Representatives: Landon Associates, Inc.

MEMPHIS, TENN.

1—LOCATION: Shelby County (In Memphis, Tenn.-Ark.-Miss. SMSA), E&P Map A-2, County Seat. On Mississippi River between St. Louis and New Orleans. Commercial and Shipping center for the Mid-South area; College and medical center, cotton and hardwood lumber markets; 305 mi. from St. Louis and 394 mi. to New Orleans.

2—TRANSPORTATION: Railroads: Seven system, with 16 radiating lines. Amtrak; Missouri Pacific; Southern; Frisco; Louisville & Nashville; Illinois Central Gulf; St. Louis & Southwestern (Cotton Belt).
Motor Freight Carriers: 86.
Intercity Bus Lines: Dunlap; Greyhound; West Memphis; Continental Trailways; Gulf Transport; Transports.
Airlines: American; Braniff; United; Delta; USAir; Frontier; Piedmont; Republic.

3—POPULATION:
Corp. City 70 Cen. 623,530; Loc. Est. 687,870
CZ ABC: (70) 679,399; (80) 685,300
RTZ-ABC: (70) 954,959; (80) 1,040,900
County 70 Cen. 722,111; Loc. Est. 889,196
City & RTZ-ABC: (70) 1,634,358; (80) 1,726,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 190,006; Loc. Est. 240,686
County 70 Cen. 213,527; Loc. Est. 256,714
SMSA 70 Cen. 244,063; Loc. Est. 300,556
CZ ABC: (70) 205,383; (80) 238,000
RTZ-ABC: (70) 274,383; (80) 342,100
City & RTZ-ABC: (70) 479,766; (80) 580,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	12	$3,395,981,000
Sav. & Loan Assn.	7	$1,037,603,000

6—PASSENGER AUTOS: County 450,000

7—ELECTRIC METERS: Res. 266,601

8—GAS METERS: Res. 212,693

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Lumber 3,300; Furniture 3,700; Fabr. Metal Prod. 5,600; Mach. 5,500; Elect. Mach. 2,000; Other Mfg. Durables 7,300; Food Prod. 11,800; Bakery 1,800; Apparel 2,200; Paper Prod. 6,700; Print & Pub. 3,800; Chemicals 6,100; Other Mfg. Nondurables 5,700; Construction 13,200; Trans. Comm. & Pub. Util. 25,100; Trade 90,700; Fin. Ins. and Real Estate 18,800; Service 68,100; Gov. 66,500; Avg. Wkly. Wage $238.
Principal Pay Days: 15th, 30th, Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth, Poplar Ave. to Vance Ave.)

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Chickasaw Oaks (12)	5	Pier 1, Jefferson Ward, Super D
City Center (17)	3	Zayres, Skagg's Thom McAn, Radio Shack
Cloverleaf (18)	8½	Ben Franklin, Big Star, Sears, Goodyear
Eastgate (45)	10	Skagg's, Woolco, Giant Foods, Shainbergs, Super D, Kroger
Frayser Plaza (16)	4½	Sears, Western Auto
Gateway (18)	7½	Woolco, Kroger, Walgreen, Western Auto
Georgian Hills (-)	6½	Ben Franklin, Sears, Big Star
Germantown Vig Sq (50)	15	Helen of Memphis, John Simmons, M.M. Cohn
Kirby Woods Mall (19)	5	Woolf Bros., Casual Corner
Lamar-Airways (18)	5	Skagg's, Kroger, Pic-Pac; Shainbergs
Laurelwood (19)	9	M.M. Cohn Walgreen, Sears, Oak Hall, TG&Y
Macon Plaza (-)	10	Radio Shack, Big Star
Metro Plaza (18)	2	Kent's, Marketland
Northgate (39)	5	Skagg's, Woolco, Kroger, Walgreen, Zayre, Kent
Park Center (16)	8	Peaches Records, Pic-Pac
Parkway Vig (42)	10	Sears, Big Star, Pic-Pac Kroger, Walgreen, TG&Y Family Center, Fred P. Gattas
Perimeter Mall (10)	9	Skagg's, Handy City
Poplar Plaza (43)	6	Lowenstein's, Penney Franklin Simon, Lowensteins,
Raleigh Spgs Mall (72)	11½	Sears, J.C. Penney, Goldsmith, Walgreen, Woolworth
South Plaza (26)	8	Jefferson Ward, Skagg's, Giant Foods
Southbrook Mall (31)	8	Fred Montesi, Pier 1,
southgate (39)	4	Skagg's, Kroger, Giant Foods, Shainbergs, Woolco, J.C. Penney
Southland Mall (66)	8	Goldsmith's, Sears, M.M. Cohn, Woolworth
Summer Ctr. (18)	8	Kroger, Walgreen, Zayre
Whitehaven Plz (41)	8	Lowenstein's, Kroger, Walgreen, Shainberg, Kent's

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Mon., Thu., Sat. (some Shopping Centers til 9 p.m. 6 nights a week).

13—RETAIL OUTLETS: Department Stores: M.M. Cohn 3; Goldsmith 4; Lowenstein's 4; Sears 4; Shainberg's 5; J.C. Penneys 3.
Discount Stores (CZ): Jefferson Ward 3; Kent's 14; Surplus City; Woolco 3; Zayre 3; The Treasury 3; Consumer Discount 2; Fred P. Gattas Distributors Co. 2; Service Merchandise 3; Fred's 3; Bargain Center USA 3; Dollar General Stores 3; K-Mart 4; Target 3.
Variety Stores: McCrory's, H.L. Green (Silver's), Five & Ten; S.H. Kress; Woolworth 3; Ben Franklin; Sterling's 3; TG&Y Family Centers 2; TG&Y 9.
Chain Drug Stores (CZ): Rexall 32; Walgreen 15; Skagg's 10; Super D 18.
Chain Food Supermarkets: Giant Foods of America 5; Hogue & Knott 4; Kroger 17; Fred Montesi 4; Pic-Pac 13; Seessel's 5; Safeway 4; Big Star 29; IGA 1.
Other Chain Stores: Baker Shoes 6; Bond Clothes 1; Burk Hall Paint 6; Florsheim Shoe 4; Haverty Furn. 5; Lawrence Furn.; Thom McAn 5; National Shirt 3; Sherwin-Williams 5; Singer Sewing Machine 5; Glidden (paint); Richman Bros. (men's) 3; Lerner's 2; Mangel's (women's); Franklin Simon (clothing) 3; Three Sisters (Women's) 3; Firestone 10; Goodrich 3; General Tire 2; Goodyear 16; Western Auto 11; Uniroyal Tire Stores; One Price Tire 4; DX Tire Store; Kinney's Shoes 5; Radio Shack 20; Scott Appliances 8; Scott Sound Center 4; Central Hardware 4; Handy City 2; Lowe's Hardware 1; 84 Lumber; CMC Stereo Centers 4.

14—NEWSPAPERS: COMMERCIAL APPEAL (m) 203,847; PRESS-SCIMITAR (e) 98,602; comb (m&e) 302,449; COMMERCIAL APPEAL (S) 282,484; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Gen. Adv. Mgr., THE COMMERCIAL APPEAL and MEMPHIS PRESS-SCIMITAR.
National Representatives: Story & Kelly-Smith; Metropolitan Publishers Representativ, Inc. (Travel & Resort); Metropolitan Sunday (Magazine & Comics).

MORRISTOWN, TENN.

1—LOCATION: Hamblen County, E&P Map E-2, County Seat. In the E. Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E. 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2—TRANSPORTATION: Railroads: Southern (Main line, western terminus of the Carolina division).
Motor Freight Carriers: 5.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 20,318; Loc. Est. 20,910
CZ-ABC: (70) 25,124; (80) 27,300
RTZ-ABC: (70) 74,241; (80) 92,500
County 70 Cen. 38,696; Loc. Est. 46,779
City & RTZ-ABC: (70) 99,365; (80) 119,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,425; Loc. Est. 7,653
County 70 Cen. 15,980; Loc. Est. 16,568
CZ-ABC: (70) 7,865; (80) 9,800
RTZ-ABC: (70) 22,573; (80) 32,300
City & RTZ-ABC: (70) 30,438; (80) 42,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$184,885,137
Sav. & Loan Assns.	4	$468,833,388

6—PASSENGER AUTOS: County 35,631 (1978)

7—ELECTRIC METERS: (City) 10,239

8—GAS METERS: (County) 2,800

9— PRINCIPAL INDUSTRIES (CZ): Poultry; Egg & Dairy Prods.; Furn.; Knitting Mills; Flour & Feed; Textiles; Leather Gds.; Chem.; Metal Prods.; Comm. Laundry Equip.; Rubber Molded Prod.; Tool & Die; Flakeboard; Paper Products. 19,000 employees.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Russellville	6	Thompson's
White Pine	11	Food City
Morristown Plaza	-	J.C. Penney, Sears, Rose's, Zale's

Principal Shopping Days: Thu., Fri., Sat.
Shopping Centers (CZ): Radiocenter; Crescent Ctr.; South Cumberland; Morristown Plaza; Buffalo Trail Shpg. Ctr.; Downtown Plaza; East Gate Shpg. Ctr.; Plaza Terrace.

13—RETAIL OUTLETS: Department Stores: Parks-Belk; J.C. Penney; Sears (catalog); Montgomery Ward (catalog).
Variety Stores: Eagle; Dollar Shop; Rose's.
Chain Food Supermarkets: Davis; Giant Mkt. 2; Smith's IGA 2; Kroger's; Winn-Dixie; Food City.
Discount Stores: Howard Bros.; Sky City; Big K; K-Mart.
Chain Drug Stores: Revco; Freel's; Minnis 4; Treasure Store.

14—NEWSPAPERS: CITIZEN TRIBUNE (e-Mon. to Fri.) 19,973; (S) 22,227; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Reece Sexton, Adv. Dir., CITIZEN TRIBUNE.
National Representatives: Landon Associates, Inc.

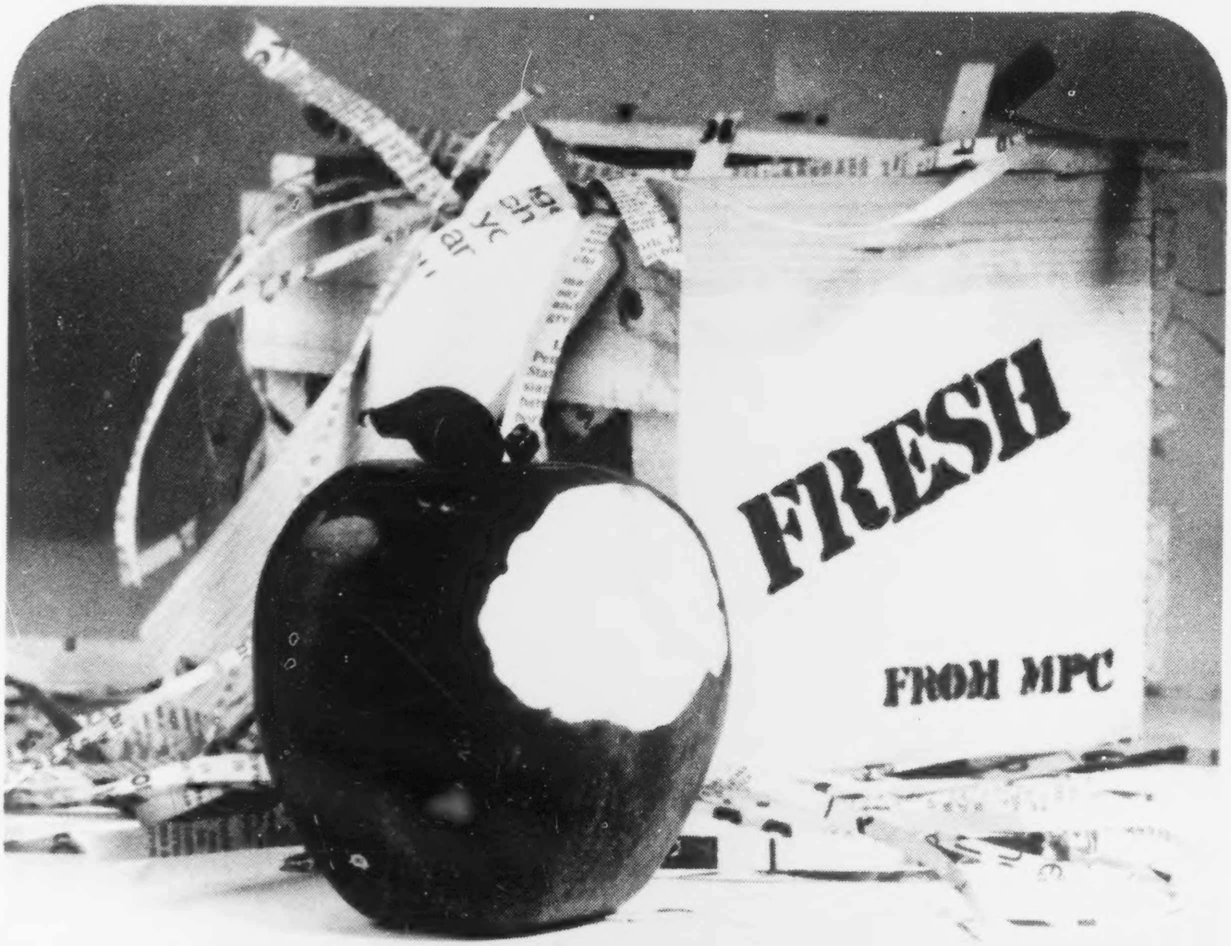
MURFREESBORO, TENN.

1—LOCATION: Rutherford County (in Nashville-Davideson SMSA). E&P Map C-2, County Seat. Residential, education center (Middle Tennessee State University); 32 mi. SE of Nashville; 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2—TRANSPORTATION. Railroads: L&N.
Intercity Bus Lines: Greyhound; Continental Trailways.
Airlines: Major airlines at Nashville Municipal Airport (26 miles).
Motor Freight Carriers: Murf. Frt. Line; S&W Frt. Line.

3—POPULATION:
Corp. City 70 Cen. 26,360; Loc. Est. 34,149
City Zone ABC: (70) 26,360; (80) 35,200
RTZ-ABC: (70) 33,068; (80) 45,800
SMSA 70 Cen. 699,289; Loc. Est. 287,974
County 70 Cen. 59,428; Loc. Est. 77,632
City & RTZ-ABC: (70) 59,428; (80) 81,000

4—HOUSEHOLDS:
City 70 Cen. 7,931; Loc. Est. 26,891
County 70 Cen. 17,386; Loc. Est. 26,891
SMSA 70 Cen. 216,864; Loc. Est. 287,974



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For further information, call Perry Williams, Research Manager, Memphis Publishing Company, 901-529-2226.

THE COMMERCIAL APPEAL **Memphis Press-Scimitar**

SCRIPPS-HOWARD NEWSPAPERS

*Three Sigma Research Center, Inc., 1980

MURFREESBORO—continued

City Zone ABC: (70) 7,930; (80) 12,100
RTZ-ABC: (70) 9,482; (80) 15,100
City & RTZ-ABC: (70) 17,412; (80) 27,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	3	$404,331,000
Commercial Banks	5	$241,000,000

6—PASSENGER AUTOS: County 44,126 1978

7—ELECTRIC METERS: Residence 13,141

8—GAS METERS: Residence 2,942

9— PRINCIPAL INDUSTRIES (CZ): Hospital Equip.; Hosiery; Motors; Elect. Heating Equip.; Dairy Proc.; Clothing; Folding Tables & Chairs; Tire Mfg.; Electric Signs; Corrugated Boxes; Pneumatic Trucks; Plastic Bags; Records; Lighters; Rail Car Mfg.; Form Printing; Food Mfg.; Boat Mfg.

11—TAP WATER: Neutral, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Jackson Heights	18	Sullivan's, Bi-Rite
Mercury Plaza	15	Rose's, Cooper-Martin Mkt., Harvey's
Memorial Village	10	Big K, A&P
Murfreesboro Mall	25	K-Mart, Kroger, Walgreen

Principal Shopping Days: Fri., Sat., & Sun.

13—RETAIL OUTLETS: Department Stores: Goldstein's; J.C. Penney; Harvey's; Sullivan's.
Variety Stores: Kent's.
Discount Stores: Clark's; Big K; K-Mart; Rose's; Fred's.
Chain Drug Stores: Revco 2; Super D; SuperRx; Walgreen.
Chain Supermarkets: Big Star; Bi-Rite; H.G. Hill; IGA 2; Kroger 2.

14—NEWSPAPERS: NEWS-JOURNAL (e-Mon. to Fri.) 11,619; (S) 13,274; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Alan Werner, Adv. Dir., NEWS-JOURNAL.
National Representatives: Landon Associates, Inc.

NASHVILLE, TENN.

1—LOCATION: Davidson County (In Nashville-Davidson SMSA). E&P Map C-2. State Capital. Industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on Interstate highways.

2—TRANSPORTATION: Railroads: Louisville & Nashville; Illinois Central.
Motor Freight Carriers: 341.
Intercity Bus Lines: Continental Trailways; Greyhound; Tennessee Trailblazers.
Airlines: Eastern; American; Braniff; Ozark; TWA; Republic; U.S. Air; Piedmont; Delta; Total 166 flights daily.

3—POPULATION:
Corp. City/County
70 Cen.: 447,877; Loc. Est. 452,838
CZ ABC: (70) 448,003; (80) 419,600
RTZ-ABC: (70) 782,296; (80) 974,200
SMSA 70 Cen. 699,289; Loc. Est. 791,211
City & RTZ-ABC: (70) 1,230,299; (80) 1,393,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City/County 70 Cen. 142,800 Loc. Est. 156,344
SMSA 70 Cen. 216,864; Loc. Est. 271,007
CZ ABC: (70) 140,411; (80) 150,700
RTZ-ABC: (70) 242,735; (80) 344,700
City & RTZ-ABC: (70) 383,146; (80) 495,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	42	$4,391,614,000
Sav. & Loan Assn.	14	$1,570,627,000

6—PASSENGER AUTOS: County 231,402 (1978)

7—ELECTRIC METERS: Residence 179,881

8—GAS METERS: Residence 51,637

9— PRINCIPAL INDUSTRIES (CZ): Printing; Shoes; Paper Prod.; Hosiery; Stoves; Food Prod.; Glass; Appliances; Dacron; Cellophane; Barges; Boats; Tires; Music; Corfam.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Avg. Temp. Jan. 38.3, July 79.6. First killing frost, Oct. 22. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Downtown Shopping Area: 3 blocks on Union St.; 6 on Church St.; 5 on Broadway; 4 on Third Ave. North; 3 on Fourth Ave. North; 2 on Fifth Ave. North; 1 on Sixth Ave. North.

Nearby Shopping Centers: Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. South at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory; Merry Oak, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Charlotte Square, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Belle Meade Plz.	6	Sullivan's Dept.
Melrose	3	Kroger
Old Hickory	13	Sullivan's, Kroger
Westgate	7	Bi-Rite
Green Hills	6	Castner-Knott, Cain-Sloan
Madison Sq.	9	Harvey's, Winn Dixie
Elysian Fields	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plaza	8	Castner-Knott
Harding Mall	5	Castner-Knott
100 Oaks	3	Harvey's, Woolco, J.C. Penney
Rivergate	10	Castner's, McCrory, Cain-Sloan, J.C. Penney Woolco, Winn-Dixie
South Plaza	-	Penney,
Bavarian Vlg	-	Village Store
Belle Meade	-	Moon Drug, Theatre
Charlotte Sq.	-	Big K,
Due West	8	Zayre, Big Star
Northgate	5	N.A.
Hickory Hollow	15	Cain-Sloan, Castner Knott, Sears
Hickory Plaza	8	N.A.
Gallatin/Madison	-	Zayre, Cooper-Martin Mkt.
H.G. Hills (5 Ctrs)	-	H.G. Hill
Overton Plaza	-	N.A.
Richland Creek	-	Hill Bros.

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: Harveys; Castner-Knott; Cain-Sloan; Sears; J.C. Penney; Sullivans; Western Auto.
Discount Stores (CZ): K-Mart; Zayre; Woolco; Hills.
Variety Stores: Woolworth; Woolco; McCrory; McLellan; Big K (Kuhn Bros.); Kress; Ben Franklin; G.C. Murphy.
Chain Drug Stores (SMSA): Wilson Quick 10; J.P. Brown 4; Garrett 4; Walgreen 11; Rexall; SuperRx Drugs 5; Medicine Shoppe 2; Revco 3; Payless of Tenn. 1; Super D 3; Blankenship 3; Medicine Shoppe 1; Treasury Drugs.
Chain Food Supermarkets: (County) Total Number of Supermarkets 117. H.G. Hill 21; Kroger 14; Winn-Dixie 6.
Drive-In Markets: EZ Food Shops 10; Jim Dandy 19; 7-Eleven 11; Stop-N-Go 9; Hot Stop; Quik Sak.
Other Chain Stores: Shoes: Hill Bros. 2, Baynhams, Edison, Bakers, Burts, Foot-So-Port, Bell Bros., Flagg Bros., Hardy, Holiday 2, Jarman, Manss, International, Bells, Florsheim, Family Booteries 5. American. Paints: Mary Carter, Lowe Bros., Pee-Gee, Sherwin-Williams, Glidden. Auto Supplies: Midas Mufflers, Pierson Auto Paint, Karco 2, SureFit Seat Cover, Western Auto 6. Clothing: National Shirt, Three Sisters 3, Wormser Hats, Childs Toggery 3. Jewelry & Optical: Gordons, Kay, Zales. Others: Singer Co., Dalleys, Genesco Sales, Gus Mayer, One Hour Valet, Orkin Exterminating, Radio Shack Corp., Sterchi, Russell Stover Candy, Tooley-Myron Studios, Morris Furn. Spiegel (catalog).

TENNESSEE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,924,927	4,562,775	10,715,528	31,097,575	1,652,853	18,814	102,474	453,586	466,216
STANDARD METROPOLITAN STATISTICAL AREAS									
Chattanooga, Tenn.-Ga.	370,016	418,356	1,202,510	2,669,302	153,684	17,369	2,313	4,712	20,900
Clarksville-Hopkinsville, Tenn-Ky	118,945	156,885	311,172	853,961	51,805	16,484	2,881	33,279	16,949
Johnson City-Kingsport-Bristol, Tenn.-Va.	393,655	428,669	981,858	2,303,463	156,196	14,747	12,324	26,922	37,469
Knoxville, Tenn.	409,409	479,162	1,168,862	4,614,649	178,162	25,901	4,038	6,241	13,915
Memphis, Tenn.-Ark.-Miss.	834,103	893,653	2,458,457	6,469,601	305,314	21,190	3,612	88,620	12,199
Nashville-Davidson, Tenn.	699,289	821,922	2,190,054	7,298,770	298,549	24,447	12,073	36,755	64,976
COUNTIES, Cities									
ANDERSON	60,300	69,570	168,668	704,216	25,656	27,448	531	765	1,606
Oak Ridge	28,319	30,465	101,830	420,587	11,758	35,770	*	*	*
BEDFORD	25,039	27,986	72,257	193,997	10,735	18,071	1,396	2,583	9,422
Shelbyville	12,262	11,709	36,113	84,314	4,743	17,777	*	*	*
BENTON	12,126	14,354	27,940	96,045	5,671	16,936	562	1,543	1,367
BLEDSOE	7,643	9,576	11,761	41,739	3,234	12,906	544	1,350	2,923
BLOUNT	63,744	80,963	177,739	739,833	30,240	24,465	1,255	2,270	5,470
Alcoa	7,732	6,747	20,083	55,934	2,074	26,969	*	*	*
Maryville	13,808	23,198	43,303	232,693	9,222	25,232	*	*	*
BRADLEY	50,686	67,691	125,496	384,442	24,249	15,854	731	710	10,941
Cleveland	20,651	31,195	54,420	188,265	11,624	16,196	*	*	*
CAMPBELL	26,045	35,108	55,153	131,992	12,648	10,436	556	818	1,154
CANNON	8,467	9,725	16,571	51,942	3,839	13,530	805	1,722	2,778
CARROLL	25,741	29,489	56,829	209,518	11,705	17,900	1,590	6,659	4,776
CARTER	43,259	49,269	101,123	220,227	18,208	12,095	1,113	1,630	1,566
Elizabethton	12,269	13,632	33,767	73,716	5,308	13,888	*	*	*
CHEATHAM	13,199	21,435	26,504	147,814	7,462	19,809	637	1,925	1,652
CHESTER	9,927	12,812	19,244	74,300	4,619	16,085	683	4,840	1,424
CLAIBORNE	19,420	29,052	34,747	111,898	10,271	10,895	1,895	4,365	3,078
CLAY	6,624	7,310	11,333	28,281	2,769	10,213	694	1,590	1,900
COCKE	25,283	29,609	49,181	119,343	10,353	11,527	1,305	3,427	5,631
COFFEE	32,572	37,795	85,605	235,666	13,742	17,149	1,143	6,930	6,200
CROCKETT	14,402	15,173	30,936	80,675	5,660	14,254	962	13,540	2,196
CUMBERLAND	20,733	29,604	36,993	159,113	10,389	15,316	679	2,375	3,796
DAVIDSON	447,877	453,489	1,615,276	4,481,850	166,986	26,840	946	2,000	6,210
Nashville	447,877	453,489	1,615,276	4,481,850	166,986	26,840	*	*	*
DECATUR	9,457	10,841	18,924	71,405	4,295	16,625	613	1,249	2,810
DE KALB	11,151	13,793	20,602	74,954	5,441	13,776	1,018	3,086	3,226
DICKSON	21,977	30,848	49,553	211,463	11,489	18,406	1,139	1,582	3,302
DYER	30,427	35,718	86,423	210,224	13,654	15,397	1,085	21,472	5,906
Dyersburg	14,523	16,423	46,623	109,229	6,383	17,112	*	*	*
FAYETTE	22,692	25,077	31,005	92,956	7,191	12,927	1,073	15,951	12,954
FENTRESS	12,593	14,863	20,594	59,227	4,971	11,915	572	1,552	4,713
FRANKLIN	27,289	32,705	65,156	181,309	11,619	15,605	1,275	8,578	9,054
GIBSON	47,871	49,658	122,281	304,801	19,188	15,885	2,147	22,695	9,036
Milan	7,313	9,786	19,366	62,271	3,886	16,024	*	*	*
GILES	22,138	25,189	52,646	147,039	9,532	15,426	1,739	2,695	10,314
GRAINGER	13,948	17,701	25,873	72,643	6,219	11,681	1,457	2,979	2,312
GREENE	47,630	55,384	103,747	271,356	20,237	13,409	3,961	10,463	13,987
Greeneville	13,722	15,503	37,132	96,421	6,174	15,617	*	*	*
GRUNDY	10,631	13,391	15,352	57,339	4,675	12,265	371	914	4,127
HAMBLEN	38,696	47,925	102,400	260,395	17,101	15,227	1,064	2,251	5,319
Morristown	20,318	20,778	53,447	114,997	7,668	14,997	*	*	*
HAMILTON	254,236	276,509	890,864	1,859,947	103,785	17,921	626	1,396	5,985
Chattanooga	119,082	181,770	362,132	1,090,466	70,045	15,568	*	*	*
HANCOCK	6,719	7,163	12,110	19,812	2,480	7,989	951	2,274	1,061
HARDEMAN	22,435	24,067	38,193	112,443	7,457	15,079	892	8,331	2,389
HARDIN	18,212	22,718	34,213	130,097	8,385	15,515	864	4,087	3,043
HAWKINS	33,757	41,903	67,784	174,230	14,832	11,747	2,480	5,147	3,965
HAYWOOD	19,596	22,399	33,892	94,599	7,300	12,959	1,023	19,205	5,105
HENDERSON	17,360	21,527	32,501	129,413	8,294	15,603	1,301	4,187	5,434
HENRY	23,749	28,949	58,600	189,869	11,630	16,326	1,317	8,497	6,897
Paris	9,892	11,323	24,948	75,906	4,751	15,977	*	*	*
HICKMAN	12,096	15,446	22,879	51,648	5,762	8,964	774	1,154	3,578
HOUSTON	5,853	7,454	9,301	26,379	2,757	9,568	296	384	753
HUMPHREYS	13,560	16,590	30,365	71,922	6,121	11,750	691	952	2,643

14—NEWSPAPERS: BANNER (e) 84,134; Mar. 31, 1980 ABC TENNESSEAN (m) 135,688; (s) 246,031; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir., Newspaper Printing Corp.
National Representatives: Gannett Newspaper Adv. Sales.

OAK RIDGE, TENN.

1—LOCATION: Anderson and Roane Counties, (In Knoxville SMSA). E&P Map E-2. In industrialized eastern part of state. 24 mi. from Knoxville; 65 mi. from Great Smoky Mtn. Natl. Park; 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 61, 62, 95, 58.

2—TRANSPORTATION: Railroads: Louisville & Nashville.
Motor Freight Carriers: 5
Intercity Bus Lines: Greyhound; Trailways.
Airlines: American; Delta; Piedmont; Southern; United; TWA.

3—POPULATION:
Corp. City 70 Cen. 28,319; Loc. Est. 28,910
CZ ABC: (70) 35,645; (80) 37,400
RTZ-ABC: (70) 66,195; (80) 77,200
SMSA 70 Cen. 409,409; Loc. Est. 463,814
Anderson Co. 70 Cen. 60,300; Loc. Est. 68,065
Roane Co. 70 Cen. 38,881; Loc. Est. 45,473
City & RTZ-ABC: (70) 101,840; (80) 114,800

4—HOUSEHOLDS:
City 70 Cen. 9,440; Loc. Est. 11,078
Anderson Co. 70 Cen. 19,131; Loc. Est. 24,896
Roane Co. 70 Cen. 12,103; Loc. Est. 16,218
SMSA 70 Cen. 129,484; Loc. Est. 170,561
CZ ABC: (70) 11,527; (80) 13,900
RTZ-ABC: (70) 20,036; (80) 26,700
City & RTZ-ABC: (70) 31,563; (80) 40,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$220,811,130
Sav. & Loan Assn.	3	$96,432,616

6—PASSENGER AUTOS: Anderson Co. 57,727; Roane Co. 29,235 (1978)

7—ELECTRIC METERS: Residence 10,796

8—GAS METERS: Residence 3,880

9— PRINCIPAL INDUSTRIES (CZ): Union Carbide Energy & Conservation Research & Development, Fuel for Nuclear Power Reactors 16,400 emp.; Dept. of Energy 802 emp.

10-CLIMATE: Min. & Max. Temp.—Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost, Oct. 30. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, soft.

12—RETAILING:
Principal Shopping Center: on Oak Ridge Tpk. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Illinois Ave. (8)	1/2	Howards, K-Mart
Ridgeway Ctr. (20)	1½	Adroit Office Supply
French's Plz. (10)	1½	French's Market
Grove Ctr. (30)	1	White Store
Jackson Sq. (45)	2	Watson's
Four Oaks (10)	4	Ridge Paint, Bank
Bruner Ctr. (8)	4½	Bruner Food Center
King's Ctr. (3)	2	King's, Winn-Dixie
TriCounty (15)	6	Heck's

Neighborhood Shopping Areas: Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Road; Hilltop, 3 miles on Illinois Ave. at Outer Drive; Pine Valley, 2 miles on New York Ave. at Utah Ave.; West Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Fri. & Mon.

13—RETAIL OUTLETS: Department Stores: Miller's; J.C. Penney; Proffitt's; Watson's.
Variety Stores: McCrory's, Whiteway, Woolworth.
Discount Stores (CZ): Watson's Valu-Mart; King's; Howard Bros.; K-Mart; Heck's.
Chain Drug Stores (CZ): Treasury Drug Ctr.; Revco.
Chain Food Supermarkets: A&P; Kroger; White; French's; IGA; Winn-Dixie; Weigels 2; Mini-Mart 3; Minit Check.
Other Chain Stores: Marilyn; Brown's Bootery; Nettie Lee; Conley E. Morris; Nancy Lynn Fashions; Merle Norman; Sherwin-Williams; Pittsburgh Plate Glass; Royal Jewelers; The Cloth Shop; Jo Ann Fabrics; Federal Bake Shop; Singer Co.; Sterchi Bros. (furniture); Fowler Bros. (furniture); Western Auto; Goodyear; Firestone; Sears; Otasco.

14—NEWSPAPERS: OAK RIDGER (e-Mon. to Fri.) 11,631; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER.
National Representatives: Landon Associates, Inc.

PARIS, TENN.

1—LOCATION: Henry County, E&P Map B-2, County Seat. 130 mi. NE of Memphis; 105 mi. NW of Nashville.

2—TRANSPORTATION: Railroads: L&N.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Brooks.

3—POPULATION:
Corp. City Cen. 9,892; Loc. Est. 11,601
County 70 Cen. 23,749; Loc. Est. 27,984

4—HOUSEHOLDS:
City 70 Cen. 3,642; Loc. Est. 4,838
County 70 Cen. 8,238; Loc. Est. 11,193

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$109,526,000
Sav. & Loan Assn.	1	$46,348,000

6—PASSENGER AUTOS: County 18,402 (1978)

7—ELECTRIC METERS: County 14,400

8—GAS METERS: Residence 2,300

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Carburetors 1,500; Rubber Prod. 468; Clay Mining & Processing 300; Auto Brake Parts 368; Power Tools 600; Brick Making Eqpt. 75; Lamps 180; Mobile Homes 190; School Furniture 72; Meat Products 98; Hardboard 200; Electric Motors 350.

12—RETAILING: Principal Shopping Center: Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Paris (3)	1	Kroger, Fred's
Lakeway Vill(9)	2	Uncle Lee's, Big Star
Lee Greer (6)	1	IGA Foodliner
Paris Sq. (6)	1	Big K
Paris Plaza (6)	1	Wal-Mart

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Fri. till 8; Groceries—Fri. & Sat til 8; some supermarkets open 24 hours weekdays.
Stores Open Sundays: Some supermarkets, department, drug.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; National; Howard & Jobe; Dollar General.
Discount Stores: Big K; Fred's; Wal-Mart; Uncle Lee's.
Variety Stores: Pay-Less.
Chain Drug Stores (CZ): Pay-Less; Rexall; SupeRx.
Chain Food Supermarkets (CZ): Kroger; Jim Adam IGA; Big Star.
Other Chain Stores (CZ): Goodyear; Western Auto; Sherwin-Williams; Pic n Pay; Remnant House; Radio Shack; Levis; Catos; Campbells; Ashleys Outlet; Pay-Less Shoes.

14—NEWSPAPERS: POST-INTELLIGENCER (e) 8,225; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER.
National Representatives: Landon Associates, Inc.

SHELBYVILLE, TENN.

1—LOCATION: Bedford County, E&P Map C-2, County Seat. Retail center. Misc. light mfg. and dairy center. 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JACKSON	8,141	9,433	15,396	36,061	3,495	10,318	957	1,686	1,540
JEFFERSON	24,940	31,346	50,779	156,499	11,194	13,981	1,500	3,127	6,724
JOHNSON	11,569	14,786	21,383	61,089	5,468	11,172	1,102	2,215	2,212
KNOX	276,293	315,816	804,106	3,107,266	117,927	26,349	1,479	2,061	5,845
Knoxville	174,587	192,318	504,213	1,866,672	74,274	25,132	*	*	*
LAKE	8,091	6,915	17,708	34,229	2,529	13,535	164	11,328	44
LAUDERDALE	20,271	23,926	40,627	104,873	8,479	12,369	976	17,393	3,005
LAWRENCE	29,097	36,201	64,315	123,991	13,093	9,470	1,766	6,425	7,136
LEWIS	6,761	9,728	13,578	37,087	3,710	9,996	276	294	883
LINCOLN	24,318	26,481	58,797	166,624	9,938	16,766	1,970	6,500	10,918
LOUDON	24,266	29,238	63,693	157,434	10,956	14,370	856	1,391	5,030
MCMINN	35,462	41,909	88,055	216,329	15,456	13,996	1,124	1,661	17,341
Athens	11,790	13,128	31,480	74,070	4,911	15,082	*	*	*
MCNAIRY	18,369	23,530	31,005	129,978	8,906	14,594	1,227	6,265	4,270
MACON	12,315	16,629	22,773	80,044	6,413	12,482	1,437	4,144	2,673
MADISON	65,774	74,131	180,016	467,309	27,219	17,168	1,181	11,293	2,589
Jackson	39,996	49,401	117,374	329,934	18,892	17,464	*	*	*
MARION	20,577	24,559	43,312	106,261	8,523	12,468	366	970	2,566
MARSHALL	17,319	19,351	45,427	131,881	7,367	17,902	1,145	1,580	9,276
MAURY	44,028	51,244	105,292	358,239	19,094	18,762	1,971	4,662	10,545
Columbia	21,471	27,050	56,020	201,359	10,358	19,440	*	*	*
MEIGS	5,219	7,634	8,446	34,203	2,641	12,951	381	755	2,192
MONROE	23,475	28,737	47,898	128,029	10,020	12,777	1,113	2,596	8,049
MONTGOMERY	62,721	88,434	161,797	456,261	29,201	15,625	1,353	8,225	6,872
Clarksville	31,719	69,176	90,898	370,170	23,800	15,553	*	*	*
MOORE	3,568	4,608	10,191	27,580	1,678	16,436	473	511	2,484
MORGAN	13,619	21,268	27,156	103,951	7,085	14,672	316	291	1,579
OBION	29,936	36,193	80,087	225,813	14,386	15,697	1,190	20,746	11,098
South Fulton	3,122	3,839	8,210	23,545	1,580	14,902	*	*	*
Union City	11,925	13,823	37,342	99,984	5,735	17,434	*	*	*
OVERTON	14,866	18,140	24,163	71,962	6,575	10,945	1,103	1,261	4,308
PERRY	5,238	6,742	14,777	23,382	2,720	8,596	376	956	1,366
PICKETT	3,774	4,627	8,049	18,910	1,648	11,475	470	819	808
POLK	11,669	13,762	28,355	66,672	4,871	13,688	269	547	3,903
PUTNAM	35,487	45,564	74,676	255,234	16,970	15,040	1,380	2,108	3,780
Cookeville	14,270	19,850	33,697	121,639	6,961	17,474	*	*	*
RHEA	17,202	24,525	35,204	111,723	8,902	12,550	409	1,618	2,275
ROANE	38,881	47,868	92,285	263,983	17,211	15,338	575	608	2,186
Harriman	8,734	8,657	19,661	45,278	3,328	13,605	*	*	*
ROBERTSON	29,102	35,500	70,263	230,560	12,888	17,890	1,865	16,173	14,131
RUTHERFORD	59,428	80,156	165,000	578,168	28,072	20,596	1,811	2,724	10,397
Murfreesboro	26,360	34,724	79,433	268,337	12,380	21,675	*	*	*
SCOTT	14,762	19,282	25,446	87,161	6,478	13,455	333	266	1,378
SEQUATCHIE	6,331	8,555	7,497	36,530	2,956	12,358	186	649	2,104
SEVIER	28,241	41,319	56,131	215,801	15,137	14,257	1,450	2,474	3,690
SHELBY	722,111	754,149	2,251,068	5,666,500	261,231	21,692	1,257	15,637	3,483
Memphis	623,530	686,040	1,977,891	5,225,729	243,048	21,501	*	*	*
SMITH	12,509	15,095	24,591	95,833	5,849	16,385	1,397	3,343	4,313
STEWART	7,319	10,117	17,080	33,066	3,873	8,538	453	1,731	813
SULLIVAN	127,329	143,157	372,192	796,447	52,461	15,182	1,787	3,312	4,338
Bristol, Tenn.-Bristol, Va.	34,921	51,756	[illegible]8,181	313,681	21,076	14,883	*	*	*
Kingsport	31,938	33,700	109,139	227,353	13,063	17,404	*	*	*
SUMNER	56,284	87,976	109,589	742,441	31,337	23,692	2,319	6,331	9,688
TIPTON	28,001	33,273	57,607	149,925	11,013	13,613	1,094	16,465	3,431
TROUSDALE	5,155	6,120	11,175	33,657	2,298	14,646	538	2,151	1,656
UNICOI	15,254	16,445	40,346	72,248	6,097	11,850	478	979	187
UNION	9,072	12,813	18,349	63,334	4,339	14,596	773	1,145	994
VAN BUREN	3,758	4,698	7,427	25,390	1,674	15,167	253	340	1,123
WARREN	26,972	33,830	62,207	187,165	12,676	14,765	1,442	14,204	7,840
WASHINGTON	73,924	87,501	200,473	457,146	31,728	14,408	2,321	5,94[illegible]	11,037
Johnson City	33,770	44,050	95,660	238,743	15,740	15,168	*	*	*
WAYNE	12,365	14,454	23,948	46,551	5,212	8,932	734	1,169	2,189
WEAKLEY	28,827	33,307	61,768	218,264	13,016	16,769	1,754	14,337	11,465
WHITE	16,355	21,357	31,541	103,651	7,677	13,501	1,212	2,031	6,270
WILLIAMSON	34,423	56,877	78,127	463,000	19,886	23,283	1,464	3,767	10,214
WILSON	36,999	55,641	75,742	443,474	20,429	21,708	1,892	2,253	9,382
Lebanon	12,492	13,948	25,258	107,813	5,410	19,928	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1979 Cash Receipts as follows: From Crops $801,801,000; from Livestock & Livestock Products $1,036,755,000; Total $1,838,556,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

2—TRANSPORTATION: Railroads: L&N
Motor Freight Carriers: 5
Intercity Bus Lines: Continental Trailways

3—POPULATION:
Corp. City 70 Cen. 12,262; Loc. Est. 14,897
County 70 Cen. 25,039; Loc. Est. 28,761
Demographic Information available from Representative (Landon Assoc. Inc.). See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,231; Loc. Est. 4,704
County 70 Cen. 8,124; Loc. Est. 10,061

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$134,154,974
Sav. & Loan Assn	2	$232,424,708

6—PASSENGER AUTOS: County 20,439

7—ELECTRIC METERS: Residence, City 6,372

8—GAS METERS: Residence 2,360

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners—Building construction 170; Road construction 300; Plumbing-electrical 200; Food processing 465; Textile & garment 550; Printing & publishing 285; Plastics 300; Leather & leather goods 120; Machine shops 75; Transportation equipment 680; Pencil Mfg. 1,220; Metals processing 200; Retail & wholesale trade 268; Miscel. retail workers 305; Food service 300; Automobile service 135; Finance & banking 115; Insurance 25; Repair shops 20; Service 230.
Principal Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Neutral, medium hard, fluoridated.

12—RETAILING: Principal Shopping Centers: 4 blocks on main square, 2 on Depot St., 5 on Main St.; Madison St.
Neighborhood Shopping Centers: Edgemont; Big Springs (15 Stores—SuperRx Drug, Big K); Madison St.: (7 Stores); K-Mart, Kroger, Revco, Big Springs, Burkhart's, Family Dollar, Freds
Principal Shopping Days: Sat., Mon., Fri.
Stores Close: Some—Wed. aft., Jan. thru Nov.
Stores Open Evenings: Dept.—Food Daily.

13—RETAIL OUTLETS: Department Stores: Sears, McKees, Carolyn's, Tip Thompson's, Sullivan's, Cato, Kenwyn; Burkhart's; Crockers-Rone Jewelers.
Chain Drug Stores: SuperRx, Revco.
Variety Stores: Scotty's, Fred's.
Discount Stores: Big K; K-Mart; Family Dollar Store; Freds.
Chain Food Supermarkets: Day Bros., Kroger; Guy's Mkt., Shelbyville, Riverview; Shelbyville Super #1 and #2, Dial Superette, Cooper & Martin; Kwik Stop 2.
Other Chain Stores: Crockers-Rone Jewelers, Simmons Jewelers, Hastings, Draper & Darwin; Bottery.

14—NEWSPAPERS: TIMES-GAZETTE (e-Mon. to Fri.) 8,177, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Franklin Yates, Pub., TIMES-GAZETTE.
National Representatives: Landon Associates, Inc.

SOUTH FULTON, TENN.

See FULTON, KY.

UNION CITY, TENN.

1—LOCATION: Obion County, E&P Map B-6. 120 mi. N of Memphis.

2—TRANSPORTATION: Railroads: Louisville & Nashville; Illinois Central Gulf.
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; Gulf Transport.
Airlines: Taylor Charter.

3—POPULATION:
Corp. City 70 Cen. 11,925; Loc. Est. 15,000
County 70 Cen. 29,936; Loc. Est. 35,129

4—HOUSEHOLDS:
City 70 Cen. 4,316; Loc. Est. 5,353
County 70 Cen. 10,312; Loc. Est. 13,846

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$160,000,000
Sav. & Loan Assns.	1	$88,910,000

6—PASSENGER AUTOS: 19,187 (1978)

7—ELECTRIC METERS: Residence 4,425

8—GAS METERS: Residence 3,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 1742 ($175); Leather & Shoes 588 ($175); Metal Fabrication 670 ($200); Food Packing 587 ($225); Tire 2984 ($300); Lumber 113 ($160).
Principal Industrial Pay Days: Thu.

10-CLIMATE: First killing frost, Nov. 12. Last killing frost, Mar. 20.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers: Edwards Additions, Garden Road Additions, 5th & Jackson Sts.; East Main Terminus; Reelfoot Shopping Center- Reelfoot & 1st St.; Obion Square, Reelfoot Ave.
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Shainberg's; Shatz; Jackson's; Falksff's, Behrs.
Variety Stores: Kents; Freds $1 Store.
Chain Drug Stores: Revco Drugs; Super D; K&D.
Chain Food Supermarkets (CZ): Kroger, E. W. James, IGA.
Discount Stores: Gibson's; Big K; K-Mart.
Other Chain Stores: Libby's; Goodyear, Sears, Singer Co., Otasco, Gibson Discount; Royce Shoes; Sherwin-Williams; Homestead; Pick'N Pay Shoe; Ashleys Outlet; Scott Hallmark.

14—NEWSPAPERS: MESSENGER (e) 9,213, sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Ed S. Critchlow, Pub., MESSENGER.
National Representatives: Landon Associates, Inc.

TEXAS SURVEYS

TEXAS STANDARD METROPOLITAN STATISTICAL AREAS

Abilene, Tex.—Jones, Taylor and Callahan Counties.

Amarillo, Tex.—Potter and Randall Counties.

Austin, Tex.—Hays, Travis and Willamson Counties.

Beaumont-Port Arthur-Orange, Tex.—Hardin, Jefferson and Orange Counties.

Bownsville-Harlingen-San Benito, Tex.—Cameron County.

Bryan-College Station, Tex.—Brazos County.

Corpus Christi, Tex.—Nueces and San Patricio Counties.

Dallas-Fort Worth, Tex.—Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwall, Tarrant and Wise Counties.

El Paso, Tex.—El Paso County.

Galveston-Texas City, Tex.—Galveston County.

Houston, Tex.—Brazoria, Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

Kileen-Temple, Tex.—Bell and Coryell Counties.

Laredo, Tex.—Webb County.

Longview-Marshall, Tex.—Gregg and Harrison Counties.

Lubbock, Tex.—Lubbock County.

Midland, Tex.—Midland County.

McAllen-Pharr-Edinburg, Tex.—Hidalgo County.

Odessa, Tex.—Ector County.

San Angelo, Tex.—Tom Green County.

San Antonio, Tex.—Bexar, Comal and Gauadalupe Counties.

Sherman-Denison, Tex.—Grayson County.

Texarkana, Tex.-Ark.—Bowie County, Tex.; Little River and Miller Counties, Ark.

Tyler, Tex.—Smith County.

Waco, Tex.—McLennan County.

Wichita Falls, Tex.—Clay and Wichita Counties.

STANDARD CONSOLIDATED STATISTICAL AREAS

Houston-Galveston, Tex.—Includes Houston, Tex. SMSA; Galveston-Texas City, Tex. SMSA.

TEXAS POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	1,001	1,115	1,264
5-14 Years	2,330	2,244	2,202
15-24 Years	2,053	2,608	2,387
25-44 Years	2,686	3,875	4,397
45-64 Years	2,142	2,533	2,562
65 and Over	987	1,379	1,465
TOTAL	11,199	14,183	14,277

Based on U.S. Census

TEXAS RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	1,315	2,295	3,704
General Mdse	3,620	5,884	9,522
Food	5,533	9,737	15,880
Automobiles	5,874	11,259	14,785
Gasoline Stations	1,999	3,444	7,168
Apparel	1,482	2,445	4,047
Furniture	1,219	2,044	3,184
Eat-Drink Places	1,781	3,678	5,743
Drugs	772	1,011	2,094
Total Sales	25,833	45,224	72,707

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ABILENE, TEXAS

1—LOCATION: Taylor County, (In Abilene SMSA). E&P Map D-3. 40 mi. NW of Geographical Ctr. of Texas. County Seat. Cattle, oil, ind., education & transp. ctr.

2—TRANSPORTATION: Railroads: Abilene Southern; Burlington; Texas & Pacific; Ft. Worth & Denver.
Motor Freight Carriers: 14
Intercity Bus Lines: Abilene Northern, Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset States; Union, Continental.
Airlines: Texas International; Chaparral Airlines.

3—POPULATION:
Corp. City 70 Cen. 89,653; Loc. Est. 102,488
CZ ABC: (70) 90,571; (80) 99,700
Balance RTZ-ABC: (70) 116,503; (80) 114,700
County 70 Cen. 97,853; Loc. Est. 106,453
SMSA 70 Cen. 122,164; Loc. Est. 134,983
PMA & RTZ-ABC: (70) 238,667; (80) 249,400

4—HOUSEHOLDS:
City 70 Cen. 27,226; Loc. Est. 37,204
County 70 Cen. 30,110; Loc. Est. 38,849
SMSA 70 Cen. 38,801; Loc. Est. 50,748
CZ ABC: (70) 27,492; (80) 34,600
Balance RTZ-ABC: (70) 41,340; (80) 46,500
PMA & RTZ-ABC: (70) 80,078; (80) 95,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$998,423,329
Sav. & Loan Assn	4	$341,703,803

6—PASSENGER AUTOS: County All Vehicles (1978) $52,400

7—ELECTRIC METERS: Residence 36,300

8—GAS METERS: Residence 30,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electrical Appliances 300; Feed, Cottonseed Oil Products 250; Aero Space Structures 320; Meat Products 448; Newspaper 260; Oil & Gas Processing 150; Bakery Products 200; Soft Drinks 300; Steel Fabrication 250; Plumbing Fixtures, Fitting & Trim 200; Band Instruments 385; Tire Retreading 100; Calculators 260; Total 128 Industries, 7,120 Employees.

10-CLIMATE: Min. & Max. Temp.—Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center—2 blocks on Oak St., 6 on Pine St.; 6 on Cypress St., 6 on Cedar St., 6 on Walnut St., 3 on N. 3rd St., 4 on N. 4th St., 2 on N. 5th St., 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th, So. 23 & Barrow, 1 on Judge Ely Blvd., Hi-way 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
8th & Hickory	5	—
Abilene North	3	Safeway
Brook Hollow	12	Safeway, Gibson
Burro Alley	16	—
Edgewood	4	M System
Elmwood West	21	Cloth World, 4 JRB Food
Frenchman's Creek	17	Albertson
Hillcrest	5	—
Abilene Mall	100	J.C. Penney, Sears
Meads Suburban	9	Luskey's
Merchant Park	9	Furr's Mkt., TG&Y
Oakwood Village	65	Super Duper Food
Park Terrace	8	—
River Oaks	27	Grissoms
Rose Park	8	—
Redford Hills	23	Gibsons
Southwest Park	12	—
Westgate	70	Mont. Ward, Mimens, Bealls, Thorntons

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Major Malls to 9 pm.

13—RETAIL OUTLETS: Department Stores: Grissoms Minter 2; Thornton's 5; K-Mart 2; Sear's; Montgomery Ward; Dillards; Bealls 2.
Discount Stores (CZ): Gibson's 3; K-Mart, Payless Cashways, McCoy's; Highway 84 Lumber; TG&Y 5; Wilsons.
Variety Stores: TG&Y 5.
Chain Drug Stores (CZ): Sav x 6, Gibsons 3.
Chain Food Supermarkets: M-System 3, Safeway 4; Furr Food 2, Super Mkts. 2, Super Duper 8, Skinnys 20, Colonial 14, Albertson.
Other Chain Stores: J.C. Penney; Sears; Kinney's; White's; Firestone; Goodyear; Sherwin-Williams; Zale's 3; Jewel Box; S&Q Clothiers; Baker's; Lerners; Anthony's; S&H Green Stamps.

14—NEWSPAPERS: REPORTER-NEWS (m-Mon. to Fri.) 39,188; (e-Mon. to Fri.) 16,374; Comb. (m&e) 55,562; (m. Sat.) 48,537; (S) 56,607; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Pat Hartsfield, Adv. Dir., REPORTER-NEWS.
National Representatives: Texas Harte-Hanks Newspapers; Brannam/Newspaper Sales.

The Community
Information
Center In
Abilene,
Texas.

Abilene
Reporter-News

A Harte-Hanks
NEWSPAPER

ALICE, TEX.

1—LOCATION: Jim Wells County, E&P Map D-5, 125 mi. from San Antonio; 50 mi. W of Corpus Christi at the Hub of SW part of State. On U.S. Hwy. 281, State Hwys. 44 & 359.

2—TRANSPORTATION: Railroads: Southern Pacific, Texas Mexican.
Intercity Bus Lines: Union Trailways, Continental.
Motor Freight Carriers: 5.

3—POPULATION:
Corp. City 70 cen. 20,121; Loc. Est. 21,938
County 70 Cen. 33,032; Loc. Est. 35,325

4—HOUSEHOLDS:
City 70 Cen. 5,551; Loc. Est. 7,100
County 70 Cen. 8,940; Loc. Est. 10,998

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$105,756,000
Sav. & Loan Assn	2	$35,472,102

6—PASSENGER AUTOS: County 32,395 All Vehicles (1978)

7—ELECTRIC METERS: Residence 5,680

8—GAS METERS: Residence 4,992

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Cotton Seed Oil Compresses 25; Meat Pkg. 45; Sheet Metal Wks. 75; Stock Auction Barns 125; Oil Field Chem. (3) 150; Crude Oil Ref., 500.

10-CLIMATE: Min. & Max. Temp.—Spring 60-75; Summer 72-96; Fall 70-86; Winter 32-78.

11—TAP WATER: Light alkaline to medium soft.

12—RETAILING: Principal Shopping Center: 20 blocks over 3 main sts. & cross sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
LaVillita	9	Kroger, Sears
Sagewood Mall		J.C. Penney, TG&Y, Mode O'Day, HEB Super Mkt., Firestone, Tarry Farris Dept.

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Sat & Thu.
Stores Open Sundays: Drug; Drive-In Grocery.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; J. C. Penney; Levine; Terry Farris; Sears Roebuck (order store); Montgomery Ward (order store); Camal Cottons; Beall's.
Discount Stores (CZ): Factory Outlet, Gibson's; TG&Y Family Center.
Variety Stores: TG&Y; Duke & Ayers.
Chain Drug Stores (CZ): Roselawn, Alice Walgreen; Rushing Rexall.
Chain Food Supermarkets: Foodcraft 5; Lone Star 5; Piggly Wiggly 2; Red & White 6; HEB 2; Kroger Family Center.
Other Chain Stores: Smart & Thrifty (ready-to-wear); Singer Co.; Western Auto; Townsend's; Vogue Dress; Hughett's; Firestone; Stickler's Men's Wear.

14—NEWSPAPERS: ECHO-NEWS (e-mon. to fri., S) Circ. not available.
Local Contact for Advertising and Merchandising Data: Lowell Hunt, Pub., ECHO-NEWS.
National Representatives: Texas Daily Press League.

ALVIN, TEX.

1—LOCATION: Brazoria County, E&P Map E-5. (In Houston, Tex. SMSA). Located in the SE Portion of State. 25 mi S. of Houston. On State Hwy. 35.

2—TRANSPORTATION: Railroads: Missouri Pacific.
Intercity Bus Lines: Greyhound.
Airlines: Served by all major airlines through Houston Airport.

3—POPULATION:
Corp. City 70 Cen. 10,671; Loc. Est. 16,727
County 70 Cen. 108,312; Loc. Est. 150,562
SMSA 70 Cen. 1,999,316; Loc. Est. 2,758,121

4—HOUSEHOLDS:
City 70 Cen. 3,258; Loc. Est. 5,971
County 70 Cen. 30,567; Loc. Est. 49,965
SMSA 70 Cen. 610,641; Loc. Est. 979,985

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$124,003,000

6—PASSENGER AUTOS: County 152,962 (Total Vehicles 1978)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry —Nurseries; Oil & Gas refineries; Oil wells; Chemicals.
Principal Industry Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 65-80; Summer 75-90; Fall 62-78; Winter 62-75;

11—TAP WATER: Alkaline, hard. not flouridated

12—RETAILING: Principal Shopping Centers: 2500 Hwy. 35 Bypass; Gordon & Coombs, N. Taylor & Willis Gordon & E. House St.; Rosharon Rd.; Loop & Hwy. 35.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Alvin Bottom Dollar Ctr.	15	Bottom Dollar Discount
Alvin Ctr.	7	Mont. Ward, TG&Y.
Highland Square	16	Lewis & Coker
Stanton Ctr.	-	
Towne Plaza	-	Kroger
Wrights Corner	-	

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9

13—RETAIL OUTLETS: Department Stores: Brockman's; Montgomery Ward.
Discount Stores: Bottom Dollar; West Gibson Discount Dept.
Variety Stores: Perry's; TG&Y.
Chain Drug Stores: Alvin Pharmacy.
Chain Food Supermarkets: Obriens. Turner Superette; Lewis & Coker; Kroger.
Other Chain Stores: House of Beauty; Blue Bonnet Dress Shop; Film 'N Foto.

14—NEWSPAPERS: SUN (e. Tues. to Fri. S) 7,102; VAC July 30, 1978 (Latest Statement Available)
Local Contact for Advertising and Merchandising Data: Peter Scott, Ret. Adv. Mgr., SUN
National Representatives: None.

AMARILLO, TEX.

1—LOCATION: Potter & Randall Counties, E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City 335 mi. NW of Ft. Worth, 384 mi. NW of Dallas; 454 mi. SE of Denver; 450 mi. NE of El Paso. On U.S. Hwys. 66, 87, 60, 287, I-40; State Hwys. 117, 136, 51.

2—TRANSPORTATION: Railroads: Burlington; Santa Fe; Rock Island.
Motor Freight Carriers: 27.
Intercity Bus Lines: Greyhound; Trailways.
Airlines: TWA; Braniff; Frontier; Texas International; Permian; Southwest.

3—POPULATION:
Corp. City 70 Cen. 127,010; Loc. Est. 150,393
CZ ABC: (70)127,010; (80)149,100
RTZ-ABC: (70)356,074; (80)357,400
Counties/SMSA
Potter 90,511; Loc. Est. 95,718
Randall 53,885; Loc. Est. 75,261
City & RTZ-ABC: (70)483,084; (80)506,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 49,950; Loc. Est. 56,300
Counties/SMSA 70 Cen. 47,181; Est. 64,352
Potter 70 Cen. 31,146; Loc. Est. 37,937
Randall 70 Cen. 16,035; Loc. Est. 75,261
CZ-ABC: (70)Cen. 42,296; (80)56,300
RTZ-ABC: (70)Cen. 111,455; (80)127,700
City & RTZ-ABC: (70)153,751, (80)184,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$1,205,350
Sav. & Loan Assn.	5	$421,667,321

6—PASSENGER AUTOS:
Counties: Potter 42,200; Randall 33,022

7—ELECTRIC METERS: Residence 53,330

8—GAS METERS: Residence 53,885

9— PRINCIPAL INDUSTRIES (CZ): Mfg. 9,550; Mining Oil 1,730; Const. 5,280; Utilites 7,060; Services 12,740; Trade 22,120; Finance 3,740.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 10-69 Summer 62-89; Fall 43-71; Winter 23-51. First killing frost, Nov. 1. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Downtown Area 5 blocks on Polk, Taylor & Tyler.
Primary Centers: Sunset (15) & Western Plaza (20).
Neighborhood Shopping Centers: 34th & Georgia; Wolflin & Georgia; 3600 W. 15th; N.E. 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell.
Stores Open Evenings: Sat., Mon. & Thu.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Woflin-Village		Colberts, Safeway, TG&Y
Woflin-Georgia	4	Blackburn Bros., Skaggs Drug, K-Mart
Martindale	3	K's, Thriftstore, United Foods
Sunset	3	Sears, Safeway, J. C. Penney
Trades Fair	5	K-Mart, Furr Food
So. Lawn Plz.	5½	Piggly-Wiggly, TG&Y, C. R. Anthony
Western Plaza	5	Montgomery Ward, Furr's Cafeteria, Woolco, Sakowitz
Western Square	6	Gibson's, Albertsons Drugs & Food
Puckett Plaza	6½	Safeway, Handy Dan, United Revco; Sprouse-Reitz
Spanish Crossroads		Furr Foods, Furr's Family Center
Georgia Terrace	6	Furr Foods, TG&Y
Lawndale	6	Furr Foods, TG&Y
Bell Plaza	7½	Grand Central
Wellington Square	4	Gardski's Loft, Swiss Colony Cheese

Stores Open Evenings: Dept.—Thu.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony 4; Sakowitz; Sears; Blackburn Bros. 2; Montgomery Ward, J. C. Penney, Hub 2; Colbert's 2, Harry Holland 1.
Discount Stores (CZ): K-Mart; Gibson's; Woolco; Best; Grand Central.
Variety Stores: Woolworth 1, TG&Y 6 K's; Thrift Stores 2.
Chain Drug Stores (CZ): Albertsons 3; D&S 4; Maxor 2; S&M 2; Sav-On 5. Revco 1.
Chain Food Supermarkets: Furr Food 10; Safeway 4; Food Bonanza 1; United 7; Toot-N-Totum 40; Circle K Stores 7; Seven-Eleven 16.
Other Chain Stores: Lerner's; Whites Auto; Western Auto; Zales; S&H Green Stamps; Firestone; B. F. Goodrich; Gold Bond Stamps.

14—NEWSPAPERS: NEWS (m) 42,945; GLOBE-TIMES (e-Mon. to Fri.) 29,915; Comb. (m&e) 72,-860; NEWS GLOBE (S) 72,723; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bryce S. Cockerham, Adv. Dir., GLOBE-NEWS.
National Representatives: Texas Daily Press League, Inc.

ANGLETON, TEX.

1—LOCATION: Brazoria County, E&P Map E-5 (in Houston SMSA). County Seat. Chemical, Oil & gas Industries. Agriculture, Cotton, rice, Soybeans, Cattle, Located 45 mi. S. of Houston on Hwy. 288 on the Gulf Coast.

2—TRANSPORTATION: Railroads: Missouri Pacific.
Motor Freight Carriers: Alamo; Merchants, UPS.
Airlines: Served by all major airlines through Houston Airport.

3—POPULATION:
Corp. City 70 Cen. 9,770; Loc. Est. 20,000
County 70 Cen. 108,312; Loc. Est. 150,562
SMSA 70 Cen. 1,999,316; Loc. Est. 2,758,121

4—HOUSEHOLDS:
City 70 Cen. 2,889; Loc. Est. 4,605
County 70 Cen. 30,567; Loc. Est. 49,965
SMSA 70 Cen. 614,290; Loc. Est. 979,985

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	N.A.
Commercial Banks	2	N.A.

6—PASSENGER AUTOS: County 152,962 (Total Vehicles 1978)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry-Chemical; Farming.
Principal Industrial Pay Days: Thurs.

10-CLIMATE: Min. & Max. Temp.—Spring 62-78, Summer 72-88; Fall 62-78; Winter 60-67.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: N. Downing Rd & Hwy. 35 (9 stores); County Rd (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys; 36 & 288 (9 stores).
Neighborhood Shopping Centers: Four Corners; Angleton Plaza; Angleton Palm Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Brazos Mall	9	Sears, Wilsons J.C. Penney, Joskes
Lacks Plantation	12	Lacks Center

Principal Shopping Days: Thur., Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9 P.M.

13—RETAIL OUTLETS: Department Stores: Brockmans; Weiners.
Discount Stores (CZ): Bottom Dollar.,
Variety Stores: TG&Y, Perry Bros.
Chain Drug Stores (CZ): EcKerds; Walgreens
Chain Food Supermarkets: Safeway; Kroger.
Other Chain Stores: Western Auto; Firestone; World of Fabrics; Radio Shack; Merle Norman'd Cosmetics.

14—NEWSPAPERS: ANGLETON TIMES (m) 4,355; VAC Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Bruce Page, Ret. Adv. Mgr., ANGLETON TIMES
National Representatives: None.

ARLINGTON, TEX.

1—LOCATION: Tarrant County (In Dallas-Fort Worth SMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2—TRANSPORTATION: Railroads: Texas and Pacific; Great Southwest.
Motor Freight Carriers: 45.
Intercity Bus Lines: Texas Motor Coaches; Continental Trailways.
Airlines: Dallas-Ft. Worth Regional Airport, Arlington Municipal Airport.

3—POPULATION:
Corp. City 70 Cen. 90,643; Loc. Est. 176,450
SMSA 70 Cen. 2,377,979; Loc. Est. 3,054,950
County 70 Cen. 716,317; Loc. Est. 903,350
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 28,179, Loc. Est. 63,843
County 70 Cen. 225,873; Loc. Est. 324,874
SMSA 70 Cen. 752,381; Loc. Est. 1,063,938

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$474,654,010
Sav. & Loan Assn.	9	$6,625,486,014

6—PASSENGER AUTOS: County 750,000

7—ELECTRIC METERS: Residence 61,197

8—GAS METERS: Residence 27,000

9— PRINCIPAL INDUSTRIES (CZ): Widely diversified-Auto assembly; nedical products; Aerospace, Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field equipment. (Av. hoorly Wage $669.

10-CLIMATE: Av. Temp. Jan. 33,8; July 88.4

11—TAP WATER: From Lake Arlington Reservoil and 14 city wells. Well water, very soft, alkaline, lake water, medium.

12—RETAILING: Downtown Shopping Area, plus 15 major centers in outlying area; 785 retail outlets (C. of C.)

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arlington Plaza	8	Buddies
Ashbury	12	Cloth World, Skaggs-Alpha-Beta
Fielder North Plaza	25	Buddies
Forum 303 Mall	60	Montgomery Ward, Dillards, Kinneys
Four Corners	7	Krogers
French Market	5	Woolco, Buddies, Motts, J. Brannam
Galleria Plaza	5	—
Overland Stage	—	—
Park Plaza	4	Buddies
Parkway Central	15	Tom Thumb
Randol Mill West	2	—
Royal Park	5	Skaggs-Alpha-Beta
Six Flags Mall	72	Sears, Sanger-Harris, J.C. Penney
Sylvan Heights	16	Piggly-Wiggly
Town North	40	Buddies, Ben Franklin
Westbury Square	5	Monnigs
Woodland West	28	Safeway

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon. to Sat.

13—RETAIL OUTLETS: Department Stores: Penney; Anthonys; Sears; Mitchell's; Watsons K-Mart; Treasure City; Dillard's; Sanger-Harris; Montgomery Ward; Joskes.
Variety Stores: Ben Franklin 3; Motts; M.E. Moses; McCrory's.
Discount Stores: Gibson's; K-Mart; Treasure City; Target; Edison's; Woolco; Best.
Chain Drug Stores (CZ): Arlington; Baker 2; Skillkens 2; SuperRx 2; Gibson 2; Skaggs-Alpha Beta; Eckerds; Revco.
Chain Food Supermarkets: Buddies 7; Safeway 4; Allied Foods; Minyards; Lee's 2; Piggly Wiggly; Kroger 2; Skaggs-Alpha Beta, Jewelt, Tomthumb.
Other Chain Stores: Western Auto, Singer Co.; White Auto; Cook Paint; Sherwin-Williams; Firestone; Goodyear.

14—NEWSPAPERS: NEWS (e-Mon., Tue., Thu., Fri.) 5,001; (e-Wed., S) 5,238; Sworn Dec. 31, 1979 VAC.
Local Contact for Advertising and Merchandising Data: Bob Canon, Pres, NEWS.
National Representatives: U.S. Suburban Press, Inc.

ATHENS, TEX.

1—LOCATION: Henderson County, E&P Map E-3, County Seat. Ind. & Agri. Ctr. In Eastern Texas. 72 mi. SE of Dallas; 110 mi. SE of Ft. Worth; 175 mi. N of Houston; 190 mi. NE of Austin; 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2—TRANSPORTATION: Railroads: St. L., SW; T&NO branch of the SP.
Motor Freight Carriers: 3.
Intercity Bus Lines: Central Texas Trailways.

3—POPULATION:
Corp. City 70 Cen. 9,582, Loc. Est. 10,640
Retail Trading Zone, Local Est. 26,000
County 70 Cen. 26,466; Loc. Est. 36,571
City & Retail Trading Area, Local Est. 34,846

4—HOUSEHOLDS:
City 70 Cen. 3,180; Loc. Est. 4,109
County 70 Cen. 8,850; Loc. Est. 14,299

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$81,187,024
Sav. & Loan Assn.	2	$103,040,676

6—PASSENGER AUTOS: County All Vehicles (1978) 17,500

7—ELECTRIC METERS: Residence 4,669

8—GAS METERS: Residence 3,618

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Brick 65 ($176); Clay Pottery 20 ($138); Textile 465 ($148); Oil & Gas 325 ($198); Lbr. 65 ($126); Furn. 45 ($143); Electronics 15 ($100); Television 1200 ($195); Mobile Homes 235 ($176); Boat Mfg. 30 ($154); Rubber Products 58 ($183).

10-CLIMATE: Jan. normal 47; July normal 83. Last killing frost, Mar. 15; first in Fall, Nov. 18. Growing season 245 days, rainfall 37 in. annually.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: On Court house Square & two blocks in all directions; six blocks south of Square; 10 blocks west of Square; 10 blocks north of Square; 10 blocks east of Square. Also, center five blocks south of Square.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Highland	6	Montgomery Ward
Park Highland	4	Penney, Brookshire, Perry Bros.
South Park	4	Holiday Cleaners, Athens Glass
Heritage Square	5	Sears

Principal Shopping Days: Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, K. Wolens; 3 Beall Bros.
Variety Stores: Perry Bros. Duke & Ayer's.
Discount Stores: Gibsons; Dollar General Store; K-Mart.
Chain Food Supermarkets: Safeway; Piggly Wiggly; Buddie's; Brookshire's.
Other Chain Stores: Goodyear; Western Auto; White, Singer.

14—NEWSPAPERS: REVIEW (e) 5,755. (S) 5,755; sworn Oct. 1, 1979 (latest statement arailable). Local Contact for Advertising and Merchandising Data: Marion Archer, Nat'l. Adv. Mgr., REVIEW.
National Representatives: Texas Daily Press League, Inc.

AUSTIN, TEX.

1—LOCATION: Travis County (in Austin SMSA). E&P Map D-4. State Capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth; 75 mi. from San Antonio; 160 mi. from Houston.

2—TRANSPORTATION: Railroads: Mo. Pacific; Southern Pacific; Mo. Kansas & Texas, Amtrak.
Motor Freight Carriers: 11.
Intercity Bus Lines: Transportation Enterprises; Greyhound; Kerrville; Arrow Lines.
Airlines: Braniff; Texas International; Continental; Southwest; Delta; Eastern.

3—POPULATION:
Corp. City 70 Cen. 251,808; Loc. Est. 352,664
CZ ABC: (70)258,351; (80)356,700
RTZ-ABC: (70)194,766, (80)285,500
County 70 Cen. 295,516; Loc. Est. 405,682
SMSA 70 Cen. 360,463; Loc. Est. 504,658
City & RTZ-ABC: (70)453,117; (80)642,200
Demographic information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 78,570; Loc. Est. 130,657
County 70 Cen. 90,614; Loc. Est. 148,027
SMSA 70 Cen. 97,789; Loc. Est. 182,850
CZ ABC: (70)80,019; (80)126,200
RTZ-ABC: (70)59,884; (80)101,100
City & RTZ-ABC: (70)139,903; (80)227,300

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	22	$2,367,481,000
Sav. & Loan Assn.	8	1,258,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 311,424

7—ELECTRIC METERS: Residence 160,140

8—GAS METERS: Residence 91,344

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Gov't. 66,262; Trade 43,150; Service/Misc. 33,763; Mgf. 24,596; Construction 11,692; Fin., Ins., and Real Estate 11,541; Trans. and Comm. and Util. 6,117; Mining 162.
Principal Pay Days: Fridays and last day of month.

10-CLIMATE: Min. & Max. Temp.—Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28. Last killing frost, Mar. 3.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Congress Ave.; 5 on E. 6th St.; 3 on Guadalupe St.; 6 on S. Congress Ave.
Neighborhood Shopping Centers: Allandale Village, 5700-5800 Burnet Rd. Anderson Mill Center, Lake Creek Pky. & U.S. 183, Anderson Square, Research Blvd. & Anderson Ln., Balcones Square, Bull Creek Rd. & Balcones Dr., Ben White Center, Ben White Blvd. & South 1st St., Ben White Plaza, 1300 W. Ben White Blvd. & Bannister Ln., Brykerwood Village, West 35th St. & Jefferson, Cameron Village, 5314 Cameron Rd., Casis Village, 2700 Exposition Blvd., Cedar Park Plaza, U.S. 183, Cedar Park, Tx., Cherry Creek Plaza, Manchaca Rd. & Stassney Ln., Chimney Corners, Far West Blvd. & Chimney Corners, Commerce Park, 5555 North Lamar Blvd. & Koenig Ln., Crestview Shopping Center, 7100 Woodrow St., Crockett Center, 5312-5332 Manchaca Rd., Delwood Shopping Center, 3900 East Ave., Dobie Mall, 2021 Guada-

AUSTIN—continued

lupe St., Eastland Plaza Shopping Center, 1138 Airport Blvd., Enfield Shopping Center, West 12th St. & Lamar Blvd., Ford Village Shopping Center, 4300 Manchaca Rd., Grand Central Station, U.S. 183 & Ohlen Rd., Gaston Place, Gaston Dr. & Briarcliff, Govalle Shopping Center, 2701 East 7th St., Highland Park West, 3300 Hancock Dr., Jefferson Square, West 38th St. & Jefferson, Jones Road, 2613-2623 Jones Road, Justin Lane Shopping Center, 2205-2213 Justin Ln., Lake Austin Shopping Center, Lake Austin Blvd. & Exposition Blvd., La Promenade, 7113 Burnet Rd., Lamar Plaza, 1100 South Lamar Blvd., Lamar Village 3800 North Lamar Blvd., Lanier Village, 8600 N. Lamar Blvd. & Fairfield Dr., Lantern Lane Shopping Center, 2815 Hancock Dr., Mesa Plaza, 8020 Mesa Drive, Montopolis Shopping Center, 753 Montopolis Blvd., North Fair Shopping Center, N. Lamar Blvd. & Airport Blvd., North Loop Plaza, 5220-5246 Burnet Rd., North Oaks Village, Spicewood Spring Rd. & U.S. 183., North Village Shopping Center, 7717 Burnet Rd., Northeast Corner, 2300 Wheless Ln., Northgate Shopping Center, 9300 N. Lamar Blvd., Northwest Shopping Center, 6000 Burnet Rd., Northwood Plaza, 2900 W. Anderson Ln., Oak City Shopping Center, 6146 U.S. 290 West, Peyton Gin Road, 1000 Peyton Gin Rd., Plaza Balcones, 5400 Balcones Dr., Quail Creek Shopping Center, Rundberg, Parkfield & Rutland, Reagan Square, Cameron Rd. & Wheless Ln., Richcreek Plaza Shopping Center, 7429 Burnet Rd., Riverhills, 1900 E. Riverside Dr., Rivertowne Mall, 2003 E. Riverside Dr., Rosewood Shopping Center, 2300 Rosewood St., Shoal Creek Plaza, 7944 Great Northern Blvd., South Congress Shopping Center, South Congress Ave. & W. Oltorf St., South Congress Square, South Congress Ave. & W. Oltorf St., South Lamar Square, Southwood Shopping Center, Ben White Blvd. & Clawson Rd., Tarrytown Shopping Center, Windsor Rd. & Exposition Blvd., Town Lake Plaza, 1900 Riverside Dr., The Twenty-Six Doors, 1206 W. 38th St., Twenty-Two Guadalupe Plaza, 2200 Guadalupe St., Twin Oaks Shopping Center, South Congress Ave. & E. Oltorf St., The Village Shopping Center, 2700 W. Anderson Ln., Villa Granada, Village Center, 3500 Far West Blvd., Violet Crown Shopping Center, 6600 N. Lamar Blvd., Walnut Creek Village, 5700 Manor Rd., Westlake Hills Shopping Center, 206 E. Bee Caves Rd., Windsor Village, 5811-5851 Berkman Dr., Wooten Village, Ohlen Rd. & Peyton Gin Rd., Yellow Brick Road, Airport Blvd. & W. Huntland Dr..

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Capital Plaza(31)	7	Montgomery Ward, TG&Y, Bealls, H.E.B.
Hancock Center(38)	6	Dillards, Sears, H.E.B.
Highland Mall(84)	8	Joske's, J.C. Penney, Scarbrough's, Foley's
Northcross Mall(55)	7	Frost Bros., Bealls
Westgate Mall(31)	5	H.E.B. Market, Lacks, Woolco, Bealls

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon., thru Fri.

13—RETAIL OUTLETS: Department Stores: Bealls 6; Dillards; Foley's; Frost Bros; J.C. Penney; Joske's; Leon's 4; Montgomery Ward; Scarbrough's 2; Sears; Synders-Chenards 4; Weiner's 5; Yaring's 8.
Discount Stores: Gibson's 3; K-Mart 2; Sage; Woolco 3.
Variety Stores: Kress 2; Winn's 15; Woolworth.
Chain Drug Stores (CZ): Ace 8; Eckerd 11; Script Shop 3; Skillern's 13; Sommers 7; Walgreen 2.
Chain Food supermarkets: Eagle 1; Foodland 5; H.E.B. 13; Handy Andy 7; Kash-Karry 6; Minimax 6; Rylander's 9; Safeway 15; Skaggs 2.
Other Chain Stores: Baker's 3; Franklin's 3; Lerners; Mission Jewelry 2; S&H Green Stamps 2; Thom McAn 2; Western Auto 5; White's; Zale's 4.

14—NEWSPAPERS: American-Statesman —(m—Mon. to Fri.) 92,013; Statesman (e—Mon. to Fri.) 35,065; Comb. (m&e) 127,078; (Sat.) 123,785; (S) 142,428; March 31, 1980 ABC. Citizen (e-Mon. to Fri.) 14,742 sworn Mar. 31 1980.
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Director, AMERICAN-STATESMAN; William Klusmier, Adv. Director, CITIZEN.
National Representative: AMERICAN-STATESMAN: Roy Gordon; CITIZEN, William Klusmier.

BAY CITY, TEX.

1—LOCATION: Matagorda County, E&P Map E-5. County Seat. On the Colorado River. 150 mi. NE of Corpus Christi. 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2—TRANSPORTATION: Railroads: AT&SF, Mo Pac. (G.C.L.); SP.
Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,733; Loc. Est. 15,747
County 70 Cen. 27,913; Loc. Est. 33,162
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,824; Loc. Est. 5,892
County 70 Cen. 8,597; Loc. Est. 11,846

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$131,991,000
Sav. & Loan Assn.	2	$50,000,000

6—PASSENGER AUTOS: County 34,148 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 6,143

8—GAS METERS: Residence 4,963

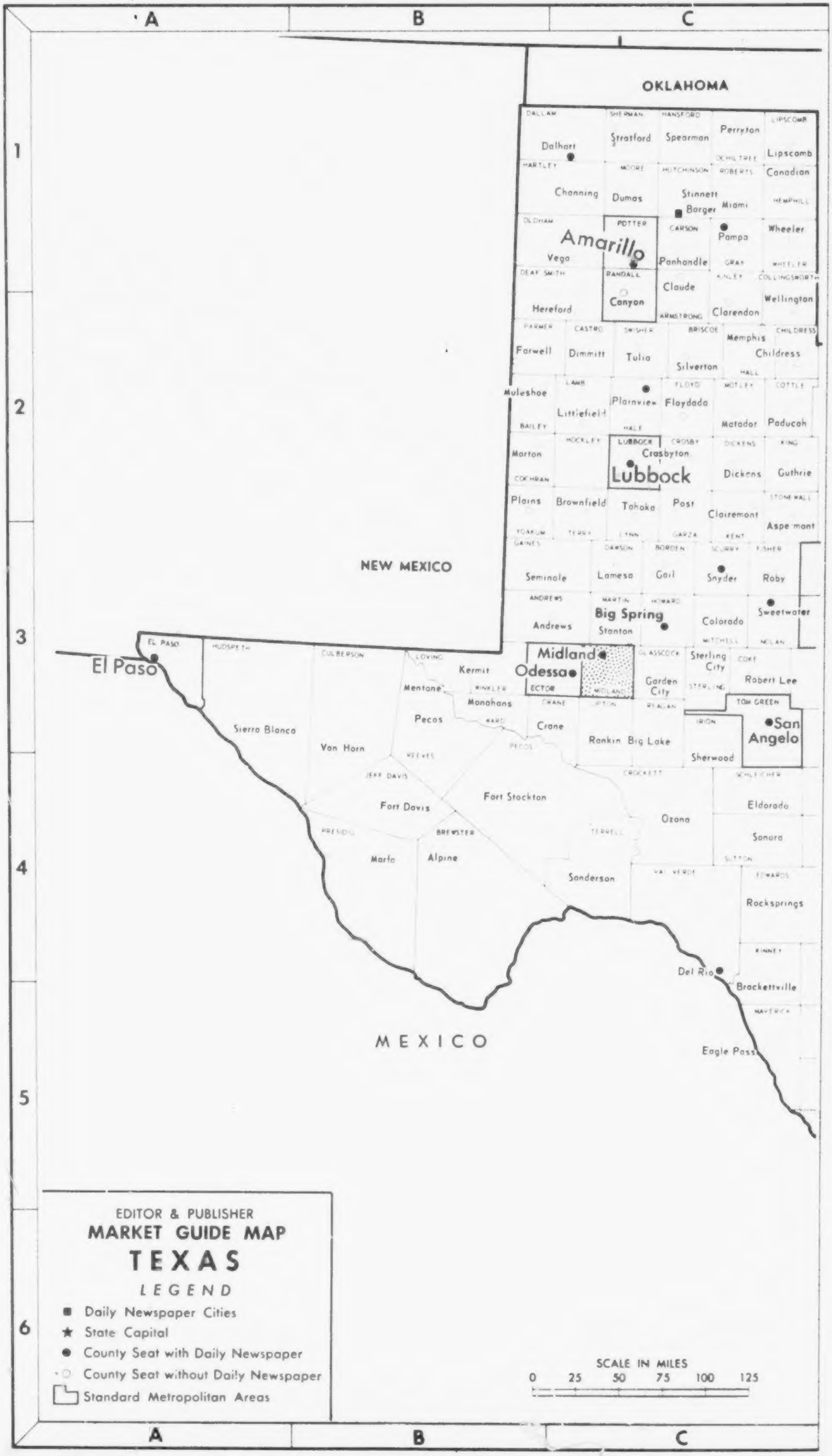
9— PRINCIPAL INDUSTRIES (CZ): Cattle; Rice; Maize; Cotton; Soy Beans; Fishing; Packing; Shell; Meat; Dairy Prods.; Poultry; Oil Refining; Petrochemicals; Port; Welding; Nuclear Power Plant; Grass Farms.

10-CLIMATE: Min. & Max. Temp.—Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11—TAP WATER: Fluoridated.

13—RETAIL OUTLETS: Department Stores: Beall's; J.C. Penney; Oshman's; Weiners; Clothes Inc.
Chain Drug Stores: Matagorda Phcy.; Discount Pharmacy 1; Houston Drug 1; Eckerd Drug.
Discount Stores: Gibsons; K-Mart; Bottom Dollar.
Variety Stores (CZ): Ben Franklin; Perry's.
Chain Food Supermarkets: Day City Food; Stanley 3; Duffy's; H.E.B., Safeway.
Other Chain Stores: Firestone; Goodyear; Goodrich; Western Auto; Montgomery Ward; Sears.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.; S) 7,532; Sept. 30, 1979 (Latest Statement Available)
Local Contact for Advertising and Merchandising Data: Glenn J. Sedam, Pub., or Betty Seerden, National Adv. Mgr., TRIBUNE.
National Representatives: None.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OKLAHOMA
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MEXICO
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Canadian
Channing
Dumas
Stinnett
Borger
Miami
Pampa
Wheeler
Amarillo
Vega
Panhandle
Claude
Canyon
Hereford
Clarendon
Wellington
Memphis
Childress
Farwell
Dimmitt
Tulia
Silverton
Muleshoe
Littlefield
Plainview
Floydada
Matador
Paducah
Morton
Crosbyton
Lubbock
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Claremont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Andrews
Big Spring
Stanton
Colorado
Sweetwater
El Paso
Midland
Odessa
Kermit
Mentone
Monahans
Sterling City
Robert Lee
Garden City
Pecos
Crane
Rankin
Big Lake
San Angelo
Sierra Blanca
Van Horn
Sherwood
Fort Stockton
Fort Davis
Ozona
Eldorado
Sonora
Marfa
Alpine
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75 100 125

BAYTOWN, TEX.

1—LOCATION: Harris County (in Houston, Tex. SMSA). E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146; Interstate 10.

2—TRANSPORTATION: Railroads: SP branch and MP Railroads.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 43,980; Loc. Est. 57,484
City Zone, Loc. Est. 57,334
Retail Trading Zone, Loc. Est. 86,790
County 70 Cen. 1,741,912; Loc. Est. 2,424,329
SMSA 70 Cen. 1,999,316; Loc. Est. 2,869,757
City & RTZ, Loc. Est. 150,040

4—HOUSEHOLDS:
City 70 Cen. 14,089; Loc. Est. 30,000
County 70 Cen. 540,929; Loc. Est. 795,800
SMSA 70 Cen. 614,290; Loc. Est. 980,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$268,757,723
Sav. & Loan Assn	6	$89,739,001

6—PASSENGER AUTOS: County 2,197,591 (Total Vehicles)

7—ELECTRIC METERS: Residence 19,701

8—GAS METERS: Residence 16,299

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Refining 6,300 ($200); Rubber 482 ($200); Chemical Research 1,000 ($315); Chemical Production 1,400 ($200); Carbon Black 180 ($200); Space Lab 3,000 ($135); Steel 1,700 ($200); Steel Administration 150 ($300).

10-CLIMATE: Min. & Max. Temp.—Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11—TAP WATER: Neutral (Artesian), very soft, not fluoridated.

12—RETAILING:

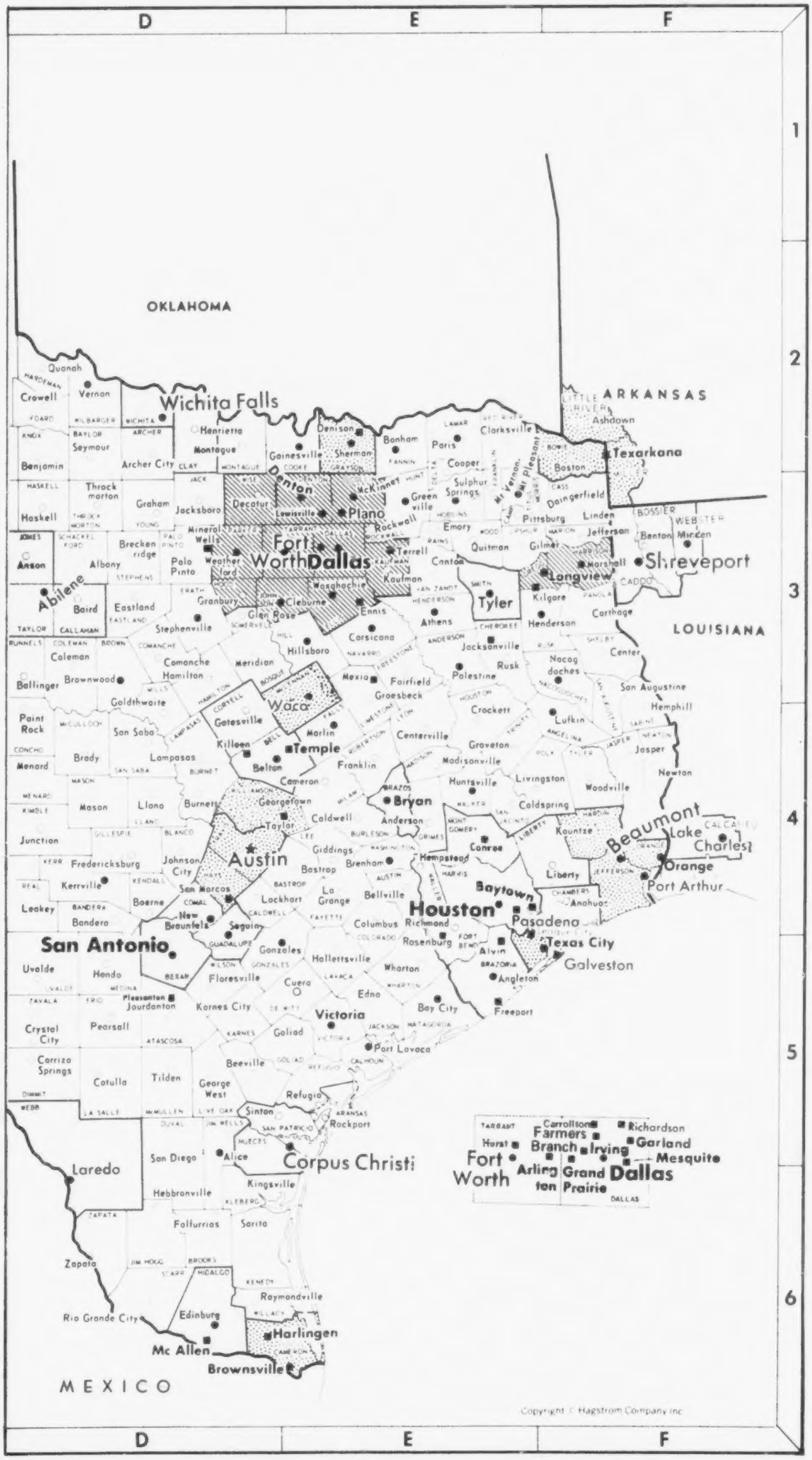
Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bay Plaza	46	O'Briens, TG&Y, Bayfair
K-Mart	4	K-Mart
Woolco	13	Woolco
West Town	7	Beall Bros. Safe way
Wood Creek	25	Texas Super Foods, Weiners
Garth Plaza	5	Style Shop

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: All to 9:30 P.M.

13—RETAIL OUTLETS: Department Stores Sears Roebuck, Beall Bros 2; J.C. Penney; Weiners; Bay Fair.
Discount Stores (CZ): K-Mart, Gibson's; Kroger; TG&Y; Eckerds; Woolco; United Jewelers.
Variety Stores: TG&Y 2, Perry Bros, Inc., York Drug Variety.
Chain Drug Stores (CZ): Big Chief; Black's; Gibson's; Gray 2; Gulf Coast; Lakewood; Lawhon; Medic; Medicine Jar; Eckerd's.
Chain Food Supermarkets: Weingarten, Big Chief, 7-11 3, Jones; 7-11 8; Hathaways 2; O' Briens 3; Lewis & Coker 2; Kroger; Lyons; Stop-N-Go 2, Texas Super Foods, Safeway 2.
Other Chain Stores: Gordon Jewelers; Western Auto; Merle Norman 2; Nautilus; Holiday Inn; Texas State Optical; Pay Less Shoes; Baskin Robbins; Goodyear; Firestone; Culpepper Furn. 2; Lowe's 84 Lumber; McCoys.

14—NEWSPAPERS: SUN (e) 19,177, (S) 19,177; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Leon Brown, Pub., SUN.
National Representatives: None.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OKLAHOMA
ARKANSAS
LOUISIANA
MEXICO
Quanah
Crowell
Vernon
Wichita Falls
Henrietta
Montague
Benjamin
Seymour
Archer City
Gainesville
Denison
Sherman
Bonham
Paris
Clarksville
Ashdown
Texarkana
Haskell
Throckmorton
Graham
Jacksboro
Decatur
Denton
McKinney
Greenville
Cooper
Sulphur Springs
Mt. Vernon
Mt. Pleasant
Boston
Daingerfield
Linden
Lewisville
Plano
Rockwall
Emory
Pittsburg
Jefferson
Benton
Minden
Anson
Albany
Breckenridge
Palo Pinto
Mineral Wells
Weatherford
Fort Worth
Dallas
Terrell
Canton
Quitman
Gilmer
Marshall
Shreveport
Abilene
Baird
Eastland
Stephenville
Granbury
Glen Rose
Cleburne
Waxahachie
Kaufman
Ennis
Athens
Tyler
Longview
Kilgore
Henderson
Carthage
Coleman
Ballinger
Brownwood
Comanche
Hamilton
Meridian
Hillsboro
Corsicana
Jacksonville
Rusk
Nacogdoches
Center
Goldthwaite
Waco
Mexia
Fairfield
Groesbeck
Palestine
San Augustine
Hemphill
Paint Rock
San Saba
Gatesville
Marlin
Centerville
Crockett
Lufkin
Brady
Lampasas
Killeen
Belton
Temple
Franklin
Groveton
Madisonville
Jasper
Menard
Cameron
Huntsville
Livingston
Newton
Woodville
Mason
Llano
Burnet
Georgetown
Bryan
Coldspring
Junction
Taylor
Caldwell
Anderson
Kountze
Beaumont
Lake Charles
Fredericksburg
Johnson City
Austin
Giddings
Brenham
Hempstead
Conroe
Orange
Kerrville
San Marcos
Bastrop
La Grange
Bellville
Liberty
Port Arthur
Leakey
Bandera
Boerne
New Braunfels
Seguin
Lockhart
Columbus
Houston
Baytown
Anahuac
Pasadena
San Antonio
Gonzales
Hallettsville
Richmond
Rosenburg
Texas City
Galveston
Uvalde
Hondo
Floresville
Alvin
Angleton
Pleasanton
Jourdanton
Karnes City
Cuero
Edna
Wharton
Bay City
Freeport
Crystal City
Pearsall
Goliad
Victoria
Port Lavaca
Carrizo Springs
Cotulla
Tilden
George West
Beeville
Refugio
Sinton
Rockport
Laredo
San Diego
Alice
Corpus Christi
Hebbronville
Kingsville
Falfurrias
Sarita
Zapata
Raymondville
Rio Grande City
Edinburg
Harlingen
Mc Allen
Brownsville
Carrollton
Richardson
Farmers Branch
Irving
Garland
Mesquite
Hurst
Fort Worth
Arlington
Grand Prairie
Dallas
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BEAUMONT, TEX.

1—LOCATION: Jefferson County. (In Beaumont-Port Arthur-Orange, Tex. SMSA). E&P Map F-4. County Seat. Shipping Ctr.; large oil refining ctr.; wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston, 277 mi. W of New Orleans. 40 foot channel to the sea.

2—TRANSPORTATION: Railroads Southern Pacific, Missouri Pacific, Kansas City & Southern, AT&SF.
Motor Freight Carriers 14.
Freight Steamship Lines 9.
Intercity Bus Lines: Continental, Continental Southern; Continental Dixie; Greyhound; Texas.
Airlines: Texana, Texas International, Metro.

3—POPULATION:
Corp. City 70 Cen. 117,548, Loc. Est. 135,000
CZ ABC: (70) 126,132, (80) 130,100
RTZ-ABC: (70) 433,250, (80) 488,200
County 70 Cen. 246,402, Loc. Est. 290,000
SMSA 70 Cen. 347,568, Loc. Est. 417,000
City & RTZ-ABC: (70) 559,382, (80) 618,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 37,027, Loc. Est. 49,080
County 70 Cen. 76,462, Loc. Est. 105,225
SMSA 70 Cen. 106,518, Loc. Est. 151,306
CZ ABC: (70) 40,020, (80) 47,200
RTZ-ABC: (70) 129,478, (80) 166,900
City & RTZ-ABC: (70) 169,498, (80) 214,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	10	$693,577,141
Sav. & Loan Assn.	6	$497,305,110

6—PASSENGER AUTOS: County 253,123 (Total Vehicles)

7—ELECTRIC METERS: Residence 51,564

8—GAS METERS: Residence 36,924

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum 14,500; Chemicals 11,250; Construction 15,800; Food 1,050; Machinery 1,550; Transportation Equipment 4,750; Mining 1,300; Paper Lumber, Wood Products 1,550; Transportation 7,400; Fabricated Metal Products 3,200.
Principal Shopping Days: Thurs., Fri., Sat., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11—TAP WATER: Fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Pearl; 5 on Orleans; 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe; 3 on Park St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Gateway	46	White House Dept., Ardan, Beall's, Kroger

BEAUMONT—continued

Gaylynn	14	Beall's, Fair, Market Basket
Parkdale Mall	85	Penney, Mont. Ward, Joske's Dept., Beall's, Wilson Jewelry
Stadium	9	Market Basket, Murphy's, Beall's
23rd St.	17	Sommers, Market Basket
Village	25	Gibson's, Weingarten's
Weingarten's	7	Weingarten's, Sav-Mor
Parkway Plaza	5	Woolco, Kroger
Tower Plaza	5	
Fullbright	7	Discount Foods
Forest Park	5	
11th St. Plaza	25	
Ridgewood Center	10	
Westmont Center	17	Eckerds, Weingarten's
Phelan Center	17	Albertson's

Principal Shopping Days: Dept. Stores—Mon., Fri., Sat.; Food Stores—Thu., Fri., Sat.; Food Stores open 24 hours daily incl. Sat. & Sun.
Stores Open Evenings: Food Daily, Gateways Parkdale Daily except Sunday

13—RETAIL OUTLETS: Department Stores: White House; Fair Store; Bealls; Palais Royal; Sears; J.C. Penney; Joske's; Montgomery Ward.
Discount Stores (CZ): Gibson's; Giant Food Center; K-Mart; Woolco; Gemco; Ardan; Discount Foods; Wilson's.
Variety Stores: Murphy's; McCrory.
Chain Drug Stores (CZ): Sommer's; Walgreen's; Bill Thames' 3; Smith's 2; De Koven 1; Richard's RX 1; Eckerd's; Lovol & Son's 2; Medical Ctr. 1; Raimey's 2; Sommer's 5; Sar-Mor.
Chain Food Supermarkets: Kroger's 3; Weingarten's 8; Ace Drive In 7; Fruitland 2; Jim's Drive In 3; Jones 7-Eleven 3; O'Bannion's 7; Stedman's 2; Market Basket 18; Gerland's 3, Discount Foods; Albertson's; Safeway.
Other Chain Stores: Firestone; Goodyear; Western Auto; National Shirt; Thom McAn; Baker's; Lane's; Gordon's Jewelry; Kinney Shoes; Hardy; Zale's Jewelry; Finger's Furn.; Gulf Mills; Oshman's (sporting goods); Candle Shop; Casual Corners; Chess King; Craig's; B. Dalton; Flagg Bros.; Fox Photo; Foxmoor; Frederick's; General Nutrition; Hickory Farms; House of Jeans; Jarman Shoes; Jean's West; Kinderphoto; Motherhood and Maternity; Musicland; The Ranch; Singer; Size 5-7-9; So-Fro Fabric; Spencer Gifts; Stover Candy; Stride-Rite Shoes; Walden Books; Cloth World; Hancock Fabrics.

14—NEWSPAPERS: ENTERPRISE (m) 65,281; JOURNAL (e) 14,037; Comb. (m&e) 79,318; ENTERPRISE (S) 79,266; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Nat. Adv. Mgr., ENTERPRISE and JOURNAL.
National Representatives: None.

BELTON, TEX.
See TEMPLE, TEX.

BIG SPRING, TEX.

1—LOCATION: Howard County, E&P Map C-3, County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four Private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black, school supply mfg. 290 mi. W of Dallas & 333 mi. East of El Paso.

2—TRANSPORTATION: Railroads: Texas & Pacific (division point.)
Motor Freight Carriers: 3.
Intercity Bus Lines: Southwestern Greyhound; Continental Trailways; Texas-New Mexico & Oklahoma-Trans-Regional.
Airlines: Trans-Regional.

The Community
Information
Center In
Big Spring,
Texas.

Big Spring
Herald
A Harte-Hanks
NEWSPAPER

3—POPULATION:
Corp. City 70 Cen. 28,735; Loc. Est. 29,824
Primary Mkt. Area-ABC; (70) 28,735; (80) 27,200
Bal. in PMA; (70) 9,061; (80) 9,100
Total in PMA; (70) 37,796; (80) 36,300
County 70 Cen. 37,796; Loc. Est. 35,437
Demographic Information available from Newspaper. See pargraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,289; Loc. Est. 11,228
County 70 Cen. 11,508; Loc. Est. 12,846
Primary Mkt. Area-ABC (70) 9,299; (80) 10,100
Bal. in PMA; (70) 2,223; (80) 2,600
Total PMA; (70) 11,522; (80) 12,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$155,446,000
Sav. & Loan Assn.	2	$96,231,754

6—PASSENGER AUTOS: County 41,044 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 9,796

8—GAS METERS: Residence 9,105

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Processing 57 ($250); Carbon Black 151 ($230); School Supply Mfg. 80 ($130); Garment Sewing 150 ($185); Pipe Mfg. 69 ($130); VA Hospital 312 ($185); State Hospital 454 ($200); Private-Hospitals 464 ($116); Nursing Home 95 ($75); Data Processing 11 ($260); Plastic Moulding 70 ($110).

10-CLIMATE: Min. & Max. Temp.—Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57; First killing frost, Nov. 17. Last killing frost, Mar. 24.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers: Gregg, 13th to 21st St.; State & 11th Place; Airport Addition; Lamesa Hwy.; Johnson St.; 9th to 10th.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
College Park (3)	18 blks.	TG&Y, Safeway
Highland South (24)	26 blks.	Montgomery TG&Y, Piggly Wiggly
Coronado Plaza (6)	26 blks.	Foodway, Thornton's
Eleventh Place (6)	-	Bel Phcy., Wackers, Furrs, Casual Shop, Margarets

Principal Shopping Days: Department Stores—Sat., Mon., Fri.; Food Stores—Fri., Sat., Wed.
Stores Open Evenings: Food & Discount; Gibson's; TG&Y; Montgomery Ward, Thornton's, Thu.

13—RETAIL OUTLETS: Department Stores: Dunlap's; Montgomery Ward; C. R. Anthony; J.C. Penney; Thornton's.
Discount Stores (CZ): Gibson's.
Variety Stores: Woolworth; McCrory's; Wacker's; TG&Y 2.
Chain Drug Stores: Leonard's 6; Professional Phcy.
Chain Food Supermarkets: Safeway 2, Piggly Wiggly; Furr's; Giant Discount; Newsom's.
Other Chain Stores: Zale's (jewelry), Austin, (shoes); Barnes-Pelletier, Firestone, White's (furniture & auto appliances); Goodyear; S&H Green Stamps; Connies.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 10,324; (S) 11,346; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Oliver Cofer, Adv. Dir., HERALD.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Newspapers, Inc.

BONHAM, TEX.

1—LOCATION: Fannin County, E&P Map E-2, County Seat. Agricultural and manufacturing center. NE part of State.

2—TRANSPORTATION: Railroads: Texas & Pacific (freight).
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 7,698; Loc. Est. 7,795
County 70 Cen. 22,705; Loc. Est. 24,267

4—HOUSEHOLDS:
City 70 Cen. 2,791; Loc. Est. 3,291
County 70 Cen. 8,272; Loc. Est. 10,270

5—BANKS: Commercial 2, Dep. $61,799,000

6—PASSENGER AUTOS: County 28,510 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 4,410

8—GAS METERS: Residence 4,268

9— PRINCIPAL INDUSTRIES (CZ): Pumps; Trailers; Fertilizer; Agriculture; Meat Packing; Cable.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 48-70; Summer 85-104; Fall 51-81; Winter -5-55. First killing frost, Nov. 23. Last killing frost, Mar. 15.

11—TAP WATER: Lake Water, medium hardness; fluoridated, abundant supply.

12—RETAILING: Principal Shopping Center: 4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept.—Sat. Food—Sat.

13—RETAIL OUTLETS: Department Stores: J. B. White; Hunt; J.C. Penney.
Variety Stores: Ben Franklin; Benley's; Duke & Ayres.
Discount Stores: Gibson; Brittain Discount.
Chain Food Supermarkets: Safeway; Piggly Wiggly.
Other Chain Stores: Babcock Bros.; Otasco; Western Auto; Goodyear.

14—NEWSPAPERS: FAVORITE (e-Tues. to Fri.) 4,125; (S) 4,125; sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Paul Berryhill, Pub., FAVORITE.
National Representatives: Texas Daily Press League, Inc.

BORGER, TEX.

1—LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo; 27 mi. W of Pampa.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 3.
Intercity Bus Lines: Continental-Panhandle.

3—POPULATION:
Corp. City 70 Cen. 14,195; Loc. Est. 19,375
CZ ABC: (70) 18,112; (80) 19,300
RTZ-ABC: (70) 19,040; (80) 19,400
County 70 Cen. 24,443, Loc. Est. 27,390
City & RTZ-ABC: (70) 37,152; (80) 38,700

4—HOUSEHOLDS:
City 70 Cen. 5,800; Loc. Est. 6,017
County 70 Cen. 7,700; Loc. Est. 10,806
CZ ABC: (70) 6,331; (80) 7,800
RTZ-ABC: (70) 6,050; (80) 7,000
City & RTZ-ABC: (70) 12,381; (80) 14,800

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns.	1	$43,435,509
Commercial Banks	2	$116,626,107

6—PASSENGER AUTOS: County All Vehicles (1978) 36,853

7—ELECTRIC METERS: Residence 7,014

8—GAS METERS: Residence 6,246

9— PRINCIPAL INDUSTRIES (CZ): Petroleum; Carbon Black; Synthetic Rubber; Printing Ink Devel. & Res.; Anhydrous Ammonia Fertilizer; Tool & Mach. Shops.

10-CLIMATE: Aver. Temp.—Summer 74; Winter 40; annual 58. First killing frost, Nov. 10. Last killing frost, Mar. 10.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 15 blocks on Main St.

Neighborhood Shopping Centers:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Coronado	1/8	Ideal
Clover Leaf	1/2	Gibson's Discount
Phillips	2½	Cut Rate
Downtown	-	Whites.
Bunavista	-	Fairlanes Mkt.
Borger Plaza	1/2	K-mart, United Foods
North Park Center	1/2	TG&Y

Principal Shopping Days: Mon., Wed., Thu., Sat.
Stores Open Evenings: Penney's, Thu.; Food, Daily.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; J.C. Penney; Bealls.
Variety Stores: M.E. Moses; TG&Y.
Chain Drug Stores (CZ): Heard & Jones; Harris 3; H&M; Gibson's; Lee; Revco Drug.

Chain Food Supermarkets: Furr Food; Ideal 1; Safeway; 7-11; Holt; Allsups 5; Quick Stop 6; Jim's 2; Venture Foods 1; Taylor and Sons.
Discount Stores: Gibson's.

Other Chain Stores: White's; Zale's; Oklahoma Tire; Hub Clothiers; Singer Co.; Montgomery Ward (catalog); Sears (catalog); Shoeland; K-Mart.

14—NEWSPAPERS: NEWS-HERAID (e-Mon. to Fri.) 7,590; (S) 8,198; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Allen, Adv. Mgr., NEWS-HERALD.

National Representatives: Texas Daily Press League.

Borger News-Herald
Borger, Texas

"Covering the
oil-producing
Hutchinson County
area since 1926"

DONREY
MEDIA
GROUP

BRENHAM, TEX.

1—LOCATION: Washington County, E&P Map E-4, County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2—TRANSPORTATION: Railroads: Gulf, Colorado & Santa Fe.
Motor Freight Carriers: 4.
Intercity Bus Lines: Kerrville, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 8,922; Loc. Est. 13,232
County 70 Cen. 18,842; Loc. Est. 21,122

4—HOUSEHOLDS:
City 70 Cen. 3,056; Loc. Est. 5,163
County 70 Cen. 6,286; Loc. Est. 8,177

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$140,000,000
Sav. & Loan Assns.	2	$80,000,000

6—PASSENGER AUTOS: County 21,815 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 4,200

8—GAS METERS: Residence 3,400

9— PRINCIPAL INDUSTRIES (CZ): Ice Cream Manf. Textiles; Cotton Seed Prods.; Mattresses; Wood Prods.; Upholstered Furniture.

11—TAP WATER: Alkaline.

12—RETAILING: Downtown 5 Block Square.
Shopping Centers: HEB; Gibson's; Brookshire's, Four Corners.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; New York; Lou's; Fran's, Wenier's; Marsh-Leader; Kathy's Fashions.
Discount Stores: Gibson's; Eckerd Drug.
Variety Stores: Duke & Ayres; Perry Bros.; Gibson's.
Chain Food Supermarkets (CZ): Food City; Brookshire Bros.; HEB; City Foods 3; Stanley's.
Other Chain Stores: Goodyear; White Auto; Western Auto; Sears; Wards.

14—NEWSPAPERS: BANNER-PRESS (e-Mon. to Fri.) 5,565; Dec. 31, 1979 Vac. (Latest Statement Available)
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub., or Jerry Winton, Asst. Pub., BANNER PRESS.
National Representatives: USSPI.

BROWNSVILLE, TEX.

1—LOCATION: Cameron County, E&P Map E-6, (In Brownsville-Harlingen-San Benito, Tex. SMSA). Extreme SE part of Texas 271 mi. SE of San Antonio; 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel, 16 mi. inland to Port of Brownsville.

2—TRANSPORTATION: Railroads: Missouri Pacific; Southern Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways; Valley Transit; Circulo Rojo-Matamoros; Transportes del Norte, S.A.
Airlines: Braniff.

3—POPULATION:
Corp. City 70 Cen. 52,522; Loc. Est. 83,455
CZ ABC: (70) 52,522; (80) 78,400
RTZ-ABC: (70) 168,567; (80) 229,300
County/SMSA:
70 Cen. 140,368; Loc. Est. 190,659
City & RTZ-ABC: (70) 221,089; (80) 307,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,844; Loc. Est. 23,522
County/MSSA 70 Cen. 35,342; Loc. Est. 55,673
CZ ABC: (70) 12,888; (80) 22,000
RTZ-ABC: (70) 38,174; (80) 56,400
City & RTZ-ABC: (70) 51,062; (80) 78,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$249,627,000
Sav. & Loan Assn.	2	$92,353,845

6—PASSENGER AUTOS: County 135,368 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 15,238

8—GAS METERS: Residence 10,879

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Fishing-Shrimping 4,000 ($100); Cotton Proc. 2,200 ($100); Natural Gas Proc. 600 ($150); Port of Brownsville 2,200 ($125); Aviation 200 ($125); Clothing Mfg. 2,600 ($75); Import-Export 1,000 ($85); Electronics 400 ($75); Clothing 100 ($90); Mfg. Oil Drilling Rigs 3,200 ($140); Ship Dismantling 450 ($125); Misc. Dockside 500 ($100).
Principal Pay Days: Sat.; 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23. Last killing frost, Mar. 14.

11—TAP WATER: Alkaline, medium hard.

12—RETAILING: Principal Shopping Center: 7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; Brownsville Mall (35 stores—Woolco); Palm Village (18 stores);—Hospital S/C (5 stores); Amigoland Mall (55 stores); 46 acres on Mexico St. bet. Palm Blvd. & Sixth St.
Neighborhood Shopping Centers: W. 2nd to 8th on Eliz. Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.
Principal Shopping Days: Mon., Sat., First Mon., Dollar Days Monthly.
Stores Open Evenings: Dept.—Sat.; Some Discount Stores; Supermarkets and Amigoland Mall—Daily.

13—RETAIL OUTLETS: Department Stores: Anthony; Aziz Bros.; Penney; Terry-Farms; Sears Roebuck; Valentins; Montgomery Ward; Dillards.
Discount Stores (CZ): Diaz Gulf-Mart; Gibson's; Fed Mart; Woolco; Barker's; Globe.
Variety Stores: Kress; Hanshaw's; Neisner Bros.; Woolworth; McCrory's.
Chain Drug Stores (CZ): Walgreen; Rexall; Fed Mart; Medico.
Chain Food Supermarkets: H. E. Butt 2: El Centro 2: Kroger; King Mart 2 Lopez 4; Saldana; Valley Mart (2), J.C. Penney; Food City.
Other Chain Stores: Tires, Auto Accessories: Goodyear; Goodrich, Western Auto 2. Firestone. Shoes: Cruz Shoes, Thom McAn, Baker's, Kinney's, Pat's Show Box, Wally's Shoes; Women's Clothing: Franklin's, Parisian, Lerner Shops, Vogue, Snyders-Chenards, Advance Shop, Jane Hunter, Village Casuals, Popular, Mangel's; Jewelry: Sweeney's, Weldon's, Zale's; Other: Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch, Star Furniture.

14—NEWSPAPERS: HERALD (e-Mon. to Fro.) 14,590; (S) 17,586; Mar. 31, 1980 ABC.
Local Contact for Advertising and MErchandising Data: Millie Armstrong, Nat'l. Adv. Dir., HERALD.
National Representatives: Texas Daily Press League, Inc.

BROWNWOOD, TEX.

1—LOCATION: Brown County, E&P Map D-3, County Seat. Residential, college, wholesale ctr. near Geographical Ctr. of Texas. On U.S. Hwys. 67, 84 & 283; State Hwys. 279 & 10.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 7.
Intercity Bus Lines: Arrow Coach Lines & Continental Trailways.
Airlines: Eagle Commuter.

3—POPULATION:
Corp. City 70 Cen. 17,368; Loc. Est. 21,953
CZ ABC: (70) 18,465; (80) 20,400
RTZ-ABC: (70) 63,679; (80) 68,100
County 70 Cen. 25,877; Loc. Est. 32,271
City & RTZ-ABC: (70) 82,144; (80) 88,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 8,685; Loc. Est. 9,309
County 70 Cen. 12,392; Loc. Est. 13,640
CZ ABC: (70) 6,619; (80) 8,400
RTZ-ABC: (70) 23,988; (80) 29,100
City & RTZ-ABC: (70) 30,607; (80) 37,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$136,294,408
Sav. & Loan Assn.	3	$121,003,621

6—PASSENGER AUTOS: County All Vehicles (1978) 36,501

7—ELECTRIC METERS: 7,671

8—GAS METERS: 7,080

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—RR 356; Needlecraft 700; Brick & Tile 80; 3M 600; Superior Cable 273; Rock River Woolen Mill 220; Kohler 300; Ross Co. 150; FMC Wellhead Division, 300.
Principal Pay Days: Fri.; 1, 5 & 20.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov. Last killing frost, Mar.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers: Austin Ave.; Coggin Ave.; Melwood Ave.; W. Commerce; Fort Worth Hwy.; Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center.; Heartland Mall (40 units).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Heartland Mall	15blks	K-mart, Beall's, J.C. Penney
Coggin Ave.	15 blks	Village Shoppe Pharmacy
JRB	9 blks	Palace Drug
Austin Ave.	-	Winn-Dixie, Motts, Buddies Handyman, Sav-X
Melwood Ave.	-	Harper's Food
Commerce Sq.	-	Safeway, Thorton's Dept., TG&Y, Fabric Center
Village		Pat Walker's, Fans & Things, Music Box, Southern Savings Branch

Principal Shopping Days: Mon., Wed., Sat.

13—RETAIL OUTLETS: Department Stores: Wilk's; Gregory's 5th Season; J. C. Penney; Montgomery Ward; Sears; Beall's; Thornton's.; K-mart.
Discount Stores (CZ): Gibson; Thompson Surplus.
Variety Stores: Duke & Ayres; Coggin Ave.; TG&Y; Motts.
Chain Drug Stores (CZ): Gibsons; Walgree's; Revco; Sav-X.
Chain Food Supermarkets: Safeway; Winn-Dixie; JRB's 2; Kroger.
Other Chain Stores: Western Auto; Sherwin- Williams; Goodyear; Firestone; Fabrific; Shook Tire; Higginbotham Bros.; Nathan's; Weakly-Watson; S&H Green Stamps; Radio Shack; Hastings.

14—NEWSPAPERS: BULLETIN (e-Mon. to Fri.) 10,710; (S) 11,793; Mar, 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Craig Woodson, Pres., Paul Arnold, Adv. Mgr., BULLETIN.
National Representatives: Texas Daily Press League, Inc.

BRYAN-COLLEGE STATION, TEX.

1—LOCATION: Brazos County (In Bryan-College Station SMSA). E&P Map E-4, County Seat (Bryan). Midway bet. Houston & Dallas. 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas Int'd. Raceway.

2—TRANSPORTATION: Railroads: Texas & New Orleans; Missouri Pacific; Southern Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound.
Airlines: Davis Airlines, Rio Airways. Alamo Airlines

3—POPULATION:
Corp. Cities 70 Cen. 51,395; Loc. Est. 97,462
Bryan 70 Cen. 33,719; Loc. Est. 53,312
College Station 70 Cen. 17,676,
Loc. Est. 44,150
County/SMSA 70 Cen. 57,978; Loc. Est 101,462
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 14,865; Loc. Est. 27,000
Bryan 70 Cen. 10,526; Loc. Est. 15,660
College Station 70 Cen. 4,339; Loc. Est. 11,340
County/SMSA 70 Cen. 16,977; Loc. Est. 29,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$304,168,000
Sav. & Loan Assn.	5	$248,326,000

6—PASSENGER AUTOS: County All Vehicles (1978) 66,845

7—ELECTRIC METERS:
Bryan 14,912; College Station 8,090

8—GAS METERS: 17,717

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Furniture 475; Rubber Slabs & Sales 275; Alum Windows 593; Poultry Proc. 115; Charcoal 30; Agri. Chemicals 146 Home of Texas A&M (College Station) 7,000; and Allen Military Academy (Bryan). Texas Instruments 500; Oil Tubing 82; Oil Well Products 150; Computer Terminals 300

10-CLIMATE: Min. & Max. Temp.—Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11—TAP WATER: Very soft.

12—RETAILING: Principal Shopping Area: Downtown Bryan Area: 10 blocks long; 5 blocks wide; Manor East Mall; Townshire Center; 13 Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Texas Ave.	40	Kroger, Weingarten
Culpepper Plaza	26	Safeway, Weiner's
Manor East	20	J.C. Penney, Ward's, Fair
University Sq.	8	Skagg's
Sunnyland	7	N.A.
Townshire	12	Sears
Villa Maria	12	Merle Norman
Redmond Terr.	10	Gibson's
Briar Crest Drive	16	Ardans, Star Furn. Woodstone,

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; Sears; Beall Bros. K. Wolen's; Goodyear; Edge's; Weiner's; J.B. White; Fed Mart; Margo la Mode; Skagg's.
Variety Stores: Woolworth; Perry Bros.
Chain Drug Stores: Eckerd's; Skagg's.
Discount Stores: Gibson's; K-Mart; Kroger.
Chain Food Supermarkets (CZ): Safeway 3; Weingartens; Piggly-Wiggly 3; Kroger's; Skagg's; Fed Mart.
Other Chain Stores: Western Auto; Sherwin- Williams; Texas State Optical; Firestone; National Cash Register; Franklin's; S&H Green Stamps; Star Furn.; Wards; Payless; Fair; Cloth World; Hancocks; Ardans.

The Community
Information
Center In
Bryan/College
Station, Texas.

The Eagle
A Harte-Hanks
NEWSPAPER

14—NEWSPAPERS: EAGLE (e-Mon. to Fri.) (e) 18,164; (S) 20,836; Sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Jim Pollard, Adv. Dir., EAGLE.
National Representatives: Harte-Hanks Newspapers, Inc.; Branham/Newspaper Sales.

CLEAR LAKE CITY, TEX.

1—LOCATION: Harris County, E&P Map F-4, Clear Lake Bay Area including northern portion of Galveston County. N.A.S.A. Johnson Space Center, 4 miles away. Shrimping, fishing & sailling center of S.E. Texas. 30 mi. south of Houston.

2—TRANSPORTATION: Railroads: Galveston-Houston Henderson RR Co.
Motor Freight Carriers: All Houston based freight lines.
Airlines: 10 mi. from Houston's Hobby Airport, 1 mi. from Metro Airlines.

3—POPULATION:
Retail Trading Zone Loc. Est. 91,200
Co./SMSA 70 Cen. 169,812, Loc. Est. 210,088
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Retail Trading Zone Loc. Est. 24,800
Co./SMSA 70 Cen. 52,987; Loc. Est. 75,853

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	4	$96,907,000
Commercial Banks	5	$121,900,000

6—PASSENGER AUTOS: County 2,197,591 (ALL Vehicles 1978)

7—ELECTRIC METERS: Residence 43,512

8—GAS METERS: Residence 12,913

10-CLIMATE: Min. & Max. Temp.—Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11—TAP WATER: Alkaline. soft.

12—RETAILING: Principal Shopping Center: I-45 at Bay Area Blvd. Baybrook Mall (110 Stores).
Neighborhood Shopping Centers: Camino South (20 units); Town Plaza (20 units); Nassau Bay Village (15 units); Village Real (31 units); Miramar (14 units); Clear Lake Center (17 units); Dickinson Plaza (18 units).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Camino South	3	Eagle, Walgreen
Town Plaza	5	Kroger, SuperRx
Nassau Bay Village	5	Weingarten's, Eckerd
Village Real	3	Palais Royal, Kroger
Miramar	7	Kroger, Gibson
Clear Lake	3	Safeway, Weiner
Dickinson Plaza	6	Weingarten's, Weiner's, Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R & B Furniture

13—RETAIL OUTLETS: Department Stores: Beall's; Palais Royal; Weiner's; Sears; Montgomery Ward; Joske's.
Discount Stores: Gibson's; K-Mart.
Variety Stores: TG&Y; Perry Bros.
Chain Drug Stores: Walgreen; Eckerd; SuperRx.
Chain Food Stores: Eagle; Kroger; Safeway; Weingarten's; Gerland's.
Other Chain Stores: Radio Shack; Firestone; Goodrich; Sherwin-Williams; Western Auto; White Auto.

14—NEWSPAPERS: CITIZEN (m Tues-to Sat.) 5,525; (S) 5,525, Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Lonnie Clement, Adv. Dir., CITIZEN.
National Representatives: U.S. Suburban Press.

CLEBURNE, TEX.

1—LOCATION: Johnson County (In Dallas-Ft. Worth SMSA). E&P Map D-3, County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2—TRANSPORTATION: Railroads: Amtrak (on Santa Fe), Passenger, Atchison, Topeka & Santa Fe Freight.
Intercity Bus Lines: Central Texas.
Motor Freight: Central Freight Lines, all points; all points; Western Tex-Pac Express; daily intra- and Santa Fe Transpt., all points; United Parcel Service, interstate service, 100# limit, Ft Worth and Dallas terminals.
Airlines: 60 mi. to DFW International Airport-Air Canada; American; Braniff; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Peidmont; Texas Intl.

3—POPULATION:
Corp. City 70 Cen. 16,015; Loc. Est. 22,400
City Zone, Local Est. 23,500
Retail Trading Zone, Local Est. 60,000
County 70 Cen. 45,769; Loc. Est. 66,200
SMSA 70 Cen. 2,377,979; Loc. Est. 3,201,500
City & Retail Trading Area, Local Est. 71,804

4—HOUSEHOLDS:
City 70 Cen. 5,764; Loc. Est. 7,137
County 70 Cen. 14,857; Loc. Est. 29,630
SMSA 70 Cen. 752,381; Loc. Est. 1,007,370

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$159,448,617
Sav. & Loan Assn	3	$96,774,157

6—PASSENGER AUTOS: 58,842

7—ELECTRIC METERS: Residence 7,173

8—GAS METERS: Residence, City 6,663

9— PRINCIPAL INDUSTRIES (CZ): R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills and Mixers; Feed Mill, Stove Hoods; Wiping cloths; Intercom Systems; Meat Processing; Building trusses; Commercial Displays; Rubber Products; Corrugated Boxes & Wood Pallets, Redwood Planters & Cabinets; Lithograph, Offset Printing; Refuse Containers; Silica Sand & Flour; Explosivers; Fiberglass Products & Insulation, Concrete and Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone, Lime Products, Soft Drink Bottling.

11—TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bellevue Crest	6	Gibson
Cleburne	6	Sears, Ben Franklin
Meadowbrook	6	Wacker's, Revco, Winn-Dixie
Ridgeway Plaza	4	Cleburne True-Value Hardware
Nolan River Mall	21	K-Mart, Beall's J.C. Penney

Principal Shopping Days: Thur., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Lintz, Howells; Penney's; Montgomery Ward; Sears Roebuck; Mr. Gus; Bealls; Twaddell's; K. Wolens.
Variety Stores: Duke & Ayers; Ben Franklin.
Discount Stores: Gibson's; Wackers; Wal-Mart; K-Mart.
Chain Drug Stores (CZ): Rexall 4, Gibsons Eckerds; Revco.
Chain Food Supermarkets: Piggly Wiggly; Safeway, Buddies.
Other Chain Stores: Goodyear; Firestone; Radio Shack; Babcock Bros.; Western Auto; Sherwin-Williams; Texas state Optical; Mode O' Day; True Value Hardware; Zales; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Musicland; Kays Jewelers; Regis Hairstyling; Kinneys; The Fence Rail; Pearl Vision; Stevensons; Giovannis; Aladins Castle; Karmel Korn; Walden II; Peanut Shack; Jewel-T; Pizza Inn; Long John Silvers; Golden Corral; McDonalds; Del Taco; Taco Bell; Pizza Hut; Dairy Queen; Jack-In-The-Box; Mamas Pizza; Bonanza; Higginbothams Lumber; Direct Factory Outlet; In-Look Outlet; Churchs Fried Chicken; Singer Co.; The Tire Store; Wendys; Merle Norman; OTASCO.

14—NEWSPAPERS: TIMES-REVIEW (e-Mon. to Fri.) 8,593; (S) 9,737; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Paul Griffith, Jr., Adv. Mgr. TIMES REVIEW.
National Representatives; Texas Daily Press League.

CLUTE, TEX.

See LAKE JACKSON, TEX.

CONROE, TEX.

1—LOCATION: Montgomery County, E&P Map E-4, County Seat. Oil Well, Timber, Diversified Farming, Manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy 75; Interstate 45.

2—TRANSPORTATION: Railroads: Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers: 3.
Intercity Bus Lines: Continental Trailways.
Airliners: All major airlines. 25 miles from the Houston Inter-Continental Airport.

3—POPULATION:
Corp. City 70 Cen. 11,969; Loc. Est. 30,190
CZ-ABC: (70) 11,969 (80) 27,600
RTZ-ABC: (70) 37,510; (80) 94,200

CLEBURNE TIMES-REVIEW

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CONROE—continued

County 70 Cen. 49,479; Loc. Est. 117,936
City & RTZ-ABC: (70) 49,479; (80) 121,800
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,982; Loc. Est. 11,710
County 70 Cen. 14,892; Loc. Est. 41,222
CZ-ABC: (70) 3,968; (80) 10,400
RTZ-ABC: (70) 10,973; (80) 31,700
City & RTZ-ABC: (70) 14,941; (80) 42,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$667,251,208
Savings & Loans	6	N.A.

6—PASSENGER AUTOS: County All Vehicles (1978) 103,346

9— PRINCIPAL INDUSTRIES (CZ): Mfg. Hardwood Lumber; Timber; Carbon Black; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops); Chemical, Mining Trucks.

10-CLIMATE: Min. & Max. Temp.—Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Conroe S/C		Wacker's Variety, Sears
Greenspoint		Beall Bros. Dept.
East Davis		Piggly Wiggly
Edgewood		Weingarten Mkt. & Weiners
North Hills		West Dept., M&L Variety
Crossroads		Eckerds, Wackers, Safeway

Principal Shopping Days: Wed., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Wests, Gibsons, Whites.
Variety Stores: M&L.
Chain Food Stores: Kroger, Weingarten, Safeway, Piggly Wiggly 3, Brookshire Bros. 2, Clayton, Barters 2, Jamail's.
Other Chain Stores: Eckerds; Radio Shack; Weiners; Penneys; Wards; Western Auto.

14—NEWSPAPERS: COURIER (e) 11,434; (S) 12,594; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data; Mary Ann Perry, Adv. Mgr., COURIER
National Representatives: U.S.S.P.I.

CORPUS CHRISTI, TEX.

1—LOCATION: Nueces County (In Corpus Christi SMSA). E&P Map E-5. 142 mi. SE of San Antonio. On U.S. Hwys. 77 and 181; State Hwys. 9, 44, 286.

2—TRANSPORTATION: Railroads: Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight: Red Arrow; Alamo; Brown Express; Missouri Pacific, Southern Pacific; Southwestern; Central Freight; United Parcel Service.
Intercity Bus Lines: Greyhound; Continental.
Airlines: Braniff; Eastern; Texas Intl.; Southwest Airlines; Tejas.

3—POPULATION:
Corp. City 70 Cen. 204,525; Loc. Est. 224,029
CZ ABC: (70)205,518; (80)223,000
Balance RTZ-ABC: (70)132,390
(80)135,100
County 70 Cen. 237,544; Loc. Est. 255,718
SMSA 70 Cen. 284,832; Loc. Est. 326,700
PMA, City & RTZ-ABC: (70)417,222; (80)447,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 58,808; Loc. Est. 74,233
County 70 Cen. 58,701; Loc. Est. 83,527
SMSA 70 Cen. 117,509; Loc. Est. 99,000
CZ ABC: (70)58,808; (80)73,100

The Community
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Corpus
Christi,
Texas.

Corpus Christi
Caller & Times

A Harte-Hanks
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Balance RTZ-ABC: (70) 36,918; (80) 43,200
PMA, City & RTZ-ABC: (70) 116,688; (80)143,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	14	$987,233,707
Sav. & Loan Assn.	9	$575,964,686

6—PASSENGER AUTOS: County All Vehicles (1978) 240,212

7—ELECTRIC METERS: Residence 70,524

8—GAS METERS: Residence 56,000

9— PRINCIPAL INDUSTRIES (CZ): Chem.; Metals; Starch; Dextrose; Oil; Iron Prod.; Milk Prod.; Petroleum Prod.; Steel Bars, Fabricating; Cement; Liquid Gas; Aluminum; Cadmium Zinc Sulphate; Utilities; Stone, Clay & Glass; Allied Products; Garment Mfg.
Principal Pay Days: 1st, 15th & 20th.

10-CLIMATE: Min. & Max. Temp.—Average, 64.7-77.3

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Chaparral; 10 on Mesquite; Padre-Staples Mall; Staples and Padre Island Dr.
Neighborhood Shopping Centers: Alameda, 3100 Alameda; Arcadia, 3900 Ayers; Ayers, 3000 Ayers; Bel-Aire, 2700 Staples; First State Bank Mall; Bessar Park Santa Fest; Gulfway, 6000 & Padre Island Dr.; Hamlin, 3800 S. Staples; Lamar Park, Alameda & Doddridge; Oakbrook Ctr.; Parkdale Plaza, 4100 S. Staples; Pope Place, Alameda & Everhart. Portairs, 4100-4300 Ayers, Prescott Village, Saxet, 3900 Leopard; Shell, Old Robstown Road; Six Points, Intersection of Ayers, Staples, & Alameda; South Park, 3900 S. Padre Island Dr.; Suburban, 2900 Norton; Town and Country, 4200, Alameda; United Savings, 3700 Alameda, Cullen Mall, 4800 S. Alameda; Meadowbrook, 4700 S. Alameda; Woodlawn, 3700 Leopard St.; The Village, S. Alameda and Doddridge; Mt. Vernon, S. Staples and McAndle Westwood, 9800 Leopard; Padre-Staples Mall Wee Mart Village, Prescott & Horne; Country Club Plaza, 5800 Blk. of Everhart.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Airline Mall	4	Sears, H.E.B.,
Alameda	17	Winn's Variety, H.E.B.
Arcadia Village	12	Handy Andy Mkt.
Ayres St.	14	Thriftex Discount
Bel-Aire	9	Jr. Foodmart
Carmel Village	17	Beall Bros.
Center-Six	9	Maverick Mkt.
Country Club Plaza	19	Super D, Eckerd, Drugs
Country Village	15	Trend, The Light House, House, Interiors.
Crossroads	14	Catfish Charlies
Cullen Mall	28	S.H. Kress, H.E.B. Foods
Gaslight Sq.	6	Maverick Mkts.
Gulfway Ctr.	42	Handy Andy Mkt.
Hamin Place	-	Handy Andy Mkt.
Habeeb Sq.	-	Habeeb Jewelers
Kingsberry Square	9	Arthur Murray Dance, Kingsberry Square Pharmacy, Mi Tierra Restaurant
K-Mart Ctr.	8	K-Mart, Shipley Donots
Lamar Park	4	Model Mkt.
Meadowbrook	11	Maverick Mkts.
Mission Ctr.	8	K-Mart, Handy Andy
Padre Staples	86	Beall's, Dillard's, Penney
Parkdale Plaza	38	Walgreen, Frost Bros.
Plaza Del Sol	14	B. Bullock Fine Jewelry, Sherwin-Williams Paint, Pizza Inn
Portairs	35	Beall's Dept., Foodland
Pueblo Park Mall	11	Dolores, Boutique, Polynesian Gardens
Saratoga Oaks	-	Oak Restaurant
Saxet Ctr. No. 2	16	Winn's Variety, H.E.B. Food
Shell Shopping Ctr.	9	Payless Shoe Source
Shoppers World	-	Fashion Thimble
So. Park	12	Eckerd Drugs, Furnifore in The Raw
Stoneqate	8	Pro Itarduare
Stonewall Mall	4	Model Market
Suburban City	-	Park Drug
The Village	11	Jack English
Town & Country	30	H.E.B. Mkt.
Village Park	15	Birdwell's Furniture, Jr. Foodmart, Nautilus Fitness Ctr.
Weber Square	16	H.E.B. Food Store, White Auto Store, The Sportsman's Center
Westwood Cty.	5	H.E.B., Levine's Dept.
Woodlawn Pl.	21	Handy Andy Mkt., Beall's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Every night 'til 8.

13—RETAIL OUTLETS: Department Stores—Frost Bros.; J. C. Penney; Sears; Beall's; Oshman's; Dillard's.
Discount Stores (CZ): K-Mart; Kroger; Shoppers World; Gibsons; Les Feldser; Woolco; Best Products.
Variety Stores—Woolworth 2; Kress 1; Winn's 6; Ben Franklin 1.
Chain Drug Stores (CZ): Walgreen 3; Eckerds 9; Parr's 1; Nichols 3; Rexall 5; City Pharmacy; Economical; Clinic; Lamar Park; Port.
Chain Food Supermarkets: H. E. Butt 14; Handy Andy 5; Model Mkt. 2; Kroger 3; CC Jitney Jr. 7; Foodtown 7; Maverick Market 30; Super D 1; Super-Mex 3; Circle K 24; Seven Eleven 15; Warehouse Groceries 3; Albertson's.

14—NEWSPAPERS: CALLER (m-Mon.-Fri.) 61,918; TIMES (e-Mon.-Fri.) 24,074; Comb. (m&e) 85,992; CALLER-TIMES (Sat.) 70,174; (S) 88,634; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Davis, Natl. Adv. Mgr., CALLER and TIMES.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Newspapers, Inc.

CORSICANA, TEX.

1—LOCATION: Navarro County, E&P Map E-3. 49 mi. S. of Dallas, 80 mi. SE of Ft. Worth; 75 mi. W of Tyler; 52 mi. E of Waco, 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; Interstate 45.

2—TRANSPORTATION: Railroads: Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers: 14.
Intercity Bus Lines: Continental.

3—POPULATION:
Corp. City 70 Cen. 19,972; Loc. Est. 24,800
County 70 Cen. 31,150; Loc. Est. 35,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 6,948; Loc. Est. 8,667
County 70 Cen. 11,008; Loc. Est. 13,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$161,667,000
Sav. & Loan Assn.	4	$167,019,000

6—PASSENGER AUTOS: County All Vehicles (1978) 36,106

7—ELECTRIC METERS: Residence 8,686

8—GAS METERS: Residence 7,520

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Soft Drink Bottles 270; Pastries & Cake 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Canned Meat 84; Potato Chip 225; Steel 483; Furniture 47; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Products 300; Oil Field Equipment 1,000; Drilling Equipment 300.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15. Last killing frost, Mar.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:

Nearby Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Golden Circle	—	Gibson's, Winn-Dixie
Novarro Mall	14	Bealls, Woolworths
Seventh Ave.	—	Eckerd's, Minyard
Westgate	6	Sears, Mont. Ward

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Sears; J.M. Dyer; J. C. Penney; Miles; Tekell's; Beall's.
Variety Stores: McLelland, Duke & Ayres; Woolworth.
Discount Stores (CZ): Gibson's; K-Mart; K. Wolens.
Chain Food Supermarkets: Brookshire; Safeway; Fullerton's; Buddie's; Minyard.
Other Chain Stores: Singer Co.; Firestone; Goodyear; Sherwin-Williams; Babcock's; Western Auto; Whige Auto; Montgomery Ward.

14—NEWSPAPERS: SUN (e-Mon. to Fri.) 10,256; (S) 10,828; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: A. J. Kenney, Pub., SUN.
National Representatives: Branham/Newspaper Sales, Inc., Harte-Hanks Newspapers, Inc.

DALHART, TEX.

1—LOCATION: Dallam and Hartley Counties, E & P map C-1. At Intersection of Hwys. 87, 51, and 54. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

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2—TRANSPORTATION: Railroads: Rock Island; Ft. Worth & Denver.
Motor Freight Carriers: 4.
Intercity Bus Lines: Greyhound, Continental.

3—POPULATION:
Corp City 70 Cen. 5,705; Loc. Est. 7,167
Counties:
Dallam 70 Cen. 6,012; Loc. Est. 6,863
Hartley 70 Cen. 2,782; Loc. Est. 3,644
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,934; Loc. Est. 2,688
Counties: 70 Cen. Dallam, 2,011; Loc. Est. 2,688
Hartley 70 Cen. 878; Loc. Est. 1,386

5—BANKS: 4 Savings, Deps. $74,445,000

6—PASSENGER AUTOS: Counties: Dallam 8,402; Hartley 4,697 (All Vehicles 1978).

7—ELECTRIC METERS: Residence 3,375

8—GAS METERS: Residence 2,668

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—R.R. 125 ($300); Meat Proc. 75 ($150); Electric Power 45 ($130); Feed Proc. 75 ($90); Vegetable Processing 20 ($90); Mobile Homes 45 ($100); Cold Drinks 60 ($150); Commercial Feed Lots (Cap. 150,000 Head of Cattle) ($140).
Principal Industrial Pay Days: Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept 20. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Center on 7th St. (Ideal Food Mkt.); Apache Shopping Center on 16th and Tennessee (Gibson's, United Food Store, Furniture Fashions).
Principal Shopping Days: Thu., Wed.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; Penney; Sears; Wards.
Variety Stores: H. & B.; Franklin's.
Discount Stores: Gibson's.
Chain Food Supermarkets (CZ): Jack & Jill; United Food.
Other Chain Stores: Lucas Auto Parts; City Drug; Forget Me Not; Diamond; True Value.

14—NEWSPAPERS: TEXAN (e. Tues. to Fri.) 2,872; (S) 2,901; Sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Kenneth Hogue, Pub., TEXAN.
National Representatives: Texas Daily Press League, Inc.

DALLAS, TEX.

1—LOCATION: Dallas County, E&P Map E-3 (In Dallas-Ft. Worth, Tex. SMSA). County Seat. Financial, distributive, wholesale, mfg., bus. ctr. & insurance ctr. NE part of state on Trinity River, 32 mi. from Ft. Worth; 241 mi. NW of Houston. On U.S. Hwys. 67, 75, 77, 80 & 175; State Hwys. 78, 114, 183, 289, 342, 352, 356; Interstate Hwys. 20, 30, 35E, 45, 67, 635.

2—TRANSPORTATION: Railroads: Ft. Worth & Denver Railway (Burlington); St. Louis Southwestern (Cotton Belt); St. Louis-San Francisco-Texas Railway (Frisco); Kansas City Southern; Missouri-Kansas-Texas (MKT); Chicago Rock Island Pacific; Santa Fe; Southern Pacific; Amtrak; Missouri Pacific; Western Pacific; Union Pacific; Conrail; Colorado & Southern Railway; Illinois Central Gulf Railroad; Louisville & Nashville Railroad; Minneapolis Northfield & Southern Railway; Roscoe Snyder & Pacific Railway; Seaboard Coastline Railroad; Southern Rail Systems; Texas & Northern Railroad.
Motor Freight Carriers: 145.
Intercity Bus Lines: Continental Trailways, Texas Motor Coach; Greyhound; Texas Electric; Central Texas Bus Lines, Dallas Transit System.
Airlines: American; Braniff; Delta; Frontier; Continental; Eastern; Texas In'l.; Southwest; Ozark; Mexicana; Air Lift Int'l.; Cargo Carrier; Air Canada; Rio; Eagle; Air Illinois; Metro; Flying Tiger; SMBS Stage Line; Emery; Chapparal; Skyways; Kitty Hawk; Air Central; Piedmont; 64 Air Cargo Shippers; 44 Air Charter & Rental Firms.

3—POPULATION:
Corp. City 70 Cen. 844,401; Loc. Est. 853,614
County 70 Cen. 1,327,321; (80) 1,534,700
SMSA-ABC: (70) 2,377,979; (80) 2,820,200
THE MORNING NEWS:
CZ-ABC: (70) 1,327,321; (80) 1,534,700
Primary Market Area-ABC:
(70) 3,194,651; (80) 3,742,200
TIMES HERALD:
CZ ABC: (70) 1,327,321; (80) 1,534,700
RTZ-ABC: (70) 807,944; (80) 987,300
City & RTZ-ABC: (70) 2,135,265; (80) 2,522,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 280,993; Loc. Est. 331,473
County 70 Cen. 421,919; Loc. Est. 557,200
SMSA-ABC: (70) 752,077; (80) 1,018,000
THE MORNING NEWS:
CZ-ABC: (70) 421,913; (80) 557,200
Primary Market Area-ABC:
(70) 1,024,956; (80) 1,370,900
TIMES HERALD:
CZ ABC: (70) 421,913; (80) 557,200
RTZ-ABC: (70) 259,533; (80) 361,200
City & RTZ-ABC: (70) 681,446; (80) 918,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	228	$25,341,658,978

You have to be on your toes to reach the right people.

The Dallas Morning News has what it takes to keep you in step with up-scale demographics. We reach the pacesetters. The people who want more out of life and read the paper that can help them get it. That's why we have more readers than the evening paper in the important income brackets — $35,000 and up, $25,000 and up, $20,000 and up, $15,000 and up. More college graduates, more professional people and more who own or manage businesses and more homeowners. The trend-setters and influential community leaders. More of the people advertisers want to reach. We prove it year after year in ad linage, circulation and demographics. We keep the numbers while the competition keeps dragging its feet.

The Dallas Morning News
That extra edge

Source: Belden Associates Continuing Market Study, June, 1979. Represented by: Cresmer, Woodward, O'Mara & Ormsbee, Inc., National: The Leonard Co., Florida, Mexico, Caribbean; Lenha Hawaii, Hawaii. A Member of Metropolitan Sunday Newspapers, Inc.

TEXAS RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	45,816,345	65,700,990	72,707,362	5,176	3,704,484	2,992	9,522,416	17,011	15,879,618	11,388	14,785,291	12,747	7,168,051	8,968	4,047,218	8,850	3,183,882	22,246	5,743,395	3,102	2,093,626
STANDARD METROPOLITAN STATISTICAL AREAS																					
Abilene, Tex.	483,856	[illegible]52,407	863,035	47	51,002	30	99,331	152	159,276	166	180,178	200	110,813	92	50,309	117	67,337	177	54,948	32	19,117
Amarillo, Tex.	773,362	969,677	1,044,757	89	83,625	34	122,097	177	210,919	197	228,094	194	83,646	144	69,186	155	55,527	355	84,420	43	22,010
Austin, Tex.	1,719,703	2,343,336	2,561,689	174	162,545	76	315,367	508	549,745	344	442,984	382	259,992	303	156,276	317	115,876	993	264,729	104	59,288
Beaumont-Port Arthur-Orange, Tex.	1,329,457	1,909,247	2,108,406	146	139,608	68	269,114	524	486,838	283	420,245	332	193,597	172	124,472	247	97,717	593	151,859	90	59,006
Brownsville-Harlingen-San Benito, Tex.	540,121	991,772	1,147,719	62	55,326	52	199,275	304	291,229	136	157,072	132	85,950	154	87,071	99	74,312	324	83,896	35	20,648
Bryan-College Station, Tex.	250,817	338,758	369,663	2[illegible]	30,750	12	52,487	89	71,341	51	63,282	53	31,030	48	22,611	56	13,297	114	32,434	18	21,517
Corpus Christi, Tex.	1,048,762	1,868,050	2,155,208	91	90,141	54	295,892	416	519,398	264	437,281	256	225,766	157	105,232	173	94,181	595	178,905	75	54,750
Dallas-Fort Worth, Tex.	10,298,358	15,919,560	17,857,842	901	648,337	545	2,497,513	2,645	3,350,887	2,378	3,798,745	2,215	1,586,314	2,17[illegible]	948,283	2,050	795,051	4,296	1,577,940	570	676,316
El Paso, Tex.	1,356,543	1,720,499	1,854,445	96	63,435	81	323,935	472	375,521	235	329,772	327	173,021	251	107,512	247	115,920	696	155,585	70	57,233
Galveston-Texas City, Tex.	628,447	722,002	763,634	74	38,419	31	76,263	253	208,395	126	150,133	127	74,511	96	39,645	99	22,865	420	65,382	42	24,339
Houston, Tex.	10,490,570	14,214,077	15,538,671	913	784,433	368	2,343,495	2,842	3,378,598	1,639	3,281,420	1,847	1,364,458	1,349	803,028	1,636	642,877	4,266	1,273,262	504	391,878
Killeen-Temple, Tex.	513,895	665,539	720,439	63	44,685	48	84,429	212	153,266	175	152,020	160	81,884	119	36,072	123	29,849	255	56,864	27	12,020
Laredo, Tex.	356,179	582,128	672,771	32	57,557	29	108,507	177	139,980	69	63,228	82	55,069	119	89,090	60	52,976	140	32,710	22	15,837
Longview-Marshall, Tex.	571,533	777,627	851,024	78	54,175	43	93,511	228	195,890	178	166,790	172	88,897	137	56,065	127	43,643	258	56,675	51	25,107
Lubbock, Tex.	866,427	1,200,713	1,316,360	78	72,260	41	182,366	217	248,475	235	294,460	198	93,167	172	74,085	188	72,168	313	103,396	49	24,141
McAllen-Pharr-Edinburg, Tex.	694,716	1,013,711	1,122,936	110	71,827	60	195,117	439	266,036	218	172,600	198	85,494	176	94,706	138	53,228	363	68,768	52	29,105
Midland, Tex.	324,239	499,061	558,376	28	30,284	14	57,504	72	112,250	67	131,800	76	60,649	62	42,053	62	28,733	113	36,505	15	13,259
Odessa, Tex.	492,833	701,632	773,237	36	39,459	23	118,749	129	159,205	131	163,678	113	57,446	100	58,107	88	30,972	224	65,442	19	12,114
San Angelo, Tex.	312,517	467,593	520,247	33	37,165	16	68,524	102	111,963	88	121,481	81	38,450	67	31,960	73	21,953	151	39,681	18	8,309
San Antonio, Tex.	3,094,146	4,201,375	4,590,489	271	160,649	182	778,417	1,279	1,003,768	725	817,869	801	534,524	507	235,360	520	203,460	1,898	416,555	205	92,834
Sherman-Denison, Tex.	297,391	473,632	533,344	44	34,521	31	77,856	129	117,962	105	110,394	115	43,120	65	31,827	70	20,316	122	33,757	19	19,794
Texarkana, Tex.-Ark.	387,708	626,739	706,886	46	30,016	31	95,158	198	166,416	125	146,515	145	72,077	99	41,033	85	25,873	161	47,390	29	17,096
Tyler, Tex.	463,517	767,663	871,184	58	63,945	21	126,506	133	187,964	137	146,060	148	91,751	111	60,826	98	51,010	165	52,121	38	10,609
Waco, Tex.	587,678	832,871	917,012	59	[illegible]	32	120,472	223	200,562	189	194,543	152	82,687	98	39,211	117	43,236	327	76,829	40	22,351
Wichita Falls, Tex.	482,679	649,668	708,537	45	43,517	28	98,971	139	134,640	143	159,591	136	58,588	100	40,863	115	36,732	225	49,971	31	18,691
COUNTIES, Cities																					
ANDERSON	92,507	155,843	177,418	16	9,866	11	12,225	57	48,9[illegible]2	39	38,006	31	17,967	24	10,196	19	5,878	37	9,105	10	6,952
Palestine	79,050	135,184	154,313	13	9,127	6	7,107	38	42,968	35	34,112	24	14,968	23	9,827	18	5,610	31	8,278	8	5,718
ANDREWS	36,951	43,142	45,764	5	2,572	7	2,060	13	10,576	11	11,589	19	7,566	12	1,875	10	1,650	24	2,697	3	1,112
ANGELINA	195,599	279,662	308,550	28	26,931	11	21,179	85	82,600	56	57,902	70	30,435	40	23,545	44	12,448	60	16,446	19	10,493
Lufkin	168,308	243,837	269,672	23	20,337	9	20,654	55	69,685	47	56,556	49	23,236	37	19,517	34	9,985	51	15,621	14	9,230
ARANSAS	35,633	49,943	54,883	6	7,855	2	990	24	18,413	11	6,123	16	9,538	9	1,019	8	1,027	37	3,960	3	1,526
ARCHER	12,810	16,833	18,270	3	566	1	171	15	5,156	7	5,087	13	3,884	3	281	2	91	11	991	1	391
ARMSTRONG	2,644	4,220	4,757	2	144	2	595	2	791	4	727	5	1,439	1	155	2	137	2	389	1	263
[illegible]	3,999	5,306	5,742			2	671	12	1,865	5	301	6	1,156	1	455	2	161	11	253	1	201
ATASCOSA	48,056	62,841	68,138	12	6,230	10	4,292	49	19,356	23	11,403	32	11,116	9	5,139	11	1,050	52	3,995	7	1,600
AUSTIN	42,720	63,280	70,291	11	7,139	17	4,608	40	21,246	19	13,044	20	9,920	8	1,897	14	2,673	39	4,251	6	1,887
BAILEY	23,057	26,786	28,382	4	1,161	2	704	15	8,797	10	7,955	8	1,636	9	1,740	5	945	14	1,595	2	932
BANDERA	9,456	13,030	14,273	9	1,787	2	619	11	3,977	3	1,998	10	3,707	4	302	3	589	15	651		
BASTROP	40,716	53,903	58,589	13	2,730	9	2,159	41	22,962	19	8,079	31	10,869	7	504	15	1,649	46	3,970	8	2,089
BAYLOR	13,973	18,833	20,544	4	516	2	302	10	5,135	11	4,688	18	4,627	8	1,509	5	207	7	1,154	3	998
BEE	60,164	92,301	103,216	11	8,857	4	5,135	38	24,079	72	22,293	23	13,315	13	8,919	12	3,973	55	6,583	6	2,385
BELL	452,915	588,821	637,811	52	39,439	33	77,513	172	129,459	148	139,300	127	67,475	96	34,618	[illegible]	24,737	234	[illegible]2,485	19	10,060
Belton	27,781	34,143	36,263	7	3,318	3	1,044	22	12,436	14	6,290	12	6,201	6	1,312	4	401	21	2,635	2	1,242
Killeen	200,452	267,779	291,529	19	20,427	11	26,991	59	45,750	67	81,813	50	28,941	33	11,007	39	12,692	90	24,392	7	2,153
Temple	201,113	257,891	278,598	20	14,518	14	48,486	64	61,753	57	48,056	47	22,950	53	21,559	47	11,337	103	22,977	10	6,665
BEXAR	2,883,174	3,871,675	4,219,942	233	140,324	167	755,252	1,130	897,879	653	736,550	726	492,640	466	217,295	484	187,400	1,736	365,364	188	85,025
San Antonio	2,611,714	3,470,071	3,773,901	210	135,856	139	687,430	996	757,784	561	710,779	637	426,968	392	192,305	410	165,129	1,554	340,791	170	77,384
BLANCO	11,112	17,475	19,638	5	3,214			12	6,709	5	751	15	4,027	1	63	4	416	18	1,923	3	427
BORDEN	293	514	590									1	590							1	
BOSQUE	25,812	42,120	47,658	14	4,738	6	3,042	29	13,284	18	11,470	25	5,861	10	1,346	9	714	17	1,725	6	2,808
BOWIE	254,022	437,409	500,094	35	24,057	17	80,744	116	98,379	92	131,973	87	48,332	60	21,204	65	22,464	84	33,337	17	12,044
1Texarkana	332,681	496,990	562,240	23	22,133	27	89,439	126	123,103	73	121,979	125	47,495	72	37,323	51	22,480	122	38,980	25	12,329
BRAZORIA	424,456	783,406	908,125	74	84,305	34	101,064	173	270,881	122	144,455	117	80,818	73	48,290	99	31,454	221	59,554	32	26,353
Alvin	87,490	16[illegible]529	191,245	14	19,732	7	20,914	25	55,674	23	43,553	22	16,344	15	7,839	18	3,184	27	7,986	5	4,974
Angleton	56,983	98,684	112,584	8	7,857	4	6,440	18	35,127	11	19,372	21	17,407	9	5,268	6	3,743	34	6,321	4	3,639
Clute	71,905	131,883	151,876	5	11,004	4	28,337	14	39,740	27	26,205	11	5,698	9	6,660	12	10,390	24	10,430	4	7,741
Freeport	58,541	105,249	121,317	8	11,733	3	3,885	24	35,051	24	17,893	17	14,106	9	7,704	11	3,033	55	10,926	3	2,455
Lake Jackson	55,176	101,324	117,272	8	2,338	4	26,671	18	30,936	4	2,485	11	6,637	17	17,554	13	4,685	21	9,494	5	6,871
BRAZOS	250,817	338,758	369,663	29	30,750	12	52,487	89	71,341	51	63,282	53	31,030	48	22,611	56	13,297	114	32,434	18	21,517
Bryan	180,805	237,624	257,860	21	22,472	8	32,349	70	50,501	38	58,113	37	19,805	36	18,675	46	12,362	71	17,506	13	5,966
College Station	69,440	100,520	111,161	8	8,278	3	19,750	16	20,586	13	5,169	16	11,225	12	3,936	10	935	43	14,928	5	15,551
BREWSTER	25,236	31,658	34,061	3	1,261	3	1,219	14	8,336	7	4,830	18	4,878	10	2,552	3	507	18	2,305	4	1,591
BRISCOE	5,079	9,803	11,450	2	892	2	415	9	4,825	4	2,307	5	1,015					7	385	2	286
BROOKS	23,482	35,479	39,559	4	2,193	4	1,620	21	11,450	6	8,485	13	5,183	7	2,130	5	1,762	19	2,519	3	914
BROWN	102,867	130,660	141,013	12	10,834	12	16,679	46	34,868	31	28,768	43	12,041	20	7,559	31	5,009	39	7,972	12	5,200
Brownwood	95,293	121,671	131,318	11	10,569	10	16,326	34	31,789	28	27,956	31	8,763	20	7,559	29	4,114	30	7,320	10	4,947
BURLESON	21,674	38,834	44,731	6	5,452	5	1,548	32	12,363	12	8,760	14	6,956	5	1,668	5	1,333	35	3,677	3	1,528
BURNET	43,301	69,524	78,415	15	13,019	11	6,259	38	20,442	19	13,200	25	8,692	14	1,832	8	2,408	22	3,208	6	2,654
CALDWELL	48,441	56,640	60,105	11	2,288	10	2,896	29	15,793	20	16,385	16	7,511	19	3,548	9	1,248	43	3,319	7	1,511
CALHOUN	53,810	81,239	90,561	11	5,011	6	7,159	29	27,685	16	14,926	27	11,841	5	3,752	7	3,305	45	5,488	3	3,453
Port Lavaca	46,036	72,926	81,376	9	3,645	6	7,159	24	24,077	15	14,811	18	9,486	5	3,752	7	3,305	31	4,617	3	3,453
CALLAHAN	17,893	32,406	37,406	5	820	3	1,511	28	12,714	9	7,564	19	7,050	4	517	7	242	9	1,602	4	1,171
CAMERON	540,121	991,772	1,147,719	62	55,326	52	199,275	304	291,229	136	157,072	132	85,950	154	87,071	99	74,312	324	83,896	35	20,648
Brownsville	278,169	505,484	583,784	17	16,930	31	126,717	131	142,958	57	66,339	44	33,379	94	60,033	49	50,005	140	38,257	16	10,743
Harlingen	179,876	333,807	387,019	27	31,687	16	68,411	71	82,557	40	70,210	47	33,112	40	20,779	34	17,673	89	31,066	9	6,346
CAMP	23,992	33,586	36,893	4	3,035	5	1,166	12	9,166	13	10,286	15	4,608	8	1,326	6	2,608	8	1,552	4	1,410
CARSON	13,132	20,002	22,340	4	315			9	4,989	3	3,899	20	9,372	2	232	2	88	12	1,622	3	784
CASS	71,466	92,919	100,632	16	10,812	10	6,151	71	32,216	26	20,278	40	9,315	23	5,448	15	2,489	30	5,713	9	2,833
CASTRO	26,147	35,406	38,645	3	1,974	3	840	8	11,167	10	9,676	12	4,542	5	1,742	3	748	10	1,321	3	1,085
CHAMBERS	42,616	51,613	55,143	11	2,481	4	1,259	33	15,085	15	14,700	20	11,935	6	947	4	691	28	3,832	4	1,492
CHEROKEE	92,241	136,204	151,182	24	13,512	12	9,775	56	39,487	33	38,469	48	19,275	25	7,997	24	3,645	31	5,141	10	4,154
Jacksonville	55,195	81,923	90,832	14	4,877	5	8,487	30	26,323	17	16,926	30	11,766	18	6,576	16	3,304	20	3,932	5	2,688
CHILDRESS	21,873	36,474	41,441	7	3,387	4	2,844	8	9,694	9	6,914	17	7,646	15	3,201	10	1,521	16	2,346	5	1,647
CLAY	13,868	24,254	27,812	5	1,185	3	643	13	7,067	9	4,409	17	8,168	5	709	3	569	9	1,786	2	1,924
COCHRAN	9,994	15,009	16,712	3	400	1	274	9	4,148	4	5,868	7	1,872	2	803	1	485	3	178	2	1,000
COKE	9,944	13,503	14,744	2	176	2	400	7	2,325	3	7,258	4	1,135	2	577	1	311	5	505	2	834

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COLEMAN	25,265	27,473	28,750	8	1,033	2	752	23	8,882	15	5,666	21	5,187	8	1,716	2	184	12	1,553	6	1,433
COLLIN	249,406	466,510	541,756	47	29,485	25	30,090	108	147,794	82	104,379	88	54,094	96	29,946	58	17,459	104	36,513	24	42,542
McKinney	85,232	150,872	173,304	12	5,440	6	13,247	20	28,116	35	59,124	22	9,424	25	11,862	15	7,393	36	11,883	11	9,257
Plano	107,487	208,048	241,568	19	17,046	13	15,741	28	73,595	21	21,688	27	31,386	44	11,443	23	6,083	45	19,808	6	29,650
COLLINGSWORTH	11,375	18,030	20,292	6	1,050	4	1,804	11	4,745	6	1,407	10	4,717	5	656	2	458	5	509	3	2,314
COLORADO	63,496	76,663	81,882	17	5,300	7	3,431	44	17,831	22	22,878	29	13,955	16	3,145	12	1,456	62	6,010	8	1,963
COMAL	105,275	131,126	140,941	18	12,039	5	8,848	77	45,591	32	27,173	33	15,745	20	5,590	18	2,872	66	10,250	9	2,572
COMANCHE	33,268	42,003	45,242	3	1,132	9	4,245	24	17,800	19	9,245	26	4,470	11	1,078	8	1,078	16	1,558	4	1,387
CONCHO	15,004	15,040	15,487	5	1,425	3	64	6	1,615	4	8,412	15	2,257	2	131			9	706	2	226
COOKE	99,601	161,239	182,243	14	9,473	10	9,009	33	38,216	36	32,035	49	27,629	27	10,254	28	6,050	44	11,252	8	4,646
Gainesville	83,261	138,210	156,913	10	7,206	9	8,524	25	33,095	28	26,464	42	25,125	23	8,508	21	5,720	30	8,608	7	4,442
CORYELL	60,980	76,718	82,628	11	5,246	15	6,916	40	23,807	27	12,720	33	14,409	23	1,454	26	5,112	21	4,379	8	1,960
COTTLE	7,337	8,925	9,543	3	760	2	357	5	3,005	6	2,030	4	1,273	4	459	2	139		427	2	502
CRANE	8,595	11,366	12,353	1	170	1	264	5	3,430	5	2,155	9	2,614	5	1,396	2	29		1,271	1	527
CROCKETT	14,095	19,861	21,855	3	1,215	2	808	11	5,645	5	2,856	12	5,635	4	986	2	266	9	987	2	1,638
CROSBY	13,420	20,085	22,351	4	1,146	5	1,570	11	6,526	9	6,004	14	3,119	2	514	3	706	11	656	5	1,265
CULBERSON	12,154	20,517	23,378	3	793	1	99	7	2,620	5	2,027	21	14,031	4	605	2	158	14	1,910	3	780
DALLAM	32,744	59,917	81,382	6	2,899	4	1,360	10	13,003	13	17,246	20	14,298	10	2,758	4	494	22	5,452	5	1,022
Dalhart	32,779	38,282	40,116	7	2,261	4	1,345	10	3,275	13	3,414	20	12,823	11	2,304	4	494	22	3,670	4	1,022
DALLAS	6,102,992	8,846,770	9,797,510	422	300,541	263	1,380,841	1,320	1,743,392	1,178	1,993,931	1,091	837,353	1,249	574,600	1,194	497,291	2,418	902,293	282	349,676
Dallas	3,967,217	5,516,702	6,053,339	239	146,514	161	865,390	817	988,086	683	1,142,556	665	502,911	821	367,255	734	316,383	1,741	653,309	171	176,938
Garland	336,524	484,179	534,639	41	30,703	19	46,877	99	146,250	125	124,528	80	56,021	58	19,072	78	25,803	127	37,787	17	19,398
Grand Prairie	128,383	195,393	216,209	9	2,730	6	2,439	56	60,813	49	41,161	37	23,780	13	6,463	33	7,465	69	30,804	10	21,670
Irving	405,067	606,656	674,984	30	18,812	21	120,234	84	139,332	94	186,682	81	51,575	65	22,033	89	24,177	109	46,688	19	19,834
Mesquite	289,181	459,994	517,895	7	10,669	17	199,623	44	54,954	41	49,909	54	38,827	87	47,661	53	17,099	76	27,552	11	35,675
Richardson	264,435	403,924	451,213	29	24,413	6	67,854	44	75,982	51	73,929	44	37,721	71	34,691	76	26,447	92	35,271	14	38,232
DAWSON	52,455	67,556	73,048	6	2,901	5	3,624	20	16,827	19	15,399	35	10,278	21	6,164	13	3,226	28	6,736	6	2,290
DEAF SMITH	61,668	63,736	66,048	9	2,894	7	4,501	27	18,839	26	14,846	20	4,851	25	3,923	22	3,079	27	5,833	4	1,260
Hereford, Tex.	61,620	64,902	65,996	9	2,894	7	4,501	26	18,805	26	14,846	19	4,840	25	3,923	22	3,079	27	5,833	4	1,260
DELTA	8,318	8,065	8,254	2	1,079	2	166	13	2,799	5	1,981	10	757	1	310	1	211	5	68	2	373
DENTON	316,937	510,984	576,723	51	29,415	27	60,439	116	146,711	115	130,720	93	51,236	75	26,386	84	22,507	143	47,936	21	17,184
Denton	188,261	300,082	337,934	19	12,173	11	43,154	51	76,549	54	73,864	51	30,478	42	19,569	49	15,404	78	29,582	11	10,337
Lewisville	86,678	141,547	159,837	12	10,396	8	11,776	27	46,523	34	41,097	18	12,078	27	6,528	17	4,620	31	13,118	6	5,644
DE WITT	48,241	77,155	86,970	13	7,384	10	5,727	38	23,955	22	16,469	26	12,406	18	5,620	10	1,474	53	4,439	9	4,223
DICKENS	11,288	13,733	14,683	1	542	1	170	8	2,968	7	3,163	5	1,076	3	397	2	83	5	510	1	611
DIMMIT	18,920	29,147	32,621	2	2,067	4	2,922	21	11,619	4	1,451	18	6,406	5	971	4	543	11	2,106	3	1,460
DONLEY	15,744	19,624	21,074	5	602	3	978	8	3,050	5	8,785	13	2,081	8	1,315	5	493	11	1,401	1	1,422
DUVAL	15,482	16,716	17,473	4	627	3	365	46	6,866	8	2,054	16	4,807	3	298	6	292	32	1,132	5	514
EASTLAND	43,336	72,106	81,903	11	3,497	9	5,428	34	20,429	36	12,764	40	18,548	20	3,327	18	2,269	36	4,940	12	4,385
ECTOR	492,833	701,632	773,237	36	39,459	23	118,749	129	159,205	131	163,678	113	57,446	100	58,107	88	30,972	224	65,442	19	12,114
Odessa	480,029	680,680	749,512	32	32,943	23	118,749	117	155,548	125	163,324	106	52,446	99	57,786	86	29,293	206	63,560	19	12,114
EDWARDS	2,699	2,728	2,817	3	451	1		7	1,507			3	293	1	22			6	135	1	201
ELLIS	135,475	185,108	202,414	25	8,114	12	15,631	81	62,475	55	48,914	64	24,465	42	8,052	29	5,390	53	10,615	12	8,108
Ennis	40,831	56,496	61,926	6	2,542	5	6,420	32	21,449	18	10,915	19	9,428	18	2,732	10	1,039	15	2,834	3	1,548
Waxahachie	60,785	85,147	93,529	9	2,812	6	9,103	22	25,542	20	26,945	21	8,379	14	3,489	13	2,821	21	4,324	6	4,704
EL PASO	1,356,543	1,720,499	1,354,445	96	63,435	81	323,935	472	375,521	235	329,772	327	173,021	251	107,512	247	115,920	696	155,585	70	57,233
El Paso	1,320,420	1,669,053	1,797,736	89	62,203	79	323,445	428	358,907	216	318,198	294	162,564	249	107,324	240	115,357	655	148,427	63	55,346
ERATH	66,642	105,119	118,148	13	11,161	12	13,477	24	26,340	29	24,131	34	11,492	19	4,344	19	2,680	29	6,889	7	6,843
Stephenville	57,919	91,202	102,296	9	11,058	9	11,740	16	21,494	26	23,011	24	8,801	15	4,060	14	2,102	25	6,659	5	5,963
FALLS	41,611	52,254	56,217	13	3,717	8	2,352	44	16,542	17	8,684	18	6,876	15	7,949	10	1,861	40	2,926	6	1,561
Marlin	28,268	35,721	38,205	7	1,904	5	1,402	21	13,048	11	5,355	9	4,327	10	5,048	7	1,241	25	2,042	3	743
FANNIN	68,835	110,617	124,774	16	6,190	7	5,335	44	29,911	28	48,317	47	12,224	21	4,614	17	2,636	28	3,441	7	3,235
Bonham	52,270	83,446	93,838	10	4,096	5	4,203	21	20,203	21	42,291	24	7,310	14	4,250	12	1,199	17	2,484	4	2,045
FAYETTE	56,477	95,591	108,905	16	7,151	18	4,238	65	34,165	22	19,107	33	13,713	16	3,874	15	2,254	68	13,538	9	2,734
FISHER	10,677	13,861	15,005	5	865	3	535	12	4,666	5	3,527	16	1,781	1	622	3	377	7	985	5	843
FLOYD	23,844	27,979	29,714	5	1,648	4	789	14	6,256	10	6,896	17	9,035	6	1,369	6	187	11	859	5	1,195
FOARD	3,724	5,248	5,775	2	731			3	1,404	2	1,086	6	1,968	1	67	2	76	2	244		
FORT BEND	216,635	355,710	403,030	40	41,768	11	18,204	105	110,343	63	92,308	58	45,790	28	14,462	39	26,965	126	21,829	16	9,740
Richmond Rosenberg	114,190	175,616	196,409	12	14,875	9	17,865	29	48,656	31	65,292	20	12,579	17	10,786	17	4,156	39	9,178	8	5,449
FRANKLIN	13,748	19,522	21,510	4	2,833	2	701	13	3,780	6	3,794	13	4,006	7	484	5	1,457	5	878	2	851
FREESTONE	36,952	56,964	63,769	8	1,506	11	2,735	31	16,126	8	13,337	17	17,043	9	1,208	7	1,009	13	4,652	7	3,113
FRIO	27,622	28,426	29,436	4	2,216	2	629	27	11,533	7	5,115	16	3,797	7	1,049	3	1,177	26	2,140	4	1,309
GAINES	25,511	35,011	38,312	4	1,779	2	589	24	13,079	10	7,732	24	5,493	12	2,246	4	423	18	2,375	3	1,287
GALVESTON	628,447	722,002	763,634	74	38,419	31	76,263	253	208,395	126	150,133	127	74,511	96	39,645	99	22,865	420	65,382	42	24,339
Galveston	266,115	303,421	320,420	21	11,124	10	47,543	101	70,842	37	50,419	46	27,537	35	19,726	36	13,425	227	34,303	15	8,305
League City	32,848	40,169	42,998	6	5,643	1	1,094	16	12,839	10	6,010	13	7,751	6	1,472	10	735	13	2,667	4	2,124
Texas City	149,382	166,180	174,656	19	8,709	7	16,319	36	39,131	27	48,422	25	18,271	33	10,044	19	4,882	68	10,951	13	7,775
GARZA	13,586	18,519	20,245	5	1,145	2	613	10	6,879	5	2,192	13	3,535	7	566	4	419	14	1,599	2	772
GILLESPIE	42,542	60,228	66,302	8	10,780	9	4,955	26	14,831	11	10,188	25	6,619	8	2,086	13	2,645	31	6,078	4	1,704
GLASSCOCK	920	1,400	1,563					2	482									1	330		
GOLIAD	9,547	12,750	13,880	4	1,211	2	689	8	4,458	4	1,710	5	1,667	1	320	3	115	21	1,165	1	750

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Texas Daily Press League

. . . a national advertising SALES organization!

DALLAS—continued

Sav & Loan	39	$5,195,000,000

Plus 1 Branch Dep not available

6—PASSENGER AUTOS: (all vehicles) 1,691,972

7—ELECTRIC METERS: Res Ind & Comm. 308,825

8—GAS METERS: Res Ind & Comm. 693,172

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Trans. Equip., Aircraft & Parts 89,700 ($356), Food 22,100 ($261), Non-E Machy 42,400 ($297), Apparel 17,500 ($147), E Machy & Equip. 58,600 ($287).

10-CLIMATE: Min. & Max. Temp.—Spring 55-75, Summer 75-99; Fall 57-79, Winter 36-56 First killing frost, Dec. Last killing frost, Mar.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:
Major Shopping Centers Dallas County Casa Linda Plaza, Casa View Village, Dallas West, Farmers Branch, Garland Shpg. Ctr., Hampton-Illinois, Highland Park Village, Hillside Village, Inwood Village, Lakewood, Marsh Lane Village, Oates Plaza, Park Forest, Preston Center, Preston Forest, Preston Royal, Richardson Heights, Snider Plaza, Walnut Hill Village, Webb Royal, Wynnewood, Valwood, Northlake, Ridgewood, Cedar Crest, Polk Terrace, Polk Village, Richardson Terrace, Westmoreland Heights, Valley View, North Park, West Cliff Mall, Dal Rich Village, Exchange Park, Lake Highlands, Miracle Mile, North Town Mall, Promenade, Irving Mall, Old Town, Town East, PlyMouth Park, Big Town, Valley View Plus over 110 smaller shopping centers throughout Dallas and suburban areas; Red Bird Mall, Preston "635", Richardson Sq., Olla Podnda, Pleasant Groves, Pepper Sq., Richardson East, Steven Park, Keystone, Kiest-Polk, Northwood Hills, Spanish Village, Prestonwood Center, Plano Mall, Golden Triangle Center.
Major Retail Shopping Areas Downtown, Beckley, Davis, Garland Road, Lakeland to Old Gate Lane; Inwood Road at Lemmon, Jefferson, Ninth to Willomet, McKinney, Lemmon to Hall; Oak Lawn, at Maple; Hampton & Ft. Worth Ave.; Westmoreland at Clarendon, Greenville Ave.; Ross Ave.; Buckner Blvd., East Grand Central, Interstate Hwy. 35E & Loop 12. In addition to these principle areas there are over 100 other neighborhood retail shopping areas within the Dallas City Zone.
Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Department Stores—Mon; Thu, Fri.; Sat.; Food-Every night.

13—RETAIL OUTLETS: Department Stores Montgomery Ward 11; Sanger-Harris 11; Neiman-Marcus 4, Sears 11, J. C. Penney 14; Sakowitz, Lord & Taylor 2; Dillard's 8; Joskes (Titches) 10, Marshall Field 1.
Discount Stores (CZ): Fed Mart 2, Woolco 6; Treasury 3, Sterlings 2, Tex. Army-Navy 3; K-Mart 19, Gibson 21; Target 7; Treasure City 5; Best 5; Wilson's 3.
Variety Stores Ben Franklin 5; Kress 1, M. E. Moses 28, Phillips, Woolworth 3, TG&Y 8, Kresge 1, Mott 7, Duke & Aures 3; McCrorys 2; H. L. Green 1.
Chain Drug Stores (CZ): Drug Mart 5, Myatts 4, Page 26, Ravens 4, Skillern 60, SuperRx 20; Big World 1, Doughertys 4, Apothecary Shp. 3; Medicine Shoppe 1, Sun 2, Eckerd 55; Skaggs 13, Revco 9, Treasury 19, Rexall 32, Meyers & Rosser 6.
Chain Food Supermarkets Safeway 108, Kroger 34, Piggly Wiggly 7; 7-11 300, Skaggs-Albertson 19; Tom Thumb 40, Minyard 52; Affiliated 171, Buddies (Winn Dixie) 58.
Other Chains Men's Clothing National Shirt, Adams Hat, Steins, Dundee, Culwell & Son, Reynolds, Penland, Jas K Wilson Women's Clothing Lerner, Lane Bryant, Mangel's, B&G Hosiery, Margo's La Mode, Colbert Volk, Margies, Brooke's Bros., Woolf Bros. Men's and Women's Clothing Bonds, Franklins. Shoes: Ray Beene, Paul's, Kinneys, Austin, Edison Bros., Bakers, Burts, Chandlers, General Shoe, Florsheim, Jarman, I. Miller, Freeman Auto Western Auto, Kenyon Auto, White Auto, Firestone, Goodyear, Goodrich, Eaton Automotive Jewelry Corrigans, Shaw's, Gordon's, Zales, Linz, Everts Cleaning & Laundry Bell, Fishburns, Holiday, One-Hour Martinizing, Oriental, Glo Cleaning System Paints Sherwin-Williams, Glidden, Jones-Blair, Cook's, Du Pont, Dutch Boy Furniture Home Havertys, Gabberts, Levitz, Rick, Freed Sporting Goods Oshmans, Cullem & Borem Misc Singer Co., Pittsurgh Plate Glass, S&H Green Stamps.

14—NEWSPAPERS: (Circulations, Local Contact for Advertising and Merchandising Data):
THE MORNING NEWS (m) 286,955; (S) 353,677; Mar. 31, 1980 ABC. Harry Stanley, Display Dir.
National Representatives Cresmer, Woodward, O'Mara & Ormsbee, Inc.
TIMES-HERALD (All Day) 249,890; (S) 345,736; Mar. 31, 1980 ABC. Richard Merrill, Adv. Dir.
National Representatives Branham/Newspaper Sales.
WALL STREET JOURNAL (Southwest Edition) (m-Mon. to Fri.) 194,534; Mar. 31, 1980 ABC. Bill Commings, Regional Mgr., Dallas Tex.
Representatives: Direct-through branch offices.

DEL RIO, TEX.

1—LOCATION: Val Verde County, E&P Map C-5, County Seat, 153 mi. W of San Antonio; 422 mi. E of El Paso; 2 mi. NE of Rio Grande—bridge to Cuidad Acune, Mexico.

2—TRANSPORTATION: Railroads So. Pacific, Amtrak.
Motor Freight Carriers 8
Intercity Bus Lines Painter (Greyhound Affiliate), Continental Trailways, Oil Field.
Airlines Amistad Air Lines.

3—POPULATION:
Corp City 70 Cen. 21,330; Loc. Est. 27,559
County 70 Cen. 27,471; Local Est. 33,068
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City: 70 Cen. 5,809; Loc. Est. 8,673
County: 70 Cen. 7,281; Loc. Est. 10,203

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$108,000,000
Sav. & Loan Assn	2	$32,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 28,550

7—ELECTRIC METERS: Residence 10,250

8—GAS METERS: Residence 6,601

9— PRINCIPAL INDUSTRIES (CZ): Sheep & Goat Raising; Air Force Base, Tourist, R.R., Clothing; Winery; Electronics; Bottling, Construction.
Principal Pay Days 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29. Last killing frost, Feb. 26.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center 9 blocks on S. Main St.; 6 on Pecan St.; 2 on Losoya St., 2 on Garfield St., 2 on Broadway; 5 miles on Avenue F; 1 mile on Gibbs St.
Neighborhood Shopping Centers Las Vacas St. in Chihuahu Chihuahua Ave.; F extending approx. 5 miles toward Amistad Dam and N. Main; East Gibbs St.; Plaza del Sol Mall, Ave. F.
Principal Shopping Days Thu., Sat.

13—RETAIL OUTLETS: Department Stores J. C. Penney; Guarantee Store, Beall's, Terry-Farris, Anthony.
Variety Stores Kress, Morrison, Perry Bros. 2
Discount Stores (CZ) Gibson's, K-Mart
Chain Drug Stores (CZ) Gibson, Payless 2, Skillerns.
Chain Food Supermarkets H. E. Butt 2, Handy Andy 2; Short Stop Drive In 3; Urby's 1; Fina One Stop 2; Butcher Boy 1, Foodway, Minit Mart 4.
Other Chain Stores Lane's; Three Sisters; Charm, Firestone, Goodyear, Western Auto, Goodrich; Greens Jewelers, White Auto Inc.; True Value Hardware; Ace Hardware, Radio Shack, Montgomery Ward (catalog); Sears (catalog); Lacks, Zalco, Gordon; House of Jeans, Brockwell.

14—NEWSPAPERS: NEWS-HERALD (e-Mon. to Fri.) 6,753; (S) 7,068; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: J. Tom graham, Pub., NEWS-HERALD.
National Representatives None.

DENISON, TEX.

1—LOCATION: Grayson County, (In Sherman-Denison, Tex. SMSA). E&P Map E-2. Industrial & Recreational Ctr. 3 mi. S of Denison Dam on Red River; 8 mi. NE of Sherman; 73 mi. from Dallas. On U.S. Hwys. 69 & 75; State Hwys. 6, 84, & 169.

2—TRANSPORTATION: Railroads Missouri-Kansas-Texas; Frisco; Texas & Pacific, Southern Pacific.
Motor Freight Carriers 15
Intercity Bus Lines Greyhound; Continental Trailways.

3—POPULATION:
Corp City 70 Cen. 24,923; Loc. Est. 22,237
Primary Mkt. Area-ABC. (70) 24,923; (80) 23,200
Bal. in PMA. (70) 58,302; (80) 61,100
Total PMA. (70) 83,225; (80) 84,300
County/SMSA 70 Cen. 83,225; Loc. Est. 84,672
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 8,495; Loc. Est. 5,795

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GONZALES	35,852	53,017	58,863	8	4,950	9	3,114	40	17,587	18	11,079	22	7,737	14	2,658	8	1,815	32	3,856	7	2,357
Gonzales	28,111	41,661	46,178	4	4,843	4	1,559	27	15,173	13	8,915	12	4,744	11	2,199	6	1,395	21	2,837	4	1,415
GRAY	92,281	123,963	135,101	12	4,578	9	11,032	38	35,713	46	30,561	39	11,174	35	11,436	27	6,132	55	10,874	10	3,782
Pampa	88,326	119,398	130,265	11	4,519	8	10,840	35	34,210	43	30,376	25	9,182	32	11,173	24	6,025	50	10,506	9	3,721
GRAYSON	297,391	473,632	533,344	44	34,621	31	77,856	122	117,962	105	110,394	115	43,120	65	31,827	70	20,316	122	33,757	19	19,794
Denison	102,489	159,276	178,518	14	8,970	6	15,140	40	49,610	37	35,409	36	15,497	21	11,437	23	5,873	41	11,124	5	8,859
Sherman	155,626	252,298	285,036	18	17,374	10	61,183	40	46,769	43	58,758	36	17,244	35	19,102	34	13,407	51	19,424	9	8,974
GREGG	445,060	565,378	609,588	66	45,934	31	68,294	158	134,417	137	124,008	114	52,835	103	41,590	99	27,801	213	42,873	39	19,393
Kilgore	79,069	97,642	105,786	12	8,297	5	4,140	40	23,016	25	23,224	19	8,797	18	9,744	10	2,776	43	6,220	5	3,231
Longview	331,924	423,199	456,584	45	36,791	23	57,686	102	99,762	96	88,217	84	38,341	75	30,612	77	22,876	147	34,599	27	14,553
GRIMES	26,717	54,204	63,922	10	9,343	9	3,532	28	18,132	10	8,826	20	7,349	10	3,632	7	1,197	41	4,896	2	2,934
GUADALUPE	105,697	198,574	229,606	20	8,286	10	14,317	72	60,298	40	54,146	42	26,139	21	12,475	18	13,188	96	20,941	8	5,237
Seguin, Tex	89,741	165,102	190,222	15	6,735	7	9,061	50	45,952	31	52,193	32	22,215	21	12,475	15	10,039	69	15,893	7	4,175
HALE	122,778	142,341	150,821	17	7,081	13	14,511	56	39,623	50	34,878	46	9,023	28	11,354	36	6,744	46	7,846	14	5,269
Plainview	108,353	127,252	135,144	11	6,085	9	13,973	40	33,329	42	32,431	32	7,080	23	10,877	29	5,946	40	7,373	11	4,997
HALL	13,298	15,092	15,922	4	1,251	2	1,129	11	4,100	10	3,683	11	1,746	8	1,118	8	331	9	829	3	1,040
HAMILTON	19,496	24,701	26,624	8	1,998	4	1,079	12	6,709	10	3,812	22	4,237	12	1,794	10	2,100	12	1,342	3	1,123
HANSFORD	23,534	36,994	41,314	5	1,413	3	2,202	7	9,195	8	15,298	8	5,233	6	1,387	7	1,066	7	1,600	4	1,482
HARDEMAN	12,784	19,207	21,395	3	917	4	513	10	8,324	11	2,921	13	3,432	10	1,345	4	254	8	1,525	2	1,148
HARDIN	110,206	155,364	170,868	21	28,818	11	6,007	70	42,345	34	45,665	38	19,592	13	3,837	23	2,323	48	5,784	10	5,602
HARRIS	9,367,110	12,259,902	13,298,279	711	542,129	288	2,186,832	2,338	2,742,138	1,344	2,796,194	1,540	1,148,789	1,174	708,291	1,416	562,413	3,697	1,147,285	420	335,181
Baytown	276,361	357,034	386,130	24	15,363	9	69,467	80	83,852	56	103,430	48	33,920	29	16,987	40	10,273	96	24,567	8	6,968
Houston	7,129,019	9,205,377	9,952,441	459	389,826	203	1,801,302	1,683	1,832,827	893	1,950,277	1,144	801,444	920	597,868	1,037	487,567	2,901	908,016	298	234,276
Pasadena	429,088	557,747	604,028	40	32,752	12	181,837	97	105,782	89	104,451	66	46,221	44	16,109	65	22,453	122	39,068	20	13,419
HARRISON	126,473	212,249	241,436	12	8,241	12	25,217	70	61,473	41	42,782	58	36,062	34	14,475	28	15,842	45	13,802	12	5,714
Marshall	113,081	190,268	216,531	9	6,913	7	23,560	51	56,291	33	39,725	41	25,777	31	14,161	26	15,565	33	12,586	10	5,708
HARTLEY	4,411	8,895	10,482	2	782			2	2,041	1	1,127	5	5,102	1	495	2	267	4	405		
HASKELL	22,139	30,375	33,233	5	864	3	1,014	15	7,794	7	8,817	17	3,136	11	3,726	11	2,096	11	1,701	3	1,167
HAYS	85,400	126,128	140,028	12	7,198	9	7,235	40	32,914	28	22,586	44	22,958	23	7,224	19	4,035	80	20,259	7	2,516
HEMPHILL	14,991	27,062	31,215	4	3,103	1	735	6	9,771	6	6,026	5	4,769	7	1,868	3	69	7	2,103	2	2,188
HENDERSON	97,071	167,392	191,391	21	15,674	13	15,790	48	43,358	34	42,689	39	28,250	21	4,937	23	4,034	52	8,896	10	4,358
Athens	63,251	108,655	123,789	13	8,019	6	10,058	21	30,973	21	30,429	23	19,979	16	3,414	14	2,909	24	5,511	5	2,161
HIDALGO	694,716	1,013,711	1,122,936	110	71,827	60	195,117	439	266,036	218	172,600	198	85,494	176	94,706	138	53,229	363	68,768	53	29,105
Edinburg	66,032	90,909	99,565	14	5,612	4	4,114	65	28,579	23	18,406	29	13,856	13	7,031	14	6,007	47	7,956	7	3,361
McAllen	372,343	563,041	627,729	29	33,375	25	140,414	89	115,509	74	96,363	51	28,400	109	70,102	70	33,586	123	37,910	19	15,297
HILL	62,973	79,871	86,105	20	5,083	10	3,062	54	26,891	43	14,738	46	12,616	20	2,321	21	2,156	41	5,184	15	3,814
Hillsboro	40,183	51,186	54,853	11	3,167	5	2,272	24	17,494	27	10,013	20	6,387	13	1,966	10	662	16	2,852	7	2,350
HOCKLEY	61,231	80,440	87,311	10	4,499	8	3,486	26	22,122	26	19,173	31	15,264	16	7,107	12	3,042	29	5,449	6	2,487
HOOD	43,640	60,549	66,384	11	4,643	5	3,585	18	11,504	13	27,704	14	4,251	10	2,231	11	1,055	25	4,061	5	1,536
HOPKINS	74,666	82,178	86,186	13	2,953	8	6,104	37	20,506	35	25,495	30	8,274	29	5,697	17	2,457	29	4,374	6	2,952
Sulphur Springs	72,121	79,473	83,366	11	2,898	5	5,827	28	19,329	35	25,495	24	7,305	29	5,697	17	2,457	26	4,194	6	2,952
HOUSTON	50,466	96,791	112,895	16	5,825	6	2,427	43	32,999	22	34,737	23	8,686	16	5,874	13	4,269	19	3,410	5	3,152
HOWARD	154,075	200,239	216,846	15	8,118	11	18,928	48	42,115	49	59,113	57	25,387	33	13,027	29	5,177	77	15,477	11	3,706
Big Spring	150,325	195,352	211,548	14	8,012	11	18,928	42	40,445	47	58,357	52	23,436	31	12,779	29	5,177	75	15,394	11	3,706
HUDSPETH	4,105	4,435	4,639	1	180	2	183	5	1,114			15	2,451					16	506	1	42
HUNT	153,192	210,785	230,805	24	9,768	16	21,147	75	55,139	63	48,705	69	22,142	50	12,156	38	10,114	88	15,594	8	6,693
Greenville	98,388	134,858	147,559	15	5,578	8	17,041	37	35,426	41	32,036	39	14,468	37	9,540	26	7,072	35	7,628	5	5,303
HUTCHINSON	73,548	83,297	87,843	18	4,465	8	3,860	34	26,180	35	19,713	34	6,820	35	7,272	17	3,128	47	5,918	7	3,068
Borger	65,366	74,173	78,246	12	3,721	6	3,480	22	21,324	31	19,038	26	5,562	32	7,191	15	2,983	37	5,084	6	2,898
IRION	3,520	5,647	6,374	1				4	2,042			2	4,248					3	84		
JACK	17,066	26,888	30,213	4	2,798	3	81	5	6,874	13	7,827	16	3,894	6	1,118	4	651	8	1,898	3	1,434

County/SMSA 70 Cen. 29,540; Loc. Est. 32,714
Primary Mkt. Area-ABC (70) 8,495; (80) 9,000
Bal. in PMA: (70) 19,176; (80) 23,000
Total PMA: (70) 27,671; (80) 32,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$140,777,000

6—PASSENGER AUTOS: County 96,071 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 8,698

8—GAS METERS: Residence 8,050

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Professional Uniforms 68; Ice 15; Cultured Marble 35; Ice Cream 7; Wigs 3; Medicare Claims Processing 159; Fiber Cans 55; Aluminum Castings 4; Evaporative Coolers 125; Newspaper 65; Mattresses 35; Peanut Butter 95; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Electro-Mechanical Products 5; Transite and Plastic Pipe 420; Air Exchange Equipment 36; Ice 10; Men's Slacks 400; Box Cars 800; Fried Pies 7; Concrete Products 4; Refrigerated Dough Products 287; Awnings 7; Earth Augers 313; Edible Oil Products 400; Business Form 69; Creosote, Timbers and Poles 103; Fishing Lures 4; Margarine 147; Livestock Minerals & Vitamins 22; Crushed Rock 11; Architectural Alum. Prod. 350; Cardboard Containers 49.

10-CLIMATE: Min. & Max. Temp.—Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14. Last killing frost, Mar. 21.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St.
Neighborhood Shopping Centers: 100 to 600 Blocks S. Armstrong; Main & Tone; Morton & Fairbanks; 1000 to 1300 S. Austin Ave.

Nearby Shopping Center

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Midway (-)	5	Sears
Sher-Den Mall (68)	6	J.C. Penney, Mont. Ward, Bealls
West Park (-)	11	Piggly Wiggly, Wackers

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Shpg. Ctrs. every evening. Downtown—Thu. to 8 P.M.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 13,724; (S) 15,488; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Walter Reinhard, Adv. Dir., HERALD.
National Representatives: Branham/Newspaper Sales, Harte-Hanks Newspapers, Inc.

DENTON, TEX.

1—LOCATION: Denton County, (In Dallas-Ft. Worth SMSA). E&P Map E-2. County Seat. Educational, retail & shipping ctr. N. central part of State. 38 hwy. mi. from Dallas; 35 hwy. mi. from Ft. Worth. Junction of Interstate 35W and Interstate 35E; State Hwys. 99 & 24.

2—TRANSPORTATION: Railroads: Missouri-Pacific; Santa Fe; Texas & Pacific.
Motor Freight Carriers: 3.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 39,874; Loc. Est. 53,300
CZ ABC: (70) 47,635; (80) 57,800
RTZ-ABC: (70) 39,603; (80) 72,200
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 75,633; Loc. Est. 150,650
City & RTZ-ABC: (70) 87,238; (80) 130,000

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,[illegible]; Loc. Est. 16,384
County 70 Cen. [illegible]22; Loc. Est. 41,123
SMSA 70 Cen. [illegible]2,381; Loc. Est. 1,007,252
CZ ABC: (70) 13,869; (80) 19,000
RTZ-ABC: (70) 12,690; (80) 26,400
City & RTZ-ABC: (70) 26,559; (80) 45,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$226,692,000
Sav. & Loan Assn.	2	$110,976,323

6—PASSENGER AUTOS: County 120,828 (All vehicles 1978)

7—ELECTRIC METERS: Residence 17,503

8—GAS METERS: Residence 13,395

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Annual Payroll); North Texas State Univ., 4,162 ($39,396,000); Texas Women's Univ., 1655 ($14,500,000); Denton State School, 1,553 ($15,272,474); Welding Equip. & Suppl., 1,000 ($12,000,000); Industrial Ice Machines, 97 ($1,664,000); Semi Trailers, 85 ($950,000); Business Forms, 517 (over $10,000,000); Flour, Corn Meal, Convenience Foods, 125 ($1,600,000); Diesel Trucks, NA ($NA); Polyurethane Prod., 77 ($960,000); Clothing, 425 ($NA); Plastics, 150 ($NA); Bricks, 228 ($NA); Microwave Antennae, 180 ($NA); Rings, 205 ($NA).
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10. Last killing frost, Mar. 26.

11—TAP WATER: Hardness 140; Alkalinity 105; pH 7.8.

12—RETAILING: Principal Shopping Center: 5 blocks on Hickory; 4 on Oak; 5 on Elm; 4 on Locust.
Neighborhood Shopping Centers: Golden Triangle Wall, 35 at Loop 288, Denton Center, 3 blocks on University Dr. at Beaumont St.; 4 blocks east on University Drive; Picadilly, 2 blocks at Malone & University; Congress & Locust Sts., 1 block, 4 on Oakland St.; 2 on W. Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 2 on U.S. Hwy. 377; Carriage Square 35 at Ave. B.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Carriage Square	18	Buddies Mkt., TG&Y, Skillern's
Denton Center	39	Russells, Zales, Skillerns, Piggly Wiggly
Sunset		Sherwin-Williams, Merle Norman, Curtis Mathes
University Center		S&H Green Stamps, Chief Auto Parts, Lee Optical

Principal Shopping Days: Thu., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Russells; J. C. Penney; Sears; Beall's; Craven; K's Thrift Center; Dillards; Montgomery Ward; McClurkans; Wilsons.
Discount Stores (CZ): Gibsons's; TG&Y; K-Mart.
Variety Stores: Duke & Ayers; M.E. Moses.
Chain Drug Stores (CZ): Skillern 2; Eckerd's 2; Oscol.
Chain Supermarkets: Safeway 2; Kroger; Piggly Wiggly 4; Buddies 2; Skaggs; Alpha Beta; Gibsons.

Other Chain Stores: Collegiate Shoppe; Sweetbriar; Singer Co.; Otasco; Goodyear; Texas State Optical; Montgomery Ward (catalog); Zale's Jewelers; S&H Green Stamps; Margies; Pay Less Shoes; Wyatts Cafeteria; White's Auto Stores; 7-11 Convenience Foods; E-Z Check; Kenos; Kinneys; Spencer Gifts; Corrigans Jewelers; Pierl; Margos La Mode; Radio Shack; Casual Corner; Cullum & Boren; John Jeans.

14—NEWSPAPERS: RECORD-CHRONICLE (e-Mon to Fri.) 14,970; (S) 16,763; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Fred Patterson, Adv. Dir., RECORD-CHRONICLE.
National Representatives: Texas Daily Press League, Inc.

EDINBURG, TEX.

1—LOCATION: Hidalgo County, E&P Map D-6 (In McAllen-Pharr-Edinburg, Tex. SMSA). County Seat. Agricultural, Industrial & Governmental Center. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy. 281; State Hwy. 107.

2—TRANSPORTATION: Railroads: Southern Pacific; Missouri Pacific.
Motor Freight Carriers: 4.
Intercity Bus Lines: Valley Transit; Union; Continental Trailways.
Airlines: Trans-Texas.

3—POPULATION:
Corp. City 70 Cen. 17,163; Loc. Est. 23,106
Co/SMSA 70 Cen. 181,535; Loc. Est. 252,419

4—HOUSEHOLDS:
City 70 Cen. 4,243; Loc. Est. 6,506

The Community
Information
Center In
Denison,
Texas.

The Denison
Herald
A Harte-Hanks
NEWSPAPER

TEXAS RETAIL—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	28,987	31,335	32,757	7	2,359	5	1,211	31	11,845	13	5,939	15	3,528	7	1,026	6	755	32	2,202	4	971
JASPER	90,121	112,606	121,011	14	6,190	13	8,952	62	37,050	34	33,285	35	10,394	19	3,505	21	4,017	38	4,669	10	4,336
JEFF DAVIS	1,224	1,621	1,762	2	64			3	454			3	611					6	292	1	67
JEFFERSON	982,211	1,387,156	1,526,733	88	83,078	43	228,975	340	333,788	198	292,028	222	115,014	127	97,458	180	79,000	446	122,763	66	41,601
Beaumont	600,739	849,856	935,435	51	57,424	27	171,635	188	159,773	103	185,667	115	63,537	86	56,964	101	57,302	258	80,408	31	19,540
Port Arthur	227,625	308,640	337,004	20	12,363	9	37,046	78	80,501	46	78,016	58	25,945	27	26,963	39	13,734	118	26,069	18	11,602
JIM HOGG	10,146	11,270	11,840	6	754	1	380	20	4,382	8	2,370	7	991	2	314	4	278	12	751	3	216
JIM WELLS	113,317	172,202	192,192	16	9,881	9	12,722	66	56,041	39	45,705	43	21,843	17	7,507	21	8,372	71	11,956	10	4,975
Alice	100,711	153,413	171,293	10	6,372	8	11,411	46	49,763	35	44,462	30	18,667	17	7,507	20	8,000	58	10,827	7	4,219
JOHNSON	160,446	211,947	230,254	27	12,581	19	15,295	70	65,319	76	59,788	60	21,263	38	12,214	50	8,370	72	14,021	17	9,697
Cleburne	103,181	134,033	145,114	13	6,946	9	12,414	25	31,835	52	49,090	25	8,278	22	8,913	22	5,664	38	10,174	9	5,638
JONES	42,361	64,048	71,404	7	5,876	8	3,734	22	17,250	20	19,544	33	9,344	11	4,006	9	1,740	23	2,449	8	2,434
KARNES	33,524	50,784	56,650	12	4,125	8	2,554	31	17,434	12	10,866	24	9,223	7	989	7	2,591	36	5,037	6	1,138
KAUFMAN	109,554	164,762	183,533	24	9,611	20	9,784	64	50,058	46	45,837	55	23,331	30	6,762	25	4,752	52	10,373	14	4,696
Terrell	57,296	84,018	93,127	10	2,969	10	6,230	27	25,628	18	27,459	22	9,292	12	4,616	11	1,737	19	4,677	6	2,829
KENDALL	22,547	32,377	35,747	8	2,338	5	1,171	20	10,765	12	7,093	11	7,184	6	365	8	194	27	3,293	5	1,023
KENEDY	636	631	648			1	648					1						1			
KENT	1,698	3,098	3,581	1	274	1		1	843	2	680	2	1,287					1	339		
KERR	82,092	134,817	152,747	12	16,855	11	11,971	42	39,588	24	21,058	34	24,266	23	8,846	19	6,189	48	9,097	8	2,680
Kerrville	68,603	112,830	127,877	8	9,531	6	11,525	36	36,868	21	15,656	28	19,284	23	8,846	16	4,428	40	8,661	8	2,680
KIMBLE	16,183	19,697	21,066	2	1,346	4	528	12	4,873	4	3,858	11	5,106	3	473	3	358	17	2,259	1	907
KING	1,192	1,251	1,302			1						4	1,133					3	81		
KINNEY	2,583	3,354	3,633	1		1	175	4	1,706	1		5	657			1		4	200	1	247
KLEBERG	95,873	132,525	145,257	10	7,970	7	4,830	46	46,168	28	30,057	29	11,252	23	9,779	15	7,745	55	13,112	8	2,463
KNOX	10,988	15,909	17,594	5	877	3	382	12	6,536	6	1,068	17	3,142	8	494	4	131	10	841	2	1,009
LAMAR	127,809	160,839	173,126	22	19,899	13	20,918	79	43,410	57	25,642	56	18,533	42	12,298	43	7,206	60	10,324	11	5,741
Paris	121,071	153,351	165,251	21	19,791	12	20,724	51	39,875	55	25,534	39	15,621	38	12,230	38	7,171	55	9,913	9	5,623
LAMB	43,858	50,458	53,379	16	2,238	7	2,821	20	15,683	34	12,169	23	6,334	24	4,155	11	1,667	24	2,328	5	1,909
LAMPASAS	32,387	59,701	69,130	6	5,283	6	4,945	14	16,195	12	15,827	17	10,174	12	4,119	10	2,526	16	3,803	5	1,673
LA SALLE	10,086	13,570	14,802	1	510	6	2,137	11	2,609	4	1,059	11	3,753	4	883	3	47	15	823	2	808
LAVACA	46,026	70,082	78,257	22	8,719	8	3,216	60	23,317	26	16,322	35	10,488	8	2,496	15	3,886	47	3,422	8	2,379
LEE	20,742	39,467	45,981	7	4,894	4	1,641	26	13,874	6	4,340	18	7,767	5	2,092	6	3,671	19	3,555	3	1,619
LEON	15,921	25,375	28,598	5	1,533	5	641	25	7,837	7	1,135	33	11,068	3	768	10	1,260	18	2,437	6	658
LIBERTY	139,374	251,020	278,837	22	18,234	12	10,381	82	72,105	37	98,384	51	22,394	25	7,394	27	6,218	81	14,367	13	7,676
LIMESTONE	48,875	69,976	77,206	11	4,809	6	1,707	49	32,306	23	12,918	23	6,553	18	5,359	15	1,701	32	3,365	5	2,477
Mexia	39,090	56,024	61,668	5	3,625	4	1,357	27	26,339	18	10,310	11	4,318	12	4,775	10	1,296	22	2,833	3	1,867
LIPSCOMB	7,660	14,520	16,899	3	1,096	3	157	4	3,998	9	5,706	9	3,045	4	1,016	1	70	8	924	3	347
LIVE OAK	21,437	34,212	38,551	9	4,198	1	225	14	9,322	7	9,532	25	10,039	3	123	3	837	19	2,294	2	709
LLANO	25,444	35,979	39,610	9	3,920	6	2,138	17	11,230	9	5,840	19	4,437	9	1,078	7	1,166	33	4,401	4	1,097
LOVING	122	93	90									1						2	90		
LUBBOCK	866,427	1,200,713	1,316,360	78	72,260	41	182,366	217	248,475	235	294,460	198	93,167	172	74,085	188	72,168	313	103,396	49	24,141
Lubbock	801,830	1,113,508	1,221,228	69	69,450	38	181,381	188	234,964	215	261,330	174	80,697	167	73,037	178	69,940	289	100,404	42	22,679
LYNN	12,767	16,161	17,279	2	762	2	352	13	3,749	5	5,603	10	3,266	4	259	6	708	13	946	2	943
MCCULLOCH	28,148	38,519	42,125	4	3,089	7	3,977	19	8,694	14	11,490	23	4,185	10	3,233	5	1,637	17	2,400	4	1,239
MCLENNAN	587,678	832,871	917,012	59	35,102	32	120,472	223	200,562	189	194,543	152	82,687	98	39,211	117	43,236	327	76,829	40	22,351
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	471,459	663,255	729,177	32	28,864	19	113,243	132	131,411	131	156,064	86	53,095	81	35,622	84	34,904	223	63,308	30	19,649

continued page 402

EDINBURG—continued

Co/SMSA 70 Cen. 43,525; Loc. Est. 70,116

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$112,921,000
Sav. & Loan Assn.	1	$4,697,774

6—PASSENGER AUTOS: County 185,549 (all Vehicles 1978)

7—ELECTRIC METERS: Residence 4,950

8—GAS METERS: Residence 3,382

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Agriculture 1,928; Mineral Extraction, Oil 177; Mfg. and Const. 1,322; Govt. Service 1,200
Principal Pay Days: Sat. 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 66-87, Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1. Last killing frost, Feb. 15

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 2 blocks on 12th St.; 2 on Cano St.; 5 on Harriman St.; 4 on Closner St.
Neighborhood Shopping Centers: 3 blocks on S. Closner St.; 1 on E. Harriman St.; Palm Plaza (6 stores); Las Palmas Shopping Center.
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: Terry-Farris, J.C. Penney, Vela-Mora (Federated), C.R. Anthony.
Variety Stores: Winn's, Hanshew's.
Chain Drug Stores (CZ): Rexall, Medico.
Chain Food Supermarkets: H.E. Butt IGA 3; Retama, Foodcraft 2, Slaughter's 5; Treveno's Drive In 3.
Other Chain Stores: Western Auto; Lack's Home & Auto; Goodyear; Billups Oil, Crawford Shoes, Edelstein's Better Furn., Firestone.

14—NEWSPAPERS: REVIEW (e-Tues. to Fri.) 3,900; (S) 3,900; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW.
National Representatives: None.

EL PASO, TEX.

1—LOCATION: El Paso County (SMSA). E&P Map A-3, County Seat. SW tip of Texas. Wholesale & mfr. ctr. Home of Fort Bliss Air Defense Center; Fort Bliss (U.S. Army).

2—TRANSPORTATION: Railroads: Mexico Northwestern & Mexican Central, Santa Fe; Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers: 35.
Intercity Bus Lines: Greyhound, New Mexico Transp.; Continental Trailways, Autobuses Internacionales, Elpaso-Los Angeles, Limosine Express Inc., Omnibus De Mexico, Tex. N.m/Okla. Coaches Inc. Geronimo, Chihuahua.
Airlines: American; Continental; Aeronaves de Mexico; Frontier, Southwest. Airways of New Mexico; Eastern, Texas Int'l Permian Airways.

3—POPULATION:
Corp City 70 Cen. 322,261; Loc. Est. 432,143
CZ ABC: (70) 339,775, (80) 450,500
RTZ-ABC: (70) 304,555, (80) 363,300
County/SMSA
70 Cen. 359,291; Loc. Est. 453,000
City & RTZ-ABC: (70) 644,330; (80) 813,800

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 88,187, Loc. Est. 137,056
County/SMSA 70 Cen. 95,843, Loc. Est. 143,313
CZ ABC: (70) 91,085, (80) 138,200
RTZ-ABC (70) 86,52(; (80) 118,200
City & RTZ-ABC: (70) 177,612; (80) 256,400

5—Banks: 23 Dep. $1,522,721,000

6—PASSENGER AUTOS: County 225,000

7—ELECTRIC METERS: Residence 142,415

8—GAS METERS: Residence 112,210

9— , (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Textiles 15,000, Metals 4,000, Oil Refining 1,200; Durable Goods ($211), Non-Durable Goods ($139).

Principal Pay Days: Fort Bliss, 1st. Others, 1st and 15th & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-64, Summer 67-98; Fall 51-64; Winter 42-55.

11—TAP WATER: Soft, fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Mills St., 6 on Texas & San Antonio Sts., Sts., 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bassett	50	Safeway, Popular, White House
Chelmont	33	Woolworth, C.R. Anthony
Cielo Vista Mall	100	Mont. Ward, Penney, Joskes, Dillard's
Country Club Center		Shur-Sav, Winn's Variety
Coronado	20	Safeway, Woolworth
Loretto	28	
Fox Plaza	37	Penney
Eastgate	3	Safeway
El Mercado Mesa		Safeway, Skillerns
Kern Plaza	15	Walgreen's
Lakeside	15	Food Mkt., Woolworth
Northgate	40	Safeway, Popular
Northland		Woolco
Pebble Hills		Safeway, Skillerns
Ranchland		Winns Variety
Rushfair		
Scottsdale		Big 8 Mkt., Winn Variety
Sunrise Center	41	C.R. Anthony, Zale's
Valley Center	-	Big 8 Mkt., Ben Franklin
Viscount Ctr.	15	Woolco
Morning side Mall	25	Furrs Cafeteria
Montwood Sq.	23	Skaggs
Pepper Tree Sq.	-	Charlottes Interiors
Trawood Plaza	14	Crafts Unlimited 7-11

Principal Shopping Days: Dept.—Mon., Fri. Sat.; Food—Wed., Fri., Sat.; Furn.—Mon., Sat.
Stores Open Evenings: Shpg. Ctrs.—Mon., Thu., Fri.

TEXAS RETAIL—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCMULLEN	529	831	934					2	247	1	271	4	343					2	34		
MADISON	30,040	48,672	54,999	8	3,957	4	1,480	13	12,121	5	13,873	18	11,127	8	1,851	4	1,128	9	3,131	3	1,794
MARION	12,782	18,579	20,565	5	770	3	755	20	5,499	4	3,226	13	6,620	4	441	3	522	10	926	3	1,000
MARTIN	16,450	23,624	26,076	3	674	1	226	7	3,500	4	9,301	5	6,261	2	423	3	132	3	680	1	172
MASON	8,043	10,543	11,442	4	1,365	1	174	12	3,789	3	1,398	8	2,004	4	406	1		7	975	2	385
MATAGORDA	99,367	157,702	176,197	18	12,830	7	8,276	75	47,708	37	43,771	32	12,385	24	12,958	14	5,738	75	11,909	7	2,824
Bay City	82,714	133,664	150,945	11	12,046	3	8,057	31	36,231	29	39,660	22	10,140	20	12,309	12	5,291	48	9,691	6	2,605
MAVERICK	70,842	91,782	99,339	11	7,446	9	14,525	41	25,180	14	6,310	26	7,294	35	18,954	12	5,417	46	3,705	4	3,729
MEDINA	47,286	55,797	59,318	12	3,795	7	2,341	37	17,666	18	15,408	29	8,977	6	1,121	9	1,190	36	4,471	6	1,602
MENARD	2,988	3,893	4,218	3	710			6	1,765	3	563	6	303	1	59			5	234	1	96
MIDLAND	324,239	499,061	558,376	28	30,284	14	57,504	72	112,250	67	131,800	76	60,649	62	42,053	62	28,733	113	36,505	15	13,259
Midland	316,387	485,648	543,060	27	27,987	13	57,449	63	108,553	64	131,363	74	55,035	62	42,053	61	28,648	110	34,662	15	13,259
MILAM	45,713	63,186	69,257	11	4,697	14	5,732	36	20,446	22	13,712	26	9,945	14	2,639	14	1,292	43	4,593	4	1,173
MILLS	8,784	14,639	16,630	4	2,826	3	551	10	4,733	6	2,907	6	1,937	3	864	5	828	7	855	2	509
MITCHELL	24,151	40,416	45,955	4	2,165	3	1,452	8	11,912	14	7,566	26	9,947	7	3,697	8	1,337	12	3,405	3	1,978
MONTAGUE	48,954	68,645	75,439	11	7,126	7	3,633	38	21,998	34	17,744	36	7,327	23	2,591	12	2,497	22	4,118	8	2,358
MONTGOMERY	268,687	492,263	569,345	56	92,902	18	23,883	116	167,688	63	121,031	64	53,353	45	24,384	49	14,318	107	22,897	19	11,571
Conroe	224,998	416,197	482,180	34	80,527	12	22,748	63	128,595	49	115,031	42	39,272	38	23,917	33	13,867	55	17,055	14	10,668
MOORE	53,416	93,397	107,070	14	5,452	2	5,089	28	29,919	24	20,495	21	16,253	14	6,269	16	7,114	24	7,133	4	3,892
MORRIS	31,989	47,818	53,194	4	1,621	6	2,662	26	13,659	14	13,137	22	8,239	15	3,942	12	2,474	16	1,516	9	2,178
MOTLEY	3,690	3,966	4,141	5	589	2	189	5	915	3	363	8	1,023	1		1	153	1	165	1	95
NACOGDOCHES	133,054	181,607	198,606	25	18,187	18	15,667	75	52,033	45	31,275	43	14,395	29	16,049	28	9,257	62	13,804	10	6,475
Nacogdoches	124,504	171,667	188,067	21	15,822	14	15,516	56	48,932	40	30,416	31	12,537	27	15,168	28	9,257	57	13,596	9	6,032
NAVARRO	113,151	143,104	154,169	15	5,805	10	14,523	51	31,930	43	34,271	60	14,611	30	8,034	32	5,727	41	7,638	10	4,479
Corsicana	105,373	133,383	143,714	12	5,453	8	13,643	33	29,107	40	33,548	41	12,502	26	7,913	29	5,564	29	6,580	7	4,106
NEWTON	16,464	19,582	20,854	4	469	4	461	19	6,220	6	3,445	16	6,170	1	88			11	662	2	472
NOLAN	65,123	78,058	83,254	8	3,229	8	6,615	31	21,939	30	14,493	32	15,397	17	3,365	20	2,525	23	4,352	12	2,906
Sweetwater	56,961	67,820	72,232	6	3,222	8	6,615	24	20,440	28	13,769	23	8,150	15	3,308	20	2,525	20	3,913	9	2,332
NUECES	919,372	1,729,123	2,010,181	64	84,717	40	291,683	327	468,544	218	403,831	194	202,481	128	99,560	150	91,673	502	170,660	55	50,581
Corpus Christi	856,266	1,618,765	1,883,558	55	82,098	34	286,578	267	424,557	204	381,540	157	175,525	120	94,132	143	90,016	441	161,913	48	46,447
OCHILTREE	32,906	42,772	46,319	6	3,069	2	1,892	11	13,086	13	11,464	15	4,890	8	4,396	13	1,678	11	2,105	5	1,313
OLDHAM	4,301	6,040	6,644	1	426	1	136	2	631			11	3,169	2				9	734	1	252
ORANGE	237,040	366,727	410,805	37	27,712	14	34,132	114	110,705	51	82,552	72	58,961	32	23,177	44	15,594	99	23,312	14	11,803
Orange	147,848	234,007	263,222	13	9,633	8	25,281	61	70,623	34	66,540	36	22,459	16	18,583	27	12,127	63	17,137	8	6,635
PALO PINTO	83,303	129,021	143,583	14	9,590	7	5,724	45	43,250	31	31,177	43	18,418	17	4,644	16	4,919	64	8,321	8	5,467
Mineral Wells	58,902	93,440	105,134	8	6,697	4	379	27	40,346	29	29,341	25	4,047	13	4,557	14	4,376	42	4,781	5	4,850
PANOLA	45,366	68,978	77,006	4	3,920	8	9,342	27	21,665	19	13,548	21	12,568	9	2,497	10	1,979	21	3,136	4	2,877
PARKER	110,131	175,091	197,390	18	8,304	12	14,183	48	51,605	45	65,503	44	22,279	18	4,527	15	1,649	34	9,050	9	5,725
Weatherford	77,916	114,275	126,670	12	7,503	8	8,421	32	26,599	40	39,237	37	19,818	14	4,366	12	1,276	25	6,680	8	3,577
PARMER	20,046	25,816	27,914	7	1,359	4	2,449	14	8,515	10	4,924	9	2,422	4	396	3	78	11	1,112	3	3,068
PECOS	49,317	64,166	69,520	10	4,864	5	2,636	21	17,877	19	9,754	35	18,039	12	3,220	7	1,490	37	4,859	4	1,537
POLK	71,057	105,247	116,901	11	14,775	6	5,095	43	29,915	23	26,195	39	17,293	13	3,624	12	3,068	33	5,130	6	2,838
POTTER	537,066	615,090	650,073	55	38,516	25	94,750	124	101,041	143	129,752	139	57,245	94	51,986	113	34,444	282	61,357	32	15,862
Amarillo	675,627	908,437	978,775	59	72,908	47	121,741	130	191,331	152	218,812	251	74,964	117	67,329	126	52,930	282	75,380	37	20,712
PRESIDIO	15,174	18,220	19,430	4	543	5	1,962	17	5,897	7	3,393	10	1,795	7	1,344	10	367	21	903	2	713
RAINS	6,791	9,733	10,741	2	334	2	236	11	5,866	1	1,058	5	266	3	100	1	181	3	410	1	611
RANDALL	236,296	354,587	394,684	34	45,109	9	27,347	53	109,878	54	98,342	55	26,401	50	17,198	42	21,083	73	23,063	11	6,148
REAGAN	8,799	11,321	12,240	3	809	2	321	5	3,133	2	2,297	10	3,486	2		1	298	6	578	1	367
REAL	3,665	5,376	5,962	5	789	1	441	8	844	6	861	5	1,638	1	81			4	713	1	223
RED RIVER	36,813	63,969	73,263	8	4,376	4	3,239	40	27,266	14	8,047	22	5,988	12	3,062	12	1,742	13	2,045	6	2,318
REEVES	42,714	53,956	58,116	6	2,221	8	4,397	29	16,642	16	11,915	30	7,929	9	4,366	10	1,348	46	4,048	7	1,426
Pecos	40,054	50,977	54,976	6	2,221	6	4,314	22	16,145	15	11,904	25	5,837	9	4,366	10	1,348	39	3,680	6	1,424
REFUGIO	23,122	28,530	30,591	6	567	4	680	18	6,501	10	7,392	20	7,962	3	1,566	6	475	27	2,367	4	1,294
ROBERTS	1,484	2,575	2,949	3	987			1	222			5	450	1				2	357		
ROBERTSON	27,173	41,988	47,015	8	2,642	7	1,648	36	17,960	10	8,004	23	6,546	13	2,557	10	965	41	2,810	5	1,958
ROCKWALL	30,213	40,072	43,561	8	1,656	1	80	18	4,563	16	15,125	16	11,380	5	293	22	2,254	20	3,779	2	688
RUNNELS	31,057	42,401	46,358	11	2,623	5	3,984	19	12,614	17	9,983	26	5,073	9	3,053	7	2,151	23	2,111	5	1,458
RUSK	88,886	144,967	164,004	19	11,254	16	13,555	80	38,723	35	39,460	44	17,500	27	8,947	19	6,942	35	7,150	12	5,645
Henderson	72,307	117,535	132,874	17	10,509	10	12,274	48	31,198	28	35,801	25	9,404	21	8,136	15	5,550	21	4,816	7	4,458
SABINE	24,326	32,990	36,022	3	2,985	3	555	39	13,131	7	8,833	14	2,820	5	570	6	878	18	1,719	5	638
SAN AUGUSTINE	19,167	24,467	26,406	8	1,636	3	1,015	27	7,416	8	6,840	7	1,797	6	2,109	4	1,583	9	736	3	957
SAN JACINTO	9,615	14,759	16,505	4	662	1	69	25	7,430	6	3,688	8	2,089	1	116	2	43	6	269	2	238
SAN PATRICIO	129,390	138,927	145,027	27	5,424	14	4,209	89	50,854	46	33,450	62	23,285	29	5,672	23	2,508	93	8,245	20	4,169
SAN SABA	12,619	15,244	16,278	9	1,441	4	468	13	4,943	7	3,437	10	1,742	5	1,669	5	264	3	392	4	631
SCHLEICHER	3,506	4,829	5,290	2	166	2	306	5	1,905	1	459	3	1,572					3	81	1	154

13—RETAIL OUTLETS: Department Stores: Popular Dry Goods 3, White House; Sears Roebuck 3; Penney 3; Newberry; C R Anthony 3, Levines 3; Del Norte, Montgomery Wards; Dillards; Joskes.
Discount Stores (CZ): Fed-Mart 2; K-Mart 6, Gibson 3; Woolco 2
Variety Stores: Kress Woolworth 2; Winns 12; Springers Center, Sprouse-Reitz 7; Kresge 1, TG&Y Stores 3
Chain Drug Stores (CZ): Skillerns 16; Walgreen 9; Fed Mart 2; Coleman's 4; McCrory 2; Bank Phcy. 2, Thrifty 3, Tigua 2; Revco 5.
Chain Food Supermarkets: Shur-Sav 9; Furr's 10; Safeway 10; Skaggs Alpha-Beta 3; Gibsons 3;
Other Chain Stores: Singer Co. 2, Ladies Apparel; Franklin's; Lerner's 4; White's Auto 4. Western Auto 5, Goodyear 6; Goodrich; Firestone 4; Zales 7; (jewelry); Shoes, Thom McAn; Payless Shoes 6; Kinney, S&H Green Stamps.

14—NEWSPAPERS: TIMES (m) 56,932; HERALD POST (e) 34,926; Comb. (m&e) 92,753; TIMES (S) 90,100 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ashworth, Mgr. Gen. Adv., TIMES and HERALD-POST
National Representatives: Gannett Newspaper Advertising Sales, Story & Kelly-Smith

ENNIS, TEX.

1—LOCATION: Ellis County (In Dallas-Ft. Worth SMSA); E&P Map E-3. In Eastern half of Ellis County 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 3
Intercity Bus Lines: Continental Trailways

3—POPULATION:
Corp. City 70 Cen. 11,046; Loc. Est. 12,218
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 46,638; Loc. Est. 56,761

4—HOUSEHOLDS:
City 70 Cen. 3,434; Loc. Est. 4,377
County 70 Cen. 14,791; Loc. Est. 20,882
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Sav. & Loan Assn.	2	$4,500,000

6—PASSENGER AUTOS: County 60,051 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 3,211

8—GAS METERS: Residence 3,419

9—PRINCIPAL INDUSTRIES (CZ): Business Forms; Carbon; Bed Springs; Doors; Garment Mfg.; Metal Tanks; Sheet Metal Prods.; Cotton Oil, Concrete Pipe, Paper Bags, Carbon Paper, Ladies & Children's Clothing; Oil Well & Chemical Equipment; Roofing Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Shopping Centers: Willow Creek S/C, 15 stores; 700 parking spaces.
Principal Shopping Days: Thurs., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: K. Wolens; Anthony's; Gibsons, Wal-Mart
Discount Stores: Gibson's; Holmes Discount Salvage, Jekell Salvage
Variety Stores: Perry Bros.
Chain Food Supermarkets: Safeway; Piggly Wiggly; HEB.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 4,500; (S) 4,500, sworn Sept. 30, 1979. (Latest statement available)
Local Contact for Advertising and Merchandising Data: Charles E. Gentry Adv. Dir., NEWS.
National Representatives: Charles W. Hurley Co.

EULESS, TEX.

See HURST, TEX.

FORT WORTH, TEX.

1—LOCATION: Tarrant County, E&P Map D-3 (In Dallas-Ft. Worth, Tex. SMSA). County Seat. In N. Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2—TRANSPORTATION: Railroads: Amtrak; Burlington; Missouri-Kansas-Texas; Missouri Pacific; Frisco; Sante Fe; Texas & Pacific; The Rock.
Motor Freight Carriers: 36
Intercity Bus Lines: Southwestern Greyhound, Greyhound, Texas Motor Coaches
Airlines: American; Braniff; Frontier; Ozark; Delta, Continental; Texas International; Southwest; Eastern; Pan American, Frontier.

3—POPULATION:
Corp. City 70 Cen. 393,476; Loc. Est. 353,594
Primary Mkt. Area ABC: (70) 716,317;
(80) 809,700
Total Primary Mkt. Area ABC: (70) 294,204;
(80) 363,400
County 70 Cen. 716,317; Loc. Est. 791,021
SMSA 70 Cen. 2,377,979; Loc. Est. 2,749,200
Total Prim. Mkt. Area & RTZ ABC: (70) 1,010,521;
1,173,100

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 129,960; Loc. Est. 132,300
County 70 Cen. 225,873; Loc. Est. 291,600
SMSA 70 Cen. 752,381; Loc. Est. 982,100
Primary Mkt. Area ABC: (70) 225,873;
(80) 291,600
Total Primary Mkt. Area ABC: (70) 96,718;
(80) 135,800
Total Prim. Mkt. Area & RTZ ABC (70) 322,591;
(80) 427,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	51	$4,819,775,581
Sav. & Loan Assn.	13	$1,247,589,000

TEXAS RETAIL—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCURRY	60,718	72,609	77,386	6	4,054	6	4,516	27	18,921	23	15,013	32	10,749	20	4,955	20	2,964	30	5,257	5	2,042
Snyder	59,939	71,775	76,515	6	4,054	6	4,516	23	18,674	23	15,013	30	10,484	20	4,955	19	2,905	27	5,048	5	2,042
SHACKELFORD	9,880	13,541	14,817	4	1,340			7	3,194	3	4,160	13	3,418	2	507	2	453	4	509	1	138
SHELBY	60,041	121,194	142,774	15	8,579	9	7,802	53	41,519	29	30,121	31	16,032	16	7,484	11	4,224	21	3,599	7	4,133
SHERMAN	10,298	11,310	11,862	3	471	1	76	4	3,913	7	2,215	6	3,933	3	388	2	25	2	313	2	187
SMITH	463,517	767,663	871,184	58	63,945	21	126,506	133	187,964	137	146,060	148	91,751	111	60,826	98	51,010	165	52,121	38	10,609
Tyler	430,135	707,083	801,219	47	47,809	20	126,405	101	171,094	117	139,433	113	72,091	102	59,651	91	50,256	146	50,034	31	8,397
SOMERVELL	8,606	20,780	25,307	4	786	1		7	14,151	3	2,313	5	2,228	5	448	3	467	9	1,998	2	1,376
STARR	41,124	55,126	60,061	13	4,828	11	4,939	63	22,317	18	7,482	29	8,437	15	3,181	5	3,066	49	2,514	5	1,577
STEPHENS	27,972	47,856	54,624	6	1,014	5	2,604	15	16,105	18	13,984	11	2,692	17	4,757	8	1,919	25	4,235	4	2,717
STERLING	2,758	4,450	5,027					4	1,422			4	2,077					3	788		
STONEWALL	4,258	5,125	5,469	1	82	2	104	3	1,456	2	676	8	1,651	3	108	1	67	2	541	1	26
SUTTON	18,890	23,659	25,437	1	688	2	988	18	6,046	5	8,295	6	4,381	3	143	3	186	11	2,664	2	866
SWISHER	23,043	28,192	30,182	7	1,212	5	2,329	11	6,161	10	8,203	17	3,541	7	1,037	7	960	15	2,367	2	2,436
TARRANT	2,990,997	5,169,952	5,917,006	261	240,728	147	962,980	772	1,035,495	725	1,281,551	652	522,876	587	278,581	550	232,414	1,344	534,298	176	231,875
Arlington	625,951	1,149,142	1,329,502	44	40,220	25	255,092	102	223,827	105	375,626	106	117,914	112	61,274	94	35,069	192	112,210	23	26,502
Euless	43,633	81,971	94,750	1	130	4	7,734	20	33,470	8	9,760	32	13,231	6	618	10	2,501	23	14,285	3	3,214
Fort Worth	1,559,884	2,517,330	2,842,045	125	106,514	69	468,219	408	449,858	367	600,978	331	228,698	276	126,041	296	138,193	825	300,556	100	117,293
Haltom City	86,549	147,178	167,881	16	17,459	8	18,471	29	37,446	65	16,181	28	29,348	14	6,023	20	9,711	29	11,478	7	6,571
Hurst	185,068	354,681	413,807	14	22,477	11	128,471	27	46,071	19	28,428	27	21,922	72	45,335	32	16,375	47	25,654	6	18,386
TAYLOR	423,602	655,953	754,225	35	44,306	19	94,086	102	129,312	137	153,070	148	94,419	77	45,786	101	65,355	145	50,898	20	15,512
Abilene	397,120	587,115	651,335	31	34,812	17	82,111	89	122,031	124	141,147	127	72,565	73	41,559	98	46,047	126	45,019	19	9,016
TERRELL	4,330	5,068	5,382			1	393	2	683	1	1,017	8	2,447			1		8	721	1	
TERRY	51,834	68,920	74,964	8	2,363	6	2,603	25	17,098	19	22,097	20	15,384	14	5,012	8	1,469	14	2,924	5	2,158
THROCKMORTON	2,280	3,424	3,813	1	145			3	976	1	649	7	1,008					5	321	1	202
TITUS	84,398	96,228	101,603	12	9,180	7	11,583	32	20,076	26	21,804	36	10,448	27	6,019	19	4,059	30	5,901	9	2,667
Mount Pleasant	78,794	90,468	94,359	9	6,938	7	11,583	24	19,110	26	21,768	28	7,783	27	6,019	18	3,847	28	5,512	9	2,667
TOM GREEN	312,517	467,593	520,247	33	37,165	16	68,524	102	111,963	88	121,481	81	38,450	67	31,960	73	21,953	151	39,681	18	8,309
San Angelo	311,447	465,606	518,075	33	37,165	15	68,302	97	111,626	87	121,244	78	37,978	66	31,916	72	21,885	148	39,011	18	8,309
TRAVIS	1,502,851	2,012,398	2,191,996	123	136,601	54	299,800	387	452,056	263	367,153	274	209,738	255	139,913	265	107,109	791	224,898	83	50,961
Austin	1,452,928	1,938,711	2,110,177	107	122,122	54	299,800	350	428,687	243	363,825	249	191,861	252	138,309	253	101,789	733	214,806	79	49,435
TRINITY	25,154	34,551	37,815	5	1,748	5	1,634	18	9,479	7	12,811	13	5,759	4	973	3	161	23	1,622	3	1,200
TYLER	29,458	25,049	25,023	11	1,635	5	563	35	9,085	12	5,953	14	3,382	4	460	3	533	13	1,329	3	888
UPSHUR	53,807	71,928	78,333	12	5,925	4	2,985	37	17,743	25	16,548	37	15,828	17	3,205	9	1,239	27	1,963	5	2,875
UPTON	7,525	7,899	8,213	3	167	2	422	11	2,960	6	28[illegible]	12	1,934	3	96	2	188	12	929	2	454
UVALDE	59,842	69,185	73,258	8	6,524	6	3,772	47	24,344	19	10,661	22	7,016	12	5,387	15	2,142	40	4,568	7	2,026
VAL VERDE	90,586	134,836	149,905	14	13,669	9	13,651	46	34,049	29	29,800	40	16,485	28	12,033	19	5,273	61	8,915	6	1,854
Del Rio	90,027	134,158	149,179	14	13,669	8	13,546	44	33,947	29	29,800	36	15,987	28	12,033	19	5,273	59	8,894	6	1,854
VAN ZANDT	73,024	95,522	103,560	25	6,343	14	1,936	44	26,573	35	37,123	43	13,554	24	3,354	17	826	39	4,425	9	2,824
VICTORIA	269,497	395,649	438,626	33	34,006	18	62,281	96	91,319	65	93,154	69	44,080	34	22,980	43	19,852	119	29,727	15	11,328
Victoria	267,490	393,390	436,245	31	33,995	15	62,042	88	90,421	64	93,147	66	43,413	34	22,980	41	19,833	111	29,212	15	11,328
WALKER	104,011	141,233	154,283	15	9,023	7	9,575	37	36,348	27	26,766	40	25,017	22	7,899	23	4,511	55	19,339	9	4,748
Huntsville	99,798	135,951	148,600	13	8,695	7	9,575	27	33,476	24	26,173	36	23,934	22	7,899	22	4,459	50	18,746	9	4,748
WALLER	74,308	71,776	81,055	10	5,095	5	3,131	28	15,443	10	29,048	17	13,314	4	207	6	1,509	34	7,330	4	1,357
WARD	39,524	61,633	69,156	4	2,711	3	3,166	23	17,395	7	11,781	29	19,701	11	3,436	7	2,402	28	3,709	5	1,206
WASHINGTON	65,196	90,448	99,195	11	5,029	8	6,084	69	36,016	20	19,332	22	6,818	22	6,556	15	3,543	45	4,612	10	2,730
Brenham	62,051	86,192	94,239	10	4,903	8	6,084	51	34,030	20	19,332	17	4,950	22	6,556	15	3,543	32	3,952	9	2,654
WEBB	356,179	582,128	672,771	32	57,557	29	108,507	177	139,980	69	63,228	82	55,069	119	89,090	60	52,976	140	32,710	22	15,837
Laredo	352,452	554,236	622,671	30	39,516	29	100,479	168	138,328	68	47,694	75	53,611	119	89,090	58	47,976	135	32,466	22	15,837
WHARTON	118,407	160,496	175,241	18	9,279	16	10,254	64	48,002	41	40,844	40	17,004	25	11,166	26	6,886	94	12,810	14	5,165
WHEELER	20,492	28,939	31,852	7	2,547	4	845	18	7,914	12	5,546	22	8,859	10	1,379	4	842	11	1,500	5	1,073
WICHITA	468,811	625,414	680,725	40	42,332	25	98,328	126	127,573	134	155,182	119	50,420	95	40,154	112	36,163	216	48,185	29	16,767
Wichita Falls	416,809	551,772	599,261	34	39,613	21	97,600	102	105,587	113	126,556	87	39,634	84	38,795	98	33,346	186	45,277	26	14,173
WILBARGER	46,299	97,443	115,686	10	4,239	5	13,132	20	26,034	24	25,229	30	18,021	20	7,078	14	5,608	29	6,890	2	4,828
Vernon	57,274	96,775	114,916	10	4,239	5	13,132	20	26,034	24	25,229	28	17,251	20	7,078	14	5,608	29	6,890	2	4,828
WILLACY	30,762	34,880	36,604	10	3,097	3	1,674	27	8,907	13	12,148	19	4,252	6	1,329	8	979	27	1,749	3	1,159
WILLIAMSON	131,452	204,810	229,665	39	18,746	13	8,332	81	64,775	53	53,245	64	27,296	25	9,139	33	4,732	122	19,572	14	5,811
Taylor	44,968	70,270	78,704	9	6,573	5	3,717	19	24,606	17	16,528	17	7,590	14	4,736	11	1,707	42	5,036	5	2,024
WILSON	29,244	42,276	46,732	7	1,648	6	1,530	27	12,786	9	15,982	19	5,517	5	1,515	7	782	28	2,322	5	1,665
WINKLER	27,560	35,733	38,682	2	835	4	2,446	13	13,074	9	7,860	14	3,079	8	2,121	10	2,585	17	2,328	2	733
WISE	48,567	87,815	101,311	7	3,259	14	4,605	30	31,971	27	25,293	38	13,786	23	4,691	12	1,910	31	5,004	8	4,589
WOOD	55,859	67,372	71,911	17	6,960	11	2,257	44	20,307	31	15,370	35	7,699	21	3,439	23	2,270	30	3,515	7	2,494
YOAKUM	19,927	25,681	27,765	4	1,495	4	935	11	9,366	10	6,830	12	2,654	5	1,775	6	547	11	1,225	3	538
YOUNG	56,398	78,139	85,669	11	5,244	11	4,963	27	23,075	28	19,208	31	7,340	16	4,343	15	2,589	25	2,852	10	3,633
ZAPATA	5,978	7,947	8,645					17	3,305	3	402	9	1,337	2	1,350	1		10	946	1	
ZAVALA	15,446	23,740	26,555	2	2,596	3	1,037	17	9,992	5	2,088	11	3,343	8	1,637	5	1,065	28	1,887	3	558

FORT WORTH—continued

6—PASSENGER AUTOS: County All Vehicles (1978) 887,200

7—ELECTRIC METERS: Total 284,019

8—GAS METERS: Residence 206,513

9— PRINCIPAL INDUSTRIES (CZ): Automobile; Aircraft Machinery, Food Processing Containers (Av. Wkly Wage $125).
Principal Industrial Pay Day: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1. Last killing frost, Mar. 15

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:
There are 71 Shopping Centers in the Metropolitan Area, with a total of 1,196 stores. Some of the main centers are listed below:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Northeast Mall	98	Dillards, Mont. Ward, Sears, Penney
Ridgmar Mall	137	Dillards, Sears, Penney, Neiman-Marcus, Striplings
Seminary South	68	Dillards, Striplings, Sears, Penney
Forum 303	65	Dillards, Wards
Hulen Mall	92	Sangers, Wards
North Hills Mall	56	Sangers, Cox's
Tandy Center		Dillards
Century City Center	28	Safeway, Revco
Cox's Center	9	Cox's
Greater Richland Ctr	28	Buddies
Hulen Square	25	Buddies, Motts
Monnig's Oaks	20	Monnig's, Motts
Park Plaza	60	Joske's, Minyard
Tandy Town	20	Mitchell's
Town & Country	27	Eckerd Drug
Fielder Plaza	41	Buddies, Eckerds

Principal Shopping Days: Sat., Fri., Mon.
Stores Open Evenings: Dept. Fri., Food Daily.

13—RETAIL OUTLETS: Department Stores: Cox's; Dillards, Neiman-Marcus, Sanger-Harris, Sears, Montgomery Wards, Mitchell's, Penney, W.C. Stripling; G.C. Murphy, Margo's, S&H Green Stamps
Discount Stores (CZ): K-Mart 2; Woolco, Treasure City; Mannings; Target
Variety Stores: Woolworth's, Mott's, Ben Franklin, McCrory's
Chain Drug Stores (CZ): Eckards, Skaggs 2; Skillern's 8, Revco 12, Town & Country 3; Daniel 2. 3; Modern 2; Mr. Cut Rate 2. 1; Perrone & Park 3. 3, Weaver 2; Wren 2
Chain Food Supermarkets: Seven-Eleven 63; Save U 26; Buddies 34; Wyatts 10, Safeway 18; Supersave 6, A&P 6; Chicotsky's Village Food Mkts. 2; F&M 5, Biunen's 4, Candle 4; Crow 9; Diamond 2, Fugua's 2; Ed Harris 3; Hitchin-Post & Drive, In 2; Kimbell's 3, McCloud's; Quietway 9; Randy's 3, Bill Sodd 5; Thrifty Marts 13, Windy's Drive-In's; Zip-In5.

14—NEWSPAPERS: Star-Telegram (m-mon. to fri) 98,439; (e-mon. to fri.) 142,140; comb. (m&e) 240,579; Sat. 228,142; Sun. 256,664 March 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Joe Waller, Nat'l Adv. Mgr., STAR-TELEGRAM
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

FREEPORT, TEX.

See LAKE JACKSON, TEX.

GAINESVILLE, TEX.

1—LOCATION: Cooke County, E&P Map E-2, County Seat. Small manufacturing center. N part of state. 68 mi. from Dallas and Fort Worth; 140 mi. from Oklahoma City. Interstate 35 & U.S. Hwy. 82.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 2.
Intercity Bus Lines: Trailways; American.

3—POPULATION:
Corp. City 70 Cen. 13,830; Loc. Est. 14,500
County 70 Cen. 23,471; Loc. Est. 26,500

4—HOUSEHOLDS:
City 70 Cen. 4,875; Loc. Est. 5,566
County 70 Cen. 7,684; Loc. Est. 9,855

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	2	$68,250,000
Commercial Banks	4	$136,859,059

6—PASSENGER AUTOS: County 16,200

7—ELECTRIC METERS: Residence 5,548

8—GAS METERS: Residence 5,239

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil Field Equip. 830 ($300); Aircraft 1,455 ($200); Paint Mfg. 150 ($150); Machine Tools 200 ($225).

10-CLIMATE: Min. & Max. Temp.—Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct 20. Last killing frost, Mar. 30.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue, 25 units.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward, Chick's, J. C. Penney; Beall's.
Variety Stores: Duke & Ayres; K-Mart.
Discount Stores: Murphy Mart: Wal-Mart; Dollar General.
Chain Drug Stores: Page Super Drug; Eckerd Cut Rate; Wal-Mart Drug.
Chain Food Supermarkets: Tom Thumb; Safeway, AG 4; Piggly Wiggly.
Other Chain Stores: Sherwin-Williams: Babcock Bros.; Sears (catalog): White Auto, Zales, Radio Shack.

14—NEWSPAPERS: REGISTER (e) 8,390; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER.
National Representatives: Texas Daily Press League.

Gainesville Daily Register

"Serving
Gainesville and
Cooke County
since 1890"

DONREY
MEDIA
GROUP

GALVESTON, TEX.

1—LOCATION: Galveston County (In Galveston-Texas City SMSA). E&P Map F-4, County Seat. Second largest port in U.S. Six oil refineries and chemical plants. Only tin smelter in U.S. Oil fields, sulphur port, seaside resort. Shipyards. Interstate Hwy. 45, 50 mi. S of Houston; 300 mi. S of Dallas.

2—TRANSPORTATION: Railroads: Burlington; Chicago-Rock Island; Galveston, Houston & Henderson, Mo. Pac., Santa Fe; M&T; Southern Pacific; Barges on intracoastal canal.
Motor Freight Carriers: 7.
Intercity Bus Lines: Central Texas, Coastal Coaches, Texas.
Airlines: Metro Airlines.

3—POPULATION:
Corp. City 70 Cen. 61,809; Loc. Est. 59,234
CZ ABC: (70) 61,809; (80) 58,600
RTZ-ABC: (70) 78,527; (80) 98,700
County/SMSA 70 Cen. 169,812; Loc. Est. 210,088
City & RTZ-ABC: (70) 140,336, (80) 157,300

4—HOUSEHOLDS:
City 70 Cen. 21,024; Loc. Est. 123,543
County/SMSA 70 Cen. 52,987; Loc. Est. 75,853
CZ ABC: (70) 21,023; (80) 22,800
RTZ-ABC: (70) 23,118; (80) 33,500
City & RTZ-ABC: (70) 44,141; (80) 56,300

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	7	$435,460,707
Sav. & Loan Assn.	3	$405,000,000

6—PASSENGER AUTOS: County 178,671 (Total Vehicles)

7—ELECTRIC METERS: Residence 21,598

8—GAS METERS: Residence 17,370

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Chemical 4,715; Petroleum 3,315, Transp. Equip. 1,831; Food Prods. 1,190.
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 16 blocks on D, E and F Streets
Neighborhood Shopping Centers: 45th & S.39th & O., Broadway & 59th St.; 8th & Post Office; 6th & Market St.; 69th & Stewart Rd.; 61st & Stewart Rd., 4th & Strand, 61st and Broadway.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
N. Seawall Blvd.	-	Gerland's
Galvez Mall	40	Sears, Woolco
Port Holiday	28	TG&Y, The Fair, Kroger
Seven Eleven	11	N.A.
Weingartens 25th ST	1	Weingarten Mkt.

Principal Shopping Days: Sat., Fri., Mon.
Stores Open Evenings: Mon., Thu.
Stores Open Sundays: Grocery; Supe Rx Drugs; Eckerds Drugs

13—RETAIL OUTLETS: Department Stores: The Fair, Eibands, J.C. Penney, Sears, Schwartz's, Weiners; Bealls, Craigs
Variety Stores: S.H. Kress; McCrory's, Perry's, TG&Y.
Discount Stores: K-Mart, Mr. Thrifty; Woolco.
Chain Drug Stores (CZ): Walgreen 2; Wright's 3; Texas 4; I.D.L., SuperRx; Nat'l. Hotel & Liberty Drug 6; Eckerd's.
Chain Food Supermarkets: Gerland's 3; Kroger; Weingarten's 6; A-J 2; Safeway 1; Seven Eleven 11; Stop-n-Go 5, u-Tote M-7.
Other Chain Stores: Shoes: Athletic Attic; Butler; Fayva; Kinney; Morse Cook Paint; Firestone; Goodyear; Mangel's; Pittsburgh Plate Glass; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; Tru-Valu Dresses; Western Auto; Zale's Jewelry; Goodrich; Grahams; Western Auto; Margos La Mode.

14—NEWSPAPERS: NEWS (m) 27,476; (S) 28,238; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ronald B. Schultz, Adv. Dir., NEWS.
National Representatives: General Advertising Service, Inc.

GARLAND, TEX.

1—LOCATION: Dallas County, E&P Map E-3 (In Sallas-Ft. Worth, Tex. SMSA). 12 mi. NE of Dallas.

2—TRANSPORTATION: Railroads: Mo. K.-T. of Texas; Santa Fe.
Motor Freight Carriers: 9.
Intercity Bus Lines: Trailways, Greyhound.

3—POPULATION:
Corp. City 70 Cen. 81,437; Loc. Est. 142,000
CZ ABC: (70) 81,437; (80) 146,600
RTZ-ABC: (70) 4,109; (80) 4,800
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 1,327,321; Loc. Est. 1,477,576
City & RTZ-ABC: (70) 85,546; (80) 151,400

4—HOUSEHOLDS:
City 70 Cen. 23,068; Loc. Est. 40,700
County 70 Cen. 421,919; Loc. Est. 503,600
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252
CZ ABC: (70) 23,068; (80) 47,500
RTZ-ABC: (70) 1,175; (80) 1,700
City & RTZ-ABC: (70) 24,243; (80) 49,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$260,000,000
Sav. & Loan Assn.	4	$50,000,000

6—PASSENGER AUTOS: County 1,277,084

7—ELECTRIC METERS: Residence 30,000

8—GAS METERS: Residence 18,150

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Aircraft, Missiles 3,925 ($110); Oil Equip. 408 ($95); Food Prods. 1,479 ($83); Clothing 525 ($72); Electronics 540 ($91); Paint, Varnish 380 ($90).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping centers: 6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center, 2 in Ridgewood Shpg. Cntr; Meadowcreek, Lakeview Village
Neighborhood Shopping Centers: 4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corner Kingslev & First; Walnut Creek Shopping Center, Walnut Village; Club Hill Square 2 blocks on Broadway (22 units), Broadway Village.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Buckingham Plaza	16	Tom Thumb
North Star Plaza	22	North Star Rexall
Buckingham Plaza	13	Ye ole Butcher
K-Mart Plaza	8	K-Mart
Walnut Village	21	Minyards
Walnut Plaza	25	Skillern Drug
Walnut Creek	8	Safeway
Jupiter Plaza	24	Radio Shack
Walnut Park	12	Pizza Inn
Plano/Walnut Shopping Ctr	17	Yardbirds
Duckcreek	9	Safeway
Meadowcreek	37	Safeway
Ridgewood	70	Minyards/Sears
Orchard Hills	8	Orchard Hills Pharmacy
Club Hills	30	Safeway
Broadway Village	35	Tom Thumb
Garland Shopping Ctr	27	JC Penney
Eastgate	29	Radio Shack
Centerville Crossroads	25	Target/Kroger/Homers
Lakeview Village	21	Winn-Dixie
Richardson Square Mall	130	Dillards/Mont. Wards
Town East Mall	145	Sears/Joskies

Principal shopping Days: Thu. Night; Fri. & Fri. night, Sat.

13—RETAIL OUTLETS: Department Stores: Penney; Cole & Davis.
Discount Stores: Gibson's; K-Mart; Treasure City; Woolco.
Chain Drug Stores: Drug Mart 2; Skagg's 1; Skillern's 4; Garland Phcy. 3; Garview 1.
Chain Food Supermarkets: Safeway 5; Kroger 2; Buddie's 1; Tom Thumb 2; Minyards 3; Skaggs/Albertson 1; Gerland Food Fair Winn-Dixie 1.
Other Chain Stores: Western Auto; Singer Co.; Babcock Bros.; Sherwin Williams; Goodyear; Skillern; TG&Y; Myers; E. Moses; Sears; Satellite Store, Zales; Wards Order Store; M. E. Moses

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 10,519; (S) 11,188; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David E. Godbold, Adv. Mgr., NEWS.
National Representatives: USSPI

GONZALES, TEX.

1—LOCATION: Gonzales County, E&P Map D-5, County Seat. On the Guadalupe River. 90 mi. from Coast in South Central Part of State. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston.

2—TRANSPORTATION: Railroads: Galveston, Harrisburg & San Antonio (Southern Pacific).
Motor Freight Carriers: 6
Interstate Bus Lines: Kerrville; Greyhound, Continental Trailways.

3—POPULATION:
Corp City 70 Cen. 5,854; Loc. Est. 7,710
County 70 Cen. 16,375; Loc. Est. 16,520

4—HOUSEHOLDS:
City 70 Cen. 1,967, Loc. Est. 2,985
County 70 Cen. 5,395; Loc. Est. 6,153

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	1	$42,000,000
Sav. & Loan Assn.	1	$56,000,000

6—PASSENGER AUTOS: County 15,766 (All Vehicles 1978)

7—ELECTRIC METERS: 2,803

8—GAS METERS: 2,439

9— PRINCIPAL INDUSTRIES (CZ): Talc; Fertilizer; Floorsweep; Cotton Seed Oil; Cake, Linters, Cotton Bagging; Feed Mfg.; Meat Pkg.; Egg Packing Plant; Feed Mill; Hatcheries; Purina Products Plant; Cattle Buyers; Holly Farms; Santone Ind.; DGI Pipe Filtering.
Principal Pay Days: 1st and 15th, Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 33-74; Summer 56-98; Fall 48-85; Winter 65-81. First killing frost, Nov. 11-26. Last killing frost, Feb. 27.

11—TAP WATER: Alkaline, medium hard; fluoridated.

12—RETAILING: Principal Shopping Center: 13 blocks on 5 sts.
Principal Shopping Days: Mon., Wed., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Gindler's; Lieberman's; Hoskins, Men's Wear: The Toggery, Ladies Wear: J.B. White, Bill's Dollar Store; Shoe Bar, The Corral Western Wear; Donnie's Western Wear, Shoe World, Gibson; Walmart.
Variety Stores: Perrys; Ben Franklin.
Chain Drug Stores (CZ): Rexall.
Chain Food Supermarkets: United Supers; Boyson; Wuest's, H.E.B.
Other Chain Stores: Goodyear, Western Auto; Sears; Medi- Save; Montgomery Ward, Boothe & Lewis; Johnson; Tru-Value.

14—NEWSPAPERS: INQUIRER (e-Mon. to Fri.) 2,295; sworn Sep. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Edward Reese, Pub., INQUIRER.
National Representatives: None.

GRAND PRAIRIE, TEX.

1—LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). E&P Map E-3. Manufacturing; North Central Texas. 15 min. from Dallas & 17 min. from Ft. Worth.

2—TRANSPORTATION: Railroads: T&P.
Intercity Bus Lines: Texas Motor Coaches.
Motor Freight Lines: 15.
Airlines: Airports, Love Field Dallas/Ft. Worth Airport.

3—POPULATION:
Corp. City 70 Cen. 50,904; Loc. 59,745
CZ ABC: (70) 50,904; (80) 66,700
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 1,327,321; Loc. Est. 1,477,576

4—HOUSEHOLDS:
City 70 Cen. 15,383; Loc. Est. 21,104
CZ ABC: (70) 15,383; (80) 23,100
County 70 Cen. 421,919; Loc. Est. 542,014
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$44,904,162
Sav. & Loan Assn.	2	$38,874,954

6—PASSENGER AUTOS: County 1,558,326 (1978 Total Vehicles)

7—ELECTRIC METERS: 16,000

8—GAS METERS: 15,000

9— PRINCIPAL INDUSTRIES (CZ): Mfg.; Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing.

10-CLIMATE: Av. Temp. Jan. 46, June 85.

11—TAP WATER: Artesian Wells plus water main connection with Dallas.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Carner Pkwy. Ctr	-	Mitchell's Dept., Thrifty Drug
Dalworth Ctr.	-	Buddies, Winn-Dixie
Grand Central	-	J. C. Penney, Skillen's
Indian Hills	10	B&W Foods
Inglewood	-	Dairy Mart
Marshall Pl.	25	Piggly Wiggly, Skillern's
Midway Mall	-	Goodyear

Principal Shopping Days: Fri., Sat. All Stores open on Thurs., Fri. nights.

13—RETAIL OUTLETS: Department Stores: Watson Bros.; Meyer's; Dillard's, Montgomery Ward.
Variety Stores: Woolworth; Mott's, TG&Y.

Discount Stores: Gibson's, K-Mart
Chain Drug Stores: Ward's; Skillern's 2; Millar, Walgreen; Cicero's Rexall; Baker's; Thrifty; SuperRx.
Chain Food Supermarkets: Kroger 2; Safeway; 7-Eleven ? Cabell's 2; Buddies; Piggly Wiggly; Edelman's 3; Jefferson St. Drive In 2; Mack 2. Skaggs-Albertson 1; Mingards 1.
Other Chain Stores: Firestone; Goodyear; Whites Western Auto; Sherwin-Williams Paint; Montgomery Ward.

14—NEWSPAPERS: NEWS (e-Mon to Fri.) 6,872; (S) 7,277, Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Davidson, Pub./Adv. Mgr., NEWS.
National Representatives: USSPI.

GREENVILLE, TEX.

1—LOCATION: Hunt County, E&P Map E-3, County Seat. 42 mi. NE of Dallas.

2—TRANSPORTATION: Railroads: MKT; KCS-L&A; StLSW.
Intercity Bus Lines: Greyhound; Continental.
Motor Freight Carriers: 7

3—POPULATION:
Corp. City 70 Cen. 22,043; Loc. Est. 22,175
CZ-ABC: (70) 22,043; (80) 22,900
RTZ-ABC: (70) 25,905; (80) 27,700
County 70 Cen. 47,948; Loc. Est. 50,799
City & RTZ-ABC: (70) 47,948; (80)50,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,479; Loc. Est. 8,974
county 70 Cen. 15,888; Loc. Est. 20,003
CZ-ABC: (70) 7,463; (80) 8,900
RTZ-ABC: (70) 8,402; (80)10,300
city & RTZ-ABC: (70) 15,865; (80) 19,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$185,000,600
Sav. & Loan Assn.	2	$143,250,000

6—PASSENGER AUTOS: County All Vehicles (1978) 33,000

7—ELECTRIC METERS: Residence 13,000

8—GAS METERS: Residence 11,250

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Electrical 165 ($225); Rail 275 ($175); Drill Mfg. 75 ($175); Wood and Furniture Mfg. 400 ($190 to $265); Plastics 35 (N.A.); Auto Mufflers 350 ($5.25 hr.); Food Packaging 40.

10-CLIMATE: Min. & Max. Temp.—Spring 60.9-81.8; Summer 69.6-92.2; Fall 44.2-66.5; Winter 37.8-58.7.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Crossroads Ctr.	26	K-Mart Zale's, Fayva
Rolling Hills	15	Marlin's, Woody's Mkt.
South Gate	8	Howards Hi-Home Center
Stoneley	-	N.A.
Town South Ctr.	15	TG&Y, Safeway, Beall's White's Brookshire

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Beall Bros.; Sears Roebuck; Swartz.
Variety Stores (CZ): Dollar Saver
Discount Stores (CZ): Gibson's; General Distributors; TG&Y; Howards; K-Mart.
Chain Food Supermarkets (CZ): Safeway 2, Piggly Wiggly; Brookshire; Kroger; Woody's 12; E-Z Mart 2.
Other Chain Stores: White's Auto; S&H Green Stamps.

14—NEWSPAPERS: HERALD-BANNER (m) 11,824; (S)12,158, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Newspapers, Inc.

HALTOM CITY, TEX.

See HURST, TEX.

HARLINGEN, TEX.

1—LOCATION: Cameron County, E&P Map D-6 (In Brownville-Harlingen-San Benito, Tex. SMSA). In the Ctr. Valley at Junction of Federal Hwys. 77 & 83. 245 mi. SE of San Antonio.

2—TRANSPORTATION: Railroads: Missouri Pacific; Southern Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways; Valley Transit.
Airlines: Texas International Airlines; Southwest Airlines.

3—POPULATION:
Corp. City 70 Cen. 33,503; Loc. Est. 46,645
CZ ABC: (70) 50,270; (80) 66,000
RTZ-ABC: (70) 162,321; (80) 227,500
County/SMSA 70 Cen. 140,368; Loc. Est. 190,659
City & RTZ-ABC: (70) 212,591; (80) 293,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 9,121; Loc. Est. 14,763
County/SMSA 70 Cen. 35,342; Loc. Est. 55,673
CZ ABC: (70) 13,276; (80) 20,000
RTZ-ABC: (70) 39,355; (80) 63,100
City & RTZ-ABC: (70) 52,631; (80) 83,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$158,428,944
Sav. &—Loan Assn.	3	$105,501,979

6—PASSENGER AUTOS: County 135,368 (all Vehicles 1978)

7—ELECTRIC METERS: Residence 13,174

8—GAS METERS: Residence 8,254

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Dairy Proc. 175 ($125); Bakery 600 ($125); Fruit & Veb. Mach. 200 ($100); Food Proc. 1,700 ($95); Cotton Proc. 500 ($100); Chem. Plants 350 ($100); Metal Prod. 50 ($125); Bottlers 250 ($100); Publishing 100 ($125); Clothing Mfg. 350 ($100); Aircraft 200 ($150).

10-CLIMATE: Av. Annual Temp.—Spring 75; Summer 84; Fall 75; Winter 62.

11—TAP WATER: Alkaline, medium hard; not fluoridated.

12—RETAILING: Principal Shopping Center: (Downtown); 5 blocks on E. Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers: 7th St. & 77th Blvd.; 15th St. & 77th Hwy.; W. Harrison & H Sts.; E Harrison from S. 1st to S. 9th St.; 77th Hwy between 13th & E. Jefferson; Ed Carey Drive.

13—RETAIL OUTLETS: Department Stores: Woolco, Sears, Terry Farris, J.C. Penney, TG&Y, Gibson's Discount; Thriftex, Diskay, Beall's, K-Mart.
Variety Stores: S. H. Kress's; McLellan's.
Chain Drug Stores: Day (Rexall 2), Adams Walgreen; Dentral Drug; Medico.
Chain Food Supermarkets: Red & White (4); H.E. Butt (3); Foodcraft; Andy's; Scurlocks; Kroger; Kenner's (4); Valley Mart.
Other Chain Stores: Amigo Stores; Feder's Fabrics; Central Drug; Kattan's Variety; Pat's Variety; Baum's Men's; Herb's Men's; Man's Shop; Wally's Shoes; Diana Shop; Day's Drug; Frank Forstner Zenith; Schvab's Jewelry; Casa de Novia Dress Shop; Zales Jewelry; Monterrey Fabrics; Brasher and Jones; The Woman Dress; Hill's Lingerie; Lack's Furniture; Parisian Dress; Delta Gift Bazaar; Engnehl's Fabrics; Young Fashions; Yarbroughs Carpets; The Lighthouse; Payless Shoes; The Book Mart; Lemon Tree; Tene Dress Shop; Lubys Cafeterias; Carolyns Shoes; Heritage Gifts; Seaifs Fabrics; Card & Quill; Sherwin-Williams Paints; Fabrific; Roys Carpets; Weavers; Adams Pharmacy; S&H Green Stamps; Lairsens; Fads & Fashions; Gallenkamp Shoes; Kenney's Shoes; Saybrook Fabrics; Singer Sewing Center; Lila Jean; Uniroyal; Goodyear; Goodrich; Firestone; Western Auto; Edelstein's; Junkins; Star; Lack's; Economy; Lee Optical; Texas State Optical; Wick's Lumber and Bldg.; Cash and Carry Lumber.

14—NEWSPAPERS: VALLEY STAR (m) 23,615; (S) 25,099; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Millie Armstrong, Nat'l. Adv. Dir., VALLEY STAR.
National Representatives: Texas Daily Press League, Inc.

HENDERSON, TEX.

1—LOCATION: Rusk County, E&P Map E-3, County Seat. Residential center. 138 mi. E of Dallas; 78 mi. W of Shreveport; 185 mi. N of Houston. On U.S. Hwys. 259, 79; State Hwys. 64, 43, 323, 322.

2—TRANSPORTATION: Railroads: M.P.
Intercity Bus Lines: Continental Trailways.
Motor Freight Lines: 5

3—POPULATION:
Corp. City 70 Cen. 10,187; Loc. Est. 11,432
County 70 Cen. 34,102; Loc. Est. 40,553

4—HOUSEHOLDS:
City 70 Cen. 3,583; Loc. Est. 4,683
County 70 Cen. 11,620; Loc. Est. 15,952

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	2	$60,662,108
Commercial	2	$130,521,000

6—PASSENGER AUTOS: County 43,133 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 5,290

8—GAS METERS: Residence 5,150

9— PRINCIPAL INDUSTRIES (CZ): Industry (Number of Employees): Oil (3,000); Bricks (400); Commercial Refrigeration (50); Mobile Homes (150); Office Furn. (225); Lumber (225); Garment (300).

10-CLIMATE: Men. & Max. Temp.—Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Shopping Center: South Main Plaza (8 Stores—Safeway, Duke & Ayres Variety, K-Mart, Eckerds). Henderson Plaza: Wal-Mart, Beall's.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Beall's; J.B. White.
Variety Stores: M.E. Moses; Duke & Ayers.
Discount Stores: Gibson's; United Dollar; Wal-Mart; K-Mart.
Chain Drug Stores (CZ): Drug-Sav, Gibson's Presc. Phar.; Eckerd's.
Chain Food Supermarkets: Safeway; Brookshire, Piggly Wiggly; Griffith.
Other Chain Stores: Goodyear; White Auto; Singer Co.; Western Auto; Winnie Lee; Regan's; Sears; Collegiate Shoppe; Montgomery Ward.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 5,937; (S) 7,010; sworn Mar. 31, 19 80.
Local Contact for Advertising and Merchandising Data: Jim S. Robertson, Pub., NEWS.
National Represetatives: None.

HEREFORD, TEX.

1—LOCATION: Deaf Smith County, E&P Map C-1. County Seat. Agricultural & manufacturing, panhandle section of state, 55 mi. SW of Amarillo on US-60, 95 mi. N of Lubbock.

2—TRANSPORTATION: Railroads: Sante Fe.
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 13,414; Loc. Est. 17,000
County 70 Cen. 18,999; Loc. Est. 20,626

4—HOUSEHOLDS:
City 70 Cen. 3,809; Loc. Est. 6,300
County 70 Cen. 5,177; Loc. Est. 6,452

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$89,010,000
Sav. & Loan Assn.	2	$52,800,000

6—PASSENGER AUTOS: County 22,217 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 5,900

8—GAS METERS: Residence 4,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Meat Packing 446; Sugar Plant 360; Clothing 162; Health Food 60. (Total Work Force 10,215).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22. Last killing frost, April 15.

11—TAP WATER: Hard, natural fluoridation.

12—RETAILING: Principal Shopping Center: 8 blocks downtown, 20 other on principal highways.
Neighborhood Shopping Centers: West Park Ave. 1

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Park Plaza	1	Ideal Food, TG&Y
Sugarland Mall	1	Furr's Super Mkt. J. C. Penney.

Principal Shopping Days: Wed., Thur., Fri.

13—RETAIL OUTLETS: Department Stores: J. C. Penney; C. R. Anthony 2; Gaston's; Harman's 2; Rutherford's.
Discount Stores: Gibson's; Gebo's; Farm Discount & Lumber.
Variety Stores: M. E. Moses.
Chain Food Supermarkets: Furr's, Ideal, Safeway, Thriftway.
Other Chain Stores: Sherwin Williams; Firestone; Montgomery Ward; Sears-Roebuck (Catalog); Western Auto; White's Auto; Mode-O-Day; Sweetbriar.

14—NEWSPAPERS: BRAND (e-tues. to fri.) 3,205; (S) 4,155; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Bob Nigh, Adv. Mgr., BRAND.
National Representatives: None.

HOUSTON, TEX.

1—LOCATION: Harris County, E&P Map E-4 (SMSA) On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 90, 75, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2—TRANSPORTATION: Railroads: Santa Fe, Southern Pacific; Missouri Pacific; Katy; Amtrak; New Orleans; Los Angeles; Texas; Rock Island; Ft. Worth & Denver (Burlington Lines).
Motor Freight Carriers: 32 Common Carriers. 120 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.
Intercity Bus Lines: Continental Trailways; Greyhound; Kerrville, Texas.
Freight Steamship Lines: 180.
Airlines: American; Air France; Eastern; National; KLM; Braniff; Pan American; Texas International; Continental; Delta; Southwest; Aeromexico; Air Canada; British Caledonian; Cayman Airways; Viasa (Venezuelan Airlines); US Air; Hughs Air West; Republic; Ozark; Air Jamaika; Alia Royal Jordaman; Air Florida.

3—POPULATION:
Corp. City 70 Cen. 1,232,802;
Loc. Est. 1,652,479
City Zone ABC: (70) 1,741,912; (80) 2,345,300
RTZ-ABC: (70) 618,930; (80) 879,100
City & RTZ-ABC: (70) 2,360,842 (80) 3,224,400
County 70 Cen. 1,741,912; Loc. Est. 2,360,500
SMSA 70 Cen. 1,999,316; Loc. Est. 2,779,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 393,555; Loc. Est. 610,537
County 70 Cen. 540,929; Loc. Est. 840,300
SMSA 70 Cen. 614,287; Loc. Est. 975,500
City Zone ABC: (70) 540,855; (80) 831,800
RTZ-ABC: (70) 184,012; (80) 296,800
City & RTZ-ABC: (70) 724,867; (80) 1,128,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	204	$22,436,354,000
Sav. & Loan Assn.	38	$6,042,671,743

6—PASSENGER AUTOS: County 1,295,361

7—ELECTRIC METERS: Res. Co. 869,249

8—GAS METERS: Res. Co. 537,673

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage & Salary Earners (Total Number 1,395,000). Manufacturing 231,800—Durable Goods 139,900: Lumber & Wood Prod. 2,300; Furniture & Fixtures 1,600; Stone, Clay & Glass 8,700; Primary Metals 12,700; Fabricated Metal Prod. 34,400; Machinery excl. Electrical 54,200; Electric & Electronic Equip. 13,100; Transportation Equip. 5,900; Other Durable Goods 7,000. Non Durable Goods 91,900: Food & Kindred Prod. 12,900; Textile & Apparel 1,600; Paper & Allied Prod. 4,200; Printing & Publishing 14,700; Chemicals & Allied Prod. 34,800; Petroleum Refining 16,700; Other Non Durable Goods 7,000. Non Manufacturing 1,163,200—Mining 69,600; Contract Construction 139,800; Transp., Commun. & Utils. 98,900 (Transp. & Allied Svcs. 59,600, Commun. 18,900, Utils. 20,400); Trade 346,200 (Wholesale 119,200, Retail 227,000); Finance, Insur. & Real Estate 83,400; Service excl. Priv. Hsld. 264,900 (Business & Personal Svc. 129,700, Medical & Profess. Svc. 131,000, Agric. Forest. & Fish. 4,200); Government 160,400 (Federal 18,900, State 28,700, Local 112,800).

10-CLIMATE: Min. & Max. Temp.—Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11—TAP WATER: Akaline, hard.

12—RETAILING: Principal Shopping Center: 9 blocks on Main St.; 9 on Fannin St.; 9 on Travis St.
Neighborhood Shopping Centers: There are about 200 shopping centers in the area.

SHOPPING CENTERS

50 or More Stores: Almeda Mall; Gulfgate Mall; BayTown; Highland Village; Laura Koppe; Memorial City; Northwest Mall; Palm Center; River Oaks; Sharpstown; Town & Country; Meyerland; Northline; Westwood Mall; Galleria; Greesnspoint 5; The Village; Baybrook Mall; Westbury Square; Carillon West; Pasadena Plaza; Oak Forest; Northshore Village; Meyerland Plaza; Long Point; Bellaire.
31 to 50 Stores: Pasadena Oaks; Northtown Plaza; Campbell-Sear; Denver Harbor; Greenway Plaza; Heights; Humble; Lakewood Center; Lantern Lane; Lawndale-Weingarten's Center; N. Main & Quitman; Oak Ridge Plaza; Popolc Village.

21 to 30 Stores: Braeswood; Galena Park; Almeda Square; Bay Plaza Center; Beltway; Braeswood Square; Braeswood Shopping Center; Spring Village; North Oaks Mall; Wood Lakes Square; Northwood; Briargrove; Champions Village I & III; Cypress Village; Deauville Northwest; Dixie Drive; Echo Lane; Fondren Square; Golfcrest; Graywood; Harrisburg; Kempwood Plaza; King Center; Lakeside; Miramer; Montclair; Nassau Bay; Oak Village; OST; Southway; Spring Valley; Westhill Village; Windsor Plaza; Greenbriar; Maplewood; Merchant's Park; Spring Branch; Sears-Harrisburg; Spring Shadows Plaza.

1? to 20 Stores: Allen Center; Antoine Plaza; Country Club; Edgebrook Plaza; Fed Mart; 45 York Plaza; Foster Place; Garden Oaks; Gessner Sq.; Jacinto City; Jensen & Liberty; Jones Rd. Plaza; Kingwood; Klein; Kuykendall Village; Loop Center; MacGregor Pl.; N. Shepherd Ponderosa; Rummel Creek Village; Tanglewilde; Alabama; Ashford Sq.; Allendale; Ayrshire; Bellaire Theatre; Belway; Braes Hghts.; Bunker Hill; Edgewood; Port City; Post Oak Center; Post Oak Plaza; Ridgecrest; South Main; Stella Link; Tower; Northbrook; North Oaks; Westchase; Deauville Sq.; Hammerly Plaza.

10 or less Stores: Beekman; Berry Road; Fontaine; Greens Bayou; Jester Village; Katy Road; Melcher; Mosher; North Shepherd; Oak Village; Pinewood village; Plum Creek; Prestonwood Village; Richmond Village; Robindell; South Hill; Southway.

The Community
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Center In
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Texas.

The Herald
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A Harte-Hanks
NEWSPAPER

HOUSTON—continued

Principal Shopping Days: Department Stores—Fri. Sat. Food—Thurs., Mon.
Stores Open Evenings: Department Stores—Many open til 9 every weekday. Food—Most open til 9 weekdays; many 24 hours.

13—RETAIL OUTLETS: Department Stores: Foley's 7; Lord & Taylor 3; Montgomery Ward 7; Neiman-Marcus 1; Penney's 7 Joske's 6; Sakowitz 5; Saks Fifth Avenue 1; Sears 9; Marshall Field.
Discount Stores: Fed Warts; Gemco 5, Target 9; K-Mart 21; Sage 3; Gibsons 3; Woolco 11.
Vareity Stores: Ben Franklin 2; Krasqe 2; Kress 2; Woolworth 11; TG&Y 13; Wackers 7; Variety Values 5.
Chain Drug Stores: Conninghams 5; Doyles 2, Eckerd 54; Medic Pharmacy 4; Jones Apothecary 9; Ralstons 19; Sage 8; Sommers 10; SupeRx 15, Walgreens 33; Post 4; Save-On-Drugs 6.
Chain Food Supermarkets: Stop N Go 261; 7-Eleven 240; Totem 219; Weingartens 58; Kroger 51 Safeway 43 Rice 40; Sunnys 37; Lucky 733; Mr. M 32; Gerlands 30; Minimax 30; Eagle-Gemco 21; K-Mart 20; Randalls 15; Lewis & Coker 12; Food City 7; Fed Mart 5; Fiesta 5; Continental 4; Foodland 3, Baby Giant 12; Cheris Superette 4; Claytons 4; Corner Food Stores 5; Doyle Drive Inn 5; Korner Pantry 8; Sellers Bros. 6.
Other Chain Stores: Men's Clothing: Leopold Price & Rolle 10; Walter Pyes 4; Bonds 2; Chess King 6; The Gap 10; Grahams 4; Jean Connection 2; Jean Machine 3; Jeans West 7; The Junction 4; Zindlers 3; Kuppenheimers 2; Mens Wearhouse 9; Norton Ditto 2; Rodneys 3; County Seat 7; Venturas Formal W ear 7; Way Out West 4; J. Riggins 3; Bucks 2; Oshmans 17; Women's Clothing: Casual Corner 11; Finders Keepers 4; Isabell Gerhart 3; Kinda Krazy 4; Margos 10; Fashion Conspiracy 7, The Limited 9; Graves 7; Pic-a dilly 11; Judys 3; Lane Bryant 5; Shellys Tall Girl 4; The Womans Shop 5; Lerners Shop 12; Everitt Buelow 4; Foxmoor 7; Size 5, 7, 9-6; Family Clothing: Craigs 10; Weiners 38; Leonards 9; Bealls 7; The Fair 2; Meyer Bros. 1; Palais Royal 17; Marshalls 2; Frost Bros. 1; Shoes: Bakers 10; Athletes Foot 3; Morgan Hayes 2; Shoe Box 7; Shoes N'Such 3; Standard Make Shoes 10; Brucals 4; Butlers 3; Chandler 5; Fayva 15; Flagg Bros. 5; Florsheim 15; Hanover 4; Hardy 5; Jarman 3; Kinneys 21; Knapp 4; National Brand 5; Naturalizer 6; Payless 9; Pix 3; Red Cross 6; Red Wing 7; Saks 2; The Shoe Fair 4; Shoe Gallery 4; Shoe Hut 2; Shoe Rack 3; Sofwear Shoes 2; Wild Pair 5; Forniture: Dinettes n'Barstools 3; Brittains 4; Star 9; Storehouse 5; Waddells 2; Blacke Carraige House 2; Georgetown Manor 2; Fingers 5; Havertys 6; Levitz 3; Metropolitan 3. Miscellaneous: Whites Auto Stores 12; Firestone 19; Goodyear 26; Academy Stores 8.

14—NEWSPAPERS: CHRONICLE (e-Mon. to Fri.) 348,601; (Sat. m) 350,804; (S) 436,940; Mar. 31, 1980 ABC. POST (m-Mon. to Fri.) 330,203; (Sat. m) 350,861; (S) 394,853; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. F. Thomas, Natl. Adv. Mgr. CHRONICLE. Jim Leavell, Gen. Sates Mgr., POST.
National Representatives: CHRONICLE, Sawyer-Ferguson Walker Co.; POST, Branham/Newspaper Sales.

HUNTSVILLE, TEX.

1—LOCATION: Walker County, E&P Map E-4, County Seat. Diversified farming, cotton seed milling, lumber, rock quarries. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94; Interstate 45.

2—TRANSPORTATION: Railroads: Missouri-Pacific.
Motor Freight Carriers: 3.
Intercity Bus Lines: Continental Trailways.
Airlines: Most National, some International lines at Houston.

The Community
Information
Center In

Huntsville,
Texas.

The
Huntsville Item

A Harte-Hanks
NEWSPAPER

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	11,197,043	13,757,217	35,349,728	113,016,929	4,959,306	22,789	95,572	217,015	3,484,570
STANDARD METROPOLITAN STATISTICAL AREAS									
Abilene, Tex.	122,164	137,244	381,984	1,306,486	52,149	25,053	2,800	13,640	56,199
Amarillo, Tex.	144,396	173,277	550,608	1,775,032	65,903	26,934	729	14,098	102,527
Austin, Tex.	360,463	508,574	1,099,770	3,545,699	186,075	19,055	3,681	32,032	22,262
Beaumont-Port Arthur-Orange, Tex.	347,568	377,933	1,195,151	3,148,461	135,760	23,191	921	33,688	4,857
Brownsville-Harlingen-San Benito, Tex.	140,368	191,459	334,470	1,109,451	56,477	19,644	1,515	49,658	8,706
Bryan-College Station, Tex.	57,978	78,491	148,727	700,511	26,370	26,565	824	4,262	9,874
Corpus Christi, Tex.	284,832	313,190	857,499	2,087,422	102,517	20,362	1,543	74,219	12,114
Dallas-Fort Worth, Tex.	2,377,979	2,812,039	8,126,778	25,565,306	1,044,095	24,486	13,438	66,878	120,709
El Paso, Tex.	359,291	469,168	1,055,726	2,303,544	148,404	15,522	414	9,671	26,337
Galveston-Texas City, Tex.	169,812	213,499	524,679	1,413,451	77,934	18,137	361	2,949	1,415
Houston, Tex.	1,999,316	2,807,913	6,722,856	30,636,219	1,007,670	30,403	6,511	109,477	34,636
Killeen-Temple, Tex.	159,794	218,407	380,186	1,326,952	79,223	16,750	2,918	13,401	20,837
Laredo, Tex.	72,859	92,022	142,621	431,364	26,568	16,236	353	2,909	11,871
Longview-Marshall, Tex.	120,770	140,750	396,257	995,218	53,206	18,705	1,436	1,429	6,428
Lubbock, Tex.	179,295	204,538	625,642	1,680,681	72,271	23,255	1,343	39,066	55,059
McAllen-Pharr-Edinburg, Tex.	181,535	257,145	354,992	1,151,186	72,218	15,940	3,020	124,014	9,146
Midland, Tex.	65,433	79,818	282,592	838,305	28,081	29,853	274	2,143	11,829
Odessa, Tex.	91,805	111,422	333,807	1,146,964	38,908	29,479	168	184	978
San Angelo, Tex.	71,047	80,794	236,665	747,724	30,614	24,424	861	8,968	18,853
San Antonio, Tex.	888,179	1,079,045	2,636,433	7,537,152	364,394	20,684	4,038	19,161	53,652
Sherman-Denison, Tex.	83,225	86,215	239,822	749,927	33,730	22,233	1,748	7,917	8,366
Texarkana, Tex.-Ark.	112,392	123,181	373,278	648,468	46,840	13,844	2,050	13,183	25,043
Tyler, Tex.	97,096	120,501	305,215	1,105,467	44,860	24,643	1,618	8,716	10,765
Waco, Tex.	147,553	165,865	514,002	1,122,087	63,420	17,693	2,149	12,946	21,130
Wichita Falls, Tex.	128,642	128,195	454,953	1,173,667	49,306	23,804	1,384	12,948	24,015
COUNTIES, Cities									
ANDERSON	27,789	37,173	75,549	273,077	14,684	18,597	1,204	2,318	6,718
Palestine	14,525	16,303	45,001	142,312	6,797	20,937	*	*	*
ANDREWS	10,372	13,082	36,074	99,657	4,642	21,469	90	316	1,711
ANGELINA	49,349	61,803	140,302	425,114	22,479	18,912	689	322	4,227
Lufkin	23,049	32,149	71,469	241,180	12,051	20,013	*	*	*
ARANSAS	8,902	12,966	21,620	109,617	4,926	22,253	38	290	263
ARCHER	5,759	7,321	18,617	65,138	2,812	23,164	460	2,455	15,380
ARMSTRONG	1,895	2,113	7,056	17,167	928	18,499	258	2,989	10,397
Poteet	3,013	3,453	7,110	20,773	1,074	19,342	*	*	*
ATASCOSA	18,696	22,466	46,498	142,446	7,496	19,003	1,171	11,166	13,267
AUSTIN	13,831	18,011	34,730	125,931	7,232	17,413	1,569	3,754	9,280
BAILEY	8,487	7,755	31,396	50,949	2,648	19,241	511	20,179	29,077
BANDERA	4,747	7,876	12,105	69,021	3,442	20,053	428	186	2,162
BASTROP	17,297	22,218	42,045	171,662	8,704	19,722	1,261	2,325	6,080
BAYLOR	5,221	4,878	19,644	32,131	2,141	15,007	388	5,190	7,335
BEE	22,737	23,542	63,832	161,090	7,831	20,571	661	9,087	4,047
BELL	124,483	169,007	306,700	1,066,259	63,721	16,733	1,787	10,380	11,989
Belton	8,696	15,617	21,768	100,104	6,325	15,827	*	*	*
Killeen	35,507	59,119	99,375	413,070	25,132	16,436	*	*	*
Temple	33,431	43,758	98,291	334,546	18,514	18,070	*	*	*
BEXAR	830,460	1,002,163	2,486,374	7,043,838	336,164	20,954	1,927	9,534	43,278
San Antonio	654,153	861,010	1,917,740	5,867,124	295,747	19,838	*	*	*
BLANCO	3,567	4,257	12,252	35,847	1,869	19,180	435	776	4,795
BORDEN	888	1,016	4,051	8,526	416	20,495	140	847	3,543
BOSQUE	10,966	13,904	30,165	96,517	6,283	15,362	1,029	1,515	19,611
BOWIE	67,813	75,741	220,278	317,898	29,024	10,953	1,144	3,637	13,339
1Texarkana	52,179	56,821	191,826	290,081	22,754	12,749	*	*	*
BRAZORIA	108,312	160,456	307,371	1,695,504	53,775	31,530	1,161	27,775	6,134
Alvin	10,671	17,696	33,492	199,227	6,385	31,202	*	*	*
Angleton	11,091	13,877	29,397	114,825	4,605	24,935	*	*	*
Clute	6,023	9,559	16,309	96,382	3,219	29,942	*	*	*
Freeport	11,997	12,242	34,062	131,758	4,569	28,837	*	*	*
Lake Jackson	13,376	17,864	47,135	243,184	6,000	40,531	*	*	*
BRAZOS	57,978	78,491	148,727	700,511	26,370	26,565	824	4,262	9,874
Bryan	33,719	41,168	89,478	380,200	15,266	24,905	*	*	*
College Station	17,676	37,108	43,743	314,417	11,017	28,539	*	*	*
BREWSTER	7,780	7,390	24,943	34,526	2,557	13,503	98	2	4,145
BRISCOE	2,794	2,477	10,926	19,486	1,015	19,198	303	8,883	3,666
BROOKS	8,005	7,463	20,536	37,992	2,446	15,532	235	1,077	4,389
BROWN	25,877	32,345	81,355	212,518	13,838	15,358	1,147	2,883	16,554
Brownwood	17,368	21,022	55,627	138,920	9,025	15,393	*	*	*
BURLESON	9,999	11,436	26,048	83,428	4,521	18,453	1,172	4,582	5,883
BURNET	11,420	18,467	28,029	133,703	7,845	17,043	757	437	4,935
CALDWELL	21,178	24,730	49,335	127,366	8,408	15,148	841	3,669	17,367
CALHOUN	17,831	18,429	56,622	149,856	5,879	25,490	264	9,646	1,367
Port Lavaca	10,491	10,984	34,501	94,477	3,502	26,978	*	*	*
CALLAHAN	8,205	11,771	25,278	91,832	5,076	18,091	774	1,981	5,705
CAMERON	140,368	191,459	334,470	1,109,451	56,477	19,644	1,515	49,658	8,706
Brownsville	52,522	83,588	118,529	442,365	23,829	18,564	*	*	*
Harlingen	33,503	44,828	93,631	303,806	14,351	21,170	*	*	*
CAMP	8,005	9,355	22,728	59,973	3,645	16,453	407	378	11,646
CARSON	6,358	7,094	23,747	58,027	2,699	21,499	368	18,863	21,250
CASS	24,133	29,047	61,934	218,133	11,066	19,712	967	1,292	3,572
CASTRO	10,394	10,898	30,482	64,248	3,307	19,428	624	61,700	142,674
CHAMBERS	12,187	16,260	37,385	141,018	5,940	23,740	301	20,616	1,645
CHEROKEE	32,008	34,250	91,871	250,272	13,476	18,572	1,454	5,644	10,278
Jacksonville	9,734	12,566	28,333	93,117	5,265	17,686	*	*	*

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHILDRESS	6,605	6,934	24,318	48,707	3,088	15,773	429	6,184	3,377
CLAY	8,079	10,177	32,378	69,538	4,169	16,680	790	5,664	19,539
COCHRAN	5,326	4,978	22,153	26,577	1,632	11,285	310	9,309	24,864
COKE	3,087	3,569	11,351	19,933	1,462	13,634	304	204	4,028
COLEMAN	10,288	10,987	32,204	64,558	4,955	13,029	887	1,847	8,531
COLLIN	66,920	128,605	147,041	1,161,421	47,150	24,632	1,582	14,719	11,239
McKinney	15,193	13,540	29,375	102,148	5,089	20,072	*	*	*
Plano	17,872	57,667	42,501	561,355	19,662	28,550	*	*	*
COLLINGSWORTH	4,755	4,588	19,245	33,574	1,941	17,297	516	7,181	7,460
COLORADO	17,638	18,438	56,307	136,819	7,017	19,498	1,350	28,171	10,704
COMAL	24,165	34,937	64,563	223,117	13,031	17,122	557	631	2,016
COMANCHE	11,898	12,909	41,262	87,694	5,681	15,436	1,373	11,120	18,302
CONCHO	2,937	3,010	11,727	26,911	1,336	20,143	409	2,835	7,580
COOKE	23,471	26,382	77,106	193,097	10,184	18,961	1,234	4,783	11,253
Gainesville	13,830	12,958	47,958	105,402	5,470	19,269	*	*	*
CORYELL	35,311	49,400	73,486	260,693	15,502	16,817	1,131	3,021	8,848
COTTLE	3,204	3,094	13,131	20,164	1,329	15,172	284	4,745	3,815
CRANE	4,172	4,671	14,988	36,040	1,664	21,659	25		404
CROCKETT	3,885	4,536	15,299	27,875	1,652	16,873	178	17	8,831
CROSBY	9,085	8,564	32,876	54,992	2,958	18,591	532	20,335	3,779
CULBERSON	3,429	3,767	7,910	18,341	1,147	15,990	77	1,179	2,518
DALLAM	6,012	7,081	21,879	48,128	2,797	17,207	362	21,691	41,422
Dalhart	5,705	6,709	21,343	46,876	2,650	17,689	*	*	*
DALLAS	1,327,321	1,497,554	4,878,249	15,721,717	555,246	28,315	1,241	5,096	10,055
Dallas	844,401	848,256	3,531,153	8,842,185	333,861	26,485	*	*	*
Garland	81,437	145,626	335,969	1,414,698	48,859	28,955	*	*	*
Grand Prairie	50,904	66,325	203,096	634,689	23,746	26,728	*	*	*
Irving	97,260	112,613	414,186	1,167,270	39,308	29,695	*	*	*
Mesquite	55,131	68,832	205,491	592,362	21,737	27,251	*	*	*
Richardson	48,582	75,117	248,529	923,641	24,522	37,666	*	*	*
DAWSON	16,604	16,183	65,245	114,970	5,729	20,068	609	12,223	4,491
DEAF SMITH	18,999	20,838	42,083	135,624	6,559	20,678	663	51,026	222,760
Hereford, Tex.	13,414	15,687	41,246	106,493	5,074	20,988	*	*	*
DELTA	4,927	4,578	13,125	24,300	2,038	11,923	523	1,996	2,744
DENTON	75,633	117,389	180,348	1,028,343	44,491	23,114	1,410	10,295	14,623
Denton	39,874	46,293	92,275	382,172	17,386	21,982	*	*	*
Lewisville	9,264	30,289	25,534	306,701	11,315	27,106	*	*	*
DE WITT	18,660	19,755	50,156	140,519	7,949	17,678	1,543	2,019	13,756
DICKENS	3,737	3,922	16,305	23,522	1,648	14,273	377	3,529	5,470
DIMMIT	9,039	12,321	19,887	50,332	3,442	14,623	211	6,972	10,272
DONLEY	3,641	4,300	14,434	27,065	1,888	14,335	383	3,929	8,475
DUVAL	11,722	12,515	28,572	63,662	4,031	15,793	880	4,098	8,710
EASTLAND	18,092	19,638	56,727	134,092	8,928	15,019	1,168	6,392	8,119
ECTOR	91,805	111,422	333,807	1,146,964	38,908	29,479	168	184	978
Odessa	78,380	93,107	288,292	963,425	32,607	29,547	*	*	*
EDWARDS	2,107	2,218	7,772	12,330	826	14,927	225	173	4,844
ELLIS	46,638	57,910	133,718	431,022	21,520	20,029	1,593	14,837	8,021
Ennis	11,046	12,196	30,767	86,161	4,413	19,524	*	*	*
Waxahachie	13,452	13,992	39,429	107,387	5,300	20,262	*	*	*
EL PASO	359,291	469,168	1,055,726	2,303,544	148,404	15,522	414	9,671	26,337
El Paso	322,261	441,134	984,643	2,194,270	141,613	15,495	*	*	*
ERATH	18,141	21,737	53,528	145,578	9,662	15,067	1,479	4,013	24,301
Stephenville	9,277	10,948	26,809	71,811	4,830	14,868	*	*	*
FALLS	17,300	16,884	42,262	80,825	6,855	11,791	1,282	9,836	14,438
Marlin	6,351	5,419	16,208	27,101	2,286	11,855	*	*	*
FANNIN	22,705	24,816	62,249	143,599	10,599	13,548	1,678	10,846	6,257
Bonham	7,698	7,804	21,901	46,861	3,325	14,094	*	*	*
FAYETTE	17,650	19,806	46,528	111,497	8,635	12,912	2,452	3,386	17,466
FISHER	6,344	6,089	21,888	34,396	2,453	14,022	743	5,310	7,211
FLOYD	11,044	10,138	45,109	61,976	3,563	17,394	747	44,190	15,870
FOARD	2,211	2,307	8,549	13,844	1,027	13,480	288	5,014	2,890
FORT BEND	52,314	111,471	126,787	902,037	35,404	25,478	1,340	23,341	5,426
Richmond Rosenberg	12,098	19,572	33,259	179,378	7,013	25,578	*	*	*
FRANKLIN	5,291	7,534	16,355	54,195	3,171	17,091	557	987	8,643
FREESTONE	11,116	13,510	29,667	117,933	5,679	20,767	1,061	821	5,596
FRIO	11,159	13,974	9,692	82,666	4,315	19,158	488	18,085	13,519
GAINES	11,593	12,196	42,165	84,013	4,129	20,347	644	32,909	8,559
GALVESTON	169,812	213,499	524,679	1,413,451	77,934	18,137	361	2,949	1,415
Galveston	61,809	58,925	180,394	370,737	23,702	15,642	*	*	*
League City	10,818	17,425	39,595	130,342	5,882	22,159	*	*	*
Texas City	38,908	45,045	120,005	295,415	15,844	18,645	*	*	*
GARZA	5,289	5,407	21,151	31,560	2,051	15,388	252	1,618	2,315
GILLESPIE	10,553	12,992	30,375	111,373	5,343	20,845	1,171	1,522	12,214
GLASSCOCK	1,155	1,322	4,443	7,854	417	18,835	173	2,807	2,056
GOLIAD	4,869	5,134	12,213	35,389	1,959	18,065	579	1,809	5,057
GONZALES	16,375	16,410	42,910	106,703	6,252	17,067	1,555	2,201	64,552
Gonzales	5,854	7,673	15,728	51,155	3,038	16,638	*	*	*
GRAY	26,949	26,058	97,625	217,676	10,533	20,666	416	5,299	32,851
Pampa	21,726	20,263	78,270	170,230	8,122	20,959	*	*	*
GRAYSON	83,225	86,215	239,822	749,927	33,730	22,233	1,748	7,917	8,366
Denison	24,923	22,989	50,851	133,287	6,080	21,922	*	*	*
Sherman	29,061	26,490	93,860	263,184	10,021	26,263	*	*	*
GREGG	75,929	92,438	272,716	683,407	35,475	19,264	395	291	1,695
Kilgore	9,495	9,863	32,478	70,680	3,723	18,985	*	*	*
Longview	45,547	59,108	169,732	454,561	22,690	20,034	*	*	*
GRIMES	11,855	13,270	27,688	96,663	5,148	18,777	1,044	957	13,368
GUADALUPE	33,554	41,945	85,496	270,197	15,199	17,777	1,554	8,996	8,358
Seguin, Tex.	15,934	17,580	48,645	92,896	5,865	15,839	*	*	*
HALE	34,137	37,177	127,234	243,626	12,969	18,785	1,110	68,324	67,800
Plainview	19,096	20,306	76,822	145,530	7,520	19,352	*	*	*
HALL	6,015	5,998	20,653	42,725	2,560	16,689	493	8,666	3,966
HAMILTON	7,198	8,512	22,838	58,320	4,000	14,580	1,036	1,560	8,828
HANSFORD	6,351	6,409	19,742	52,858	2,359	22,407	378	30,111	83,306
HARDEMAN	6,795	6,371	26,872	43,152	2,753	15,675	456	7,258	2,679

continued page 408

3—POPULATION:
Corp. City 70 Cen. 17,610; Loc. Est. 23,745
County 70 Cen. 27,680, Loc. Est. 39,576

4—HOUSEHOLDS:
City 70 Cen. 4,141; Loc. Est. 6,120
County 70 Cen. 6,851; Loc. Est. 10,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$116,947,000

6—PASSENGER AUTOS: County 11,995

7—ELECTRIC METERS: 7,556

8—GAS METERS: 5,525

9— PRINCIPAL INDUSTRIES (CZ): Tank Trailer Repair; Coors Beer Dist.; Chemicals; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming.

10-CLIMATE: Min. & Max. Temp.—Spring 42-73; Summer 70-100, Fall 42-72; Winter 24-65. First killing frost, Oct. 10. Last killing frost, Mar. 28.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Northwest Shopping Ctr.-11th St. (9 stores).
Neighborhood Shopping Centers: Downtown (Ave. L & 13th St.); University Hts. S/C (5 stores); South Plaza S/C (4 stores); Brookhaven S/C (12 stores).
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Some in Northwest S/C to 9 p.m.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Sears (catalog); Montgomery Ward (catalog).
Discount Stores (CZ): Howard's; Wal-Mart; K Mart.
Variety Stores: TG&Y; Duke & Ayres.
Chain Drug Stores (CZ): Eckerd.
Chain Food Stores: Piggly Wiggly; Safeway; Rice's.
Other Chain Stores: Zale's Jewelry; Firestone; Goodyear; Western Auto; Baskin-Robbins; TSO; Radio Shack.

14—NEWSPAPERS: ITEM (e-Tues. thru fri.) 4,996; (S) 6,375; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David F. Kramer, Pub., ITEM.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Newspapers, Inc.

HURST, TEX.

1—LOCATION: Tarrant County (In Dallas-Fort Worth SMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183,377.

2—TRANSPORTATION: Railroads: Rock Island; T&P; MK&T, St. Louis & Southwestern.
Intercity Bus Lines: Continental Trailways; Greyhound; Texan Motor Coach.
Airlines: American; Braniff; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3—POPULATION:
Corp. City 70 Cen. 27,215; Loc. Est. 31,619
CZ ABC: (70) 81,959; Cities of Hurst & Bedford, Villages of Euless and towns of North Richland Hills and Richland Hills (80) 99,400
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 716,317, Loc. Est. 791,021

4—HOUSEHOLDS:
City 70 Cen. 7,651; Loc. Est. 10,597
County 70 Cen. 225,873; Loc. Est. 289,421
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252
CZ ABC: (70) 22,819; (80) 31,600

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	6	$278,199,990

6—PASSENGER AUTOS: County 887,200 (1978 All Vehicles)

7—ELECTRIC METERS: Residence 31,514

8—GAS METERS: Residence 23,444

9— PRINCIPAL INDUSTRIES (CZ): Metals; Helicopters; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prod.; Auto Air Conditioners; Paint Mfg.; Furniture; Bag & Box Mfg.; Tile; Tower Const.; Fiberglass Engrg.; Neon Signs; Felt; Pet foods; Hermetics; Aircraft Component.

10-CLIMATE: Mild; Av. Annual Temp. 66; Av. Annual Rainfall 33 in.

11—TAP WATER: Artesian wells, fluoridated.

12—RETAILING:
Nearby Shopping Centers: Hurstview; Pipeline; Val Oaks; Hurstgate; Shady Oaks; Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North East Mall; Village Square; The Willows; North Hills Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bellvue	11	N.A.
Hill's	8	Buddies
Hurst Belaire	34	Sears, Moses Variety
Hurstgata	15	N.A.
Hurst Plaza	8	
Hurstview	9	
Myers	7	Myers
Northeast Mall	100	Mitchett's, Zales, Penney, Sears, Montgomery Wards, Lerner, Striplings, Dillards

HURST—continued

Pipeline Road	6	N.A.
Plaza Grande	7	Tom Thumb
Shady Oaks	29	Ace Hardware
Stonegate	8	Winn Dixie
Uptown Medical Plz	-	N.A.
Village Square	22	Safeway, Skillerns
White's Plaza	7	Whites
Val Oaks	26	Cloth World
Willows	12	Safeway
North Hills Mall	60	Sanger Harris, Cox's

Principal Shopping Days: Thu., Fri., Sat.; Most stores open evenings.

13—RETAIL OUTLETS: Department Stores: Myers; Montgomery Ward; J. C. Penney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard's; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores: M. E. Moses; Mott's.
Discount Stores: Gibson's; K-Mart; Treasure City; Best; H. S. Wilson; Target.
Chain Drug Stores: Revco; Treasury Drug; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Food Supermarkets (CZ): Winn-Dixie; Safeway; Kroger; Save-U; Thom Thumb; Skaggs; Alpha Beta.
Other Chain Stores: White's; Goodyear; Firestone.

14—NEWSPAPERS: MID-CITIES NEWS (e-mon. to Fri.) 7,726; (S) 7,875; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Larry-Beasley, Pub., Carolyn Rutledge Adv. Bus. Mgr., MID-CITIES NEWS.
National Representatives: USSPI.

IRVING, TEX.

1—LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). E&P Map E-3. Light Manufacturing, North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2—TRANSPORTATION: Railroads: Frisco; Rock Island.
Motor Freight Carriers: 40.
Intercity Bus Lines: Continental.
Airlines: American; Braniff; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Int'l.

3—POPULATION:
Corp. City 70 Cen. 97,260; Loc. Est. 112,666
CZ ABC: (70) 97,260; (80) 112,500
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 1,327,321; Loc. Est. 1,477,576

4—HOUSEHOLDS:
City 70 Cen. 28,831; Loc. Est. 38,800
County 70 Cen. 421,919; Loc. Est. 542,014
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252
CZ ABC: (70) 28,831; '80) 38,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	5	$110,000,000
Sav. & Loan Assn.	5	$60,000,000

6—PASSENGER AUTOS: County 1,558,326 (1978 Total vehicles)

7—ELECTRIC METERS: Residence 23,275

8—GAS METERS: Residence 22,844

9— PRINCIPAL INDUSTRIES (CZ): Petroleum Distribution; Chemicals; Aluminum Prods.; Heavy Equipment; Precision Tools; Food Distribution; Chemicals; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Processing.

10-CLIMATE: Min. & Max. Temp.—Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11—TAP WATER: From Wells and Lakes.

12—RETAILING:
Neighborhood Shopping Centers: Irvingate; Downtown; Plymouth Park; Village Irving North; Ridgecrest; Irving Plaza; K-Mart; Northgate Plaza; Cortez Plaza; Irving Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Carvel Square	10	Safeway
Central Pk. Plz.	33	Ward Drug
Citizens Center	20	Pulido's
Cortez Plaza	20	Page Drug, Tom Thumb
Freeway	9	Sears
Irvingate	10	Sears
Irving Mall	78	Sears, Penney, Lerner's
Irving North	-	Rexall
Irving Plaza	-	N.A.
Irving Shpg. Villa	17	A&P, TG&Y, Skillern's
MacArthur	-	N.A.
Martinique	-	N.A.
Plymouth Pk. No.	15	Buddies, Mkt., Ward Drug
Plymouth Park	100	Penney, Kroger, Safeway, Woolco, Tom Thumb
2nd & Jefferson	-	N.A.
Story	12	N.A.

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Mon. & Thurs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; White Stores; Neal's Dry Goods; Sanger- Harris; Western Auto; Int'l. Super; Dillards, Joskes.
Variety Stores: Duke & Avres 2; M. E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores: Big State 3; Ward Cut Rate; Dekoven 1; SuperRx; Skagg's 1; Skillern's 2.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HARDIN	29,996	42,060	71,311	267,431	14,928	17,915	230	989	477
HARRIS	1,741,912	2,345,176	6,074,201	26,358,957	850,888	30,978	2,056	23,415	11,176
Baytown	43,980	57,622	173,959	695,425	21,464	32,400	•	•	•
Houston	1,232,802	1,736,303	4,028,193	19,676,911	645,533	30,482	•	•	•
Pasadena	89,277	114,974	349,187	1,360,233	39,784	34,190	•	•	•
HARRISON	44,841	48,312	123,541	311,811	17,731	17,586	1,041	1,138	4,733
Marshall	22,937	25,905	68,667	180,249	10,002	18,021	•	•	•
HARTLEY	2,782	3,637	11,459	31,530	1,384	22,782	204	16,318	65,462
HASKELL	8,512	7,854	31,310	47,207	3,258	14,490	805	9,952	4,761
HAYS	27,642	37,133	59,590	235,706	11,677	20,185	568	1,790	4,465
HEMPHILL	3,084	4,528	12,373	28,047	1,792	15,651	234	2,152	20,580
HENDERSON	26,466	38,264	58,564	285,937	15,056	18,992	1,397	2,371	7,138
Athens	9,582	10,738	21,006	79,496	4,173	19,050	•	•	•
HIDALGO	181,535	257,145	354,992	1,151,186	72,218	15,940	3,020	124,014	9,148
Edinburg	17,163	22,751	37,815	110,284	6,470	17,045	•	•	•
McAllen	37,636	61,816	96,655	354,468	19,028	18,629	•	•	•
HILL	22,596	23,204	62,889	131,708	9,774	13,475	1,623	17,441	19,087
Hillsboro	7,224	6,482	19,491	35,667	2,918	12,223	•	•	•
HOCKLEY	20,396	22,774	72,680	139,620	7,706	18,118	773	21,038	11,057
HOOD	6,368	14,672	15,053	95,088	6,098	15,593	533	2,820	6,156
HOPKINS	20,710	24,362	55,171	205,613	10,064	20,431	1,709	1,533	39,479
Sulphur Springs	10,642	11,676	30,926	108,707	5,015	21,676	•	•	•
HOUSTON	17,855	20,200	41,643	116,848	7,514	15,551	1,230	4,065	6,986
HOWARD	37,796	32,957	139,904	239,190	11,997	19,937	469	2,729	1,817
Big Spring	28,735	27,530	110,340	203,637	10,424	19,535	•	•	•
HUDSPETH	2,392	2,979	8,169	11,361	947	11,997	148	4,620	4,900
HUNT	47,948	51,468	131,002	347,407	20,546	16,909	1,811	5,719	6,579
Greenville	22,043	22,402	66,530	167,678	9,191	18,244	•	•	•
HUTCHINSON	24,443	27,583	90,874	224,465	11,009	20,389	156	7,550	6,895
Borger	14,195	14,804	53,274	123,606	6,085	20,313	•	•	•
IRION	1,070	1,422	4,172	7,898	624	12,657	124	46	3,737
JACK	6,711	7,631	26,764	50,248	3,188	15,762	660	429	4,703
JACKSON	12,975	14,020	40,131	106,974	5,026	21,284	788	30,793	3,389
JASPER	24,692	30,954	55,488	196,927	11,270	17,474	500	481	9,940
JEFF DAVIS	1,527	1,602	4,460	7,079	615	11,511	64	21	2,687
JEFFERSON	246,402	250,242	900,823	2,180,434	91,421	23,850	476	30,866	3,788
Beaumont	117,548	117,342	438,380	1,051,080	43,706	24,049	•	•	•
Port Arthur	57,371	61,744	189,807	468,826	23,188	20,218	•	•	•
JIM HOGG	4,654	5,227	8,913	22,688	1,647	13,775	161	951	4,888
JIM WELLS	33,032	36,204	86,362	245,287	11,433	21,454	701	9,205	8,306
Alice	20,121	20,337	55,074	146,475	6,717	21,807	•	•	•
JOHNSON	45,769	66,732	120,590	398,400	25,321	15,734	1,519	5,300	14,616
Cleburne	16,015	16,599	44,367	106,428	7,098	14,994	•	•	•
JONES	16,106	17,722	59,850	156,730	7,364	21,283	1,025	7,824	11,249
KARNES	13,462	13,189	34,912	82,921	4,503	18,415	1,061	3,835	6,114
KAUFMAN	32,392	39,207	94,844	270,123	14,259	18,944	1,261	2,864	11,035
Terrell	14,182	11,507	39,330	76,046	3,733	20,371	•	•	•
KENDALL	6,964	10,210	19,542	93,785	4,161	22,539	556	353	5,084
KENEDY	752	592	2,879	3,959	202	19,599	20	7	2,474
KENT	1,434	1,293	5,351	6,814	509	13,387	170	847	1,892
KERR	19,454	24,875	59,052	229,987	10,254	22,429	429	371	3,808
Kerrville	12,672	15,960	37,561	142,536	6,314	22,575	•	•	•
KIMBLE	3,904	4,016	11,364	21,040	1,645	12,790	356	334	3,746
KING	464	500	1,280	3,789	205	18,483	56	629	2,587
KINNEY	2,006	2,231	6,839	6,444	727	8,864	96	301	3,871
KLEBERG	33,166	32,297	90,177	213,710	10,036	21,294	233	2,907	7,121
KNOX	5,972	5,788	21,918	30,161	2,351	12,829	506	10,822	4,550
LAMAR	36,062	38,881	97,323	228,755	15,867	14,417	1,484	6,830	9,469
Paris	23,441	23,031	65,955	141,268	9,707	14,553	•	•	•
LAMB	17,770	18,348	64,531	114,850	6,777	16,947	972	50,099	17,461
LAMPASAS	9,323	12,391	29,785	80,497	5,139	15,664	634	683	6,803
LA SALLE	5,014	6,056	13,962	27,482	1,892	14,525	270	2,871	5,961
LAVACA	17,903	18,713	42,478	97,839	7,728	12,660	2,241	5,950	10,667
LEE	8,048	10,787	20,428	81,180	4,482	18,112	1,291	2,586	9,295
LEON	8,738	10,110	18,677	73,732	4,184	17,622	1,078	963	7,225
LIBERTY	33,014	45,541	89,107	374,232	16,779	22,304	720	21,895	3,803
LIMESTONE	18,100	19,503	44,543	105,837	7,969	13,281	1,197	2,465	7,052
Mexia	5,943	5,846	14,340	31,106	2,843	10,941	•	•	•
LIPSCOMB	3,486	4,067	14,427	32,451	1,666	19,478	353	6,574	15,915
LIVE OAK	6,697	7,635	18,227	52,832	2,711	19,488	718	5,404	5,151
LLANO	6,979	9,949	17,056	86,249	4,720	18,2/3	498	239	7,351
LOVING	73	97	474	7			14	28	355
LUBBOCK	179,295	204,538	625,642	1,680,681	72,271	23,255	1,343	39,066	55,059
Lubbock	149,101	176,336	536,498	1,491,100	62,959	23,684	•	•	•
LYNN	9,107	9,098	33,236	63,633	3,174	20,048	612	11,263	2,721
MCCULLOCH	8,571	8,727	29,951	66,724	3,596	18,555	561	2,031	8,361
MCLENNAN	147,553	165,865	514,002	1,122,087	63,420	17,693	2,149	12,946	21,130
Mart	2,183	2,167	7,604	14,660	925	15,849	•	•	•
Waco	95,326	109,154	338,822	745,425	42,325	17,612	•	•	•
MCMULLEN	1,095	688	5,435	5,947	302	19,692	195	673	3,778
MADISON	7,693	9,908	13,815	75,524	3,805	19,849	717	612	4,791
MARION	8,517	9,335	18,566	56,349	3,534	15,945	236	147	819
MARTIN	4,774	5,217	21,543	31,966	1,747	18,298	418	5,916	1,849
MASON	3,356	3,517	11,254	25,957	1,544	16,812	559	3,076	13,132
MATAGORDA	27,913	35,883	83,799	287,694	12,952	22,212	792	37,013	6,048
Bay City	11,733	16,634	36,579	137,900	6,296	21,903	•	•	•
MAVERICK	18,093	27,644	30,640	114,826	7,293	15,745	150	2,853	43,418
MEDINA	20,249	22,676	44,025	156,910	7,498	20,927	1,349	12,892	12,192
MENARD	2,646	2,384	10,625	11,256	1,018	11,057	259	473	6,093
MIDLAND	65,433	79,818	282,592	838,305	28,081	29,853	274	2,143	11,829
Midland	59,463	69,992	261,741	745,995	24,854	30,015	•	•	•
MILAM	20,028	21,880	58,520	119,182	8,818	13,516	1,584	10,769	10,873
MILLS	4,212	4,617	13,884	29,279	2,056	14,241	699	1,786	12,715
MITCHELL	9,073	9,205	32,666	62,853	3,587	17,522	480	3,313	5,387
MONTAGUE	15,326	18,010	43,864	128,818	7,816	16,481	1,024	1,675	8,042

Discount Stores: Gibson's; K-Mart; Treasure City; Woolco.
Chain Food Supermarkets: Safeway 3; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Korger 3; L & M 2; Tom Thumb; Skaggs Albertsons.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 11,127; (S) 12,105; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Larry Beasley, Pub., Bob Canon, Pres. NEWS.
National Representatives: U.S. Suburban Press, Inc.

JACKSONVILLE, TEX.

1—LOCATION: Cherokee County. E&P Map E-3 Shipping and distribution center for E. Texas agri., mfg. & lbr. area. College center in E. Central Texas; 110 mi. SE of Dallas, 110 mi. SW of Shreveport, La.; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2—TRANSPORTATION: Railroads: Missouri Pacific; Southern Pacific (frght.); Cotton Belt (frght.)
Motor Freight Carriers: 9.
Intercity Bus Lines: Continental; Central Texas; Texas Lines.

3—POPULATION:
Corp. City 70 Cen. 9,734; Loc. Est. 13,156
County 70 Cen. 32,008; Loc. Est. 34,034

4—HOUSEHOLDS:
City 70 Cen. 3,420; Loc. Est. 5,449
County 70 Cen. 10,478; Loc. Est. 13,264

5—BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$83,894,000
Sav. & Loan Assn.	2	$86,860,000

6—PASSENGER AUTOS: County All Vehicles 36,141 (1978)

7—ELECTRIC METERS: Res., City 6,850

8—GAS METERS: Residence 4,348

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg. Wkly. Wage)—Charcoal 75 ($140), Feed 3 ($120); Plastic 722 ($170); Monuments 15 ($160); Bottling 20 ($125); Aluminum 45 ($145); Needlecraft & Clothing 627 ($125); Fiberglass 40 ($165); Wood 900 ($125); Metal 300 ($145); Printing 72 ($145); Mobile Homes 140 ($180); Signs 50 ($185); Plants 350 ($145).

10-CLIMATE: Min. & Max. Temp.—Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1. Last killing frost, Mar. 25.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 18 blocks on 6 Sts.; Jackson Square (10 Units).
Principal Shopping Days: Thurs., Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: Beall's; J. B. White; Sears; J.C. Penney; Montgomery Ward.
Variety Stores: Perry; Duke & Ayres.
Chain Food Supermarkets: Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores: Discount City Wal-Mart; Cassity Jones Lumber.
Chain Drug Stores: Drug-Sav.
Other Stores: Bearden Furn., Western Auto; Goodyear; Sport Shop; Lynell's (Ladies); Groom Furn.; Murphy Bros. Furn.; Linda Kay; Sybil's; Ron Moore's Man Shop; Lang Jewelry; Diamond Shop; Otasco.
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes; Cherokee Hardware.

14—NEWSPAPERS: PROGRESS (e-Mon. to Fri.) 6,350; (S) 7,250; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Joe Ben Oller, Mgr., PROGRESS.
National Representatives: Texas Daily Press League, Inc.

KERRVILLE, TEX.

1—LOCATION: Kerr County, E&P Map D-4, County Seat. Agri. Ctr. 65 mi. NW of San Antonio. Interstate Highway 10, State Hwys. 27, 16.

2—TRANSPORTATION: Kerrville Bus; 5 Motor Freight Carriers.

3—POPULATION:
City 70 Cen. 12,672; Loc. Est. 15,778
CZ ABC: (70) 12,672; (79) 15,200
RTZ-ABC: (70) 21,994; (79) 27,400
County 70 Cen. 19,454; Loc. Est. 24,915
City & RTZ-ABC: (70) 34,666; (79) 42,600

4—HOUSEHOLDS:
City 70 Cen. 4,198; Loc. Est. 6,236
County 70 Cen. 6,592; Loc. Est. 10,270
CZ ABC: (70) 4,199; (79) 5,700
RTZ-ABC: (70) 7,931; (79) 11,100
City & RTZ-ABC: (70) 12,130; (79) 16,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$147,958,908
Sav. & Loan Assn.	3	$181,099,801

6—PASSENGER AUTOS: County 27,574 (All Vehicles 1978)

7—ELECTRIC METERS: Corp. City 5,446

8—GAS METERS: Residence 4,579

9— PRINCIPAL INDUSTRIES (CZ): Airplane Mfr.; Tourism; Agr. & Livestock; Health Ctr.; Youth Camps; Entomology.

10-CLIMATE: Min. & Max. Temp.—Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11—TAP WATER: Alkaline.

12—RETAILING:
Shopping Centers: Town Plaza (9 stores), Green Hills (15 stores); River Oaks (28 stores); Kerrville Hills Mall (40 stores).
Principal Shopping Days: Tues. & Thur.

13—RETAIL OUTLETS: Department Stores: Schreiner's; J. C. Penney; C. R. Anthony; Bealls; K-Mart.
Variety Stores: Winn's 3.
Discount Stores: Gibson's; K-Mart.
Chain Drug Stores (CZ): Rexall; Gibson's; Skillern.
Chain Food Supermarkets: Handy-Andy; HEB; M System; United Super; Stop-An-Shop 3; Circle; K3; Supers.
Other Chain Stores: Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 6,169; (S) 7,355; Sept. 30, 1979 ABC (Latest statement available).
Local Contact for Advertising and Merchandising Data: William E. Dozier, Jr., Pub., TIMES.
National Representatives: None.

KILLEEN, TEX.

1—LOCATION: Bell County (In Killeen-Temple SMSA). E&P Map D-4. Home of Fort Hood (Largest U.S. Army Armored Post), American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston, 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 3.
Intercity Bus Lines: 2.
Airlines: Rio Airlines: daily to Dallas.

3—POPULATION:
Corp. City 70 Cen. 35,507; Loc. Est. 52,400
CZ ABC: (70) 72,320; (80) 110,500
RTZ-ABC: (70) 17,028; (80) 25,500
SMSA 70 Cen. 159,784; Loc. Est. 223,110
county 70 Cen. 124,483; Loc. Est. 172,256
City & RTZ-ABC: (70) 89,348; (80) 136,000

4—HOUSEHOLDS:
City 70 Cen. 11,888; Loc. Est. 17,544
County 70 Cen. 35,761; Loc. Est. 64,352
SMSA 70 Cen. 43,683; Loc. Est. 63,075
CZ ABC: (70) 15,800 (80) 28,700
RTZ-ABC: (70) 4,818; (80) 8,300
City & RTZ-ABC: (70) 20,618; (80) 37,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$152,337,683
Sav. & Loan Assn.	4	$305,800,596

6—PASSENGER AUTOS: County All Vehicles (1978) 144,829

7—ELECTRIC METERS: City & RTZ 30,502

8—GAS METERS: City & RTZ 14,347

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Beverages 45; Publishing 100; Personal Services 650; Home Building 325; Packing & Moving 100; Data Processing 300; Govt. Emp. 8,387; Vending 50; Education 2,500; Also Ft. Hood 43,121 troops; 48,137 dependents, including DAC civilian Emp. Ann. Payroll Military & Civilian $508 million.
Principal Pay Days: 1st, 15th of month.

10-CLIMATE: Min. & Max. Temp.—Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25. Last killing frost, Mar. 10.

11—TAP WATER: Soft, natural, fluoridation.

12—RETAILING: Principal Shopping Centers: Business 190, Killeen, Harker Heights, Copperas Cove, Downtown Killeen, Copperas Cove 440 Plaza, Wendland Plaza, Mid-town Mall, Cove Terrace, West Park, 40 blocks Rancier St.
Neighborhood Shopping Centers: Heights Plaza, Eastlake, Highland Park, Skyline Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Cove Terrace (42)	10	Cost Plus Gibson's
West Park (18)	10	Winn-Dixie, TG&Y

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
MONTGOMERY	49,479	127,748	93,928	1,189,637	45,124	26,364	597	2,437	2,859
Conroe	11,969	31,529	25,215	318,383	12,375	25,728	*	*	*
MOORE	14,060	16,255	54,863	129,780	5,687	22,820	291	23,769	78,114
MORRIS	12,310	14,383	36,004	119,524	5,290	22,594	363	424	3,294
MOTLEY	2,178	1,877	11,562	11,471	809	14,179	272	3,803	2,956
NACOGDOCHES	36,362	44,779	79,267	357,272	16,841	21,214	1,269	1,242	34,972
Nacogdoches	22,544	29,601	51,250	243,432	10,615	22,933	*	*	*
NAVARRO	31,150	32,960	88,979	197,518	13,627	14,495	1,584	6,991	8,392
Corsicana	19,972	19,765	61,858	128,800	7,982	16,136	*	*	*
NEWTON	11,657	13,282	21,503	70,105	4,499	15,582	303	385	1,057
NOLAN	16,220	17,475	62,700	106,654	6,932	15,386	501	2,361	15,446
Sweetwater	12,020	11,876	47,418	73,208	4,748	15,419	*	*	*
NUECES	237,544	256,987	737,091	1,760,542	84,861	20,746	904	43,081	4,239
Corpus Christi	204,525	221,969	657,670	1,587,791	74,446	21,328	*	*	*
OCHILTREE	9,704	9,389	38,693	81,164	3,376	24,041	417	21,351	60,783
OLDHAM	2,258	2,895	7,644	22,498	1,059	21,245	165	2,550	31,122
ORANGE	71,170	85,631	223,017	700,596	29,411	23,821	215	1,833	592
Orange	24,457	27,281	75,989	227,292	9,781	23,238	*	*	*
PALO PINTO	28,962	21,821	66,806	185,825	8,758	21,218	655	751	4,393
Mineral Wells	18,411	16,395	43,618	144,237	6,656	21,670	*	*	*
PANOLA	15,894	20,013	44,608	143,229	7,803	18,356	985	613	18,031
PARKER	33,888	40,707	79,332	291,771	15,305	19,064	1,489	3,605	13,346
Weatherford	11,750	13,015	28,564	100,754	5,751	17,519	*	*	*
PARMER	10,509	10,515	37,492	71,831	3,487	20,600	729	80,592	180,635
PECOS	13,748	15,168	49,053	82,870	5,004	16,561	258	3,933	13,013
POLK	14,457	21,860	49,222	133,980	8,382	15,984	435	501	1,302
POTTER	90,511	95,886	376,317	895,323	38,437	23,293	206	1,885	7,764
Amarillo	127,010	152,414	475,973	1,534,426	55,971	27,415	*	*	*
PRESIDIO	4,842	4,697	14,338	17,686	1,638	10,797	144	2,051	7,737
RAINS	3,752	5,210	6,685	34,769	2,241	15,515	465	481	4,231
RANDALL	53,885	77,391	174,291	879,709	27,466	32,029	523	12,213	94,763
REAGAN	3,239	4,026	12,224	23,804	1,443	16,496	110	917	1,989
REAL	2,013	2,433	6,054	9,213	935	9,853	160	85	1,285
RED RIVER	14,298	14,768	37,937	95,002	6,071	15,648	1,127	3,947	9,867
REEVES	16,526	15,219	46,362	72,625	4,686	15,498	192	9,418	40,616
Pecos	12,682	11,986	38,371	61,429	3,718	16,522	*	*	*
REFUGIO	9,494	9,610	33,093	77,159	3,383	22,808	271	10,792	2,802
ROBERTS	967	1,212	3,909	8,307	517	16,068	89	1,742	21,675
ROBERTSON	14,389	14,515	35,308	93,670	5,639	16,611	998	4,966	8,308
ROCKWALL	7,046	12,415	18,049	108,668	4,634	23,450	191	563	763
RUNNELS	12,108	12,202	46,414	73,688	5,020	14,579	984	7,150	17,979
RUSK	34,102	41,084	102,098	313,374	16,376	19,136	1,364	1,324	8,328
Henderson	10,187	12,010	34,837	102,220	4,981	20,522	*	*	*
SABINE	7,187	7,641	15,897	39,794	2,883	13,803	264	53	11,483
SAN AUGUSTINE	7,858	8,924	15,041	45,450	3,220	14,115	409	137	7,888
SAN JACINTO	6,702	11,282	11,252	54,955	4,279	12,843	277	278	857
SAN PATRICIO	47,288	56,203	120,408	326,880	17,656	18,514	639	31,138	7,875
SAN SABA	5,540	5,728	18,406	40,179	2,470	16,267	683	3,180	16,916
SCHLEICHER	2,277	3,134	8,855	18,826	1,243	15,146	272	1,184	4,659
SCURRY	15,760	19,527	49,988	134,607	7,368	18,269	690	2,811	5,974
Snyder	11,171	13,375	36,125	92,278	4,890	18,871	*	*	*
SHACKELFORD	3,323	3,885	15,020	29,616	1,780	16,638	262	936	4,016
SHELBY	19,672	20,860	47,027	134,101	8,217	16,320	1,309	585	45,549
SHERMAN	3,657	3,826	12,252	30,225	1,341	22,539	298	28,668	74,435
SMITH	97,096	120,501	305,215	1,105,467	44,860	24,643	1,618	8,716	10,765
Tyler	57,770	68,532	204,033	708,018	26,255	26,967	*	*	*
SOMERVELL	2,793	4,258	7,133	29,367	1,808	16,243	225	606	1,041
STARR	17,707	24,844	20,724	94,627	6,757	14,004	856	8,329	4,627
STEPHENS	8,414	9,795	31,350	65,724	4,344	15,130	444	614	3,962
STERLING	1,056	1,202	5,632	8,566	513	16,698	78	19	3,065
STONEWALL	2,397	2,398	9,882	19,502	1,024	19,045	361	1,575	3,669
SUTTON	3,175	5,470	12,528	27,797	2,008	13,843	166	59	5,010
SWISHER	10,373	10,305	34,178	72,468	3,689	19,644	740	35,315	90,694

continued page 411

KILLEEN—continued

E. Rancier (5)	1/2	Minimax
HEB Cntr (2)	1/2	Winn's, HEB
Eastlake (22)	1/2	Piggly Wiggly, Sears
Gibson Cntr. (2)	1	Gibson's, King Saver
Highland Park (8)	1/2	Winn's, Minimax
Midtown Mall (21)		HEB, Beall's, Woolworth
440 Plaza (36)	3	Anthonys, TG&Y, Winn-Dixie
Wendland (10)	3	K-Mart, HEB
Heights (3)		Piggly Wiggly, Winns
Killeen Mall (10)	-	Pillards, Sears, Wilsons, Bealls, J.C. Penney

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Mon., Thu., Sat.; Last day of month.

13—RETAIL OUTLETS: Department Stores: Beall's, Sears; Anthony's; Barry's; Montgomery Ward, Woolworth; K's Thrift.
Discount Stores (CZ & RTZ): Gibson's 3; Ft. Hood Commissary & Post Exchange 3; Academy Surplus 2; Revco 2; K-Mart.
Variety Stores: Winn's 6; TG&Y 3.
Chain Food Supermarkets: Affiliated 3; Minimax 2; Safeway; HEB 4; Winn-Dixie; Piggly Wiggly 2.
Other Chain Stores: Mode O'Day; White Auto; Firestone 1; Western Auto 2; Goodyear; Wards; Bealls; Anthony's; Mary Carter Paints; Sherwin-Williams Paints; S&H Green Stamps; Zale's Jewelers; K's Thrift Center; Austin Shoes; Lack's Furniture; Radio Shack.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 14,800; (S) 17,511; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD.
National Representatives: None.

KILGORE, TEX.

1—LOCATION: Gregg & Rusk Counties, E&P Map E-3. 125 mi. E of Dallas, 70 mi. W of Shreveport, La. State Hwys. 31, 42, 135, 349; U.S. 259; Interstate 20.

2—TRANSPORTATION: Railroads: Mo. Pac.
Intercity Bus Lines: Continental Trailways.
Motor Freight Carriers: 4.
Airlines: Metrofight Airlines.

3—POPULATION:
Corp. City 70 Cen. 9,495; Loc. Est. 12,000
Counties
Gregg 70 Cen. 75,929; Loc. Est. 88,200
Rusk 70 Cen. 34,102; Loc. Est. 40,553

4—HOUSEHOLDS:
City 70 Cen. 4,198; Loc. Est. 4,000
Counties
Gregg 70 Cen. 24,092; Loc. Est. 34,304
Rusk 70 Cen. 11,620; Loc. Est. 15,952

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$130,283,992
Sav. & Loan Assn.	2	$82,912,620

6—PASSENGER AUTOS: Gregg 55,328; Rusk 17,884.

7—ELECTRIC METERS: Residence 5,881.

8—GAS METERS: Residence 6,159.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil & Gas 4500 (206); Plumb Fixt. Mfg. 420 ($244); Boat Mfg. 80 (180); Garment Mfg. 162 (158).

10-CLIMATE: Min. & Max. Temp.—Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11—TAP WATER: Aklaline, very soft, not fluoridated.

12—RETAILING: Kilgore Plaza Shopping Center: Between Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Skillern's; Gothard's AG; Beall's; The New Yorker; Lynn's Toy Store; Hurwitz; King Arthur's Cafeteria; E.B. Mott Co.; J.B. White Co.; Baskin-Robbins.
Mid-Town Shopping Center: Safeway; Eckerd's; Cashen Jewelry; Danni's Music Store; T.G.&Y.; Margie's; Kilgore First Nat'l. Mini-Bank.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Beall's; J.B. White Co.
Variety Stores: E.B. Mott Co.; TG&Y.
Discount Stores (CZ): Gibson's, Harry Crow; Dollar General.
Chain Drug Stores (CZ): Longhorn; Skillerns 1; Hall 1; Gibson's; Eckerd.
Chain Food Supermarkets (CZ): Safeway; Piggly Wiggly; Gothard's AG.
Other Chain Stores: The Automotive, Inc.; Western Auto; White Auto Supp.; Montgomery Ward; Goodyear; Collegiate Shoppe; Mode O'Day; Hurwitz; Otasco; King Arthur's Cafeteria; Hanks-Murphy Bros. Furn.; E-Z Mart; 7-Eleven 3; Baskin-Robbins; Thriftyman Foods 2; The New Yorker; Lynn's Toy Store; Kenwin; Whataburger; Kentucky Fried Chicken; Pizza Hut; Kettle Pancake House; Dairy Queen 2; Pizza Inn; Del Taco; Johnnys Fried Chicken; Hickory Fare Bar-B-Q; All American TV; McDonalds; Fastop 2; Golden Flake Sweet Shop.

14—NEWSPAPERS: NEWS HERALD (e-Mon. to Fri.) 5,958; (S) 6,640; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann Anderson, Nat. Adv. Mgr., NEWS HERALD.
National Representatives: None.

LAKE JACKSON-FREEPORT-CLUTE-ANGLETON, TEX.

1—LOCATION: Southern three-fourths of Brazoria County. E&P Map E-5 (In Houston SMSA). Five miles from Gulf coast, 45 miles south of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Oil production. Shrimping. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury and Old Ocean.

2—TRANSPORTATION: Railroads: Missouri Pacific.
Motor Freight Carriers: Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.
Waterway: Intercoastal Canal; Brazos River; Port of Free Port.
Airlines: Connecting with all major airlines in Houston.

3—POPULATION:
Corp. Cities 70 Cen. 42,437; Loc. Est. 52,272
Freeport 70 Cen. 11,997; Loc. Est. 12,124
Clute 70 Cen. 6,023; Loc. Est. 9,057
Lake Jackson 70 Cen. 13,376; Loc. Est. 17,214
Angleton 70 Cen. 11,091 Loc. Est. 13,877
SMSA 70 Cen. 1,999,316; Loc. Est. 2,758,121
County 70 Cen. 108,312; Loc. Est. 150,562
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 9,320; Loc. Est. 17,821
County 70 Cen. 30,567; Loc. Est. 49,965
SMSA 70 Cen. 614,290; Loc. Est. 979,985

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	12	$375,000,000
Sav. & Loan Assn.	4	$143,000,000
Credit Union	2	$47,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 152,962.

7—ELECTRIC METERS: Residence 22,000.

8—GAS METERS: Residence 18,000.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage)— Chem 7,500 ($305), Constr. 3,500 ($295); Mfg. 800 ($200), Comm. Fishing 900 ($175), Shipping & Trans. 350 ($200).
Principal Industrial Pay Days: Thu., Fri.

Houston
Harris County
Fort Bend County
Galveston County
Wharton County
West Columbia
Danbury
ANGLETON
Old Ocean
LAKE JACKSON
Sweeny
Brazoria
CLUTE
Matagorda County
Jones Creek
FREEPORT
Gulf of Mexico

The Brazosport Facts (e)
19,647 VAC 6-30-80

10-CLIMATE: Min. & Max. Temp.—Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67; Precip. 47 per year.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Downtown Shopping Areas: Lake Jackson, 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way. Freeport, 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad. Angleton, 8 blocks on Hwy 288, 10 on Hwy 35. Clute, 10 blocks on S. Hwy 288, 5 on S. Main, 8 on Dixie Drive.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brazos Mall	90	Sears, Penney's, Joske's, Beall's, OSCO Drug, Fair
Freeport 4 Corners	10	Kroger's, Eckerd's, Weiner
Lake Jackson 4 Corners	12	Stanley's Eckerd's, Wacker
Angleton 4 Corners	4	Kroger's, Weiner's, TG&Y
Angleton Safeway Plaza	14	Safeway, Eckerd's
Palm Center	7	Blount's Foods, Perry's Firestone, Brockman's
Brazosport Village	20	Weingarten's, Ward's, Weiner's
Lack's Plantation Center	27	Lack's, Baron's, American Savings
Kroger Center	10	Kroger, Super-X, True Value
K-Mart Center	1	K-Mart
Oyster Creek Ctr	15	Safeway, Mr. Gatti, Lake Drug

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Grocery: Brazos Mall; most Discount.

13—RETAIL OUTLETS: Department Stores: Penney's, Sears, Joske's, Beall's, Fair.
Variety Stores: Perry's 2, Wacker's, Ben Franklin, TG&Y.
Discount Stores: K-Mart, Howard's, Bottom Dollar, Wilson's.
Chain Drug Stores (CZ): Eckerd's 3, Super-X, OSCO.
Chain Food Supermarkets (CZ): Weingarten's, Kroger 3, Safeway 2, Gerland's, 2, Stanley's, Lucky 7 (2).
Other Chain Stores: Firestone 2, Goodyear 3, Western Auto 5, White's Auto, Craig's, Florsheim, Gordon's, Kinney Shoes, Lerner's National Shirt, Zales, Thom McAn, Walden Books, Spencer Gifts, Joyce Bertram, Naturalizer Shoes, Radio Shack, Corrigan's Jewelers, Baker's, Singer, Goodrich, Sherwin-Williams, County Seat, Jeans West, Ventura's Formal Wear, Flagg Shoes, Hanover Shoes, B. Dalton, Pier I, Montgomery Ward.

14—NEWSPAPERS: BRAZOSPORT FACTS (e-Mon. to Fri. and Sun) 17,868 Paid; 902 Free; Dec. 31, 1979.
Local Contact for Advertising and Merchandising Data: Larry Rasmussen, Retail Adv. Mgr.; Jon Custer, National Adv. Director; BRAZOSPORT FACTS.
National Representatives: U.S. Suburban Press.

LAREDO, TEX.

1—LOCATION: Webb County (SMSA). E&P Map D-6, County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new hwy; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 83, 81, 59; State Hwy. 359; Interstate 35.

2—TRANSPORTATION: Railroads: Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways; Greyhound Transports del Norte.
Airlines: Texas International; Texas Airlines.

3—POPULATION:
City 70 Cen. 69,024; Loc. Est. 85,580
CZ-ABC: (70) 69,024; (80) 85,900
Co./SMSA 70 Cen. 72,859; Loc. Est. 91,041
Total City & RTZ-ABC: (70) 69,024; (80) 85,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 16,889; Loc. Est. 24,430
CZ-ABC: (70) 16,891; (80) 24,000
Co./SMSA 70 Cen. 17,867; Loc. Est. 26,056
Total City & RTZ-ABC: (70) 16,891; (80) 24,000

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	5	$410,000,000
Sav. & Loan Assns.	3	$31,000,500

6—PASSENGER AUTOS: County All Vehicles 61,038 (1978).

7—ELECTRIC METERS: Residence 22,866.

8—GAS METERS: Residence 17,420.

9— PRINCIPAL INDUSTRIES (CZ): Mach.; Smelting; Mattresses; Frocks; Cement Prod.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire-Testing; Tourism; Meat Packing.

10-CLIMATE: Min. & Max. Temp.—Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Del Mar	-	N.A.
Laredo Mall	25	Woolco
Las Lomas	8	Sweeney's Foods Perry Variety
Mall Del Norte	120	Sears, Dillards, Montgomery Ward
Riverdrive Mall	60	Penney, Santos Dept, Frost Bros., McCrory's

Principal Shopping Days: Dept. Stores—Mon., Tues., Fri. & Sat.; Food—Wed., Fri. & Sat.
Stores Open Evenings: Dept.—Sat.; Food nightly.

13—RETAIL OUTLETS: Department Stores: Richter's; Hachar's; Sears Roebuck; J.C. Penney; Beall's; Montgomery Ward.
Men's Wear: Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's (Mens Wear); Bon Ton.
Specialty: La Feria; Dillard's; Varden (Ladies); Las Novedades; D'Arcy's; Polly Adams; Town House; De Anda's Distinctive Fashions; Frontier Dept. Stores; Sample Hut; California Dress Talk; Carrousel; Jacqueline; Cindy Fashions, (Ladies).
Shoes; Guarantee, Kinney Shoes, Scooti, El Sol del Oriente, Sam Sullivan Shoes, Bell Bros.; Dalton Shoes.
Discount Stores (CZ): Gibson; Santos; Munden; Kroger's; Barker's; Woolco; Dr. Ike's Economy Center.
Variety Stores: S.H. Kress; Woolworth; McLellan's; Neisner Bros.; Perry's.
Chain Drug Stores (CZ): Central (Walgreen); Continental Rexall; City Drug.
Chain Food Supermarkets: El Rio Family Center 1; Barrera's 1; Kroger 1; Tony's 2; Food City 5; H.E.B. 4; Jitney Jungle.
Other Chain Stores: O. Tamez, Red & White Maverick Markets 8; Barrera's Stop 'N Shop; Cabello Bros.; Winnie Lee; Charm (Ladies); Vogue (Ladies); La Mode (Ladies); Farragut's; Lane's; Sherwin-Williams (Paint-Wallpaper); Thom McAn Shoes 2; Kinney Shoes 2; Franklin's; Outlet; Three Sisters; Firestone; Western Auto; Beall's; White's Auto; Singer Co.; Zale's Jewelers; Green's Jewelers; Gordon's Jewelers; S&H Green Stamps; Amigo; PFAU Tire; Radio Shack; Studers; Furniture; Modern; City Service; Goodyear; Laredo Furn. Distributors; Wig Fashions; Star Beauty Supply; Dick & Jeannie's.

14—NEWSPAPERS: TIMES (e-Mon. to Fri.) 18,083; (S) 18,509; (Sat.m) 17,734; Mar. 31, 1980 ABC. NEWS (m) 21,395; (S) 21,419; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frisco Aquilar, Adv. Dir., TIMES. John C. Spear, Adv. Dir., NEWS.
National Representatives: TIMES—Texas Daily Press League, Inc. NEWS—Landon Associates Inc.

LEAGUE CITY, TEX.

See CLEAR LAKE CITY, TEX.

LEWISVILLE, TEX.

1—LOCATION: Denton County, E&P Map E-3. Light industry and agriculture. In North Central part of state. 25 mi. NW of Dallas on 135 E; 7 mi. E of Dallas-Fort Worth Int'l. Airport. On State Hwy. 121.

2—TRANSPORTATION: Railroads: Atchison, Topeka & Santa-Fe; Mo.-Kansas-Texas.
Motor Freight Carriers: 50.
Intercity Bus Lines: Continental Trailways.
Airlines: American; Delta; Braniff; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport).

3—POPULATION:
Corp. City 70 Cen. 9,264; Loc. Est. 30,000
County 70 Cen. 75,633; Loc. Est. 109,863

4—HOUSEHOLDS:
City 70 Cen. 2,823; Loc. Est. 10,500
County 70 Cen. 22,822; Loc. Est. 41,123

5—BANKS:	NUMBER	DEPOSITS
Commercial	3	$49,680,836
Sav. & Loan Assns.	2	$26,471,901

6—PASSENGER AUTOS: County All Vehicles (1978) 120,828.

7—ELECTRIC METERS: 10,000.

8—GAS METERS: Residence/City 9,200.

Houston
Harris County
Fort Bend County
Galveston County
Wharton County
West Columbia
Danbury
ANGLETON
Old Ocean
LAKE JACKSON
Sweeny
Brazoria
CLUTE
Matagorda County
Jones Creek
FREEPORT
Gulf of Mexico

Have you ever heard of Brazoria County, Texas?
IF NOT,
then you need The Facts!

FACT: Total EBI $1.2 Billion*
FACT: Median Household EBI $23,267*
FACT: Households earning $15,000 + 72.9%*
FACT: Highest median household EBI in the Houston SMSA
FACT: The Facts is the largest circulation daily in Brazoria County **

Brazoria County: A market you can't afford to over look.
The Brazosport Facts: Brazoria County's leading newspaper.
For more information, contact:
Jon Custer
P.O. Box 547
Clute, Texas 77531
713-265-7411

The Facts

*SM&M
**79-78 SRDS NCA

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Aver. Wkly. Wage)—Metal Fabrication 205 ($143); Clothing 57 ($100); Boats 51 ($151).
Principal Industrial Pay Days: 1st, 15th, Fridays.

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11—TAP WATER: Slight alkaline, hard.

12—RETAILING: Principal Shopping Centers: Main Valley—33 stores; Lakeland Plaza—28 stores; Old Orchard Village—17 stores.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Irving Mall	12	Sears, Penney, Titche's
Northtown Mall	13	Ward's, Woolco
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Shopping centers, every evening.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; Myer's, Sears.
Variety Stores: Ben Franklin; M.E. Moses 2.
Discount Stores: Wal-Mart; Gibson.
Chain Drug Stores: Skillern's; Eckerd; Page Super; Super Rx.
Chain Food Supermarkets: Piggly-Wiggly; Minyard's 2; Tom Thumb; Safeway; Kroger.
Other Chain Stores: Goodyear; Firestone; Zale's.

14—NEWSPAPERS: LEADER (e-Tues. to Fri.) 5,696; (S) 6,696; Sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Walt Wilson, Pub., LEADER.
National Representatives: U.S.S.P.I.

LONGVIEW, TEX.

1—LOCATION: Gregg County, E&P Map E-3, County Seat. Oil field & industrial ctr. On U.S. 80 and 259 & Interstate 20. Longview 65 mi. W. Shreveport, La.; 126 mi. E. Dallas & 210 mi. N. of Houston.

2—TRANSPORTATION: Railroads: Texas & Pacific; Missouri Pacific; Santa Fe.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental Trailways; Mooney Motor Coach, Carthage.
Airlines: Metro Flight Airlines.

3—POPULATION:
Corp. City 70 Cen. 45,547; 75 Sp. Cen. 51,950
Loc. Est. 58,389
CZ ABC: (70) 53,715; (80) 66,200
RTZ-ABC: (70) 109,701; (80) 126,100
County 70 Cen. 75,929; 75 Sp. Cen. 81,370
Loc. Est. 90,445
CZ & RTZ ABC: (70) 163,416; (80) 192,300

4—HOUSEHOLDS:
City 70 Cen. 16,024; 75 Sp. Cen. 18,121
Loc. Est. 22,153
County 70 Cen. 27,300; 75 Sp. Cen. 29,872
Loc. Est. 34,304
CZ ABC: (70) 17,372; (80) 24,400
RTZ-ABC: (70) 36,165; (80) 47,700
City & RTZ ABC: (70) 53,537; (80) 72,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$312,919,929
Sav. & Loan Assn.	3	$185,069,710

6—PASSENGER AUTOS: 117,562 (1978 Total Vehicles)

7—ELECTRIC METERS: 28,690

8—GAS METERS: 21,735

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil & Gas 2,460 ($293); Chem. & Refiner (NA); Machine Shop 3,970 ($301); Construction 3,680 ($216); Apparel 1,260 ($133); Food & Bev. 1,020 ($321); Fabricated Metals 3,420 ($277); Transport Equip. 1,860 ($250); other Mfg. 6,690 ($375); Total Employees 37,789 ($215).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20. Last killing frost, Mar. 15.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Centers: 5 blocks on Tyler St., 4 on Fredonia; 5 on Methvin; 4 on Center; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann, including 650,000 sq. ft. mall; 3 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers: Pinewood Earlee; High Colonial; Brookwood; Southview; Greggton; Pine Tree; Chapparal; Brookwood; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Village; Royal Forest; Alpine Village; Spring Hill; Towne Lake.
Principal Shopping Days: Department Stores—Mon., Fri., Sat.; Food—Thu., Fri., Sat., Mon., Tues.
Stores Open Evenings: Department Stores—Thurs., Sat.; Food—Fri., Sat.; Longview Mall 10 a.m.-9 p.m.

13—RETAIL OUTLETS: Department Stores: K-Mart; Dillard's; Beall; Sears; K. Wolens; Anthony 3; J. C. Penney; Seller Bros.; Wilson's.
Discount Stores (CZ): Treasure City; Gibson's 2; Wacker's; Kroger Family Center; Zale's Jeweler; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y 2; K-Mart; Otasco 2.
Variety Stores: Moses 2; Perry Bros. 3.
Chain Drug Stores: Skagg's 2; Skillern's 1; Louis Morgan 4; McIntosh 3; Eckerd 31.
Chain Food Supermarkets: Safeway 3; Brookshire 6; Kroger 2; Buddies 2.
Other Chain Stores(Corp. Limits)—Franklin's (women's); Sherwin-Williams (paint & wallpaper); Mary Carter paint; Austin Shoe; Texas State Optical; Lee Optical; Regan's (women's); Auto Supplies: H & S 555, Owen, Western, Firestone, Goodrich, Bill Day Tire Store, General Tire, Goodyear, Kelly- Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, Wadel-Connolly, Reliable, East Texas, S&H Green Stamps, Gold Bond Stamps, Reynold's, Penland; White's, Home & Auto Center, Fox Photo, Royal Optical, Gordon's Jewelers, Thom McAn, Kinney Shoes, Buster Brown Shoes, Bakers Shoes, County Seat, Fashion Conspiracy, Spencer Gifts, Walden Books, Circus World, General Nutrition.

14—NEWSPAPERS: JOURNAL (m-Tues. to Sat.) 14,522; NEWS (e-Mon. to Fri) 16,615; Comb. (m&e) 31,137; (S) 31,191; Mar. 1980 ABC.
Local Contact for Advertising and Merchandising Data: Retta Kelley, Nat'l. Adv. Mgr., JOURNAL and NEWS.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

TEXAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	 E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	 E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	 E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	 Value of crops (Thousands)	 Value of livestock (Thousands)
TARRANT	716,317	812,545	2,406,640	5,896,593	300,579	19,617	1,256	3,955	13,780
Arlington	90,643	143,203	330,199	1,109,629	53,041	20,920	*	*	*
Euless	19,316	37,003	68,830	284,802	12,056	23,623	*	*	*
Fort Worth	393,476	355,943	1,288,245	2,538,173	139,894	18,144	*	*	*
Haltom City	28,127	29,300	95,438	211,077	10,902	19,361	*	*	*
Hurst	27,215	32,499	100,280	255,609	11,017	23,201	*	*	*
TAYLOR	97,853	107,751	296,856	1,057,924	39,709	26,642	1,001	3,835	39,245
Abilene	89,653	99,351	274,030	973,973	36,210	26,898	*	*	*
TERRELL	1,940	1,794	7,851	9,250	714	12,955	79	17	3,355
TERRY	14,118	14,210	53,146	100,425	4,920	20,412	624	21,092	1,608
THROCKMORTON	2,205	2,312	9,000	16,380	1,030	15,903	345	1,972	6,498
TITUS	16,702	20,795	51,510	170,052	8,457	20,108	801	909	7,609
Mount Pleasant	9,459	12,949	29,712	107,850	5,278	20,434	*	*	*
TOM GREEN	71,047	80,794	236,665	747,724	30,614	24,424	861	8,968	18,853
San Angelo	63,884	70,170	213,168	650,570	26,680	24,384	*	*	*
TRAVIS	295,516	400,769	942,902	2,862,527	147,510	19,406	1,073	7,144	5,472
Austin	251,808	362,429	801,059	2,573,608	134,891	19,079	*	*	*
TRINITY	7,628	8,283	17,250	45,598	3,311	13,772	492	587	2,335
TYLER	12,417	16,450	24,289	103,550	6,358	16,287	356	261	1,118
UPSHUR	20,976	27,989	63,300	196,996	10,539	18,692	983	1,020	11,544
UPTON	4,697	4,597	19,245	25,830	1,637	15,779	70	298	1,702
UVALDE	17,348	22,007	47,754	100,899	7,548	13,368	483	6,898	9,052
VAL VERDE	27,471	33,027	73,067	140,554	10,295	13,653	209	40	8,213
Del Rio	21,330	29,489	54,950	122,813	9,310	13,192	*	*	*
VAN ZANDT	22,155	30,597	50,213	252,498	12,641	19,975	2,116	3,498	9,701
VICTORIA	53,766	67,852	145,134	548,842	22,918	23,948	964	8,693	5,226
Victoria	41,349	50,931	116,410	434,505	17,619	24,661	*	*	*
WALKER	27,680	44,249	58,143	276,240	16,146	17,109	568	1,110	7,545
Huntsville	17,610	24,106	37,366	148,658	8,324	17,859	*	*	*
WALLER	14,285	17,521	31,462	115,852	5,700	20,325	637	10,614	5,238
WARD	13,019	13,221	49,264	81,400	4,616	17,634	66	185	811
WASHINGTON	18,842	21,222	48,206	131,515	8,383	15,688	1,710	1,446	9,681
Brenham	8,922	12,598	22,810	78,017	5,018	15,541	*	*	*
WEBB	72,859	92,022	142,621	431,364	26,568	16,236	353	2,909	11,871
Laredo	69,024	87,795	131,604	401,037	25,299	15,852	*	*	*
WHARTON	36,729	39,027	109,820	281,291	13,759	20,429	1,543	66,636	6,936
WHEELER	6,434	6,738	24,123	47,667	2,884	16,528	534	4,692	22,896
WICHITA	120,563	118,018	422,575	1,104,129	45,137	24,462	594	7,284	4,476
Wichita Falls	96,265	97,715	341,128	905,740	37,187	24,356	*	*	*
WILBARGER	15,355	15,620	55,211	99,966	6,461	15,472	645	14,507	15,804
Vernon	11,454	11,149	40,496	71,404	4,642	15,382	*	*	*
WILLACY	15,570	17,320	46,413	71,094	4,876	14,580	442	31,295	793
WILLIAMSON	37,305	70,672	97,278	447,466	26,888	16,642	2,040	23,098	12,325
Taylor	9,616	9,830	24,684	61,269	3,940	15,551	*	*	*
WILSON	13,041	15,304	28,127	100,252	5,190	19,316	1,408	6,637	9,635
WINKLER	9,640	10,025	34,649	74,764	3,594	20,802	29	148	776
WISE	19,687	24,303	52,314	162,160	9,492	17,084	1,363	2,824	17,075
WOOD	18,589	24,232	53,530	196,974	10,201	19,309	1,208	2,107	10,080
YOAKUM	7,344	7,389	26,246	59,576	2,693	22,123	310	11,152	1,210
YOUNG	15,400	20,082	58,527	136,606	8,622	15,844	753	3,931	8,975
ZAPATA	4,352	6,061	6,239	26,719	1,999	13,366	294	971	2,987
ZAVALA	11,370	11,306	20,724	47,039	3,074	15,302	255	15,542	16,323

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1979 Cash Receipts as follows: From Crops $3,758,612,000; from Livestock & Livestock Products $5,604,568,000; Total $9,363,180,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

LUBBOCK, TEX.

1—LOCATION: Lubbock County (SMSA) E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth, San Antonio 390 mi., Oklahoma City 365 mi., El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing center.

2—TRANSPORTATION: Railroads: AT&SF, FW&D.
Motor Freight Carriers: 15.
Intercity Bus Lines: Texas, New Mexico & Oklahoma Coaches.
Airlines: Southwest; Continental; Texas International; Braniff.

3—POPULATION:
Corp. City 70 Cen. 149,101; Loc. Est. 176,988
CZ ABC: (70) 153,591; (80) 179,500
RTZ-ABC: (70) 220,001; (80) 220,200
County/SMSA
70 Cen. 179,295; Loc. Est. 204,621
City & RTZ-ABC: (70) 373,592; (80) 399,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 44,874; Loc. Est. 62,542
Co./SMSA 70 Cen. 53,253; Loc. Est. 71,573
CZ ABC: (70) 45,872; (80) 61,300
RTZ-ABC: (70) 66,244; (80) 75,900
City & RTZ-ABC: (70) 112,116; (80) 137,200

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	10	$1,105,852,716
Sav. & Loan Assn.	6	$328,674,752

6—PASSENGER AUTOS: County All Vehicles (1978) 206,773

7—ELECTRIC METERS: Residence 63,422

8—GAS METERS: Residence 50,764

9— PRINCIPAL INDUSTRIES (CZ): Cotton Oil Mills, Food, Mach. & Equip., Steel & Steel Fab., Meat, Poultry Packing, Cottonseed Oil, Feed Mills, Bottling.

10-CLIMATE: Min. & Max. Temp.—Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost Oct. 25. Last killing frost Apr. 13.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Centers: 10 on Main; 8 on Aves. G., H., Texas Ave., Aves. J.K.L.&M. all in downtown section; 8 on 50th & Ave. H., South Plains Mall.
Neighborhood Shopping Centers: 8 blocks on Ave. Q and Broadway; 4 at 34th St. Village; 3 in Green Acres Shopping Center; 10 on E. Broadway; 10 in Arnett-Benson Center; 2 in Highland Place; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Center; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Village, 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr. 1; 2 on Slide & 13th; Winchester, 4 on 50th; Gibson, 2 on 50th & Slide.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Mackenzie Terr.	2	Hull-Gentry, TG&Y, Furr's, United
Family Park	2	Cobb's, Wirtz Drug, TG&Y, Furr's, Dunlap's, Raff & Hall Drug
Caprock	4	Dunlap's, White Auto, TG&Y, Furr's, Furr's Cafeteria
Monteroy	4	Levine's, Halsey Drug
Town & Country	2	TG&Y, Cobb's, Furr's
Red Bud Sq.	-	Furr's, TG&Y
Westgate	-	Day Drug, United Mkt.
So. Plains Mall	9	Penney, Dillard's, Sears, Hemphill-Wells Dept.
Biercroft	-	TG&Y
Cactus Alley	-	N.A.
Flintwood	-	Lathamn's Dept.
Green Acres	-	Furr's Mkt.

LUBBOCK—continued

Highland Place	-	Safeway
Indiana Gdns	-	Stephen's Dept.
Mardi Gras	-	Furr's
Oakwood	-	Levine's, Village Food
Parkway Mall	-	Furr's
Sunshine Square	-	Latham's

Principal Shopping Days Dept. Stores Thu. evg., Food Tues. evg., Wed. morn. & Thu. evg., Fri. morn.

13—RETAIL OUTLETS: Department Stores Sears, Levine's, Montgomery Ward, S&O Clothiers, Hemphill Wells, Cobbs, Dunlap's, J. C. Penney, Skibell's, Lenastephen's, Dillard's, Margaret's
Variety Stores TG&Y 8, Woolco.
Chain Drug Stores Day Drugs 3, John Halsey 3, Hull-Gentry 3, L & H 4, Presciption Laboratory 2, Raff & Hall 2, Fee Phcy 2
Discount Stores (CZ) Gibson's, Furr's, Levine's Family Center, White Stores Family Ctr., K-Mart Skaggs-Albertson; Woolco; TG&Y Family Center, Best Products, Grand Central, Target
Chain Food Supermarkets Furr's 8, Safeway 2, United 8, Foodway, Minit 3, Independents 106, 7-11 7, K-Mart 14, Skagg-Albertson 2
Other Chain Stores Lerner, Thom McAn, White Stores, S&H Green Stamps, Gold Bond Stamps; Levine's Booterie, Jones-Roberts, The Cloth World; Pier 1, Radio Lab, Fabric World

14—NEWSPAPERS: AVALANCHE-JOURNAL (m-Mon. to Fri.) 57,371; (e-Mon. to Fri.) 14,531; com (m&e-Mon. to Fri.) 71,902, (Sat. m) 66,409, (S) 78,750, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Carl Cannon, Adv. Dir., AVALANCHE-JOURNAL
National Representatives Texas Daily Press League

LUFKIN, TEX.

1—LOCATION: Angelina County, E&P Map F-4. E. Central part of state, midway between Houston & Shreveport. On U.S. Hwy 59, 69, State 103, 94

2—TRANSPORTATION: Railroads St. Louis Southwestern, Angelina & Neches River, Texas Southeastern, Southern Pacific.
Motor Freight Carriers 8
Intercity Bus Lines Texas Continental

3—POPULATION:
Corp. City 70 Cen. 23,049, Loc. Est. 31,097
CZ ABC (70) 23,049; (80) 31,500
RTZ-ABC (70) 86,369, (80) 100,700
County 70 Cen. 49,349, Loc. Est. 59,917
City & RTZ-ABC (70) 109,418, (80) 132,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 7,468, Loc. Est. 11,566
County 70 Cen. 15,377; Loc. Est. 21,622
CZ ABC (70) 7,431; (80) 11,600
RTZ-ABC (70) 26,702, (80) 35,400
City & RTZ-ABC (70) 34,133; (80) 47,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$226,115,300
Sav. & Loan Assn.	2	$154,739,285

6—PASSENGER AUTOS: 63,748 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 20,999

8—GAS METERS: Residence 11,416

9— PRINCIPAL INDUSTRIES (CZ): Foundries, Paper Mill, Lumber, Total 8,376 employees

10-CLIMATE: Average Temp.—Spring 66, Summer 82, Fall 68, Winter 51

11—TAP WATER: Alkaline, soft, fluoridated

12—RETAILING: Principal Shopping Center 2 blocks on First St.; 2 blocks on Lufkin Ave
Neighborhood Shopping Centers 900 block on Ellis Ave., 1200 block of S. Chestnut, Timberland Dr., 600 block S. First

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Angelina Mall	23	Woolco, Clark Dept
Chestnut Village	18	Mont. Ward; Eckerd Drugs
Judson	10	Brookshire Groc.
Lufkin Mall	71	J.C. Penney, Sears
Timberland	7	Don's Gro., Sears
Towne Square	20	Wal-Mart, Pier I.

Principal Shopping Days Department Stores—Wed. thru Sat. Food—Tues., Fri., Sat.

13—RETAIL OUTLETS: Department Stores Canon and Parker; Mathews-Miller, Clark's, Beall's, Woolco, J.C. Penney; Wal-Mart; Sears, The Fair
Discount Stores (CZ) K's Thrift Center, Howard's, Woolco, Wal-Mart.
Chain Durg Stores Cavanagh, Peden 2, Thompson Phcy, Eckerd's Drug 2
Chain Food Supermarkets Brookshire 31, O-Kay 10, Boles 2, Don's Mac's 3, Safeway; Gerlands
Other Chain Stores Beall's, Frankling, The Fair, Sears Roebuck; Montgomery Ward, S&H Green Stamps, Levines, Weiner's, Brown's shoe Fit, Ben Franklin, Hancock Fabrics, Regans, Perry Bros

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 14,150, (S) 15,585, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS
National Representatives Cresmer, Woodward, O'Mara and Ormsby, Inc.

The Community
Information
Center In

Marshall,
Texas.

Marshall
News Messenger

A Harte-Hanks
NEWSPAPER

MARLIN, TEX.

1—LOCATION: Falls County, E&P Map E-4, County Seat. Agric. & mfg., livestock & mineral water, health resort (3 mineral water bath houses) ctr., 212-bed VA Admin. Hosp. Midway bet. Dallas & Houston. Tomato shipping ctr. On Hwys. 6, 7, 320

2—TRANSPORTATION: Railroads Missouri Pacific
Motor Freight Carriers 4
Intercity Bus Lines Southwestern Greyhound

3—POPULATION:
Corp. City 70 Cen. 6,351; Loc. Est 5,782
County 70 Cen. 17,300; Loc. Est. 16,991

4—HOUSEHOLDS:
City 70 Cen. 2,303, Loc. Est. 2,422
County 70 Cen. 6,032; Loc. Est. 6,859

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$57,445,000
Sav. & Loan Assn.	1	$9,500,000

6—PASSENGER AUTOS: County 17,406 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 3,669

8—GAS METERS: Residence 2,582

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Poultry Proc. 100, Carpet Mfg. 100; Glass, Sand Mining & Proc. 60, Soap, Candies 11, Private Hosp. & Mineral Baths 225, VA Hospital 280; Grain Processing and Storage 30, Business Forms Printing 50.
Principal Industrial Pay Days Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-85; Summer 70-103, Fall 38-92, Winter 10-75. First killing frost, early Nov. Last killing frost, early Apr.

11—TAP WATER: Alkaline, hard

12—RETAILING: Principal Shopping Center 3 blocks on Live Oak, with expansion eastward and north
Stores Open Evenings Sat.

13—RETAIL OUTLETS: Department Stores Handelman Bros.; White, Wilson Bros.; Rush, Gardner & Bartlett, Lonnie Hicks Shoe, Style Shop, R.J.'s, Town 'n' Country, Cobbler's Den, Wilson Bros.
Discount Stores Gibson's; Bill's Dollar Stores
Variety Stores Duke & Ayres; Ben Franklin, Perry Bros.
Drug Stores Majestic, Shelton, Sanitarium Drug; Gibson's Discount Pharmacy
Chain Food Supermarkets Safeway; Live Oak, Kash Way, HEB

14—NEWSPAPERS: DEMOCRAT (e) 3,252, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: J.C. Chatmas, Jr., Publisher, DEMOCRAT
National Representatives None

MARSHALL, TEX.

1—LOCATION: Harrison County, E&P Map F-3, County Seat. Railroad division point, system-wide general stores site and shops. Shipping and mfg. center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20, State Hwys. 15, 43, 155

2—TRANSPORTATION: Railroads Texas & Pacific; Missouri-Pacific, Kansas City Southern; Santa Fe
Motor Freight Carriers 5.
Intercity Bus Lines Continental Trailways, Greyhound

3—POPULATION:
Corp. City 70 Cen. 22,937, Loc. Est. 25,840
Primary Mkt. Area-ABC
(70) 23,567; (80) 27,900
Bal. In Primary Mkt. ABC (70) 21,274, (80) 17,800
Total Primary Mkt. ABC (70) 44,841, (80) 45,700
County 70 Cen. 44,841, Loc. Est. 47,771

4—HOUSEHOLDS:
City 70 Cen. 7,573, Loc. Est. 19,901
County 70 Cen. 14,065; Loc. Est. 17,408
Primary Mkt. Area
CZ-ABC (70) 7,742; (80) 10,500
Bal. in Primary Mkt. ABC (70) 6,310
(80) 5,900
Total Primary Mkt. ABC (70) 14,052; (80) 16,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$164,464,000
Sav. & Loan Assn.	2	$90,000,000

6—PASSENGER AUTOS: County 46,813 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 9,550

8—GAS METERS: Residence 8,766

9— PRINCIPAL INDUSTRIES (CZ): Industry. Number of Wage Earners—Pyrotechnics Munitions 935, Plastics and Organic Chemicals 2,300; Petroleum Equipment and Pumps 800, Agricultural Prod. 725, Sportswear and Work Clothing 265, Lignite Mining and Processing to Activated Carbon 450; Steel Castings and Foundry 250, Lumber Saw Mill 200; Ceramic Wall Tile 240, Bricks 100, Pottery and Stoneware 259; Milk Prods. 75, Tank Linings 35; Industrial Abrasives 250; Lumber Mfg. 200, Aluminum Electric Cables 400; Chemical Plastics 100; Chemicals 75; Bus Assembly 200

10-CLIMATE: Min. & Max. Temp.—Spring 28-97, Summer 56-102, Fall 25-98; Winter -1-87. First killing frost, Nov. 12. Last killing frost, Mar. 19

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center 8 blocks on Houston, 5 on Austin, 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on South Washington, 5 on N. Washington, 4 on Wellington; 1 on Franklin; 6 on Bolivar, 3 on Lafayette
Neighborhood Shopping Centers 4 blocks on S. Washingto n, from Pope to Nathan, 4 on S. Washington at Hwy. 43; 3 on W. Grand, from Bishop to Highbridge, 5 on E. Grand, from Alamo to Hwy. 43; 1 on N. Franklin at East Ave.; 1 on N. Bolivar at East Ave., 3 miles on East End Blvd from E. Houston to Interstate 20. 1 on S. Grove.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
South Side (-)	1½	Food Mart
W. Grand (-)	1½	Sure Way Food
Parkview (6)	-	Singer, Magic Mart
Pinecrest (7)	-	Safeway, Ben Franklin, Famous Pharmacy
East End Blvd. (-)	2	Gibson's
Grand Plaza (9)	1/2	TG&Y, Beall's, Brookshire's
Eastpark (5)	3/4	Otasco, Anthony's
Kroger Family Center (-)	3/4	Hancock Fabrics, Radio Shack

Principal Shopping Days Mon., Fri. & Sat.
Stores Open Evenings Mon. thru Sat.
Stores Open Sundays Supermarkets

13—RETAIL OUTLETS: Department Stores Joe Weisman, J.C. Penney, Beall Bros., Sears.
Discount Stores (CZ) Magic Mart; Gibson's.
Variety Stores McLelland's, Ben Franklin; TG&Y.
Chain Food Supermarkets Kroger, Safeway 2; Brookshire 2.
Other Chain Stores Firestone; Goodyear; Singer Co.; Montgomery Ward (catalog); Otasco; S&H Green Stamps, C.R. Anthony.

14—NEWSPAPERS: NEWS MESSENGER (e-Mon. to Fri.) 9,821; (S) 11,252, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jesse L. Walker, Jr., Adv. Dir., NEWS MESSENGER
National Representatives Branham/Newspaper Sales, Harte-Hanks Communications, Inc.

McALLEN, TEX.

1—LOCATION: Hidalgo County (In McAllen-Pharr-Edinburgh, Tex. SMSA). E&P Map D-6. On U.S. Hwy. 83, 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2—TRANSPORTATION: Railroads Southern Pacific, Missouri Pacific.
Intercity Bus Lines Orange Ball; Valley Transit; Continental Trailways.
Motor Freight Line 5
Airlines Texas International; Connections with Aeronaves Mexicans in Reynosa, Mexico

3—POPULATION:
Corp. City 70 Cen. 37,636; Loc. Est. 59,092
CZ ABC (70) 88,741; (80) 130,800
RTZ-ABC (70) 110,501; (80) 153,700
County/SMSA 70 Cen. 181,535; Loc. Est. 252,419
City & RTZ-ABC (70) 199,242; (80) 284,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 9,937, Loc. Est. 18,005
Co./SMSA 70 Cen. 43,525; Loc. Est. 70,116
CZ ABC (70) 22,342; (80) 37,700
RTZ-ABC (70) 25,511; (80) 40,500
City & RTZ-ABC (70) 47,853; (80) 78,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$408,500,000
Sav. & Loan Assn.	3	$202,900,000

6—PASSENGER AUTOS: County 185,549 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 11,958

8—GAS METERS: Residence 8,647

9— PRINCIPAL INDUSTRIES (CZ): Canning, Shipping, Packing; Clothing Mfg.; Chemical & Fertilizer Mfg.; Bottling Co.; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Screw Worm Eradication Station; Tourist; Import & Export, Citrus & Vegetable; Cotton.

10-CLIMATE: Av. Annual Temp.—Spring 78; Summer 88; Fall 77; Winter 63

11—TAP WATER: Alkaline, medium hard.

12—RETAILING: Principal Shopping Center 5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers 9 blocks on N. 10th St., 5 on S. 17th St.; Gateway S. 10th St., E. Hwy. 83, 4 on S. 10th St.; 1 at 3 mi. E. Expressway.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
El Centro Mall	42	Mont. Ward, Woolco, Farrell's Disc.
Gateway Plaza	-	N.A.
S. 10th St. at Houston	1	Globe Discount
La Plaza Mall	57	Bealls, Kinney, Woolworths, Thom McAn
Palm Valley Mall	69	Baker Shoes, Sears, Thom McAn, Lerners

Principal Shopping Days Mon. (especially 1st Mon. each month), Thurs., Fri. and Sat.
Stores Open Evenings Sat., Groc. to 7, Sat.

13—RETAIL OUTLETS: Department Stores Penney; Anthony, Terry-Farris, Sears Roebuck; Valley Mercantile, Levine's, Barkers, Montgomery Ward, Beall's.
Variety Stores Woolworth, McCrory's, McLellans; Hanshaws, Kress.
Discount Stores (CZ) Bargain World; Shoppers World, Globe; Discount House, Inc., Gibson's 2; Kroger; Whalen's; K-Mart; Woolco.
Chain Drug Stores (CZ) Klinck's Walgreen 2; Faulkner's Rexall 2, Super Drug; Medico.
Chain Food Supermarkets HEB 3, Minimax; Fairway; Kroger, Globe; K-Mart, Rivas, Gibson's.
Other Chain Stores Firestone, Goodyear, Parisian, PayLess Shoes; Man's Shop, Goodrich; Franklin's, Lack's Auto & Home Supply, Baum's (Men's); Shoes: Doyle's, Puryear's, Cannon, Thom McAn, Whalen's, Vogue, Aaronson Bros.; S&H Green Stamps; Ace Redemption Ctr., Amigo Store, Advance, Mangel's; General Tire; Studers; Zales, Winn's, White Auto.

14—NEWSPAPERS: VALLEY MONITOR (e-Mon. to Fri.) 22,928; (S) 30,915; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Millie Armstrong, VALLEY MONITOR.
National Representatives Texas Daily Press League, Inc.

McKINNEY, TEX.

1—LOCATION: Collin County (In Dallas-Ft. Worth SMSA). E&P Map E-3, County Seat. Mfg. Ctr., 30 min. N of Dallas, 55 mi. NE of Ft. Worth, Ctr. of highly productive agricultural area; in Metropolitan Dallas Area

2—TRANSPORTATION: Railroads Southern Pacific.
Motor Freight Carriers 7
Intercity Bus Lines Greyhound; Continental

3—POPULATION:
Corp. City 70 Cen. 15,193; Loc. Est. 16,300
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 66,920; Loc. Est. 147,000

4—HOUSEHOLDS:
City 70 Cen. 4,840; Loc. Est. 5,128
County 70 Cen. 20,871; Loc. Est. 43,013
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS.	NUMBER	DEPOSITS
Commercial Banks	3	$98,470,260
Sav. & Loan Assn.	3	$69,206,140

6—PASSENGER AUTOS: County 120,738 1978 Total Vehicles

7—ELECTRIC METERS: Residence 5,940

8—GAS METERS: Residence 5,462

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners & (Av. Wkly. Wage) Garments 435 ($175); Milk, Ice Cream 100 ($190).
Principal Industrial Pay Days Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 54-74; Summer 73-92; Fall 57-77, Winter 35-57. First killing frost, Oct. 1. Last killing frost, Apr. 1.

11—TAP WATER: Soft, not fluoridated.

12—RETAILING: Principal Shopping Center 4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St., McKinney Plaza; Westgate; Virginia Square.

13—RETAIL OUTLETS: Department Stores Beall Bros., The Annex, Penney, McKinney; B&B, Gibson's; Wal-Mart.
Chain Drug Stores North Side 2, Ward's, Skillerns.
Variety Stores Woolworth, Duke & Ayres, Ben Franklin.
Chain Food Supermarkets Safeway 2, Cabell's; Piggly-Wiggly; Moseleys, Birds, Brookshire

14—NEWSPAPERS: COURIER-GAZETTE (e-Mon. to Fri.) 6,400, (S) 6,400, Dec., 31, 1979 VAC (latest available statement)
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE.
National Representatives USSPI.

MESQUITE, TEX.

1—LOCATION: Dallas County, E&P Map E-3 (In Dallas-Fort Worth SMSA). Manufacturing area; in

NE part of state, 10 mi. E. of Dallas, on U.S. Hwys. 80, I-20, I-635.

2—TRANSPORTATION: Railroads: Texas & Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Continental Trailways.
Airlines: American; Delta; Braniff; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas).

3—POPULATION:
Corp. City 70 Cen. 55,131; Loc. Est. 66,027
County 70 Cen. 1,327,321; Loc. Est. 1,477,576
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507

4—HOUSEHOLDS:
City 70 Cen. 14,721; Loc. Est. 20,571
County 70 Cen. 421,919; Loc. Est. 542,014
SMSA 70 Cen. 733,010; Loc. Est. 1,007,252

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$62,267,000

6—PASSENGER AUTOS: County All Vehicles (1978) 1,558,326

9— PRINCIPAL INDUSTRIES (CZ): Food Freezing, Mfg. Pharmaceuticals; Paints, Tools; Containers, Building Supplies, Brick Making, Electronic Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22. Last killing frost, Mar. 18.

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Big Town	52	Mont. Ward
Broadmoor Plaza	15	Skillern's
Broadway Village	6	Broadway Foods
Little Town	4	Safeway
Mesquite Central	30	Sears
Northridge	14	
Town East Mall	130	Sears, Skillern's Drug
Town East	14	Kroger, TG&Y
Driftwood Village	20	Firestone Store

13—RETAIL OUTLETS: Department Stores: C&D 7 Stores; Sanger-Harris, Joske's.
Discount Stores (CZ): Gibson's, Treasury; Woolco.
Chain Food Stores: Safeway; Kroger's; Minyard's; Tom Thumb.

14—NEWSPAPERS: NEWS (e-Tues. to Sat.) 4,240, Sworn June 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Ryon Hukill, Pub., NEWS.
National Representatives: None.

MEXIA, TEX.

1—LOCATION: Limestone County, E&P Map E-3. Agricultural and oil center, 85 mi. from Dallas; 175 mi. from Houston.

2—TRANSPORTATION: Railroads: Southern Pacific; Chicago; R.I.; Pacific; Ft. Worth, Denver.
Bus Lines: Continental Trailways; Central Texas.
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 5,943; Loc. Est. 6,076
County 70 Cen. 18,100; Loc. Est. 19,886

4—HOUSEHOLDS:
City 70 Cen. 2,298; Loc. Est. 2,943
County 70 Cen. 5,951; Loc. Est. 8,106

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	1	$10,000,000
Commercial Banks	2	$30,887,000

6—PASSENGER AUTOS: County 17,832 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 3,043

8—GAS METERS: Residence 2,465

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—State School 915 ($66); Furniture Mfg. 100 ($100); Sportswear 56 ($56).

10-CLIMATE: First killing frost, Nov. 20. Last killing frost, Mar. 14.

11—TAP WATER: neutral, soft; fluoridated.

12—RETAILING:
Principal Shopping Centers: 4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on M'Kinney; 1 on Milam.
Principal Shopping Days: Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Karner-Phillips; K. Wolens.
Variety Stores: Perry Bros., Duke & Ayres.
Discount Stores: Gibson's.
Chain Drug Stores (CZf): Rexall.
Chain Food Supermarkets: A&P, Safeway.

14—NEWSPAPERS: NEWS (e) 3,950, sworn Sept. 30, 1980 (Latest statement Available).
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS.
National Representatives: None.

MIDLAND, TEX.

1—LOCATION: Midland County (SMSA). E&P Map C-3, County Seat. Oil, manufacturing, financial, computer, transportation, livestock, agriculture, shopping center. More than 750 oil and oil servicing firms maintain offices here. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80, Interstate 20; State Hwys. 349, 158; F. M. 307,868.

2—TRANSPORTATION: Railroads: Texas & Pacific.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound, Continental.
Airlines: Braniff; Continental; Texas International; Southwest.

3—POPULATION:
Corp. City 70 Cen. 59,463; Loc. Est. 75,000
CZ ABC: (70) 60,095; (80) 69,300
RTZ-ABC: (70) 168,673; (80) 186,600
County/SMSA 70 Cen. 65,433; Loc. Est. 80,000
City & RTZ-ABC: (70) 228,768; (80) 255,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 18,067; Loc. Est. 26,200
County/SMSA 70 Cen. 19,804; Loc. Est. 24,115
CZ ABC: (70) 18,244; (80) 24,100
RTZ-ABC: (70) 51,031; (80) 64,500
City & RTZ-ABC: (70) 69,275; (80) 88,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$1,024,514,242
Sav. & Loan Assn.	3	$228,906,390

6—PASSENGER AUTOS: County All Vehicles (1978) 64,800

7—ELECTRIC METERS: Residence 24,650

8—GAS METERS: Residence 22,778

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum (Adm.) 12,106 ($366); Petroleum (Expl.) 1,668 ($304); Mfg. 2,230 ($208); Const. 1,844 ($230); Trade 5,880 ($212); Services 3,436 ($196); Govt. 3,288 ($264).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 32-93; Summer 57-104; Fall 35-91; Winter 17-77. First killing frost, Nov. 1. Last killing frost, Apr. 1. Rainfall: 14 in.

11—TAP WATER: Alkaline, very hard, not fluoridated.

12—RETAILING:
Neighborhood Shopping Area: Dodson St., Secor Street, W. Ohio, N Big Spring St., E. Florida St., W. Florida St., Rankin Hwy., W. Wall St., E. Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W. Illinois; Midkiff Drive, Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Loraine, 5 on Wall, 3 on Colorado, 5 on Texas St.; Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S. Garfield S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868, Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name of Shopping Center	**Blocks from Shopping District**	**Principal Stores and/or Supermarket**
Permian	26	Mid Tex of Midland
The Village	22	Walgreen, White's Auto, TG&Y
Village Annex	24	Ward's Catalog
Brunson Village	21	Carter's Market
Mulberry Mall	31	Albertson's, Handy Dan
Oakridge Square	52	Pappagallo
Highland	14	
Town & Country	34	Furr's, Anthonys, Sears
Northland	22	Wolfe Nursery, "M" System
Dellwood Plaza	32	Dunlap's, Thornton's
The Strip	32	Tull's Drug
The Plaza	32	Safeway, Skillern's
Regency	22	Western Auto
Imperial	64	Imperial Market
San Miguel Square	-	Sports Place
Midland Mall	-	Sears, J.C. Penney, Dillards
Tiara Del Sol	-	U.A. Cine 4, Gibsons

Principal Shopping Days: Sat., Mon. and Thu.

13—RETAIL OUTLETS: Department Stores: Dunlap; Skibell's; J.C. Penney; Grammer-Murphy, Sears; S&Q; Thornton's; Anthony's; Dillard's.
Chain Drug Stores: Walgreen; Tull's 3; Skillern's.
Discount Stores (CZ): Walgreen's; White's; Gibson's; Albertson's.
Variety Stores: Kresge's; Sprouse- Reitz, TG&Y.
Chain Food Supermarkets (Corp. City): Piggly Wiggly 1; Furr's 2; Safeway 2; M. System 3; Seven-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2.
Other Chain Stores: Austin Shoes; Barnes Shoes 2; Krugers Jewelry; Balie Griffith Firestone 2; S&Q Clothiers 2; White's Stores; Singer; Southwestern Drug; Pittsburgh Plate Glass; Montgomery Ward (catalog); Julian Gold; Grisby's Rag Doll 1; Zale's Jewelers 2; J & K Shoe Store; PayLess Shoes; Skibell's; Good Housekeeping Shop; Goodyear; The Rag Doll, Heath Furn.; Dunlap's; Thornton's; Gold Bond Stamps; S&H Green Stamps; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14—NEWSPAPERS: REPORTER-TELEGRAM (e-Mon. to Fri.) 22,080, (S) 24,787; (Sat. m) 21,691, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Leland Barnes, Adv. Dir., REPORTER-TELEGRAM.
National Representatives: Texas Daily Press League, Inc.

MINERAL WELLS, TEX.

1—LOCATION: Palo Pinto County, E&P Map D-3. 50 miles W of Fort Worth.

2—TRANSPORTATION: Railroads: Weatherford, Mineral Wells & NW.
Motor Freight Carriers: 6.

3—POPULATION:
Corp. City 70 Cen. 18,411; Loc. Est. 11,583
County 70 Cen. 28,962; Loc. Est. 21,668
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,271; Loc. Est. 4,662
County 70 Cen. 9,929; Loc. Est. 8,535

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$100,538,000
Sav. & Loan Assn.	2	$20,000,000

6—PASSENGER AUTOS: County 27,417 (All Vehicles 1978)

8—GAS METERS: Residence 6,120

8—GAS METERS: Residence 5,886

9— PRINCIPAL INDUSTRIES (CZ): Aluminum Prod., Kitchen Fixtures & Cabinets, Plastic Prod.

10-CLIMATE: Av. Annual Temp.—Spring 74; Summer 83; Fall 55; Winter 50.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING:
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Postons; J. C. Penney, Mitchell's, Sturdivant Hdwe.
Variety Stores: Perry Bros., Ben Franklin.
Chain Drug Stores: Hilley's Phcy.
Discount Stores: Buy-Rite, Gibson's, Buddies Handyman.
Chain Food Supermarkets: Southside, Safeway, Piggly Wiggly; Winn-Dixie, Harmon's Short Stop 8.
Other Chain Stores: Goodyear, Montgomery Ward; White Auto; Western Auto; Sears.

14—NEWSPAPERS: INDEX (e-Mon. to Fri.) 5,071; (S) 5,071; sworn Sept. 30, 1979 (Latest statement available).
Local contact for Advertising and Merchandising Data: Don Dillard, Gen. Mgr., INDEX.
National Representatives: Texas Daily Press League.

MOUNT PLEASANT, TEX.

1—LOCATION: Titus County, E&P Map E-3, County Seat. 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30.

2—TRANSPORTATION: Railroads: St. Louis Southwestern, Cotton Belt.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 4.

3—POPULATION:
City 70 Cen. 9,459; Loc. Est. 13,316
City Zone ABC: (70) 8,877; (80) 10,800
RTZ-ABC: (70) 31,027; (80) 36,200
City & RTZ-ABC: (70) 39,904; (80) 47,000
County 70 Cen. 16,702; Loc. Est. 20,481

4—HOUSEHOLDS:
City 70 Cen. 3,125; Loc. Est. 5,372
County 70 Cen. 5,816; Loc. Est. 8,245
City Zone ABC: (70) 3,119; (80) 4,400
RTZ-ABC: (70) 10,283; (80) 13,800
City & RTZ-ABC: (70) 13,402; (80) 18,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$123,539,000
Savings & Loan	2	$33,451,000

6—PASSENGER AUTOS: County 23,904 (All Vehicles 1978)

9— PRINCIPAL INDUSTRIES (CZ): Whise Meat Proc.; Sawmills, Furniture Mfg.; Chicken Proc., Meat Pkg. Cannery; Mattresses; Hardwood Timber; Clay Prod., Lignite; Coal; Oil Refining; Women's Wear; Electrical Generating, Ind. Cable and Tubing.

12—RETAILING: Principal Shopping Centers: Town & Country (4 stores—Piggly Wiggly, McKeller Dept., Perry Bros. Variety); Jefferson Park—Safeway, Skillern's, TG&Y, Bealls, Sears. South Town— small shops; Square, sixteen small shops downtown.

13—RETAIL OUTLETS: Department Stores: West's; Beall Bros.; Marshall's; S&H Green Stamps; McKellar's; Gold Bond Stamps; Montgomery Ward; Sears.
Variety Stores: Perry's; Duke & Ayres.
Discount Stores: Gibson's; Wal-Mart; TG&Y.
Chain Drug Stores: Rexall, Walgreen; Drug-Sav; Skillern's.
Chain Food Supermarkets: Safeway; Piggly Wiggly 4; Brookshire's.
Other Chain Stores: Goodyear, White Auto, Western Auto, Radio Shack, Wise Dept. Store; True Value Hdwe. 2.

14—NEWSPAPERS: TRIBUNE (e-Mon. to Fri.) 4,757, (S) 5,429; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Palmer, Pub., TRIBUNE.
National Representatives: None.

NACOGDOCHES, TEX.

1—LOCATION: Nacogdoches County, E&P Map F-3, County Seat. 97 miles from Shreveport; 140 miles N of Houston; 168 miles S.E. of Dallas; 135 miles NW of Beaumont. On U.S. Hwy. 59, State Hwys. 21, 26, 7, 204.

2—TRANSPORTATION: Railroads: H.E. & W.T.T. & N.O.

3—POPULATION:
Corp. City 70 Cen. 22,544; Loc. Est. 29,861
County 70 Cen. 36,362; Loc. Est. 45,188

4—HOUSEHOLDS:
City 70 Cen. 6,581; Loc. Est. 10,659
County 70 Cen. 11,187; Loc. Est. 16,916

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$180,786,000
Sav. Loan Assn.	3	$58,088,525

6—PASSENGER AUTOS: County 40,156 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 11,321

8—GAS METERS: Residence 9,612

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Feed & Fertilizer 400 ($90); Brass Valves 300 ($125); Women's Dresses 200 ($85); Wood Wkg. 300 ($90); Poultry Processing 600 ($90); Chairs 400 ($90); Stephen F. Austin State University 11,978.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11—TAP WATER: Neutral, very soft, deep wells & surface lake, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Northview Plaza (20)	20	Mont. Ward, The Fair Otasco, Brookshire Mkt.
North St. (6)	6	Safeway, TG&Y, Buddies, Sears

Principal Shopping Days: Mon., Wed., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Mize, J.C. Penney, Beall's; The Fair, J.B. White.
Variety Stores: McCrory's, TG&Y, Perry Bros., G.C. Murphy.
Discount Stores: Gibson's, Wal-Mart, K-Mart.
Chain Drug Stores: Eckerd's, Coulter-Coe 2.

Chain Food Supermarkets: Buddie's, Thriftee, Kroger's, Safeway, Brookshire's, Ken's Minit-Mkts 3.
Other Chain Stores: Firestone, Perry Bros., Sears (catalog), Montgomery Ward (catalog), Western Auto, Weiner's Otasco.

14—NEWSPAPERS: SENTINEL (e) 8,761; (S) 11,056, Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data Charles K. Lamb, Ret. Adv. Mgr., Ferris Fain, Gen. Mgr., SENTINEL.
National Representatives: Texas Daily Press League.

NEW BRAUNFELS, TEX.

1—LOCATION: Comal County (in San Antonio, Tex. SMSA) E&P Map D-4. County Seat. Mfg., Textile, Hosiery, Stone Quarries. Diversified Farming. 23 mi. NE of San Antonio. On Interstate Hwy. 35 & U.S. Hwy 81.

2—TRANSPORTATION: Railroads: Southern Pacific, Amtrak.
Intercity Bus Lines: Greyhound.
Airlines: At San Antonio Airport.

3—POPULATION:
Corp. City 70 Cen. 17,859; Loc. Est. 20,000
CZ ABC: (70) 17,859; (80) 21,500
County 70 Cen. 24,165; Loc. Est. 34,014
SMSA 70 Cen. 888,179; Loc. Est. 1,060,541

4—HOUSEHOLDS:
City 70 Cen. 5,624; Loc. Est. 6,500
County 70 Cen. 7,682; Loc. Est. 12,503
SMSA 70 Cen. 243,864; Loc. Est. 354,411
CZ-ABC: (70) 5,633, (80) 7,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$88,269,000

6—PASSENGER AUTOS: County 34,170 (Total Vehicles 1978)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry—Textile, Hosiery, Flour, Feed & Gavze Mills; Monvment Works; Creamery, Tannery, Stone Quarry, Farming & Ranching.

10-CLIMATE: Min. & Max. Temp.—Spring 60-75; Summer 75-100; Fall 60-30; Winter 45-70.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Landa St., Walnut Ave.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Landa Plaza	19	Sears, H.H Western Wear
Walnut Square	18	Safeway, K-Mart, Zales
Westerner Center	7	-

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, Jacob Mendiovitz.
Discount Stores: Gibson's, K-Mart.
Variety Stores: Winns.
Chain Durg Stores: Super X.
Chain Food Supermarkets: Safeway, Wvests.
Other Chain Stores: Sherwin-Williams, Town & Country; House of Jeans, Zales.

NEW BRAUNFELS—continued

14—NEWSPAPERS: HERALD and ZEITUNG (e-Tues. to Fri., m-S) 10,059, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Ken Steiger, Adv. Dir., HERAID and ZEITUNG
National Representatives: USSPI

ODESSA, TEX.

1—LOCATION: Ector County (SMSA) E&P Map C-3, County Seat. Oil; Petrochemical, Mfg., 2 Colleges; Ranching, Whsl. & Ret. Ctr. Western portion of state, 320 mi. W. of Ft. Worth, 285 mi. E. of El Paso, U.S. Hwys. I-20, 80 & 385; State Hwy., 302.

2—TRANSPORTATION: Railroads: Missouri Pacific.
Motor Freight Carriers: 38
Intercity Bus Lines: Greyhound, Continental; TNM & O
Airlines: Continental; Texas International; Southwest, Braniff; Permian

3—POPULATION:
City 70 Cen. 78,380; Loc. Est. 113,450
CZ-ABC: (70) 89,575, (80) 105,400
RTZ-ABC: (70) 195,755; (80) 207,800
County/SMSA 70 Cen. 91,805; Loc. Est. 118,614
City & RTZ-ABC: (70) 285,330, (80) 313,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 26,979; Loc. Est. 36,400
County/SMSA 70 Cen. 27,602; Loc. Est. 37,920
CZ-ABC: (70) 26,979, (80) 36,300
RTZ-ABC: (70) 58,299; (80) 70,900
City & RTZ-ABC: (70) 85,278 (80) 107,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$544,148,000
Sav. & Loan Assn.	5	$233,151,000

6—PASSENGER AUTOS: County 65,614

7—ELECTRIC METERS: 46,721

8—GAS METERS: 29,084

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Petroleum & Petro-Chem. 9,952 ($374); Oilfield Supply 3,500 ($233); Construction 4,880 ($295); Higher Education 709 ($227); Retail 10,720 ($168); Wholesale 4,595 ($344); Services 6,040 ($232); Computers 2,650 ($215).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Downtown, 9 blocks long and 3 blocks wide.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Broadmoor	11	N.A.
Crestwood	9	N.A.
Eastroad	9	Bill Sears Mkt.
Ector Plaza	8	TG&Y, Safeway
Grandview Ctr.	8	Safeway, Model Shop
Great Oil Basin	18	Dunlap Dept., Zale's
Harrisdale	-	—
Meyers Village	30	Clarks, M System
North Plaza	10	—
Odessa Plaza	-	—
Permian Mall	144	Sears, Penneys, Dillards
Plaza Del Sol	-	—
Ridgecrest	30	M System, Safeway
Rockhill Annex	-	—
Rockhill Village	10	Walgreen, Cobbs, Cloth World, Stan's House of Maple
Sante Fe Sq.	25	Knorr Furn., Swenson's Ice Cream, Morris Caffy TV
Sherwood Village	11	Sears, Super Mkt.
31st St.	14	Furrs, TG&Y, Anthony's, Hunter Furn., Radio Shack
Town & Country	10	Cobb's Dept., Furr's Mkt., TG&Y
West County Plz	15	Furr's, Anthony's, Radio Shack, Toy Box
Westgate Plaza	-	Safeway, Beall's
West Redondo	3	
Winwood Mall	45	Woolco, Beall's, Franklin Dept., Mont. Ward, Thornton's, Jo Ann Shop, Walden Book Store

Principal Shopping Days: Mon., Wed., Thu., Sat.
Stores Open Evenings: Thur. Winwood Mall Mon. thru Sat. to 9 p.m.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Dunlap's, Sears, Montgomery Ward, Beall's 2, Winkler's; Cobbs 2, Model Shop; Anderson's, C. R. Anthony 2; Ardan's; Thornton's; Dillards.
Variety Stores: Wacker; TG&Y 3; G. C. Murphy.
Discount Stores (CZ): Gibson's 2, Woolco, Walgreen Super Center; Strike-It-Rich, Furr's Family Center 3, K-Mart; Ardan's.
Chain Drug Stores: Walgreen, Skaggs.
Chain Food Supermarkets: Furr's 3, Skaggs-Albertson, Safeway 3, Sears Super Mkt. 5; Everybody's 2; M System 2; Foodway 3.
Other Chain Stores: White's (Auto), Kinney Shoes 2, Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical, Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark.

14—NEWSPAPERS: AMERICAN (e-Mon. to Fri.) 36,864; (Sat. m) 37,136; (S) 42,954; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir.
National Representatives: Texas Daily Press League, Inc.

ORANGE, TEX.

1—LOCATION: Orange County (In Beaumont-Port Arthur-Orange, SMSA). E&P Map F-4, County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. Industrial deep water port, lumber, rice cattle country on Texas Gulf Coast. Heavy industrial, petrochemical, steel fabrication, paper products and shipbuilding, cement, synthetic rubber. On U.S. Hwy. 90 (I.H. 10) and State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2—TRANSPORTATION: Water Transportation: Ocean going freight facilities, Intracoastal barge lines operate through the Port of Orange.
Railroads: Southern Pacific; Missouri Pacific (freight); Kansas City; Southern; 14 mi. NW. with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight: Missouri Pacific; Southern Pacific; Herrin Transp., Southern Motor; Central Freight; Strickland Transportation; Red Ball; Mercury; TMF.
Intercity Bus Lines: Greyhound.
Airlines: Mid-County Airport (Jefferson County); Texas International; Metro.

3—POPULATION:
Corp. City 70 Cen. 24,457; Loc. Est. 32,252
City Zone ABC: (70) 33,020; (80) 35,900
RTZ-ABC: (70) 45,745; (80) 57,300
SMSA 70 Cen. 347,568; Loc. Est. 380,640
County 70 Cen. 71,170; Loc. Est. 91,500
City & RTZ-ABC: (70) 78,765; (80) 93,200

4—HOUSEHOLDS:
Corp. City 70 Cen. 7,529; Loc. Est. 10,000
County 70 Cen. 20,914; Loc. Est. 31,000
SMSA 70 Cen. 106,518; Loc. Est. 135,000
City Zone ABC: (70) 10,209; (80) 12,700
RTZ-ABC: (70) 12,911; (80) 18,600
City & RTZ-ABC: (70) 23,120, (80) 31,300

5—BANKS: 3, 2 Savings & Loan Assn. $256,500,000.

6—PASSENGER AUTOS: County 83,803 (Total Vehicles)

7—ELECTRIC METERS: (CZ)20,794

8—GAS METERS: (CZ)16,359

9— PRINCIPAL INDUSTRIES (CZ): Industry and Number of Wage Earners: Chemicals 3,150 ($449); Steel Fabrication 1,000 ($316); Ship Boilding 1,900 ($292); Paper Prod. 750($309); Rice Milling 100($256); Utilities 200 ($279); Cement 70($326). Average Monthly Payroll $24,500,000.
Principal Industrial Pay Days: Wed., Thu., Fri.; 1st and 15th

10-CLIMATE: Min. & Max. Temp.—Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, October. Last killing frost, April.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Most retail stores are on or near a T-shaped district whose top extends about 4 miles along Green Ave. and its extension, MacArthur Drive, with its shank running 2 miles down 16th St. The one large center not on the "T" is Eastown (TGY, Weingarten). Other centers are: MacArthur (Weingarten, Sears, Eckerd Drugs, The Fair, Palais Royal, J.C. Penney, Bealls); Northway (Weingarten, Zale's, Perry Bros., The Fair, Eckerd Drugs); Orangehurst West (K Mart, Walgreen's, Weiners, Gerland's Big Star, The Fair).
Principal Shopping Days: Thu., Fri. and Sat. all Types; Mon. next best day.
Stores Open Evenings: Clothing Thu., food Daily.

13— RETAIL OUTLETS: Department Stores: the Fair; J. C. Penney's; Beall; Palais Royal; Sears Roebuck; Weiner's; Wards
Variety Stores: Perry Bros. 2; TG&Y.
Discount Stores (CZ): Gibson's 3; Cliff's 17; Duran's 2; Gerland's Big Star.
Other Chain Stores: Goodyear, Western Auto; Firestone; Gordon's; Butlers; Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General Stores: White's; McLaury's; Guarantee Shoe; Radio Shack 2

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 11,275; (S)12,896; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Ernest Knetsch, Adv. Dir. or J.B. Quigley, Pub., LEADER.
National Representatives: None

PALESTINE, TEX.

1—LOCATION: Anderson County, E&P Map E-3. 100 mi. S of Dallas; 150 mi. N of Houston; 133 mi. SW of Shreveport. RR, Ind. Commercial & Farm center in E. Texas. On U.S. Hwys. 84, 79 & 287; State Hwys. 19 & 155.

2—TRANSPORTATION: Railroads: Gulf Div. "H" for Missouri Pacific, T.S.E.R.R.
Motor Freight Carriers: 5.
Intercity Bus Lines: Continental Trailways, Central Texas.

3—POPULATION:
Corp. City Can. 14,525; Loc. Est. 16,829
City Zone ABC: (70) 17,532, (80) 19,800
RTZ-ABC: (70) 26,899; (80) 34,200
County 70 Cen. 27,789; Loc. Est. 36,109
City & RTZ-ABC: (70) 44,431; (80) 54,000
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,058; Loc. Est. 6,937
County 70 Cen. 9,300; Loc. Est. 14,143
City Zone ABC: (70) 6,003; (80) 7,700
RTZ-ABC: (70) 8,804; (80) 12,900
City & RTZ-ABC: (70) 14,807; (80) 20,600

5—BANKS:	NUMBER	DEPOSITS
commercial	4	$73,335,038
Sav. & Loan Assn.	3	$44,709,624

6—PASSENGER AUTOS: County All Vehicles 34,604 (1978)

7—ELECTRIC METERS: Residence 8,615

8—GAS METERS: Residence 5,943

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Railroad 700 ($230), Glass 438 ($180); Meat Packing, Glass Mfg., Oil & Gas Prod., Granite & Marble Works; Mattresses; Ceramic Tile, Work Clothes; Bakery; Concrete Prod. 1 Bottling Plt., 1 Ice Plt., Millwork, Wooden Pallets; Newspaper Racks, International Fashions; Kay-Lynn Sportswear; Pabco-Sure Fit Metals, Cosmos Tablet Co.; Aluminum Company of America-Anderson County Works.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20. Last killing frost, Mar. 8.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on W. Oak St.; 5 on W. Main St.; 5 on Spring St.; 4 on Sycamore; 4 on queen; 4 on Magnolia, 4 on Tennessee.
Neighborhood Shopping Centers: Royall at Neches, N. Mallard. 300 F. Spring St., Palestine Plaza, 2022 Crockett Rd.; Palestine Mall, Loop 256 & Crockett Rd.
Principal Shopping Days: Mon., Thurs., Fri.; Sat.

13—RETAIL OUTLETS: Department Stores: K. Wolens; J. C. Penney, Beall's, Montgomery Ward (catalog); Sears Roebuck (catalog), Anthonys.
Discount Stores (CZ): Gibson, TG&Y Family Stores, K-Mart; Super Value Drug.
Chain Food Supermarkets: Safeway, Kroger; Winn- Dixie, Brookshire, Piggly Wiggly
Other Chain Stores: Western Auto; Babcock Home & Auto; Jannell's, Automotive, Inc.; E. Tex. Auto Shop; Goodyear, S&H Green Stamps, White's Auto, Baskin-Robbins, 7-Eleven, Southern Maid; Donuts; Home Furniture; Zales; Gordons; Radio Shack; Burger King; Long John Silvers.

14—NEWSPAPERS: HERALD-PRESS (e-Mon. to Fri.) 8,833; (S)9,537; Mar. 31, 1980 ABC.
Local Contact for Advertising and Marketing Data: Bill W. Knight, Adv. Dir., HERALD-PRESS.
National Representatives: Texas Daily Press League, Inc.

PAMPA, TEX.

1—LOCATION: Gray County, E&P Map C-1. 57 mi. E of Amarillo; 225 mi. W of Okla. City on Hwy. 60, County Seat. Agr. ctr. for 5 counties. Oil ctr. for 6 counties.

2—TRANSPORTATION: Railroads: Santa Fe.
Motor Freight Carriers: 4.
Intercity Bus Lines: Continental Trailways.
Air Service: Commercial Airport 45 miles at amarillo. County Airport 4 miles north of city-5,500' asphalt runway with 1,000' overrun, charter & private facilities available; lighted.

3—POPULATION:
Corp. City 70 Cen. 21,726, Loc. Est. 28,212
CZ ABC: (70) 21,726, (80) 19,300
RTZ-ABC: (70) 32,274; (80) 32,000
County 70 Cen. 26,949; Loc. Est. 32,248
City & RTZ-ABC: (70) 54,000, (80) 51,300

4—HOUSEHOLDS:
City 70 Cen. 7,558, Loc. Est. 8,897
County 70 Cen. 9,356; Loc. Est. 10,204
CZ ABC: (70) 7,537; (80) 7,700
RTZ-ABC: (70) 10,853, (80) 12,200
City & RTZ-ABC: (70) 18,390, (80) 19,900

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	2	$84,640,000
Sav. & Loan Assn.	1	$256,665,489

6—PASSENGER AUTOS: County All Vehicles (1978) 34,976

7—ELECTRIC METERS: Residence 9,344

8—GAS METERS: Residence 9,291

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Petroleum & Natural Gas 4,005 ($325), Mfg. 2,370 ($250) Construction 125 ($300);
Principal Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15. Last killing frost, April 30.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Cuyler; 2 on Foster; 2 on Kingsmill; 2 on Francis.
Neighborhood Shopping Centers: Coronado, N Hobart at Kentucky. Bet. Kentucky St. and 23rd St., 19 Units.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Coronado	25	Montgomery Ward
Pampa Mall	31	Bealls, J.C. Penney, K-Mart

Stores Open Evenings: Gibson's, Alco, Ideal, Furr, Allsup, K-Mart, J.C. Penney, Beall's, and all other stores at Pampa Mall.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Montgomery Ward; K's Thrift Center; C. R. Anthony 2; Dunlap's, Bealls, The Hub Clothier;
Variety Stores: Alco, K-Mart, Moses.
Discount Stores (CZ): Gibson's.
Chain Drug Stores: Family Pharmacy, Heard-Jones (Rexall); Revco.
Chain Food Supermarkets: Ideal 3, Furr's, Allsup, Safeway.
Other Chain Stores: Margo's; Firestone, Zale's Jewelers 3; Sears (catalog), Sherwin-Williams; Singer, Pay-Less Shoes; White's Stores, Brown's Shoe Fit; Radio Shack, Carquest, 100,000 Auto Parts, Pants West, McDonald's, Sambo's; Kentucky Fried Chciken; Burger King, Taco Villa; Long John Silver's, Pizza Inn, Pizza Hut, Sonic; Baskin-Robbins, Sirloin Stockade. Shallow Waterbeds, Jo Ann Fabrics; Evensan's; Kinney Shoes; Flip Side Records; Stewarts, Stevenson's, Walden Books; Gordon's, Jewelers; Karmelkorn Shoppe, Peanut Shacke; General Nutrition Centar; Alladin's Castle; T-Shirts; Texas State Optical, Regis; Carousel Hotdogs.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 7,603, (S) 8,200; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L. Gus Shaver, Adv. Mgr., NEWS.
National Representatives: Texas Daily Press League, Inc.

PARIS, TEX.

1—LOCATION: Lamar County, E&P Map E-2, County Seat. Industrial, commercial and education center. NE part of state in Red River Valley; 15 mi. to Oklahoma border; 110 mi. to Dallas; 97 mi. to Texarkana.

2—TRANSPORTATION: Railroads: Missouri Pacific, Frisco, Santa Fe, Southern Pacific.
Motor Freight Carriers: 6.
Intercity Bus Lines: Continental-Dixie, Jordan.
Airlines: Metro.

3—POPULATION:
Corp. City 70 Cen. 23,441; Loc. Est. 25,981
City Zone ABC: (70) 23,441; (80) 22,400
Bal. PMA: (70) 12,621; (80) 16,800
Total PMA: (70) 36,062; (80) 39,200
County 70 Cen. 36,062; Loc. Est. 38,055

4—HOUSEHOLDS:
City 70 Cen. 8,366, Loc. Est. 9,601
County 70 Cen. 12,583; Loc. Est. 14,800
City Zone ABC: (70) 8,354, (80) 9,700
Bal. PMA: (70) 4,217; (80) 6,400
Total PMA: (70) 12,571, (80) 15,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$121,244,000
Sav. & Loan Assn.	2	$123,831,000

6—PASSENGER AUTOS: County 43,213 (1978 All Vehicles)

7—ELECTRIC METERS: Residence 11,003

8—GAS METERS: Residence 8,318

9— PRINCIPAL INDUSTRIES (CZ): Elec. Lamps, Boilers, Concrete Prod., Furn.; Wooden Containers & Crates; Bras & Corsets; Paper Boxes; Business Forms; Soups.
Principal Industrial Pay Days: Fri.

10-CLIMATE: First killing frost, Nov. 15. Last killing frost, Mar. 19.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 16 blocks on Main Downtown. Located around Square & Plaza.

The Community
Information
Center In

Paris,
Texas.

The
Paris News

A Harte-Hanks
NEWSPAPER

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brookshire	5	Brookshire
Village	11	Carolines, Pizza Hut
Buttermilk Creek	4	Sherwin-Williams, Munsingwear
Western Oaks	5	Kens Food Store
Williamsburg	15	Kroger, B.F. Goodrich
Mirabeau	13	Safeway, J.C. Penney, Eckerd Drug
Plaza	4	Palace Drug

Principal Shopping Days: Mon., Sat.
Stores Open Evenings: Department Stores—Thu.; Food—Wed.

13—RETAIL OUTLETS: Department Stores: Sears; Ayres; Beall Bros.; J.C. Penney; Belk's; K's Thrift.
Discount Stores (CZ): Gibson's; Kroger; Wal-Mart; K-Mart.
Variety Stores: Duke & Ayres; Wackers; Ben Franklin; Dollar General.
Chain Drug Stores: Palace (Hilley's); Eckerd Drug.
Chain Food Supermarkets: Safeway 2; Brookshire; Buddy's; Kroger's Family Center; R.R. Jordan 2; Piggly Wiggly 7-Eleven 4.
Other Chain Stores: White (auto); Goodyear; Goodrich; Firestone; Babcock Bros.; S&H Green Stamps; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.), 13,538; (S) 14,363; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Pat M. Bassano, Pub., Richard Stringfellow, Adv. Dir., NEWS.
National Representatives: Harte-Hanks Newspapers Inc., Branham/Newspaper Sales.

PASADENA, TEX.

1—LOCATION: Harris County (In Houston SMSA) E&P Map E-4.

2—TRANSPORTATION: Railroads: Southern Pacific; Texas & New Orleans.
Intercity Bus Lines: Continental Trailways; Texas Bus Lines.

3—POPULATION:
Corp. City 70 Cen. 89,277; Loc. Est. 131,000
City Zone, Local Est. 135,000
Retail Trading Zone, Local Est. 185,000
SMSA 70 Cen. 1,999,316; Loc. Est. 2,894,000
County 70 Cen. 1,714,912; Loc. Est. 2,417,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 26,531; Loc. Est. 39,000
County 70 Cen. 540,929; Loc. Est. 835,496
SMSA 70 Cen. 614,290; Loc. Est. 979,985

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assns	4	$490,000,000
Commercial Banks	5	$328,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 2,157,591

7—ELECTRIC METERS: Residence 36,100

8—GAS METERS: Residence 33,700

9— PRINCIPAL INDUSTRIES (CZ): Chemical; Refining; Rubber; Plastics; Paper & Steel. 65,000 Employees. Av. Wkly. Wage $180

10-CLIMATE: Aver. Temp.—Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10. Last killing frost, Feb. 2.

11—TAP WATER: Medium.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Allendale	13	Ben Franklin, White Stores
Market Ctr.	21	Eckerd Drugs, Weingarten's Mkt.
Pasadena Oaks	45	N.A.
Pasadena Plaza	-	Kroger, White Stores, J.C. Penney, Kinney's, Palais Royal
Red Bluff	16	Lewis & Coker Mkt., White Stores
Arlington Place	-	Stop & Go
Berkshire Village	-	Martin's Mkt.
Family Park	-	Rice
Southmore Plaza	-	Kroger, SuperRx
Spencer Plaza	30-40	Walgreen

Principal Shopping Days: Tue., Thu., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Palais Royal; J.C. Penney; Sears; Montgomery Ward; Foleys; Oshman's; Weiners; Whites.
Discount Stores (CZ): Walgreen; Abel's 3; Kev Rexall; Fed. Mart; K-Mart; Super Rx; Eckerd's 2; Rx Value; Crest 2.
Chain Food Stores: Safeway; Save-Mart; Lucky-7; Sellers Bros.; Weingarten's; Food City; Kroger; 7-Eleven; U-Tote-em; Food King; Gerlands.
Other Chain Stores: Firestone; Goodrich; Goodyear.

14—NEWSPAPERS: CITIZEN (mS) 11,456. Paid, 510 controlled; VAC Dec. 31, 1979.
Local Contact for Advertising and Merchandising Data: Harold Varnado, Adv. Dir., CITIZEN.
National Representatives: U.S. Suburban Press, Inc.

PECOS, TEX.

1—LOCATION: Reeves County, E&P Map B-3, County Seat. 207 mi. E of El Paso; 70 mi. W. of Odessa. On US Hwy. 285 & Interstate 20.

2—TRANSPORTATION: Railroads: AT & SF; T&P; PVS.
Airlines: Continental; Texas International; Braniff; Southwest.
Intercity Bus Lines: Trailways; Greyhound.
Motor Freight Carriers: 3.

3—POPULATION:
City 70 Cen. 12,682; Loc. Est. 15,250
County 70 Cen. 16,526; Loc. Est. 19,750

4—HOUSEHOLDS:
City 70 Cen. 3,438; Loc. Est. 4,020
County 70 Cen. 4,412; Loc. Est. 4,789

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$75,000,000
Sav. & Loan Assn.	1	$20,000,000

6—PASSENGER AUTOS: County All Vehicles 14,609 (1978)

7—ELECTRIC METERS: Residence 4,500

8—GAS METERS: Residence 3,464

9— PRINCIPAL INDUSTRIES (CZ): Oil Refining; Oil & Gas Exploration; Agriculture; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Garment Mfg.; Sulphur Mining.

10-CLIMATE: Min. & Max. Temp.—Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 1. Last killing frost, Apr. 1.

12—RETAILING: Shopping Centers: Airlawn S.C. (3 Stores)—Safeway; Wacker's Variety; White Auto; Anthony's.

13—RETAIL OUTLETS:
Department Stores: J.C. Penney; Sears; Top Dollar.
Variety Stores: Woolworth; C.R. Anthony; Sprouse-Reitz.
Discount Stores: Gibson's.
Chain Drug Stores: Pecos Drug 2; Bozeman 1.
Chain Supermarkets: Safeway; Foodway.
Other Chain Stores: G.F. Wacker Stores; Western Auto; Whites; Goodyear; Singer Co.; Firestone; United Dry Goods.

14—NEWSPAPERS: ENTERPRISE (e-Mon. to Fri.) 2,560; sworn Sept. 28, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Ray M. Stafford, Publisher, ENTERPRISE.
National Representatives: None.

PLAINVIEW, TEX.

1—LOCATION: Hale County, E&P Map C-2, County Seat. Retail center for 10-county area. Heart of irrigated district. Processing of farm products. U.S. Hwys. I-27, I-70.

2—TRANSPORTATION: Railroads: Panhandle & Santa Fe; Fort Worth & Denver.
Motor Freight Carriers: 5.
Intercity Bus Lines: Texas, New Mexico & Oklahoma Coaches; Greyhound.

3—POPULATION:
City 70 Cen. 19,096; Loc. Est. 25,000
County 70 Cen. 34,137; Loc. Est. 41,331
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 6,006; Loc. Est. 6,200
County 70 Cen. 10,228; Loc. Est. 10,500

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$153,832,022
Sav. & Loan Assn.	4	$1,000,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 43,243

7—ELECTRIC METERS: Residence 10,218

8—GAS METERS: Residence 7,858

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Fertilizer 10-175 ($125-$225); Farm Equipment 10-155 ($125-$225); Irrigation Pumps 25-117 ($125); Concrete Tile 30-100 ($70-$125); Mach. Shops 20 ($125); Beef Processing 675 ($125-$175); Clothing Mfg. 225 ($150); Bottling 100 ($NA); Seed & Feed 225 ($125-$225); Aircraft 60 ($125-$200).
Principal Pay Days: 1st, 15th, Mon., Fri.

10-CLIMATE: Min. & Max. Temp.—Avg. min. 41 (Jan.); Avg. max. 78 (July). First killing frost, Nov. 21. Last killing frost, Apr. 1. Avg. Mean 60@19.

11—TAP WATER: Alkaline, semi-hard, fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on Broadway, 9 on Ash; 7 on Austin; 13 on fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Olton Rd	9	Motor Formula 9 Mfrs., Bearings & Ind. Supply
Gabriel/Wayland	18	Buddys, Gabriel's
The Village	21	Piggly Wiggly, Howard Disc.
Wayland	11	Perry's Hometown Mkt., Anthonys
Edgemore	6	Winn-Dixie, TG&Y Family Ctr., Revco, K-Mart
College	9	Camera Shop

Principal Shopping Days: Wed., Sat., Mon.
Stores Open Evenings: Thu. & Sat.

13—RETAIL OUTLETS: Department Stores: Sears; Marse & Son; Gabriels; J.C. Penney; C.R. Anthony; Dargan's; Levine's; Montgomery Ward; K's Thrift Ctr.
Variety Stores: TG&Y 2; Perry's 2.
Chain Drug Stores: Revco.
Discount Stores (CZ): Gibson's Howard's.
Chain Food Supermarkets: Furr Food; Piggly Wiggly; Page's 2; United Super Mkt.; 7-Eleven 2; M System; Allsups 7.
Other Chain Stores: Western Auto; Goodyear; White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Gold Bond Stamps; Gunn Bros. Stamps; Bucaneer Stamps; Sherwin-Williams; TG&Y Family Ctr.; Baskin-Robbins; Payless Shoes; Radio Shack.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 9,745; (S) 10,548; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Jack Overby; Adv. Dir., HERALD.
National Representatives: Texas Daily Press League, Inc.

PLANO, TEX.

1—LOCATION: Collin County (In Dallas-Fort Worth SMSA). E&P Map E-2. 18 mi. North of Dallas, on Interstate Hwy. I-75.

2—TRANSPORTATION: Railroads: Southern Pacific; St.Louis-Southwestern.
Motor Freight Carriers: 5.
Airlines: At Dallas Airport.

3—POPULATION:
City 70 Cen. 17,872; Loc. Est. 75,000
County 70 Cen. 66,920; Loc. Est. 160,000
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507

4—HOUSEHOLDS:
City 70 Cen. 5,136; Loc. Est. 21,000
County 70 Cen. 20,871; Loc. Est. 56,700
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$135,332,000

6—PASSENGER AUTOS: County 120,738 (All Vehicles 1978)

9— PRINCIPAL INDUSTRIES (CZ): Mfg. Copper and Brass Gas Fittings; Wire & Cable, Farming: grains, cotton, corn and wheat.

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. First killing frost, Nov. 20. Last killing frost, Mar. 30.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central Shops	5	True-Value Hdwe.
Dallas North	20	Drug Emporium
14 Jupiter Place	1	Tom Thumb Mkt., Page Drug
Litte "K"	7	Ye Olde Butcher Shop
Park Mall	20	SuperRx, Ben Franklin, Kroger, Levine's
Plano North	7	Safeway, Sears, White Dept.
Pittman Corners	10	Skaggs, Albertson
Prairie Greek Vill.	25	Safeway, Skillern's
Lancers Sq.	25	Firestone, True Value Hdw.
Independence Sq.	20	Tom Thumb, Lester Melnick, Broders Hdw.
Parker Plaza	20	Safeway, Woolco, Homers
Village Sq.	10	Winn-Dixie, Revco, Cloth World
Cambridge Sq.	2	Target

14—NEWSPAPERS: STAR-COURIER (e-Mon. to Fri.) 11,843; (S) 11,843; Dec. 31, 1979 VAC.
Local Contact for Advertising and Merchandising Data: Jan Walton, Adv. Mgr., STAR-COURIER.
National Representatives: USSP

PORT ARTHUR, TEX.

1—LOCATION: Jefferson County, (In Beaumont-Port Arthur-Orange, Tex. SMSA) E&P Map F-4. County sub-courthouse, Ind. Ctr., Four major oil refineries, 981,000 barrels of crude daily capacity, shipping, 2nd largest deep water port in Texas—commodities shipped; petroleum & by-prod., oil & gas field; grain; lumber, etc.; 92 mi. E of Houston; 300 mi. W. of New Orleans; 78 mi. NE of Galveston; 40 feet deep water channel to Gulf of Mexico.

2—TRANSPORTATION: Railroads: KCS, SP (freight).
Motor Freight Carriers: 13.
Freight Steamship Agents: 12.
Intercity Bus Lines: Greyhound, Texas Bus Lines.
Airlines: Texas International; Metro; Air Texana.

3—POPULATION:
City 70 Cen. 57,371; Loc. Est. 123,936
City Zone ABC: (70) 115,741; (80) 123,700
RTZ-ABC: (70) 57,900; (80) 61,900
County 70 Cen. 246,402; Loc. Est. 266,552
SMSA 70 Cen. 347,568; Loc. Est. 385,652
City & RTZ-ABC: (70) 173,641; (80) 185,600
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 18,455; Loc. Est. 38,672
County 70 Cen. 76,462; Loc. Est. 87,472
SMSA 70 Cen. 106,518; Loc. Est. 125,861
City Zone ABC: (70) 35,895; (80) 43,800
RTZ-ABC: (70) 17,109; (80) 20,800
City & RTZ-ABC: (70) 53,004; (80) 64,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$524,569,311
Sav. & Loan Assn.	6	$263,347,518

6—PASSENGER AUTOS: County 208,280

7—ELECTRIC METERS: Residence 41,207

8—GAS METERS: Residence 35,699

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemical, 11,650 ($434), Refining, 14,950 ($413), Fab Metals, 2,675($260), Transportation Equipment Manufacturing, 4,425 ($305), Water Transportaion 4,375, Construction, 14,625, Mining 1,400.
Principal Industrial Pay Days: Fri., Wed.

10-CLIMATE: Min. & Max. Temp.—Spring 24-94, Summer 58-102, Fall 29-98, Winter 11-85. First killing frost, Dec. 14. Last killing frost, Jan 31.

11—TAP WATER: Soft; fluoridated.

12—RETAILING: 10 blocks on Twin City Hwy.
Neighborhood Shopping Centers: 12 blocks on Houston Ave., 6 blocks on Procter St., 2 blocks on Waco Ave., 3 blocks on Austin Ave., 1 block on Shreveport Ave., 33 blocks on Gulfway Dr., 7 blocks on 9th Ave., 11 blocks on 25th St., 2 blocks on Lincoln Ave., 19 blocks on Nederland Ave., 2 blocks on Boston Ave., 23 blocks on Magnolia Ave., 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Gulfway	11	Discount Foods, Delmar Phcy.
Jefferson City	52	Penney, Woolco, Walgreen, Oshman's, Beall's
Snell	18	Garrison's Phcy., Drago Hardware
Weingarten's Vlg	7	Weingarten, TG&Y, Weiners
K-Mart	8	K-Mart, Gerland's
New Town Mall	1	Safeway
Midcounty	10	Weingarten's, TG&Y, Fair
Tri-Cities	8	Market Basket, West's
Mid-Way	3	Speir's, Garret's TV
Steinhager	8	Sleep-n-Aire Discount Shoes

Principal Shopping Days: Department Stores—Mon., Sat.; Food—Mon., Wed., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Beall's; J.C. Penney, Sears Roebuck, The Fair 2, Weiner's, Dryden's, Spencers, Wests.
Discount Stores (CZ): Gibson's, Woolco, K-Mart, Wal-Mart.
Variety Stores: McLellan, S.H. Kress, TG&Y, Dollar General Stores.
Chain Drug Stores (CZ): Walgreen 3, King's 2; Pat Wood 2; Mulkey 2; Webb 2, Eckards.

Chain Food Supermarkets: Weingartens, 3, Market Basket, 9, Speir's, 3, Gerland's; Safeway, 2, Howdy Doody 1, Winn-Dixie 1, Giant 1.

Other Chain Stores: Firestone; B.F. Goodrich, Goodyear, Western Auto 4; Binswanger Glass, Sherwin-Williams, 3, White Auto, Allied Radio Shack, 3, Gem Jewelry, 2, Gordon Jewelry; Nacol Jewelry, 2; Franklins, Lee Martin, Kinney's Shoes, Margolis Shoes, Pay-Less Shoes, Thom McAn Shoes, Conns, Oshman's, Hancock's, Graves, McLaury's.

14—NEWSPAPERS: NEWS (e) 26,719, (S) 27,898, (sat. m.) 27,043, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dot Lunceford, Mgr. Gen. Adv., NEWS.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

PORT LAVACA, TEX.

1—LOCATION: Calhoun County, E&P Map E-5, County Seat. Diversified farming, cotton, grain, forage production; commercial fishing & seafood processing; mineral extraction, oil and gas wells. 70 miles N.E. of Corpus Christi. On U.S. Hwy. 35 On Lavaca Bay.

2—TRANSPORTATION: Railroads: Southern Pacific.
Motor Freight Carriers: 2.

3—POPULATION:
Corp. City 70 Cen. 10,491; Loc. Est. 10,748
County 70 Cen. 17,831; Loc. Est. 18,687
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 1,996; Loc. Est. 3,389
County 70 Cen. 4,835; Loc. Est. 5,897

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$97,089,780
Sav. & Loan	3	$20,166,462

6—PASSENGER AUTOS: County (All Vehicles) 18,910

7—ELECTRIC METERS: City Est. 3,499

8—GAS METERS: City Est 2,650

9— PRINCIPAL INDUSTRIES (CZ): Cotton Ginning; Shrimp and Oyster Freezing; Aluminum; Gas & Oil Wells; Farrming; Mineral Extraction; Ranching; Plastics.

PORT LAVACA—continued

10-CLIMATE: Min. & Max. Temp.—Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bottom Dollar	3	N.A.
Brook Hollow	10	N.A.
Calhoun Plaza	9	Safeway, Weiner's, TG&Y, Beall's, Sears Eckerds Drugs
Fairway	9	Bottom Dollar Disc., Mont. Ward, Goodyear
Viking Mall	17	HEB Mkt., Coles Dept., Lacks Furn., Cunningnam Drug Oshman's

14—NEWSPAPERS: WAVE (e-Mon. to Fri.) 3,997 sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE.
National Representatives: None.

RICHARDSON, TEX.

1—LOCATION: Dallas County (In Dallas-Ft. Worth SMSA). Adjacent to Dallas City limits on N. Central Expressway. Aerospace center. Farming in North part of County.

2—TRANSPORTATION: Railroads: Santa Fe, Southern Pacific.
Motor Freight Carriers: 9.
Intercity Bus Lines: 2 Greyhound, Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 48,582; Loc. Est. 80,431
City Zone-ABC: (70) 64,102; (80) 85,600
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 1,327,321; Loc. Est. 1,477,576
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 13,422; Loc. Est. 24,500
County 70 Cen. 421,919; Loc. Est. 542,014
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252
City Zone-ABC: (70) 17,918; (80) 27,400

5—BANKS:	NUMBER	DEPOSITS
Commercial	8	$468,500,000
Sav. & Loan Assns.	3	N.A.

6—PASSENGER AUTOS: County 1,558,326 (1978 Total Vehicles).

7—ELECTRIC METERS: Residence 12,759.

8—GAS METERS: Residence 11,899.

9— PRINCIPAL INDUSTRIES (CZ): Instruments, Radio, Hoods; Sausage Plant, Electronics; Research Center. Avg. Wkly. Wage: $240.
Principal Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-85; Summer 80-110; Fall 30-90; Winter 0-70.

11—TAP WATER: Fairly Soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arapaho Village	28	7-Eleven, Mont. Ward
Arapaho Village North	11	Montgomery Ward
Buckingham Square	2	Woolco; Winn-Dixie
Camelot	17	A&P; Sears; Radio Shack
Campbell Rd. Village	10	Kroger, 7-Eleven
Canyon Creek	-	N.a.
Custer Square	10	N.A.
Dal Rich Village	25	TG&Y; Safeway;
Northrich Village	5	Gibsons
Pavillion		Marshalls
Prairie Creek Village	-	
Promenade Center	150	Oshmans; Tysons
Richardson East	16	Baskin-Robbins; Kinneys
Richardson Heights Village	60	Kroger, Penney, SunDrug
Richardson Square Mall	104	Sears, Dillards; Joskes; Mont. Ward
Richardson Terrace	12	A&P; Safeway; Skillern
Spring Valley Village	13	Kroger, Rexall
South Rich Village	-	N.A.
Town & Country	20	Goodyear, Wendys
University Village	-	N.A.

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu.

13—RETAIL OUTLETS: Department Stores: Sears; Penney, Montgomery Ward; Joskes; Dillards; Marshalls.
Chain Drug Stores: Skagg's 1; Skillenn's 1; Sun 1,
Steen 1.
Variety Stores: Whites.
Discount Stores: Gibson's, K-Mart, Woolco.
Chain Food Supermarkets (CZ): A&P, Safeway, Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs, Winn-Dixie.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 6,182; (S) 6,232; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising DAta: Bill Bonham, Adv. Mgr., NEWS.
National Representatives: U.S. Suburban Press, Inc.

The Community
Information
Center In

San Angelo,
Texas.

San Angelo
Standard & Times

A Harte-Hanks
NEWSPAPER

ROSENBERG-RICHMOND, TEX.

1—LOCATION: Fort Bend County. E&P Map E-4 (In Houston, Tex. SMSA). On Hwys. 59, 36, 90A.

2—TRANSPORTATION: Railroads: Gulf, Colorado & Santa Fe; Southern Pacific.
Bus: Greyhound, Continental.

3—POPULATION:
Corp. Cities 70 Cen. 12,098; Loc. Est. 18,735
SMSA 70 Cen. 1,999,316; Loc. Est. 2,758,121
County 70 Cen. 52,314; Loc. Est. 101,844
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Cities 70 Cen. 5,119; Loc. Est. 6,612
County 70 Cen. 13,849; Loc. Est. 31,903
SMSA 70 Cen. 614,290; Loc. Est 979,985

5—BANKS: 4 Commercial. Dep. $48,272,000.

6—PASSENGER AUTOS: County 90,420 (All Vehicles 1978).

10-CLIMATE: Min. & Max. Temp.—Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost, Oct. 10. Last killing frost, Mar. 28.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Rose-Rich	7	Gerlands, Mont. Ward, Woolworth, Weiners
Weingarten Plaza	-	Beall's, Weingarten Mkt.
Lamar Plaza	27	Kroger, Sears, Radio Shack, Fayva Shoes

13—RETAIL OUTLETS: Discount Stores: Gibsons, K-Mart.

14—NEWSPAPERS: HERALD-COASTER (e-Mon. to Thu.) 7,431; (S) 7,431; Dec. 31, 1979 V.A.C.
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER.
National Representatives: U.S. Suburban Press, Inc.

SAN ANGELO, TEX.

1—LOCATION: Tom Green County (SMSA). E&P Map C-4, County Seat. 229 mi. from Austin, 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2—TRANSPORTATION: Railroads: Panhandle & Santa Fe, Gulf, Colorado & Santa Fe.
Motor Freight Carriers: 5.
Intercity Bus Lines: Continental Trailways, Kerrville; Oil Field, Texas, New Mexico & Oklahoma Coaches.
Airlines: Texas Int'l., Rio, Eagle, Permian.

3—POPULATION:
City 70 Cen. 63,884; Loc. Est. 79,394
CZ ABC: (70) 63,884; (80) 70,400
PMA CZ ABC:
  Bal. in PMA: (70) 7,163; (80) 9,300
  Bal. in RTZ: (70) 52,466; (80) 54,100
  Total PMA: (70) 71,047; (80) 79,700
  Total PMA and RTZ: (70) 123,513; (80) 133,800
County/SMSA 70 Cen. 71,047; Loc. Est. 79,654
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 20,414; Loc. Est. 26,900
County 70 Cen. 22,608; Loc. Est. 30,000
CZ ABC: (70) 20,414; (80) 25,700
PMA/CZ
  Bal. in PMA: (70) 2,186; (80) 3,300
  Bal. in RTZ: (70) 18,066; (80) 21,100
  Total PMA: (70) 22,600; (80) 29,000
  Total PMA/RTZ: (70) 40,666; (80) 50,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$484,974,850
Sav. & Loan Assn.	5	$202,082,843

6—PASSENGER AUTOS: County All Vehicles 89,755 (1978).

7—ELECTRIC METERS: 28,816.

8—GAS METERS: 20,848.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Govt. (exc. military), schools 4,400; Military (Goodfellow Air Force Base) 3,300; Trans. Comm. Util. 2,210; Bus and Pers. Svcs. (inc. hotels, motels, and resorts) 1,250; Med. and Prof. Svcs. (including hospitals) 2,790; Cont. Const. 1,090; Food Proc. 940; Oil Prod. 490; Stone, Clay and Glass 180; Leather-goods, Footwear 430; Textile, Wool, Mohair, Apparel 500; Mfg. 5,690; Mining 840; Const. 2,220; Trans. Comm. Utilities 2,770; Trade 7,420; Fin. Ins., Real Estate 1,180; Service Misc. 5,400; Govt. 5,660. Total all mfg. 5,340.

10-CLIMATE: Min. & Max. Temp.—Spring 9-107; Summer 42-111; Fall 19-106; Winter 1-95. First killing freeze, Nov. 11. Last killing freeze, Mar. 4.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 17 blocks in downtown area; 8 on W. Beauregard bet. Park & Van Buren Streets; Village, 2100 & 2200 on W. Beauregard; 3 on W. Beauregard and Sherwood Way bet. Van Buren and Village; 3 on N. Main St.; 2 on S. Chadbourne bet. Concho River & RR tracks, N. Chadbourne; 2 at Freeland & Van Buren Sts., K-Mart Plaza, at intersection Way and Ave. N.; Gibson's Knickerbocker Rd. at Stadium; 20 acres at intersection of Knickerbocker and Loop 306.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart Plaza	8	K-Mart
Glenmore	4	Logan-Ford Co., Glenmore Dress
Freeland	6	Pace Dry Goods, M-System
Stadium Park	22	Gibson's, Fabric Mart
Sherwood	9	Radio Shack
Village	23	Safeway, Winn-Dixie, Gabriel's
University Plaza	4	-
Southwest Plaza	30	Furr's, Beall's
Sunset Mall	88	Sears, Penney, Hemphill-Wells, Wilsons
Albertson's	1	Albertson's
W. Beauregard		Home Hardware, Eckerd's

Principal Shopping Days: Mon., Wed., Fri. & Sat.
Stores Close: Food—10 Mon. thru Sat. Most others 5:30; K-Mart; Gibson's to 9 Mon.-Sat.; Albertson's to 12 p.m.; M-System to 10 p.m.
Stores Open Sundays: Grocery.

13—RETAIL OUTLETS: Department Stores: Hemphill-Wells; Sears, Montgomery Ward, J.C. Penney, Gabriel's, Beall.
Chain Drug Stores: Albertson's 1; Eckerd 1; Wester-man 1; Skillern's 1; Osco Drug.
Discount Stores (CZ): B-W Merchandise 2; K-Mart; Gibson's.
Variety Stores: Woolworth, Winn's.
Chain Food Supermarkets: Safeway 3; Winn-Dixie 2; Town & Country 11; Colonial 7; Alberson's 1; M-System 3; Furrs 1.
Other Chain Stores: Western Auto; Singer Co.; Firestone; Goodyear; Goodrich; Cook Paint & Varnish; Sherwin-Williams; White; Zale Jewelry; Franklin's; S&H Green Stamps; Wilson's; Lerners; Thom McAn; SoFro.

14—NEWSPAPERS: STANDARD-TIMES (m) 37,233; (e) 6,934; Comb. (m&e) 44,167; (S) 42,376; (Sat m) 40,201; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Chuck Evers, Adv. Dir., STANDARD-TIMES.
National Representatives: Texas Harte-Hanks Newspapers; Branham/Newspaper Sales.

SAN ANTONIO, TEX.

1—LOCATION: Bexar County (SMSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; Interstate 10, 35, 410 (37 under const.).

2—TRANSPORTATION: Railroads: MKT (freight); MP, SP, Amtrak.
Motor Freight Carriers: 28.
Intercity Bus Lines: Greyhound, Continental Trailways, Kerrville.
Airlines: Braniff; American, Eastern, Continental; Texas International; Mexicana; Southwest; Delta.; U.S. Air; Tejas.

3—POPULATION:
City 70 Cen. 654,153; Loc. Est. 854,222
CZ ABC: (70)806,656; (80)982,600
RTZ-ABC: (70)483,847; (80)582,100
County 70 Cen. 830,460; Loc. Est. 984,740
SMSA 70 Cen. 888,179; Loc. Est. 1,060,541
City & RTZ-ABC: (70)1,290,503; (80)1,564,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 190,692; Loc. Est. 289,969
County 70 Cen. 233,556; Loc. Est. 326,902
SMSA 70 Cen. 256,546; Loc. Est. 354,411
CZ ABC (70)227,326; (80)317,000
RTZ-ABC: (70)137,592; (80)189,100
City & RTZ-ABC: (70)364,918; (80)506,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	39	$2,618,587,178
Sav. & Loan Assn.	11	$1,032,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 794,888.

7—ELECTRIC METERS: Residence 318,735.

8—GAS METERS: Residence 259,157.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, Govt. 87,000; Ret.-Whse. 79,350; Mfg. 39,000; Medicine 30,400.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 49-85; Summer 72-94; Fall 48-88; Winter 41-66. First killing frost, Nov. 30. Last killing frost, Feb. 24.

11—TAP WATER: Moderate mineral cont., chiefly sodium bicarbonate, may require treatment for ind. boiler use.

12—RETAILING: Principal Shopping Center: 6 blocks on 5 sts. (30 city blocks).
Shopping Centers (Number of Stores): Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9; Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Central Park 90; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCreless Shopping City 46; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Star Mall 111; North Town Plaza; North View Concource 18; North-west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Southpark Mall 15; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place, the Yard, Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Wonderland Shopping City 79; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Food City 10; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11; Woolco Center 1; Windsor Park 125; Ingram Park Mall 145.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Dept.: Thu., Grocery & Shpg. Ctrs. week nights.

13—RETAIL OUTLETS: Department Stores: Joskes; Sears Roebuck; J.C. Penney; Solo Serve; Montgomery Ward; Frost; Dillard's; La Feria; Beall's; T-Oley's; Folleys.
Discount Stores (CZ): Fed Mart 2; Gibson's 2; Shoppers World 5; Woolco 9; K-Mart 9.
Variety Stores: Woolworth; Kress; Kresge's; H.L. Green; TG&Y; Ben Franklin; Winn's.
Chain Drug Stores (CZ): Sommers 32; White Cross 2; Walgreen's 5; PayLess 3; Patt's 3; Fed Mart 2; Blanco 3; Crain & Palmer 2; Dellmar 3; Empire 2; SuperRx 6; Guerra's 2; Modern 1; Nick's 2; Royal Drugs 2; Medical Arts Drug 1; Sorola's 1; Skillern's 9.
Chain Stores—Supermarkets: HEB 34; Handy Andy 34; IGA 6; Model Mkt. 1; La Concordia Groc. 2; Monticello 2; Stop 'N Go; Lone Star; Mr. M.; EZ-1; DeLuxe 8; Albertsons 5; Eagle 3; Centeno 5; Food City 5; Foodland 6; Kroger.
Other Chain Stores: Grayson's; Thom McAn; Franklin's; Three Sisters; Baker's; Burt's; Chandler's; Western Auto; White's Auto; Goodyear; Firestone; Lerners; Zales; National Shirts; Kinney Shoes; Retail Liquor Chains; Don's & Ben's; Charles Dailey; Denson's; South Texas Stores, Texas; Radio Shack; Pier 1 Imports; Custom Hi-Fi; Texas Radio; Pfau Tire; National Shirt Shop; Margos LaMode.

14—NEWSPAPERS: EXPRESS (m-Mon. to Fri.) 82,371; NEWS (e-Mon. to Fri.) 76,594; Comb. (m&e) 158,965; (Sat. m) 129,397; (S) 185,413; Mar. 31, 1980 ABC. LIGHT (e-Mon. to Fri.) 122,600; (Sat. m) 118,222; (S) 187,857.
Local Contact for Advertising and Merchandising Data: Howard Schramm, Adv. Dir., EXPRESS and NEWS; Bill Green, Adv. Dir., or Wade Harrington, Mkt. Res. LIGHT.
National Representatives: EXPRESS and NEWS-Branham/Newspaper Sales. LIGHT-Hearst Advertising Service, Inc.; Towmar (Mexico).

SAN MARCOS, TEX.

1—LOCATION: Hays County, (In Austin SMSA). E&P Map D-4, County Seat. Manufacturing and agricultural area; Southwest Texas State University. 31 miles SW of Austin. On Interstate Hwy. 35; U.S. Hwy. 81; State 12, 32, 123 & 306.

2—TRANSPORTATION: Railroads: Missouri-Kansas-Texas; Missouri Pacific, Amtrak.
Motor Freight Carriers: 10.

3—POPULATION:
Corp. City 70 Cen. 18,860; Loc. Est. 25,840
City Zone ABC: (70) 18,860; (80) 24,400
RTZ-ABC: (70) 20,399; (80) 27,300
County 70 Cen. 27,642; Loc. Est. 36,552
SMSA 70 Cen. 360,463; Loc. Est. 504,658
City & RTZ-ABC: (70) 39,259; (80) 51,700

4—HOUSEHOLDS:
City 70 Cen. 4,465; Loc. Est. 6,326
County 70 Cen. 7,175; Loc. Est. 11,370
SMSA 70 Cen. 97,789; Loc. Est. 182,850
CZ ABC: (70) 4,464; (80) 6,600
RTZ-ABC: (70) 5,310; (80) 8,500
City & RTZ-ABC: (70) 9,772; (80) 15,100

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	5	$38,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 31,369

7—ELECTRIC METERS: City Est. 9,000

9— PRINCIPAL INDUSTRIES (CZ): Die Castings; Woolens; Cotton Compress; Mfg. Building Materials; Cotton, Corn and Cattle; Furniture Factory; Tourism; Pressure Measuring Systems, Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators and Controls.

10-CLIMATE: Min. & Max. Temp.—Spring 60-75, Summer 77-90; Fall 62-80; Winter 45-67.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers: Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane).

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Bealls.
Discount Stores: Gibson's, Mundens, Perry's.
Variety Stores: Wackers.
Chain Drug Stores: Skillerns.
Chain Food Supermarkets: H.E.B.; Wuests; Safeway.
Other Chain Stores: White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zales, Ben Franklin.

14—NEWSPAPERS: RECORD (e-Tues. to Fri.) 4,891; (S) 5,817; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Kitty Sheets, Adv. Mgr., RECORD.
National Representatives: None.

SEGUIN, TEX.

1—LOCATION: Guadalope County, (in San Antonio, Tex. SMSA) E&P Map D-4. County Seat. Texas Lutheran College., Mfg., Oil Wells, Agricoltore, Cotton, Ranching. On Interstate Hwy 10, Alt. 90, 30 mi. NE of San Antonio.

2—TRANSPORTATION: Railroads: Southern Pacific; Amtrak.
Intercity Bus Lines: Greyhound.
Airlines: At San Antonio Airport.

3—POPULATION:
Corp. City 70 Cen. 15,934, Loc. Est. 19,000
County 70 Cen. 33,554, Loc. Est. 41,787
SMSA 70 Cen. 888,179, Loc. Est. 1,060,541

4—HOUSEHOLDS:
City 70 Cen. 4,627; Loc. Est. 6,000
10,308; Loc. Est. 15,006
243,864; Loc. Est. 354,411

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$105,778,000

6—PASSENGER AUTOS: County 42,724 (Total Vehicles 1978)

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry-Mfg. Car Radios; Oilwells; Cotton Gins; Bottling Works; Hatcheries; Ranching.

10-CLIMATE: Min. & Max. Temp.—Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov., Last killing frost, Feb.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Centers-Hwy. 90 E. US Hwy. 90A & State Hwy. 123.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Oak Park Ctr.	13	Mode O'Day, J.C. Penney, S.H. Kress
Plaza Del Rey	26	Merle Norman, T.G.&Y, Eckerd Drug

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: Bealls; Schmidts.
Discount Stores (CZ): Gibson's, K-Mart. T.G.&Y.
Variety Stores: S.H. Kress.
Chain Drug Stores: Eckerd; Scheffels Walgreen Drug.
Chain Food Stores Supermarkets: Baenziger; Wuest's; Pic & Pac; Fleming.
Other Chain Stores: Mode O'Day; Sears Roebuck (Catalogue); Hills Jewelers; Radio Shack.

14—NEWSPAPERS: GAZETTE ENTERPRISE (e-Tues. to Fri.; m-S) 8,600; Jan. 1, 1980 (Publishers Statement)
Local Contact for Advertising and Merchandising Data: GrantMabry, Adv. Dir., GAZETTE ENTERPRISE.
National Representatives: USSPI

SHERMAN, TEX.

1—LOCATION: Grayson County (In Sherman-Denison SMSA). E&P Map E-2, County Seat. Agri., ind. & residential; wholesale & retail center. 10 mi. S of Lake Texoma; 65 mi. N of Dallas; 99 mi. NE of Fort Worth; 170 mi. S of Oklahoma City; 324 mi. SW of Little Rock, Ark.; 243 mi. NW of Shreveport, La. On U.S. Hwys. 75 & 82 & State Hwy. 289.

2—TRANSPORTATION: Railroads: St. Louis & San Francisco; Texas & Pacific; Southern Pacific, Missouri; Kansas & Texas; St. Louis & Southwestern (Cotton Belt).
Motor Freight Carriers: 12
Intercity Bus Lines: Continental Trailways, Greyhound.

3—POPULATION:
City 70 Cen. 29,061; Loc. Est. 32,500
City Zone ABC: (70) 29,061; (80) 27,400
RTZ-ABC: (70) 138,265; (80) 176,000
Co./SMSA 70 Cen. 83,225; Loc. Est. 85,550
City & RTZ-ABC: (70) 167,326, (80) 202,400

4—HOUSEHOLDS:
City 70 Cen. 9,628; Loc. Est. 11,970
Co./SMSA 70 Cen. 27,733; Loc. Est. 31,583
City Zone ABC: (70) 9,602; (80) 10,400
RTZ-ABC: (70) 46,399; (80) 67,000
City & RTZ-ABC: (70) 56,001, (80) 77,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$188,312,106
Sav. & Loan Assn.	3	$146,489,387

6—PASSENGER AUTOS: County 44,736

7—ELECTRIC METERS: Residence 11,982

8—GAS METERS: Residence 9,395

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electronic Equip. 3,700 Food processing 1681; Surgical products 900; Aluminum castings and extrusions 613, Textile Mfg. 623; Earth augers 337; Printing 98; Petroleum 65; Drilling rig mfg. 35, conveyor mfg. 150; wood products 75; box mfg. 100; control valves 115; Trailer mfg. 150; Sheet & iron mfg. 294; Wire products 98; Concrete products 162; Auto glass mfg. 100; Womens clothing 293; Natural gas dist. 28; Metal fabricators 49; Truck body mfg. 144; Electrical power 98; Axle mfg. 33; Fishing lures 54
Principal Pay Days: Thu. & Fri., 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 36-88, Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14. Last killing frost, Mar. 21.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Travis St., 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers: 1 at Lamar & Willow Sts., 1 at N. Travis & Evergreen Sts., 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Fairview	8	7-Eleven
Kam Corner's	-	Kroger, Duke & Ayers
Midway Ctr.	-	Sears
Parkview	4	7-Eleven
Sher-Den Mall	63	Penney, Mont. Ward
Westwood	32	Piggly-Wiggly, Skillern's, Wackers

Principal Shopping Days: Sat., Thu., Mon.
Stores Open Evenings: Mon. thru Fri.
Stores Open Sundays: Drug, Supermarkets, Drive-In Grocers.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney, Sears; Beall's, Lilley's.
Discount Stores (CZ): Gibson's 2; Moran's; Dean's; K-Mart; Wal-Mart.
Variety Stores: Wacker's 2. Duke & Ayers.
Drug Stores: SuperRx 2; May's 2; Hestand, Skillern's.
Chain Supermarkets: Safeway; Piggly Wiggly 2; Kroger 2; Tom Thumb Food, Page Drug.
Other Chain Stores: Goodyear; Goodrich, White's Auto; Babcock Bros. (auto); Sherwin-Williams; K's Thrift Center; S&H Green Stamps, Home Furniture; Zale's; Mode O'Day; Kinney Shoes; Father & Son Shoe, Musicland; Sweeney Jewelry, Embassy Fabrics; Bell Bros. Shoes; Docktor Pet Center; General Nutrition Center; JayVee Store (ready-to-wear); Margies (ready-to-wear); Margo's-La Mode (ready-to-wear); Motherhood Maternity Shop; Orange Julius; 84 Lumber Co.; Foxworth-Galbreth Lbr.; Lingo- Looper Lbr.; Carey Lbr, Radio Shack, Sweeney Jewelers Trend Jewelers, Hickory Farms, Brooks Fashion Store, The Athletes Foot, Bolen's Card Shop, Brooks Fashions, Chess King, Fashion Conspiracy, Foxmoor Casuals, Flowerama, Gordon's Jewelry, Hickory Farms, The Junction, Lerners, Merle Norman Cosmetics, Wyatt's Cafeteria, T Shirts Plus, Enchanted Sun, Kimberly Collections.

14—NEWSPAPERS: DEMOCRAT (e-Mon. to Fri.) 20,088; (S) 22,197 Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT.
National Representatives: Texas Daily Press League, Inc.

SNYDER, TEX.

1—LOCATION: Scurry County, E&P Map C-3, County Seat. Oil & Agri. Ctr. in W. Central part of State, 260 mi. W of Dallas on Hwy. 180.

2—TRANSPORTATION: Railroads: Snyder & Pacific & Santa Fe.
Motor Freight Carriers: 3.
Intercity Bus Lines: Texas-New Mexico & Oklahoma Coaches.

3—POPULATION:
City 70 Cen. 11,171; Loc. Est. 14,500
County 70 Cen. 15,760; Loc. Est. 19,706

4—HOUSEHOLDS:
City 70 Cen. 3,589; Loc. Est. 5,281
County 70 Cen. 5,112; Loc. Est. 7,291

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commerical Banks	2	$95,000,000
Sav. & Loan Assn.	2	$60,000,000

6—PASSENGER AUTOS: County (All Vehicles) 22,858

7—ELECTRIC METERS: Residence 4,921

8—GAS METERS: Residence 4,341

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Gasoline plants 325 ($285), Petroleum Prod. 1,500 ($230), Petroleum Drilling 75 ($285). Petroleum Service 1,100 ($230); Machine Works 70 ($230); Cement 30 ($190), Work Clothes 60 ($115), Feed Mills 25 ($185); Printing & Publ. 55 ($185). Chemical Prods. 315 ($255); Stone Clay Prods. 60 ($175), Northern Electric 115 ($200).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Ann. rainfall 21.15in. Temp. av. Jan 41, July 82, mean ann. 62.

11—TAP WATER: Alkaline, very hard; fluoridated.

12—RETAILING: Principal Shopping Center (Downtown): 3 blocks on 25 St., 4 on 26 St.; 2 on Ave. Q., 4 on Ave. R, 4 on Ave. S., Highland, New Center, 15 blocks from Downtown, Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping days: Mon., Wed., Sat.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: Anthony's, J. C. Penney, Sears, Montgomery Ward; Owens.
Variety Stores: Perry's, TG&Y.
Discount Stores (CZ): Gibson; Munden's, K-Mart.
Chain Food Supermarkets: Furr's, Piggly Wiggly, Minit Market, Safeway, Handy Hut, Allsup's.
Other Chain Stores: Goodyear, Higginbotham Bartlett; Diamond Int'l, White Auto, Western Auto, Clark (Lbr.)

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 5,412; (S) 5,875, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub. NEWS.
National Representatives: None.

STEPHENVILLE, TEX.

1—LOCATION: Erath County, E&P Map D-3, County Seat. 70 mi. SW of Frot Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108.

2—TRANSPORTATION: Railroads: Santa Fe
Intercity Bus Lines: Continental, Central Texas

3—POPULATION:
City 70 Cen. 9,277, Loc. Est. 12,700
City Zone, Local Est. 19,000
Retail Trading Zone, Local Est. 52,000
County 70 Cen. 18,141; Loc. Est. 23,500
City & Retail Trading Area, Local Est. 69,500
Demographic Information available, from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,414, Loc. Est. 4,800
County 70 Cen. 6,761, Loc. Est. 9,050

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$118,530,000
Sav. & Loan Assn.	2	$80,817,365

6—PASSENGER AUTOS: County 23,321 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 4,636

8—GAS METERS: Residence 3,895

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Suite & Dresses 250, Mattresses 8, Peanut Prod. 125, Feed Mfg. 85, Mobile Homes 125, Norton Company; Oil Field Pipe Mfg.

12—RETAILING: Strong Downtown Shopping Area. Shopping Centers: Gibson's, Plaza Shopping Center. 11 stores; K-Mart; The Mall 20; South Loop Mall.
Principal Shopping Days: Mon., Wed., Thu. & Sat.

13—RETAIL OUTLETS: Department Stores: Penney, T/M Dept.; Higginbotham Bros., Beall Bros., S&H Green Stamps.
Chain Stores: 10; 7 located in City Zone.
Variety Stores: Perry Bros.; Ben Franklin, McCrory's, Gibson Discount; K-Mart; Duke & Ayers.
Discount Stores: Gibson's, K-Mart.
Chain Food Supermarkets: Safeway; Piggly Wiggly, Winn-Dixie.

14—NEWSPAPERS: EMPIRE (e-Mon. to Fri.) 5,002, (S) 5,591, Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE.
National Representatives: Texas Daily Press League, inc.

SULPHUR SPRINGS, TEX.

1—LOCATION: Hopkins County, E&P Map E-3, County Seat. Trading and Distribution ctr. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2—TRANSPORTATION: Railroads: St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern)
Motor Freight Carriers: 5
Intercity Bus Lines: Southwestern Greyhound.

3—POPULATION:
Corp. City 70 Cen. 10,642, Loc. Est. 11,573
County 70 Cen. 20,710, Loc. Est. 24,057

4—HOUSEHOLDS:
city 70 Cen. 3,878, Loc. Est. 4,929
County 70 Cen. 7,374, Loc. Est. 9,856

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	2	$70,133,951
Commercial Banks	3	$107,149,000

6—PASSENGER AUTOS: County 26,137 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 10,493

8—GAS METERS: Residence 7,131

9— PRINCIPAL INDUSTRIES (CZ): Pipeline Valves, Oil & Refining; Dairy Processing; Fire Brick; Fertilizer; Women's Apparel, Wooden Shutters, Meat Packing, Work Clothes, Machinery; Meterological Balloons; Mobile Homes; Lignite Mining; Boat Trailers, Food Processing.

10-CLIMATE: Min. & Max. Temp.—Spring 50-80, Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13. Last killing frost, Mar. 13.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 12 blocks in downtown area.
Neighborhood Shopping Centers: Spring Village (16 stores—Howard's, Beall Bros., Kroger, Perry Bros. Variety); Shannon Square (10 stores, local retail)
Principal Shopping Days Mon., Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Beall Bros., Marshall's, J.C. Penney, Pratt's Federated, Foster's, Montgomery Ward; Sears.
Variety Stores: Perry Bros., Duke & Ayres.
Chain Drug Stores Skillerns 1
Discount Stores: Howard's; Western; Gibson's; K-Mart
Chain Food Supermarkets: Piggly Wiggly, Brookshire, Kroger, Super Handy 3; Safeway.

14—NEWSPAPERS: NEWS-TELEGRAM (e-Mon to Fri.) 6,430; (S) 6,650, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Clarke Keys Ed./Bus Mgr., NEWS-TELEGRAM.
National Representatives: Texas Daily Press League, Inc.

SWEETWATER, TEX.

1—LOCATION: Nolan County, E&P Map C-3, County Seat. 260 mi. W of Dallas.

2—TRANSPORTATION: Railroads: Texas & Pacific, Santa Fe, Orient.
Motor Freight Carriers: 4
Intercity Bus Lines: Greyhound; Continental, I.N.& M.O.

3—POPULATION:
Corp. City 70 Cen. 12,020, Loc. Est. 11,873
County 70 Cen. 16,220, Loc. Est. 17,254
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,136, Loc. Est. 4,729
County 70 Cen. 5,547, Loc. Est. 6,820

5—BANKS:	**NUMBER**	**DEPOSITS**
Commencal Banks	2	$89,255,858
Sav. & Loan Assn.	2	$78,637,610

6—PASSENGER AUTOS: County All Vehicles (1978) 20,468

7—ELECTRIC METERS: Residence 5,760

8—GAS METERS: Residence 4,408

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Wallboard 900 ($175), Cement 300 ($160), Oil incl. Gasoline, Butane, Propane 400 ($200), Tile 75 ($90), Cotton Seeds By-Prod. 125 ($850); Butane Tank 75 ($100), Cement Sewer Pipe 20 ($100);

Sherman Democrat

"The Sherman-Denison metro area's best seller"

DONREY MEDIA GROUP

SWEETWATER—continued

Electronics 20 ($200), Clothing 550 ($95), Cotton Compress 100 ($85); House Trailers 82 ($150); Technical School 20 ($100); Air Conditioner Filters 15 ($85).
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15. Last killing frost, Mar. 4.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: 20 blocks on Main, Broadway, Oak & Locust.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Broadway	1½	Modern Furn., Buy Rite
Lamer St.	1/2	Sears, Village Food
Nolan County Plaza	1	Safeway, TG&Y

Principal Shopping Days: Mon., Wed., Sat. Food— Mon., Sat.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: Sears Roebuck, Montgomery Ward; C.R. Anthony; Minters; Thorntons.
Variety Stores: Mott's; TG&Y.
Discount Stores (CZ): Gibson; Munden, K-Mart.
Chain Drug Stores (CZ): Rexall; Curry-Armor 1; Sav-X Drug.
Chain Food Sueprmarkets: Village; Safeway; M. System; Piggly Wiggly.
Other Chain Stores: Firestone, Goodyear; Western Auto; S&H Green Stamps; Sherwin-Williams; Minters; Higginbotham-Bartlett; Fields; Shook Tires; Singer; Skinneys; Colonial.

14—NEWSPAPERS: REPORTER (e-Mon. to Fri.) 4,834; (S) 5,210; sworn Mar. 30, 1980.
Local Contact for Advertising and Merchandising Data: John McDougal, Gen. Mgr., Bill Rice, Adv. Mgr.; Earl Chesshar, Edit., REPORTER.
National Representatives: Texas Daily Press League, Inc.

TAYLOR, TEX.

1—LOCATION: Williamson County, E&P Map D-4, 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95 & 29; U.S. Hwys. 79 & 112.

2—TRANSPORTATION: Railroads: Missouri-Pacific; Missouri-Kansas-Texas; Amtrak.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 9,616; Loc. Est. 10,286
CZ ABC: (70) 9,616; (80) 10,200
RTZ-ABC: (70) 24,807; (80) 44,200
County 70 Cen. 37,305; Loc. Est. 62,242
City & RTZ-ABC: (70) 34,423; (80) 54,400

4—HOUSEHOLDS:
City 70 Cen. 3,500; Loc. Est. 4,065
County 70 Cen. 14,000; Loc. Est. 23,453
CZ ABC: (70) 3,187; (80) 3,900
RTZ-ABC: (70) 7,818; (80) 15,800
City & RTZ-ABC: (70) 11,005; (80) 19,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$80,000,000
Sav. & Loan Assn.	2	$65,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 66,335

7—ELECTRIC METERS. Residence 3,619

8—GAS METERS: Residence 3,618

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Bedding & Furn. 450; Woodwork 220; Food Proc. 50 ($120); Clothing 100 ($115).
Principal Pay Days: Fri., 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25. Last killing frost, Feb. 28.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers: 5 blocks on Main St., Hwy. 95 North.
Neighborhood Shopping Centers: W. Second St.; N. Main St.; W. Lake Drive, S. Main St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lake Drive	9	Montgomery Ward, Radio Shack
Taylor Plaza	6	Revco Drug, TG&Y

Principal Shopping Days: Department Stores—Mon. Wed., Sat. Food—Mon., Thurs., Fri., Sat.
Stores Open Evgs. & Sun.: Drug, grocers.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; J.C. Penney; Montgomery Ward; Sears.
Variety Stores: Duke & Ayres; Perry's.
Discount Stores: Gibson's, TG&Y, Wal-Mart.
Chain Drug Stores (CZ): Thrifty; Luhn & Johns; Schwenker Rexall 2; Gibson's; Revco.
Chain Food Supermarkets: Safeway; H.E.B.; Piggly Wiggly.
Other Chain Stores: Gellman's; Mode O'Day; Austin Shoes; Firestone; Western Auto; White Auto; Bill's Dollar Store; Kinwin; Fabric World; 100,000 Auto Parts; Fabric & Linen World; Perry's; Goodyear; Fotomat; Radio Shack; Merle Norman.

14—NEWSPAPERS: PRESS (e-Mon. to Fri.) 5,192; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Schulz, Jr., Assoc. Pub., PRESS.
National Representatives: Texas Daily Press League, Inc.

TEMPLE, TEX.

1—LOCATION: Bell County (In Killenn-Temple, Tex. SMSA). E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston; 30 mi. from Ft. Hood. On Interstate Hwy. 35, and intersection of U.S. 190, 81, State 36, 95 and 53.

2—TRANSPORTATION: Railroads: MK&T; Santa Fe (division point); Amtrak.
Motor Freight Carriers: 9.
Intercity Bus Lines: Southwestern Greyhound; Arrow Coach; Continental Trailways; Southwestern Transit.
Airlines: Rio Airways.

3—POPULATION:
Corp. Cities:
  Temple: 70 Cen. 33,431; Loc. Est. 47,890
  Belton: 70 Cen. 8,696; Loc. Est. 15,151
CZ ABC: (70) 42,127; (80) 55,500
RTZ-ABC: (70) 161,132; (80) 225,100
SMSA 70 Cen. 159,794; Loc. Est. 223,110
County 70 Cen. 124,483; Loc. Est. 172,256
City & RTZ-ABC: (70) 203,259; (80) 280,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Temple: 70 Cen. 11,117; Loc. Est. 19,982
Belton; 70 Cen. 2,811; Loc. Est. 6,051
County 70 Cen. 35,761; Loc. Est. 64,352
SMSA 70 Cen. 68,860; Loc. Est. 80,452
CZ ABC: (70) 13,916; (80) 21,000
RTZ-ABC: (70) 44,758; (80) 70,700
City & RTZ-ABC: (70) 58,674; (80) 91,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$257,054,634
Sav. & Loan Assn.	3	$231,616,144

6—PASSENGER AUTOS: County All Vehicles (1978) 122,196

7—ELECTRIC METERS: Res. (CZ) 21,872

8—GAS METERS: Residence (CZ) 14,628

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Bottlers 150 Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Clothing 500; Farm Equipment 225; Fixtures 200, Foundry 284; Food 650; Governmental 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 225; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobil Homes 200; Plastics 3,100; Printing & Publishing 325; Railroad 825; Schools 950; Shoes 210; Screw Machine Products 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furniture 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Wholesale 3,000; Wood 452; Electronics 1,700.
Principal Pay Days: Fri., Sat.; 1st & 16th.

10-CLIMATE: Min. & Max. Temp.—Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 24. Last killing frost, Mar. 9.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St., 3 on Central Ave., 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers: 3 blocks on Ave. G, 2 on Third & French; 1 on South 25; Ave. A thru G on S. 8 St.; 25th thru 29th Sts. Bet. Adams & Barton Aves., 21st thru 29th Sts. on Adams Ave., 7th Thru 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35. So. 57th thru So. 63rd St.; 4400 block of So. Interstate Hwy. 35; S.E. Corner of Intersection of S. 31st St. & Loop 363.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
South Loop	14	Piggly Wiggly, Gibson's
Temple Mall	75	Dillards, Wilsons, J.C. Penney, Sears, Beall's
Towne & Country Mall	10	Montgomery Ward
West Adams	6	Kress, H. E. B.
Youngstown	12	Piggly Wiggly. K's Thrift
Southwest City	11	Safeway
Oak Park	6	Audio Tech
Temple Sq.	10	Winn-Dixie, Revco Drug
The Market Place	30	H.E. Woolco, Handy Dan.

Principal Shopping Days: Mon., Thu., Sat.
Stores Open Evenings: Thu.
Stores Open Sundays: Groceries & Drug.

13—RETAIL OUTLETS: Department Stores: C.R. Anthony, Cheeves Brothers, J. M. Dyer, Montgomery Ward, J. C. Penney, Sears. K's Thrift, Beall Brothers, Kroger Family Center, Barry's; Dillards, Cochran, Blair & Potts (in Belton); Schigut's (in Belton); Albertsons.
Discount Stores (CZ): Gibson's Quality Discount; Woolco; K-Mart; K's Thrift Center.
Variety Stores: Woolworth's; Ben Franklin; Kress; Perry's.
Chain Drug Stores (CZ): Safeway; Red & White (2); Piggly Wiggly (2); 7-Eleven (11); H. E. B. (3); Minimax; Super-Save; Strasburger; Meshack's (2); Williams Drive-In; Zippy (8); King Saver.
Other Chain Stores: Singer Company; Firestone; Goodyear; Western Auto; Career Girl (Women's); Franklin's (Women's); Sherwin-Williams (Paints); Zale's (Jewelry); S&H Green Stamps; Lack's Furniture; Austin's Shoes; McCoy's (lumber); Wilson's (Jewelry); Kinney (Shoes); Thom McAn (Shoes); The County Seat (pants); Fashion Conspiracy; General Nutrition; National Shirt Shop; Radio Shack; Walden Books; Swiss Colony; Molitor Toys; Leon's; Lerners; Lowery Organs; Baker's Shoes; Coach House Gifts; Fox Photo/Hallmark; K-G Men's Wear; Kruger Jewelry; Casual Corner; Connie's; Ear Cetera; Foot Action; Gordon's Jewelry; J. Riggins; Jerry's Pets; Just Pants, Ortega's (Jewelry); Merle Norman (cosmetics) (2); Mister Penguin (Men's Formal Wear); Mr. Music; Pipe Pub; Regis Hairstylists; Spencer's Gifts; Stuart's; T-Shirts Plus; Village Casuals; Western Junction; Wicks N' Sticks; Tops & Trousers; The Gourmet Shoppe.

14—NEWSPAPERS: TELEGRAM (m)26,139; (S) 27,736; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Adv. Mgr., TELEGRAM.
National Representatives: Texas Daily Press League, Inc.

TERRELL, TEX.

1—LOCATION: Kaufman County (In Dallas-Ft. Worth, Tex. SMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80, Hwys. 34 & 205.

2—TRANSPORTATION: Railroads: Tex. & Pacific.
Motor Freight Carriers: 7; Central Freight.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 14,182; Loc. Est. 15,550
City Zone, Local Est. 20,550
Retail Trading Zone: Local Est. 51,000
SMSA 70 Cen. 2,377,979; Loc. Est. 2,665,200
County 70 Cen. 32,392; Loc. Est. 41,100
City & Retail Trading Area; Loc. Est. 61,000

4—HOUSEHOLDS:
City 70 Cen. 3,781; Loc. Est. 4,330
County 70 Cen. 9,615; Loc. Est. 13,660
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS:	NUMBER	DEPOSITS
Commercial	2	$101,804,000
Sav. & Loan Assn.	2	$20,472,801

6—PASSENGER AUTOS: County 33,948

7—ELECTRIC METERS: Residence 4,792

8—GAS METERS: Residence 3,916

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Wood Working 90 ($126); Chrome Plating 90 ($129); Hospital 1,500 ($154) Athetic Unifroms 75 ($114) Dresses 100 ($100); School Supp. 70 ($126); Alum Prods. 225 ($160); Metal Shelving 200 ($124); Ice Cream 45 ($129); Air Conditioning 400 ($157).

10-CLIMATE: Min. & Max. Temp.—Spring 54-78; Summer 71-94; Fall 56-80, Winter 39-62.

11—TAP WATER: Neutral, soft.

12—RETAILING:
Principal Shopping Days: Thur., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Lintz; K's Thrift.
Discount Centers: Gibson's; TG&Y; Skillerns'; Wal-Mart.
Variety Stores: Duke & Ayres, Mott's, McCrory's.
Chain Food Supermarkets: Safeway, Brookshires, Kroger, Fresher AG Foods.
Other Chain Stores: Babcock Auto Supply; Western Auto; White Auto; Goodyear.

14—NEWSPAPERS: TRIBUNE (e-Mon to Fri. S) 6,173; Dec. 31, 1979 VAC. (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Noble H. Welch, Pub./Editor, TRIBUNE.
National Representatives: U.S. Suburban Press Inc.

TEXARKANA, TEX.-ARK.

1—LOCATION: Bowie County, Tex.; Miller County, Ark. (In Texarkana, SMSA). E&P Map F-2, County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Whlse. distr. ctr. for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shpg. Ctr. for 100-mile area for cotton & cattle.

2—TRANSPORTATION: Railroads: Missouri-Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrack.
Motor Freight Carriers: 12.
Intercity Bus Lines: Continental; Greyhound; Jefferson & Jordan.
Airlines: Rio Airways.

3—POPULATION:
Corp. City 70 Cen. 52,179; Loc. Est. 56,882
CZ ABC: (70) 63,830; (80) 69,400
RTZ-ABC: (70) 248,973; (80) 268,600
Counties:
Bowie Co. Tex. 70 Cen. 67,813; Loc. Est. 75,278
Miller Co. Ark. 70 Cen. 33,385; Loc. Est. 34,186
City & RTZ-ABC: (70) 312,803; (80) 338,000
SMSA 70 Cen. 112,392; Loc. Est. 122,033

4—HOUSEHOLDS:
City 70 Cen. 17,949; Loc. Est. 22,513
Counties:
  Bowie, Tex. 70 Cen. 22,177; Loc. Est. 28,521
  Miller, Ark. 70 Cen. 10,830; Loc. Est. 12,872
SMSA 70 Cen. 36,476; Loc. Est. 45,892
CZ ABC: (70) 21,440; (80) 26,700
RTZ-ABC: (70) 81,142; (80) 100,000
City & RTZ-ABC: (70) 102,582; (80) 126,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$403,942,419
Sav. & Loan Assn.	4	$156,589,416

6—PASSENGER AUTOS: Both Co. All Vehicles (1978) 98,147 Bowie, Tex. 81,956; Miller, Ark. 16,191

7—ELECTRIC METERS: Residence 29,503

8—GAS METERS: Residence 27,337

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Ordnance 7,593 ($158); Clay & Min. 200 ($120); Food 228 ($110); RR Tank Cars 358 ($160); Tires 1,050 ($175); Mobile Homes 431 ($120); Pipe Fitting Prod. ($104); Lumber Prod. 550 ($270).
Principal Pay Days: Ordnance, Fri.; Lbr., Sat.; Clay Prod., Sat.; Others, 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 59.8-90.7; Summer 64.1-94.2; Fall 35.9-78.1; Winter 35.4-59.8.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Areas: 5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.
Neighborhood Shopping Areas: 4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W., Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.; several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central Mall	-	Dillard, Sears, Penney's, Osco Drug, Beall's, Belk, Jones, Regan's
Southwest Mall	-	Piggly Wiggly, Gibson's
Jefferson Sq.	-	Safeway
New Boston Rd	3	Weingarten's, TG&Y
Oaklawn	-	Belk-Jones, Eckerd Drug, Mont. Ward
Wake Village	-	7-Eleven
K-Mart	-	K-Mart
College Hill	-	Piggly Wigglty, West Co.
Richmond Square	-	Eckerd's

Principal Shopping Days: Fri., Sat., Mon.

13—RETAIL OUTLETS: Department Stores: Dillard's, Belk-Jones, Ben F. Smith; Montgomery Ward; J. C. Penney; Sears Roebuck; West's.
Discount Stores (CZ): Howard's; K-Mart; Dollar General; Gibson's.
Chain Drug Stores: Osco 1; Boulevard Phcy. 1; Boyd's 1; Medisav 1; Hart 2; Eckerd.
Variety Stores: Sterlings, G. C. Murphy; TG&Y; Woolworth.
Chain Food Supermarkets: Safeway 3, 7-Eleven 12; Piggly Wiggly 9; K-Mart; Weingarten's 1; Skagg's Alpha Beta; Pantry 10.
Other Chain Stores: Okla. Tire & Sup., Firestone; Goodyear; Goodrich; Western Auto; White's Auto; Kay's; Gordon's, Zale's (jewelry); Austin's, Lee's (shoes); Singer; S&H Green Stamps; Skibell's; Regans; Regents; Holly's; Steien's, Payless; Fabric World.

14—NEWSPAPERS: GAZETTE (m) 31,852; (S) 34,282; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. W. King, Adv. Dir., GAZETTE.
National Representatives: Arkansas Dailies, Inc.; Texas Daily Press League, Inc.

TEXAS CITY, TEX.

1—LOCATION: Galveston County (In Galveston-Texas City SMSA). E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75 and State Hwy. 146.

2—TRANSPORTATION: Railroads: Southern Pacific, M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers: 3.
Intercity Bus Lines: Texas, Central Texas.
Airlines: All major airlines at Houston, 40 miles.

3—POPULATION:
Corp. City 70 Cen. 38,908; Loc. Est. 44,181
Co./SMSA 70 Cen. 169,812; Loc. Est. 210,088
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,536; Loc. Est. 23,543
Co./SMSA 70 Cen. 52,987; Loc. Est. 75,853

5—BANKS:	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Sav. & Loan Assn.	3	$62,000,000

6—PASSENGER AUTOS: County 80,000

7—ELECTRIC METERS: Residence 19,876

8—GAS METERS: Residence 16,973

9— PRINCIPAL INDUSTRIES (CZ): 8 Major Industries With 7,700 Employees. Aunual Payroll $165,000,000.

10-CLIMATE: Min. & Max. Temp.—Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Harbor Village	5	Whites, Bay-Tex, Building Supply
Mainland Mall	6	Walgreens, Weingarten Mkt
Mainland Plaza	10	Texas Super, Minimax, Mainland Bank
Bay Center	10	Woolco, SuperRx, Kroger
Trade Winds	-	Safeway, Weiners, Firestone, Wyatt's Cafateria, Sears, The Fair, Singer Co., Parker Music, TG&Y

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Thu., Fri., Sat.
Stores Open Sundays: Drug and some supermarkets.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Weiners; Chambers; Klein's; Woolco; The Fair.
Variety Stores: TG&Y.
Chain Drug Stores: Walgreen; SuperRx; Eckerd.
Discount Stores (CZ): White's; Gibson's; Woolco; Lack's; K-Mart.
Chain Food Supermarkets: Weingarten's; Texas Super 3; Big Chief 2; Kroger; Lucky 7—2; Safeway.
Other Chain Stores: Western Auto; Sears (catalog); Montgomery Ward (catalog); Goodyear 2; Zale's Jewelers; White's; Sherwin-Williams; Firestone; Goodrich; Vogue Shoes; Singer Co.

14—NEWSPAPERS: SUN (e-Mon. to Fri.) 12,637; (S) 12,937; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Harvey Prichard, Pub.; Mrs. Elaine Box, Adv. Dir.; Jim Lee, Mktg. Dir.
National Representatives: General Advertising Services, Inc.; U.S. Suburban Press, Inc.

TYLER, TEX.

1—LOCATION: Smith County (SMSA), E&P Map E-3, County Seat. Shipping, college, mfg., wholesale, hospital & medical center. Oil operators. Rose capital—growing & shipping center. N.E. central part of the state between (100 mi.) Dallas and Shreveport, La.

2—TRANSPORTATION: Railroads: St. Louis Southwestern (shops & gen. offices); Missouri Pacific.
Motor Freight Carriers: 9.
Intercity Bus Lines: Continental Trailways; Texas- Central Bus Lines; Greyhound.
Airlines: Texas Int'l.; Tricon Int'l.; Metroflight.

3—POPULATION:
Corp. City 70 Cen. 57,770; Loc. Est. 74,000
CZ-ABC: (70) 62,607; (80) 74,600
RTZ-ABC: (70) 292,503; (80) 359,300
Co./SMSA 70 Cen. 97,096; Loc. Est. 125,556
City & RTZ-ABC: (70) 355,110; (80) 433,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 20,246; Loc. Est. 27,000
Co./SMSA 70 Cen. 31,023; Loc. Est. 47,200
CZ-ABC: (70) 20,246; (80) 27,600
RTZ-ABC: (70) 96,905; (80) 136,100
City & RTZ-ABC: (70) 117,151; (80) 163,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$746,734,000
Sav. & Loan Assn	5	$410,571,072

6—PASSENGER AUTOS: County All Vehicles (1978) 79,288

7—ELECTRIC METERS: Residence 25,502

8—GAS METERS: Residence 26,590

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage)—Cast Iron Foundry 3,500 ($233); Refining 260 ($275); Heating & Cooling Equip. 2,000 ($238); Ceramics 155 ($131); Pre Fab Homes 175 200); RR Main Offices 350 ($250); Clothing 650 ($130) Alum. Casting 100 ($225); Fire Drum & Corr. Boxes 160 ($150); Oil Field Equip, 220 ($230); Fishing Lures 80 ($115) Optical 60 ($223); Tire Mfg. 1397 ($250); Alum. Furn, 230 ($150); Plumb, Fixtures 60 ($150); Rubber Parts Mfg. 110 ($212); Mattress Mfg. 50 ($142); Engineers 169 ($353); Steel Bldg. 32 ($140); Tractor 155 ($197); Fertilizer 36 ($150); Canning 200 ($126).

10-CLIMATE: Min. & Max. Temp.—Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58; First killing frost, Nov. 15. Last killing frost, Mar 15.

11—TAP WATER: Alkaline, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E. 5th. Broadway Mall 55 acres S. Broadway at Loop 323.
Neighborhood Shopping Centers: Lake Park Shopping Center—8 units; N.W. Loop Shopping Center—8 units; W.C. Square—5 units; Lincoln Plaza—3 units; Hillside Ctr.—10 units.

Nearby Shopping Centers

Name of Shopping Center	Blocks from Shopping District	Principal Stores and/or Supermarket
B'way Sq. Mall	41	Sears, Dillards, Penney, New Yorker, Selber Bros., Zales
Bergfield	19	Mont. Ward, Brookshire Groc.
French Quarters		Eckerd Drug, Hancock Fabric, Hopkins Hdw., Singer Co., Reynolds-Penland, The Sportster, Dairy Queen Sambo's, Safeway,
Green Acres	20	Brookshire Groc., Kelly-Springfield, Skillern Drug, TG&Y
Front-Beckham	10	B-Mart Groc., Eckerd Drug, S&H Green Stamps
West Bow	20	Beard's Groc. Eckerd Drug, Perry 5&10
West Erwin	24	B-Mart Groc., General Dollar
South Broadway	21	B-Mart, Eckerd Drug
Loop East	27	Brookshire Groc., Skillern Drugs, Otasco, Perry 5&10, Hancock Fabrics
Gas Light Plaza	6	Brookshire Groc., Otasco, Skillerns Gaslite 4 Theatres
Old English	35	Karls Cameras, Stereo & Record Center, Guys & Dolls, Delks Lighting Center, Chamness Appl, Olde Time Ceiling Fans, Waldies, Boat Hill, P.J. Suntan Shoppee

Principal Shopping Days: Dept.—Mon., Fri. and Sat., Food Sun., Wed. & Thrus.
Stores Open Evenings: Wed., Thurs.

13—RETAIL OUTLETS: Department Stores: J.M. Dyer; Dillards; K. Wolen's; Sears, Montgomery Ward; Penney; New York Store; Selber Bros.
Discount Stores (CZ): Gibson 2; K-Mart 2.
Variety Stores: Perry 5&10 (3); TG&Y 2.
Chain Drug Stores (CZ): Eckerd Drugs 5; Gibson Disc. Pharmacy 2; Skillern's 2; Skaggs Alpha Beta Drug-Sav 3; Revco 2.
Chain Food Supermarkets: Safeway 2; Big Star; Brookshire 7; B-Mart 4; Kroger 2; Skaggs Alpha Beta 1.
Other Chain Stores: Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores; Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Eathen Allen; Parker-Chatham; Almand's; Furniture World; Kelly Furniture; Wilson; Bossa Cascade Lbr. Co.

14—NEWSPAPERS: TELEGRAPH (m) 35,664; COURIER-TIMES (e-Mon. to Fri.) 9,352; Comb. (m&e) 45,016; COURIER-TIMES-TELEGRAPHC (S) 44,587; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchancising Data: Jerry Wilson, Natl. Adv. Mgr., COURIER-TIMES and TELEGRAPH.
National Representatives: None.

VERNON, TEX.

1—LOCATION: Wilbarger County, E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 287 and 281; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2—TRANSPORTATION: Railroads: Ft. Worth and Denver City.
Motor Freight Carriers: 3.
Intercity Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 11,454; Loc. Est. 11,265
County 70 Cen. 15,355; Loc. Est. 15,511
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,090; Loc. Est. 4,645
County 70 Cen. 5,401; Loc. Est. 6,355

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$109,000,000
Sav. & Loan Assns.	2	$78,000,000

6—PASSENGER AUTOS: County All Vehicles (1978) 18,291

7—ELECTRIC METERS: County 6,317

8—GAS METERS: Residence 5,671

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textile 450 ($430). Feed 250 ($130); Meat Packing 250 ($150); Processing & Mfg. 48 ($110); Guar Processing 125 ($125); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25. Last killing frost, Mar. 20.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center—13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers: Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.

Principal Shopping Days: Mon., Wed., Sat.
Stores Open Evenings: Food—daily; Family Centers—daily.

13—RETAIL OUTLETS: Department Stores: Clayton's; Cy Long's Store; C.R. Anthony; J.C. Penney; Inabnit's; Louise's; Perkins-Timberlake; Sears; Watkins; Perry's

Shoe Stores: Coleman's; Jimmy's Shoe Box; Gibson's; T.G.&Y.; Osbornes; M.E. Moses.

Variety Stores: TG&Y; M. E. Moses; Children's Wear; Hill's Youth Center; Scott's; Perry's.
Drug Stores (CZ): Vernon Rexall; M&S Pharmacy; City Pharmacy; Gibson's; Hillcrest.
Chain Discount Stores: Gibson's.

Chain Food Supermarkets: United; Vernon; Central; Coy's.
Other Chain Stores: White's Auto; Serold's Firestone; Popular (furn.); Dollar Down (furn.); Discount (furn.); Parr Furn.; S&H Green Stamps.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 6,100; (S) 6,600; Sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Larry Crabtree, Pub.; or Jim Surber, Adv. Dr., RECORD.
National Representatives; None.

VICTORIA, TEX.

1—LOCATION: Victoria County, E&P Map E-5, County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2—TRANSPORTATION: Railroads: So. Pac., Mo. Pac.
Motor Freight Carriers: 5.
Intercity Bus Lines: Continental Trailways; Kerrville.
Airlines: Metro.

3—POPULATION:
Corp. City 70 Cen. 41,349; Loc. Est. 55,000
CZ-ABC: (70) 41,349, (80) 50,400
RTZ-ABC: (70) 111,133; (80) 109,600
County 70 Cen. 53,766; Loc. Est. 64,853
City & RTZ-ABC: (70) 152,482; (80) 160,000
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,144; Loc. Est. 17,000
County 70 Cen. 15,508; Loc. Est. 21,700
City Zone ABC: (70) 12,161; (80) 17,000
RTZ-ABC: (70) 34,291; (80) 38,400
City & RTZ-ABC: (70) 46,452; (80) 55,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$642,500,000
Sav. & Loan Assn.	3	$215,950,000

6—PASSENGER AUTOS: County All Vehicles (1978) 68,539

7—ELECTRIC METERS: Residence 15,500

8—GAS METERS: Residence 11,450

9— PRINCIPAL INDUSTRIES (CZ): Various chemicals by duPont; Union Carbide; Alcoa; Oil; Cattle; Bldg. materials; Petro-Chemical; Boats; Sand and Gravel; Clothing; Steel Fabricators.

10-CLIMATE: Min. & Max. Temp.—Spring 61-76, Summer 77-90; Fall 63-80; Winter 44-66.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Lone Tree	16	7-Eleven, Dick's Mkt.
Miori	-	N.A.
Montag Bros.		Montag Mkt., Toy Town USA
Crossroeds Center	14	Peytons Toys, Harmony House
Navarro	3	
Town & Country	33	Levine's
Town Plaza	28	Penney, Beall's
Village Center	22	Weiner's, Lack's, HEB
North Cross Center	14	Weiners, Wockers Clothworld
Victoria Mall	40	Sears, Dillards, Wilsons, Wal-Mart

Principal Shopping Days: Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Simon; Dunlap's; Sears; Montgomery Ward (catalog); Beall Bros.; Leon's; Levine's; Weiner's
Discount Stores (CZ): Gibson's; Kroger's; Walgreen; Fed. Mart; K-Mart.
Variety Stores: Woolworth 2; Wacker's 2.
Chain Drug Stores: Walgreen; Harding & Parker 1; Bianchi 1; Eckerd's.
Chain Food Supermarkets (CZ): H. E. Butt 3; Kroger; Dick's 4; Grace-Wearden 3; Fed. Mart; Safeway; Albertson's.

14—NEWSPAPERS: ADVOCATE (m) 32,225; (S) 32,661; Mar. 31, 1980 ABC.
Local Contact for Advertising And Merchandising Data: Clyde E. Lenz, Adv. Dir., ADVOCATE.
National Representatives: Texas Daily Press League.

WACO, TEX.

1—LOCATION: McLennan County (SMSA), E&P Map E-3, County Seat. Market and shipping center for agricultural, and industrial area. Cement, garment, rubber, glass, lumber, and wholesale center for 20-county area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas. 100 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; Interstate 35, 190 mi. NE of San Antonio.

2—TRANSPORTATION: Railroads: Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers: 14.
Intercity Bus Lines: Arrow Coach; Greyhound; Central Texas; Texas Electric.
Airlines: Rio Airways.

3—POPULATION:
Corp. City 70 Cen. 95,326; Loc. Est. 107,088
CZ-ABC: (70) 121,503; (80) 137,100
RTZ-ABC: (70) 259,710; (80) 314,300
City & RTZ-ABC: (70) 381,213; (80) 451,400
Co./SMSA 70 Cen. 147,553; Loc. Est. 166,052

4—HOUSEHOLDS:
City 70 Cen. 12,144; Loc. Est. 41,116
Co./SMSA 70 Cen. 48,069; Loc. Est. 62,830
CZ-ABC: (70) 39,318; (80) 50,800
RTZ-ABC: (70) 79,454; (80) 107,000
City & RTZ-ABC: (70) 118,772; (80) 157,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	10	$589,882,000
Sav. & Loan Assn	5	$484,123,935

6—PASSENGER AUTOS: City 70,000

7—ELECTRIC METERS: 57,888

8—GAS METERS: 38,088

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Tire Mfg. 1,600; Glass 1,000; Cement 150; Lumber and Wood Products 1,570; Furniture & Fixtures 500; Rocket Fuel 350; Mobile Homes & Transp. Eqt. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Machinery 680; Elec. Machinery 500; Apparel 1,980; Paper 500; Printing & Pub'g 840.
Principal Pay Days: 1st & 15th of month and Fridays.

10-CLIMATE: Min. & Max. Temp.—Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15. Last killing frost, Mar. 10.

11—TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on Austin Ave.; 12 on Washington Ave.; 10 on Franklin Ave. Ten Neighborhood Centers; 10 blocks on Elm St.; 6 on 25th St.; 3 square blocks at Brookview Hills; Beverly Hills; 3 at Valley Mills & Dutton.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brookview Hills	20	Piggly Wiggly
Eastgate Plaza	15	Gibson, Winn's, HEB Food
Fairgate	21	
Lake Air Ctr.	30	TG&Y, Goldstein-Migel Montgomery-Ward K-Mart, Pier 1,
Richland Fashion Mall	90	Sears, J. C. Penney
K-Mart Center	-	Hancock
Midway Ctr.	14	Piggly Wiggly
Parkdale	-	Woolco, Piggly Wiggly
Park Lake	14	Piggly Wiggly; HEB Food; Skillerns
Southgate	20	TG&Y, HEB Food
Westview Village	23	Piggly Wiggly, Cox

Principal Shopping Days: Department Stores—Mon., Thur., Sat. Food—Fri. and Sat.
Stores Open Evenings: Dept.—Mon. & Thurs. Food Chains—all week.

13—RETAIL OUTLETS: Department Stores: Goldstein-Migel 1; Cox's 1, Montgomery Ward 1; Penney; Sears; Western Auto; K-Mart 2; Dillard, 1; Bealls 1. Woolco; Gibson's 1.
Variety Stores: McCrory; TG&Y 2; Winn's 5.
Discount Stores (CZ): Gibson 1; K-Mart 2.
Chain Drug Stores (CZ): Walgreen's 1; Eckerd 4; Fee Phcy 3; Heights Phcy 2; Skillern 2. Osco 1.
Chain Food Supermarkets: Safeway 6; Piggly Wiggly 9; H. E. Butt 7; 7-11 28; Zippy 14; Jay-Zee's Drive In 2; Park-N-Save 12; Quickway Foods 3.
Other Chain Stores: Shoes; Butlers; Thom McAn, Kinney's, Joe Lewis 5, Payless; Women's Apparel; Kee, Career, Girl 5; Rhealee Hat, Regan's, Zales Jewelers 2; Piccadilly Cafeteria; Firestone; Olmstead-Kirk (paper); Sherwin-Williams 4; Singer Co.; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack; Pier 1.

14—NEWSPAPERS: TRIBUNE HERALD (All Day Mon. to Fri) 50,110; (Sat. m) 48,544; (S) 59,739 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Joe Kendrick, Adv. Dir. TRIBUNE-HERALD.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

WAXAHACHIE, TEX.

1—LOCATION: Ellis County (In Dallas-Ft. Worth SMSA). E&P Map E-3, County Seat. Diversified Economy; Light Industry; Agricultural Ctr. 28 mi. S of Dallas; 38 mi. S.E. of Ft. Worth. On U.S. Hwy. 287, I-35.

2—TRANSPORTATION: Railroads: Southern Pacific; Missouri-Kansas-Texas; Fort Worth & Denver; Chicago, Rock Island & Pacific.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Continental; Texas Electric.

3—POPULATION:
Corp. City 70 Cen. 13,452; Loc. Est. 13,880
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
County 70 Cen. 46,638; Loc. Est. 56,761

4—HOUSEHOLDS:
City 70 Cen. 4,371; Loc. Est. 5,206
County 70 Cen. 14,791; Loc. Est. 20,882
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$69,710,000
Sav. & Loan Assns.	2	$13,964,000

6—PASSENGER AUTOS: County All Vehicles (1978) 60,051

7—ELECTRIC METERS: Residence 5,610

8—GAS METERS: Residence 4,560

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Refng. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

WAXAHACHIE—continued

11—TAP WATER: Neutral, Soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Kroger Plaza	1½	Kroger, Treasury Drug
J.C. Penney's	1/4	Penney's, Safeway
Northgate	2	Sears, Eckerds, Motts, Beall's
Ferris Ave.	-	J.C. Penney

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Walmart, Skillerns; Eckerd's, Treasury Drug.

13—RETAIL OUTLETS: Department Stores: Marchman's; Cheeves Bros., J.C. Penney; K. Wolen's; Sears Roebuck; Levine's; Bealls.
Variety Stores: Duke & Ayres; Motts, Skillerns; Walmart.
Chain Drug Stores: Skillerns; Eckerd's Treasury Drug.
Chain Food Supermarkets: Kroger; Safeway; Minyards.

14—NEWSPAPERS: LIGHT (e-Mon. to Fri.) 5,490; (S) 5,609; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Chester Anglen, Publisher, or Jim Wyatt, Adv. Mgr., LIGHT.
National Representatives: Texas Daily Press League, Inc.

WEATHERFORD, TEX.

1—LOCATION: Parker County (In Dallas-Ft. Worth SMSA). E&P Map D-3, County Seat. 30 mi. W of Fort Worth.

2—TRANSPORTATION: Railroads: Texas & Pacific; Weatherford M.W. & N.W.
Intercity Bus Lines: Greyhound; Continental.

3—POPULATION:
Corp. City 70 Cen. 11,750; Loc. Est. 12,426
County 70 Cen. 33,888; Loc. Est. 38,008
SMSA 70 Cen. 2,377,979; Loc. Est. 2,742,507
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,174; Loc. Est. 5,419
County 70 Cen. 10,509; Loc. Est. 14,127
SMSA 70 Cen. 752,381; Loc. Est. 1,007,252

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$464,425,365
Sav. & Loan Assn.	2	$16,291,295

6—PASSENGER AUTOS: County 45,512 (All Vehicles 1978)

7—ELECTRIC METERS: Residence 5,684

8—GAS METERS: Residence 5,434

9— PRINCIPAL INDUSTRIES (CZ): Foundries; Mach. Shops; Gen. Agric.; Truck Farming; Nat. Gas; Bakery; Lamp Mfg.; Oil Tool Engrng.; Tourist; Printing.

11—TAP WATER: Not Fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Parker Plaza	19	Penney, Mont. Ward, Winn Dixie
Village Shopping Center	4	Sears, Piggly Wiggly

Principal Shopping Days: Wed., Sat.
Stores Open Evenings: Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Mott's; W. H. Bowden, The Hub, Beall Bros.
Discount Stores: Gibson's.
Chain Food Supermarkets: Safeway; Piggly Wiggly; Buddies 2; Tony's 2; Kroger.
Other Chain Stores: White Auto; Western Auto; Home Furniture.

14—NEWSPAPERS: DEMOCRAT (e-Mon. to Fri.) 5,406; (S) 5,744; sworn Mar. 31, 1980
Local Contact fpr Advertising and Merchandising Data: Mike Thomas, Adv. Mgr., DEMOCRAT.
National Representatives Texas Daily Press League, Inc.

The Community Information Center In

Wichita Falls, Texas.

Wichita Falls Times & Record News

A Harte-Hanks NEWSPAPER

WICHITA FALLS, TEX.

1—LOCATION: Wichita County (In Wichita Falls, Tex. SMSA). E&P Map D-2, County Seat. Shopping, agri., oil mfg., whlse. ctr., 120 mi. NW of Fort Worth on U.S. Hwys. 287, 281, 277, 82; State 79.

2—TRANSPORTATION: Railroads: Fort Worth & Denver; Missouri-Kansas-Texas.
Motor Freight Carriers: 11.
Intercity Bus Lines: Trailways, Inc. Oklahoma Trans.; Texas-New Mexico-Oklahoma; Jordan.
Airlines: Rio, Metro.

3—POPULATION:
Corp. City 70 Cen. 96,265; Loc. Est. 97,600
City Zone ABC: (70) 97,564; (80) 95,600
Bal. in Primary Mkt. Area-ABC:
(70) 32,377; (80) 35,300
Total Primary Mkt. Area-ABC:
(70) 129,941; (80) 130,900
Bal. in Retail Trading Area-ABC:
(70) 118,086; (80) 119,400
City Zone, Primary Mkt. Area & RTZ-ABC:
(70) 248,027; (80) 250,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 30,483; Loc. Est. 35,200
County 70 Cen. 38,300; Loc. Est. 45,351
SMSA 70 Cen. 41,166; Loc. Est. 47,500
City Zone ABC: (70) 30,453; (80) 32,000
Bal. in Primary Mkt. Area-ABC:
(70) 10,672; (80) 15,400
Total Primary Mkt. Area-ABC:
(70) 41,125; (80) 47,400
Bal. in Retail Trading Area-ABC:
(70) 42,801; (80) 49,706
City Zone, Primary Mkt. Area & RTZ-ABC:
(70) 83,926; (80) 97,106

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$724,403,250

6—PASSENGER AUTOS: County 101,064

7—ELECTRIC METERS: Residence 34,446

8—GAS METERS: Residence 28,521

9— PRINCIPAL INDUSTRIES (CZ): Type of industry and number of employees-Lbr. & Wood prod. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Pblsg. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Construction 2,820; Photographic, Medical 456; Leather 20; Trans., Comm. & Utilities 2,400; Finance & Real Estate 2,320; Gov't 11,280; Petroleum Prod. 5,608; Private Household 1,820; Machinery 2,634; Electronic, Electrical 1,068; Machinery 2,634; Trans. Equp. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,-692;
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 60-84; Summer 79-94; Fall 43-67; Winter 36-59. First killing frost, Nov. 14. Last killing frost, Mar. 22.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Indiana, 4 on Scott, 3 on Eighth, 3 on Ninth, 2 on Tenth; 10 blocks on Kemp.
Neighborhood Shopping Centers: 2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St; 3 at N. Broadway. Several Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Park Plaza	-	TG&Y, A&P
Parker Sq.	40	McClurkan's, Montgomery Clothing Dept.
Southmoor	10	Safeway
Faith Village	60	White's, Ben Franklin, Cloth World
Sikes Senter	72	Penney, Dillard's Dept.

Principal Shopping Days: Thu., Sat., Mon. (1st Mon. is Dollar Day).
Stores Open Evenings: Dept.: Thu.; Food: Fri., Sat, Sikes Senter, Mon. to Fri.

13—RETAIL OUTLETS: Department Stores: Dillard's, Perkins-Timberlake; McClurkan's; Penney's; Sears; Hub; White's; Bealls.
Discount Stores (CZ): Gibson's 2; Treasure City; K-Mart 2; Best Prod; Target; Edisons.
Variety Stores: Woolworth; TGY Family Center 2; Winns 2; M&N Variety;
Chain Drug Stores (CZ): Walgreen; Eckerd Albertson's.
Chain Food Supermarkets: Safeway 3; United 3; JR B3; Jiffy 19; Affiliated Food Stores 7.
Other Chain Stores: Auto Supplies; White's; Western Auto; Firestone; Furn.; Popular Spears'; Texas; Home; Women's Clothing: Franklin's; Baker's Woods; Factory Outlet; Patricia; The Hub (clothing); Singer Co.; Zale's Jewelry; Merle Norman Consmetics; S&H Green Stamps Furn. Stores listed are independent.
Specialty Chain Stores: Hallmark; Whites; Western Auto; Firestone; (Womens clothes) Lerners; Brooks; Bakers, (Other) Singer Co.; Radio Shack; Sutherland lumber; Goodyear; Zales Jewelers; Merle Norman Cosmetics; S&H Green Stamps.

14—NEWSPAPERS: RECORD-NEWS (m-Mon. to Fri.) 34,950; TIMES (e-Mon. to Fri.) 17,154; comb. (m&e) 52,101; TIMES (Sat. m) 44,542 (S) 47,807; Mar. 31, 1980 ABC.
Local Contact for Advertising: Marvin B. Penrod, Mgr. Gen. Adv. RECORD-NEWS and TIMES.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc., Harte-Hanks Newspapers, Inc.

UTAH SURVEYS

UTAH STANDARD METROPOLITAN STATISTICAL AREAS

Provo-Orem, Utah—Utah County.
Salt Lake City-Ogden, Utah—Salt Lake, Weber, Davis and Tooele Counties.

UTAH POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	112	105	159
5-14 Years	241	226	266
15-24 Years	215	262	265
25-44 Years	238	409	416
45-64 Years	177	253	222
65 and Over	77	161	122
TOTAL	1,060	1,418	1,450

Based on U.S. Census

UTAH RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	162	290	441
General Mdse	279	551	840
Food	470	821	1,262
Automobiles	530	952	1,178
Gasoline Stations	189	367	720
Apparel	95	169	264
Furniture	128	231	339
Eat-Drink Places	185	314	463
Drugs	145	130	196
Total Sales	2,384	4,146	6,241

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

LOGAN, UTAH

1—LOCATION: Cache County, E&P Map B-1, County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2—TRANSPORTATION: Railroads: Union Pacific.
Intercity Bus Lines: Cook; Greyhound.
Motor Freight Carriers: 3.
Air Service: 1.

3—POPULATION:
Corp. City 70 Cen. 22,333; Loc. Est. 28,000
City Zone ABC: (70) 26,354; (80) 31,800
RTZ-ABC: (70) 23,350; (80) 31,900
County 70 Cen. 42,331; Loc. Est. 56,000
City & RTZ-ABC: (70) 49,704; (79) 61,000
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,432; Loc. Est. 9,800
County 70 Cen. 11,798; Loc. Est. 18,200
City Zone ABC: (70) 7,394; (80) 10,200
RTZ-ABC: (70) 6,586; (80) 10,300
City & RTZ-ABC: (70) 13,980; (80) 20,500

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	10	$119,532,748
Sav. & Loan Assn.	3	$32,000,000

6—PASSENGER AUTOS: City 23,940

7—ELECTRIC METERS: Residence 10,300

8—GAS METERS: Residence, City 10,086

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Employees—Women's Apparel 125; Knitting Mills 40; Cheese Mfg. 633; Flour Mills 18; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Piano Mfg. 230; Lumber 64; Freight Cart Mfg. 50; Candy Mfg. 12; Beverage Mfg. 20; Plastic Mfg. 105; Electronics 350.

10-CLIMATE: Min.& Max. Temp.—Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 18 blocks on Main St.; 2 on Center St., 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings: Drug & Dept.—Nightly till 10 P.M.; Grocery—Daily till midnite (two open 24hrs.).

13—RETAIL OUTLETS: Department Stores: Sears; Keith O'Brien; J.C. Penney; Grand Central; Samon's; ZCMI; Ernst Home Centers; The Bon.
Variety Stores: Sprouse-Reitz; King's.
Chain Drug Stores (CZ): Skagg's; Low Cost Drug Center; Grand Central; Smiths.
Chain Food Supermarkets: Safeway; IGA; Albertson, Smith's Foodking; Macey's.
Other Chain Stores: State Hdwr.; Firestone; Standard Optical; Sherwin-Williams; Sweetbriar; Douglas Optical; Goodyear; Montgomery Ward (catalog); Block's; Logan Howe; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Maurice's; Lerner Shops; Pic-A-Dilly Women's Apparel; Nobby; Anita Shops; Discount Tire; Furniture Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, and Hy Whitney.

14—NEWSPAPERS: HERALD-JOURNAL (e-Mon. to Fri.) 12,155; (S) 12,278; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, HERALD-JOURNAL.
National Representatives: None.

OGDEN, UTAH

1—LOCATION: Weber County (In Salt Lake City-Ogden SMSA). E&P Map B-2, County Seat. Industrial Center, R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30S, 15 & 80-N, State Hwys. 40, 39.

2—TRANSPORTATION: Railroads: Union Pacific; Southern Pacific; Denver & Rio Grande Western; Pacific Fruit Express Co.; Amtrak.
Motor Freight Carriers: 11.
Intercity Bus Lines: Greyhound; Continental; Lake Shore; Utah Transit Authority.

3—POPULATION:
Corp. City 70 Cen. 69,478; Loc. Est. 68,373
Total Primary Mkt. Area ABC:
(70) 209,879; (80) 250,700
SMSA 70 Cen. 705,458; Loc. Est. 865,670
County 70 Cen. 126,278; Loc. Est. 139,030

4—HOUSEHOLDS:
City 70 Cen. 22,592; Loc. Est. 26,157
County 70 Cen. 37,268; Loc. Est. 47,674
SMSA 70 Cen. 202,031; Loc. Est. 286,723
Primary Mkt. Area ABC:
(70) 58,218; (80) 78,900

5—BANKS:	NUMBER	DEPOSITS
Commercial	7	$705,000,000
Sav. & Loan Assn.	5	$220,000,000

6—PASSENGER AUTOS: County 87,437

7—ELECTRIC METERS: Residence 47,203

8—GAS METERS: Residence 45,368

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): R.R. 1,320 ($325); Food 1,800 ($160); Fab. Metal 400; Apparel 470 ($100); Stone, Clay & Glass 200 ($230); Constr. 4,100 ($240).
Principal Pay Days: R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fir. & Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 29-70; Summer 52-87; Fall 28-76; Winter 17-50. First killing frost, Oct. 8. Last killing frost, May 6.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Washington Blvd.; 2 on 24th St.; 2 on 25th St.
Neighborhood Shopping Ctrs.—2nd & Washington Blvd.; 2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall, North Ogden.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
S. Ogden	4	Gibson's
Roy	6	Smith's Foods
Five Points	2½	Wangsgard
Wall Ave.	2½	Sears, Smith's Foods
2nd/Harrison	2	N.A.
K-Mart	2	K-Mart
Newgate	-	Sears
Nangsgard's Five Points	1¾	Wangsgard's Mkt.

Principal Shopping Days: Dept. Stores—Mon., Fri. & Sat. Food—Fri. & Sat.
Stores Open Evenings: Fri. Food—Nitely.

13—RETAIL OUTLETS: Department Stores: Penney; Bon Marche; Sears Roebuck; Z. C. M. I. Weinstocks, Nordstrom.
Discount Stores (CZ): Gibson; Farr; Sav-On; Grand Central; K-Mart.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): Skaggs 2; Thrifty; Hospital Drugs 1; Vinces 5; Prescription Centers 3; Grand Central Stores 2; Drug King 1.
Chain Food Supermarkets: Safeway 3; K-Mart 1; Albertson's 5; Smith's Food King 8; Richardsons 1; Stimson's 3.
Other Chain Stores: Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay N Pak; B Mart; Ernst Home Center.

14—NEWSPAPERS: STANDARD-EXAMINER (e) 50,104; (S) 51,474; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Mgr., Gen. Adv., STANDARD-EXAMINER.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

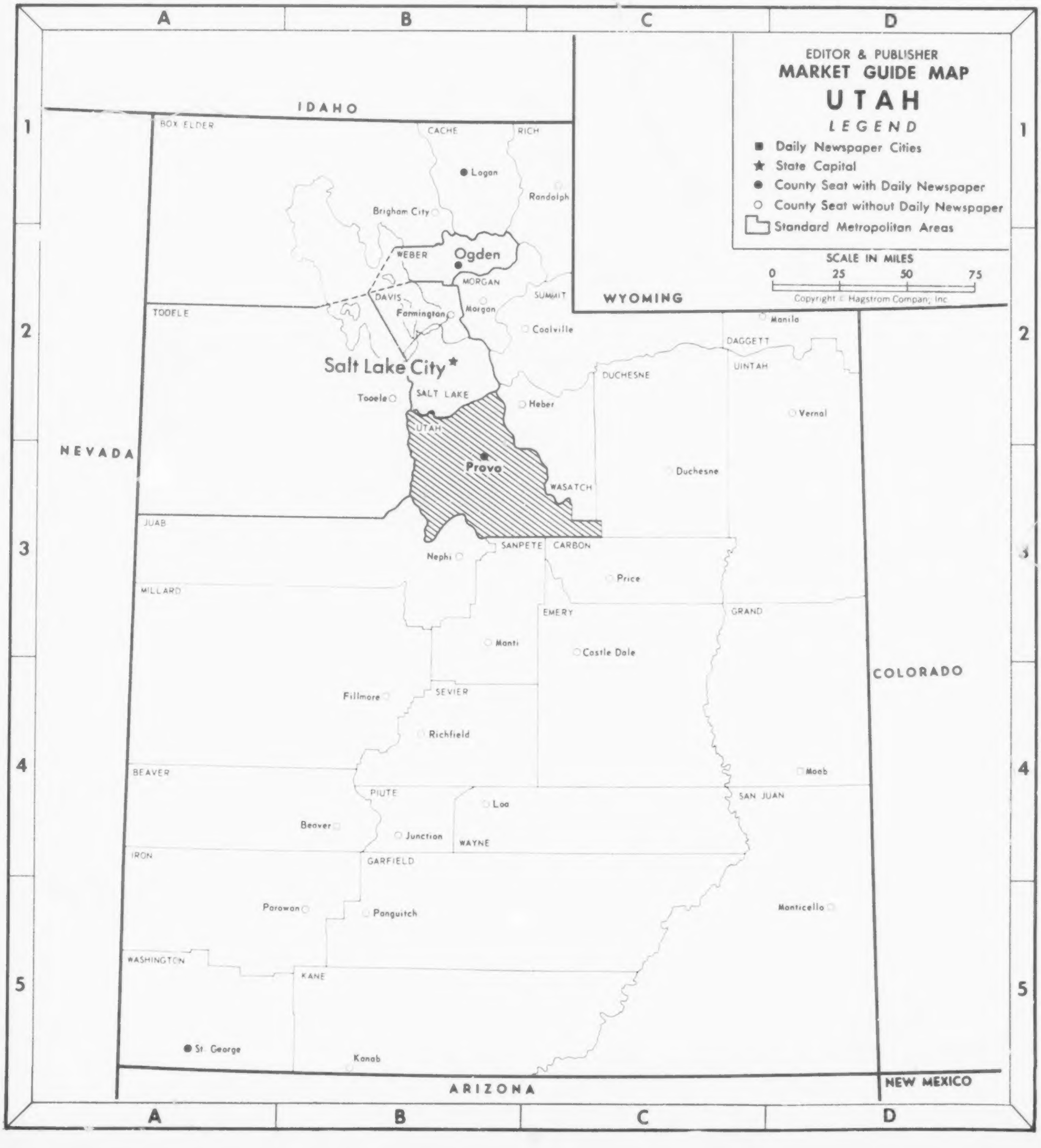
UTAH RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,146,168	5,691,978	6,241,296	509	440,841	267	840,140	1,011	1,261,820	800	1,178,376	1,149	720,452	733	263,757	948	338,854	1,964	462,725	249	195,777
STANDARD METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Utah	505,041	749,490	834,171	69	68,854	34	123,173	134	168,478	111	146,901	139	89,216	95	39,931	135	46,274	203	52,404	28	27,931
Salt Lake City-Ogden, Utah	2,872,761	3,853,715	4,205,782	275	270,651	115	639,059	564	842,336	481	808,881	581	410,960	450	175,090	619	248,147	1,237	313,940	144	118,418
COUNTIES, Cities																					
BEAVER	9,200	13,038	14,393	3	1,058	2	260	5	3,227	3	261	20	6,772	4	216			13	1,949	2	593
BOX ELDER	77,023	114,938	128,242	10	4,307	9	5,210	32	25,149	21	31,024	36	25,997	15	3,479	21	4,890	46	12,815	8	9,154
CACHE	143,846	193,817	211,714	28	25,100	6	25,605	43	41,736	34	31,798	39	18,546	43	14,258	42	13,287	69	14,656	11	7,347
Logan	127,034	175,414	192,394	18	22,457	6	25,605	24	36,067	31	30,067	23	14,282	38	13,865	35	12,474	50	12,907	7	6,446
CARBON	63,790	92,435	102,325	12	9,792	5	5,686	21	27,879	17	21,411	24	9,439	18	8,065	16	2,727	47	6,895	5	2,625
DAGGETT	1,468	1,588	1,664					1	308	1		2	396					3	945		
DAVIS	278,746	366,201	397,863	27	24,844	13	38,372	68	90,369	65	99,840	75	48,705	45	9,005	67	29,989	120	23,148	17	11,220
DUCHESNE	31,178	40,508	43,923	5	2,248	10	4,500	17	13,450	8	9,217	13	6,308	8	333	7	1,359	21	1,859	2	1,225
EMERY	13,682	19,535	21,595	4	1,561	5	915	19	8,200	1		14	7,096	2		4	40	14	2,257	4	865
GARFIELD	6,647	8,984	9,822	2	629	7	366	7	2,003	4	469	10	2,441	2	374	1	352	14	1,563	1	589

continued page 422


A
B
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1
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EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0 25 50 75
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WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Salt Lake City
SALT LAKE
Tooele
Heber
UTAH
Provo
WASATCH
DUCHESNE
Duchesne
DAGGETT
Manila
UINTAH
Vernal
JUAB
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CARBON
Price
MILLARD
Manti
EMERY
Castle Dale
GRAND
Fillmore
SEVIER
Richfield
Moab
BEAVER
PIUTE
Loa
SAN JUAN
Beaver
Junction
WAYNE
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

UTAH RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GRAND	29,151	37,104	40,077	6	3,647	4	1,178	11	11,555	7	3,954	20	6,534	8	2,646	6	405	22	3,038	2	1,613
IRON	68,965	95,745	105,147	10	5,464	7	4,277	12	15,804	19	26,515	26	24,503	19	4,567	18	4,989	29	7,496	6	4,282
JUAB	15,717	22,188	24,452	2	941	2	784	6	3,596	7	6,879	18	7,528	1	140	2	164	17	3,198	3	737
KANE	11,756	14,408	15,468	4	864	3	569	8	2,414	4	257	15	6,465	5	475	2	206	13	1,824	2	1,092
MILLARD	18,724	28,819	32,281	5	2,318	5	3,672	8	4,427	7	6,103	18	6,947	1	86	6	741	14	2,413	3	1,288
MORGAN	4,491	6,639	7,387			1	669	2	1,548	5	477	5	2,874			2		4	634	1	1,070
PIUTE	814	1,039	1,124			1		1	352			2	476			1		4	253		
RICH	3,055	4,158	4,557			4	439	3	157	1	78	6	3,498			1		4	293		
SALT LAKE	2,056,557	2,799,315	3,063,538	189	187,656	77	475,270	386	598,163	295	568,348	384	293,334	328	141,671	457	189,848	878	239,406	96	80,869
Salt Lake City	895,576	1,111,068	1,193,472	62	37,811	27	164,259	190	177,707	115	230,621	165	113,389	152	66,056	183	109,561	462	124,948	44	28,165
SAN JUAN	18,013	26,167	28,996	4	724	8	1,621	14	10,150	7	6,250	13	5,719	1	20	1	151	16	1,552	2	792
SANPETE	24,017	33,620	36,990	10	2,149	8	1,611	27	11,269	7	6,817	22	7,675	5	288	10	2,157	28	2,337	4	992
SEVIER	46,782	59,924	64,517	10	5,708	8	4,242	14	11,115	7	10,591	26	12,355	14	4,631	12	1,770	26	4,616	5	1,977
SUMMIT	20,557	26,519	28,720	5	3,809	6	1,135	14	5,488	5	3,219	16	6,029	7	240	3	148	38	5,245	2	560
TOOELE	51,017	58,780	62,367	6	1,109	5	1,928	17	17,655	13	11,723	27	13,972	7	1,813	5	1,493	35	5,139	5	2,139
UINTAH	56,188	87,653	98,413	11	8,817	9	9,724	18	20,018	17	19,821	26	13,466	14	3,624	14	4,572	23	4,611	4	7,758
UTAH	505,041	749,490	834,171	69	68,854	34	123,173	134	168,478	111	146,901	139	89,216	95	39,931	135	46,274	203	52,404	28	27,931
Provo	191,867	265,752	291,560	19	23,198	5	24,734	36	60,571	34	78,741	42	23,521	30	11,386	41	16,146	72	21,461	9	9,700
WASATCH	22,946	29,949	32,515	5	2,593	3	894	8	6,615	6	7,462	16	8,525	3	377	1	443	19	2,914	4	1,607
WASHINGTON	76,241	123,169	139,249	26	19,100	4	4,021	18	23,575	20	29,991	35	25,420	17	4,917	23	6,032	36	12,539	6	3,262
St. George	66,506	107,238	120,815	21	16,444	4	4,021	10	19,225	19	28,567	25	19,071	16	4,892	21	5,995	25	9,788	5	3,235
WAYNE	4,115	6,829	7,772	3	507	1	530	4	971			7	5,267	1		1		4	479		
WEBER	486,441	629,419	682,014	53	57,042	20	123,489	93	136,149	108	128,970	95	54,949	70	22,601	90	26,817	204	46,247	26	24,190
Ogden	353,548	438,470	470,891	38	43,552	11	76,561	57	80,362	73	115,262	61	29,860	51	18,438	56	14,545	144	31,612	16	14,104

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,059,273	1,418,084	2,950,976	9,503,403	469,055	20,261	13,130	94,678	234,593
STANDARD METROPOLITAN STATISTICAL AREAS									
Provo-Orem, Utah	137,776	214,460	331,940	1,128,314	66,011	17,093	1,725	11,278	25,178
Salt Lake City-Ogden, Utah	705,458	891,760	2,070,459	6,311,431	298,411	21,150	2,494	18,947	53,681
COUNTIES, Cities									
BEAVER	3,800	4,306	13,390	30,305	1,536	19,704	181	2,254	4,558
BOX ELDER	28,129	33,518	70,447	227,022	10,603	21,411	1,150	23,268	20,259
CACHE	42,331	57,137	104,784	354,103	19,223	18,421	1,383	7,870	25,255
Logan	22,333	26,029	56,145	161,082	9,025	17,848	*	*	*
CARBON	15,647	22,785	43,223	184,013	8,467	21,733	163	409	1,345
DAGGETT	666	698	2,037	4,679	204	22,936	23	159	522
DAVIS	99,028	144,629	218,967	937,714	40,948	22,900	680	6,668	10,789
DUCHESNE	7,299	12,724	18,835	81,316	3,952	20,576	547	1,125	6,672
EMERY	5,137	12,125	12,487	80,128	4,320	18,548	389	635	2,927
GARFIELD	3,157	3,605	8,589	24,580	1,231	19,968	193	395	1,512
GRAND	6,688	8,074	22,180	65,481	2,617	25,021	42	174	807
IRON	12,177	17,874	31,334	125,619	5,960	21,077	374	6,392	5,195
JUAB	4,574	5,819	10,668	40,040	2,091	19,149	220	1,196	2,018
KANE	2,421	4,028	6,728	29,954	1,375	21,785	128	17	1,069
MILLARD	6,988	9,345	18,390	60,140	3,225	18,648	674	8,259	16,095
MORGAN	3,983	5,451	7,723	38,335	1,718	22,314	219	599	3,706
PIUTE	1,164	1,512	3,136	9,273	516	17,971	113	230	1,907
RICH	1,615	1,923	4,058	13,954	726	19,220	171	757	5,041
SALT LAKE	458,607	577,759	1,413,438	4,122,120	199,081	20,706	731	7,952	15,521
Salt Lake City	175,885	163,377	587,059	1,317,875	71,241	18,499	*	*	*
SAN JUAN	9,606	15,079	19,479	77,934	4,047	19,257	255	3,266	2,886
SANPETE	10,976	15,527	26,951	94,113	5,792	16,249	777	2,077	22,820
SEVIER	10,103	16,019	28,528	99,126	5,822	17,026	438	2,113	9,341
SUMMIT	5,879	9,017	16,873	57,597	3,078	18,712	355	332	7,151
TOOELE	21,545	25,151	64,845	186,407	8,306	22,442	262	705	3,002
UINTAH	12,684	20,549	29,286	144,641	6,517	22,194	364	1,145	4,731
UTAH	137,776	214,460	331,940	1,128,314	66,011	17,093	1,725	11,278	25,178
Provo	53,131	61,289	122,008	291,295	17,890	16,283	*	*	*
WASATCH	5,863	8,285	18,633	51,670	2,758	18,735	271	333	5,258
WASHINGTON	13,669	24,431	26,816	157,226	8,124	19,353	355	1,181	2,972
St. George	7,097	10,471	14,619	70,756	3,482	20,321	*	*	*
WAYNE	1,483	2,033	4,002	12,409	729	17,022	126	268	1,689
WEBER	126,278	144,221	373,209	1,065,190	50,076	21,271	821	3,622	24,369
Ogden	69,478	67,703	210,185	507,370	26,358	19,249	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1979 Cash Receipts as follows: From Crops $113,235,000; from Livestock & Livestock Products $395,949,000; Total $509,184,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

PROVO, UTAH

1—LOCATION: Utah County. (In Provo-Orem, Utah SMSA). E&P Map B-3. County Seat. Site of Brigham Young University (25,000 students) 44 mi. S. of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy 189,115.

2—TRANSPORTATION: Railroads: D&RGW, UP.
Motor Freight Carriers: 7.
Intercity Bus Lines: Greyhound, Continental.

3—POPULATION:
Corp. City 70 Cen. 53,131; Loc. Est. 60,956
CZ ABC: (70) 96,927; (80) 132,300
RTZ-ABC: (70) 40,849; (80) 72,700
Co./SMSA 70 Cen. 137,776; Loc. Est. 203,903
City & RTZ-ABC: (70) 137,776; (80) 205,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 12,712; Loc. Est. 17,633
County/SMSA 70 Cen. 34,473; Loc. Est. 62,123
CZ-ABC: (70) 23,818; (80) 37,200
RTZ-ABC: (70) 10,655; (80) 21,400
City & RTZ-ABC: (70) 34,473; (80) 58,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	13	$225,550,000
Sav. & Loan Assn	6	$111,150,000

6—PASSENGER AUTOS: City 59,930

7—ELECTRIC METERS: Residence 50,000

8—GAS METERS: Residence 48,000

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Emp.: Steel Prof. & Fab. Steel 5,600; Cast Iron Pipe and Fdry. 580; Fertilizers 561; Lingerie & Clothing 996; Canning (Seasonal) 1,100; Explosives 71; Brick, Tile, Bldg. Blocks, Concrete, Concrete Pipe 422; Asphalt and Paving Prod. 210; Coal Tar Prod. 261; Electronics 1,100; Meat Packing 299; Commercial Tire Recapping 55; Ski Equip. 27.

10-CLIMATE: Min. & Max. Temp.—Spring 34-64, Summer 51-88, Fall 37-67, Winter 18-41.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
University Mall	110	ZCMI, Penney's
9th East	9	Smith's Food King
Riverside	12	Skagg's, Labelles, Safeway
Norton's	7	Norton's Food
Orem Center	14	Safeway, Albertson's, Skagg's & Gibson's
Carillon Square	9	Ernst Home Ctr., Bobcos

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Wed., Thu. to 9.

13—RETAIL OUTLETS: Department Stores: LaBelle's; Penney; Sears; Grand Central; ZCMI; K-Mart.
Variety Stores: Woolworth; Sprouse-Reitz; Cornet.
Chain Drug Stores (CZ): Skagg's, City Drug (Walgreen); B&H Pharmacy (Rexall); Swallow's.
Chain Food Supermarkets: Safeway 3; Allen 4; IGA 4; Reams 4; Albertsons 3; A.G. Stores 8; Food King 2; Bobcos.
Other Chain Stores: Anderson Lumber; Boise Cascade; Firestone; Sherwin Williams Paint; Bennett's Paints; Lerner Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zales Jewelry; Montgomery Ward (catalog); House of Fabrics; Radio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; F.G. Ferre; Samon's; Wolfe's; Castleton's Zinik's; Sunset Sporting; Checker Auto Supply; Florsheim Shoes; Singer Co.; Midas Muffler; Gibson's; Ernst Home Ctr.

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 30,343; (S) 30,969; **Mar. 31, 1980 ABC.**
Local Contact for Advertising and Merchandising Data: Kirk Parkinson, Adv. Mgr., HERALD.
National Representatives: None.

ST. GEORGE, UTAH

1—LOCATION: Washington County. E&P Map A-5. County Seat. Winter resort. Diversified Farming.

2—TRANSPORTATION: Motor Freight Carriers: Milne; PIE & Garrett.
Intercity Bus Lines: Trailways, Greyhound.
Airlines: All Major Airlines at Las Vegas, Nev., Airport & Commuter Skywest.

3—POPULATION:
Corp. City 70 Cen. 7,097; Loc. Est. 14,500
County 70 Cen. 13,669; Loc. Est. 23,060

4—HOUSEHOLDS:
City 70 Cen. 2,013; Loc. Est. 5,000
County 70 Cen. 3,834; Loc. Est. 7,584

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn	3	N.A.
Commercial Banks	4	N.A.

6—PASSENGER AUTOS: City 9,094

7—ELECTRIC METERS: Residence N.A.

8—GAS METERS: Residence N.A.

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry-Sugar; Beet Seeds; Fruit; Poultry.
Principal Industrial Pay Days: Thurs., Fri.
Min. & Max. Temp.—Spring 38-76, Summer 65-115, Fall 24-60, Winter 24-60, First killing frost, Nov.; Last killing frost, Mar.

11—TAP WATER: Soft, Flouridated.

12—RETAILING: Principal Shopping Center: Downtown; St. George Blvd.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Dixie Mall	-	
East City Ctr	8	Montgomery Ward (Catalogue)

Kemp Korner	18	State Farm Ins., Chuck's
Red Hills Plaza	-	
Skyline Ctr.	-	
Sunshine Sq.	-	

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney
Discount Stores (CZ): Gibson's
Variety Stores: Ben Franklin.
Chain Drug Stores: Skagg's Good Neighbor Pharm.
Chain Food Supermarkets: Safeway; Thriftway; Food Town; Short Stop Mkt.
Other Chain Stores: Radio Shack, Sprouse Reitz; Ace Hdwr., Tru Valu

14—NEWSPAPERS: COLOR COUNTRY SPECTRUM (e-tues. to fri; S) 8,200, Sworn April, 1980 (Publishers Statement)
Local Contact for Advertising and Merchandising Data: Ronald I. Jones, Adv. Dir., COLOR COUNTRY SPECTRUM
National Representatives. None.

SALT LAKE CITY, UTAH

1—LOCATION: Salt Lake Cou[illegible] Salt Lake City-Ogden SMSA). E&P Map B-2, State Capital, County Seat. SMSA: Salt Lake Davis, Weber & Tooele Counties. Mining, trade center, heavy industry, finance. On U.S. Hwys. 40, 50, I-80, I-15.

2—TRANSPORTATION: Railroads: Union-Pacific, Denver & Rio Grande Western; Western Pacific; Garfield & Western.
Motor Freight Carriers: 22
Intercity Bus Lines: Continental; Greyhound; Lake Shore, Lewis Bros. Stages, Utah Transport Authority
Airlines: Western, United, Texas International, American, Hughes Airwest, Frontier, Braniff, TWA, Eastern, P.S.A.

3—POPULATION:
Corp. City 70 Cen. 175,885; Loc. Est. 165,187
Primary Mkt. Area-ABC: (70) 539,433; (80) 696,300
RTZ-ABC: (70) 284,058; (80) 416,900
County 70 Cen. 458,607; Loc. Est. 566,520
SMSA 70 Cen. 705,458; Loc. Est. 865,670
Total Primary Mkt. Area & RTZ-ABC
(70) 823,491; (80) 1,113,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 63,068; Loc. Est. 71,887
County 70 Cen. 134,926; Loc. Est. 203,595
SMSA 70 Cen. 202,031; Loc. Est. 286,723
Primary Mkt. Area-ABC
(70) 155,903; (80) 230,100
RTZ-ABC: (70) 74,769; (80) 125,400
Total Primary Mkt. Area & RTZ-ABC
(70) 230,672; (80) 355,500

5—BANKS:	**NUMBER**	**DEPOSITS**
63 State Banks, 11 Nat'l		$6,177,483
12 Sav. & Loan		$2,567,946

6—PASSENGER AUTOS: County 370,332

7—ELECTRIC METERS: Service area 421,072

8—GAS METERS: Service area 380,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Monthly Wage)—Mining, 15,854 ($1,558); Contract Construction 34,698 ($1,118); Manufacturing 80,005 ($1,070); Transportation, Communications, and Public Utilities 31,735 ($1,354); Trade 127,028 ($694); Finance, Insurance & Real Estate 24,288 ($889); Services 90,845 ($700); Total Govt. 120,995 ($965).

10-CLIMATE: Min. & Max. Temp.—Spring 31-70, Fall 30-78, Summer 54-91; Winter 19-41. First killing frost, Nov. 16. Last killing frost, Apr. 17.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 43 blocks on 8 Sts.
Neighborhood Shopping Centers: 4 to 10 blocks at Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, Granger, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Canyon Rim	35	Grand Central Drugs
Cottonwood Mall	98	ZCMI Dept., Woolworth, Albertson's, Penney, Arden's
Cottonwood Vlg.	11	Safeway
Crossroads	160	Nordstoms Weinstocks
Family Center	40	Harmon's, Samon's
Fifth Ave. Shops	-	Food King
Fashion Place	108 30	Auerbach's, Sears, Weinstock's
Foothill Village	24	Albertson's, Castleton's
Granger	27	Merc Dept., Sprouse-Reitz, Granger Mkt., Sears
Olympus Hills	12	Skaggs
7th East	2	Skaggs, Food King
Sugar House	15	Penney, Albertson's
Trolley Square	118	N.A.
Union Sq.	35	
Valley Fair	85	Penney, ZCMI Store, Castleton's Dept., Kress
Valley	11	Safeway, Skaggs
Victoria Park	12	Sprouse-Reitz, Dan's Foods
ZCMI	70	ZCMI Dept., I. Magnin

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: ZCMI; Auerbach's; Paris, Keith O'Brien, Sears, J.C. Penney; Broadway; Weinstock's.; Mervyns. Nordstroms.
Discount Stores (SMSA): K-Mart; Gibson's.
Variety Stores: Woolworth; Sprouse-Reitz.
Chain Drug Stores: Grand Central 10, Skaggs 17, Erickson's 3, Thrifty Drug 7; Lowe 2; Dan's 3. Professional Phcy. 2; Prescription Phcy. 2.
Chain Food Supermarkets: AG-Foodtown 23, Smith-Warshaw 21; Albertson's 22, Safeway 23, Reams 6; IGA 14; Harmon's 4; Dan's 5; The Store 3; 7-Eleven 52.
Other Chain Stores: Arden's; National Shirt, Lerner, Sherwin-Williams; Chandler's; Flagg Bros., Mode O'Day, Firestone; Goodrich, Goodyear, Burt's; Zale's; Gallenkamp; Anita; House of Nine, Glidden; Dutch Boy; Baker's, Thom McAn; Kinney Shoes; Coronet, Dayne's Optical; Castleton's, Mac's Clothes, Montgomery Ward (catalog), Ernst, Allwood's.

14—NEWSPAPERS: TRIBUNE (m) 114,269; DESERET NEWS (e) 75,866; Comb(m&e) 190,135, TRIBUNE (S) 189,311; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Bill Fuller, Nat'l. Mgr., Newspaper Agency Corp. TRIBUNE/DESERET NEWS.

VERMONT SURVEYS

VERMONT STANDARD METROPOLITAN STATISTICAL AREAS

There are no Standard Metropolitan Statistical Areas in Vermont.

VERMONT POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	38	41	43
5-14 Years	92	56	75
15-24 Years	81	90	86
25-44 Years	100	140	164
45-64 Years	87	92	90
65 and Over	47	56	59
TOTAL	445	506	517

Based on U.S. Census

VERMONT RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	92	129	152
General Mdse	113	145	172
Food	261	388	463
Automobiles	207	307	296
Gasoline Stations	87	137	209
Apparel	40	63	76
Furniture	41	56	64
Eat-Drink Places	71	125	143
Drugs	25	37	44
Total Sales	1,103	1,668	1,696

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

BARRE-MONTPELIER, VT.

1—LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shopping center for central Vt. Granite center of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 2,302, 12, I-89

2—TRANSPORTATION: Railroads: Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction)
Motor Freight Carriers: 4.
Intercity Bus Lines: Vermont Transit; Twin City.
Airlines: Air New England.

3—POPULATION:
Corp. Cities 70 Cen. 18,818; Loc. Est. 18,415
Barre 70 Cen. 10,209; Loc. Est. 9,958
Montpelier 70 Cen. 8,609; Loc. Est. 8,427
CZ-ABC: (70) 20,868; (80) 19,800
RTZ-ABC: (70) 45,133; (80) 52,600
County 70 Cen. 47,659; Loc. Est. 50,598
City & RTZ-ABC: (70) 66,001; (80) 72,400

4—HOUSEHOLDS:
Cities 70 Cen. 6,384; Loc. Est. 7,276
County 70 Cen. 14,146; Loc. Est. 17,619
CZ-ABC: (70) 7,006; (80) 7,500
RTZ-ABC: (70) 12,560; (80) 17,100
City & RTZ-ABC: (70) 19,566; (80) 24,600 @056
Comm. Est. Dep. $273,655,000

6—PASSENGER AUTOS: County 25,250

7—ELECTRIC METERS: 8,052

8—GAS METERS: Res. Corp. City 1,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Granite, Mfg. 1,250 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Gov't. 3,750 ($236); Insurance 864 ($250).
Principal Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-65, Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15. Last killing frost, May 15.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Barre: Principal Shopping—Main St., Summer, Washington; South Main Sts. Montpelier: 3 blocks on Main St., 3 on State St., Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Central Plaza	5	Grand Union.
Vermont Shop Ctr.	15	Woolworths
Montpelier Railroad Station	6	Grand Union

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Grocery chains, shopping center stores, Mon.-Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Homer Fitts.
Discount Stores (CZ): Harry's, Colonial Distributors, Ames; Zayre's.
Variety Stores: Woolworth; Newberry.
Chain Drug Stores (CZ): Rexall, Red Cross Kinney; L Drugs 2; Whelan's, Archer Kent, Rix Drugs 2, Seivwright Phcy. 2.
Chain Food Supermarkets: First National 1; Grand Union 2; P&C 3.
Other Chain Stores: Sears (catalog); Singer; Sherwin-Williams; Endicott-Johnson 2, Aubuchon 2, Beaconway; Lafayette Radio, Radio Shack; Goss Tire, Goodyear.

14—NEWSPAPERS: TIMES-ARGUS (e) 12,358; (S) 11,819; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Harry Perrigo, Adv. Dir., TIMES-ARGUS.
National Representatives: Landon Associates, Inc.

BELLOWS FALLS, VT.

See SPRINGFIELD, VT.

BENNINGTON, VT.

1—LOCATION: Bennington County, E&P Map A-6, County Seat. Residential Center. 180 mi. NE of New York; 148 mi. NW of Boston; 37 mi. NE of Albany. On U.S. Hwy. 7 and State Hwys. 7, 9.

2—TRANSPORTATION: Railroads: Vermont.
Motor Freight Carriers: 2.
Intercity Bus Lines: Trailways, Vermont Transit, Greyhound, Mini-Bus

3—POPULATION:
Corp. City 70 Cen. 14,586; Loc. Est. 19,560
County 70 Cen. 29,282; Loc. Est. 32,540

4—HOUSEHOLDS:
City 70 Cen. 4,470; Loc. Est. 7,035
County 70 Cen. 9,222; Loc. Est. 11,910

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$130,000,000
Savings	1	$60,000,000
Savings & Loan	1	$12,000,000

6—PASSENGER AUTOS: County 13,179 (1978)

7—ELECTRIC METERS: 3,860

8—GAS METERS: 1,147

9— PRINCIPAL INDUSTRIES (CZ): Town Zone—Textiles, Plastics; Paper, Furn.; Wood Novelties, Brushes; Yarn; Ptg.; Tanning; Tissue Paper; Box Board; Chemical Prod.; Electronics; Pottery. Union Carbide 1,200; Globe Union 600; Stanley Tools 800; Ben Mont Paper Co. 450; Bejur Lubrication 300; Total labor force (county) 14,200: Mfg. 4,500; Service and misc. 2,600; Gov. 1,200; Trade 2,450; Contract and Const. 800. Bal. agric. and misc.

10-CLIMATE: Min. & Max. Temp.—Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1. Last killing frost, Mar. 28.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: Five blks. on Main St., downtown on Rt. 9. Four blks. on U.S. Rt. 7, downtown. A&P, Sears (catalog), Grand Union, all downtown.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bennington Plaza	6	Price Chopper Mkts., Kings
Monument Plaza	5	First Nat'l., Woolworth's, Adams Drug
Bennington Square	11	P.C. J.C. Penney, K-Mart
North Street	-	N.A.

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri. until 9; Price Chopper: open 24 hrs., except Sun.

13—RETAIL OUTLETS: Department Stores: E. L. Nichols, Fienberg Stores, J. C. Penney, H. Greenberg, Tuttle's.
Discount Stores: K-Mart, Kings, Woolworth's.
Chain Drug Stores: Adams, CVS, Rite-Aid.
Chain Food Supermarkets (CZ): A&P, Grand Union; First National; P&C; Price Chopper; Clark's IGA.
Other Chain Stores: B. F. Goodrich; Firestone; Montgomery Ward (catalog and automotive); Gladstone Shoes; Fayva; Sportique; Radio Shack; Sears (catalog).

14—NEWSPAPERS: BANNER (e-Mon. to Fri.) 7,240; (Sat. m) 7,240; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Howard White, Adv. Mgr., BANNER.
National Representatives: Landon Associates, Inc.

BRATTLEBORO, VT.

1—LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of State. 200 mi. from New York City, 100 mi. from Boston, on Interstate Hwy. 91.

2—TRANSPORTATION: Railroads: Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers: 5
Intercity Bus Lines: Vermont Transit; Peoples; Greyhound.
Airports: Keene, N.H. (20 min.); Hartford, Conn. (1½ hr.)

3—POPULATION:
Corp. Town 70 Cen. 12,239; Loc. Est. 11,703
County 70 Cen. 33,476; Loc. Est. 36,132

4—HOUSEHOLDS:
City 70 Cen. 4,041; Loc. Est. 4,592
County 70 Cen. 10,461; Loc. Est. 13,618

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$200,000,000
Sav. & Loan Assn.	1	$10,000,000
Savings	2	$25,000,000

6—PASSENGER AUTOS: County N/A

7—ELECTRIC METERS: Residence 6,021

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lens Mfg. 305; Wood & Lumber Prod. 125; Handbags 168; Printing 1,050; Feeds 64; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days: Wed., Thu., Fri.

10-CLIMATE: First killing frost, Nov. 1. Last killing frost, Apr. 1.

11—TAP WATER: Alkaline, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on 3 streets; Brattleboro North, Fairfield Plaza.
Neighborhood Shopping Centers: Western Ave., Putney Rd.
Shopping Center: Brattleboro Shopping Plaza (7 Stores) P&C Mkt., Brattleboro North Plaza, Kings, Supermarket, 6 other stores, Fairfield: J. C. Penney, Grand Union, 2 other stores.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.E. Mann; Army & Navy; J. C. Penney.
Variety Stores: Big L, Brooks Drugs.
Discount Stores: Kings.
Chain Drug Stores (CZ): Rexall.
Chain Food Supermarkets (CZ): Grand Union; First National; P&C.; O.K. Fairbanks.

14—NEWSPAPERS: REFORMER (e) 8,277, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER.
National Representatives: Landon Associates, Inc.

BURLINGTON, VT.

1—LOCATION: Chittenden County, E&P Map A-3, County Seat. Banking, shipping, manufacturing, resort, medical, wholesale and retail center. College center. In NW part of State. 300 mi. from New York City; 221 mi. from Boston, 98 mi. from Montreal.

2—TRANSPORTATION: Railroads: Central Vermont (Canadian Nat'l); Vermont Railway.
Intercity Bus Lines: Greyhound; Vermont Transit.
Motor Freight Carriers: 6
Airlines: U.S. Air, Delta, Air North, Air New England.

3—POPULATION:
Corp. City 70 Cen. 38,633; Loc. Est. 40,000
CZ-ABC: (70) 53,090; (80) 54,200
RTZ-ABC: (70) 132,095; (80) 158,600
County 70 Cen. 99,131; Loc. Est. 121,000
City & RTZ-ABC: (70) 186,004; (80) 212,800
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 11,328; Loc. Est. 13,482
County 70 Cen. 27,582; Loc. Est. 39,413
CZ ABC: (70) 15,645; (80) 17,900
RTZ-ABC: (70) 36,456; (80) 50,400
City & RTZ-ABC: (70) 52,101; (80) 68,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$736,800,000
Savings Banks	1	$346,473,000
Sav. & Loan	1	$143,100,000

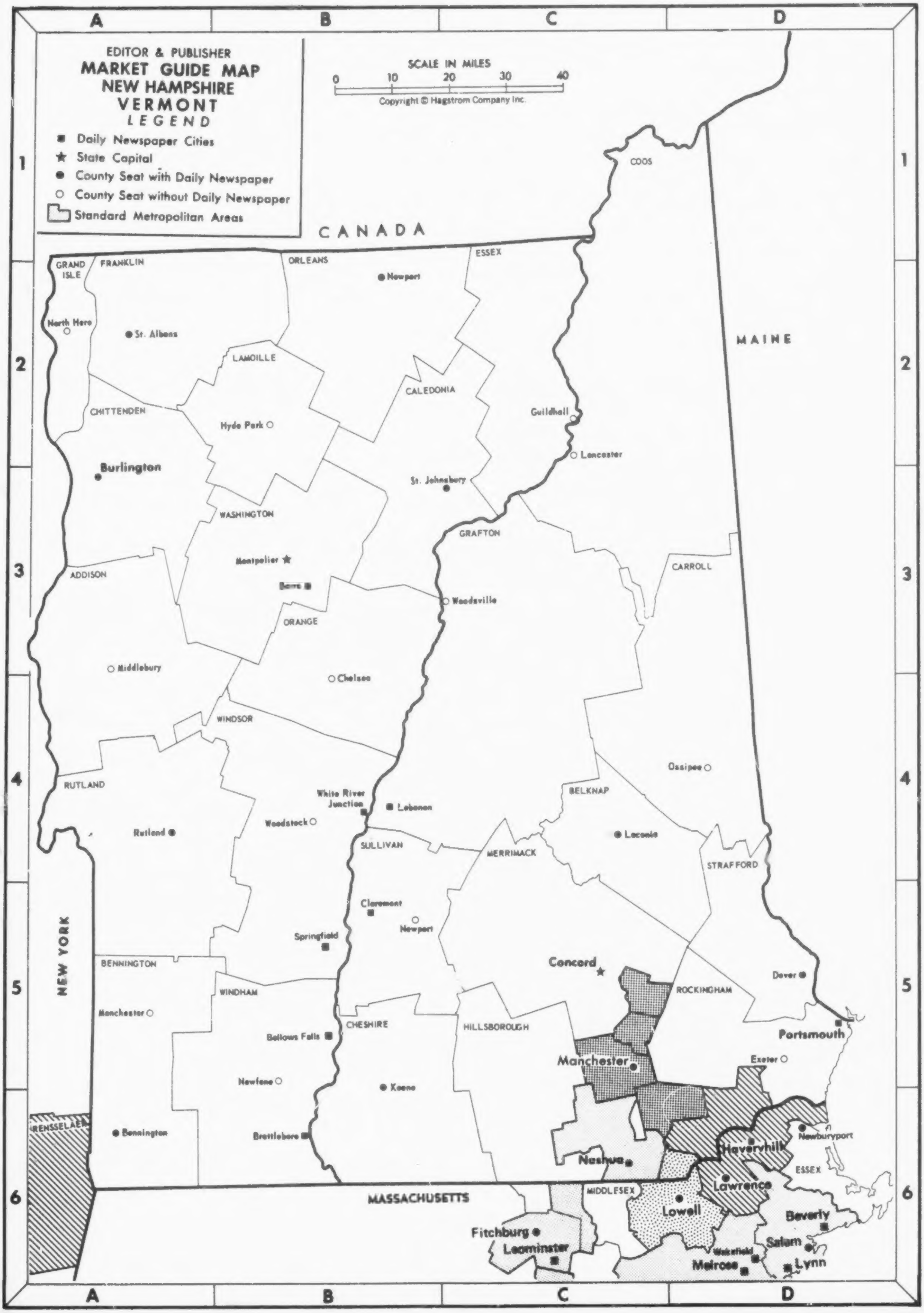
Total deposits for all branches headquartered in Burlington, no individual branch figures available.

6—PASSENGER AUTOS: N.A.

7—ELECTRIC METERS: Residence 12,572

8—GAS METERS: Residence 6,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Aircraft Armament 2,100, Computer Components 6,800; Greater Burlington Area-Mfg.-Lumber & Furniture 250, Prim & Fabricating Metal Working 800, Food 658; Paper & Ptg. 750; Non-electrical Machinery 600, All other Mfg. 1,250; Non-Mfg. Transp. Comm. & Pub. Util.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
10
20
30
40
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A
B
C
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6
CANADA
MAINE
NEW YORK
MASSACHUSETTS
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
North Hero
St. Albans
Newport
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
CARROLL
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
BELKNAP
Woodstock
Rutland
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
Springfield
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
Nashua
ESSEX
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

BURLINGTON—continued

2,350; Trade Wholesale 2,600; Retail 9,350; Fin. Ins. & Real Estate 2,250; Medical Services 4,250; Educational Services 1,450; Nonprofit Membership Organizations 450; Social Services 950; Personal Services 600; Business Services 1,000; Hotels 1,000; All other Service Industries 1,500; Contract Const. 3,000; Federal, State & Local Gov't. 9,850; other Non-Mfg. 200; Non-Farm, 54,850.

10-CLIMATE: Min. & Max. Temp.—Spring 31-67; Summer 58-80; Fall 20-58; Winter 16-31. Last killing frost, May 1.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on and crossing Church St. Plus Underground Mall.
Shopping Centers: Seaway (6 units); Shelburne Rd. Plaza (6 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (43 units).
Principal Shopping Days: Food—Fri.; Others-Fri & Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Abernethy Clarkson Wright; Magram's; Woolworth; Hill's; Ben Franklin, Almy's.
Discount Stores (CZ): Gayne's; Colonial Distributors; K-Mart; Zayre's; King's; Service Merchandise.
Chain Drug Stores (CZ): Mall; Brooks; Luv's; Duffy's; Welby's.
Chain Food Supermarkets (CZ): First National; Grand Union 5; P&C 2; Martin's Foods 2.
Other Chain Stores: Thom McAn; Endicott-Johnson; G.R. Kinney's; Fanny Farmer; Goodyear; Victory Auto; Pittsburgh Plate Glass Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Notrition; Hickory Farms; Merle Norman Cosmetics; Pearle Uision Ctr.; Music Land.

14—NEWSPAPERS: FREE PRESS (m) 48,822; (S) 45,008; Mar. 30, 1980 ABC.
Local Contact for Advertsing and Merchandising Data: Winston G. Whitney, Gen. Adv. Mgr., FREE-PRESS.
National Representatives: Gannett Newspaper Advertising Sales, Inc.

HARTFORD, VT.
See LEBANON, N.H.

MONTPELIER, VT.
See BARRE, VT.

NEWPORT, VT.

1—LOCATION: Orleans County, E&P Map B-2, County Seat. Shipping center for county agricultural and dairy area. Retail trade center; in NE part of State on S. end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2—TRANSPORTATION: Railroads: Canadian Pacific; Quebec Central.
Motor Freight Carriers: 1.
Intercity Bus Lines: Vt. Transit (Greyhound); Voyageur Buslines.

3—POPULATION:
Corp. City 70 Cen. 4,664; Loc. Est. 8,592
County 70 Cen. 20,153; Loc. Est. 23,453

4—HOUSEHOLDS:
City 70 Cen. 1,608; Loc. Est. 3,295
County 70 Cen. 6,000; Loc. Est. 8,111

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	1	N.A.
Savings	1	N.A.

6—PASSENGER AUTOS: County 10,020

7—ELECTRIC METERS: Residence 7,820

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Railway 250 ($210); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($160); Other Mfg. 900 ($125).

10-CLIMATE: Min. & Max. Temp.—Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15. Last killing frost, May 15.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center: Derby (4 mi. distant) Kings.
Variety Stores: Newberry; Kings.
Neighborhood Shopping Centers: East Main St., two blocks; Lakeside Shopping Ctr.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Needleman's.

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	444,732	506,906	1,306,032	3,394,016	178,186	19,048	6,270	15,627	186,059
STANDARD METROPOLITAN STATISTICAL AREAS									
COUNTIES, Cities									
ADDISON	24,266	28,196	56,757	191,382	9,137	20,946	755	3,598	34,387
BENNINGTON	29,282	33,203	94,048	215,565	12,347	17,459	211	1,062	3,302
Bennington	14,586	18,856	44,508	107,369	6,880	15,606	*	*	*
CALEDONIA	22,789	27,024	70,240	156,495	9,989	15,667	501	1,083	15,588
St. Johnsbury	8,409	7,897	26,468	46,701	3,258	14,334	*	*	*
CHITTENDEN	99,131	113,121	277,707	892,330	37,396	23,862	463	1,346	15,364
Burlington	38,633	38,331	105,034	292,625	13,359	21,905	*	*	*
ESSEX	5,416	6,661	17,030	36,262	2,377	15,255	79	183	2,380
FRANKLIN	31,282	35,388	83,026	234,293	12,185	19,228	807	787	32,836
St. Albans	8,082	7,272	21,624	46,178	2,580	18,674	*	*	*
GRAND ISLE	3,574	4,559	8,036	32,399	1,592	20,351	153	843	3,754
LAMOILLE	13,309	16,419	33,302	104,878	5,711	18,364	268	356	7,631
ORANGE	17,676	22,861	46,443	131,276	8,016	16,377	550	575	13,730
ORLEANS	20,153	23,658	59,134	141,951	8,319	17,063	637	1,166	22,089
Newport	4,664	8,957	13,772	54,082	3,486	15,514	*	*	*
RUTLAND	52,637	58,106	157,302	352,114	20,637	17,062	568	1,475	14,499
Rutland	19,293	18,463	60,539	121,056	7,050	17,171	*	*	*
WASHINGTON	47,659	50,182	147,504	317,301	17,579	18,050	418	599	7,580
Barre	10,209	9,719	33,015	64,834	3,997	16,221	*	*	*
Montpelier	8,609	8,410	27,175	54,235	3,223	16,827	*	*	*
WINDHAM	33,476	36,807	110,298	244,003	13,954	17,486	307	1,454	5,632
Bellows Falls	3,505	3,155	11,312	20,487	1,423	14,397	*	*	*
Brattleboro	12,239	11,358	41,214	77,854	4,491	17,336	*	*	*
WINDSOR	44,082	50,721	145,205	343,767	18,947	18,144	553	1,101	7,288
Hartford	6,477	6,620	21,619	45,461	2,373	19,159	*	*	*
Springfield	5,632	9,867	20,003	69,903	3,797	18,410	*	*	*
White River Junction	2,379	2,196	7,836	14,884	853	17,449	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1979 Cash Receipts as follows: From Crops $22,868,000; from Livestock & Livestock Products $330,468,000; Total $353,336,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

VERMONT RETAIL SALES--CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,667,623	1,891,303	1,962,274	332	152,107	222	171,574	815	463,475	414	295,581	540	208,676	324	76,015	360	63,693	920	143,229	140	43,778
STANDARD METROPOLITAN STATISTICAL AREAS																					
COUNTIES, Cities																					
ADDISON	69,000	77,653	80,356	17	5,554	14	4,726	45	23,435	17	10,816	22	8,847	18	3,255	14	1,285	40	4,779	8	1,662
BENNINGTON	137,520	151,040	155,607	31	11,274	11	8,315	51	34,635	27	16,893	41	16,537	40	6,927	40	6,591	81	12,701	9	3,376
Bennington	80,133	91,677	95,183	13	6,100	5	6,063	22	24,833	16	11,136	22	9,610	22	4,521	17	3,103	38	7,626	5	2,785
CALEDONIA	87,304	90,518	92,162	19	5,364	11	8,852	50	22,427	30	18,101	25	7,675	17	4,996	27	3,097	42	5,308	11	2,400
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	395,237	486,599	513,385	63	43,400	25	74,956	128	114,106	61	62,453	93	47,901	63	25,678	71	20,430	159	43,646	22	8,944
Burlington	166,672	180,168	185,030	14	12,435	7	43,215	49	26,921	16	12,180	30	13,773	43	20,336	38	9,456	71	16,117	8	3,204
ESSEX	5,015	5,014	5,070	1	80	7	483	10	1,375	1	199	8	1,524			2	28	9	712		
FRANKLIN	96,399	103,588	106,231	20	9,887	14	8,394	59	27,970	36	18,601	33	7,286	19	5,245	23	5,246	56	5,105	10	3,772
St. Albans	56,577	61,708	63,468	8	4,372	4	6,294	19	16,638	15	10,621	12	2,213	13	4,195	15	4,805	20	3,097	5	1,833
GRAND ISLE	8,465	7,709	7,652	4	151	5	599	15	1,913	6	1,526	7	1,031			2	177	10	276		
LAMOILLE	55,341	56,067	56,844	11	4,951	12	3,730	45	15,600	15	5,806	17	5,761	8	1,114	11	2,206	47	6,058	7	1,319
ORANGE	48,035	65,103	69,913	13	10,443	14	3,520	33	16,589	14	8,889	30	12,380	8	767	9	928	36	3,572	4	2,011
ORLEANS	58,436	60,826	61,975	13	3,946	18	6,926	36	16,930	22	12,014	25	8,664	9	1,055	16	1,413	30	2,542	8	1,559
Newport	28,394	29,659	30,081	4	1,669	3	2,120	10	7,468	9	6,097	8	4,615	6	987	7	909	11	1,201	4	879
RUTLAND	206,089	218,040	222,905	38	13,769	27	22,363	112	48,586	74	41,375	63	20,767	40	7,702	41	6,205	119	15,263	18	6,023
Rutland	119,658	125,603	128,213	18	9,440	7	17,742	47	27,879	22	18,201	28	11,389	27	5,447	22	4,230	58	6,926	9	2,430
WASHINGTON	180,526	209,633	218,307	31	12,949	25	19,790	83	50,256	48	36,478	58	23,722	32	5,955	41	8,727	100	15,474	16	5,311
Barre	57,223	66,367	69,103	9	4,156	7	8,932	25	15,598	10	4,668	20	8,171	13	2,184	13	3,257	18	4,745	8	3,207
Montpelier	44,571	51,434	53,721	8	4,045	3	1,741	11	7,961	9	14,542	10	5,440	11	2,088	13	2,444	27	4,088	3	947
WINDHAM	150,263	167,461	172,978	34	12,638	15	3,951	75	48,091	20	13,929	54	24,129	38	9,295	33	3,505	113	16,415	11	3,660
Bellows Falls	20,715	22,982	23,738	5	1,021	1	339	7	8,154	3	1,463	12	2,613	12	1,702	4	295	16	1,250	4	1,213
Brattleboro	84,983	94,802	97,936	15	6,419	3	1,164	37	28,715	8	8,736	20	13,124	21	7,097	17	2,745	45	8,033	5	1,878
WINDSOR	169,993	192,052	[illegible]	37	17,701	24	4,969	73	41,562	43	48,501	64	22,452	32	4,026	30	3,855	78	11,378	16	3,741
Hartford		43,062	57,416		3,201		980		10,762		23,673		4,801		827		1,058		2,886		1,900
Springfield	33,903	38,391	39,779	6	3,303	3	2,013	11	10,090	11	7,350	12	5,088	5	1,177	8	2,347	12	2,473	4	1,333
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

NEWPORT—continued

Variety Stores: Newberry, Kings
Chain Food Supermarkets (CZ): Grand Union; Fedeles' Markt, Shop & Save in Derby (4 mi. distance)
Other Chain Stores: Endicott-Johnson (shoes), Sears (catalog), Gladstone Shoes, Montgomery Ward (catalog)

14—NEWSPAPERS: EXPRESS (e) 4,734, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mrg., EXPRESS
National Representatives: Landon Associates, Inc

RUTLAND, VT.

1—LOCATION: Rutland County, E&P Map A-4, County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston

2—TRANSPORTATION: Railroads: Vermont
Motor Freight Carriers: 9
Intercity Bus Lines: Vermont; White River; Greyhound
Airlines: Rutland

3—POPULATION:
Corp. City 70 Cen. 19,293, Loc. Est. 19,100
City Zone ABC: (70) 27,554, (80) 28,100
RTZ-ABC: (70) 94,485, (80) 104,800
County 70 Cen. 52,637, Loc. Est. 56,858
City & RTZ-ABC: (70) 122,039, (80) 132,900

4—HOUSEHOLDS:
City 70 Cen. 6,216, Loc. Est. 10,200
County 70 Cen. 16,300; Loc. Est. 19,600
City Zone ABC: (70) 8,751, (80) 10,200
RTZ-ABC: (70) 28,589, (80) 36,300
City & RTZ-ABC: (70) 37,340, (80) 46,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	4	$461,000,000
Savings	2	$207,174,364
Sav. & Loan Assn	1	$112,547,302

6—PASSENGER AUTOS: 23,794

7—ELECTRIC METERS: 6,650

8—GAS METERS: Res. City 2,350

9— PRINCIPAL INDUSTRIES (CZ): Scales, Plaster, Medical Supplies; Quarrying, Dresses, Jet Turbine Components, Printing, Direct Mail Adv
Principal Industrial Pay Days: Fri

11—TAP WATER: Alkaline, very soft, not fluoridated

12—RETAILING: 3 blocks on Merchants Row, 2 on West St., 1 on Center St., 2 on Wales St., 1 on Evelyn St
Shopping Centers: Green Mountain Plaza, Rutland Plaza, Rutland Mall, Tenny Brook Mini-Mall
Principal Shopping Days: Wed., Thu., Fri
Stores Open Evenings: Fri, Mall nightly except Sun

13—RETAIL OUTLETS: Department Stores: Zayre, Montgomery Ward
Discount Stores (CZ): King's, Oakman Electric
Variety Stores: Woolworth, K-Mart
Chain Supermarkets (CZ): Red & White 2; IGA 3, First National 2; Grand Union; Martin's; A&P

14—NEWSPAPERS: HERALD (m) 21,237, (S) 17,765; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Gene E. Noble, Bus. Mgr., HERALD
National Representatives: Landon Associates, Inc

ST. ALBANS, VT.

1—LOCATION: Franklin County, E & P Map A-2 County Seat. 3 mi. E. of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys 7, I-89

2—TRANSPORTATION: Railroads: Canadian Nat'l
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 8,082, Loc. Est. 7,377
County 70 Cen. 31,282, Loc. Est. 34,640
Demographic information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,738, Loc. Est. 2,579
County 70 Cen. 9,172, Loc. Est. 11,757

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	2	$128,036,000

6—PASSENGER AUTOS: County 15,480

7—ELECTRIC METERS: Residence 9,000

8—GAS METERS: Residence 1600

9— PRINCIPAL INDUSTRIES (CZ): Agriculture, Flashlights, Pulp & Paper, Knitting, Sugar, Grain Milling, Cheese, Printing

11—TAP WATER: Acid, very soft

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Highgate	12	Woolworths, Kinney Drugs
St. Albans S/C	9	Moutgomery Wards, J.C. Penney
St. Albans Plaza	15	Grants, Kinney Drugs

Shopping Centers: Grand Union, Brooks, Aubuchon Hardware, Dafodil, St. Albans Bowling Ctr., St. Albans SC(Mont. Ward), J.C. Penney
Principal Shopping Days: Mon., Thur., Sat
Stores Open Evenings: Wed., Thurs., Fri

13—RETAIL OUTLETS: Department Stores: Wm Doolin; J.C. Penney, Rixon's, Nate's, Drinkwater's, Beano's
Variety Stores: M.H. Fishman, Ben Franklin
Discount Stores: Ames, Kinney Drug, Brooks, Woolworth
Chain Food Supermarkets (CZ): Grand Union, Martin's

14—NEWSPAPERS: MESSENGER (e-Mon. to Fri.) 3,691, (Sat. m) 3,663, Sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER
National Representatives: None

ST. JOHNSBURY, VT.

1—LOCATION: Caledonia County, E&P Map C-3, County Seat. Shipping center for Caledonia and Essex Counties; dairy area; maple sugar center Northeast part of state; U.S. Hwys. 2, 5, I-91. 188 railroad mi. from Boston, 317 mi. from N.Y.C

2—TRANSPORTATION: Railroads: Canadian Pacific, Maine Central
Motor Freight Carriers: 4
Intercity Bus Lines: Vermont Transit

3—POPULATION:
Corp. City 70 Cen. 8,409, Loc. Est. 7,940
CZ-ABC: (70) 8,409, (80) 7,500
RTZ-ABC: (70) 41,816, (80) 49,000
County 70 Cen. 22,789, Loc. Est. 26,046
City & RTZ-ABC: (70) 50,225, (80) 56,500

4—HOUSEHOLDS:
City 70 Cen. 2,901, Loc. Est. 3,242
County 70 Cen. 7,163; Loc. Est. 9,549
CZ-ABC: (70) 2,901, (80) 3,000
RTZ-ABC: (70) 12,892, (80) 17,200
City & RTZ-ABC: (70) 15,793, (80) 20,200 @055
Savings, Est. Dep. $157,000,000

6—PASSENGER AUTOS: County 13,050

7—ELECTRIC METERS: Residence 6,804. Rural 671; Farms 642

8—GAS METERS: Residence 1,483

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Scales 800, Freight 118, Railroad Emp. 88, Paper 600, Tap & Die Workers (in Lyndonville) 300, Maple Prod. 100, Sand & Gravel 325, Tire Retreading 65, Electronic 170, Electronics 245

10-CLIMATE: Min. & Max. Temp.—Spring 30-54, Summer 54-90, Fall 36-57, Winter 7-28. First killing frost, Sept. 20. Last killing frost, May 25

11—TAP WATER: Alkaline, very soft, not fluoridated

12—RETAILING: Principal Shopping Center: 2 blocks on Railroad St., 3 on Eastern Ave., 1 on Main St., Green Mountain Mall, St. Johnsbury Center
Principal Shopping Days: Fri., Sat
Stores Open Evenings: Fri

13—RETAIL OUTLETS: Department Stores: Hoveys, Hills, Zayre, J.C. Penney
Variety Stores: Luvs, Brooks Drugs
Discount Stores (CZ): Ames, Zayre
Chain Food Supermarkets: Shop & Save 3, P&C
Other Chain Stores: Sears, Nate's Clothing, Aubuchon Hardware

14—NEWSPAPERS: CALEDONIAN RECORD (e) 9,214, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD
National Representatives: Landon Associates, Inc

WHITE RIVER JUNCTION, VT.

See LEBANON, N.H.

VIRGINIA SURVEYS

VIRGINIA STANDARD METROPOLITAN STATISTICAL AREAS

Johnson City-Kingsport-Bristol, Tenn.-Va.—Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn., Bristol City, Scott and Washington Counties, Va

Lychburg, Va.—Lynchburg city, Amherst, Appomattox and Campbell Counties

Newport News-Hampton, Va.—Newport News city, Hampton city; Williamsburg city, Poquoson city, Gloucester, James City and York Counties

Norfolk-Virginia Beach-Portsmouth, Va.-N.C.—Chesapeake, Norfolk, Portsmouth, Suffolk (Nansemond City merged with Suffolk City Jan. 2, 1974), and Virginia Beach cities, Va.; Currituck County, N.C.

Petersburg-Colonial Heights-Hopewell, Va.—Petersburg, Colonial Heights and Hopewell cities, Prince George and Dinwiddie Counties, Va.

Richmond, Va.—Richmond City; Charles City, Chesterfield, Goochland, Hanover, Henrico and Powhatan and New Kent counties

Roanoke, Va.—Roanoke city, Salem city; Botetourt, Craig and Roanoke Counties

Washington, D.C.-Md.-Va.—Washington, D.C., Alexandria city, Fairfax city, Falls Church city, Manassas city and Manassas Park city, Va., Arlington, Fairfax, Loudoun and Prince William Counties, Va., Charles County, Md., Montgomery County, Md., Prince George County, Md

VIRGINIA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	392	375	452
5-14 Years	930	738	787
15-24 Years	882	1,063	1,014
25-44 Years	1,164	1,544	1,823
45-64 Years	917	1,032	1,076
65 and Over	367	500	577
TOTAL	4,652	5,311	5,729

Based on U.S. Census

VIRGINIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	507	813	1,145
General Mdse	1,521	2,215	3,129
Food	2,213	3,712	5,284
Automobiles	2,104	3,540	4,058
Gasoline Stations	805	1,431	2,690
Apparel	491	729	1,054
Furniture	492	740	1,006
Eat-Drink Places	637	1,239	1,689
Drugs	412	591	824
Total Sales	10,030	16,545	23,152

Source: U. S. Business Census, 1972, 1977 and Releases by the Dept. of Commerce

ALEXANDRIA, VA.

1—LOCATION: Independent City connected with Arlington and Fairfax Counties (in Washington, D.C.-Md.-Va.-SMSA). E&P Map E-1. Residential center 6 mi. S of Washington, D.C., on Potomac River and U.S. Hwy. 1

2—TRANSPORTATION: Railroads: A.C.L., C&O; N&W, Richmond, Fredericksburg & Potomac, Southern, Washington; B&O, Conrail
Motor Freight: All operating in East
Intercity Bus Lines: Richmond Greyhound, Metro Bus
Airlines: Major airlines at Washington, D.C

3—POPULATION:
Corp. City 70 Cen. 110,938; Loc. Est. 118,900
CZ ABC: (70) 149,849, (80) 147,900
RTZ-ABC: (70) 448,852, (80) 544,900
SMSA 70 Cen. 2,899,454; Loc. Est. 3,053,523
Arlington Co. 70 Cen. 174,284, Loc. Est. 140,482
Fairfax Co. 70 Cen. 455,021; Loc. Est. 576,346
City & RTZ-ABC: (70) 598,701, (80) 692,800

4—HOUSEHOLDS:
City 70 Cen. 42,477; Loc. Est. 54,200
Arlington Co. 70 Cen. 69,360, Loc. Est. 64,355
Fairfax Co. 70 Cen. 126,516, Loc. Est. 186,226
SMSA 70 Cen. 898,496, Loc. Est. 1,092,863
CZ ABC: (70) 53,845, (80) 59,800
RTZ-ABC: (70) 124,959; (80) 173,400
City & RTZ-ABC: (70) 178,804, (80) 233,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	14	$7,000,000,000
Sav. & Loan Assn	8	$200,000,000

6—PASSENGER AUTOS: City 70,535

7—ELECTRIC METERS: Residence 32,373

8—GAS METERS: Residence 18,361

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Electronics 850, Iron Works 200; Dairy Prod. 365; Paper Cups 150, Shades & Awnings 200, Concrete Products 170

Principal Industrial Pay Days: 1st and 15th

10-CLIMATE: Min. & Max. Temp.—Spring 43-63, Summer 67-86, Fall 47-67; Winter 37-42. First killing frost, Oct. 26. Last killing frost, April 10

11—TAP WATER: Soft, alkaline

12—RETAILING: Principal Shopping Center: 7 blocks on King St., 5 on Washington St., 10 on Mt. Vernon Ave

Neighborhood Shopping Centers: Braddocks and Seminary Rds., Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza, Woodlawn, Ingelside Plaza

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Arlandria	35	Kinneys, Mc Donalds
Beacon Mall	28	Woolco, Giant Food
Belle View	30	Grand Union, People's Drugs
Farlington	12	Baskin-Robbins
Hollin Hall	9	Drug Fair
Penn Daw	10	Dart Drugs, K-Mart, Grand Union
Virginia Plaza	19	Hecht's, Evan Products

Principal Shopping Days: Department Stores—Mon., Fri., Sat., Food—Fri., Sat
Stores Open Evenings: Dept.—Thu., Fri. Food everynight

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Sears, Hecht, Montgomery Ward, Woodward & Lothrop; Korvette's
Discount Stores: Luskin Sales, Zayre, Memco, Woolco, K-Mart, Evans, Best
Variety Stores: G.C. Murphy, H.L. Green
Chain Drug Stores (CZ): People's 31, Drug Fair 13; Dart 10; Luskin 2
Chain Food Supermarkets: Acme 2, Safeway 14, IGA 2, A&P 2, Giant 8, Grand Union 10, Consumers 1
Other Chain Stores: Lerner's (Ladies), Pep Boys, Penn-Jersey, Hi-Gear (Automotive); Western Auto, Castelbergs

14—NEWSPAPERS: GAZETTE (e) 14,131, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Robert Sillex, Adv. Dir., GAZETTE
National Representative: Landon Associates, Inc

ARLINGTON, VA.

1—LOCATION: County seat in Arlington County, E & P Map E-1 (in Washington, D.C.-Md. Va., SMSA). This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately west and south of Washington, D.C., on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles International Airport
Motor Freight: All operating in the East
Intercity Bus Lines: Greyhound, Trailways
Airlines: Major national and international airlines at Washington, D.C.

3—POPULATION:
City/Co. 70 Cen. 174,284, Loc. Est. 140,482
SMSA 70 Cen. 2,899,454, Loc. Est. 3,053,523

4—HOUSEHOLDS:
City/Co. 70 Cen. 69,360, Loc. Est. 64,355
SMSA 70 Cen. 898,496, Loc. Est. 1,092,863

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	17	$500,000,000
Sav. & Loan Assn	13	$150,000,000

6—PASSENGER AUTOS:
Arlington 94,465; Falls Church 9,095
Fairfax County 367,712; Alexandria 70,535

7—ELECTRIC METERS: Residence 138,470

8—GAS METERS: Residence 96,886

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Retail Trade 22,950, Electronic Research 16,675, Transp. & Pub. Utility 14,850, Const. 14,000, Fin., Ins. & R. E. 5,500, Mfg. Prod. 4,575, Wholesale 4,300, Gov't 9,400, Total Private Ind. 92,300, Federal Gov't 101,550 (Military Personnel undisclosed), Total 193,850 plus Military
Principal Pay Days: 1st and 15th

10-CLIMATE: Min. & Max. Temp.—Spring 43-63, Summer 67-86, Fall 47-67, Winter 37-42. First killing frost, Oct. 26. Last killing frost, April 10

11—TAP WATER: Alkaline, soft

12—RETAILING: Number of Stores: Arlington County, Falls Church, Fairfax County, Alexandria 675, in Neighborhood Shopping Centers 43
Arlington County: Buckingham, Cherrydale, Clarendon, Columbia Pike, Courthouse, East Falls Church, Harrison-Lee, Jeff Davis, Lee, Lexington, North Arlington, Parkington, Rosslyn, Shirlington, South 23rd St., Virginia Square, Washington-Lee, Westover
Fairfax County: Tyson's Corner, Springfield Mall, Landmark Center, Seven Corners, McLean, Herndon; Vienna; Fairfax City, Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Seven Corners. Falls Church—Downtown, West End, Falls Plaza, Willston, Culmore, Bailey's Crossroads, Annandale; Lincolnia; Springfield; Franconia, Jefferson Manor, Belle View and Hollin Hall
Principal Shopping Days: Department Stores—Mon., Fri., Sat., Food—Thurs., Fri., Sat
Stores Open Evenings: Dept.—Mon., Thurs., Fri.,

13—RETAIL OUTLETS: Department Stores: Hecht 3, Woodward Lothrop 3, Sears 2, Garfinckel's 4, Jelleff's 2, Montgomery Ward 2, J.C. Penney 2, Lord & Taylor; Peck & Peck, Bloomingdale's
Variety Stores: Ayers, Ben Franklin 2, Gregg, McCrory, Murphy, Robertson's, Super Giants
Discount Stores: Korvette's, Zayre's
Chain Drug Stores: People's 24; Drug Fair 22, Sav-Mor 2, Dart 10, Dial 3, Preston's 2, Standard 1
Chain Food Supermarkets: A&P 8, Giant Foods 21, Grand Union 12, Seven-Eleven 41, Safeway 37, High's Dairy 28, Westmont 2
Other Chain Stores: Hahn's Shoe 4, Lerner's 3, Penn Jersey 3, Western Auto 3, Kay-Frane 2, National Shoe 2, Firestone, Goodrich Market Tire, Goodyear, Panelrama

14—NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 18,416, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Herman J. Obermayer, Pub. NORTHERN VIRGINIA SUN
National Representatives: Landon Associates, Inc

BLUEFIELD, VA.

See BLUEFIELD, W. VA.

BRISTOL, VA.-TENN.

1—LOCATION: Sullivan County (In Johnson City-Kingsport-Bristol, Tenn-Va. SMSA) Tenn.- Washington County, Va., E&P Map F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. N.E., and 125 rail mi. from Knoxville, Tenn., and 150 mi. W of Roanoke, Va. On U.S. Hwys. 11, 19, 58, 421 & Interstate 81.

2—TRANSPORTATION: Railroads: Norfolk & Western: Southern Railways (Southern Railway to South- western Virginia coal fields).
Motor Freight Carriers: 9.
Intercity Bus Lines: Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; Hickory Tree Busline; City Bus System.
Airlines: Piedmont: Republic, U.S. Air,SunBird.

3—POPULATION:
Corp. City 70 Cen. 34,921; Loc. Est. 51,518
Tennesse 70 Cen. 20,064, Loc. Est. 30,183
Virginia 70 Cen. 14,857; Loc. Est. 21,335
CZ ABC: (70) 48,246; (80) 64,400
RTZ-ABC: (70) 223,273; (80) 243,100
SMSA 70 Cen. 393,655; Loc. Est. 409,371
Counties:
  Sullivan Co. (Tenn.) 70 Cen: 127,329;
  Loc. Est. 136,405
  Washington Co. (Va.) 70 Cen: 40,835; Loc. Est. 42,323
City & RTZ-ABC: (70) 271,519; (80) 307,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 11,660, Loc. Est. 19,937
Sullivan Co. (Tenn.) 70 Cen. 40,067,
  Loc. Est. 50,675
Washington Co. (Va.) 70 Cen: 40,835,
  Loc. Est. 30,554
SMSA 70 Cen. 74,987; Loc. Est. 149,685
CZ ABC: (70) 15,534, (80) 23,800
RTZ-ABC: (70) 66,424, (80) 82,500
City & RTZ-ABC: (70) 81,958, (80) 106,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	8	Not Available
Sav. & Loan Assn.	3	Not Available

6—PASSENGER AUTOS: Sullivan Co. (Tenn.) 124,893, Washington Co. (Va.) 35,123

7—ELECTRIC METERS: Residence 35,827

8—GAS METERS: Residence 2,563

9— PRINCIPAL INDUSTRIES (CZ): Food, Textile; Chemical; Metal Work; Electronics; Wood Works; Printing & Publishing; Stone, Clay & Glass Pdts. Mining Equipment.
Principal Pay Days: 1st & 15th.

10—CLIMATE: Min. & Max. Temp.—Spring 29-92; Summer 52-93; Fall 6-86. Winter 4-75. First killing frost, Oct. 12. Last killing frost, Apr. 18.

11—TAP WATER: Alkaline, Soft; Fluoridated.

12—RETAILING: Principle Downtown Shopping Center: 16 blocks on State St., 3 on Shelby St., 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers: Lee Garden Section, Cedar Valley; Edgemont; Southside, on Hwy. 11-E parks 650 cars; Bristol Plaza on Lee Hwy. parks 750 cars; Hill's Shpg. Ctr., 750 cars; Howard Bros. Volunteer Pkwy., 500 cars; Giant Plaza; West State St., 500 cars, Bristol Mall, Gate City Hwy. & Interstate 81. Approx 70 stores-Over 2,000 cars. K-Mart, Bountville Hwy. over 750 cars.; Southgate Shopping Center, Volunteer Pkwy., 500 cars. Giant Plaza South on Volunteer Pkwy. Parks 500 cars.

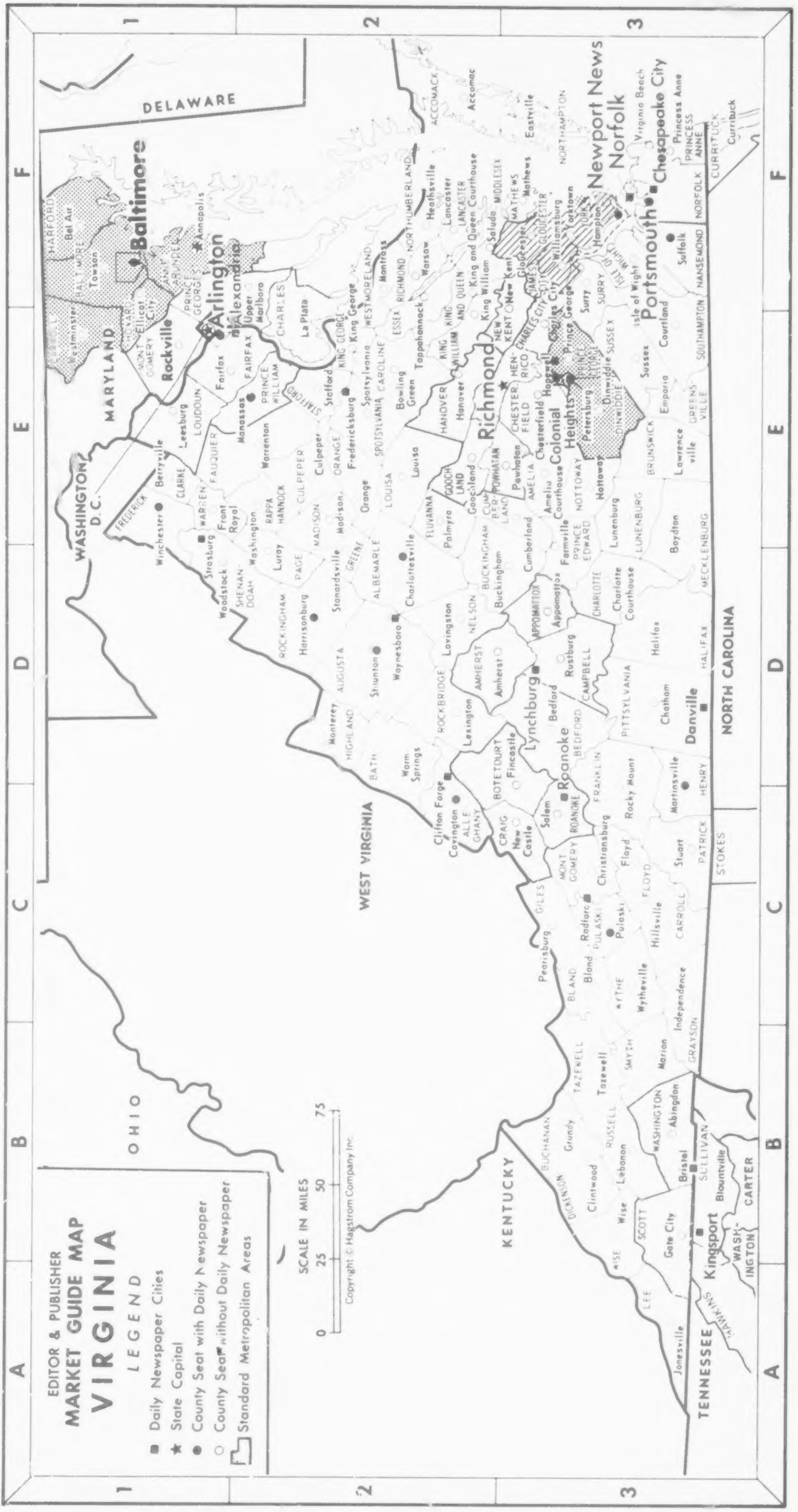
Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Southside	2	Winn-Dixie, Singleton's Disct.
Bristol Plaza	2	Kroger, Singletons, Super X
Giant Plaza South	1	Giant, Revco
Hills Volunteer Plz.	2	Hill's,
Giant Plaza West	1	Giant Revco
Southgate	2	Kroger, Super X

Principal Shopping Days: Mon. Fri., Sat.
Stores Open Evenings: Downtown—Fri., Major food & chain drug—Mon. thru Fri.; Bristol Mall Merchants and Discount Stores—Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: H.P. King; Parks-Belk; J.C. Penney; Sears Roebuck; Millers.
Discount Stores (CZ): Howard Bros. Hills, J&M Wholesale Co.: K-Mart, Singleton's Disct.
Variety Stores: Woolworth, McCrory's, Dollar General; Family Dollar 2.
Chain Drug Stores (CZ): Revco 2; SuperX2., Eckerd's 2.
Chain Food Supermarkets: Kroger 2; Piggly Wiggly Giant 2: Winn Dixie 2; Thrity 2; Hurt's 2; Food City, Food World 2.
Other Chain Stores: Lerner's (women's); Lowes, Firestone; Free Service; Family Dollar; Zale's; Pic Way Shoe; Paty, Singer Co., Advance auto 2; Western Auto; Ball Bros. Furn.: Jewel Box; Sherwin Williams; Nettie Lee: Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms, Hanover Shoes; Gordon Jewelry, Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes.

14—NEWSPAPERS: HERALD-COURIER (m-Mon to Fri.)29,775, VIRGINIA-TENNESSEAN (e-Mon to Fri.) 9,754; comb (m&e) 39,529; HERALD-


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
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A
B
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F
1
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3
DELAWARE
MARYLAND
WASHINGTON D.C.
WEST VIRGINIA
OHIO
KENTUCKY
TENNESSEE
NORTH CAROLINA
Baltimore
Annapolis
Rockville
Arlington
Alexandria
Richmond
Colonial Heights
Petersburg
Hopewell
Newport News
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Hampton
Williamsburg
Fredericksburg
Charlottesville
Staunton
Waynesboro
Harrisonburg
Winchester
Lynchburg
Roanoke
Danville
Martinsville
Bristol
Kingsport
Clifton Forge
Covington
Radford
Pulaski
Wytheville
Marion
Abingdon

BRISTOL—continued

COURIER; VIRGINIA TENNESSEAN (Sat. m) 35,493; (S) 37,567; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Donald W. White, Adv. Dir, HERALD-COURIER VIRGINIAN-TENNESSEAN.
National Representatives: Branham/Newspaper Sales.

CHARLOTTESVILLE, VA.

1—LOCATION: Independent City connected with Albemarle County, E&P Map D-2, County Seat. University and Agricultural manufacturing center. 133 mi. by rail & 117 hwy. mi. S of Washington, D.C.; 66 mi. W of Richmond, Va. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; Interstate I-64.

2—TRANSPORTATION: Railroads: Southern; C&O.
Motor Freight Carriers: 5
Airlines: Piedmont; Air Virginia

3—POPULATION: Corp. City 70 Cen. 38,880; Loc. Est. 38,197
Primary Mkt. Area ABC:
(70) 129,458; (80) 158,600
Albemarle County 70 Cen. 37,780
Loc. Est. 52,434

4—HOUSEHOLDS:
City 70 Cen. 13,647; Loc. Est. 15,505
County 70 Cen. 10,541; Loc. Est. 17,509
Primary Mkt. Area ABC:
(70) 39,652; (80) 55,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$1,904,865,000
Sav. & Loan Assn	4	$203,000,000

6—PASSENGER AUTOS: Estimated— City 20,546; Albemarle County 29,684

7—ELECTRIC METERS: Residence 28,439

8—GAS METERS: Residence 11,010

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—University Research & Medical Center 5,500 (N.A.); Electronic Eqpt. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Eqpt. 800.

10-CLIMATE: Min. & Max. Temp.—Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24. Last killing frost, Apr. 5.

11—TAP WATER: Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 P.P.M.).

12—RETAILING: Principal Shopping Centers: 10 blocks on E. Main St. and Barracks Road Shopping Center.
Neighborhood Shopping Centers: University, W. Main St.; Meadowbrook, K-Mart, Charlottesville Fashion Square, Preston Plaza, University Shopping Center, Ivy Square, Woodbrook, Shoppers World, Albemarle Squre.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Downtown—Friday; Brks. Rd.— Mon.-Fri.
Stores Open Sundays: Food and Drug Stores.

13—RETAIL OUTLETS: Department Stores: Miller & Rhoads 2; C.H. Williams; Wiley's; Sears Roebuck; K-Mart; Woolco; Leggett; J.C. Penney.
Chain Drug Stores (CZ): Standard; Peoples; Dart; Drug Fair.
Chain Food Supermarkets: Safeway 4; A&P 2; Kroger; Reid Super Save 2; Taylor Food Mart, King Food.
Other Chain Stores: Joe The Motorist; Kane Furn.; H&M Shoe; A&N; Shoe Center; Advance; Spotless (hardware); Singer Co.; Keystone Shoes; Miles Shoes; Rose's 2; McCrory's; Woolworth; Diana Shop; Miller & Rhoads; Leggetts 2; Firestone; Glassner; Drug Fair; Dart; Jewel Box; K-Mart; Woolco; Moores; Lowes; Best Products.

14—NEWSPAPERS: PROGRESS (e-Mon. to Fri.) 29,886; (Sat. m) 30,858 (S) 30,627, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Nystrom, Adv. Dir.;PROGRESS.
National Representatives: Landon Associates, Inc.

CHESAPEAKE, VA.
See NORFOLK, VA.

CLIFTON FORGE, VA.

1—LOCATION: Independent City; Adjacent to Allegheny County, E & P Map D-2; 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2—TRANSPORTATION: Railroads: Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers: 17
Intercity Bus Lines: Greyhound; Trailways.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 5,501; Loc. Est. 4,904
Allegheny County 70 Cen. 12,461; Loc. Est. 13,133

4—HOUSEHOLDS:
City 70 Cen. 1,876; Loc. Est 1,948
County 70 Cen. 3,654; Loc. Est. 4,449

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	2	$36,534,374
Sav. & Loan Assn.	1	Est. $7,344,534

6—PASSENGER AUTOS: 2,563; Alleghany County 8,238

7—ELECTRIC METERS: Residence 2,016

8—GAS METERS: Residence 1,940

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—R.R. 1,000; Rubber 550; Dental Mfg. 100; Bottling 45; Knitwear Mfg. 475; Utilities 76; Hospital 600; Annual Payroll $15,000,000

10-CLIMATE: Min. & Max. Temp.—Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11—TAP WATER: Neutral, very soft.

12—RETAILING:
Shopping Center: Oak Hill (5 Stores—Kroger, Sears, Super Rx (Drug).
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Leggett's.
Variety Stores: Dollar General Stores; Super Dollar; Family Dollar.
Chain Drug Stores: Super Rx; Thrift.
Chain Food Supermarkets: (CZ): A&P; Kroger; Safeway.
Other Chain Stores: Sears (catalog), Western Auto; Goodyear; Cato's; TV Stamps; Montgomery Ward (catalog).

14—NEWSPAPERS: REVIEW (e-Mon. to Fri.) 3,168; sworn Sept. 30, 1979 (latest statement available).
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW.
National Representatives: General Advertising Service Inc.

COLONIAL HEIGHTS, VA.
See PETERSBURG, VA.

COVINGTON, VA.

1—LOCATION: Independent City in center of Alleghany County, E&P Map C-2, County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2—TRANSPORTATION: Railroads: C&O and Railpax.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 10,060; Loc. Est. 8,510
City Zone ABC: (70)10,060; (80)8,300
RTZ-ABC: (70)49,668; (80)52,100
Alleghany Co. Cen. 12,461; Loc. Est. 13,133
City & RTZ-ABC: (70)59,728; (80)60,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 3,722; Loc. Est. 3,243
Alleghany County 70 Cen. 3,654; Loc. Est. 4,449
City Zone ABC: (70)3,330; (80)3,200
RTZ-ABC: (70)15,582; (80)18,700
City & RTZ-ABC: (70)18,912; (80)21,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$732,000,000
Sav. & Loan Assns.	1	$350,000,000

6—PASSENGER AUTOS: City 5,362

7—ELECTRIC METERS: Residence 3,600

8—GAS METERS: Residence 4,235

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper 1,825 ($255); Synthetic Fiber 1,500 ($190).

10-CLIMATE: Min. & Max. Temp.—Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70

11—TAP WATER: Medium alkaline.

12—RETAILING:
Shopping Center: Mallow Mall 13 stores—K-Mart; Thrift Drug; Bonanza; McDonald's; Long John Silver.
Red Oak Shopping Center #2. Aides, Wendy's, Krogers, SuperRx, Pizza Inn, Family Dollar.
Principal Shopping Days: Thurs.-Sun.
Stores Open Evenings: Groceries—Thu. & Fri.; dept., furn. & jewelry Fri.

13—RETAIL OUTLETS: Department Stores: Leggett's; J. C. Penney; Sidney's: Dollar General Stores; Aides.
Chain Drug Stores: SuperRx, Thrift.
Chain Food Supermarkets (CZ): Farmer Mac's; Kroger Safeway; K-Mart; Mick-or-Mack.

14—NEWSPAPERS: VIRGINIAN (e) 9,283; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Horton P. Beirne, Gen. Mgr., VIRGINIAN.
National Representatives: Landon Associates, Inc.

CULPEPER, VA.

1—LOCATION: Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center. NW portion of state, 65 miles SW of Washington, D.C.; 85 miles NW of Richmond, Va.

2—TRANSPORTATION: Railroads: Southern.
Intercity Bus Lines: Trailways.
Motor Freight Carriers: 15.

3—POPULATION:
Corp. Town 70 Cen. 6,056; Loc. Est. 10,765
County 70 Cen. 18,218; Loc. Est. 23,322

4—HOUSEHOLDS:
City 70 Cen. 2,097; Loc. Est. 4,115
County 70 Cen. 5,429; Loc. Est. 7,856

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$75,648,053
Sav. & Loan Assn	1	$124,700,000

6—PASSENGER AUTOS: County Est. 13,604

7—ELECTRIC METERS:
Res. Town & County 3,914

8—GAS METERS: Res. 2,479

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Communications 570.
Principal Pay Days: Thurs., Fri.

10-CLIMATE: Mean Temperatures—Summer 75.9; Winter 34.9. First killing frost, Sept. 25. Last killing frost, Apr. 16.

11—TAP WATER: Soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Culpeper	1	A&P, Drug Fair
Southgate	1	Peoples Drug, Safeway, Jamesway

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Dept.

13—RETAIL OUTLETS: Department Stores: Leggett; Lerner's; Fashion Shop.
Variety Stores: Newberry; G. C. Murphy; Aide's; Jamesway.
Chain Food Stores (CZ): Safeway; A&P.
Chain Drug Stores (CZ): Drug Fair; Peoples.
Other Chain Stores: Firestone; Western Auto; A&N Men's Clothing; Keystone Shoes; Sears (catalog); Montgomery Ward (catalog).

14—NEWSPAPERS: STAR-EXPONENT (m) 6,404; sworn Sept. 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: David C. Yowell, Adv. Mgr., STAR-EXPONENT.
National Representatives: Landon Associates, Inc.

DANVILLE, VA.

1—LOCATION: Independent City connected with Pittsylvania County, E&P Map D-3, Industrial center 50 mi. N of Greensboro, N.C., 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360, State Hwy. 86.

2—TRANSPORTATION: Railroads: Southern, Carolina & Northwestern; Norfolk, Franklin & Danville (Div. of Norfolk & Western).
Intercity Bus Lines: Greyhound; D&M, Trailways; Silver Fox; Safety.
Airlines: Mid-South Aviation

3—POPULATION:
Corp. City 70 Cen. 46,391; Loc. Est. 44,457
County 70 Cen. 58,739; Loc. Est. 65,144

4—HOUSEHOLDS:
City 70 Cen. 15,465; Loc. Est. 17,087
Pittsylvania Co. 70 Cen. 16,582; Loc. Est. 21,342

5—BANKS: 3 Nat'l (12 Br.); 5 State (13 Br.). Dep. $145,346,211

6—PASSENGER AUTOS: City 25,780

7—ELECTRIC METERS: Residence 31,429

8—GAS METERS: Res. (Nat. Gas) 31,429

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Products 2,250; Food Products 352; Printing & Publishing 220; Mobile Homes 228

11—TAP WATER: Alkaline, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Sherwood	2	Sherwood House Furn.
Danville Plaza	4	Value City., Food World
Riverside	6	Thal. Roses, Winn-Dixie
K-Mart	6	Big Star, K-Mart
Ballou Park	5	Penney, Big Star, Kroger
Nor-Dan	7	Belk, Bestway Foods, Winn-Dixie
King's Plaza	3	King's Dept., Kroger
North Danville	4	Old Dutch Mkt.
Piney Forest	6	Food Town

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Harnsberger's, Peebles, Thalhimer's 2, BelkLeggett 2; J.C. Penney.
Variety Stores: Woolworth, K-Mart, Rose's, G.C. Murphy.
Chain Drug Stores (CZ): Johnson Rexall, People's; Revco 2; Key Rexall; SuperRx 2, Thrift; Johnson Drug 2; Professional Phcy. 2.
Discount Stores: K-Mart; Value City.
Chain Supermarkets: Cat & Fiddle: A&P 2; Kroger 2; Big Star 2; Old Dutch 3; Winn-Dixie 2; Bestway; Food World; Food town; Eddies Supermarket.
Other Chain Stores: Sears; Belk-Leggett 2; Thalhimers 2; K-Mart; Peebles Dept. Store; Diana Shop; King's; Butler Shoes; Value City; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear Tire; PPG-Paint; High's Ice Cream 2; Schewel's Furn.; Western Auto 1; Advance; Olan Mills; Glen More; Prago-Guyes.

14—NEWSPAPERS: REGISTER (m) 9,202; BEE (e) 16,791; comb. (m&e) 25,993; (S) 23,772; (Sat.) 20,296 Audited Sept. 30, 1979 (Latest statement available)
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE.
National Representatives: Landon Associates, Inc.

DUMFRIES, VA.
See WOODBRIDGE, VA.

FREDERICKSBURG, VA.

1—LOCATION: Independent City connected with Spotsylvania County, E&P Map E-2. Eastern Section of state; 54 mi. S of Washington, D.C., 55 mi. N of Richmond on No. 1 Hwy; Interstate 95. 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapon Center and 10 mi. N of Fort A.P. Hill.

2—TRANSPORTATION: Railroads: Richmond, Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers: 25
Intercity Bus Lines: Greyhound, Trailways.

3—POPULATION:
Copr. City Cen. 14,450, Loc. Est 17,500
Primary Mkt. Area ABC: (70) 77,425, (80) 118,000
Counties
Stafford 70 Cen. 24,587; Loc. Est. 37,600 Spotsylvania 70 Cen. 16,424; Loc. Est 29,800

4—HOUSEHOLDS:
City 70 Cen. 4,571, Loc. Est 6,300
Counties 70 Cen. 11,421; Loc. Est 34,500 Primary Mkt. Area-ABC (70) 22,082 (80) 38,400

5—BANKS:	NUMBER	DEPOSITS
Commercial	9	$360,545,000
Sav. & Loan Assn.	4	$184,260,496

6—PASSENGER AUTOS: Estimated City 9,972, Spotsylvania 18,664 City/4 Counties 66,977

7—ELECTRIC METERS: City and 2 adj. Counties 34,200

8—GAS METERS: Residence 9,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Civil Service Military 5,900; Misc. Mfg. 1450 Needle Trades 750, Hwy. Dept. 650; Printing 425.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-82, Summer 53-105, Fall 40-80, Winter 10-60. First killing frost, October 10 to 30. Last killing frost, Apr. 30 to May 10.

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks of Caroline St; 3 on William St., Park and Shop Ctr., Jefferson Davis Hwy., Fredericksburg Shopping Ctr., Jefferson Davis Hwy.; Greenbrier Shopping Ctr., Rt. 3 West; Westwood Center, Rt. 3 West; Four-Mile Fork Shopping Ctr., U.S. 1 & Rt. 208; Spotsylvania Mall, Rt. 3 West.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu., & Fri.; Shpg. Ctrs. —6 nights.
Stores Open Sundays: Drug, Food.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Montgomery Ward; Sears, Leggett's.
Variety Stores: Woolworth, McCrory's.
Discount Stores: S.E. Nichols; Woolco, K-Mart.
Chain Drug Stores (CZ): Peoples 3, Metro, Drug Fair 2, Rite Aid 3.
Chain Food Supermarkets: Safeway 3, A&P 2, Grand Union, Giant Food, Earl's 2.
Other Chain Sotes (CZ): Firestone 2, A&N (men's) 2, May's, LaVogue, Barrett Shoes, Sherwin Williams, Singer Co., Radio Shack, Jay Aldons, W.R. Blair, Lowes.

14—NEWSPAPERS: THE FREE-LANCE STAR (e) 28,049, Mar. 31, 1980 ABC. Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., THE FREE-LANCE STAR. National Representatives: Landon Associates, Inc.

FRONT ROYAL, VA.
See STRASBURG, VA.

HAMPTON, VA.
See NEWPORT NEWS, VA.

HARRISONBURG, VA.

1—LOCATION: Independent City connected with Rockingham County, E&P Map D-2, County Seat. 123 mi. SW of Washington, D.C.; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State 42, 260.

2—TRANSPORTATION: Railroads: S; NW.
Motor Freight Carriers: 10
Intercity Bus Lines: Greyhound.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 14,605; Loc. Est. 21,500
City Zone ABC: (70) 14,605; (80) 20,600
RTZ-ABC: (70) 92,700; (80) 108,700
City & RTZ-ABC: (70) 107,305; (80) 129,300
70 Cen. 47,890; Loc. Est. 60,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,327; Loc. Est. 6,700
County 70 Cen. 13,961; Loc. Est. 25,100
City Zone ABC: (70) 4,326; (80) 7,000
RTZ-ABC: (70) 28,202; (80) 37,700
City & RTZ-ABC: (70) 32,528; (80) 44,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	9	$2,482,640,162
Savings & Loan	3	$20,000,000

6—PASSENGER AUTOS: City 8,250; Rockingham County 33,987

7—ELECTRIC METERS: Residence 7,401

8—GAS METERS: Residence 1,781

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Garments 1779; Poultry 3263; Feed mfg. 255; Antique Repro. 35; Plastic Bottles 300; Auto Parts 500; Heating & Air Conditioning 525; Packaging 155; Pharmaceuticals 670; Aluminum pdts 549.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 30-65; Summer 70-90; Fall 50-75; Winter 0-45. First killing frost, Oct. 15. Last killing frost, May 1.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers: Park View; Dayton Bridgewater; Sunset Heights.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Cloverleaf	1	A&P, Giant Shoe Radio Shack
Valley Plaza	1/2	Safeway, Rose's, Firestone, Goodyear, Pic-Way Shoes
Nichols	2	Nichol's,
Valley Mall	2	J.C. Penney, K-Mart, Kroger, Leggett, Watson's, Lowe's

Principal Shopping Days: Mon., Thurs., Fri., Sat. Food-Fri. & Sat.
Stores Open Evenings: Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Joseph Ney; Alfred Ney; Leggett; J.C. Penney; Watson's.
Variety Stores: McCrory; Woolworth; A&N; Glen's Fair Price.
Discount Stores (CZ): Nichols; Medco; Capital; K-Mart; Rose's.
Chain Drug Stores (CZ): People's; Drug Fair.
Chain Food Supermarkets (CZ): Safeway; Mick-or-Mack 2; A&P; 7-Eleven 4; Red Front 2; Kroger.
Other Chain Stores (CZ): Glassner Jewelers; Jewel Box; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14—NEWSPAPERS: NEWS-RECORD (m) 28,669, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD.
National Representatives: Landon Associates, Inc.

HOPEWELL, VA.

1—LOCATION: E & P Map E-3. Independent City connected with Prince George County (In Petersburg-Colonial Heights-Hopewell SMSA). Deepwater port for ocean-going ships, 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2—TRANSPORTATION: Railroads: Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers: 24.
Intercity Bus Lines: Greyhound; Carolina Trailways; James River Busline.
Airlines: Eastern; National; Piedmont; United; Davenport.

3—POPULATION:
Corp. City 70 Cen. 23,471; Loc. Est. 23,657
CZ ABC: (70) 23,471; (80) 23,500
RTZ-ABC: (70) 55,480; (80) 63,500
Pr. George Co. 70 Cen. 29,092; Loc. Est. 22,195
SMSA 70 Cen. 128,809; Loc. Est. 128,006
City & RTZ-ABC: (70) 78,951; (80) 87,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 7,251; Loc. Est. 8,419
Pr. George Co. 5,682; Loc. Est. 5,331
SMSA 70 Cen. 34,635; Loc. Est. 41,717
CZ ABC: (70) 7,242; (80) 8,300
RTZ-ABC: (70) 13,754; (80) 19,900
City & RTZ-ABC: (70) 20,996; (80) 28,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	N.A.
Sav. & Loan Assn.	2	Est. $115,000,000

6—PASSENGER AUTOS: 13,926; County 8,789

7—ELECTRIC METERS: 8,500

8—GAS METERS: Residence 2,660

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Paper 932; Chemical 4,200; Fiber 3,300.
Prin. Pay Days: Wed., Thu., Fri., 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48; First killing frost, nov. 2. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St., 1 on E. City Point Rd.; Cavalier Square, Colonial Corner.
Neighborhood Shopping Centers: Along City Point Rd. at intersection of 15th Ave., around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Square.
Shopping Centers: Cavalier (30 units); Safeway; Rocker-Rosenstock; Drug Fair; Rose's; Lee Plaza; Winn-Dixie; Center open evenings and Sat. Colonial Corner Shopping Ctr. 8 units; Drug Fair; A & P; Sambo's.

13—RETAIL OUTLETS: Department Stores: Rucker- Rucker-Rosenstock; Drug Fair; Rose's; Lee Plaza.
Chain Drug Stores (CZ): George's 2; Drug Fair 2; Medco; Rite-Aid.
Chain Food Stores: A & P 2; Safeway; Food Fair; Richfood; Winn-Dixie.
Other Chain Stores: Firestone; Goodyear; Sherwin- Williams (paint); Rose's; Keystone; Sears; Harvey's Warehouse; ABC 2; Four Season Cleaners; S & K; Dollar General; Family Dollar; Showorld.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 7,334, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wallace Alderson, Adv. Director, NEWS.
National Representatives: General Advertising Service, Inc.

LYNCHBURG, VA.

1—LOCATION: E&P Map D-3 (in Lynchburg SMSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties, the hub of the Standard Metropolitan Area that consists of Campbell, Appomattox and Amherst counties and the independent city of Lynchburg. Financial, mercantile, distribution, industrial, educational & transportation center for central Va. and trading center for rich farm & cattle market on S. side of James River, 170 mi. S of Washington; 117 mi. W of Richmond. On U.S. Hwys. 29, 460, and 501; State Hwys. 128, 130, and 221.

2—TRANSPORTATION: Railroads: N&W; Southern; C&O.
Motor Freight Carriers: 23.
Intercity Bus Lines: Lunchburg; Greyhound; Trailways.
Airlines: Piedmont; Cardinal.

3—POPULATION:
Corp. City 70 Cen. 54,083; Loc. Est. 65,296
CZ ABC: (70) 87,798; (79) 99,900
RTZ-ABC: (70) 89,088; (79) 95,300
SMSA 70 Cen. 133,258; Loc. Est. 152,154
Counties:
Campbell 70 Cen. 43,319; Loc. Est. 45,084
Bedford 70 Cen. 26,728; Loc. Est. 34,243
Amherst 70 Cen. 26,072; Loc. Est. 29,336
Appomattox 70 Cen. 9,784; Loc. Est. 12,438
City & RTZ-ABC: (70) 176,886; (79) 195,200

4—HOUSEHOLDS:
City 70 Cen. 17,475; Loc. Est. 24,271
Counties
Campbell 70 Cen. 14,275; Loc. Est. 15,289
Bedford 70 Cen. 10,806; Loc. Est. 11,655
Amherst 70 Cen. 8,940; Loc. Est. 9,213
Appomattox 70 Cen. 4,023; Loc. Est. 4,316
SMSA 70 Cen. 39,616; Loc. Est. 52,089
City Zone ABC: (70) 26,432; (79) 34,200
RTZ-ABC: (70) 26,168; (79) 31,700
City & RTZ-ABC: (70) 52,600; (79) 65,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6	$762,350,000
Sav. & Loan Assns.	4	$276,452,000

6—PASSENGER AUTOS: City 37,265

7—ELECTRIC METERS: Residence 52,341

8—GAS METERS: not available

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Shoes 1,315; Foundry 2,630; Paper Prods. 425; Needle Craft 850; Nuclear Facil. 3,260; Comm. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Products 432.
Principal Industrial Pay Days: Fri., weekly.

10-CLIMATE: Min. & Max. Temp.—Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25. Last killing frost, Apr. 10.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Centers: 7 blocks on Main St., & Pitman Plaza.
Neighborhood Shopping Centers: Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Forest Plaza West	-	
Forest Hill Plaza	30	Winn-Dixie, Drug Fair
Forthill Village	25	People's Drug; Winn-Dixie
Fairview Square	-	Revo Drugs, King's Mkt.
Hills Lynchburg	10	Hill's Dept. Store, Big Star
Seminole	-	Hallmark, Western Auto
Boonsboro	15	Winn-Dixie
Westover	17	Fairway, Robertson Drug
Waterlick Plaza	-	N.A.
Timbrook Square		

Principal shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Downtown-Fri., some Mon., Shpg. ctrs. and food-nightly week-days.

13—RETAIL OUTLETS: Department Stores: Miller & Rhoads 2; Leggett's 2; Sears; J. C. Penney; Murphy's; Baldwin's.
Discount Stores (CZ): Best Products; Moore's Super Store 2; K-Mart; Hill's; Lowe's Stores.
Variety Stores: Woolworth; Eagle Stores.
Chain Drug Stores (CZ): People's 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3.
Chain Food Supermarkets: A&P 1; Kroger 7; Big Star 2; Virginia Mkts. 1; King's Market 14; Winn-Dixie 4; Hick's 2.
Other National Chain Stores: Eleanor Shops; Marilyn Shoes; Lerner's; Advance Stores; Western Auto 3; Firstone 2; Sherwin-Williams; Hofneimer's.

14—NEWSPAPERS: NEWS (m) 20,741; ADVANCE (e) 20,522; Comb. (m&e) 41,263; NEWS (S) 39,363; Sept. 30, 1979 ABC (Latest statement available).
Local Contact for Advertising and Merchandising Data: H. T. Tucker, Jr., Retail Sales Mgr., NEWS and ADVANCE.
National Representatives: Landon Associates, inc.

MANASSAS, VA.

1—LOCATION: Independent City connected with Prince William County, E&P Map E-2. County Seat. Timber; farming (grain, dairy and beef cattle); steel fabrication. 25 mi. SW of Washington D.C., 90 mi. N of State Capitol, Richmond. On State Hyws. 28, 234; Interstate I-66.

2—TRANSPORTATION: Railroads: Southern (plus use of Chesapeaka & Ohio R.R. and Norfolk & Western tracks).
Motor Freight Carriers: 4.
Intercity Bus Lines: Virginia Trailways, Continental Trailways.
Airlines: Municipal Airport; Washington National Airport-25 miles away; Dulles Intl.-15 miles away.

3—POPULATION:
Corp. City 70 Cen. 9,164; Loc. Est. 13,889
County 70 Cen. 95,894; Loc. Est. 144 203
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,705; Loc. Est. 5,252
County 70 Cen. 27,760; Loc. Est. 41,383

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. (Local)	3	$73,505,000
Comm. (Branches)	2	N.A.
Sav. & Loan	3	N.A.

6—PASSENGER AUTOS: 7,655, Co. 82,808

7—ELECTRIC METERS: Res. Est. Town 4,000

8—GAS METERS: Res. Est. Town 3,740

9— PRINCIPAL INDUSTRIES (CZ): Work Force 23,000-Manufacturing 2,404, Construction 2,000; Transp. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & Real Estate 850; Services 2,235; Govt. 6,417; Other 2,234; Agriculture 515.
Tourist Area: Manassas (Bull Run) National Battlefield Park (820,000 Visitors in 1973).

10-CLIMATE: Mild; Jan. 36 degrees; July 76 degrees; Rainfall 41 inches; frost free growing season, 190 days.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Georgetown So	9	Shoe Center
Mall at Manassas	60	Mont. Ward
K-Mart	20	K-Mart
Manassas S/C	-	A&P, Mont. Ward, Peeble's Dept., Drug Fair, Woolworth, Rice Appl.
Westgate Plaza	35	Giant Food, Leggett's Dept., G.C. Murphy, Peoples Drug, The Hecht Co., Woolco

13—RETAIL OUTLETS: Department Stores: Leggett's; Montgomery Ward; Peeble's; Sears; K-Mart; The Hecht Co.
Variety Stores: Rohr's; Woolworth.
Chain Food Stores: A&P; Grand Union; Safeway; Yorkshire Mkt.; Giant Food; Super Saver.
Other Chain Stores: Barracini, Leggett Tires, Firestone, Sherwin-Williams, Western Auto, Market Tire, Radio Shack; Lafayette Electronic.

14—NEWSPAPERS: JOURNAL MESSENGER (e-Mon. to Fri.); 10,825; sworn Sept. 30, 1979 (Latest statement available).
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or John Lowman, Adv. Mgr., JOURNAL MESSENGER.
National Representatives: Landon Associates, Inc.

MARTINSVILLE, VA.

1—LOCATION: Independent City connected with Henry County, E & P Map D-3. Industrial Center. 51 mi. So. of Roanoke; 60 mi. N. of Winston-Salem; 150 mi. E. of Bluefield, W. Va. On U.S. Hwys. 58, 220; State Hwys. 57,108.

2—TRANSPORTATION: Railroads: N & W; Carolina & Northwestern.
Motor Freight Carriers: 15.

Martinsville, Va. is better than ever!

How are things in Martinsville? Great! Spendable income is $421,733 million. Retail sales are at a record $269,457 million and Food Sales are now up to $64,015 million. Don't miss the prosperous market. The Bulletin won't let you. Only the Bulletin blankets Martinsville and Henry County with 78% household coverage. Outside dailies reach less than 15%. And, thanks for asking about Martinsville. We never thought you would.

Remember, Martinsville buys what the Bulletin sells.

MARTINSVILLE BULLETIN

CIRCULATION: Daily – 17, 726   SUNDAY – 19, 426

Nationally marketed by
LANDON ASSOCIATES, INC.

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,544,567	21,545,360	23,152,327	1,592	1,145,175	1,463	3,129,000	6,163	5,283,524	3,090	4,057,740	3,992	2,690,196	2,544	1,053,792	2,854	1,006,256	6,356	1,688,876	974	823,584
STANDARD METROPOLITAN STATISTICAL AREAS																					
Johnson City-Kingsport-Bristol, Tenn.-Va.	1,267,612	1,775,733	1,904,845	171	148,455	117	253,585	628	402,545	352	361,766	367	183,479	251	81,899	261	72,662	429	111,311	85	80,903
Lynchburg, Va.	496,774	622,760	667,803	51	29,152	44	91,530	219	162,798	102	118,500	125	68,751	64	19,513	93	29,427	174	40,463	37	28,579
Newport News-Hampton, Va.	1,152,589	1,465,951	1,571,392	82	52,827	65	249,115	346	333,465	190	248,970	214	161,227	191	83,989	184	109,386	481	142,501	55	38,512
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	2,343,241	2,940,053	3,139,200	167	127,269	134	475,542	683	688,058	350	592,070	428	309,911	345	172,066	346	148,429	1,058	260,971	115	81,939
Petersburg-Colonial Heights-Hopewell, Va.	395,106	466,297	492,933	29	26,626	20	74,892	153	117,995	71	82,143	110	58,588	71	26,967	71	18,762	161	30,328	30	19,449
Richmond, Va.	2,186,534	2,923,078	3,149,210	147	175,363	99	480,776	541	642,826	314	503,563	406	365,129	341	145,350	342	127,555	852	248,195	134	112,841
Roanoke, Va.	840,174	1,072,849	1,149,800	73	37,546	59	173,517	273	251,149	165	174,585	189	117,786	114	58,271	144	53,056	317	78,986	52	36,272
Washington, D.C.-Md.-Va.	11,412,504	13,943,860	14,645,633	617	491,490	331	2,192,314	2,033	2,945,385	960	2,432,150	1,573	1,544,684	1,557	829,370	1,538	669,558	3,507	1,326,191	510	637,141
COUNTIES, Cities																					
ACCOMAC	65,320	79,144	83,922	15	2,636	20	7,547	75	28,303	24	7,321	43	10,802	17	3,141	18	2,679	39	5,391	9	4,138
ALBEMARLE	41,528	53,720	57,704	6	1,812	13	2,280	42	17,107	11	15,262	17	12,959	4	794	5	341	8	423	3	1,010
ALLEGHANY	5,206	6,300	6,684			2	1,434	4	1,009	1		1	3,384					3	357		
AMELIA	11,657	15,277	16,456	1	373	4	557	19	5,426	6	2,313	7	4,371	3	220	4	714	3	527	2	4
AMHERST	64,757	82,675	91,500	5	4,155	6	5,213	52	27,565	14	20,200	23	15,329	1	821	11	2,698	25	3,897	6	6,868
APPOMATTOX	33,129	46,011	50,100	2	1,557	8	2,060	17	12,764	7	17,623	11	6,407	3	137	6	728	12	2,131	2	2,142
ARLINGTON	633,905	779,968	829,179	27	12,853	12	83,469	102	161,269	68	250,339	76	73,385	49	21,202	74	33,537	205	95,212	28	45,904
AUGUSTA	74,227	104,487	114,088	19	8,267	7	1,457	50	26,019	28	23,759	47	22,212	7	1,542	13	2,607	36	7,954	6	1,582
BATH	9,515	19,638	23,087	1	224	7	4,270	10	5,442	2	2,367	11	4,068	3	1,345	3	1,460	10	1,125	1	12
BEDFORD	14,832	24,269	27,286	6	707	4	484	41	14,858	12	3,654	12	3,854	2	119	3	602	20	1,776	2	13
BLAND	6,458	8,929	9,716					10	1,855	4	3,686	6	3,584			2	34	2	307		
BOTETOURT	39,936	49,305	52,494	3	976	9	2,783	39	8,580	14	9,880	25	21,470			9	1,586	19	1,637	4	427
BRUNSWICK	25,256	30,719	32,594	4	2,164	21	2,223	35	10,671	15	6,689	11	3,944	9	2,034	4	780	9	669	5	241
BUCHANAN	81,192	96,146	101,470	11	5,055	19	14,751	91	23,779	31	17,431	29	9,825	21	4,097	19	5,169	29	3,860	6	3,095
BUCKINGHAM	11,438	13,866	14,712	2	120	13	1,757	16	4,737	3	1,258	9	5,482	3	113			10	751	1	2
CAMPBELL	82,270	112,257	121,807	21	7,797	11	5,280	71	33,798	27	29,358	40	18,326	8	1,094	20	7,528	27	4,140	5	3,800
CAROLINE	27,380	34,920	37,413	4	422	9	1,011	30	13,509	8	4,982	19	10,922	4	868	6	289	17	3,318	3	143
CARROLL	32,211	38,257	40,406	6	1,379	11	4,215	43	13,109	13	6,035	14	7,172	9	972	6	1,129	17	2,776	2	34
CHARLES CITY	2,257	3,158	3,384			1	80	10	2,008			3	1,034					1	70		
CHARLOTTE	16,599	21,511	23,118	3	69	15	1,598	42	7,730	6	4,453	17	4,731	5	536	8	589	16	1,353	4	682
CHESTERFIELD	327,247	513,354	572,388	32	28,549	13	101,707	69	143,163	40	75,725	57	61,091	51	28,681	59	20,483	92	38,730	14	18,690
CLARKE	17,835	33,409	38,561	5	2,508	5	1,296	20	12,937	4	2,384	10	7,075	3	458	8	1,027	14	3,049	2	291
CRAIG	3,624	4,896	5,305	3	423	4	491	4	1,707	2	162	7	1,781					2	119	1	390
CULPEPER	58,102	73,068	78,054	6	1,884	9	8,798	31	24,978	16	10,998	16	11,093	13	2,679	16	2,218	22	7,395	4	272
Culpeper	55,322	69,549	74,291	6	1,884	6	7,632	23	23,289	15	10,725	15	10,816	13	2,679	16	2,218	22	7,395	4	272
CUMBERLAND	8,346	9,693	10,193	3		2	1,770	11	2,927	1	985	5	1,249	2	173	1	2,208	6	758	1	5
DICKENSON	47,108	57,764	61,386	3	4,834	13	4,831	41	19,206	14	16,430	18	5,665	9	1,145	9	2,267	15	1,866	2	88
DINWIDDIE	11,317	17,130	18,976	4	1,733	3	367	20	7,822	6	1,914	17	5,864			1	131	7	511	2	527
ESSEX	36,611	48,928	52,874	5	1,682	6	2,511	16	23,451	12	8,449	14	3,960	7	2,426	6	2,814	18	4,270	3	14
FAIRFAX	1,892,034	2,551,822	2,762,485	127	115,895	53	523,040	258	562,545	137	392,589	276	307,181	257	186,202	252	129,634	448	198,753	72	127,487
FAUQUIER	78,229	103,939	112,222	21	10,026	10	2,478	35	30,826	18	15,598	29	24,998	11	2,969	14	2,780	38	7,837	5	4,688
FLOYD	18,915	25,563	27,682	6	2,343	14	2,201	18	6,791	11	9,532	6	2,635	4	177	7	1,106	8	876	2	32
FLUVANNA	9,942	11,910	12,601	2	183	6	296	18	5,425	6	2,241	7	1,863	2	145	2	334	5	512	1	10
FRANKLIN	54,860	66,176	70,097	7	5,692	11	4,931	64	24,531	20	9,448	31	7,460	7	1,833	15	2,795	30	3,025	7	2,801
FREDERICK	21,909	28,914	31,179	3	2,032	5	4,500	24	5,195	10	6,847	12	9,309			6	453	13	1,621	1	
GILES	50,[illegible]11	76,391	84,697	5	6,814	10	3,044	41	28,630	13	18,099	27	9,776	5	2,254	13	1,849	32	3,362	7	4,455
GLOUCESTER	48,652	84,322	95,859	9	6,641	7	6,992	31	33,220	18	14,589	16	11,727	6	2,150	13	5,317	21	2,836	4	4,472
GOOCHLAND	13,169	36,292	39,361	1	18,735	3	281	11	4,486	5	4,180	9	7,783	1	40	2	680	7	572	1	440
GRAYSON	11,380	14,340	15,321	3	377	9	1,269	25	5,957	8	2,472	12	2,011	4	66	5	2,155	10	660	2	19
GREENE	9,037	14,984	16,895	1	124	5	1,088	14	6,511	2	2,375	8	5,659	1	114	6	235	6	393	1	
GREENSVILLE	2,599	4,271	4,813			1	165	2	151			5	4,497								
HALIFAX	18,717	20,911	21,829	6	2,477	17	1,699	51	7,185	9	1,679	18	4,126	2	942	2	988	16	844	2	128
HANOVER	132,022	217,219	244,573	16	10,095	10	3,790	54	51,851	23	36,404	32	86,545	12	3,616	17	5,306	48	20,767	10	7,883
HENRICO	708,044	855,142	906,114	35	23,040	25	192,267	140	217,374	97	135,282	128	89,119	95	45,011	95	42,260	193	59,582	38	37,759
HENRY	67,855	84,293	89,819	12	5,309	9	7,394	62	25,057	39	12,174	54	18,864	5	1,009	24	3,831	40	6,919	6	2,350
HIGHLAND	3,007	4,673	5,204			2	232	8	1,286	2	657	2	1,646			2	109	4	568		
ISLE OF WIGHT	43,126	67,535	75,264	8	3,099	7	1,243	33	21,880	9	22,656	20	8,022	5	1,325	8	1,301	23	4,552	4	2,478
JAMES CITY	34,749	58,482	65,928		723	1	2,342	9	3,815			5	3,585	1	160	10	49,927	7	1,533		
KING AND QUEEN	3,600	5,598	6,232	1	72	1	373	13	1,687	2	1,444	5	1,501			2		7	558		
KING GEORGE	14,700	19,228	20,701	3	1,153	3	1,091	12	9,205	5	2,986	12	4,733	1	167	3	222	7	614	2	2
KING WILLIAM	24,646	45,217	51,973	3	2,237	10	4,142	14	15,540	6	7,319	10	9,346	4	960	5	1,899	19	2,968	3	1,656
LANCASTER	28,278	36,921	39,725	7	1,045	7	858	30	10,383	14	6,847	14	7,429	15	1,887	15	3,558	15	1,739	4	1,744
LEE	45,536	64,896	71,021	16	7,231	11	2,322	52	23,813	18	13,316	26	10,627	7	1,568	8	1,451	32	2,741	3	1,406
LOUDOUN	142,597	231,279	259,624	23	15,486	9	11,797	49	70,320	35	37,504	36	38,009	28	10,396	25	6,821	53	20,014	10	14,520
LOUISA	29,197	37,895	40,735	6	1,971	10	2,490	27	16,215	7	3,475	16	9,300	2	102	5	467	11	828	3	976
LUNENBURG	21,697	31,791	34,983	7	3,974	11	2,553	21	10,835	7	4,546	12	4,896	5	697	6	1,744	10	1,025	3	1,113
MADISON	11,187	20,614	23,719	3		6	1,228	18	9,173	5	3,576	8	4,138			4	501	6	1,266	1	1,106
MATHEWS	16,340	26,876	30,252	4	1,013	4	796	15	9,967	12	4,948	9	7,229	4	867	10	953	9	612	2	111
MECKLENBURG	85,676	104,957	111,531	14	5,620	29	9,879	71	31,945	30	18,678	37	18,610	22	2,963	20	3,217	47	6,008	9	3,613
MIDDLESEX	16,731	27,360	30,760	7	3,019	7	1,424	20	11,280	13	2,254	9	4,107	5	438	8	627	13	1,229	2	88
MONTGOMERY	163,194	217,360	234,807	16	14,082	15	27,052	65	58,865	41	38,887	44	32,221	22	10,095	35	8,343	69	16,717	10	5,669
1NANSEMOND																					
NELSON	12,772	17,463	18,963	3	544	8	846	44	7,364	9	2,546	11	3,981			4	546	8	2,022	2	28
NEW KENT	16,282	57,953	63,181	2	40,292	3	728	11	5,674	8	8,419	10	6,064	1	46			11	924	1	470
NORTHAMPTON	40,381	55,646	60,518	9	3,443	10	3,359	37	32,085	13	4,784	19	5,240	11	955	10	503	23	3,292	3	210
NORTHUMBERLAND	16,761	20,588	21,887	3	1,791	7	475	25	8,623	15	3,145	13	2,870	5	245	6	387	10	801	2	454
NOTTOWAY	38,948	46,186	48,765	7	1,130	10	2,805	31	15,525	19	10,742	17	4,589	11	1,336	11	2,591	20	2,918	6	2,048
ORANGE	49,711	67,003	72,551	9	4,342	15	2,936	22	17,552	16	13,486	27	17,503	7	2,424	10	1,660	15	2,217	6	3,681
PAGE	41,888	49,201	51,862	8	1,333	6	3,218	31	14,160	15	8,653	23	5,898	6	635	13	2,130	35	7,323	5	3,417
PATRICK	23,076	31,607	34,322	4	938	20	4,682	32	8,068	14	7,173	10	3,445	4	1,042	11	883	14	1,100	4	1,435
PITTSYLVANIA	58,059	70,729	75,081	13	4,601	29	5,500	93	27,263	22	15,796	4[illegible]	8,544	11	1,459	10	1,396	46	3,874	4	2,408
POWHATAN	10,948	27,685	28,991	1	16,005	1	79	15	4,352	2	5,593	7	1,510			1	288	2	139	1	373
PRINCE EDWARD	55,279	76,378	83,064	8	3,606	8	9,243	23	21,030	10	16,488	22	8,519	7	933	11	10,038	21	6,410	3	76
PRINCE GEORGE	8,091	10,640	11,467	2	3,146	1	355	12	1,498			5	4,110	1	86	5	497	6	532		

MARTINSVILLE—continued

Intercity Bus Lines: Martinsville; Rapid; Greyhound.

3—POPULATION:
Corp. City 70 Cen. 19,653; Loc. Est. 17,461
CZ-ABC: (70) 20,325; (80) 17,500
RTZ-ABC: (70) 58,894; (80) 65,500
Henry Co. 70 Cen. 50,901; Loc. Est. 56,878
City & RTZ-ABC: (70) 79,219; (80) 83,000
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,021; Loc. Est. 6,131
County 70 Cen. 14,563; Loc. Est. 18,930
CZ ABC: (70) 6,169; (80) 6,000
RTZ-ABC: (70) 17,247; (80) 22,000
City & RTZ-ABC: (70) 23,416; (80) 28,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$96,276,000
Sav. & Loan Assn.	1	N.A.

6—PASSENGER AUTOS: 10,509; Co. 34,636

7—ELECTRIC METERS: Residence 7,300

8—GAS METERS: Residence 1,950

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Chemical 4,000; Furniture 8,170; Textile 11,182; Bldg. & Mfg. NA.

10-CLIMATE: Min. & Max. Temp.—Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19. Last killing frost, Apr. 24.

11—TAP WATER: PH7.0 to 7.2, very soft.

12—RETAILING: Principal Shopping Center: 20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.
Neighborhood Shopping Centers: Patrick Henry Mall; Collinsville; Druid Hills; Central Plaza, Holiday.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bassett	7	Nathan's
Collinsville	5	Leggett's
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall		Penney's
Holiday	8	Family Dollar
Central Plaza	2	A&P
Martinsville Plaza	3	Mason's Kroger
Riverside Plaza	6	Cooper & Ratcliff
Druid Hills	-	Kroger
Laurel Park	-	Winn-Dixie

Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Leggett's; Globman's.
Variety Stores: Woolworth; Eagle's, Rose's.
Discount Stores: Bargain Center, Diskay, Family Dollar, Mason's; FBC; Mack's; Big Top, Dollar General.
Chain Drug Stores (CZ): Wampler's Walgreen, SuperRx; Rexall; People's; Revco 2, Shelton's 4.
Chain Food Supermarkets: Cooper & Ratcliff 4, Kroger 2, Winn-Dixie 3; Frank's Food Fairs 3, A & P, Big Star; King's.
Other Chain Stores: Jewel Box; Marilyn's; Glen More Clothes; Royal; Leed's; Goodfriend; Advance, Goodyear; Rhodes, Western Auto, Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co., Phelps & Armistead, McCollum-Ferrel, Sherwin-Williams; Sidney's, Davidson's; Sears (catalog); Lowe's; Lazarus.

14—NEWSPAPERS: BULLETIN (e-Mon. to Fri.) 17,726; (s) 19,426, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Martin, Pub.-Gen. Mgr., BULLETIN.

National Representatives: Landon Associates, Inc.

NEWPORT NEWS-HAMPTON, VA.

1—LOCATION: Independent Cities (In Newport News-Hampton SMSA). E&P Map F-3. Southeastern Virginia at Mouth of James River on Hampton Roads Harbor. On U.S. Hwys. 17, 60, 143, 168, I-64.

2—TRANSPORTATION: Railroads: C&O
Motor Freight Carriers: 26
Intercity Bus Lines: Greyhound
Freight Steamship Lines: 12
Airlines: United, Piedmont; National; U.S. Air

3—POPULATION:
Corp. Cities 70 Cen. 273,466; Loc. Est. 293,561
Newport News, 70 Cen. 138,177;

VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PRINCE WILLIAM	401,050	552,933	601,212	38	36,890	15	69,242	80	127,973	66	116,100	83	90,244	45	22,329	56	21,638	107	43,332	16	31,027
PULASKI	76,910	113,460	125,036	9	8,030	9	8,173	58	35,153	22	22,591	29	20,955	18	4,410	14	3,934	35	5,427	8	5,406
Pulaski	58,557	87,465	96,611	4	1,833	4	7,389	37	26,252	15	21,275	12	13,411	16	4,325	10	3,697	27	4,215	7	5,290
RAPPAHANNOCK	5,414	9,775	11,202	1	143	5	916	10	2,600	2	1,436	5	1,074			2	401	5	458		
RICHMOND	20,857	24,905	26,344	4	1,610	10	1,014	14	6,121	7	2,478	7	6,458	7	1,302	4	1,946	8	1,711	1	24
ROANOKE	160,762	232,362	255,033	21	8,502	9	26,155	64	94,142	38	14,321	48	33,746	18	8,827	33	11,683	59	25,459	13	12,169
ROCKBRIDGE	19,317	21,569	22,544	3	17	3	143	21	3,665	4	347	17	17,721	1	32	1	219	7	319	1	2
ROCKINGHAM	52,860	78,199	86,209	15	9,437	12	3,292	50	27,918	39	16,402	42	12,763	7	300	22	5,235	33	4,746	6	3,691
RUSSELL	43,104	48,909	51,203	12	3,783	6	2,630	49	12,792	17	11,470	24	9,540	14	1,730	20	4,699	18	1,594	4	1,090
SCOTT	42,083	54,917	59,071	8	1,846	12	2,460	69	20,516	15	14,737	14	5,610	7	496	12	2,808	16	1,839	4	2,155
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	70,326	86,896	92,507	13	8,284	16	4,331	65	23,902	28	17,616	41	20,278	13	1,371	16	2,284	39	3,712	6	2,263
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	86,613	100,590	105,794	17	6,267	13	9,897	63	36,961	41	15,557	42	11,300	21	3,787	20	3,340	33	5,287	8	4,270
SOUTHAMPTON	19,383	22,618	23,817	8	1,599	14	1,579	26	6,144	8	3,604	18	6,255	2	709	6	1,597	8	672	1	24
SPOTSYLVANIA	89,690	140,321	156,377	6	2,083	10	29,678	23	44,802	11	38,139	16	16,733	1		8	6,617	18	7,019	1	
STAFFORD	24,245	54,679	60,075	7	1,601	5	616	23	8,894	7	5,653	17	14,187	1	9,482	5	256	17	5,366		2,218
SURRY	3,747	4,734	5,062			4	274	9	2,903	2	423	5	654	2	54	1	59	5	654	1	7
SUSSEX	23,219	31,565	34,227	4	1,187	10	1,847	20	8,435	9	7,844	17	6,318	3	704	6	654	12	2,337	4	1,368
TAZEWELL	179,975	232,976	250,183	24	19,675	27	19,051	92	89,291	40	59,971	34	16,877	31	6,551	27	6,287	50	8,031	12	5,049
WARREN	62,701	85,694	93,028	10	5,350	4	11,310	38	27,440	20	12,895	22	10,300	15	3,963	18	3,184	31	6,335	3	138
WASHINGTON	86,760	119,561	130,022	24	18,307	15	5,341	52	32,097	34	19,013	48	24,601	20	3,583	18	3,620	36	7,507	6	4,410
WESTMORELAND	28,510	34,910	37,086	5	1,727	17	2,837	26	12,623	12	8,570	15	2,934	2	1,992	4	588	29	2,637	3	83
WISE	123,726	143,871	151,305	21	22,168	17	6,731	71	46,070	35	24,341	34	17,659	27	5,154	36	4,876	42	5,036	7	529
WYTHE	70,509	84,113	88,917	8	5,324	14	5,239	45	18,185	23	16,791	28	18,998	14	4,020	9	2,363	30	7,024	6	3,065
YORK	52,040	84,507	94,881	9	2,827	2	5,726	20	21,666	12	5,231	19	17,105	3	53	14	5,114	35	17,483	3	3,707
INDEPENDENT CITIES																					
ALEXANDRIA	565,131	588,316	605,461	18	7,613	15	121,774	83	120,949	42	124,699	62	48,193	88	35,565	70	21,535	157	51,881	21	18,613
BEDFORD	45,104	62,672	68,250	10	5,631	5	4,856	34	25,059	14	11,589	15	5,033	3	360	10	1,691	14	2,852	3	2,723
BRISTOL	146,894	277,226	289,989	12	26,343	6	22,464	52	26,300	19	25,058	26	25,545	33	14,853	30	7,377	47	9,231	5	36,899
BUENA VISTA	16,639	26,343	29,437	3	1,419	6	1,865	16	8,511	7	3,619	10	6,396	4	2,198	4	855	10	1,708	3	1,194
CHARLOTTESVILLE	304,296	388,366	416,003	26	24,810	19	68,810	89	94,943	35	43,289	50	33,267	53	27,233	57	19,993	116	35,651	12	14,889
CHESAPEAKE	235,974	332,553	363,213	28	26,161	13	17,457	95	107,473	44	84,481	58	63,654	17	7,774	24	4,947	109	23,665	13	11,118
CLIFTON FORGE	20,142	23,674	24,962	5	440	5	1,425	7	10,343	6	3,313	10	4,661	5	389	6	885	12	1,175	3	1,525
COLONIAL HEIGHTS	49,388	75,856	84,248	4	1,028	1	6,609	15	25,638	13	13,082	14	12,258	5	3,365	9	1,427	25	7,379	5	5,343
COVINGTON	61,975	82,390	88,944	10	8,375	9	13,454	22	18,133	15	18,337	21	8,698	9	3,464	16	3,854	30	5,337	4	3,921
DANVILLE	241,869	298,945	318,115	22	14,529	13	75,509	120	79,386	71	55,987	71	26,896	35	14,655	56	11,560	103	21,538	15	10,601
EMPORIA	52,710	73,836	80,558	7	3,093	7	4,192	29	18,059	11	15,478	23	16,785	6	3,526	11	3,554	19	7,661	6	2,771
FAIRFAX	282,455	411,365	451,993	20	24,908	5	44,114	39	79,529	32	130,593	43	51,449	27	8,464	35	21,893	62	31,885	9	16,950
FALLS CHURCH	133,656	195,801	215,366	8	9,426	5	21,726	21	29,737	10	77,373	28	26,993	8	3,352	29	15,167	34	10,783	6	8,692
FRANKLIN	46,610	60,686	65,259	4	1,006	6	3,922	23	18,962	10	11,569	16	8,630	10	4,995	10	3,018	11	4,092	6	4,344
FREDERICKSBURG	158,535	191,586	203,038	22	26,875	12	24,371	49	41,882	26	11,734	40	24,322	40	14,650	28	8,565	67	18,134	10	11,713
GALAX	52,942	81,763	90,881	9	6,877	7	10,932	27	24,284	26	15,512	16	7,208	15	3,092	15	4,961	25	6,489	5	3,699
HAMPTON	446,617	562,041	600,236	24	11,223	29	124,622	110	123,230	54	87,904	73	59,446	93	40,259	63	26,161	158	43,292	16	9,999
HARRISONBURG	154,370	199,986	214,861	25	16,976	11	29,357	28	51,524	41	25,485	36	24,322	27	11,798	30	11,905	57	15,292	5	6,315
HOPEWELL	93,163	92,894	94,828	8	9,357	4	7,367	41	30,549	12	13,972	22	9,737	18	5,978	16	3,455	28	4,441	8	4,718
LEXINGTON	54,439	69,086	73,962	6	1,986	7	3,218	23	17,642	8	8,462	21	25,494	10	2,843	10	1,993	27	5,111	4	2,415
LYNCHBURG	316,618	381,823	404,396	23	15,643	19	78,977	79	88,671	54	51,319	51	28,689	52	17,461	56	18,473	110	30,295	24	15,769
MANASSAS	94,341	107,940	113,142	12	16,883	7	9,447	19	26,842	17	21,394	16	11,603	5	966	19	4,227	17	4,064	3	4,322
MANASSAS PARK	12,332	13,525	14,064					3	6,246	4	2,358	2	1,891	3	555			3	1,234	1	1,193
MARTINSVILLE	149,308	203,499	220,786	16	11,099	15	33,982	50	49,208	37	42,498	42	18,719	25	7,355	35	8,718	59	12,064	9	7,732
NEWPORT NEWS	459,537	547,237	578,261	35	29,514	20	99,377	136	123,042	88	122,866	81	55,995	71	29,753	69	17,129	202	46,946	25	15,521
NORFOLK	916,858	1,100,783	1,164,786	46	32,116	48	202,434	228	224,116	127	200,989	139	98,041	143	86,787	131	54,978	453	109,227	45	26,948
NORTON	39,120	70,331	80,503	9	8,691	4	1,995	21	14,525	7	22,870	6	5,745	8	6,314	6	2,421	10	5,481	4	2,198
PETERSBURG	233,147	269,777	283,414	11	11,362	11	60,194	65	52,488	40	53,175	52	26,619	47	17,538	40	13,252	95	17,465	15	8,861
POQUOSON	4,400	7,004	7,830	1	238	1	144	12	2,382	4	1,293	1	6	1	95	1	891	8	2,312	1	38
PORTSMOUTH	326,095	396,494	420,627	19	13,254	22	68,848	94	107,351	55	81,245	46	25,551	54	30,506	52	19,410	120	28,046	18	12,077
RADFORD	58,388	62,973	65,267	7	2,353	10	8,558	28	14,528	14	15,764	18	4,195	15	2,197	16	4,518	18	3,495	4	2,157
RICHMOND	976,565	1,212,275	1,291,218	60	38,647	43	181,844	231	213,918	139	237,960	160	111,983	181	67,956	168	58,538	498	127,411	69	47,226
ROANOKE	467,731	581,465	619,549	31	22,197	33	136,345	126	102,908	78	104,468	83	43,541	82	47,272	82	31,673	185	41,288	24	17,911
SALEM	168,121	204,821	217,419	15	5,548	4	7,743	40	43,812	33	45,754	26	17,248	14	2,172	20	8,114	52	10,483	10	5,375
SOUTH BOSTON	62,787	89,239	97,606	10	5,584	12	13,223	38	27,259	19	16,204	19	9,773	15	2,867	19	6,005	25	4,643	9	4,183
STAUNTON	131,490	156,577	165,440	17	12,408	13	29,271	29	36,583	27	35,440	22	13,172	22	5,634	19	6,124	43	8,437	8	7,149
SUFFOLK	118,525	138,616	145,965	18	11,802	14	15,670	67	36,904	30	24,292	43	12,581	21	7,000	24	5,638	49	6,432	11	6,497
VIRGINIA BEACH	733,344	956,907	1,029,221	50	42,800	32	170,056	174	207,299	92	200,792	126	106,398	109	39,941	111	63,197	313	92,760	27	25,256
WAYNESBORO	79,038	103,404	111,275	11	3,766	7	12,559	20	26,533	23	20,512	14	12,882	16	4,759	17	4,381	31	20,267	6	471
WILLIAMSBURG	106,594	122,358	128,397	4	1,661	5	9,912	28	26,110	14	17,087	19	13,363	16	11,519	14	4,847	50	28,099	6	4,775
WINCHESTER	200,323	251,814	268,907	19	21,015	16	38,172	72	53,506	46	49,310	40	28,640	36	13,572	32	10,124	89	19,390	12	14,808

VIRGINIA MAP—Page 427

NEWPORT NEWS—continued

Loc. Est. 144,426
Hampton, 70 Cen. 120,779; Loc. Est. 127,493
Poquoson, 70 Cen. 5,441; Loc. Est. 9,737
Williamsburg, 70 Cen. 9,069; Loc. Est. 12,905
Primary Mkt. Area (SMSA) ABC:
(70) 333,140; (80) 368,400
Balance in Primary Mkt. Area-ABC:
(70) 31,335; (80) 34,500
Total Primary Mkt. Area-ABC:
(70) 364,475; (80) 402,900
SMSA 70 Cen. 333,140; Loc. Est. 360,503

Demographic Information is available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities: 70 Cen. 78,135; Loc. Est. 101,823
Newport News: 70 Cen. 39,537;
Loc. Est. 50,959
Hampton: 70 Cen. 39,537; Loc. Est. 42,456
Poquoson: 70 Cen. 1,613; Loc. Est. 3,143
Williamsburg: 70 Cen. 2,399; Loc. Est. 5,265
SMSA 70 Cen. 94,407; Loc. Est. 126,921
Primary Mkt. Area (SMSA) ABC:
(70) 94,410; (80) 119,100
Balance in Primary Mkt. Area-ABC:
(70) 9,092; (80) 11,400
Total Primary Mkt. Area-ABC:
(70) 103,502; (80) 130,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	10	N.A.
Sav. & Loan Assn.	7	N.A.

6—PASSENGER AUTOS:
Newport News 72,506; Hampton 65,007
Williamsburg 6,780; Poquoson 4,685

7—ELECTRIC METERS: Residence 86,075

8—GAS METERS: Residence 48,434

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Shipbuilding 23,000 ($235); Seafood Packing 1,100 ($125); Aeronautics 4,000 ($275); Electronics 500 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 3,500 ($175).

Principal Indus. Pay Days: 1st & 16th.

10-CLIMATE: Min. & Max. Temp.—Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8. Last killing frost, Mar. 16.

11—TAP WATER: Alkaline, soft; flucridated.

12—RETAILING: Principal Shopping Center: 24 blocks on three sts.

Neighborhood Shopping Centers: Newport News: Newmarket, Hidenwood, Brentwood, Hilton, Warwick, Old Hilton Village. Hampton: Buckroe Military Hts., Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Mercury Plaza Mall, Grant City, Willow Oaks, Denbigh, Todd Center, Coliseum Mall, New Market North, Newport Square.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Wythe	3	A&P, CS
Southampton	7	CS
Warwick	7	Rice's-Nachman, Farm Fresh
Newport Square	9	Murphy Mart, Safeway, Peoples
Phoebus	9	Rose's
Newmarket North	3	Sears, Miller & Rhoades, Leggett
Warwick Village	7	Peoples, Food Fair
Buckroe	10	A&P, Peoples CS
Brentwood	6	CS
Hidenwood	10	Woolworth, Big Star
Sherwood Park	19	Manor Mkt.
Riverdale	8	Food Fair
Langley Sq.	9	Murphy Mart, Big Star
Mercury Plaza	8	Mont. Ward, Giant, Roses
Willow Oak	10	Good Fair, Murphy's
Todd Center	7	Woolco, Peoples, Safeway
Warwick	7	Rice's-Nachman, GS
Coliseum Mall	8	J.C. Penney, Rice's-Nachman, Smith & Welton, Korvette
Beechmont	20	Big Star, Revco, Sears

Stores Open Evenings: Shopping centers, Sears, Montgomery Ward and discount stores-nightly.

13—RETAIL OUTLETS: Department Stores: Nachman's; Leggetts; Montgomery Ward, Sears; J.C. Penney; Miller & Rhoades; Cooper's; Smith & Welton; Woolco; Thalheimer's.

Discount Stores: G.E.X.; King's; Moore's; Lowe's; Woolco; K-Mart; Korvette; Murphy Mart.

Variety Stores: Woolworth; Roe's; G.C. Murphy.

Chain Drug Stores: People's 7; Standard 1; Revco 6; Wornom's 7.

Chain Food Supermarkets: Colonial 14; A&P 8; Rich's 14; Giant 1; Food Fair 6; 7-Eleven 49; Belo 2; Manor 3; Night & Day 2; Bill Loy's 4; Farm Fresh; Safeway 6.

Other Chain Stores—Automobile Sup: Western Auto, Pep Boys, Goodyear, Firestone, Goodrich; **Clothing**: Lerner's, Diana; **Shoes**: Adams, Marilyn, Thom McAn, Butler's Shoes, Barette, Hanover, Hofheimer's, Kinney, Shoe World; **Paints**: Sherwin-Williams, Pittsburgh Plate Glass, Gliden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14—NEWSPAPERS: PRESS (m. Mon.-Fri.) 56,669, (Sat. m) 54,437, TIMES-HERALD (e-Mon.-Fri.)

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,636,975	5,311,600	14,654,927	42,139,113	1,853,022	22,741	55,581	425,401	506,251
STANDARD METROPOLITAN STATISTICAL AREAS									
Johnson City-Kingsport-Bristol, Tenn.-Va.	393,655	428,669	981,858	2,303,463	156,196	14,747	12,324	26,922	37,469
Lynchburg, Va.	133,258	153,098	410,738	1,080,786	53,795	20,091	1,830	7,071	8,240
Newport News-Hampton, Va.	333,140	365,497	1,029,938	2,772,655	125,829	22,035	356	5,623	1,432
Norfolk-Virginia Beach-Portsmouth, Va.-N.C.	697,434	816,685	2,598,866	5,737,328	272,865	21,026	1,228	40,860	28,942
Petersburg-Colonial Heights-Hopewell, Va.	128,809	126,199	358,080	711,699	41,477	17,159	938	13,077	4,851
Richmond, Va.	547,542	626,454	1,970,606	4,654,573	225,382	20,652	2,045	21,747	16,671
Roanoke, Va.	203,153	217,973	739,625	1,720,675	81,579	21,092	1,511	5,183	20,735
Washington, D.C.-Md.-Va.	2,910,226	3,043,008	11,500,971	39,970,865	1,098,016	36,403	3,664	34,360	29,251
COUNTIES, Cities									
ACCOMAC	29,004	32,408	75,296	225,219	12,679	17,763	424	25,874	8,081
ALBEMARLE	37,780	52,881	107,412	358,219	17,912	19,999	785	2,894	8,323
ALLEGHANY	12,461	13,846	38,050	65,157	4,692	13,887	213	106	541
AMELIA	7,592	8,804	[illegible]	38,037	2,798	13,594	501	3,901	6,212
AMHERST	26,072	29,155	69,627	182,123	9,187	19,824	463	757	1,613
APPOMATTOX	9,784	12,422	[illegible]	68,324	4,311	15,849	499	1,791	1,982
ARLINGTON	174,284	136,592	1,155,344	2,257,177	63,184	35,724	N.A.	N.A.	N.A.
AUGUSTA	44,220	55,761	143,360	308,505	19,036	16,206	1,586	4,179	27,595
BATH	5,192	5,859	12,985	24,239	2,173	11,155	159	177	1,148
BEDFORD	26,728	35,548	77,798	189,467	12,207	15,521	1,339	2,156	8,719
BLAND	5,423	6,671	11,112	30,927	2,381	12,989	385	299	2,472
BOTETOURT	18,193	23,230	41,710	139,172	8,211	16,949	605	1,768	4,760
BRUNSWICK	16,172	16,318	33,000	66,190	5,127	12,910	800	8,306	3,246
BUCHANAN	32,071	37,271	74,880	224,589	11,400	19,701	146	149	81
BUCKINGHAM	10,597	11,908	19,797	51,330	3,928	13,068	461	958	3,878
CAMPBELL	43,319	45,173	68,538	323,390	15,491	20,876	868	4,523	4,645
CAROLINE	13,925	18,012	31,616	90,311	5,693	15,864	306	4,616	2,378
CARROLL	23,092	25,305	47,224	115,023	9,263	12,417	1,271	2,036	6,471
CHARLES CITY	6,158	7,603	9,899	29,507	2,104	14,024	87	3,362	365
CHARLOTTE	12,366	11,868	26,845	50,323	3,984	12,631	796	6,385	3,433
CHESTERFIELD	77,046	128,209	308,704	1,001,858	42,881	23,364	272	2,279	1,525
CLARKE	8,102	9,676	21,547	59,066	3,443	17,155	242	4,450	5,187
CRAIG	3,524	4,397	6,257	22,338	1,571	14,219	216	149	881
CULPEPER	18,218	23,614	48,717	120,323	8,062	14,925	502	2,728	7,603
Culpeper	6,056	10,969	16,441	56,741	4,246	13,363	*	*	*
CUMBERLAND	6,179	7,512	9,786	31,687	2,495	12,700	350	1,124	4,920
DICKENSON	16,077	21,001	36,940	111,469	6,895	16,167	180	180	73
DINWIDDIE	25,046	21,078	39,645	106,597	6,036	17,660	683	9,254	3,313
ESSEX	7,099	8,474	18,114	44,140	2,823	15,636	171	5,610	692
FAIRFAX	455,021	589,249	1,216,312	8,600,850	192,555	44,667	230	1,388	1,196
FAUQUIER	26,375	33,509	72,533	198,519	11,370	17,460	794	3,420	14,954
FLOYD	9,775	11,397	21,632	55,011	4,235	12,990	1,039	701	4,493
FLUVANNA	7,621	11,181	14,849	58,288	3,817	15,271	301	288	3,591
FRANKLIN	28,163	33,988	68,114	178,108	11,953	14,901	1,274	5,754	12,560
FREDERICK	28,893	31,355	67,676	177,637	10,809	16,434	584	8,981	3,885
GILES	16,741	17,188	45,521	83,305	6,280	13,265	343	393	1,201
GLOUCESTER	14,059	19,968	33,783	131,762	7,243	18,192	206	3,038	409
GOOCHLAND	10,069	11,529	20,428	64,188	3,553	18,066	257	966	2,023
GRAYSON	15,439	15,859	30,147	70,664	5,963	11,850	1,163	1,066	5,176
GREENE	5,248	8,126	7,537	35,480	2,561	13,854	222	230	2,526
GREENSVILLE	9,604	11,062	18,832	49,705	3,462	14,357	516	8,354	2,146
HALIFAX	30,076	30,636	56,428	126,883	10,040	12,638	1,912	19,222	3,200
HANOVER	37,479	56,765	97,612	387,239	18,841	20,553	672	4,857	5,788
HENRICO	154,364	180,206	594,334	1,534,661	65,799	23,323	222	2,860	1,788
HENRY	50,901	57,128	106,158	323,162	19,225	16,809	431	1,666	1,079
HIGHLAND	2,529	3,082	8,459	12,389	1,158	10,699	359	97	2,782
ISLE OF WIGHT	18,285	20,974	41,822	118,718	6,674	17,788	379	13,142	4,960
JAMES CITY	17,853	21,304	34,216	149,489	6,641	22,510	73	1,800	506
KING AND QUEEN	5,491	5,908	13,271	30,501	1,949	15,650	260	3,907	998
KING GEORGE	8,039	11,070	26,539	76,160	3,815	19,963	167	2,534	1,524
KING WILLIAM	7,497	9,045	25,059	50,409	3,018	16,703	166	3,765	2,197
LANCASTER	9,126	10,757	25,074	63,736	4,158	15,329	130	3,362	483
LEE	20,321	27,271	37,009	145,439	10,204	14,253	1,651	3,803	2,324
LOUDOUN	37,150	58,062	89,503	557,609	19,064	29,249	740	5,751	13,040
LOUISA	14,004	18,974	[illegible]	88,077	6,337	13,899	477	940	3,125
LUNENBURG	11,687	12,738	27,400	54,799	4,520	12,124	717	6,860	1,307
MADISON	8,638	10,528	17,099	49,205	3,664	13,429	436	1,717	7,305
MATHEWS	7,168	8,554	19,837	59,855	3,545	16,884	123	1,051	846
MECKLENBURG	29,426	30,943	65,894	142,589	10,736	13,281	1,307	13,427	3,469
MIDDLESEX	6,295	7,853	14,532	42,861	3,029	14,150	162	2,947	3,294
MONTGOMERY	47,157	59,577	89,993	335,255	19,878	16,866	600	699	6,724
1NANSEMOND									
NELSON	11,702	12,290	26,068	55,362	4,333	12,777	378	2,109	1,293
NEW KENT	5,300	8,587	11,536	45,955	2,789	16,477	104	1,826	441
NORTHAMPTON	14,442	15,913	36,228	[illegible]	6,021	15,689	231	19,892	182
NORTHUMBERLAND	9,239	9,905	24,241	54,314	3,830	14,181	276	7,151	524
NOTTOWAY	14,260	14,210	40,102	74,838	5,022	14,902	435	3,266	7,820
ORANGE	13,792	18,322	34,483	97,429	6,642	[illegible]	417	1,134	6,540
PAGE	16,581	20,144	44,659	96,105	7,436	[illegible]	445	883	7,753
PATRICK	15,282	16,424	36,963	80,046	5,883	[illegible]	924	3,846	2,184
PITTSYLVANIA	58,789	65,001	81,408	300,919	21,536	13,973	2,402	28,883	4,544
POWHATAN	7,696	13,658	16,498	70,202	4,089	17,169	207	758	3,849
PRINCE EDWARD	14,379	16,215	37,538	86,095	5,397	15,952	497	2,532	4,231

continued page 434

41,004; (Sat.-e) 40,012;, Comb (m&e-Mon. to Fri.) 97,673; PRESS (S) 99,303; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Thieme, Adv. Dir., PRESS and TIMES HERALD
National Representatives: Sawyer-Ferguson-Walker Co

NORFOLK-PORTSMOUTH-VIRGINIA BEACH-CHESAPEAKE, VA.

1—LOCATION: Independent Cities. In Norfolk-Virginia Beach-Portsmouth, Va.-N.C. SMSA. E&P Map F-3. An important maritime, shipping, industrial, naval, vacation and seafood ctr. at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615 & Int. 64

2—TRANSPORTATION: Railroads: Norfolk & Western; Chesapeake & Ohio; Seaboard Coast Line; Southern; Atlantic & Danville; Conrail; Norfolk Southern; Norfolk & Portsmouth Belt Line; Amtrak
Motor Freight Carriers: 40
Freight Steamship Lines: 70
Intercity Bus Lines: Greyhound; Trailways
Airlines: United; Pan-Am; Piedmont; USAir

3—POPULATION:
Corp. Cities 70 Cen. 680,600; Loc. Est. 821,700
Norfolk 70 Cen. 307,951; Loc. Est. 283,100
Portsmouth
70 Cen. 110,963; Loc. Est. 107,500
Virginia Beach
70 Cen. 172,106; Loc. Est. 255,900
Chesapeake: (70) 89,580; Loc. Est. 116,900
Suffolk 70 Cen. 9,858; Loc. Est. 48,000
Currituck 70 Cen. 6,976; Loc. Est. 10,300
Primary Mkt. Area (SMSA) ABC
(70) 732,600; (80) 816,200
Balance in Primary Mkt. Area-ABC:
(70) 148,629; (80) 161,400
Total Primary Mkt. Area ABC:
(70) 881,229; (80) 977,600
SMSA 70 Cen. 722,742; Loc. Est. 815,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 245,473; Loc. Est. 256,800
Norfolk 70 Cen. 88,379; Loc. Est. 87,800
Portsmouth 70 Cen. 36,664; Loc. Est. 38,000
Virginia Beach 70 Cen. 67,822;
Loc. Est. 75,100
Chesapeake 70 Cen. 32,802; Loc. Est. 36,300
Suffolk 70 Cen. 19,806; Loc. Est. 15,700
Currituck 70 Cen. 2,164; Loc. Est. 3,900
SMSA 70 Cen. 204,672; Loc. Est. 256,800
Primary Mkt. Area (SMSA) ABC:
(70) 206,854; (80) 260,100
Balance in Primary Mkt. Area ABC:
(70) 43,322; (80) 53,900
Total Primary Mkt. Area ABC:
(70) 250,176; (80) 314,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	18 Est.	$1.7 billion
Sav. & Loan Assns.	11	$975 million

6—PASSENGER AUTOS: (Metro Area)
Norfolk 116,040; Portsmouth 50,615;
Virginia Beach 138,399; Chesapeake 61,136

7—ELECTRIC METERS: SMSA 241,403

8—GAS METERS: SMSA 105,178

9— PRINCIPAL INDUSTRIES (CZ): (Metro Area) Industry, Number of Employees (Av. Weekly Wage)—Fed. Gov't. 35,125 ($258); Retail 46,175 ($124); Trans. Com. Util. 16,500 ($196); Services 41,500 ($137); Construction 14,400 ($189); Wholesale 12,075 ($178); Fin., Ins. Real Estate 12,500 ($160); Chem. Prod. 2,025 ($208); Printing & Publishing 1,900 ($202); Transportation 4,375 ($263)
Principal Pay Days: Thu., Fri

10-CLIMATE: Min. & Max. Temp.—Spring 34-84, Summer 53-95, Fall 38-84, Winter 22-74. First killing frost, Oct. 30. Last killing frost, Mar. 18.

11—TAP WATER: Alkaline, soft, not fluoridated

12—RETAILING: Norfolk Principal Shopping Area: 7 blocks on Granby St., 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St., 4 on Main St., 4 on Plume St. All E. & W. blocks from Boush St. to Monticello Ave., extending N. from Main St. to Branbleton Ave.

Portsmouth: Principal Shopping Area: 10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.

Virginia Beach Principal Shopping Area: 18 blocks on Atlantic Ave., 4 on 31st St., 6 on 17th St.

Norfolk Neighborhood Shopping Areas: 8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.—Berkley; Liberty St.—Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elder Corner; Fairmont Pk.; Fairview; Five Points—No view; Ghent—Colley Ave.; Ghent—Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Granhold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway; Bromley—Military Highway at Norview Avenue
Portsmouth Neighborhood Shopping Areas: Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.
Chesapeake Neighborhood Shopping Areas: 2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Great Bridge.; Greenbriar Mall (under construction)
Virginia Beach Neighborhood Shopping Areas: Princess Anne Plaza; Bayside; Aragona; London Bridge; P. A. Courthouse; Pembroke Mall; Hilltop; Haygood; Lynnhaven Mall (under construction).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bennett's	3½	Be-Lo
Bromley	10	Big Star, Revco
Colley Village	2	Pantry Pride, People's
Downtown Plaza	1/2	Liberal Clothiers, People's, Be Lo, Western Auto
Pantry Pride	4	Pantry Pride
Fox Hill	3¾	Food Town
Ingleside	4	Big Pig
Janaf	6	Montgomery Ward, A&P, Robbies Tru Value, Scan, Rices/Nachman's, People's, Hechinger
Kings	7	Kings, Giant
Lakeland	7	Peoples
Lansdale	6	Big Star
Little Creek	8	Woolworth, Pantry Pride
Little Creek East	10	Woolco, A&P, People's
Little Creek Rd	10	
Meadowbrook	5	Be-Lo
Military Circle	6	J.C. Penney, Thalhimer's, Smith & Welton, The Famous, Leggett, Best Products, Peaches Records, Morrison's Cafeteria, Brand Distributors, McCrory's
N. Lakeland	7½	Valu Fair
Roland Park	4½	Be-Lo
Roosevelt	8	Big Star
Southern	6½	J.C. Penney, A&P, Woolworth's, Western Auto; Miller & Rhoads
Surf	10	A&P
Wards Corner	5	A&P, Tracks Records, Giant Open Air, Rices/Nachmans, Smith & Welton, La Vogue, Hofheimer's, People's
Wayside Park	7	Minit Mart
Zayre	7	Zayre
Nearby Shopping Centers—Portsmouth		
Churchland	7	A&P, Giant, Big Star, Roses, Murphy's
Mid-City	-	Smith & Welton, K-Mart
Kings Plaza	5	Kings, Big Star, Mooies
Rodman's	2	Big Star, Revco
7th & Lincoln	2	Be-Lo
Tower Mall	4	Montgomery Ward, Miller & Rhoads, Rices
Town & Country	3	Big Star, Roses, Peoples
Westgate Plaza	5	Zayre, Revco
Nearby Shopping Centers—Chesapeake		
Foundation Park	2½	Be-Lo
Southgate Plz	2	-
Great Bridge	15	Peoples, Roses, Smith & Welton
Old	13	Western Auto
Indian River	6	Big Star
Kitchin's	6	Be-Lo
Nearby Shopping Centers—Virginia Beach		
Aragona Vlg	9½	
Bayside	12	Big Star
College Park	10	Roses, Pantry Pride
Fairfield	10	A&P, People's
Great Neck	19	Winn Dixie, Farm Fresh
Haywood	13	Roses, A&P
Hilltop	17	The Famous, Roses, Smith & Welton, Zayre, K-Mart, Pantry Pride, La Vogue, Safeway, Big Star
Holland Plaza	12	Big Star
Kings Plaza	9	Kings, Winn Dixie, Revco
Linkhorn	20	A&P
London Bridge	14	Murden's, Be-Lo, Kings, Western Auto
Lynnhaven	13	Farm Fresh
P.A. Plaza	13	Rices/Nachman's, Roses, True Value
Providence Sq	10	Safeway, Drug Fair
Pembroke Mall	11	Sears, Miller & Rhoads, Hechinger
Robbins Corner	11	Farm Fresh

Principal Shopping Days: Department Stores—Thurs., Fri., Sat., Mon.; Food—Wed., Thurs., Fri., Sat., Sun., Mon. (for all four cities).
Stores Open Evenings: Department Stores—Mon. thru Sat. Food—Most evg.

13—RETAIL OUTLETS: (Metro Area): Department Stores: Leggett 3; Miller & Rhoads 3; J.C. Penney 5; Rices/Nachmans 5; Sears 3; Smith & Welton 6; Thalhimer's; Montgomery Ward 3; Altschul's; Bradlees 3.
Discount/Variety Stores: King's 5; K-Mart 5; Woolco 3; Zayre 4; Murphy Mart 2; Roses 15; Woolworth 5; McCrory's 1; Ben Franklin 1; K&K 4
Chain Drug Stores in Metro Area: Medco 3; Irwin's 2; Care Drug Centers 7; Peoples 23; Standard 3; Murden 2; Giant 5; Revco 17; Drug Fair 2; K-Mart 5.
Chain Food Supermarkets: A&P 15; Safeway 7; Colonial 8; Pantry Pride 6; Giant Open Air 7; Be-Lo 30; Winn-Dixie 4; 7-Eleven 102; Boulevard 5; Earle's 5; Valu Fair 5; Tinee Giant 24; Overton's 2; Farm Fresh 8; Big Star 19
Other Chain Stores: Appliances: Prices, Singer; Bob's, Bryant Appliance, Southland; Automotive Supply: Kramer Tire Co., Henry Johnson Tire Centers, Harris Tire, NTW, One Price, Firestone, Midas Muffler, Pep Boys, Western Auto, General Tire, Goodrich, Goodyear, Master Auto; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Glidden, Sherwin-Williams, Hechinger, C. A. Nash, True Value, 84 Lumber, Norfolk Paint Co., Lowes, Mary Carter Paints, Moores Whlse. Candy: Anne Lee, Fanny Farmer, Lofts. Children Apparel: Dolly & Bobby; Furniture: Crockin-Levy, Exchange Home, Haynes, Wickes, Scan Furniture, Louis Legum, Grand; Gasoline Service Stations: American, Arco, BP, Citgo, Crown Exxon, Gulf, Mobil, Phillips 66, Union Oil, Shell, Payless, Thornton, Spur, Stallings, Sunoco, Texaco, Tankar; Jewelers: Barr Bros., Frank R. Ford, Gordon's, Kay's, Hardy's, Zales, Chapman's, D. P. Paul's, Spertner; Laundries and Cleaners: 1-Hour Valet, Sunlight, Howard's, Compeco, Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan; Beneficial, Eastern, G.A.C., Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard; Men's Clothing: A & N, Clark's Quality Shop, Arthur's, Alexander Beegle, Anderson Little, Country Legend, Hip Pocket, Stitches, Sullivan's, Shulman's HSM, S&K, The George Co., Fines, Hub, National Shirt, Frank Thomas; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Johnson Atwell, Pearle Vision Centers, Smith Dunfield, Traylor, A. Bartley & Sons, Optecon; Restaurants: Howard Johnson's, McDonalds, Champs, White Tower, Burger Chef, Burger King, Toddle House, Dobbs House, Hardee's, Kentucky Fried Chicken, Pizza Hut, Lum's, Tastee Freeze, Milton's Pizza, S & W Cafeteria, Morrison's Cafeterias, Piccadilly Cafeteria, Jolly Ox, Chart House, Bennigan's, Flannigan's, Cork & Cleaver, Roy Rogers, Pizza Inn, Wendy's, Capt. D's, Arthur Treacher's, Long John Silver's, Jack-in-the-Box, Taco Bell, Bonanza, Ponderosa, Rustler, Victoria Station, Jolly Tiger, Valle's, Arby's, Weiner King, Zero's Mr. Submarine Shoney's, Gallenkamp, Montagnas, Butlers, Hofheimers, Jarman, Kinney's, Thom McAn, Russell & Holmes; Trucks: Intl. Harvester, Mack, Ryder Truck Rental, Hertz, U-Haul; Women's Apparel: Antells, Pat Arnold's Clothes, Famous, LaVogue, Willners, Catherine Stout, Dara's Jr. Size Fashions, Stitches, Joy, Lerners, Parklane Hosiery, Naivette, Sidney's, Casual Corner, Clover Patch, Flair, Kanters, Lane Bryant, Susie's Casuals.

14—NEWSPAPERS: VIRGINIAN-PILOT (m) 125,787; LEDGER-STAR (e) 94,332; Comb. (m&e) 220,119; VIRGINIA PILOT (S) 200,680; Mar. 31, 1980 ABC. Newspaper published zoned editions for Norfolk Portsmouth, Virginia Beach & Suffolk. VIRGINIAN-PILOT and LEDGER-STAR.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr. or Blount Hunter, Mkt. res., VIRGINIAN-PILOT/LEDGER-STAR. Additional Market Research Available.
National Representatives: None.

PETERSBURG, VA.

1—LOCATION: Petersburg (In Petersburg-Colonial Heights-Hopewell, SMSA). Independent City connected with Dinwiddie County; Colonial Heights, independent City connected with Chesterfield Co., E&P Map E-3. Petersburg 23 mi. S of Richmond; 80 mi. W of Norfolk, 110 mi. E of Lynchburg. On Appomattox River, U.S. Hwys. 1, 301, 460. Interstate Routes 95, and 85; State Highways 36. Colonial Heights N. of Petersburg, separated by Appomattox River; Fort Lee, U.S. Army Quartermaster Center and Fort Lee adjacent to Petersburg.

2—TRANSPORTATION: Railroads: Norfolk & Western; Seaboard Coast Line.
Motor Freight Carriers: 31
Intercity Bus Lines: Greyhound, Carolina Trailways, Petersburg Area Transit.

3—POPULATION:
Corp. Cities
Petersburg 70 Cen. 36,103; Loc. Est. 42,848
Colonial Hts. 70 Cen. 15,097; Loc. Est. 17,705
CZ ABC: (70) 87,901; (80) 99,400
RTZ-ABC: (70) 90,523; (80) 112,900
SMSA 70 Cen. 128,809; Loc. Est. 128,006
Dinwiddie Co.
70 Cen. 25,046; Loc. Est. 21,601
Chesterfield Co.
70 Cen. 77,046; Loc. Est. 116,630
Prince George Co.,
70 Cen. 29,092; Loc. Est. 22,195
City & RTZ-ABC: (70) 178,424; (80) 212,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Petersburg 70 Cen. 11,262; Loc. Est. 15,391
Colonial Hts. 70 Cen. 4,739; Loc. Est. 6,431
Dinwiddie Co. 70 Cen. 5,701; Loc. Est. 6,145
Chesterfield Co. 70 Cen. 21,793; Loc. Est. 38,572
SMSA 70 Cen. 34,635; Loc. Est. 41,717
CZ ABC: (70) 25,862; (80) 34,100
RTZ-ABC: (70)23,075; (80) 35,000
City & RTZ-ABC: (70) 48,937; (80) 69,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Petersburg		
Commercial Banks	6	$160,800,000
Sav. & Loan Assn.	3	$129,250,000
Colonial Heights		
Commercial Banks	4	$36,624,000
Sav. & Loan Assn.	3	$45,465,000

6—PASSENGER AUTOS: City 22,054

7—ELECTRIC METERS: Res. 43,927

8—GAS METERS: 18,960

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Cigarette 3,100; Luggage 400; Optical 1,240; Pen & Pencil 75; Clothing 85; Luggage Hardware 70; Paints 50; Lumber & Furniture 210; Machinery 490; Chemical 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay and Glass 180; Abrasive 82; Winery 55
Principal Industry Pay Days: Fri., 1 & 15

10-CLIMATE: Min. & Max. Temp.—Spring 45-84, Summer 61-87, Fall 39-80; Winter 30-48. First killing frost, Nov. 2. Last killing frost, Mar. 29.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: Petersburg: 5 blocks on Sycamore St.; 5 on Bank St., 4 on Washington; 7 on Halifax, 2 on Adams St., 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard, Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers: Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. Beginning With 1900 block & Crater Rd., U.S. 301, South; Walnut Mall: Crater Rd., U.S. 301. South: Lee Plaza, Rte. 36; K-Mart, Rte. 36. Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Walnut Hill	2	A&P, Big Star, Safeway
Ettrick	1½	Goens, Bi-Rite Food, Ettrick Super Market
Walnut Hill Plaza	2	Bradlees, Pantry Pride, Sears. Woolworths, Shoe Show Miller & Rhoads
Walnut Mall	2	J.C. Penney, Thalhimers Rucker Big Star, Peoples Drug
Colonial Square	3	Big Star, Peebles, Mayberry
Town Hall	2	Ropar True Value, Mack's, Peoples Drug
Pickwick Ctr.	1	Community Sporting Goods
Lee Plaza	3	Kings, S&K, Radio Shack, Winn-Dixie

Principal Shopping Days: Dept. Stores Mon., Fri., Sat.; Food Thu., Fri., Sat.
Stores Open Evenings: Mon., Fri., Food Every night; Neighborhood Centers Nitely

13—RETAIL OUTLETS: Department Stores: Ruckers, Penney, Taylor's, Globe, Roses, Sears, Thalhimers; Miller & Rhoads, S. E. Nichols, K-Mart; Furniture: Helig-Myers, Butterworth, Harlow-Hardy, Kent's, Stanton's, Crater House, The Oak, Love's Wayside, Sydnor & Hundley, Philip Levy Musselwhites
Discount Dept. Store: Bradlees Nichol's, K-Mart, Rose's, Peebles, Kings.
Variety Stores: McLellan's, Mack's; Jupiter Discount, Woolworth
Chain Drug Stores (CZ): Petersburg: People's, Standard, Key-Rexall, Rite-Aid; Colonial Heights: Peoples, Revco, Drug Fair, Hopewell, Rite Aid 2, Medco
Chain Food Supermarkets: A&P 3; Safeway 6; Big Star 3; Pantry Pride 2; Hines Food 1; Young's 2; Liberty 1; Gates/Hines; Foodland 3; Winn-Dixie 2; Edgehill Mkt.; Robinson's Market; Ettrick Supermarket
Other Chain Stores: Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney's, National, Thom McAn; Firestone; Goodyear; B. F. Goodrich; Singer Co.; Sherwin-Williams, Advance Stores; A&N; Pittsburgh Paint; Barr Bros., So-Fro Fabrics; Moton's Jewelers; Zales Jewelers; Gary's; Moore's Super Stores; Lowe's, Master Tire; Hanover Tire.

14—NEWSPAPERS: PROGRESS-INDEX (e) 23,715; (S) 24,133; Mar. 31, 1980 ABC
Local Contact for Advertising Data: Thomas E. Howerton, Adv. Mgr., PROGRESS-INDEX.
National Representatives: Thomson Newspapers, Inc.

PORTSMOUTH, VA.

See NORFOLK, VA.

PULASKI, VA.

1—LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81, State Hwy. 99

2—TRANSPORTATION: Railroads: N&W
Motor Freight Carriers: 22
Intercity Bus Lindes: Greyhound

3—POPULATION:
Corp. City 70 Cen. 10,279; Loc. Est. 10,551
County 70 Cen. 29,564; Loc. Est. 33,435
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,423; Loc. Est. 4,051
County 70 Cen. 9,027; Loc. Est. 11,797

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	3	$1,290,000,000
Sav. & Loan Assn.	1	$3,500,000

PULASKI—continued

6—PASSENGER AUTOS: County 16,735

7—ELECTRIC METERS: County 12,658

8—GAS METERS: Residence/Est. 600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Hosiery 440 ($160); Furn. 1,800 ($220); Plastics 40 ($128), Lbr. 50 ($132); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Processing 155 ($250).

10-CLIMATE: Min. & Max. Temp.—Spring 34-92; Summer 63-93, Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov. Last killing frost, May 7

11—TAP WATER: Neutral, soft;

12—RETAILING: Principal Shopping Centers: Main St., Washington Ave., Jefferson Ave., Commerce St., Fifth St., E. Main St., Rt. 99.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Pulaski Plaza	8	Kroger, Peoples Drug
Pulaski Mall	10	Sidney's, Hecks
5th St.	-	Rose's

Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Parks-Belk; Felix; Rose's; Heck's K-Mart

Variety Stores: McCrory's.

Discount Stores: Family Dollar Store, Saving Center; Sportswear Mart, Country Lane, Dollar General.

Chain Drug Stores Peoples; Dee's, Pulaski Drugs; Tyler, Revco, Eckard, Martins, Dublin Pharmacy, SuperX.

Chain Food Supermarkets: Kroger; Piggly Wiggly; A&P; IGA; Pak & Sak; Fast Shop, Kenny's Bantam Mkt Lowe's; Food Town; Hurst; Wade's.

Other Chain Stores: Western Auto, Advance, Montgomery Ward, Sears; Vane Home Center; Firestone; Mc Donald's, Ray's, Sweet Sue, Tastee Freeze; Kentucky Fried Chicken; Quality Stamps; Wise Fashions; Guyan Shoes, Pic-n-Pay; Goodyear; Pizza Hut, Long John Silvers;
Wendy's; Golden Corral; Bonanza; Steer House. Sherwin-Williams; S&H Green Stamps, Helig- Myers Furn., Grand Piano Sidney's,

14—NEWSPAPERS: SOUTHWEST TIMES (e-Mon. to Fri.) 6,240; sworn Sept. 30, 1979. (Latest statesment available)

Local Contact for Advertising and Merchandising Data: Sandy Painter Adv. Dir., Tony Miano, Exec Adv. Dir. SOUTHWEST TIMES

National Representatives: General Advertising Service, Inc.

RADFORD, VA.

1—LOCATION: Independent City connected with Montgomery County (Va.). E&P Map C-3. Residential, Industrial & Educational Center, 42 mi. S.W. of Roanoke, on US Hwy. 11 & State Hwy. 102.

2—TRANSPORTATION: Railroads: Norfolk & Western.

Intercity Bus Lines: Greyhound.

3—POPULATION:
Corp. City 70 Cen. 11,596; Loc. Est. 13,150
Co. 70 Cen. 47,157; Loc. Est. 63,200

4—HOUSEHOLDS:
City 70 Cen. 3,107; Loc. Est. 3,400
County 70 Cen. 13,285. Loc. Est. 27,461

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	1	$11,000,000
Commercial Banks	2	$240,879,000

6—PASSENGER AUTOS: County 24,879
Residence City 5,649

7—ELECTRIC METERS: Residence 2,700

8—GAS METERS: Residence 1,780

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry—Texile Mills; Powder Castings & Pipe; Electrical Motors, Rubber; Dress Mfg., Plastics.

10-CLIMATE: Min. & Max. Temp.—Spring 34-92; Summer 63-93; Fall 34-80, Winter 17-51.

11—TAP WATER: Neutral, soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Christiansburg	8	Mic or Mac, Leggetts, Kroger, Hills
Dublin	9	Wades
University Mall (Blacksburg)	15	Woolco, Heronimus A&P
Triangle Ctr.	-	A&P
New River Ctr.	-	Thriftway, Shepherd Flowers
Radford Plaza	-	Kroger, K-Mart, Super X
New River (City of Radford)	-	Leggetts, Whitchend Drug

Principal Shopping Days: Thurs., Fri. & Sat.

13—RETAIL OUTLETS: Discount Stores: Country Lane; Family Dollar

Variety Stores: Heck's, K-Mart. TG&Y. Hills; Heronimus, Woolco.

Chain Drug Stores: Revco; Super-X; People's, Professional Pharmacy; Drug Plus (Whitehead's Pharmacy)

Other Chain Stores: Deli-Mart; 7-11, Montgomery Ward; Sears; Hallmark cards; Sidney's; Guynn Furnitore; Heilig-Meyers; Sportswear Mart. Pic'n Pay; H&M Shoes; Goodyear; Firestone; Michelin; Long John Silvers; Pizza Inn; Pizza Hut; Wendy's; Bonanza; Golden Corral; McDonald's; Hardee's; Burger King; Tastee Freeze; Arbee's; Ray's King Burger; Stock MarKet; Waffle House; Western Sizzling; Dairy Queen.

14—NEWSPAPERS: NEWS JOURNAL (e-Mon. to Fri.) 3,728; sworn Sept. 30, 1979 (Latest Statement available.)

Local Contact for Advertising and Merchandising Data: Tony Miano, Exec. Adv. Dir., NEWS JOURNAL.

National Representatives: General Advertising Service, Inc.

RICHMOND, VA.

1—LOCATION: Independent City (In Richmond SMSA). Connected with Hanover, Henrico, Goochland, Powhatan, New Kent, Charles City and Chesterfield Counties, E&P Map E-3, State Capital. Manufacturing, distribution, government, financial & education center. On James River, 107 mi. S of Washington; 89 mi. W of Norfolk. On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 2, 10, 147, 161, 356, 5, 33 & 146; Interstate 95 (Richmond-Petersburg Tpke.) & 64 & 195.

2—TRANSPORTATION: Railroads: SCL, C&O; RF&P; Southern.

Motor Freight Carriers: 67.

Intercity Bus Lines: 16; Greyhound; Trailways.

Airlines: Piedmont; Eastern; United; Altair.

Water freight service on James River.

3—POPULATION:
Corp. City 70 Cen. 249,430; Loc. Est. 225,208
Primary Mkt. ABC: (70) 547,542; (80) 622,300
Bal. in Primary Mkt. ABC:
(70) 458,861; (80) 505,000
Counties:
Hanover 70 Cen. 37,479; Loc. Est. 56,353
Henrico 70 Cen. 154,364; Loc. Est. 180,704
Chesterfield 70 Cen. 77,046; Loc. Est. 116,630
SMSA 70 Cen. 547,542; Loc. Est. 618,550

VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PRINCE GEORGE	29,092	21,292	60,873	109,595	5,125	21,384	255	3,823	1,538
PRINCE WILLIAM	95,894	148,699	183,522	1,403,504	43,046	32,605	298	740	2,736
PULASKI	29,564	33,735	87,068	181,044	12,004	15,082	364	307	5,725
Pulaski	10,279	10,184	32,537	61,243	3,950	15,505	*	*	*
RAPPAHANNOCK	5,199	6,510	12,092	30,826	2,292	13,449	266	1,769	1,581
RICHMOND	6,504	6,961	13,580	38,968	2,686	14,508	224	4,839	892
ROANOKE	67,339	69,086	170,012	612,558	23,998	25,525	345	1,633	7,547
ROCKBRIDGE	16,637	18,313	37,409	85,166	6,460	13,184	726	822	4,820
ROCKINGHAM	47,890	57,542	99,878	311,274	20,242	15,378	2,079	5,382	95,570
RUSSELL	24,533	30,418	54,578	126,418	10,073	12,550	1,311	2,881	5,205
SCOTT	24,376	25,355	51,631	145,299	8,965	16,207	1,802	3,406	1,503
Gate City	1,914	1,675	4,054	9,599	613	15,659	*	*	*
SHENANDOAH	22,852	28,889	69,382	151,103	11,122	13,586	922	2,507	20,773
Strasburg	2,431	2,875	7,313	11,287	936	12,059	*	*	*
SMYTH	31,349	33,571	82,097	167,821	11,461	14,643	1,041	3,078	5,219
SOUTHAMPTON	18,582	20,196	36,559	102,966	6,340	16,241	585	22,091	6,634
SPOTSYLVANIA	16,424	34,443	34,203	185,535	11,614	15,975	352	1,505	2,997
STAFFORD	24,587	41,297	65,860	234,289	13,557	17,282	186	863	793
SURRY	5,882	5,798	11,136	31,088	1,843	16,868	248	7,350	2,096
SUSSEX	11,464	10,641	21,035	57,667	3,259	17,695	466	11,842	2,680
TAZEWELL	39,816	52,032	111,517	373,824	18,179	20,564	585	628	5,348
WARREN	15,301	21,449	46,752	126,483	8,132	15,554	223	746	1,344
WASHINGTON	40,835	43,393	81,473	282,940	15,539	18,208	2,343	6,502	14,873
WESTMORELAND	12,142	14,324	24,692	71,397	5,135	13,904	236	7,618	1,130
WISE	35,947	48,141	74,872	302,154	16,613	18,188	209	287	403
WYTHE	22,139	25,671	56,416	124,221	9,145	13,583	859	820	8,705
YORK	27,762	36,649	58,410	284,343	11,656	24,395	77	785	517
INDEPENDENT CITIES									
ALEXANDRIA	110,938	92,882	502,244	1,322,451	41,332	31,996			
BEDFORD	6,011	6,130	16,768	42,742	2,367	18,057			
BRISTOL	34,921	21,646	66,836	154,926	8,366	18,519			
BUENA VISTA	6,425	6,892	21,540	33,289	2,388	13,940			
CHARLOTTESVILLE	38,880	36,656	145,924	253,612	14,936	16,980	796	6,385	3,433
CHESAPEAKE	89,580	118,451	279,240	797,200	38,836	20,527	334	10,295	2,074
CLIFTON FORGE	5,501	4,800	18,494	24,854	1,843	13,486			
COLONIAL HEIGHTS	15,097	18,018	52,759	125,952	6,538	19,265			
COVINGTON	10,060	8,825	35,509	45,879	3,351	13,691			
DANVILLE	46,391	43,730	213,509	261,589	16,975	15,410			
EMPORIA	5,300	5,297	17,868	35,442	1,982	17,882			
FAIRFAX	21,970	20,919	78,981	278,649	6,458	43,148	230	1,388	1,196
FALLS CHURCH	10,772	7,308	37,470	113,827	2,933	38,809			
FRANKLIN	6,880	7,393	24,923	45,419	2,593	17,516			
FREDERICKSBURG	14,450	16,487	47,455	122,160	6,149	19,867			
GALAX	6,278	6,672	21,004	40,651	2,692	15,101			
HAMPTON	120,779	123,749	415,247	923,740	41,594	22,208			
HARRISONBURG	14,605	19,747	47,141	121,093	6,919	17,502			
HOPEWELL	23,471	23,655	71,519	146,088	8,521	17,144			
LEXINGTON	7,597	6,830	21,546	38,035	2,160	17,609			
LYNCHBURG	54,083	66,348	251,921	506,949	24,806	20,437			
MANASSAS	9,164	13,679	20,550	170,399	5,213	32,687			
MANASSAS PARK	6,844	8,947	10,496	75,123	2,451	30,650			
MARTINSVILLE	19,653	17,360	72,194	111,255	6,233	17,849			
NEWPORT NEWS	138,177	140,691	446,153	1,075,012	50,192	21,418			
NORFOLK	307,951	265,285	1,315,975	1,699,000	87,948	19,318			
NORTON	4,001	4,610	14,251	38,554	1,784	21,611			
PETERSBURG	36,103	42,156	135,284	223,467	15,257	14,647			
POQUOSON	5,441	10,702	9,967	87,793	3,473	25,279			
PORTSMOUTH	110,963	105,428	411,671	714,404	37,695	18,952			
RADFORD	11,596	12,220	33,971	67,042	3,620	18,520			
RICHMOND	249,430	219,897	911,595	1,520,963	85,326	17,825	224	4,839	892
ROANOKE	92,115	97,901	442,882	756,143	39,306	19,237	345	1,633	7,547
SALEM	21,982	23,359	73,764	190,464	8,493	22,426			
SOUTH BOSTON	6,889	7,031	15,200	43,580	2,675	16,292			
STAUNTON	24,504	21,391	87,909	140,497	7,780	18,059			
SUFFOLK	9,858	48,182	35,300	354,222	19,283	18,370	467	14,045	7,248
VIRGINIA BEACH	172,106	267,326	540,585	2,066,546	84,717	24,394	236	7,558	16,170
WAYNESBORO	16,707	15,617	58,558	110,223	5,845	18,858			
WILLIAMSBURG	9,069	12,434	32,162	120,516	5,030	23,959			
WINCHESTER	14,643	23,393	52,426	155,894	9,435	16,523			

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1979 Cash Receipts as follows: From Crops $562,071,000; from Livestock & Livestock Products $809,538,000. Total $1,371,609,000

*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

Total Prim. Mkt. ABC:
(70) 1,006,403; (80) 1,127,300

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 80,544; Loc. Est. 116,803
Hanover 70 Cen. 10,501; Loc. Est. 18,555
Henrico 70 Cen. 48,250; Loc. Est. 65,241
Chesterfield 70 Cen. 21,793; Loc. Est. 38,573
SMSA 70 Cen. 169,124; Loc. Est. 221,144
Primary Mkt. ABC:
(70) 170,616; (80) 217,300
Bal. in Primary Mkt.-ABC:
(70) 129,959; (80) 165,400
Total Prim. Mkt.-ABC:
(70) 300,575; (80) 382,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav. Banks	14	$4,410,393,000
Sav. & Loan Assn.	15	$830,474,258

6—PASSENGER AUTOS: City 113,927;

7—ELECTRIC METERS: City-Res. 170,625

8—GAS METERS: City-Res. 69,705

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners (Av. Weekly Wage)—Tobacco 22,000 ($245); Lumber & Wood ex. Furniture 2,100 ($170); Fabricated metals 2,100 ($242); Food Products 4,200 ($215); Apparel & Textile Products 2,500 ($150); Paper Products 3,600 ($237); Printing & Publishing 4,900 ($277); Chemical Products 8,300 ($318).

10-CLIMATE: Min. & Max. Temp.—Spring 35-78, Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31. Last killing frost, Mar. 31

11—TAP WATER: Alkaline, soft; fluoridated.

12—RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Willow Lawn	4	J.C. Penney, Miller & Rhoads
Southside Plz.	5	Miller & Rhoads, Dart Drug
Azalea Mall	3½	Woolco, Thalhimers
Eastgate	6	Sears, Thalhimers
Circle	5	Thalhimers
Cloverleaf Mall	6	Sears, J.C. Penney, Thalhimer's
Brook Hill	3½	A&N
Azalea Village	5	A&P
Westland	8	Safeway, A&P
Fountain Sq.	8	Ukrops, Dart Drug
Ridge	7	A&P
Stratford Hills	7	Big Star
Hanover Vlg.	8	A&P
Cary Court	3	—
Beverly Hills	6	Big Star
Buford	8	Ukrop's
River Road	5	.
Laburnum	4	—
Richmond	2½	Big Star, Standard
Parham Plaza	7	—
Regency Sq.	7	Sears, Penney, Miller & Rhoads, Thalhimers
Chesterfield Mall	10	Miller & Rhoads, Giant Food
Huguerot Vlg.	8	Drug Fair, A&P
Sycamore Sq.	13	Ukrop's A&P, Dart
Beaufont Mall	6	Best Products

Principal Shopping Days: Department Stores—Mon., Fri., Sat.; Food—Thu., Fri.
Stores Open Evenings: Nightly.

13—RETAIL OUTLETS: Department Stores: Miller & Rhoads; Thalhimers, Sears; Penney.
Discount Stores: Mason's; King's 2; Woolco 2; Zayre; K-Mart 3; Memco (2); Best (2).
Variety Stores: Woolworth 4; G. C. Murphy 5.
Chain Drug Stores: People's 11, Standard 8; Drug Way 7; Cardinal 7; Revco 9; Medco 5; Drug Fair 9; Drug City 3; Dart 3.
Chain Supermarkets: Safeway 23; Big Star 9; A&P 14; Giant 3; Pantry Pride 5; Lukhards 5; Siegel's 6; Giant Open Air 1; Foodtown 3; Ukrop's 10; Winn-Dixie 2.
Other Chain Stores: Appliances: Wards, Singer Co., Lowe's; Automotive Supply: Western Auto, Firestone, Goodrich, Goodyear, Pep Boys, Midas Muffler, General Tire, Uniroyal, Aamco, Earl Schieb; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy: Fanny Farmer, Martha Washington; Apparel: Women-Lerner Worth's, LaVogue, Montaldo's, Flair, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Mortimer's, Flair, Ardley. Men—A&N, Fines, Natl. Shirt Shop, Websters, Rockingham, S&K, Greentree's, Eljo's, Shevel's, Jacob & Levy, Berry Burk; Furniture: Philip-Levy, Heilig-Meyers, Harverty's, Virginia Wayside, Windsor House, Colony House, Sydnor & Hundley. Gasoline Serv. Sta.—Amoco, Arco, Exxon, Citgo, Union 76, Crown, BP, Gulf, Mobil, Phillips 66, Shell, Sunoco, Texaco; Hess; Jewelers: Zales, Schwarzchild, Morton's, D. P. Paul; Finance: American Finance, Beneficial Finance, Assoc. Loan, G.A.C., Household Finance, Liberty Loan, Seaboard Finance; Restaurants: Howard Johnson, McDonalds, White Tower, Lum's, Arby's, Pizza Hut, Wendy's, Shoney's, King's, Golden Skillet, Burger Chef, Shakey's, Chic A Sea, Taco Bell, Aberdeen Barn, Hardee's, Pizza Inn; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14—NEWSPAPERS: TIMES-DISPATCH (m) 135,360; NEWS LEADER (e) 114,295; comb. 249,655; TIMES-DISPATCH (S) 216,047; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James L. Watts, Sales Devel. Mgr., THE NEWS-LEADER and TIMES-DISPATCH.
National Representatives: Sawyer-Ferguson-Walker Co.

ROANOKE, VA.

1—LOCATION: Independent city (In Roanoke SMSA). Located in Roanoke County, E&P Map C-3. Financial, merchantile, industrial, distribution, transportation, agricultural, cultural, medical, insurance, manufacturing center for Western Va. HQ. for Norfolk & Western Ry. Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, D.C. On Interstate Hwy. 81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2—TRANSPORTATION: Railroads: Norfolk & Western Ry. (headquarters for general offices and shops) major freight-break point, 5 radiating routes.
Transcontinental Bus Lines: Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers: 60.
Airlines: Air Virginia, Piedmont; general aviation air cargo; Charter and Helicopter Services.

3—POPULATION:
Corp. City 70 Cen. 92,115; Loc. Est. 96,346
Roanoke SMSA-ABC: (70) 203,153, (80) 214,800
Bal. in Primary Mkt.-ABC:
(70) 427,859; (80) 467,300
Total Prim. Mkt.-ABC: (70) 631,012; (80) 682,100
Roanoke Co. 70 Cen. 67,339; Loc. Est. 73,868
SMSA 70 Cen. 203,153, Loc. Est. 224,254

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 31,828; Loc. Est. 38,296
County 70 Cen. 19,887; Loc. Est. 25,322
SMSA 70 Cen. 64,967; Loc. Est. 83,054
Roanoke SMSA-ABC: (70) 64,967; (80) 78,700
Bal. in Primary Mkt.-ABC:
(70) 127,964; (80) 159,400
Total Prim. Mkt.-ABC: (70) 192,931; (80) 238,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	14	$4,804,500,000
Sav. & Loan Assn.	6	$413,800,000

6—PASSENGER AUTOS: Metro 134,548

7—ELECTRIC METERS: Metro-Res. 89,250

8—GAS METERS: Metro-Res. 25,528

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Agri., Forestry, & Fish 190 ($187); Mining & Quarrying 40 ($327) Construction 2,826 ($216); Manufacturing 9,351 ($227); Transportation, Com. & Util. 4,152 ($303); Trade 16,564 ($178); Fin. Ins. & Real Est. 4,282 ($234) Services 11,404 ($177); Average Weekly Wage Per Worker in City Zone; $205. Total employment ending Dec., 1977 112,660.
Principal Pay Days: Fri., 15th, Last Day.

10-CLIMATE: Min. & Max. Temp.—Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean annual temperature 55.2. First killing frost, Oct. 18. Last killing frost, Apr. 15.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center—6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas: 29 Blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. N.W. to City Limits; 11th St., N.W. & Moorman Rd.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Sears Town	1	Roses, Peoples, Sears
Grandin Road	2	Sureway, Revco, Mick-or-Mack
Oak-Grove	6.5	Mick-or-Mack, Revco
Crossroads	5	Kroger, Woolco, Penney,
Mall	1	S.H. Heironimus, Winn-Dixie; Peoples, Rose's
Tanglewood Mall	4.5	Penney, Leggett's, Miller-Rhoad's, Kroger, Woolco, SuperRx
Towers	1.5	John Simmons, A&P, S.H. Heironimus, Mick-or-Mack
Roanoke-Salem	4	Leggett's, Miller & Rhoads, Peoples, Winn-Dixie
Cave Spring Corners	5	Kroger, SuperRx Hills
Townside	3	Mick or Mack
Vinton Plaza	3	Winn-Dixie, Sherwin Williams
Parkside	2½	K-Mart, Winn-Dixie
Lake Drive	3	G.C. Murphy, Kroger, SuperRx, Sidney's
Spartan Square	10	Kroger, K-Mart, SuperRx
West Salem Plaza	8½	Winn-Dixie, Rose'S
Southwest Plaza	6½	Winn-Dixie, Revco, Firestone

Principal Shopping Days: Fri., 15th; Last day of month.
Stores Close: Furn. Wed. aft.
Stores Open Evenings: Food, drug, dept. stores in shopping centers open nightly.

13—RETAIL OUTLETS: Department Stores: S. H. Heironimus; Leggetts; Miller & Rhoads; Penney; Sears.
Discount Stores (SMSA): Lowe's; Moore's; Pete Moore; Best Co., Inc.; Thriftee Discount 2, Revco; K-Mart 4; Woolco 2; Family Dollar Stores 4; Hills 2.
Variety Stores: Newberry; Rose's 3; Woolworth; People's 6; Revco 9; SuperRx 10; Scottie's 2.
Chain Food Supermarkets (SMSA): Kroger 9; Mick-or-Mack 11; A&P 2; Winn-Dixie 9; Hop-In 5 IGA 2; Pic-Quick 8; Malone & Hyde 75; Sureway 3; 7-Eleven 23; Thriftway 4.
Other Chain Stores: Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Harverty's; High's Ice Cream; Hoffemier's Shoes; Kinney's Shoe; Lerner Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin Williams; Singer Co.; Thom McAn Shoe; Webster Clothers; Western Auto; Sidney's; Advance Stores; Spencer Gifts; Baskin-Robbins Ice Cream; Lane Bryant Clothing.

14—NEWSPAPERS: TIMES (m) 67,806; WORLD-NEWS (e) 49,016; Comb. (m&e) 116,822; TIMES (Sat. m) 114,824; (S) 118,273; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Nystrom, Gen. Adv. Mgr., TIMES and WORLD-NEWS.
National Representatives: Branham/Newspaper Sales.

SOUTH NORFOLK, VA.

See NORFOLK, VA.

STAUNTON, VA.

1—LOCATION: Independent City connected with Augusta County, E&P Map D-2, County Seat. Trading ctr. for three-county agricultural area. School ctr. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2—TRANSPORTATION: Railroads: Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers: 16.
Intercity Bus Lines: Greyhound; Virginia Trailways.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 24,504; Loc. Est. 21,809
CZ-ABC: (70) 29,466; (80) 26,200
RTZ-ABC: (70) 86,035; (80) 95,900
Augusta County, 70 Cen. 44,220; Loc. Est. 55,518
City & RTZ-ABC: (70) 115,501; (80) 122,100

4—HOUSEHOLDS:
City 70 Cen. 7,740; Loc. Est. 7,890
County 70 Cen. 12,664; Loc. Est. 18,742
CZ ABC: (70) 8,867; (80) 9,000
RTZ-ABC: (70) 25,607; (80) 32,400
City & RTZ-ABC: (70) 34,474; (80) 41,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$271,164,000
Sav. & Loan Assn.	2	$237,507,153

6—PASSENGER AUTOS:
City 13,365, County 33,595

7—ELECTRIC METERS: Residence 25,000

8—GAS METERS: Residence 8,171

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Transp., Commer. & Utilities 1,377 ($193); Construction 477 ($123); Mfg. 1,021 ($105); Trade 2,092 ($109); Lumver & Furn. 500 (NA); Fibers & Textiles 4,380 (NA); Metal Prod. & Fabric 1,080 (NA); Machy. & Misc. Mfg. 3,330 (NA); Apparel 1,300 (NA);Food 510 (NA); Construction 2,100 (NA); Fin. Ins. Real Estate 487 ($141); Govt. 5,130 (NA).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19. Last killing frost, May 7.

11—TAP WATER: Neutral, meduim soft; fluoridated & chloride.

12—RETAILING: Principal Shopping Center: 5 blocks on Beverly St.; 4 on Central Ave., 2 on Augusta St.
Neighborhood Shopping Centers: 1 block at Hays & W. Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 Blks. at Beverly & Grubert; 1 Blk. at Churchville & Springhill; Chestnut Hills Shopping Center.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Terry Court	24	Terry Court Drug
Town & Country	3	K-Mart, Sears
Stauton Plaza	31	Penney, Woolworth, Safeway, Ward's, Gallenk[illegible]o Shoes
Chestnut Hills	5	Hec[illegible]s, Kroger

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.; Shopping Centers every Evening.

13—RETAIL OUTLETS: Department Stores: Leggett's; Montgomery Ward; J.C. Penney; Southern Casuals.
Variety Stores: Woolworth; McCrory's.
Chain Drug Stores (CZ): People's; SuperRx; Drug Fair; Medco.
Chain Food Supermarkets: IGA; Kroger; Shop & Save; 7-11; Safeway; Bestway; Kings; A&P.
Discount Stores: Town & Country; Heck's.
Other Chain Stores: Lowe's; Firestone; Goodyear; Dollar General; Goodyear; Heck's; Family Dollar; Advance; Western Auto; Singer Co.; Sherwin-Williams; A&N; Sears (catalog); Kobacker; Moore's; Glassner Jewelers; Wise Discount; K-Mart; Medco; Zale's; Jewelers; High's; JoAnn Fabrics; Memory Lane Gifts; Southern Casuals; Sportee Outlet; Valley Sport Shop; Super Shop; Super Dollar; Kawasaki Motorcycle; University Tire Co.; McDonalds 2; Hardee.

14—NEWSPAPERS: LEADER (e-Mon. to Fri.) 17,225; NEWS-LEADER (S) 20,239; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Evarts W. Opie, Jr., Nat'l. Adv. Mgr., LEADER and NEWS-LEADER.
National Representatives: Landon Associates, Inc.

STRASBURG, VA.

1—LOCATION: Shenandoah County, E&P Map E-1. On U.S. Hwy. 11; State 55. Interstate 81 and Junction Interstate 66. Misc. mfg. center in heart of rich agricultural region. Large poultry producing region. 90 mi. W of Washington; 130 mi. SW of Baltimore. Serving Tri County area, Frederick Co., Warren Co., and Shenandoah Co.

2—TRANSPORTATION: Railroads: Norfolk & Western; Southern; Conrail; Chessie.
Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound, Trailways.
Airlines: Piedmont.

3—POPULATION:
Corp. City 70 Cen. 2,431; Loc. Est. 2,875
Strasburg ABC: (70) 2,431; (80) 2,800
Total Shenandoah Co. ABC:
(70) 22,852; (80) 27,800
Total Frederick Co. ABC (70) 43,536; (80) 53,400
Total Warren Co. ABC: (70) 15,301; (80) 20,800

4—HOUSEHOLDS:
Corp. City Loc. Est. 936
Strasburg ABC: (70) 838; (80) 1,100
Shenandoah County ABC: (70) 7,512; (80) 10,500
Frederick Co. ABC: (70) 13,579; (80) 19,500
Warren Co. ABC: (70) 4,980; (80) 7,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	13	$478,207,000
Sav. & Loan	5	$50,000,000

6—PASSENGER AUTOS: Shenandoah Co. 18,646; Warren Co. 13,070; Frederick Co. 21,682; Regional total 53,398.

7—ELECTRIC METERS: Residence Est.—Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113.

8—GAS METERS: 3,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Textiles 5,440; Apple Prod. 2,750; Rubber Prod. 859; Poultry 3,260; Auto Parts 260; Sail Boats 40; Brake Shoes 550; Sewing 900; Building Materials 425; Comm. Printing 300. (Av. Wkly. wage $180); Quarries 200; Food Processing 240; Records & Tapes 1,000; Travel Trailers & Mobile Homes 250; Furniture 350.
Principal Industrial Pay Days: Wed., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 28-92; Summer 50-105; Fall 28-86; Winter —10-75. First killing frost, Oct. 30. Last killing frost, April 11.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Winchester; Front Royal; Strasburg, Woodstock.
Neighborhood Shopping Centers: Mt. Jackson; Edinbrg; New Market; Berryville; Boyce; Wardensville.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Dept.—Fri. Food—Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Leggetts 2, Penneys; Sears; Peebles; Nichols; K-Mart 2; Zayre.
Variety Stores: Newberry 2; McCrorys 2; Ben Franklin; Kresge.
Chain Drug Stores (CZ): People's 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Food Supermarkets: Safeway 4; A&P 4; IGA 4; Grand Union; 7-Eleven 15; Acme.
Other Chain Stores: Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 4; Goodrich; Joe the Motorists' Friend 2; G.R. Kinney; Triangle-Shoe; Advance; A&N 2; Jewel Box 2; Burton Men's Shop; Dollar General 3; Lowes, Lafayette; Radio Shack 2.

14—NEWSPAPERS: NORTHERN VIRGINIA DAILY 14,317; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Henry Himelright, Jr., Adv. Mgr., NORTHERN VIRGINIA DAILY.
National Representatives: Landon Associates, Inc.

SUFFOLK, VA.

1—LOCATION: Independent city (comprising the former Nasemond County in the Norfolk-Virginia Beach-Portsmouth, Va.-N. C.-SMSA). E&P Map F-3. 20 mi. SW of Norfolk, Va. On U.S. Hwys. 58, 460.

2—TRANSPORTATION: Railroads: Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City/County 70 Cen. 45,024; Loc. Est. 52,178
SMSA 70 Cen. 697,434; Loc. Est. 826,346
CZ ABC: (70) 45,024; (80) 46,800

SUFFOLK—continued

RTZ-ABC (70) 38,769, (80) 39,300
City & RTZ-ABC (70) 83,793, (80) 86,100

4—HOUSEHOLDS:
City/County 70 Cen. 9,788, Loc. Est. 20,723
SMSA 70 Cen. 183,700, Loc. Est. 826,346
CZ ABC (70) 13,164, (80) 15,600
RTZ-ABC (70) 10,703, (80) 11,000
City & RTZ-ABC (70) 23,867, (80) 26,600

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial	6	$86,000,000
Sav. & Loan Assn	2	$29,200,000

6—PASSENGER AUTOS: 24,225

7—ELECTRIC METERS: Residence 13,500

8—GAS METERS: Residence 1,835

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Peanut 2,370 ($115), Television Assembly 4,900 ($132), Lumber 465 ($130), Meat Pkg. 195 ($126), Tea & Coffee Prod. 260 ($115), Farm Machy. Mfg. 175 ($155)

10-CLIMATE: Min. & Max. Temp.—Spring 56-73, Summer 77-95, Fall 41-62, Winter 39-47

11—TAP WATER: Alkaline, very soft, not fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Suffolk Plaza	28	Montgomery Ward, A&P, Murphy Mart
Suffolk West	19	Winn-Dixie, Drug Fair

Principal Shopping Days Mon., Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, J.C. Penney, Leggett's, Murphy Mart, B. Laderberg & Son.
Variety Stores Woolworth, Rose's, Rayless, Dollar Store.
Chain Drug Stores (CZ) People's Revco, Drug Fair
Chain Food Supermarkets A&P Colonial, Belo 2, Safeway, Big Star, Winn-Dixie
Other Chain Stores Goodyear, Kinney's Shoes, Singer, Sherwin-Williams, Radio Shack, Western Auto, Lafayette Radio

14—NEWSPAPERS: NEWS-HERALD (e-Mon. thru Fri.) 7,930, (S) 8,092, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD
National Representatives None

VIRGINIA BEACH, VA.
See NORFOLK, VA.

WARREN COUNTY, VA.
See STRASBURG, VA.

WARWICK, VA.
See NEWPORT NEWS, VA.

WAYNESBORO, VA.

1—LOCATION: Independent City connected with Augusta County, E&P Map D-2. R.R. junction and shipping center for industrial, agricultural and dairy area of E. Augusta, N. Nelson and W. Albermarle Counties, 98 mi. W NW of Richmond, 90 mi. N NE of Roanoke. On U.S. Hwys. 250 and 340; Interstate I-64; State 254, 340, 624, 664, 795, 865.

2—TRANSPORTATION: Railroads C&O, N&W, Belt (freight line)
Motor Freight Carriers 5
Intercity Bus Lines Virginia Trailways
Airline Piedmont

3—POPULATION:
Corp. City 70 Cen. 16,707; Loc. Est. 15,512
CZ ABC (70) 23,113; (80) 23,600
RTZ-ABC (70) 37,135; (80) 43,800
Augusta County 70 Cen. 44,220; Loc. Est. 55,518
City & RTZ-ABC (70) 60,248; (80) 67,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,348, Loc. Est. 5,740
County 70 Cen. 12,664; Loc. Est. 18,742
CZ ABC (70) 7,216; (80) 8,400
RTZ-ABC (70) 10,985; (80) 14,900
City & RTZ-ABC (70) 18,201; (80) 23,300

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	5	$11,200,000,000
Sav. & Loan Assn	3	$75,000,000

6—PASSENGER AUTOS: City 10,183, Co. 33,595

7—ELECTRIC METERS: Residence 6,796

8—GAS METERS: Residence 6,430

9— PRINCIPAL INDUSTRIES (CZ): Diversified Industries: Electronics; Chemical and Synthetics; Furniture; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood, All employing over 9,000 people with industrial payroll over $140,000,000. Net effective buying income over $101,414,000.
Principal Industrial Pay Days Thurs., Fri.

10-CLIMATE: Annual rainfall approx. 39.98 in.; Annual snowfall approx. 20.0 in.; Winter av. temp. 42. Summer av. temp. 72.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center 234 retail outlets (32 chains) with retail sales in 1978 over $75,436,800. 22 blocks on 7 sts.; 5 on Main St.; 4 on Wayne Ave.; 1 on Federal St.; 1 on Short St.; 1 on Market Ave.; 3 on Arch Ave.; 1 on 11th St.; 6 blks. on Broad St.
Neighborhood Shopping Centers 3 blocks on Commerce Ave., 2 on W. Main St.; 4 on W. Broad; 3 on E. Broad.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Waynesboro	-	K-Mart
Center	17	Roses, Peoples, Western Auto

Principal Shopping Days Thur., Fri., Sat.
Stores Open Evenings Mon. thur Fri., Shpg. Ctrs.; Foods & many others nightly.

13—RETAIL OUTLETS: Department Stores Leggett's; Southern; Cato's, Newberry, Corner Hdwe.
Variety Stores Rose's.
Discount Stores K-Mart
Chain Drug Stores (CZ) Standard; Kroger Savon; Peoples Service Drugs, Drug Fair.
Chain Food Supermarkets Safeway; A&P; Kroger Savon; IGA; Shop & Save
Other Chain Stores Western Auto; Advance Stores; High's Ice Cream; Jewel Box, Firestone; Goodyear; Goodrich; Sherwin-Williams, Sears; A&N; Giant Shoes, Grand Piano, Dollar General; Moore's, The Yardstick.

14—NEWSPAPERS: NEWS-VIRGINIAN (e) 13 563, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Pat Montgomery, Adv. Dir., NEWS-VIRGINIAN.
NAtional Representatives Landon Associates, Inc.

WINCHESTER, VA.

1—LOCATION: Independent City connected with Frederick County, E&P Map E-1. County Seat. Mfg., shopping, fruit growing & packing, tourist, medical center. In Northern tip of State. On U.S. Hwys. 11, 17, 50, 522 340; Interstate 81. 72 mi. W of Washington, D.C., 142 mi. from Richmond.

2—TRANSPORTATION: Railroads B&O, Conrail, Winchester & Western.
Motor Freight Carriers 21
Intercity Bus Lines Greyhound.

3—POPULATION:
Corp. City 70 Cen. 14,643, Loc. Est. 22,500
CZ ABC (70) 14,643, (80) 24,000
RTZ-ABC (70) 74,756, (80) 89,100
Frederick County 70 Cen. 28,893; Loc. Est. 30,172
City & RTZ-ABC (70) 89,399; (80) 113,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,016, Loc. Est. 6,800
Frederick County 70 Cen. 8,570; Loc. Est. 9,300
CZ ABC (70) 5,015, (80) 9,400
RTZ-ABC (70) 22,933; (80) 31,400
City & RTZ-ABC (70) 27,948, (80) 40,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Comm. & Sav. Banks	6	$345,284,441
Sav. & Loan Assn.	3	$405,623,757

6—PASSENGER AUTOS: City 11,978

7—ELECTRIC METERS: Residence 7,936

8—GAS METERS: Residence 2,721

9— PRINCIPAL INDUSTRIES (CZ): (Winchester & Frederick County) Industry, Number of Wage Earners—Agricultural Services & Quarrying 330; Construction 1,600; Textiles & Apparel 530; Food 990; (fluctuates during year); Lumber & Furniture 670; Stone, Clay, Glass Products 1,420; Metal Prod. & Machy. 1,440; All Other Mfg., 7,760 15,400; Finance 970; Govt. 2,320; Services 3,670.

10-CLIMATE: Min. & Max. Temp.—Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19. Last killing frost, Apr. 21

11—TAP WATER: Alkaline.

12—RETAILING: Principal Shopping Area 10 blocks on 5 Sts., Downtown Pedestrian Mall.
Neighborhood Shopping Center Ward Plaza ½ mi.—Mont. Ward, Kresge, Peoples Drug, Joe the Motorist, Grand Union, Delco Plaza, Zayre, Dart Drug, Joanne Fabrics.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Berryville Pl.	-	Nichols, Grand Union
Ward Pl.	16	Wards, Mays, People's Drug, Kresge, Grand Union
Delco Plaza	8	Zayre, Dart Drug

Principal Shopping Days Sat., Fri., Mon.
Stores Open Evenings Department—Mon. and Fri. Food and Shopping Centers—Mon. thru Sun.

13—RETAIL OUTLETS: Department Stores Leggett's, Penney, Montgomery Ward, Sears, K-Mart, Nichols.
Variety Stores Newberry's, McCrory's, Kresge
Discount Stores (CZ) Revco 3, Zayre, Nichols, K-Mart.
Chain Drug Stores (CZ) Peoples 2, Drug Fair, Revco 3, Medco, Dart Drug.
Chain Food Supermarkets A&P 2, Safeway, Grand Union 2, Acme.
Other Chain Stores Jewel Box; Royal Jewelers; Kinney's; Joe The Motorist; Triangle Shoe, Giant Shoe; A&N.; Schewels, Firestone; May's; J.W. Grove; Sherwin-Williams; Eleanor, McPhail Paint, Goodyear; Country Legend Lowes; Moores; Fashion Bogi Carvel.

14—NEWSPAPERS: STAR (e) 18,870, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Dulaney, Adv. Mgr. STAR.
National Representatives Landon Associates, Inc.

WOODBRIDGE, VA.

1—LOCATION: Prince William County, E&P Map E-2. (In Washington, D.C.-Md.-Va. SMSA). Suburban residential and military center. In northern Virginia, 30 mi. south of Washington, D.C., 20 miles north of Fredericksburg, Va.; on Interstate 95 and 66.

2—TRANSPORTATION: Railroads Richmond, Fredericksburg & Potomac, Southern.
Motor Freight Carriers 3
Intercity Bus Lines Trailways, Greyhound.
Airlines Major national and international airlines at Washington, D.C.

3—POPULATION:
Prim. Mkt. Area-ABC 70 Cen. 75,511; (80) 115,300
County 70 Cen. 111,902, Loc. Est. 167,057
SMSA 70 Cen. 2,910,226, Loc. Est. 3,053,523
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
County 70 Cen. 27,778, Loc. Est. 48,984
SMSA 70 Cen. 898,496, Loc. Est. 1,092,863
PMA-ABC 70 Cen. 17,759; (80) 31,200
County Population & Household figure include Manassas & Manassas Park

6—PASSENGER AUTOS: County 82,808

9— PRINCIPAL INDUSTRIES (CZ): Industry, Percentage of Wage Earners (70 Cen.): Gov't. 47.6%; Prof. & Tech. 19.6%, Clerical 20.2%, Crafts 19.9%, Services 10.7%, Industrial 9.4%, Farming 0.3%.
Principal Industrial Pay Days Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 43-64, Summer 68-85, Fall 47-68, Winter 38-44. First killing frost, Oct. 26. Last killing frost, Apr. 10.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Major Shopping Centers: Marumsco Plaza, Woodbridge; Bridgewood S/C, Woodbridge; Featherstone Square S/C; Woodbridge; Gordon Plaza, Woodbridge; Manassas Mall, Manassas; Manaport, Manassas; Manassas Shopping Center, Dale City K-mart Center (Opens Sept. 80).
Neighborhood Shopping Centers: Lake Ridge, Potomac Plaza, Prince William Plaza, Dumfries S/C, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza.

Nearby Shopping Centers

Marumsco Plz.	Peebles Dept., Giant Foods
Bridgewood	Woolco, Super Saver
Featherstone Sq.	Dart Drug, Safeway
Gordon Plaza	Zayre, Grand Union, Dart Home
Manassas Mall	Montgomery Ward, Hecht's
Manaport	Woolco, Dart Home
Manassas	Peebles, Super Saver, Drug Fair

Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Peebles 2; Woolco; Zayres, Leggetts, Montgomery Ward; Hecht Co., K-Mart.
Chain Drug Stores: Dart, Peoples; Drug Fair.
Chain Food Stores (county): Super Saver; Grand Union, A&P; Safeway, Giant Foods, Plus & Bon Food.
Other Chain Stores: Goodyear, Merchants Tire; Market Tire; Philipsborn; Madamoeselle, Steven Windsor; Abbey Carpets; Franks Hardware, Hechingers, Lowe's; Hub Furniture, Sherwin Williams, Hi-Gear, Radio Shack; Mattress Discounters; Rug Man, Waxie-Maxie.

14—NEWSPAPERS: POTOMAC NEWS (e-Mon. thru Fri.) 19,672, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ed Swisher Adv. Adv. Dir., POTOMAC-NEWS.
National Representatives: U.S. Suburban Press, Inc.

WOODSTOCK, VA.
See STRASBURG, VA.

WASHINGTON SURVEYS

WASHINGTON STANDARD METROPOLITAN STATISTICAL AREAS

Porland, Ore.-Wash.—Clackamas, Multnomah and Washington Counties, Ore.; Clark County, Wash.

Richland-Kennewick-Pasco, Wash.—Benton and Franklin Counties.

Seattle-Everett, Wash.—King and Snohomish Counties.

Spokane, Wash.—Spokane County.

Tacoma, Wash.—Pierce County.

Yakima, Wash.—Yakima County.

WASHINGTON POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1981**	**1985**
Under 5 Years	281	279	303
5-14 Years	679	605	539
15-24 Years	627	734	629
25-44 Years	808	1,152	1,192
45-64 Years	698	746	683
65 and Over	321	442	447
TOTAL	3,413	3,961	3,793

Based on U.S. Census

WASHINGTON RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1972 Census**	**1977 Census**	**1981 Estimate**
Bldg. Mat. Hdwr	367	898	1,303
General Mdse	1,002	1,604	2,333
Food	1,740	2,895	4,245
Automobiles	1,440	2,757	3,256
Gasoline Stations	575	947	1,772
Apparel	33	611	909
Furniture	322	669	938
Eat-Drink Places	673	1,356	1,903
Drugs	302	536	770
Total Sales	7,494	13,503	19,387

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ABERDEEN, WASH.

1—LOCATION: Grays Harbor County, E&P Map A-2. On the Chehalis River. 50 mi. W of Olympia. On U.S. Hwys. 12, 101.

2—TRANSPORTATION: Railroads: Northern Pacific, Chicago, Milwaukee; St. Paul & Pacific, Oregon; Washington RR & Navigation Co.; Union Pacific.
Motor Freight Carrier: 5
Intercity Bus Lines: Washington Coast Lines, Grays Harbor Transit.
Airlines: Air Gemini.

3—POPULATION:
City 70 Cen. 18,489; Loc. Est. 18,283
CZ ABC (70) 30,554; (80) 32,700
RTZ-ABC (70) 38,885; (80) 44,800
County 70 Cen. 59,553; Loc. Est. 64,729
City & RTZ-ABC (70) 69,439; (80) 77,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 6,652; Loc. Est. 7,746
County 70 Cen. 10,743; Loc. Est. 25,082
City Zone ABC (70) 10,743; (80) 13,200
RTZ-ABC (70) 12,607; (80) 16,600
City & RTZ-ABC (70) 23,350; (80) 29,800

5—BANKS: Comm. 4, S & L Assn. 4. Comb. Deposits $291,385,224

6—PASSENGER AUTOS: County 32,375

7—ELECTRIC METERS: Residence 11,132

8—GAS METERS: Residence 950

9— PRINCIPAL INDUSTRIES (CZ): Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days Sat. 5 & 20

10-CLIMATE: Min. & Max. Temp.—Spring 50-70; Summer 70-85; Fall 50-75; Winter 30-45.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center 3 blocks on Heron St.; 5 on Wishkah St., 4 on Market

THE DAILY WORLD
Aberdeen, Washington
"The only seven-day-a-week newspaper serving coastal Washington"
DONREY MEDIA GROUP

St.—East Wishkah Mall (20 stores).
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Wed., Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Pearson's, Elvin's.
Variety Stores: S. H. Kress; Pay'n Save.
Discount Stores: Payless; Ernst-Malmo.
Chain Drug Stores: Olympic; Medical-Dental Phcy.; Rexall Drugs 2; Pay N-Save.
Chain Food Supermarkets: Safeway 3, Thriftway; Swanson's 3; Shop Rite; Prarie Mkt.; Albertson's.
Other Chain Stores: Goodyear; Montgomery Ward (catalog); Weisfield Jewelers; Coast-to-Coast: Discount Fabrics; Radio Shack; Sherwin-Williams; General Tire; Kinney Shoes; Mode O'Day; True Value Hardware 3; Sprouse-Reitz; Mr. Pets; Gretchen's; Pizza Pete's; LeRoy's Jewelers; Hickory Farms; D.J.'s Sound City; Strings & Things; Squire Shop; B. Dalton; Hallmark 2; House of Fabrics; Sambo's; Denny's; Baskin-Robbins; McDonald's, Skipper's, Country Kitchen; Shakey's; Grizzly-Bear; Kentucky Fried Chicken 2; Herr Lumber; Maurice's Arctic Circle 2; A&W; Dairy Queen.

14—NEWSPAPERS: WORLD (e) 19,023; (S) 18,986; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gary McLaughlin, Adv. Dir. WORLD.
National Representatives: Branham/Newspaper Sales.

AUBURN, WASH.

1—LOCATION: King County, E&P Map B-2 (in Seattle-Everett, Wash. SMSA). Manufactures dairy products, lumber, shingles charcoal, sheet metal & fibre glass products. Fruit, Vegetables packed & Shipped. Cold storage plant. Timber. Diversified farming. Aircraft engines, Aerospace, G.S.A., F.A.A. Located 25 mi. S. of Seattle at the junction of SR167 & SR18 off Interstate 5.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers: 44.
Intercity Bus Lines: Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines: Served by all major airlines through Seattle Airport.

3—POPULATION:
Corp. City 70 Cen. 21,817; Loc. Est. 28,000
City Zone Local Est. 49,000
County 70 Cen. 1,156,633; Loc. Est. 1,225,000
SMSA 70 Cen. 1,421,869; Loc. Est. 1,460,196

4—HOUSEHOLDS:
City 70 Cen. 7,128; Loc. Est. 10,500
County 70 Cen. 391,759; Loc. Est. 460,000
SMSA 70 Cen. 473,222; Loc. Est. 561,382

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	4	$150,000,000
Commercial Banks	7	$200,000,000

6—PASSENGER AUTOS: County 749,307

7—ELECTRIC METERS: Residence ('80 Est.) 10,377

8—GAS METERS: Residence ('80 Est.) 6,600

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aerospace 6,000 ($420); Government (Federal) 1,100 ($400); Railway 400 ($500); Plastics 100 ($300).
Principal Industrial Pay Days: 1st and 15th monthly.

10-CLIMATE: Min. & Max. Temp.—Spring 44.3-59.3; Summer 55.1-72.9; Fall 47.8-60.4; Winter 38.2-47.5. First killing frost, Nov. 25; Last killing frost, Mar, 15.

11—TAP WATER: Medium, hard.

12—RETAILING: Principal Shopping Center: Downtown Auburn,
Neighborhood Shopping Center: Auburn North Ctr.; Forest Villa; South Auburn Way; North Auburn Way; Little Detroit of the West.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Sea-Tac Mall	8	Bon Marche, Sears, Peoples

Principal Shopping Days: Daily & Sun.
Stores Open Evenings: Mostly all.

13—RETAIL OUTLETS: Department Stores: J.C. Penney;
Variety Stores: Bonanza 88.
Chain Drug Stores (CZ): Skaggs; Pay'n Save.
Chain Food Supermarkets: Safeway; Albertsons; Thriftway.
Other Chain Stores: Coast-to-Coast; 7-11.

14—NEWSPAPERS: GLOBE NEWS (mS) 7,563; VAC Feb. 26, 1980.
Local Contact for Advertising and Merchandising Don Kupfer, Adv. Dir; Fournier Newspapers.
National Representatives: U.S. Suburban Press, Inc.

BELLEVUE-KIRKLAND, WASH.

1—LOCATION: King County, E&P Map B-2 (In Seattle-Everett Wash. SMSA). 6 mi. east of Seattle. East of Lake Washington, on Interstate 405 (alternate to north-south I-5 which passes thru Seattle). Two floating bridges connect with Seattle to the west (Interstate 90 and Hwy. 520).

2—TRANSPORTATION: Railroads: Burlington-Northern.
Motor Freight Carriers: 2
Intercity Bus Lines: Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines: Alaska; Braniff; British Airways; Continental; Delta; Eastern; Hughes Airwest; Northwest; Pacific Western; Pan American; Scandinavian; United; Western (In Seattle).

3—POPULATION:
Bellevue-Kirkland 70 Cen. 76,166; Loc. Est. 95,478
County 70 Cen. 1,156,633; Loc. Est. 1,162,505
SMSA 70 Cen. 1,421,869; Loc. Est. 1,460,196
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Bellevue 70 Cen. 29,074; Loc. Est. 37,314
Kirkland 70 Cen. 5,063; Loc. Est. 19,344
County 70 Cen. 391,758; Loc. Est. 476,500
SMSA 70 Cen. 473,222; Loc. Est. 585,200
Total Mkt. Area (Bellevue, Kirkland, Redmond Issuquah, Woodinville, Juanita, Mercer Island) 82,545

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	7	$517,548,000
Sav. & Loan Assn.	9	$324,280,000
Commercial Banks	10	$234,073,000

6—PASSENGER AUTOS: Co. 743,718

7—ELECTRIC METERS: East Side 112,167

8—GAS METERS: East Side 58,261

9— PRINCIPAL INDUSTRIES (CZ): Electronic Control Systems; Photo-typesetting Equipment; Bldg. Materials; Trucks; Construction Equipment; Soft Drinks; Food Pdts; Medical electronics.
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2. Last killing frost Mar. 20.

11—TAP WATER: soft.

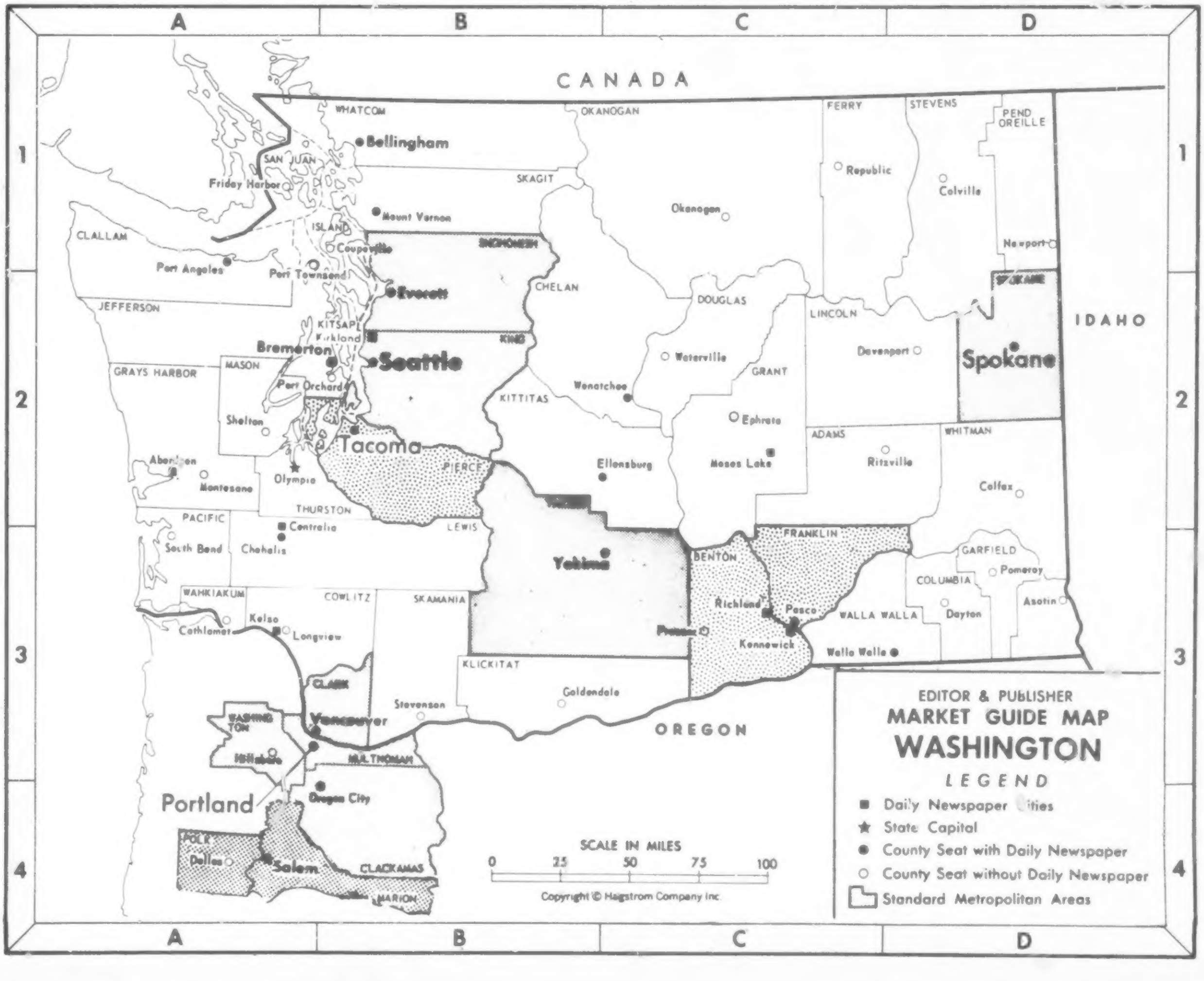
12—RETAILING: Principal Shopping Center (Number of Stores)-8400 stores on East Side. Bel-Sqaure— Bellevue Way & NE 8th (61); Crossroads-NE 8 & 156th NE (40); Totem Lake Exit 124 off 405; Kirkland (45); Factoria, I-90 & 405, Overlake, 148th & N.E. 24th.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bel-Sqaure	61	Fred'k & Nelson, Nordstron's, J.C. Penney
Crossroads	40	Lamont's, Ernst Hdwr., Fred Meyer
Totem Lake	45	Pay'n Save, Thrifty, Ernst Hdwr., Lamont's
Lake Hils	8	QFC Grocery
Evergreen Vlg.		Pay'n Save, Safeway
Sternco		Munson's, Sleep World
Downtown Kirkland		Coast-to-Coast, Sears
Redmond Ctr.		IGA
Juanita Firs		Safeway
Sunset Village		Safeway, Fisher Drug
Eastgate Plaza		Albertsons, Skaggs
Bear Creek		Pay'n Save, Safeway
Overlake		PayLess
Factoria	40	Pay'n Save, Safeway

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Sears, Nordstrom's, Frederick and Nelson, Lamont's, Fred Meyer, Montgomery Ward, K-Mart, Bon Marche, J. Jacobs, Trident Imports, Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores (CZ): Pay 'n Save, Payless, Skaggs, Coast-to-Coast; Ernst Hardware, Fred Meyer, Bartells, Pay 'n Pak.
Chain Food Stores: Albertson's, Safeway, Lucky, Thriftway, Thrifty, QFC, Grocery Boys, Prairie Mark-It, Mark-It Foods, Tradewell, Fred Meyer, I.G.A.
Other Chain Stores: Firestone, Goodyear, Big O Tires, O.K. Tire, R&B Furniture, Hancock Fabrics, Discount Fabrics, Gran Tree Furniture Rental, Friedlander's Jewelry, Radio Shack, Merribee Yarn Craft, Dunn Lumber, 7-Ele[illegible] Stores, Dairy Queen, Shuck's Auto, Fisher Drug, Bartell Drug, Sleepaire, Hickory Farms, J.K [illegible], Western Farmers Assoc., Hallmark, TMI Ti[illegible], Standard Tire,


A
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CANADA
IDAHO
OREGON
WHATCOM
Bellingham
SAN JUAN
Friday Harbor
SKAGIT
Mount Vernon
ISLAND
Coupeville
CLALLAM
Port Angeles
Port Townsend
SNOHOMISH
Everett
JEFFERSON
KITSAP
Kirkland
Bremerton
Seattle
KING
GRAYS HARBOR
MASON
Port Orchard
Shelton
Tacoma
PIERCE
Aberdeen
Montesano
Olympia
THURSTON
PACIFIC
South Bend
Centralia
Chehalis
LEWIS
WAHKIAKUM
Cathlamet
Kelso
Longview
COWLITZ
SKAMANIA
CLARK
Vancouver
Stevenson
WASHINGTON
Hillsboro
MULTNOMAH
Portland
Oregon City
POLK
Dallas
Salem
CLACKAMAS
MARION
OKANOGAN
Okanogan
CHELAN
Wenatchee
DOUGLAS
Waterville
KITTITAS
Ellensburg
YAKIMA
Yakima
KLICKITAT
Goldendale
GRANT
Ephrata
Moses Lake
BENTON
Prosser
Richland
Kennewick
Pasco
FRANKLIN
WALLA WALLA
Walla Walla
FERRY
Republic
STEVENS
Colville
PEND OREILLE
Newport
LINCOLN
Davenport
SPOKANE
Spokane
ADAMS
Ritzville
WHITMAN
Colfax
GARFIELD
Pomeroy
COLUMBIA
Dayton
Asotin
SCALE IN MILES
0
25
50
75
100
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EDITOR & PUBLISHER
MARKET GUIDE MAP
WASHINGTON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas

BELLEVUE—continued

Fabricland, Music West, Lea Miles Transmission, Capitol Tire; Sprouse-Reitz; Malmo, Sportswest Sams Tires.

14—NEWSPAPERS: JOURNAL-AMERICA (m. Mon. to Sat.) 28,389 sworn Sept. 30, 1979 VAC (latest statement available).
Local Contact for Advertising and Merchandising Data: Ed Andrea, National Ad. Mgr. Journal-American.
National Representatives: USSPI

BELLINGHAM, WASH.

1—LOCATION: Whatcom County, E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5, State Hwys. 11,542,539. On Bellingham Bay.

2—TRANSPORTATION: Railroads: Burlington Northern Railway; Chicago, Amtrak.
Motor Freight Carriers: 14.
Freight Steamship Lines: 1.
Intercity Passenger Bus Lines: Greyhound.
Airlines: Harbor, San Juan.

3—POPULATION:
Corp. City 70 Cen. 39,375; Loc. Est. 44,414
City Zone ABC: (70) 39,375; (80) 46,800
RTZ-ABC: (70) 42,575; (80) 57,400
County 70 Cen. 81,983; Loc. Est. 101,210
City & RTZ-ABC: (70) 81,950; (80) 104,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 13,782; Loc. Est. 18,431
County 70 Cen. 26,720; Loc. 38,779
City Zone ABC: (70) 13,762; (80) 18,700
RTZ-ABC: (70) 12,958; (80) 20,100
City & RTZ-ABC: (70) 26,720; (80) 38,800

5—BANKS:	NUMBER	DEPOSITS
Commercial	7	$199,000,000
Mutual Savings	3	$47,000,000
Sav. & Loan Assn.	6	$128,000,000

6—PASSENGER AUTOS: County 53,500

7—ELECTRIC METERS: Residence 17,100

8—GAS METERS: Residence 12,300

9— PRINCIPAL INDUSTRIES (CZ): Agriculture 2,460, Food and kindred products 1,300; Lumber and wood products 750; Printing and publishing 190; Stone, clay and glass products 250; Other durable goods 2,090; Other non-durable goods 2,210; Forestry, Fishing Mining and Misc. 440; Contract construction 1,480; Wholesale & Retail Trade 7,700; Finance, Insurance and real estate 1,050; Services 5,140; Government 6,730; Educational Services 4,230; Other government 2,700.

10-CLIMATE: Min. & Max. Temp.—Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28. Last killing frost, May 12.

11—TAP WATER: Neutral, soft, filtered, chlorinated.

12—RETAILING: Principal Shopping Center: 23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers: 12th & Harris; Meridian & Broadway; Northwest & E. Maplewood; E. Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall, College Pkwy.; Fountain District; Park Manor; Sunset- Square; Town & Country; Fred Meyer; Meridian Village.
Principal Shopping Days: Dept. Stores—Mon., Fri. and Sat.; Food Stores Thu. and Sun.

13—RETAIL OUTLETS: Department Stores: Sears, J.C. Penney, Golden Rule; Bon Marche; Fred Meyer; K-Mart; Payless; Nordstrom's Place Two, Jafco, J.K. Gill; Ernst Hardware.
Variety Stores: Woolworth, 88 Center; Sprouse-Reitz.
Discount Stores: Discount City, Yeager's.
Chain Food Supermarkets: Safeway Stores 4; Thriftway 5, Albertson's 2; Tradewell.
Other Chain Stores: Weisfield's Jewelry, Goodyear; Firestone; Gallenkamp; Pittsburgh Paints; Sherwin-Williams; Singer Co., Coast to Coast; Karl's; Jeanne Dale Fabrics, Hickory Farms, Discount Fabrics, Skipper's, Pizza Haven.

14—NEWSPAPERS: HERALD (e Mon. to Fri) 23,168 (S) 24,742; March 30, 1980.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Mkt. Dir., HERALD.
National Representatives: Gannett Newspaper Advertising Sales.

BREMERTON, WASH.

1—LOCATION: Kitsap County, E&P Map B-2. On Puget Sound. 45 minutes ferry ride to Seattle; 32 mi. from Tacoma. On Hwys. 3, 16.

2—TRANSPORTATION: Railrods Northern Pacific; Chicago, Milwaukee Train Ferry.
Motor Freight Carriers: 5.
Intercity Bus Lines: Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water: Washington State Ferries (to Seattle).

3—POPULATION:
City 70 Cen. 35,307; Loc. Est. 40,000
City Zone ABC: (70) 68,801; (80) 91,100
RTZ-ABC: (70) 37,501; (80) 52,900
County 70 Cen. 101,732; Loc. Est. 132,000
City & RTZ-ABC: (70) 106,302; (80) 144,000

4—HOUSEHOLDS:
City 70 Cen. 11,694; Loc. Est. 15,241
County 70 Cen. 32,856; Loc. Est. 52,654
City Zone ABC: (70) 22,342; (80) 33,800
RTZ-ABC: (70) 12,098; (80) 19,600
City & RTZ-ABC: (70) 34,440; (80) 53,400

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Branches	26	$338,202,000
Savings Banks	4	$22,705,280
Sav. & Loan Assn.	15	$197,600,000

6—PASSENGER AUTOS: County 68,136

7—ELECTRIC METERS: Residence 92,540

8—GAS METERS: Residence 8,390

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Total Wage) Shipbuilding--Repairing Puget Sound Naval Shipyard 12,014 ($264 million); Bangor/Trident Submarine Base (under construction) Civilian, Contractors, Military 4,267 ($52 million) Naval Undersea Warfare Eng. Stn. (Keyport) 2,850 ($59 million)
Principal Pay Days: Alternate Fridays.

10-CLIMATE: Min. & Max. Temp.—Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27. Last killing frost. Mar. 28.

11—TAP WATER: Natural, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth, 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers: 3 blocks on Callow; 3 on Silverdale Hwy.; 5 on east end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Sheridan Vill.	2	Noah's East (Shop-rite)
Perry Ave. Mall	2½	Thriftway
Westgate	2½	Arnold's Furn.
K-Mart	3	K-Mart
Value Giant	3	Value Giant, Payless N.W., Albertsons's
Oyster Bay Plaza	3	Thriftway, Payless, Smalley Drug
Kitsap Lk.	4	Ralph, Shop-Rite Sunset Home Furnishings
Wheaton Way Mall	2½	Ernst Hdwe, Pay'n Save, Safeway, Gran Tree Furniture
Redwood Plaza		
Westbay	8	Mark-it Foods
Southpart Vlg.	10	Thriftway, Ben Franklin
Port Orchard Plz.	7½	-
Silverdale Vlg.	12	IGA, Shop-Rite
CK Mall-Silverdale	12	Thriftway
Hi Point	8½	Safeway, Sprouse-Reitz
Alexander	2½	Picadilly, Kafco, Color Tile

Principal Shopping Days: Wed., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Bremer's, J. C. Penney; Sears, Montgomery Ward; Payless; Value Giant.
Variety Stores: Woolworth, Sprouse-Reitz.
Discount Stores: Payless N.W. (Value Giant); K-Mart, Pay'n Save, Payless.
Chain Drug Stores (CZ): Thrifty 2, Swanson's-Smalleys 2 (Rexal); Walgreens 4, Farrell's 4, Farrell's 4.
Chain Food Supermarkets (CZ): Safeway 3, Shop-Rite 5; Thriftway 6, Food King 1; I.G.A. 6; Family Mkt., Albertson's, Tradewell.
Other Chain Stores: Freidlander (Jewelry); Coast-to- Coast; Firestone; Western Auto; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Nordstrom Place Two; Pacific Iron; Weisfield's Jewelry; Jafco.

14—NEWSPAPERS: SUN (e) 35,964, March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir. SUN.
National Representatives: Branham Newspaper/Sales.

CENTRALIA-CHEHALIS, WASH.

1—LOCATION: Lewis County, E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber and agricultural center. Situated midway between Portland and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific, Chicago, Milwaukee & St. Paul; Amtrak.
Motor Freight Carriers: 4.
Intercity Bus Lines: Western Greyhound; Continental Pacific Trailways.

3—POPULATION:
Corp. Cities 70 Cen. 15,781; Loc. Est. 21,713
Centralia 70 Cen. 10,054; Loc. Est. 11,360
Chehalis 70 Cen. 5,727, Loc. Est. 10,253
CZ ABC: (70) 18,968; (80) 22,600
RTZ-ABC: (70) 35,158; (80) 46,900
County 70 Cen. 45,467; Loc. Est. 54,926
city & RTZ-ABC: (70) 54,126; (80) 69,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Centralia 70 Cen. 3,792; Loc. Est. 4,855
Chehalis 70 Cen. 1,855; Loc. Est. 4,376
County 70 Cen. 15,282; Loc. Est. 21,411
CZ ABC: (70) 6,963; (80) 9,500
RTZ-ABC: (70) 10,903; (80) 16,600
City & RTZ-ABC: (70) 17,866; (80) 26,100

5—BANKS:	NUMBER	DEPOSITS
Commercial Branches	4	$151,632,262
Sav. & Loan Assn.	4	$195,399,185
Mutual Savings Bank	1	$4,011,000

6—PASSENGER AUTOS: County 30,229

7—ELECTRIC METERS: Residence 8,629

8—GAS METERS: Residence 3,092

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Logging, Lumber & Wood products 2,890 ($279); Retail & Wholesale 3,490 ($163); Service 2,900 ($130), Agriculture 1,020 ($178); Govt. 3,120 ($252); Construction 836 ($321); Other Mfg. 783 ($234); Transp. Comm. & Util. 780 ($297); Finance, Ins. & Real Estate 419 ($198); Coal Mining 411 ($389); Food Processing 430 ($190); Printing & Publ. 314 ($177)

10-CLIMATE: Min. & Max. Temp.—Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7. Last killing frost, Mar. 18.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center: Centralia: 7 blocks on Tower Av., 3 on Main St., 3 on Pearl St. Chehalis: 2 on Market St., 1 on Boistfort St., 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers: 3 blocks on S. Market; 2 on S. Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Fairway	4	CC Sooper
Yard Birds	18	U-Mark-It
Lewis Co. Mall	35	Sears
Sun Birds	6	
Safeway	7	Safeway

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Sears, J.C. Penney 2.
Variety Stores: Ben Franklin 2, Bonanza.
Discount Drug Stores (CZ): Olympic Drug, Value Giant;
Chain Drug Stores (CZ): Olympic Drug, Value Giant; Giant T.
Chain Food Supermarkets: Safeway 2, Fuller's 2, Prairie Mkt.; CC Sooper; LC Mark-It.
Other Chain Stores: Western Auto 2; Coast-to-Coast 2; Firestone, Montgomery Ward (catalog); Mode O'Day 2, Pittsburgh Paint, Singer Co., Radio Shack; House of Fabrics, Kinney Shoes. Goodyear.

14—NEWSPAPERS: CHRONICLE (e) 16,100; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Ret. Adv. Mgr., CHRONICLE.
National Representatives: Branham/Newspaper Sales.

CLARKSTON, WASH.
See LEWISTON, IDAHO

ELLENSBURG, WASH.

1—LOCATION: Kittitas County, E&P Map C-2, County Seat. Education center (Central Washington University) in center of state. At junction of Interstate Highways I-90 and I-82. 108 mi. E. of Seattle, 185 mi. W of Spokane.

2—TRANSPORTATION: Railroads: Milwaukee, Burlington Northern, Amtrak (pass.)
Motor Freight Carriers: 37

3—POPULATION:
City 70 Cen. 13,568; Loc. Est. 12,937
City Zone 14,080
Retail-Trading Zone 15,856
County 70 Cen. 25,039; Loc. Est. 26,200
City & RTZ 19,200

4—HOUSEHOLDS:
City 70 Cen. 4,058; Loc. Est. 4,415
County 70 Cen. 7,846; Loc. Est. 9,865

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$85,000,000
Sav. & Loan Assn.	2	$10,600,000

6—PASSENGER AUTOS: County 11,486

7—ELECTRIC METERS: Residence 4,923

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Meat Packing 275 ($295); Creamery 7 emp. ($195); Food Processing 54 ($165); Lumber 41 ($230); Central Washington U. 990 ($381).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 3. Last killing frost, May 15.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on 3 streets.
Shopping Centers: Ellensburg Mall.
Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Penney's, Western, Berry's; Community Store; Bi-Mart.
Variety Stores: Bonanza 88¢, Sprouse-Reitz.
Chain Drug Stores (CZ): Ostrander's 2, Medical Arts Phcy. 1; Money Saver 1.
Chain Food Supermarkets: Albertson's 1; Safeway, Thriftway 2; Meads Markets.
Other Chain Stores: Sears; Coast-to-Coast; Montgomery Ward; Mode O'Day; Bi-Mart.

14—NEWSPAPERS: RECORD (e) 5,887; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Mgr., RECORD.
National Representatives: Branham/Newspaper Sales.

EVERETT, WASH.

1—LOCATION: Snohomish County, E&P Map B-2 (In Seattle-Everett SMSA). County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On U.S. Hwys. 2, 99 and Interstate 5. Deep water harbor.

2—TRANSPORTATION: Railroads: Burlington-Northern, Milwaukee Road.
Motor Freight Carriers: 6.
Freight Steamship Lines: 2.
Intercity Bus Lines: Arlington-Lake Stevens, Greyhound; Metropolitan; Island Empire.

3—POPULATION:
City 70 Cen. 53,622; Loc. Est. 53,933
City Zone ABC: (70) 64,828; (80) 64,400
RTZ-ABC: (70) 227,419; (80) 273,700
County 70 Cen. 265,236; Loc. Est. 297,691
SMSA 70 Cen. 1,421,869; Loc. Est. 1,460,196
City & RTZ-ABC: (70) 292,247; (80) 338,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 18,875; Loc. Est. 21,890
County 70 Cen. 81,463; Loc. Est. 105,506
SMSA 70 Cen. 473,222; Loc. Est. 561,382
City Zone ABC: (70) 22,702; (80) 25,700
RTZ-ABC: (70) 67,161; (80) 93,100
City & RTZ-ABC: (70) 89,863; (80) 118,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$241,598,000
Sav. & Loan Assn.	7	$132,160,000

6—PASSENGER AUTOS: county 179,732

7—ELECTRIC METERS: Residence 22,388

8—GAS METERS: Residence 6,293

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Products 2,186 ($294); Lumber & Wood 5,536 ($219); Machinery & Fab. Metal Products 2,524 ($252); Services 5,874 ($215); Transportation 14,042 ($285); Finance 2,570 ($247); Gov. 4,132 ($242); Food 2,040 ($245); Construction 3,325 ($275); Printing 281 ($269).

10-CLIMATE: Min. & Max. Temp.—Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13. Last killing frost, Apr. 14.

11—TAP WATER: Acid, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 15 blocks on 6 sts.
Neighborhood Shopping Centers: 19 & Broadway; 49 & Hwy. 99 So.; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 So.; South Broadway.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
B & M (CZ)	3	B. & M. Food
Madison Sq. (CZ)	3	Albertson's
17th & Bway. (CZ)	1½	Safeway
Everett Mall (CZ)	5	Sears, The Bon
Evergreen Way (CZ)	3	Wigwam
Evergreen Way at Holly Dr. (CZ)	5	-
Evergreen Way at Casino Rd. (CZ)	5	K-Mart
Frontier Vill. (CZ)	5½	B. & M. Food
Safeway (CZ)	7	Safeway
Lynnwood Sq. (RTZ)	8	Payless
Fred Meyer Lynnwood (RTZ)	8	Fred Meyer
James Village (RTZ)	11	Albertson's
Anderson's	-	Terry's Thriftway
Fred Meyer (CZ)	4½	Fred Meyer

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Dept.—Mon. thru Fri.; Food & Discount every evening.

13—RETAIL OUTLETS: Department Stores: Bon Marche (Allied) 2, Sears, J.C. Penney, Montgomery Ward (mail order).

Discount Stores (CZ): Payless, K-Mart, Fred Meyer.
Variety Stores: Bonanza.

Chain Drug Stores (CZ): Pay'n Save, B&M Prescriptions 4.
Chain Food Supermarkets (CZ): Safeway 4, Thriftway 3, B&M 4, W. Dependable-Shopland 3; Tradewell, Albertson's, Haggen's, Olson's, Mark-It-Foods.
Other Chain Stores (Corp. City): Firestone, Singer Co., Goodyear, Gallenkamp's, Thom McAn; Pittsburgh Paint, Sherwin-Williams, Mode O'Day, Weisfield's, Burnett's, Friedlander & Sons, Wigwam; Radio Shack; Ernst Hdwr., Tandy Leather.

14—NEWSPAPERS: HERALD (e) 61,037, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Larry L. Hanson, Marketing Director, HERALD.
National Representatives: Branham/Newspaper Sales.

KELSO, WASH.

See LONGVIEW, WASH.

KENNEWICK, WASH.

See PASCO, WASH.

KENT, WASH.

1—LOCATION: King County, E&P Map B-2 (in Seattle-Everett, Wash. SMSA). Aerospace, Manufactures furniture, Clothing, Canned goods, Woodenware, fishing tackle, crates, metalware, Computer equipt., Ceramics, Chemicals, glass, plastics, telephone & Switchboard equipt. Vegetable packing, Cold storage plants, green houses, Ships Lettvce, peas, cauliflower, Diversified farming, Located approx. 18 mi S. of Seattle on S.R. 167, off Interstate 5.

2—TRANSPORTATION: Railroads: Burlington Northern; Union Pacific; Amtrak.

Motor Freight Carriers: 44.

Intercity Bus Lines: Metro (King Co. Transist System); Greyhound & Trailways (In Seattle).

Airlines: Served by all major Airlines through Seattle Airport.

3—POPULATION:

Corp. City 70 Cen. 21,510; Loc. Est. 23,500
City Zone Local Est. 53,500
County 70 Cen. 1,156,633; Loc. Est. 1,225,000
SMSA 70 Cen. 1,421,869; Loc. Est. 1,460,196

4—HOUSEHOLDS:

City 70 Cen. 6,674; Loc. Est. 8,400
County 70 Cen. 391,759; Loc. Est. 460,000
SMSA 70 Cen. 473,222; Loc. Est. 561,382

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Loan Assn.	4	$190,000,000
Commercial Banks	12	$240,000,000

6—PASSENGER AUTOS: County 749,307

7—ELECTRIC METERS: Residence ('80 Est.) 7,937

8—GAS METERS: Residence ('80 Est.) 3,900

9—PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aerospace 10,000 ($420); Electronics 1,000 ($275); Mfg. 500 ($300); Mfg. Phone Equipt. 550 ($325).

Principal Industrial Pay Days: 1st & 15th Monthly.

10-CLIMATE: Min. & Max. Temp.—Spring 44.4-59.3; Summer 55.1-72.9; Fall 47.8-60.4; Winter 38.2-47.5; First killing frost, Nov. 25. Last killing frost, Mar. 15.

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: Downtown Kent.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Benson Ctr.	2	Ernst-Malmo
East Hill Ctr.	2	Mardix Drug
Sea Tac Mall	12	Bon Marche, Peoples, Sears
South Center	7	J.C. Penney, Zales, Nordstroms, Frederick & Nelson

Principal Shopping Days: Daily & Sun.

Stores Open Evenings: Shopping Centers every evening to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears.

Discount Stores: K-Mart; Wigwam.

Chain Drug Stores: Pay'n Save; Payless.

Chain Food Supermarkets: Safeway; Lucky; Albertsons; Johnny's; IGA.

Other Chain Stores: Firestone, Coast to Coast.

14—NEWSPAPERS: NEWS JOURNAL (mS) 10,314; VAC Feb. 26, 1980 Mar. 31, 1978 ABC.

Local Contact for Advertising and Merchandising Data: Don Kupfer, Adv. Dir. Fournier Newspapers.

National Representatives: U.S. Suburban Press, Inc.

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,503,242	17,733,745	19,387,454	1,776	1,303,346	586	2,333,406	3,586	4,245,424	2,640	3,256,169	3,005	1,772,113	1,815	908,892	2,917	937,546	6,296	1,903,304	819	769,933
STANDARD METROPOLITAN STATISTICAL AREAS																					
Portland, Ore.-Wash.	4,516,528	6,232,639	6,879,853	464	317,272	176	1,200,761	1,069	1,278,492	689	1,203,785	808	598,584	606	316,925	828	365,749	1,982	674,897	179	186,762
Richland-Kennewick-Pasco, Wash.	464,977	650,278	721,814	51	54,744	23	97,573	108	157,331	98	119,032	92	71,796	62	30,816	93	30,529	162	58,721	29	44,979
Seattle-Everett, Wash.	5,865,981	8,068,465	8,897,854	575	507,255	191	1,144,735	1,277	1,870,684	943	1,459,248	1,027	738,147	739	462,979	1,220	442,044	2,490	933,850	310	334,564
Spokane, Wash.	1,212,900	1,484,872	1,600,008	143	113,945	42	229,790	267	324,752	239	284,458	235	133,707	142	75,630	258	91,703	490	140,239	67	57,889
Tacoma, Wash.	1,437,664	1,820,535	1,975,110	174	116,475	42	274,925	370	390,470	303	371,123	327	201,954	144	80,716	309	101,986	599	176,554	70	65,461
Yakima, Wash.	574,115	698,368	751,747	85	59,584	28	94,495	177	165,932	138	139,679	143	73,702	76	36,854	120	34,517	280	64,934	40	22,427
COUNTIES, Cities																					
ADAMS	37,071	43,776	46,849	12	3,085	3	1,112	14	13,411	11	7,676	23	5,403	4	1,341	11	939	30	7,005	7	3,414
ASOTIN	27,984	35,420	38,421	8	4,032	1	513	10	11,486	9	3,224	14	4,868	4	1,049	13	2,644	18	4,328	4	3,420
Clarkston	26,994	34,495	36,995	6	3,454	1	513	9	11,175	9	3,224	11	4,587	4	1,049	13	2,644	16	4,198	4	3,420
BENTON	334,868	472,402	526,067	40	47,427	18	62,259	84	118,104	76	82,340	63	51,998	50	25,299	67	23,542	104	38,679	22	33,390
Kennewick	213,161	381,332	338,901	22	37,762	9	58,852	42	65,202	49	52,242	26	23,860	33	19,774	30	16,371	51	21,302	9	15,438
Richland	91,964	124,400	136,653	9	8,125	6	3,407	26	39,475	15	11,867	25	21,446	11	4,261	30	6,687	36	14,545	9	14,906
CHELAN	202,879	233,150	248,187	33	23,683	17	28,369	68	52,971	43	43,641	50	23,387	33	12,678	37	7,522	110	22,294	14	13,417
Wenatchee	125,990	143,331	152,269	17	12,582	9	15,578	33	29,368	23	31,158	21	10,511	25	11,310	32	5,740	54	13,415	8	7,714
CLALLAM	175,401	217,964	235,568	35	20,517	10	14,444	58	62,114	46	31,922	38	19,697	22	11,469	38	10,090	88	24,905	10	11,784
Port Angeles	119,727	146,964	158,440	17	12,457	5	11,567	30	[illegible]	32	27,722	21	11,176	15	8,676	20	7,562	52	16,147	6	8,290
CLARK	451,221	606,758	665,586	61	43,131	13	87,024	151	162,004	83	107,652	114	70,884	74	29,419	101	24,786	215	69,320	25	27,846
Vancouver	200,260	261,334	284,972	16	6,456	6	29,197	52	53,100	36	55,178	37	23,384	57	26,470	51	17,404	97	35,883	9	11,047
COLUMBIA	7,600	9,359	10,096	4	1,113	4	482	9	3,437	5	1,355	5	1,221			2	663	10	1,089	2	173
COWLITZ	275,737	326,650	349,743	36	24,179	19	52,779	83	76,943	67	71,668	65	31,875	26	10,577	47	14,040	125	30,117	12	13,640
Kelso	39,291	45,680	48,742	7	5,523	3	542	20	18,589	17	4,640	15	6,250	3	891	13	4,179	28	3,505	1	836
Longview	205,590	246,243	264,166	22	16,771	11	50,955	41	46,792	39	60,599	32	20,363	21	9,213	28	9,671	67	20,927	8	10,823
DOUGLAS	47,483	65,113	71,699	12	5,122	2	1,599	17	22,840	11	7,089	12	12,147	9	3,336	9	2,854	22	5,021	4	7,824
FERRY	7,241	10,515	11,706	2	1,188	3	765	7	4,221	4	1,815	5	1,056	3	103	1	415	10	1,103	1	246
FRANKLIN	130,109	177,876	195,747	11	7,317	5	35,314	24	39,227	22	36,692	29	19,798	12	5,517	26	6,987	58	20,042	7	11,589
Pasco	123,029	169,256	186,464	8	7,075	4	34,890	15	35,011	21	36,594	22	17,019	11	5,489	25	6,970	51	19,898	6	11,569
GARFIELD	3,274	4,248	4,629	3	494	1	381	4	1,194	2	760	5	692			3	164	3	265	2	106
GRANT	151,440	177,764	190,067	39	22,678	12	7,256	58	55,187	45	30,046	48	16,577	23	7,775	40	6,811	101	17,341	19	7,578
Moses Lake	85,611	103,166	110,839	14	14,088	4	5,452	27	31,195	18	19,623	17	6,200	14	4,498	22	2,763	33	9,878	9	5,271
GRAYS HARBOR	245,095	302,248	326,170	49	27,583	10	13,973	89	86,962	44	55,271	80	33,270	47	18,178	53	16,468	171	32,631	19	15,134
Aberdeen	160,922	200,617	216,932	26	18,636	2	12,113	30	58,064	27	40,440	28	14,433	35	15,699	35	13,279	61	16,162	8	12,448
ISLAND	78,877	104,728	114,589	31	13,485	7	3,374	36	29,623	27	21,785	24	12,419	15	1,808	29	5,775	47	9,798	5	2,330
JEFFERSON	36,935	60,099	68,374	13	5,252	5	3,750	20	17,941	14	5,915	15	9,090	9	2,152	9	1,713	40	10,009	2	3,800
KING	4,917,695	6,749,005	7,440,740	435	395,016	156	974,190	1,037	1,527,401	751	1,181,094	809	599,468	638	430,646	998	359,407	2,101	804,543	263	288,186
Auburn, Wash.	149,071	214,792	236,699	21	13,504	5	9,176	26	43,033	29	92,476	31	21,142	13	503	26	12,670	50	15,679	7	9,221
Kent, Wash.	133,733	178,702	193,691	16	16,158	5	4,260	35	44,935	41	45,897	33	[illegible]	8	3,938	37	6,191	64	17,804	10	8,401
Renton, Wash.	272,021	371,802	405,062	24	28,018	7	56,562	32	75,501	38	103,182	47	34,857	26	3,937	46	15,386	81	36,590	9	18,492
Bellevue-Kirkland	562,124	674,901	869,238	50	66,697	11	81,502	36	167,169	24	167,193	26	61,281	29	73,626	42	41,488	47	75,495	7	33,209
Seattle	2,248,295	2,779,141	3,000,031	153	121,399	74	402,902	493	529,172	324	469,395	305	192,270	301	199,334	445	133,747	1,195	402,645	130	99,872
KITSAP	390,746	488,594	528,590	64	54,347	15	51,391	110	136,860	83	84,235	84	39,311	63	14,137	82	23,631	166	44,508	32	33,303
Bremerton	234,259	287,146	309,417	18	14,694	7	48,915	47	63,010	41	56,841	33	14,350	32	8,872	50	16,591	91	26,595	17	23,660
KITTITAS	85,418	102,564	110,139	15	5,536	9	4,434	27	23,595	17	12,459	46	28,507	19	8,510	18	2,935	72	12,830	5	2,039
Ellensburg	67,922	80,773	86,573	8	3,165	7	3,520	11	16,511	13	11,161	30	21,917	15	8,121	15	2,910	44	9,721	2	1,259
KLICKITAT	24,076	32,484	35,658	14	3,848	3	630	19	6,761	11	8,646	15	6,435	6	1,558	6	139	28	3,389	4	838
LEWIS	187,346	241,801	263,216	34	21,485	14	38,473	65	61,136	38	40,671	51	27,508	35	9,884	44	13,562	118	22,403	12	6,739
Centralia	66,584	85,370	92,793	12	7,130	3	3,757	20	28,700	15	15,640	19	10,906	12	2,873	16	6,584	41	7,779	4	1,038
Chehalis	69,786	93,938	103,068	10	7,062	4	18,055	13	19,867	17	19,835	12	7,597	18	6,304	14	4,824	33	9,742	3	2,418
LINCOLN	16,787	21,039	22,777	6	669	4	552	12	7,274	11	1,938	19	5,375	6	615	1	351	27	2,662	5	1,283
MASON	67,299	87,216	95,008	20	8,816	4	2,028	27	30,001	16	13,359	30	12,417	9	1,869	15	3,157	53	9,448	6	2,515
OKANOGAN	90,048	107,674	115,494	20	5,700	11	5,086	39	36,825	28	18,742	46	16,501	23	5,723	17	3,090	73	9,108	13	4,212
PACIFIC	43,950	54,309	58,645	12	5,135	9	4,565	35	16,453	9	4,583	29	10,165	5	1,325	14	1,431	51	8,518	6	1,809
PEND OREILLE	12,163	15,491	16,815	7	729	3	729	5	3,755	12	4,599	11	2,548	2	253	2	252	20	2,076	4	1,022
PIERCE	1,437,664	1,820,535	1,975,110	174	116,475	42	274,925	370	390,470	303	371,123	327	201,954	144	80,716	309	101,986	599	176,554	70	65,461
Tacoma	733,111	879,047	943,435	48	26,650	17	194,664	127	135,204	130	209,883	129	76,539	81	56,960	124	47,487	297	82,610	33	29,241
SAN JUAN	17,042	26,121	29,383	10	6,669	2	782	11	10,098	3	1,326	6	1,018	8	596	4	214	22	3,755	2	370
SKAGIT	236,745	303,525	329,940	48	30,308	12	9,989	92	74,260	62	60,322	71	32,649	52	23,274	59	13,666	129	27,687	17	[illegible]
Mount Vernon	123,166	155,812	168,896	16	13,620	4	9,375	35	32,220	32	38,306	17	9,346	26	16,672	30	8,211	41	10,001	7	12,411
SKAMANIA	6,035	8,224	9,045	2	460			6	3,451	2	1,173	8	1,746	2		1	131	11	1,017	1	167
SNOHOMISH	948,286	1,319,460	1,457,114	140	112,239	35	170,545	240	343,283	192	278,154	218	138,679	101	32,333	222	82,637	389	129,307	47	46,378
Everett	328,838	472,834	472,770	32	21,106	8	92,272	77	94,606	60	86,023	61	32,409	38	14,371	63	24,232	142	42,586	17	21,088
SPOKANE	1,212,900	1,484,872	1,600,008	143	113,945	42	229,790	267	324,752	239	284,458	235	133,707	142	75,630	258	91,703	490	140,239	67	57,889
Spokane	802,214	969,152	1,041,620	63	40,155	28	193,911	158	185,281	139	178,761	149	81,264	105	58,957	163	58,699	332	94,633	48	37,164
STEVENS	61,067	77,269	83,774	21	9,085	13	4,623	33	20,895	17	14,641	25	10,073	16	3,097	21	4,245	46	7,695	5	2,841
THURSTON	360,166	513,727	570,650	46	42,920	15	62,666	96	141,093	70	88,492	84	52,700	35	12,982	81	33,774	154	54,129	21	25,198
Olympia	198,012	254,620	276,934	23	15,318	6	19,929	52	58,260	50	70,003	50	28,160	14	6,089	57	21,640	85	24,116	9	4,382
WAHKIAKUM	3,279	4,812	5,369	2	446	5	682	2	1,538			4	1,057			2	47	7	927	1	228
WALLA WALLA	138,972	161,305	172,070	16	6,802	6	19,147	33	35,890	36	31,749	36	13,327	23	11,134	52	11,314	65	16,810	13	11,896
Walla Walla	131,478	153,360	163,736	14	6,435	6	19,147	25	32,977	32	31,322	24	11,191	23	11,134	48	11,052	55	15,971	10	10,998
WHATCOM	383,201	469,915	506,440	60	46,942	25	68,623	116	94,938	69	86,409	84	40,108	60	22,134	82	25,484	187	55,600	18	16,511
Bellingham	264,747	326,675	352,495	28	28,929	14	63,519	61	58,823	44	48,966	52	23,404	43	18,600	51	17,303	115	38,739	11	15,390
WHITMAN	75,027	97,364	106,224	13	3,904	3	1,667	35	31,098	24	19,266	24	8,776	19	4,921	23	4,460	56	11,218	12	2,710
YAKIMA	574,115	698,368	751,747	85	59,584	28	94,495	177	165,932	138	139,879	143	73,702	76	36,854	120	34,517	280	64,934	40	22,427
Yakima	358,619	449,078	486,012	33	37,993	[illegible]	72,021	80	102,630	71	86,321	65	40,341	43	23,216	66	25,285	145	44,896	22	12,881

LONGVIEW-KELSO, WASH.

1—LOCATION: Cowlitz County, E&P Map A-3. Industrial, trading center. On Columbia River 50 mi. downstream from Portland, Ore. 145 mi. S of Seattle. On U.S. Hwys. 4, I-5; State Hwy. 411.

2—TRANSPORTATION: Railroads Union Pacific, Northern Pacific, Great Northern, Burlington-Northern Chicago, Milwaukee & St. Paul (freight), Amtrak.
Motor Freight Carriers 10
Intercity Bus Lines Community-Urban Bus Service, Greyhound, Trailways.
Freight Stemship Lines 23
Air Taxi Columbia Air Service, Davis Air Service.

3—POPULATION:
Cities 70 Cen. 38,669, Loc. Est. 42,185
Longview Loc. Est. 31,083, Kelso Loc. Est. 11,102
CZ ABC: (70) 45,550, (80) 50,300
RTZ-ABC: (70) 39,161, (80) 46,700
County 70 Cen. 68,616, Loc. Est. 77,241
City & RTZ-ABC: (70) 84,711, (80) 97,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen. 13,152, Loc. Est. 19,000
Longview Loc. Est. 12,100, Kelso Loc. Est. 4,680
County 70 Cen. 22,140, Loc. Est. 28,500
CZ ABC: (70) 15,138, (80) 19,000
RTZ-ABC: (70) 12,097, (80) 16,600
City & RTZ-ABC: (70) 27,235, (80) 35,600

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$232,226,000
Sav. & Loan Assn.	7	$164,169,000
Credit Unions	10	$120,558,000

6—PASSENGER AUTOS: County 42,496

7—ELECTRIC METERS: Res. County 36,021

8—GAS METERS: Residence 1,729

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Monthly Wage)—Other Mfg. 1,582 ($1,631); Lumber, 6,368 ($1,554); Pulp & Paper 2,790 ($1,770).

10-CLIMATE: Min. & Max. Temp.—Spring 36-51, Fall 46-67, Summer 50-75, Spring 38-55. First killing frost, Dec. Last killing frost, Feb.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center 9 blocks on Commerce; 3 on 14th in Longview, 6 on 15th, Kelso, 6 on Pacific Ave., 2 blks. on Kelso Drive; 1 on Ocean Beach Hwy., Triangle Shopping Center(24 Stores— Newberry's Wards, Pay 'n Save, Ernest Hardware and Malmo Nursery, Albertson's)
Principal Shopping Days Thu., Fri., Sat.
Stores Open Evenings Dept. & Food—Fri.

13—RETAIL OUTLETS: Department Stores Bon Marche (Allied), Sears, Montgomery Ward, J. C. Penney, Newberry's, Bobs Merchandise, Fred Meyer.
Variety Stores Woolworth's, Tobinson 2, Bonanza 88¢ Store, Ron's Emporium.
Discount Stores Bob's, Giant "T", Pay-n-Pak, Golds Discount Fabrics.
Chain Drug Stores (CZ) Rexall 2, Olympic Drugs, Monticello Apothecary 2, Medical Arts Apothecary 5, Pay 'N Save, Fred Meyer, Giant "T".
Chain Food Supermarkets Safeway 3, Thriftway, Mark n Pack, Albertson's, Prairie Mkt., Mark it Foods, Keils 2, Fred Meyer.
Other Chain Stores Weisfields, Firestone, Goodyear, Sherwin-Williams, Ernst Hdwr., Gallenkamp, Zales Jewelry, Anita's, Mode-O-Day, Kinney Shoes, Schuck's, Hallmark Cards (2), The Blade, Radio Shack 2, Golds Discount Fabrics, Pay-n-Pak.

14—NEWSPAPERS: NEWS (e) 26,535, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Harold Luhn, National Adv. Mgr., NEWS.
National Representatives None.

MOSES LAKE, WASH.

1—LOCATION: Grant County, E&P Map C-2.

2—TRANSPORTATION: Railroads Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers 7
Intercity Bus Lines 1

3—POPULATION:
City 70 Cen. 10,310, Loc. Est. 10,056
County 70 Cen. 41,881, Loc. Est. 49,115

4—HOUSEHOLDS:
City 70 Cen. 3,090, Loc. Est. 3,567
County 70 Cen. 12,584, Loc. Est. 17,111

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$56,283,872
Sav. & Loan Assn.	4	$18,368,294

6—PASSENGER AUTOS: County 25,181

7—ELECTRIC METERS: Residence 3,100

8—GAS METERS: Residence 962

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly. Wage)—Food Products 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days 1st & 15th.

10-CLIMATE: First killing frost, Oct. 14. Last killing frost, Apr. 14. Warm summers, mild winters. Av. Temp. Jan.—20, July—91. Growing season (frost free) about 165 days.

11—TAP WATER: Soft, not fluoridated.

12—RETAILING: Principal Shopping Center Third Ave.
Neighborhood Shopping Centers Vista Village (1 mi.- Dietzen's)

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Grant County Mall	12	Pay N'Save, Safeway
Penn Plaza	5	

Principal Shopping Days Fri., Sat.
Stores Open Evenings Fri.

13—RETAIL OUTLETS: Department Stores J. C. Penney, K-Mart, Payless, Pay'n Save.
Variety Stores Sprouse-Reitz.
Chain Drug Stores Payless, Professional Center Phcy., Thrifty, Pay & Save.
Chain Food Supermarkets (CZ) Dietzen's Thriftway, Jule's, Safeway, Jack's Bargain Barn, Boyle's Plaza, Buttreys.
Other Chain Stores in City Limits Western Auto, Karl's Shoes, Anita Shop, Sears (catalog), Montgomery Ward (catalog), Coast-to-Coast, Goodyear.

14—NEWSPAPERS: COLUMBIA BASIN HERALD (e-Mon. to Fri.) 6,834, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Lyle L. Hicks, Pub., COLUMBIA BASIN HERALD.
National Representatives None.

MOUNT VERNON, WASH.

1—LOCATION: Skagit County, E&P Map B-1. County Seat. 63 mi. N of Seattle. On navigable part of Skagit River. Two harbors on Puget Sound, 10 & 19 mi. from Mt. Vernon. On U.S. Hwys. 99, I-5.

2—TRANSPORTATION: Railroads Amtrack, Burlington-Northern.
Intercity Bus Lines Greyhound.
Airlines Harbor Airlines.

3—POPULATION:
Corp. City 70 Cen. 8,804, Loc. Est. 12,600
City Zone, Local Est. 16,000
Retail Trading Zone, Local Est. 112,000
County 70 Cen. 52,381, Loc. Est. 60,000
City & Retail Trading Area, Local Est. 127,000

4—HOUSEHOLDS:
City 70 Cen. 3,083, Loc. Est. 12,776
County 70 Cen. 17,149, Loc. Est. 30,568

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Branches	6	N.A.
Sav. & Loan Assns.	5	N.A.

6—PASSENGER AUTOS: County 36,527

7—ELECTRIC METERS: Residence CZ 6,370

8—GAS METERS: (CZ) 2,907

9— PRINCIPAL INDUSTRIES (CZ): County—Agriculture, Construction, Forestry, Fishing & Mining, Trans. & Utility, Wholesale & Retail, Services, Government, Finance, Ins. & Real Estate, Manufacturing. Total Employed 27,340.
Principal Pay Days Fri., 1st, 10th, 15th, 31st.

10-CLIMATE: Min. & Max. Temp.—Spring 43-62, Summer 50-75, Fall 38-51, Winter 33-60. First killing frost, Nov. 10. Last killing frost, Apr.

11—TAP WATER: Neutral med. soft, not fluoridated.

12—RETAILING: Principal Shopping Center First St., Main St., Four Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Mt. Vernon Ctr.	20	Safeway
Mt. Vernon Mall	41	Payless, IGA Foodland
Riverside Plaza	8	Wigwam
Skagit Valley Mall	30	Sears, Ernst-Malmo

Principal Shopping Days Thurs., Fri., Sat.
Stores Open Evenings Nightly ex. Sun.

13—RETAIL OUTLETS: Department Stores J.C. Penney, Sears, Emporium, Golden Rule, Northern Sales, Payless Drug Store, Wigwam.
Variety Stores Bert Robinson's, Ernst-Malmo.
Chain Food Stores College Way Serv-U, IGA Foodland, Safeway, Thrifty, Mark-It, Prairie Market, Thriftway.
Other Chain Stores Western Auto, Firestone, Radio Shack, Pay 'N Pak, Fashion Fabrics, Hickory Farms, Goodyear, Montgomery Ward (catalog), Coast-to-Coast, Singer, Fabricland, Zales, Discount Fabrics.
Chain Restaurants Shakey's, Sambo's, McDonald's, Herfy's, Jack-in-the-Box, Big Scoop, Skipper's, Pizza Pete, Kentucky Fried Chicken, Country Kitchen, Taco Time, Vip's, Burger King, Ponderosa Steakhouse, Wendys.
Chain Drugs (CZ) Lindberg Drug, Medical Cent. Pharmacy, Pay 'N Save, Payless Drug Store, Bert Robinson Pharmacy, Vaux Pharmacy, Wells Drug Store.

14—NEWSPAPERS: SKAGIT VALLEY HERALD 16,334, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Lorne Brucher, Gen. Mgr. or Leighton Wood, Publisher, SKAGIT VALLEY HERALD.
National Representatives Newspaper Advertising Service Co.

OLYMPIA, WASH.

1—LOCATION: Thurston County, E&P Map A-2. State Capital, County Seat. (Fort Lewis U.S. Army). At extreme S. end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2—TRANSPORTATION: Railroads Union Pacific, Burlington-Northern, Amtrak.
Intercity Bus Lines Greyhound, Trailways, Capital Aeroporter, Intercity Transit.
Airlines Cascade Airways.
Motor Freight Carriers 11

3—POPULATION:
City 70 Cen. 23,111, Loc. Est. 28,500
City Zone ABC: (70) 38,180, (80) 55,900
RTZ-ABC: (70) 58,078, (80) 94,800
County 70 Cen. 76,894, Loc. Est. 112,000
City & RTZ-ABC: (70) 96,258, (80) 150,700

4—HOUSEHOLDS:
City 70 Cen. 8,551, Loc. Est. 11,800
County 70 Cen. 25,186, Loc. Est. 23,150
City Zone ABC: (70) 13,368, (80) 22,300
RTZ-ABC: (70) 18,058, (80) 34,000
City & RTZ-ABC: (70) 31,426, (80) 56,300

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$5,060,590,173
Sav. & Loan Assn.	5	$451,891,306

6—PASSENGER AUTOS: County 108,454

7—ELECTRIC METERS:
Residence: City 45,000, County 54,000

8—GAS METERS: Residence (CZ) 10,254

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—State Gov't. 14,100 ($327); Wood Processing 220 ($377); Brewery 700 ($424); Can 243 ($437); Container 253 ($340); Mobile Home Manufacturing 55 ($280).
Principal Pay Days Thu., Fri., Last day of month.

10-CLIMATE: Min. & Max. Temp.—Spring 26-73, Summer 40-92, Fall 30-76, Winter 16-55. First killing frost, Oct. 29. Last killing frost, May 7.

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center 16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers.

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Yardbirds	8	N.A.
South Sound	78	Sears, Safeway, Kinney's, Woolworth's, Peoples, Place II, Lerner, Pay 'N Save, Ernst
Tanglewide	8	Shop Rite
Westside	14	Peterson's Mkt., Rasco
Lacey	15	Albertson's, Coast-to-Coast, House of Values, Wigwam
Tumwater	10	Safeway, Bailey's, Sprouse Reitz
Southgate	6	Southgate Mkt., Rexall
Capital Village	14	Safeway, Pay'N Save, Ernst
Capital Mall	90	Bon, J.C. Penney, Frederick & Nelson, Lamont's
Park Village Plaza	8	Kinney, Leeds, Lerner, Jafco, Volume Shoes

Principal Shopping Days Department Stores—Fri., Sat. Food—Thu., Fri., Sat.
Stores Open Evenings Dept. and food nightly.

13—RETAIL OUTLETS: Department Stores Sears, J.C. Penney, Miller's, Peoples, Wigwam, House of Values, K-Mart, Bon, Place II, Frederick & Nelson, Lamont's.
Variety Stores Rasco Diamond, Bonanza 88, Meredith's, Woolworth, Sprouse-Reitz.
Discount Stores (CZ) Yardbirds.
Chain Drug Stores Gillette & Guffey, Walgreen 2, Rexall 2, Pay 'N Save-2, Bailey Drug 2, Sea-Mart 2, House of Values, Medicine Shoppe, Ralph's Rx Super Saver.
Chain Food Supermarkets Safeway 4, Albertson's, Thriftway, Serv-U West Coast 3, Mark-It Foods 2, Prairie Mkt., Mark & Pak 3, Shop Rite 3.
Other Chain Stores Auto Supplies: Goodrich, Western Auto, Top Auto, Firestone, Goodyear, Schucks. Shoes: Leeds, Kinney, Buster Brown, Red Wing. Women's Apparel: Mode O'Day, Lerners. Other: Ernst Hardware, Malmo Nursery, Radio Shack, Singer Co., Hickory Farms, Jay Jacobs.

14—NEWSPAPERS: OLYMPIAN (e-Mon. to Fri., m-Sat. & Sun.) 30,290, (S) 32,276, March 30, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard Sutherland, Adv. Mgr., OLYMPIAN.
National Representatives Gannett Newspaper Advertising Sales.

PASCO-KENNEWICK-RICHLAND, WASH.

1—LOCATION: Pasco, Franklin County. Kennewick-Richland, Benton County. E&P Map C-3 (in Richland-Kennewick SMSA). Pasco, Franklin County Seat. In SE part of State. 230 mi. from Seattle, 145 mi. from Spokane, 21 mi. from Portland. Kennewick (Benton Co.), 2 mi. SW of Pasco. Richland (Benton Co.), Center of Hanford Works Project, 9 mi. NW of Kennewick. On U.S. Hwy. 395, 12; State Hwys. 14, 240.

2—TRANSPORTATION: Railroads Union Pacific, Burlington-Northern.
Motor Freight Carriers 9
Airlines Air West, Cascade Airways.
Intercity Bus Lines Greyhound.

3—POPULATION:
Corp. City 70 Cen. 71,299, Loc. Est. 91,325
Pasco 70 Cen. 13,920, Loc. Est. 17,925
Kennewick 70 Cen. 15,212, Loc. Est. 37,892
Richland 70 Cen. 26,290, Loc. Est. 35,508
Counties
Franklin Co. 70 Cen. 25,816, Loc. Est. 33,751
Benton Co. 70 Cen. 67,540, Loc. Est. 99,768
SMSA 70 Cen. 93,356, Loc. Est. 133,509
CZ ABC: (70) 71,299, (80) 104,700
RTZ-ABC: (70) 23,238, (80) 32,700
City & RTZ-ABC: (70) 94,537, (80) 138,400

4—HOUSEHOLDS:
Corp. Cities 70 Cen. 17,753, Loc. Est. 31,483
Pasco 70 Cen. 4,748, Loc. Est. 6,073
Kennewick 70 Cen. 4,849, Loc. Est. 12,390
Richland 70 Cen. 8,156, Loc. Est. 13,020
Franklin Co. 70 Cen. 7,879, Loc. Est. 11,840
Benton Co. 70 Cen. 20,520, Loc. Est. 35,016
SMSA 70 Cen. 38,399, Loc. Est. 46,856
City Zone ABC: (70) 22,220, (80) 37,100
RTZ-ABC: (70) 6,515, (80) 10,900
City & RTZ-ABC: (70) 28,735, (80) 48,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	19	$421,000,000
Sav. & Loan Assns.	21	$289,000,000

6—PASSENGER AUTOS: Counties: Benton 62,425, Franklin 24,322

7—ELECTRIC METERS: Residence: Franklin County; Benton County 74,911

8—GAS METERS: Residence: Pasco, Kennewick, Richland 5,420

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Total Wage): Food Prdt. 2,000 ($190), Printing 300 ($250), Dept. of Energy 18,000 ($350), Stone, Clay 100 ($280), Fertilizer 325 ($300), Pulp Paper 985 ($275), Railroads 700 ($300).

10-CLIMATE: Min. & Max. Temp.—Spring 40-80, Summer 60-105, Fall 40-80, Winter 20-40.

11—TAP WATER: Natural, hard.

12—RETAILING: Principal Shopping Center

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pasco Downtown		Sears, Payless Drug, Youngs Dept., Goddard Furn.
Court Street Plaza	2	Giant T, Hancock Fabrics, Albertsons, Sprouse-Reitz
Kennewick Downtown		Lantor's (Mens Wear), Kennewick Furn., Wash. Hdwe.
Highland Center	3	Payless, Pay 'N Pak, Albertsons, Pay 'N Save, Ernst, Safeway
Tri-Cities Center	5	K-Mart, Mark/Pak, Hancock Fabrics, Jafco
Columbia Center	5½	Bon Marche, J.C. Penney, Pay 'N Save, Ernst, Safeway, Woolworth, Drexel Furn.
Richland Downtown		Payless, Albertsons, Bell Furn.
Richland Uptown	1	Buttrey-Osco, Dawson-Richards, Mens Wear, Fabric Wholesale

Principal Shopping Days Fri., Sat., Sun.
Stores Open Evenings Dept. Stores-Fri.; Food-Nightly, Kennewick stores also open Mon.

13—RETAIL OUTLETS: Department Stores Carls, Sears, J.C. Penney, Bon Marche, Goddards, Montgomery Ward 2, Woolworth's, Young's, Dawson Richards, Bell Furniture, Robinson's, Bunch-Finnigan, Davids Shoes, Ken's, Lantors, Swanstorm, Washington Hdwe., Kennewick Furniture.
Discount Stores Grigg's Self Service, K-Mart, Jafco.
Chain Drug Stores (CZ) Thrifty 1, Rexall 4, Payless 3, Crescent 2, Rav's, Lyle's (Rexall), Fisher (Walgreen), Pay 'N Save 3, Giant T 2, Osco 2.
Chain Food Supermarkets Thriftway 3, Safeway 4, IGA 2, Albertson's 4, Mayfair 3, Lucky Dollar, Rosauer's, Ware Mart, Buttrey 3.
Other Chain Stores Firestone, Weisfield's.

14—NEWSPAPERS: TRI-CITY HERALD (e-Mon. to Fri.) 39,378, (S) 41,633, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Reid, Adv. Mgr., TRI-CITY HERALD.
National Representatives Branham/Newspaper Sales.

PORT ANGELES, WASH.

1—LOCATION: Clallam County, E&P Map A-1. County Seat. 80 mi. NW of Seattle, gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2—TRANSPORTATION: Railroads Chicago, Milwaukee, St. Paul & Pacific.
Intercity Bus Lines Greyhound.
Motor Freight Carriers 7
Steamship Lines Black Ball ferry to Bictoria, B.C. (passengers and freight).
Airlines Pearson Aircraft (scheduled and charter).

3—POPULATION:
City 70 Cen. 16,367, Loc. Est. 17,500
CZ ABC: (70) 16,367, (80) 18,500
RTZ-ABC: (70) 18,403, (80) 31,100
County 70 Cen. 34,770, Loc. Est. 46,000
City & RTZ-ABC: (70) 34,770, (80) 49,600

4—HOUSEHOLDS:
City 70 Cen. 5,619; Loc. Est. 7,000
County 70 Cen. 11,691; Loc. Est. 18,691
CZ ABC: (70) 5,619; (80) 7,300
RTZ-ABC: (70) 6,062; (80) 11,800
City & RTZ-ABC: (70) 11,681; (80) 19,100

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$178,342,583
Sav. & Loan Assn.	4	$154,752,054

6—PASSENGER AUTOS: County 25,300

7—ELECTRIC METERS: Residence City 6,851; County 13,300

8—GAS METERS: Residence No Nat. Gas

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Agriculture, forestry and fisheries 109; Construction 499; Mfg. 3,877; Wholesale Trade 219; Retail Trade 2,145; Transp. & Public Util. 640; Trades 2,484; Fin., Ins., Real Estate 462; Other 969; Total Emp. 11,321.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 2 blocks on Lincion St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.

Neighborhood Shopping Areas: Sixth and Lincoln; E. First St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
The Plaza	2	Sprouse-Reitz, Payless, Discount Fabrics, Firestone, Safeway, Radio Shack
Town of Sequim	17	Edquist's (50 other stores)

Principal Shopping Days: Mon., Fri., Sat. & Sun.
Stores Open Evenings: Fri.

WASHINGTON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,410,519	3,961,240	12,056,069	35,759,591	1,516,740	23,577	32,514	1,150,183	497,085
STANDARD METROPOLITAN STATISTICAL AREAS									
Portland, Ore.-Wash.	1,007,130	1,228,935	3,507,822	10,753,307	479,215	22,439	6,721	77,503	47,507
Richland-Kennewick-Pasco, Wash.	93,356	139,561	316,069	1,545,523	49,559	31,186	1,877	142,722	22,480
Seattle-Everett, Wash.	1,421,869	1,508,432	5,379,243	14,081,291	585,857	24,035	2,681	18,124	61,052
Spokane, Wash.	287,487	334,833	1,008,524	3,156,848	128,970	24,477	2,030	42,729	12,696
Tacoma, Wash.	412,344	453,587	1,345,105	3,668,752	171,316	21,415	1,136	8,227	25,916
Yakima, Wash.	144,971	167,254	483,413	1,411,744	62,706	22,514	4,328	175,337	83,467
COUNTIES, Cities									
ADAMS	12,014	15,760	44,127	152,283	5,416	28,117	726	79,259	6,355
ASOTIN	13,799	16,558	45,786	156,754	6,490	24,153	173	5,281	1,660
Clarkston	6,312	8,002	20,512	74,194	3,397	21,841	*	*	*
BENTON	67,540	104,979	243,527	1,188,064	37,295	31,856	1,090	69,504	10,318
Kennewick	15,212	50,674	52,931	302,596	18,003	16,808	*	*	*
Richland	26,290	45,833	104,759	478,640	16,474	29,054	*	*	*
CHELAN	41,355	45,059	154,230	410,666	18,212	22,549	1,282	39,819	392
Wenatchee	16,912	20,304	64,953	173,038	8,600	20,121	*	*	*
CLALLAM	34,770	48,570	116,765	388,342	19,132	20,298	346	1,086	2,374
Port Angeles	16,367	19,833	56,127	156,154	7,916	19,726	*	*	*
CLARK	128,454	190,875	397,983	1,559,242	71,333	21,859	1,343	5,673	14,110
Vancouver	41,859	52,503	137,491	458,431	22,408	20,458	*	*	*
COLUMBIA	4,439	4,827	16,056	50,375	1,957	25,741	273	25,898	1,118
COWLITZ	68,616	78,715	246,747	811,832	29,563	27,461	390	1,745	3,148
Kelso	10,296	11,469	34,276	100,236	4,705	21,304	*	*	*
Longview	28,373	33,045	105,938	334,907	12,807	26,150	*	*	*
DOUGLAS	16,787	22,972	55,409	244,793	8,479	28,871	894	41,473	3,194
FERRY	3,655	6,001	12,228	54,507	2,119	25,723	156	590	1,256
FRANKLIN	25,816	34,582	72,542	357,459	12,264	29,147	787	73,218	12,162
Pasco	13,920	18,696	38,810	162,049	7,219	22,448	*	*	*
GARFIELD	2,911	2,796	11,550	26,826	1,125	23,845	238	18,914	1,495
GRANT	41,881	51,088	126,803	482,697	17,993	26,827	1,534	168,660	49,913
Moses Lake	10,310	11,455	33,824	120,171	4,119	29,175	*	*	*
GRAYS HARBOR	59,553	66,047	223,858	508,055	25,848	19,655	447	1,205	7,890
Aberdeen	18,469	20,459	71,023	154,028	8,700	17,704	*	*	*
ISLAND	27,011	40,030	72,421	358,239	14,958	23,950	291	1,032	5,041
JEFFERSON	10,661	15,[illegible]28	38,277	119,374	6,155	19,395	121	71	976
KING	1,156,633	1,198,552	4,442,956	11,562,451	474,850	24,350	1,379	10,875	30,556
Auburn, Wash.	21,817	31,719	137,295	252,834	12,106	20,885	*	*	*
Kent, Wash.	26,648	27,669	115,531	220,141	10,187	21,610	*	*	*
Renton, Wash.	16,275	34,872	157,992	314,144	13,931	22,550	*	*	*
Bellevue-Kirkland	76,166	106,360	344,378	1,023,720	37,313	27,436	*	*	*
Seattle	530,831	480,832	2,073,686	4,808,443	220,436	21,813	*	*	*
KITSAP	101,732	140,566	355,028	690,168	53,987	12,784	332	406	1,183
Bremerton	35,307	43,408	116,757	185,433	17,073	10,861	*	*	*
KITTITAS	25,039	25,881	79,029	247,975	10,211	24,285	648	7,802	15,787
Ellensburg	13,568	16,248	41,434	112,601	4,162	18,273	*	*	*
KLICKITAT	12,138	15,836	39,657	152,313	6,030	25,259	492	11,530	5,265
LEWIS	45,467	55,746	133,390	526,456	21,936	24,000	1,162	2,777	17,500
Centralia	10,054	12,070	29,211	107,441	[illegible],229	20,547	*	*	*
Chehalis	5,727	8,426	18,666	76,190	3,645	20,903	*	*	*
LINCOLN	9,572	10,773	44,500	125,887	4,476	28,125	855	64,100	4,142
MASON	20,918	29,447	64,573	239,924	11,336	21,165	121	215	401
OKANOGAN	25,867	30,830	86,385	249,833	11,880	21,030	1,225	26,494	8,778
PACIFIC	15,796	17,368	56,763	132,952	7,178	18,522	290	1,297	1,949
PEND OREILLE	6,025	9,226	22,154	66,818	3,570	18,717	216	526	1,149
PIERCE	412,344	453,587	1,345,105	3,668,752	171,316	21,415	1,136	8,227	25,916
Tacoma	154,581	163,712	524,516	1,309,373	72,374	18,092	*	*	*
SAN JUAN	3,856	7,757	15,494	78,304	3,591	21,806	136	169	611
SKAGIT	52,381	62,402	184,430	584,316	24,084	24,262	945	32,286	25,081
Mount Vernon	8,804	14,793	29,435	107,901	5,740	18,798	*	*	*
SKAMANIA	5,845	6,862	20,180	58,537	2,517	23,257	70	385	172
SNOHOMISH	265,236	309,870	936,287	2,518,840	111,007	22,691	1,302	7,249	30,496
Everett	53,622	54,757	142,990	309,471	22,314	13,869	*	*	*
SPOKANE	287,487	334,833	1,008,524	3,156,848	128,970	24,477	2,030	42,729	12,696
Spokane	170,516	186,778	613,081	1,730,441	78,842	21,948	*	*	*
STEVENS	17,405	28,954	53,627	255,813	10,841	23,597	1,027	5,077	8,467
THURSTON	76,894	117,830	246,836	1,310,025	44,973	29,129	664	5,133	17,352
Olympia	23,111	39,428	82,108	398,705	16,811	23,717	*	*	*
WAHKIAKUM	1,592	4,067	12,193	30,073	1,562	19,253	163	36	2,719
WALLA WALLA	42,176	46,231	155,941	503,569	17,679	28,484	820	78,839	32,264
Walla Walla	23,619	25,867	88,542	269,134	10,524	25,573	*	*	*
WHATCOM	81,983	103,486	253,741	931,163	40,850	23,250	1,682	13,628	41,527
Bellingham	39,375	47,928	123,890	421,778	19,930	21,163	*	*	*
WHITMAN	37,900	39,885	137,554	387,322	13,651	28,373	1,400	130,639	8,205
YAKIMA	144,971	167,254	483,413	1,411,744	62,706	22,514	4,328	175,337	83,467
Yakima	45,588	67,438	168,603	522,205	27,941	18,690	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1979 Cash Receipts as follows. From Crops $1,709,444,000; from Livestock & Livestock Products $657,692,000; Total $2,367,136,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

13—RETAIL OUTLETS: Department Stores: People's, J. C. Penney; Swain's.
Discount Stores (CZ): Pay'n Save; Paless.
Variety Stores (CZ): Rasco Diamond Store; 88 Store.
Chain Drug Stores (CZ): Pay'n Save; Payless.
Chain Food Supermarkets (CZ): Safeway, Tradewell; Albertson's; Mark It Foods.
Other Chain Stores: Sears, Kaufman-Miller, Weisfield; Montgomery Ward; Coast-to-Coast; Mode O'Day; Goodyear; Western Auto; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto Parts.

14—NEWSPAPERS: NEWS (e) 13,513; (S) 13,818; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Erland F. Hansen, Adv. Dir. NEWS.
National Representatives: None.

RENTON, WASH.

1—LOCATION: King County, E&P Map B-2(In Seattle- Everett, Wash. SMSA). Manufactures army self propelled guns, airplanes, aerospace, railroad cars, Clay & Steel Prods., Plywood Pre-Fabricated houses. Coalmines, Sand & Gravel, timber. Located approx. 12 mi. S. of Seattle at the junction of Interstate 405 & S.R. 167 off Interstate 5.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers 44.
Intercity Bus Lines: Metro (King Co. Transit System), Greyhound, Trailways, Seattle.
Airlines: Served by all major Airlines through Seattle Airport.

3—POPULATION:
Corp. City 70 Cen. 25,258; Loc. Est. 32,500
City Zone Local Est. 84,000
County 70 Cen. 1,156,633; Loc. Est. 1,225,000
SMSA 70 Cen. 1,421,869; Loc. Est. 1,460,195

4—HOUSEHOLDS:
City 70 Cen. 8,585; Loc. Est. 10,700
County 70 Cen. 391,759; Loc. Est. 460,000
SMSA 70 Cen. 473,222; Loc. Est. 561,382

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Loan Assn.	5	$230,912,156
Commercial Banks	15	$298,740,739

6—PASSENGER AUTOS: County 749,307

7—ELECTRIC METERS: Residence ('80 Est.) 10,445

8—GAS METERS: Residence ('80 Est.) 5,3401

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners and (Av. Wkly. Wage)—Aerospace 35,000 ($420); Foundry 2,500 ($320); Electronics 1,000 ($275); Mfg. 500 ($300).
Principal Industrial Pay Days: 1st & 15th mouthly.

10-CLIMATE: Min. & Max. Temp.—Spring 44.4-59.3; Summer 55.1-72.5; Fall 47.8-60.4; Winter 38.2-47.5. First killing frost, Nov. 25. Last killing frost, Mar. 15.

11—TAP WATER: Medium.

12—RETAILING: Principal Shopping Center: Downtown Renton.
Neighborhood Shopping Centers: Fairwood Ctr., Cascade Vista, Renton Ctr., Renton Highlands, Renton Village.

Nearby Shopping Center

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Southcenter	3½	Bon Marche Penny's, Frederick & Nelson, Nordstrom
Factoria Sq. Mall	6	Lamonts, Pay'n Save Ernst

Principal Shopping Days: Daily & Sun.
Stores Open Evenings: Most to 9.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Sears.
Discount Stores: K-Mart, Payless.
Variety Stores: Ernst Hdwr., Wigwan, Bonanza 88.
Chain Drug Stores: A&H, Pay'n Save, Payless, Barte 11 Drugs.
Chain Food Supermarkets: Safeway, Tradewell, Albertson's, Lucky Stores, Holiday Foods, Ku Mark-It, Johnny's IGA.
Other Chain Stores: Waterbed Warehouse, Montgomery Ward, Pic-A-Dilly.

14—NEWSPAPERS: RECORD CHRONICLE (mS) 10,839; VAC Feb. 26, 1980.
Local Contact for Advertising and Merchandising Data: Don Kupfer, Adv. Dir., Fourrier Newspapers.
National Representatives: U.S. Suburban Press, Inc.

RICHLAND, WASH.

See PASCO, WASH.

SEATTLE, WASH.

1—LOCATION: King County (In Seattle-Everett SMSA). E&P Map B-2, County Seat. On Puget Sound and west shore of Lake Washington. N. of Portland 172 mi., San Francisco 885 mi., Los Angeles 1,203 mi., W of Spokane 276 mi.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carriers: 125.

SEATTLE—continued

Intercity Bus Lines: Continental Trailways, Greyhound.

Airlines: Alaska, American, Braniff, British, Continental, Delta, Eastern, Hughes Airwest, Mexicana, National, Northwest, Pacific Western, Pan American, Reeve Aleutian, SAS, Thai, TWA, United, Western, Wien, Finair, Republic.

3—POPULATION:
City 70 Cen. 530,831; Loc. Est. 503,936
CZ ABC: (70) 1,035,743; (80) 1,067,700
RTZ-ABC: (70) 577,911; (80) 699,100
City & RTZ-ABC: (70) 1,613,654; (80) 1,766,800
SMSA: (70) 1,421,869; Loc. Est. 1,507,000
County 70 Cen. 1,156,633; Loc. Est. 1,205,600
Demographic Information available The Seattle Times & The Post Intelligencer. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 206,902; Loc. Est. 227,706
CZ ABC: (70) 356,583; (80) 419,700
RTZ-ABC: (70) 178,710; (80) 250,100
City & RTZ-ABC: (70) 535,293; (80) 669,800
SMSA: (70) 473,222; Loc. Est. 537,800
County 70 Cen. 405,000; Loc. Est. 467,070

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	28	N.A.
Savings Banks	6	N.A.
Sav. & Loan Assns.	24	N.A.

6—PASSENGER AUTOS:
Co. 749,307 SMSA 929,039

7—ELECTRIC METERS: Res. city 252,505

8—GAS METERS: Residence, city 95,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 173,800 ($360); Aerospace 77,500 ($414); Lumber 10,300 ($325); Food Products 11,100 ($307); Machinery 8,000 ($387); Fab. Metal Products 7,700 ($324); Construction 44,400 (NA); Trans., Comm., Utilities 53,000 (NA); Finance, Ins., & Real Estate 54,600 (NA). (Source: Washington State Emp. Security Dept.)

10-CLIMATE: Min. & Max. Temp.—Spring 40-57, Summer 53-75, Fall 42-69, Winter 37-46; First killing frost, Nov. 21. Last killing frost, March 6.

11—TAP WATER: Alkaline, very soft.

12—RETAILING:
Downtown Shopping Area: 3 blocks from University to Pine on First, Second, Third, Fourth, Fifth and Sixth Aves.
Neighborhood Shopping Districts: Lake City (N.E. 125th St. & Lake City Way N.E.), Burien (S.W. 152nd St. & 1st Ave. So.), Ballard (N.W. Market St. & Leary Way N.W.), Roosevelt (Roosevelt Way N.E. & N.E. 65th St.), Magnolia Village (33rd Ave. W. & W. McGraw St.), Uptown (Queen Anne Ave. N. & W. Mercer St.), Broadway (Broadway Ave. E. bet. E. Olive St. & E. Roy St.), Alaska Junction (California Ave. S.W. & S.W. Alaska St.); University District (University Way N.E. & N.E. 45th St.); Greenwood (Greenwood Ave. N. & N. 85th St.).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Alderwood Mall	16	Bon Marche, Nordstrom's Lamonts, Sears
Northgate	6	Bon Marche, Lamont's Penney, QFC
University Vil.	5	Lamonts, QFC
Bellevue Sq.	8	Frederick & Nelson, Penney
Aurora Village	11	Frederick & Nelson, Nordstrom, Penney, Lucky
Renton Center	9	Sears, QFC
Forest Park	9	Lamont's, Albertson
Factoria	11	Lamont's, Safeway
Crossroads	12	Lamont's, Lucky
Sea Tac Mall	14	Bon Marche, Peoples, Sears
Southcenter	8	Penney, Lucky, Bon Marche, Frederick & Nelson
Totem Lake	11	Lamont's, Thrifty
Westwood Vill.	7	Lamont's, Lucky

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Dept.—Mon. & Fri., Super mkts., discount stores—Every evg. ex. Sun.
Stores Open Evenings: Drug, grocery, discount and most department stores.

13—RETAIL OUTLETS: Department Stores: Bon Marche 7; Frederick & Nelson 7, Lamonts 10, Nordstrom 8; Penney 10; Peoples 1; Sears 8.
Discount Stores: Gen. Merchandise-Fred Meyer 12, Jafco 5, K-Mart 8, Payless 10.
Variety Stores: Bonanza 5, Kress 2, Meredith 4, Sprouse-Reitz 8; Wigwam 12; Woolworth 4.
Chain Drug Stores: Bartell 17, G.O. Guy 5, Fred Meyer 12, Pay 'n Save 26, Thrifty 3.
Chain Grocery Supermarkets: -Albert- son's 27, I.G.A. 15, Lucky 22, Prairie Market 21, Q.F.C. 17, Safeway 57, Thriftway 13, Tradewell 22.

14—NEWSPAPERS: (Circulation/Local Contact for Advertising and Merchandising Data/National Representatives): JOURNAL OF COMMERCE (m-Mon.-Sat.) 5,295, sworn Mar. 31, 1980, Ron Mellinger, Adv. Dir. POST-INTELLIGENCER (m-Mon.-Fri.) 197,123; (Sat. m) 166,845; (S) 222,998, Mar. 31, 1980 ABC. Marvin Larsen, Nat'l. Adv. Mgr./Hearst Adv. Service, Inc. Reps. SEATTLE TIMES (e-Mon.-Fri.) 260,762; (Sat. m) 243,178; (S) 348,678; Mar. 31, 1980 ABC. Clifford Butler, Nat'l Adv. Mgr./Cresmer, Woodward, O'Mara & Ormsbee, Inc. Reps.

SPOKANE, WASH.

1—LOCATION: Spokane County (In Spokane SMSA). E&P Map D-2, County Seat. Wholesale; distributing and shipping center. Light metals, meat packing; building materials and miscellaneous manufacturing. 365 mi. from Portland, Ore., 275 mi. from Seattle, Wash.

2—TRANSPORTATION: Railroads: Burlington-Northern; Union Pacific;
Motor Freight Carriers: 37.
Intercity Bus Lines: Western Greyhound; Okanogan Valley, Spokane Transit System, Empire Lines; Charter Lines.
Airlines: United; Hughes Airwest; Northwest, Frontier, Cascade.

3—POPULATION:
City 70 Cen. 170,516; Loc. Est. 179,200
City Zone ABC: (70) 230,807; (80) 263,400
RTZ-ABC: (70) 372,292; (80) 462,300
County/SMSA 70 Cen. 287,487; Loc. Est. 328,126
City & RTZ-ABC: (70) 603,099; (80) 725,700

4—HOUSEHOLDS:
City 70 Cen. 60,512; Loc. Est. 71,800
Co/SMSA 70 Cen. 93,681; Loc. Est. 122,200
City Zone ABC: (70) 78,449; (80) 102,600
RTZ-ABC: (70) 114,784; (80) 163,800
City & RTZ-ABC: (70) 193,233; (80) 266,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$2,685,255,233
Mutual Sav. Banks	3	$849,925,208
Sav. & Loan Assn.	5	$375,839,343

6—PASSENGER AUTOS: County 178,815

7—ELECTRIC METERS: Residence 129,789

8—GAS METERS: Residence 42,777

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—($318); Constr. 7,900; Mfg. 16,900; Transp., Comm. & Util. 8,100; Whole & Ret. 36,800; Finance, Insurance, etc. 7,900; Services 23,800; Misc. 600; Govt. 23,800.
Principal Industrial Pay Days: Tues., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost, Oct. 14. Last killing frost, Apr. 14.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers: Northtown (62 stores), Shadle Center (38 stores); University City (33 stores) Franklin Park Mall (32 stores).
Neighborhood Shopping Centers: Dishman (27 stores), East Sprague (343 stores), Garland (33 stores); Hillyard (35 stores); Millwood (11 stores), Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores), Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Argonne Village	15	Albertsons
Dishman Square	7	Jamisons Grocery Vordahls
East Town	12	K-Mart, Albertsons
Fairwood Center	32	Albertsons
Five Mile	34	Rosauers
Franklin Park Mall	23	Montgomery Ward
Heritage Village	11	Rosauers
K-Mart, Eastown	12	K-Mart
K-Mart Plaza	10	K-Mart
Lincoln Heights	27	Sears, Safeway
Lincoln Square	8	Rosauers
Manito	12	Lamonts, Safeway
Mission Village	15	Jax Thrift Store
Northtown	62	Albertsons, Sears
Opportunity	19	Safeway, Pay'n Save
River Ridge	7	Rosauers
Shadle Center	38	Penney, Newberry, Safeway, Lamonts
Town & Country	10	Safeway, T&C Drugs
University City	33	Penney, Rosauers, Newberry

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept.—Mon. & Fri., Food— nightly.

13—RETAIL OUTLETS: Department Stores: Bon Marche, Montgomery Ward, Sears 2; J.C. Penney 3; The Crescent 3; Nordstrom Lamonts 2.
Variety Stores: Woolworth, Newberry 3;
Discount Stores (CZ): Fred Meyer 2, K-Mart 3, Two Swabbies 2 Giant 2, Jafco.
Chain Drug Stores (CZ): Skaggs 4, Thrifty, Pay'n Save 4; Super Save; Miller & Felt.
Chain Food Supermarkets: Safeway 12, Rosauer's 12, Albertson's 6.
Other Chain Stores: Firestone, Goodrich, Goodyear; Western Auto, Fuller Paint, Pittsburgh Plate Glass, Sherwin-Williams, General Paint, Mode O'Day (women's); Anita Shops (women's); Diana Shops, Leed's (shoes), House of Fabrics Thom McAn (shoes); Lerner Shops, Burt's (shoes), Weisfield's (jewelry); Zale's (jewelry), Kinney's (shoes), Gallenkamps (shoes).

14—NEWSPAPERS: SPOKESMAN-REVIEW (m) 76,648; CHRONICLE (e) 61,580; comb. (m&e) 138,228; SPOKESMAN-REVIEW (S) 124,185, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William B. Batchelor, Nat'l. Adv. Mgr., CHRONICLE and SPOKESMAN-REVIEW.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.

TACOMA, WASH.

1—LOCATION: Pierce County (In Tacoma SMSA). E&P Map B-2, County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2—TRANSPORTATION: Railroads: Chicago; Milwaukee, St. Paul & Pacific; Steamship lines to all parts of the world.
Motor Freight Carriers: 50.
Freight Steamship Lines: 17.
Intercity Bus Lines: Greyhound; Continental Trail- ways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma.
Airlines: Northwest; United; Western; Pan American; Alaska; Trans-Canada; Air West; Japan; Air Canada; Braniff; Eastern; Continental; SAS; Pacific Western; Flying Tiger; Wein Air Alaska.

3—POPULATION:
City 70 Cen. 154,581; Loc. Est. 157,800
City Zone ABC: (70) 264,292; (80) 284,400
RTZ-ABC: (70) 381,771; (80) 471,600
County/SMSA 70 Cen. 412,344;
Loc. Est. 453,900
City & RTZ-ABC: (70) 646,063; (80) 756,000

Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 54,200; Loc. Est. 70,655
CZ-ABC (70) 88,224; (80) 108,800
RTZ-ABC: (70) 108,886; (80) 156,600
County/SMSA 70 Cen. 123,000;
Loc. Est. 166,693
City & RTZ-ABC: (70) 197,110; (80) 265,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	10	$1,557,071,090
Savings Banks	4	$368,732,143
Sav. & Loan Assns.	3	$475,428,785

6—PASSENGER AUTOS: County 327,034

7—ELECTRIC METERS: County 90,738

8—GAS METERS: County 54,571

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food Prod. 2,400 ($290); Furniture & Fixtures 600 ($287); Paper Prod. 1,400 ($409); Chemical Products 900 ($355); Primary metals 2,000 ($375) Fabricated Metal Prod. & Non-elec. Mach. 2,000 ($380); Lumber & Wood Prod. 5,100 ($323).
Principal Pay Days: Fri.; 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 38-67; Summer 5[illegible] Fall 38-70; Winter 34-50. First killing frost, No[illegible] 2. Last killing frost, Mar. 11.

11—TAP WATER: Neutral, very soft mountain river water; stand-by artesian well supply, relatively hard, not fluoridated.

12—RETAILING: Downtown Shopping Area: Broadway Plaza and 4 blocks on Pacific Ave.; Tacoma Mall (115 stores under cover); Lakewood Villa Plaza (70 stores).

Neighborhood Shopping Centers: South Tacoma Way; 11th & "K"; University Village; Village Square; Lakewood Center; Westgate; 38th & "G"; 38th & Pine; 6th Avenue; 26th & Proctor; Highland Hill; McKinnley Hill; 40th & Portland Ave.; Thunderbird Plaza; 92nd & Pacific Ave.; Hi-Ho Puyallup; Bi-Lo Yakima Ave.; Valley Plaza; University Place; North Shore; Edgewood; Summit; Midland; Sumner; Puyallup; Orting; Eatonville; Gig Harbor; South Tacoma Village; Spanaway Center; Pt. Fosdick Square; Center 19; Willows; Green Firs: Tacoma Vista; Olympic Village; James Center.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Broadway Plz	0	People's, Sears, Woolworth,
Lakewood Ctr.	10	People's, Mont. Ward, Paulson's Selden's
Sea Tac Mall	12	Sears, People's, Lamont's, Elvin's, Bon Marche
Tacoma Mall	5	J.C. Penney, Bon Marche, Lucky, Frederick & Nelson, Nordstrom, Payless
Villa Plaza	7	Frederick & Nelson, Penney, Ernst, Pay 'N Save, Thriftco
Puyallup	7	J.C. Penney, Mont Ward, Hi-Ho Safeway

Principal Shopping Days: Sat., Fri., Mon.

Stores Open Evenings: Dept. & specialty stores-Mon., Thu. & Fri.; Food, larger stores-every evening.

13—RETAIL OUTLETS: Department Stores: Frederick & Nelson; People's; Sears; J.C. Penney; Bon Marche; Schoenfelds; Wigwam; Montgomery Ward; Norostrom; Elvin's.
Discount Stores (CZ): Dahnken; B and I; K-Mart; Fred Meyers; Jafco.
Variety Stores: Woolworth; Kress; Sprouse-Reitz, 68¢ Center, Value Stores.
Chain Drug Stores (CZ): Thrifty 4; Ludwig 4; Pay 'n Save 5; Domaro 1; Farrell's 2; Jaffe 1; AAA Prescription Services 2; Lake City Phcy 2; Harold Meyer 2; South Tacoma Drug 3; Stowell's 4; Payless 3; Giant T 2.
Chain Food Supermarkets (RTZ): Safeway 15; Food King 11; Piggly Wiggly 11; Thriftway 4; Lucky Stores 6; Shop Rite 13; Star Value PDQ 11; Manley's 5; Sib's; HiHo 2; Thriftco 3; Tom Boy 5; 7-Eleven 10; Klauser Corp. 5; Mark-It; Mark 'N Save, Stop 'N Go; Fred Meyers 3; You Mark It 2.
Other Chain Stores: Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Binyon; Arden; Lerner; Mode O'Day; Leeds; Dutch Boy; W. P. Fuller; Karl's; Fashion Fabric; Gallenkamp; Montgomery Ward; Coast-to-Coast; Nordstrom; Value Variety; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; Zukor's; House of Fabrics; Jay Jacobs; Farrell's, Goodenough's; Hancock Fabrics; Pay 'N Pak; Roda Lee Rusan's; Color-Tile; Standard Brands.

14—NEWSPAPERS: NEWS TRIBUNE (e) 107,860; (S) 111,071; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Cathy J. DuBois, Market Research, NEWS TRIBUNE.
National Representatives: Sawyer-Ferguson-Walker Co.

VANCOUVER, WASH.

1—LOCATION: Clark County (In Portland, Ore-Wash. SMSA) E&P Map A-3, County Seat. Shipping lumber, paper products, aluminum, and diversified light manufacturing. Situated on the Columbia River, 8 mi. N. of Portland, Ore.

2—TRANSPORTATION: Railroads: Freight—Burlington Northern, Milwaukee, Union Pacific. Passenger—Amtrak.
Motor Freight Carriers: 125.
Intercity Bus Lines: Vancouver-Portland, Greyhound, Evergreen Stage Line, Trailways.
Airlines: United; Northwest; Alaska, Western; Braniff Int., Continental, Eastern, Air West; Delta; Mexicana; Trans International; Cascade. (all from Portland Airport)

3—POPULATION:
City 70 Cen. 41,859; Loc. Est. 48,902
City Zone ABC: (70)76,560; (80)106,200
RTZ-ABC: (70)51,894; (80)83,900
County 70 Cen. 128,454; Loc. Est. 186,141
SMSA 70 Cen. 1,007,130; Loc. Est. 1,183,624
City & RTZ-ABC: (70)128,454; (80)190,100
Demographic Information available from newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 15,352; Loc. Est. 20,849
County 70 Cen. 41,064; Loc. Est. 68,823
SMSA 70 Cen. 341,505; Loc. Est. 456,733
City Zone ABC: (70)25,548; (80)40,300
RTZ-ABC: (70)15,516; (80)29,100
City & RTZ-ABC: (70)41,064; (80)69,400

5—BANKS:	NUMBER	DEPOSITS
Commercial Branches	7	$524,000,000
Sav. & Loan Assn.	9	$472,000,000

6—PASSENGER AUTOS: 100,444

7—ELECTRIC METERS: Res. City 18,293

8—GAS METERS: Res. 5,688

9— PRINCIPAL INDUSTRIES (CZ): Construction 3,540 ($373); Mfg. 12,960 ($360); Transp. Comm. & Utilities 2,310 ($403); Whole & Ret. trade 11,050 ($228); Finance/Ins. & Real Estate 2,490 ($229); Services 9,300 ($186).

10-CLIMATE: Min. & Max. Temp.—Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 2. Last killing frost, Mar. 6.

11—TAP WATER: Neutral, soft, fluoridated.

12—RETAILING: Principal Shopping Center: Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers: Seventh & Grand Ave.; Hwy. 99 & N.E. 78th; Mill Plain at Garrison Rd.; 72nd & N.W. 4th Plain; 4th Plain & Grand; Mill Plain & Devine Road; Mill Plain & Andrese[illegible]

Nearby Shopping Centers

Name o[illegible] Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Grand Av[illegible]	1½	Grand Ave. Mkt.
Keil's	5	Keil's
Garrison Sq.	4½	Payless Drugs, Keil's
Totem Pole	3¼	Hi-School Pharmacy
Fred Meyer	3	Fred Meyer
Fred Meyer	2	Fred Meyer
J&M Plaza	6	Payless, Safeway
Tower Mall	3	Leslies/Safeway
McLoughlin Hts.	3	Albertson's
Orchards	7	Danielson's, Thriftway
Mill Plain Blvd.	-	Keils, Hi-School Pharmacy
Arbour's	-	Minnehaha Thriftway
Heights	-	Sears, Coast to Coast
Jantzen Beach	-	Mont. Ward, Payless, Fredrick & Nelson
5 Corners	6	Cardons, Hi-School Phcy.
78th St.	-	Keil's, Hall's Phcy.
Vancouver Mall	5	Sears, Penneys, Meier & Frank, Nordstrom, Lipmans

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Dept., Fri., Food, and Discount Daily.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, The Broadway, C. C. Store, Mont. Ward, Payless, Fredrick & Nelson, Sears, Meier & Frank, K-Mart, Nordstroms, Place II.
Variety Stores: Coast to Coast, Boyd's 88¢ Center.
Chain Drug Stores (CZ): Fred Meyer Drugs 3; Payless 2; Hi-School Pharmacy 5.
Chain Food Supermarkets (CZ): Albertsons 2; Cardons 2, Fred Meyer 3; Keils 4; Minit Mart 19; Plaid Pantry 4; Prairie Market 2; Safeway 3, Seven-Eleven 4; Thriftway (United Grocers) 8.
Other Chain Stores: Goodrich, Fuller; Sherwin-Williams (paint); Mode O'Day (ladies); Goodyear; Western Auto, Kinney Shoes; Firestone; Action Al-

ley, Sue Marshall, Lemers, Squire Shop, Petrics, JJ Jeans, Zales, K-Mart

14—NEWSPAPERS: COLUMBIAN (e-Mon. to Fri.) 45,669, (S) 47,822, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Michael D Greene, Ret Adv Mgr COLUMBIAN
National Representatives None

WALLA WALLA, WASH.

1—LOCATION: Walla Walla County, E&P Map D-3, County Seat Retail and wholesale agricultural center serving 3 Washington and 2 Oregon Counties. 131 mi from Yakima, 158 mi from Spokane, 237 mi from Portland, 271 mi from Seattle

2—TRANSPORTATION: Railroad—Freight via Union Pacific and Burlington Northern
Motor Freight Carriers 5
Bus Lines Northwest Greyhound
Airlines Cascade Airways providing commuter service to major connections, Mountain Air and Martin Aviation providing charter, sales, flight instruction, air ambulance
Barge Service—Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers

3—POPULATION:
Corp City 70 Cen 23,619, Loc Est 24,511
City Zone ABC (70) 36,817; (80) 39,300
RTZ-ABC (70) 23,731, (80) 29,900
County 70 Cen 42,176, Loc Est 44,699
City & RTZ-ABC (70) 60,548; (80) 69,200

4—HOUSEHOLDS:
City 70 Cen 7,936; Loc Est 9,897
County 70 Cen 13,438; Loc Est 16,910
City Zone ABC (70) 7,802 (80) 14,400
RTZ-ABC (70) 7,802, (80) 10,500
City & RTZ-ABC (70) 19,600; (80) 24,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	5	$155,212,000
Sav & Loan Assn	2	$154,022,000
Mutual Svgs	2	

6—PASSENGER AUTOS: 21,577

7—ELECTRIC METERS: 15,875

8—GAS METERS: 5,571

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Avg Wkly Salary)—Agriculture, Forestry and Fisheries N.A.; Contract Construction N.A., Manufacturing/Food Processing 3,245 ($301); Trans., Comm. and Util. 510 ($307), Wholesale and Retail N.A., Fin. Ins. Real Estate N.A., Schools/Hospitals 2,409 ($207); Gov't 2,439 ($245).

10-CLIMATE: Min & Max Temp—Spring 43-62 Summer 62-89, Fall 45-65; Winter 27-39 First killing frost Oct 28 Last killing frost, Apr 3

11—TAP WATER: Alkaline, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center 9 blocks on Main St., 3 on Alder St., 3 on Rose St., 7 on Second St., 2 on First St; 2 on Colville St., 2 on Palouse St., 1 on Boyer Ave
Neighborhood Shopping Centers 3 miles on E Isaacs from White St to City Limits, 1 on S 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts on College Ave.; 1 on Wallula Hwy; 1 on Plaza Way between 9th & Village Way

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Downtown Mini Mall	0	Hancock Fabric, Aetna Finance, Quick Stop Sub Shop
Plaza	1	Safeway, M&R Drug
Eastgate	1½	Fleenor's, K-Mart, Eastgate Drug, Eastgate Country Store, Radio Shack, Montgomery Ward
Eastgate Mall	2	Albertsons, Payless Hatfield's Dept Store, Fabricland, Kinney's Shoes, Robinson's, Jay Jacobs, The Closet, Eastgate Jewelers, Waterbed Works, T-Shirtst, Bresslers
Southgate	1/2	Fleenor's, Southgate Drug
Big Y	1½	Wade's Thriftway, Central Pharm
Oregon Stateline	6	Grigg's, Prince-It-Foods

Principal Shopping Days Thu., Fri., Sat., Sun
Stores Open Evenings Dept & Banks Fri., Food Seven Nites EG Mall

13—RETAIL OUTLETS: Department Stores The Bon, Montgomery Ward, Sears, J.C. Penney, Country Store 2, K-Mart, Hatfields, Bi-Mart
Variety Stores Bonanza 88¢ Store
Drug Stores (CZ) Eastgate, Southgate, Pay Less, Professional Pharmacy, Book Nook, M&R, Green & Jackson, Tallman
Chain Food Supermarkets Fleenor's 2 Safeway 3, Price's Sentry, Albertson's, Wade's Thriftway, Mark & Pak
Other Chain Stores Shoes The Shoe Shop, Volume Shoe Stores, Kinney's Shoes, Women's Wear Jacqueline's, Jay Jacobs, Charisma, The Closet Others Sherwin-Williams, Pay 'N Pak Hardware Boyer Electric, Checker Auto Stores, Fabricland, Goodyear Stores, W.P. Fuller, Pittsburgh Paint, Hancock Fabrics, Radio Shack; Automotive Wholesalers Wash Mach & Supply, Twin W Motor Supply, Walla Motor Supply; Boats; Peter's Marina, Nixon's, Beverages Coca Cola, Pepsi Cola, Seven Up

14—NEWSPAPERS: UNION-BULLETIN (e-Mon to Fri.) 16,025, (S) 16,726, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data John Gifford, Jr., Adv Mgr., UNIONBULLETIN
National Representatives Brannam/Newspaper Sales, Member Yakima Adi Plus Group Buy

WENATCHEE, WASH.

1—LOCATION: Chelan County, E&P Map C-2, County Seat In geographic center of state at junction of Wenatchee and Columbia Rivers. Intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail) 165 mi W of Spokane, 138 mi E of Seattle

2—TRANSPORTATION: Railroads Burlington Northern, Amtrak (pass.)
Motor Freight Carriers 10
Intercity Bus Lines Greyhound
Airlines Cascade Airways

3—POPULATION:
Corp City '70 Cen 16,912, Loc Est 18,303
City Zone ABC (70) 30,200, (80) 36,000
RTZ-ABC (70) 95,690, (80) 117,900
County '70 Cen 41,355, Loc Est 44,637
City & RTZ-ABC (70) 125,890, (80) 153,900
Demographic Information (Limited) available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City '70 Cen 6,153, Loc Est 7,737
County '70 Cen 14,500; Loc Est 17,893
City Zone-ABC (70) 10,218 (80) 13,800
RTZ-ABC (70) 30,516, (80) 42,900
City & RTZ-ABC (70) 40,734, (80) 56,700

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	7	$231,100,957
Sav & Loan Assoc	2	$307,442,160
Credit Unions	12	$10,081,537

6—PASSENGER AUTOS: County 50,738

7—ELECTRIC METERS: Res County 20,936

8—GAS METERS: Residence 3,200

9— PRINCIPAL INDUSTRIES (CZ): (Chelan-Douglas Counties) Industry, number Wage Earners—Manufacturing, including primary metals processing, 3,060; Contract Construction, 2,570, Transportation, Commun & Utilities, 850; Wholesale & Retail Trade, 7,320, Finance, Insurance & Real Estate, 940; Services, 4,460, Government, 4,590, Total Civilian Work Force, 36,420
Principal Pay Days Fri., 1st & 15th

10-CLIMATE: Min & Max Temp—Spring 29-80, Summer 47-97, Fall 29-76, Winter 10-53 First killing frost, Oct 15 Last killing frost, Apr 21

11—TAP WATER: Slightly alkaline, soft, not fluoridated.

12—RETAILING: (Principal Shopping Centers) Downtown, 5 Blocks on Wenatchee Avenue, Valley North Shopping Center, 34 stores, Wenatchee Valley Mall, 46 stores
Principal Shopping Days Thurs., Fri., Sat.
Stores Open Evenings Downtown-Fridays, Valley North and Wenatchee Valley Malls-Monday thru Friday Food-every night.

13—RETAIL OUTLETS: Department Stores Sears, Lamonts, J.C. Penney, People's
Discount Stores (CZ) Stan's Merry Mart, Sav-Mart, Hirsch Value Center; K-Mart, Ernst Home Center
Variety Stores Bonanza
Chain Drug Stores (CZ) Pay Less, Osco
Chain Food Supermarkets (CZ Safeway 2, Albertson's, Buttery's, Fleenor's, Gordons Discount, Markit Foods
Other Chain Stores Gallenkamp's, Raffs, Mode O'Day, Adair, Firestone, Western Auto, Anita's, House of Fabrics, Weisfield Jeweler's, Radio Shack, Columbia Paints, Fabricland, Jay Jacobs, Les Schwab Tires, Coast-to-Coast, Pay'N Pak, Top Auto, Zale's Jewelers Schulks Auto Parts

14—NEWSPAPERS: WORLD (e-Mon to Fri.) 27,621, (S) 30,476 Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data R.E. Bell, Adv dir., WORLD
National Representatives Branham/Newspaper Sales

YAKIMA, WASH.

1—LOCATION: Yakima County (SMSA) E&P Map C-3, County Seat Shipping center for Yakima irrigated valley Misc light manufacturing diversified agriculture. Wholesale center for central part of State 220 mi from Spokane, 149 mi from Seattle. On U.S. Hwys 97, 410, Interstate 82

2—TRANSPORTATION: Railroads Burlington-Northern, Union Pacific (freight), Amtrak
Airlines Air West, Cascade
Motor Freight Carriers 40
Intercity Bus Lines Western Greyhound

3—POPULATION:
Corp City 70 Cen 45,588, Loc Est 52,900
CZ-PMA ABC (70) 74,929, (80) 92,400 Bal PMA ABC (70) 70,042, (80) 79,400
Co./SMSA 70 Cen 111,971, Loc Est 158,200
Total CZ & Balance PMA-ABC (70) 144,971, (80) 171,800

4—HOUSEHOLDS:
City 70 Cen 16,475, Loc Est 24,688
Co./SMSA 70 Cen 46,402, Loc Est 61,112
CZ-PMA ABC (70) 25,739, (80) 36,300
Bal PMA-ABC (70) 20,743, (80) 26,600
Total CZ & Bal PMA-ABC (70) 46,482, (80) 62,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	13	$235,131,000
Savings	2	N.A.
Sav & Loan Assn	5	$206,990,269

6—PASSENGER AUTOS: County 87,502

7—ELECTRIC METERS: Res (CZ) 44,856

8—GAS METERS: Residence (CZ) 9,975

9— PRINCIPAL INDUSTRIES (CZ): Manufacturing 192 firms—8,300 employees, $33,257,628 wages

10-CLIMATE: Min & Max Temp—Spring 24-73, Summer 50-90, Fall 34-86, Winter 18-46 First killing frost, Oct 23 Last killing frost Apr 13

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center 6 blocks on Yakima Ave., 2 on Third St., So 1st & Old Town Road (Valley Mall); Yakima Downtown Mall
Neighborhood Shopping Centers Broadway and Mead, Fifty-sixth & Summitview—Ninth & Summitview, Sixteenth and Nob Hill, Westpark; Terrace Heights Rd and Slavin Rd., 1 mi on Fruitvale Blvd., Glenwood, Southgate, Sixteenth and Lincoln, Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center, 11th & Tieton, 37th & Tieton
Principal Shopping Days Thu., Fri., Sat., Sun.

Stores Open Evenings Department—Mon., thru Fri., Food—every evening

13—RETAIL OUTLETS: Department Stores Bon Marche, Penney, Peoples, Sears, Montgomery Ward, Nordstrom's, Lamonts
Discount Stores (CZ) Bi-Mart, Fred Meyer 13 Wigwam, Pay'n Pack, K-Mart, Ernst
Variety Stores Sprouse-Reitz
Chain Drug Stores (CZ) Pay Less, Thrifty 2, Giant T, Tuft's, Osco, Kurbitz 2, Chalet 1, Westpark 1, Bi Mart, Fred Meyer
Chain Food Supermarkets Albertson's Food Center 2; Safeway 4, Thriftway 5, Serv-U 2, Mayfair 3, Gerritsen's 3; Buttrey's, Associated Grocers 2, Super Duper 2 Wrays; Thriftway 2, Roseaur's, Prairie Mkt., Harvest Foods
Other Chain Stores Goodrich; Firestone, Mode O'Day, Weisfield's, Singer Co., Gallenkamp's, Kinney's, Coast to Coast, Leeds, Hickory Farms, J.K. Gill, Hardy Shoes, Jay Jacobs, Thom McAn, Fashion Fabrics, Self Service Furniture, Penguin Electric, Zales B Dalton, Radio Shack

14—NEWSPAPERS: HERALD-REPUBLIC (all day) 39,286, (S) 43,437, Mar 31 1980 ABC
Local Contact for advertising and market information Craig A Moon, Mktg Dir., HERALD-REPUBLIC
National Representatives Branham/Newspaper Sales, Harte-Hanks Communications, Inc.

The Community
Information
Center In

Yakima,
Washington.

Yakima
Herald-Republic

A Harte-Hanks
NEWSPAPER

WEST VIRGINIA SURVEYS

WEST VIRGINIA STANDARD METROPOLITAN STATISTICAL AREAS

Charleston, W.Va.—Kanawha and Putnam Counties.

Huntington-Ashland, W.Va.-Ky.-O.—Cabell and Wayne Counties, W.Va., Boyd and Greenup Counties, Ky.; Lawrence County, O

Parkersburg-Marietta, W.Va.-O.—Wirt and Wood Counties, W.Va.; Washington County, O

Steubenville-Weirton, O.-W.Va.—Jefferson County O., Brooke and Hancock Counties, W.Va.

Wheeling, W.Va.-O.—Ohio County and Marshall County, W.Va.; Belmont County, O.

WEST VIRGINIA POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	138	149	147
5-14 Years	336	302	274
15-24 Years	301	322	272
25-44 Years	383	536	572
45-64 Years	392	424	392
65 and Over	194	247	250
TOTAL	1,744	1,973	1,907

Based on U.S. Census

WEST VIRGINIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg Mat Hdwr	219	388	562
General Mdse	476	776	1,127
Food	794	1,374	2,012
Automobiles	677	1,265	1,491
Gasoline Stations	265	493	922
Apparel	167	238	354
Furniture	175	260	364
Eat-Drink Places	191	352	493
Drugs	105	175	251
Total Sales	3,306	5,676	8,140

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce

BECKLEY, W.VA.

1—LOCATION: Raleigh County, E&P Map B-4, 276 mi S of Pittsburgh, 333 mi W of Washington, 266 mi E of Cincinnati

2—TRANSPORTATION: Railroads C&O, Norfolk & Western
Motor Freight Carriers 12
Intercity Bus Lines Greyhound Continental Trailways
Airlines Piedmont, Aeromech Commuter Airlines

3—POPULATION:
City 70 Cen 19,884, Loc Est 22,310
Primary Mkt Area-ABC
(70) 224,269, (80) 265,500
County 70 Cen 70,080, Loc Est 84,893
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 6,963, Loc Est 9,103
County 70 Cen 21,919, Loc Est 30,706
Primary Mkt Area-ABC (70) 69,097, (80) 93,500
@0[illegible]6 Com Dep $224,529,354

6—PASSENGER AUTOS: County 49,689 (All Vehicles)

7—ELECTRIC METERS: Residence 7,954

8—GAS METERS: Residence 11,811

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage) Coal Mining 3,000 ($280), Electronic 650
Principal Industrial Pay Days 1st & 15th

10-CLIMATE: Average Temp 50, Summer 70, Fall 54, Winter 34 First killing frost, Oct 4 Last killing frost, May 7

11—TAP WATER: Acid, very soft; fluoridated

12—RETAILING: Principal Shopping Center 2 blocks on Main, 1 on Heber, 3 on Neville St
Neighborhood Shopping Center East Beckley, By-Pass Valley Drive, Skelton, Skelton By-Pass Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
By-Pass Plz	8	A&P, Revco Drugs
Beckley Plaza	23	Acme Mkt., K-Mart
Raleigh Mall	40	Murphegs Montgomery Ward, Krogers, Stone & Thomas
Town & Courtry Plaza	9	Sears, Super-Valv

Princiapl Shopping Days Food—Thurs., Fri., Sat Department Stores—Sat Mon
Stores Close Wed afternoon
Stores Open Evenings Dept stores-Fri., Food Nitely.

13—RETAIL OUTLETS: Department Stores Montgomery Ward, E.M. Payne 3, K-Mart, J.C. Penney, Hill's, Sears
Variety Stores G.C. Murphy 3, Leeds
Discount Stores (CZ) Leeds, Marty's, Aides, K-Mart, Heck's 2, Hills
Chain Drug Stores (CZ) Rite Aid 2, Rexall, Walgreen, SuperRx 2, Health Cross 2, Thompson 2
Chain Food Supermarkets A&P 3, Krogers 2, Acme Carolina 6, Saunder's, Cash Grocer 3, Wilbur's Super Values
Other Chain Stores Ladies Embree's 2, Jenney Shop Wise Shops Schiffs, H & M., Pic-Way Shoes, Silver Brand, Berman's (jewelry); Barrack's Auto; New River Supply, Famas 3, Firestone

14—NEWSPAPERS: POST HERALD (m-Mon to Fri.) 21,334, RALEIGH REGISTER-POST HERALD (m- Sat.) 33,203, RALEIGH REGISTER (e-Mon. to Fri.) 12,175, Comb. (m&e) 33,509, POST-HERALD RALEIGH REGISTER (S) 33,825, Mar 31, 1980 ABC

BECKLEY—continued

Local Contact for Advertising and Merchandising Data: Richard P. Mathauer, Adv. Dir., POST-HERALD and RALEIGH-REGISTER.
National Representatives: Story & Kelly-Smith, Inc.

BLUEFIELD, W.VA.-VA.

1—LOCATION: Mercer County, W. Va; Tazewell County, Va. E&P Map B-4. Extreme southern part of the state extending into Virginia. Princeton, the county seat, is 10 mi. away. 102 mi. from Charleston via West Virginia Tpk.; 103 mi. from Roanoke. On U.S. Hwys. 52, 19, 21, 460; State Hwy. 85.

2—TRANSPORTATION: Railroads: Norfolk and Western.
Motor Freight Carriers: 8.
Intercity Bus Lines: Tri-City; Greyhound; Trailways.
Airlines: Piedmont; Aero Mech.

3—POPULATION:
Corp. City 70 Cen. 15,921; Loc. Est. 17,779
Primary Mkt. Area-ABC:
(70) 209,754; (80) 237,500
Mercer County, W. Va. Cen. 63,206;
Loc. Est. 68,741
Tazewell County, Va. 70 Cen. 39,816;
Loc. Est. 52,511

4—HOUSEHOLDS:
Corp. City 70 Cen. 5,626; Loc. Est. 7,177
Mercer County, W. Va. 70 Cen. 20,282;
Loc. Est. 25,554
Tazewell County, Va. 70 Cen. 11,955;
Loc. Est. 18,100
Primary Mkt. Area-ABC (70) 63,064; (80) 81,600

5—BANKS:	NUMBER	DEPOSITS
Commercial	16	$632,000,000
Sav. & Loan Assn.	4	$24,000,000

6—PASSENGER AUTOS: County Est. 48,104 (All-vehicles)

7—ELECTRIC METERS: Residence 24,800

8—GAS METERS: Residence 7,783

9—PRINCIPAL INDUSTRIES (CZ): Food Mfg.; Furniture; Mining Machinery.
Principal Pay Days: 1st, 15th, Fri.

10-CLIMATE: Average Temp.—Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29. Last killing frost, May 12.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Bluefield Plaza	1	Kroger, K-Mart
Blue Prince	3	Hill's Dept., Murphy
Mercer Mall	2	Sears, Penneys Mont. Mard, Leggett, Stoner Thomas.
West Gate	2	Acme Sprmkt.

Principal Shopping Days: Department Stores—Mon., Fri., Sat. Food-Wed., Thu., Fri., Sat.
Stores Open Evenings: Food nightly; others Mon.

13—RETAIL OUTLETS: Department Stores: A.W. Cox, Mont. Ward; J.C. Penney; Leggetts, Thornton's; K-Mart.
Variety Stores: Kresge; G.C. Murphy; Ben Franklin, Giant Dollar; Quality Dollar Store.
Discount Stores (CZ): A-Mart, Hills, Ammar Bros., Heck's; Cheds.
Chain Drug Stores (CZ): Rexall 3, Rite Aid; Southside (Walgreen); SuperRx; Southside 2 Thrift Drug, Revco.
Chain Food Supermarkets: Kroger 3; A&P 3; Deskin's 6; Acme 4; Piggly Wiggly; Warden's 2; IGA 3.
Other Chain Stores: Firestone; Singer Co.; H&M (shoes); Sears (catalog); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.

14—NEWSPAPERS: TELEGRAPH (m) 25,754; (S) 35,433; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jim Strupp, Bus. Mgr., TELEGRAPH.
National Representatives: Landon Associates, Inc.

CHARLESTON, W.VA.

1—LOCATION: Kanawha County (SMSA). E&P Map A-3 & B-3, State Capitol, County Seat. Major production of basic chemicals, wholesale distribution center. Financial, medical and education center, federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 388 mi. from Washington; 233 mi. from Pittsburgh, 188 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61; Northern terminus of W.Va. Tpke. Junction of Interstato I-64, I-77 & I-79.

2—TRANSPORTATION: Railroads: C&O; B&O. N&W; Amtrak; Conrail.
Motor Freight Carriers: 32.
Intercity Bus Lines: Continental Trailways; Greyhound; KRT (local).
Airlines: U.S. Air; Piedmont.

3—POPULATION:
Corp. City 70 Cen. 71,505; Loc. Est. 61,428
Total Primary Mkt. ABC:
(70)568,2'4; (80)616,600
County/SMSA
70 Cen. 257,140; Loc. Est. 261,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 25,595; Loc. Est. 25,557
County/SMSA 70 Cen. 90,002; Loc. Est. 94,100
Total Primary Mkt. ABC:
(70)176,430; (80)218,200

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	27	$1,480,000,000
Sav. & Loan Assn.	6	$279,000,000

6—PASSENGER AUTOS: SMSA 150,125

7—ELECTRIC METERS: Not Available

8—GAS METERS: City Res. 22,172

9—PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Chemicals 13,100 ($380); Glass 800 ($350); Metal Fabricating 1,900 ($329); Coal Mining 6,700 ($466).
Principal Pay Days: Thu., Fri.; 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30. Last killing frost, Apr. 13.

11—TAP WATER: Alkaline, soft in city, varies outside, fluoridated.

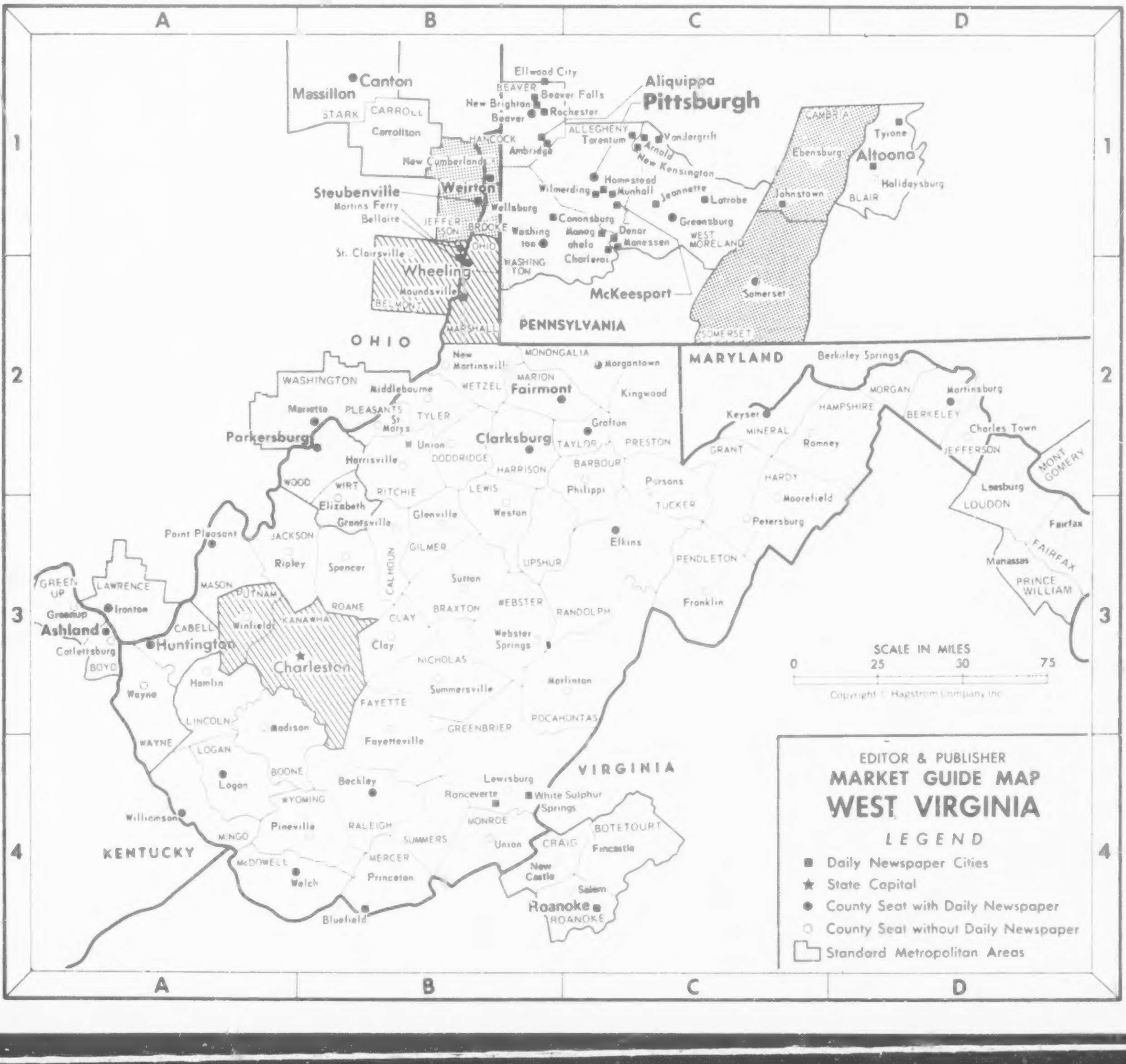
12—RETAILING: Principal Shopping Areas: 4 blocks on Capital St.; 4 on Summers St.; 5 on Virginia, 4 on Quarrier, 5 on Lee st., 2 on Washington St.; 2 on Kanawha Blvd.; 2 on Broad St.; Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers: West Side (W. Washington St.) (24 Stores); East End (E. Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores; Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
West St. Albans	8	Hecks, Pick-Pac, Value City.
St. Albans Mall	10	K-Mart, Kroger, A.W. Cox
Dunbar Village	7	Murphy's Mart, Kelly & Cohen, Kroger
South Side Expressway	2	Heck's
Plaza East	1	Kroger, Hecks, Kelly & Cohen, Kroger, Big Star
Patrick St. Plaza	2	K-Mart Lowe's
K-Mart	4	K-Mart,
Putnam Village	20	Heck's, Kroger

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Drug & Food—Mon. thru Sat., All on Mon., Some—Fri., Discount—7 days.

13—RETAIL OUTLETS: Department Stores: Diamond; Montgomery Ward; Stone & Thomas; Sears, J. C. Penney; A. W. Cox; Levin's West Side 2; O. J. Morrison; McClung & Morgan 3; Sloan's.
Discount Stores (CZ): Heck's 8; K-Mart 3; Murphy's Mart. Ardan's. Wender's.
Variety Stores: Kresge; McCrory's; Murphy; Ben Franklin.



Chain Drug Stores (CZ): Revco 5, Rite-Aid 19, SuperRx Drugs 1.
Chain Food Stores (CZ): Big Star 7; Fas-Chek 9; Kroger 13; Shop-A-Minit 17; Super Valu 3; Penny Fare 1, Foodland 4, 7-Eleven 7, Key Markets 9; IGA 3; Pic-Pac 1; U-Pak; Go-Mart 8.
Other Chain Stores: Thom McAn; Berman's, Arnold's; John Lee, Silver Brand Clothes; McClung & Morgan; Sidney's; Frankenberger's, Goodrich; Goodyear, Firestone, Corbin's, Henry's, Piece Goods Shops; Jo-Ann Fabric Shops, Mary Jane, Pic-Way Shoes, Shoe World, Kelly & Cohen, Schiff's, Lincoln Jewelers, Key Jewelry, Lilly's Crown Jewelry; McCormick Jewelers.

14—NEWSPAPERS: GAZETTE (m) 55,940; MAIL (e) 56,229; Comb. (m&e) 112,169; GAZETTE-MAIL (S) 106,664, Mar. 31, 1979 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Sayre, Mgr. Gen. Adv., GAZETTE/MAIL.
National Representatives: Sawyer-Ferguson-Walker Co., Inc.

CLARKSBURG, W.VA.

1—LOCATION: Harrison County, E&P Map B-2, County Seat. Situated on U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, O. and 140 mi. from Pittsburgh, Pa.

2—TRANSPORTATION: Railroads: B&O, C&O., Amtrak.
Motor Freight Carriers: 15.
Intercity Bus Lines: Central W. Va. Transit Authority, Interstate, Greyhound.
Air Lines: U.S. Air Commuter.

3—POPULATION:
Corp. City 70 Cen. 24,864; Loc. Est. 21,734
CZ ABC: (70)47,089; (80)47,500
RTZ-ABC: (70)112,404; (80)127,500
County 70 Cen. 73,028; Loc. Est. 175,000
City & RTZ-ABC: (70)159,493 (80)175,000

4—HOUSEHOLDS:
70 Cen. City 9,360; Loc. Est. 9,574
County 70 Cen. 24,290; Loc. Est. 29,775
CZ ABC: (70)16,232; (80)18,600
RTZ-ABC: (70)34,822; (80)45,400
City & RTZ-ABC: (70)51,054; (80)64,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	5	$351,940,941

6—PASSENGER AUTOS: County 54,016

7—ELECTRIC METERS: Residence 28,119

8—GAS METERS: Residence 22,801

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (CZ): (Av. Wkly. Wage)—Glass 3,404 ($193); Coal 1,741 ($205); Chemicals 2,000 ($150); Aircraft parts 300 ($165); Natural Gas 1,500 ($155); Heavy Machinery 685 ($190).

Principal Pay Days: Fri.; 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29. Last killing frost, May 3.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers: Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Hills Plaza(7)	2 E Rt. 50	David Weis, Hills
Holiday Plaza (4)	2 E Rt. 50	Hecks
Rosebud Plaza (3)	1 S Rt. 19	Hecks
Bridgeport(8)	3 E Rt. 50	
Valley Hills(5)	3 E Rt. 50	Garden Fresh
Middletown Mall(40)	18 N I-79	Sears, Lowe's Gee Bee; Stone & Thomas; Watson's
Tygart Valley Mall(2)	18 N I-79	Murphy Mart

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon.; Chain Food and Discount, Local Downtown.

13—RETAIL OUTLETS: Department Stores: J. C. Penney, Stone & Thomas, Sears, Watson's.
Variety Stores: G. C. Murphy, McCory's, Stripe Discount.
Discount Stores: Heck's, Hill's, Murphy Mart, Gee Bee.
Chain Drug Stores (CZ): Rexall, Walgreen, Rite Aid, Revco.
Chain Food Supermarkets: Kroger; Little Giant, Thorofare, Garden Fresh, Foodland, Shop'n Save.
Furniture: Palace, Jack's Friendly, Roses, Frank's, Custom Carpet.

14—NEWSPAPERS: EXPONENT (m-Tues. to Sat.) 8,454; TELEGRAM (e) 19,496; comb. (m &e.) 27,950, EXPONENT-TELEGRAM (S) 31,239, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith Adv. Mgr., EXPONENT and TELEGRAM.
National Representatives: Story & Kelly-Smith, Inc.

ELKINS, W.VA.

1—LOCATION: Randolph County, E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2—TRANSPORTATION: Railroads: B&O, W. Md.
Airlines: U.S. Air.
Motor Freight Carriers: Six.

3—POPULATION:
Corp. City 70 Cen. 8,287; Loc. Est. 8,317
CZ ABC: (70)8,287; (80)8,300
RTZ-ABC: (70)24,163; (80)27,900
County 70 Cen. 24,596; Loc. Est. 27,114
City & RTZ-ABC: (70)32,450; (80)26,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,741; Loc. Est. 3,143
County 70 Cen. 7,507; Loc. 9,668
CZ ABC: (70)2,729; (80)3,100
RTZ-ABC: (70)7,320; (80)9,700
City & RTZ-ABC: (70)10,049; (80)12,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$30,715,405
Sav. & Loan Assns.	1	$1,685,579

6—PASSENGER AUTOS: County (All Vehicles) 16,786

7—ELECTRIC METERS: Residence 3,562

8—GAS METERS: Residence 3,418

9— PRINCIPAL INDUSTRIES (CZ): Brick and Tile; Plaining Mill Prod.; Furniture, Limestone and Limestone Prod.; Foundry Prod.; W. Md. R. R. Shops, Shoe Mfg.

10-CLIMATE: Min. & Max. Temp.—Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 7. Last killing frost, May 15.

11—TAP WATER: Fluoridated.

12—RETAILING: Principal Shopping Centers: 3 blocks on Davis Ave., 3 on Third St.; Elkins Plaza on Beverly Pike.
Shopping Centers: Tygart's Valley Mall (5 Stores—Revco, A&P).
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Food nightly, all on Fri., Plaza on Sunday.

13—RETAIL OUTLETS: Department Stores: Baer's, John B. Wilt; Montgomery Ward, Smart Shop.
Variety Stores: G. C. Murphy, K-Mart.
Discount Stores: Heck's.
Chain Drug Stores (CZ): Fountain, Stripe, Rite Aid.
Chain Food Supermarkets: A&P, Kroger, Foodland; Garden Fresh; Key; Hi-Lo; Pure Food 3.

14—NEWSPAPERS: INTER-MOUNTAIN (e) 9,883, Mar. 31, 1980 ABC.
Local Contact for Advertising and MErchandising Data: Scott Koon, INTER-MOUNTAIN.
National Representatives: Landon Associates, Inc.

FAIRMONT, W.VA.

1—LOCATION: Marion County, E&P Map B-2, County Seat. Coal Mining, manufacturing. Major highway hub. US 250, 19, Interstate I-79, State 73. 95 mi. S of Pittsburgh. 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2—TRANSPORTATION: Railroads: Chessie System, Monongahela.
Intercity Bus Lines: Greyhound.
Motor Freight Carriers: 10.
Airlines: Aero Mech. Inc.

3—POPULATION:
Corp. City 70 Cen. 26,093; Loc. Est. 26,109
CZ ABC: (70) 28,697; (80) 29,100
RTZ-ABC: (70) 50,960; (80) 56,900
County 70 Cen. 61,356; Loc. Est. 64,567
City & RTZ-ABC: (70) 79,657; (80) 86,000

4—HOUSEHOLDS:
70 Cen. City 10,162; Loc. Est. 10,868
70 Cen. County 22,170; Loc. Est. 25,262
CZ-ABC: (70) 10,162; (80) 11,800
RTZ-ABC: (70) 16,804; (80) 21,500
City & RTZ-ABC: (70) 26,966; (80) 33,300

5—BANKS:		
Commercial	6	$242,960,997
Sav. & Loan Assn.	2	$72,655,002

6—PASSENGER AUTOS: County 36,003

7—ELECTRIC METERS: Res. City 10,500

8—GAS METERS: Res., City 8,628

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners—Coal Mining 2,051; Fluorescent lamps 2,038; Mach & Eq. Mfg. 1,028; Mining Eq. Mfg. 700; Fabricated Metal Prod. 485; Electric & Gds. 619; Rolled Aluminum Prod. 300; Corrugated fiber containers 265; Can & Glass labels 130; Average Weekly Wage $250. (Avg. Wkly. Wages $250).

10-CLIMATE: Min. & Max. Temp.—Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14. Last killing frost, May 1.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St.
Neighborhood Shopping Centers: East Side on Merchant St., Country Club Rd., Belview Blvd.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Country Club Stores		Thorofare, S&H Stamps
Middletown Mall		Sears, Gee Bee, Watsons, Thorofare Mkt., Stone 4 Thomas
Tygart Valley		Murphy Mart, Foodland Mkt.
12th Street		Radio Shack, Revco, Shop 'N Save

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	5,676,173	7,498,012	8,140,348	710	561,645	708	1,126,976	2,662	2,011,771	1,189	1,491,135	1,818	921,762	913	354,343	1,062	364,062	2,727	493,357	397	251,424
STANDARD METROPOLITAN STATISTICAL AREAS																					
Charleston, W.Va.	1,047,482	1,491,742	1,640,366	90	94,724	69	268,291	270	351,972	108	348,782	220	167,515	127	75,636	153	66,813	368	113,026	48	48,273
Huntington-Ashland, W.Va.-Ky.-O.	944,142	1,201,006	1,287,244	106	88,697	69	197,429	388	314,806	212	206,203	261	133,254	137	64,086	178	69,409	369	80,611	69	41,118
Parkersburg-Marietta, W.Va.-O.	568,088	682,806	723,182	74	42,390	51	130,019	173	163,248	126	121,885	165	84,170	79	31,844	95	30,345	248	47,122	28	19,087
Steubenville-Weirton, O.-W.Va.	480,398	623,755	678,823	48	41,463	35	101,857	221	177,210	100	107,694	139	74,359	80	27,415	92	30,848	355	48,171	34	30,233
Wheeling, W.Va.-O.	601,633	761,067	814,704	70	37,053	46	114,874	215	196,087	101	135,284	148	101,395	89	28,893	111	42,498	369	70,933	37	22,410
COUNTIES, Cities																					
BARBOUR	27,358	42,834	47,962	6	5,478	7	2,973	30	14,243	9	8,345	24	8,764	6	1,835	7	1,487	20	3,495	3	50
BERKELEY	118,755	128,678	134,205	16	5,168	8	15,310	54	38,073	35	22,295	35	16,385	22	6,677	33	3,872	67	8,140	7	5,738
Martinsburg	97,385	105,545	110,083	12	3,848	6	11,395	25	31,058	23	19,422	22	12,449	21	6,296	27	3,641	47	5,591	7	5,738
BOONE	63,487	105,502	119,511	14	13,645	20	12,176	40	41,228	11	14,733	37	15,915	5	5,673	13	6,065	43	5,120	5	3,536
BRAXTON	31,234	31,343	32,213	9	3,373	15	2,174	37	9,657	13	6,159	20	5,850	7	851	5	919	24	1,525	4	790
BROOKE	64,026	76,707	81,553	6	1,389	5	2,466	31	20,982	17	18,527	23	14,051	13	2,597	9	4,658	70	9,045	6	4,020
CABELL	434,333	536,474	573,833	35	44,119	27	90,133	138	130,957	68	89,496	100	50,725	59	35,473	75	31,325	195	44,486	32	20,104
1Huntington	347,483	420,774	448,262	20	32,149	17	70,714	96	97,009	52	73,188	63	30,307	49	32,617	64	28,116	162	35,930	26	16,748
CALHOUN	12,604	15,712	16,839	5	1,741	8	1,785	21	5,346	8	2,362	12	2,874	3	240	2	1,073	11	729	1	26
CLAY	11,397	14,312	15,359	2	98	9	1,832	26	6,587	3	2,004	16	2,918	4	451	2	236	13	529	1	
DODDRIDGE	5,802	6,025	6,234	2	84	5	326	9	3,319	3	299	5	1,267	1	236	3	429	5	243	1	4
FAYETTE	141,447	183,630	198,280	18	13,542	30	14,454	91	52,167	31	41,811	61	29,402	29	5,803	27	9,106	65	9,333	14	8,233
GILMER	10,148	11,802	12,476	2	160	6	963	18	5,799	5	2,201	10	1,625	1	116	3	398	8	695	1	3
GRANT	18,216	26,411	29,140	2	1,448	7	1,289	15	9,080	8	4,418	14	5,242	2	2,487	5	634	16	2,309	1	42
GREENBRIER	113,863	204,748	235,452	23	13,945	19	25,176	55	63,858	30	47,712	50	33,778	18	5,715	19	4,456	65	11,487	11	7,191
Lewisburg	NO DATA AVAILABLE FOR THIS CITY																				
Ronceverte		28,396	37,461		2,625		2,575		7,379		4,047		10,621		1,804		490		2,056		699
White Sulphur Springs	17,629	32,489	37,442	5	2,628	2	2,407	7	7,387	3	4,328	6	10,636	7	1,806	2	426	12	2,059	1	594
HAMPSHIRE	23,822	26,045	27,207	7	3,246	13	1,870	21	6,436	15	5,253	12	4,651	5	601	7	896	13	1,029	3	91
HANCOCK	110,087	176,250	207,562	10	14,056	9	28,109	48	58,035	22	35,248	30	19,258	14	5,775	25	10,287	89	14,127	10	11,285
2Weirton	108,373	153,754	171,359	8	13,283	8	27,555	30	46,425	20	29,049	21	12,030	13	5,424	20	9,096	65	8,168	7	9,671
HARDY	18,065	28,293	31,684	5	4,239	5	941	23	11,493	9	4,482	13	5,016	5	1,056	2	711	19	1,681		
HARRISON	245,747	314,890	339,179	25	23,319	16	35,847	116	84,779	62	77,142	66	34,615	27	10,512	46	17,358	127	24,384	19	11,091
Clarksburg	136,119	170,376	182,680	13	12,531	6	23,249	57	37,549	34	46,059	26	14,458	16	9,426	22	12,249	62	11,612	9	4,659
JACKSON	62,004	84,854	92,603	15	6,294	11	6,348	34	28,495	24	11,626	29	23,817	13	3,530	12	2,063	28	3,676	6	3,742
JEFFERSON	57,281	99,703	104,297	9	10,718	3	7,763	30	16,427	12	9,139	22	10,220	9	2,311	14	2,985	40	8,713	9	8,605

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FAIRMONT—continued

Atrium Mall
Principal Shopping Days Mon., Thu., Fri., Sat.
Stores Open Evenings Dept. Mon., Food and shopping centers Nightly

13—RETAIL OUTLETS: Department Stores Hartley's, Jones, Stone & Thomas
Variety Stores G.C. Murphy's, McCrory's, Murphy Mart, Gee Bee, Watson's.
Discount Stores (CZ) Revco, Hill's, Hecks
Chain Drug Stores (CZ) Revco 3, Rite Aid, Mason's 2
Chain Food Supermarkets Thorofare 3, Champion 1, Foodland 2, Key 4, Pitrolo's 3, Kroger 1, Warehouse Grocery 1
Other Chain Stores Kinney's, Goodrich; Firestone; Montgomery Ward (catalog), S&H Green Stamp, Pic Way, Carriage Shop, Giant Shoe, Stone & Thomas, Bressler's, Teek's, Associated Hardware, Hickory Farms, Lerner's, Fashion Bug, Maunz, Workingmans Store, Bauer, Brown, Lowes, Gordon Jewelry, Chess King, Pettrey's, Embees, Jack's Friendly Furniture, Hatfield & McCoy

14—NEWSPAPERS: TIMES—WEST VIRGINIAN (m) 15,600, (S) 17,355, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Roger Eddy, Adv. Mgr., TIMES—WEST VIRGINIAN
National Representatives Thomson Nowspapers, Inc.

GRAFTON, W.VA.

1—LOCATION: Taylor County, E&P Map C-2, County Seat. On U.S. Hwys. 50, 119, 250, State Hwys. 3, 40, 44, 9

2—TRANSPORTATION: Railroads B&O Term. & Div. Pt., Amtrak
Intercity Bus Lines Greyhound
Airport 15 miles west

3—POPULATION:
Corp. City 70 Cen. 6,433, Loc. Est. 7,007
County 70 Cen. 13,878, Loc. Est. 16,240
Demographic Information Available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,308, Loc. Est. 2,925
County 70 Cen. 4,594, Loc. Est. 6,199

5—BANKS: 2 Commercial $70,000,000

6—PASSENGER AUTOS: County Est. 10,000 (All Vehicles)

7—ELECTRIC METERS: Residence 5,550

8—GAS METERS: Residence 3, 3

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage) Textiles 220 ($95), Railroad 900 ($130), Paper Box 140 ($100), Plastics 300 ($95), Glass 85 ($85), Sponge Rubber 75 ($100)

10-CLIMATE: Min. & Max. Temp.—Spring 30-70, Summer 60-95, Fall 30-70, Winter 0-40

11—TAP WATER: Neutral, soft

12—RETAILING:
Shopping Center Harman Plaza (7 Stores—Thorofare Mkt.)
Principal Shopping Days Mon., Wed., Fri., Sat.
Stores Open Evenings Fri.

13—RETAIL OUTLETS: Department Stores Archdeacon's, Dollar General
Variety Stores McCrory's, Heck's
Chain Drug Stores Rexall (Malone's), Rite Aid, Health Mart
Chain Food Supermarkets Thorofare, Foodland, Garden Fresh
Other Chain Stores Western Auto, Gatling's Auto; Firestone; Goodyear, Radio Shack, J.C. Penney (catalog), Montgomery Ward

14—NEWSPAPERS. MOUNTAIN STATESMAN (e-Mon. to Fri.) 3,[illegible]44, (Sat. m) 3,349, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Robert Priddy, Adv. Mgr., MOUNTAIN STATESMAN
National Representatives None

HUNTINGTON, W.VA.

1—LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, W. Va.-Ky.-O.-SMSA), E&P Map A-3, Seat of Cabell County, Industrial, wholesale and shipping center. 255 mi. from Pittsburgh, 163 mi. from Cincinnati. On U.S. Hwys. 52, 60, State 10, 2, 7, 4, Interstate 64

2—TRANSPORTATION: Railroads C&O, B&O, N&W
Motor Freight Carriers 30
Intercity Bus Lines Trailways, TTA, Greyhound
Airlines U.S. Air, Piedmont

3—POPULATION:
Corp. City 70 Cen. 74,315, Loc. Est. 65,185
CZ ABC: (70) 120,972; (80) 120,100
RTZ-ABC: (70) 229,550; (80) 256,000
SMSA 70 Cen. 286,935; Loc. Est. 300,858
Cabell County 70 Cen. 106,918; Loc. Est. 103,198
Wayne County 70 Cen. 37,581; Loc. Est. 41,604
City & RTZ-ABC: (70) 350,522; (80) 376,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. City 70 Cen. 26,117; Loc. Est. 26,922
Cabell Co. 70 Cen. 35,663; Loc. Est. 40,212
Wayne Co. 70 Cen. 11,467; Loc. Est. 14,650
SMSA 70 Cen. 91,015; Loc. Est. 110,273
CZ ABC: (70) 40,470; (80) 45,800
RTZ-ABC: (70) 69,583; (80) 88,900
City & RTZ-ABC: (70) 110,053; (80) 134,700

5—BANKS: 7 Comm., Est. Dep. $400,000,000

6—PASSENGER AUTOS:
Cabell County 74,920 (All Vehicles); Wayne County 23,500 (All Vehicles)

7—ELECTRIC METERS: Residence 54,552

8—GAS METERS: Residence 22,520

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Metals 5,346, Glass & Stone 1,682, Apparel 1,127, Chemicals 1,701
Principal Industrial Pay Days Fri., 15 & 30

10-CLIMATE: Min. & Max. Temp.—Spring 36-60, Summer 42-85, Fall 41-82, Winter 25-44. First killing frost, Oct. 20. Last killing frost, Apr. 17

11—TAP WATER: Alkaline, soft, not fluoridated

12—RETAILING: Principal Shopping Center 5 blocks on 3rd, 4th, 5th Aves., 3 on 9th, 10th, 11th Streets
Neighborhood Shopping Centers 2 blocks on East 3rd Ave., 2 on Washington, Adams, Madison Aves., 2 on Main & Bridge Sts.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Eastern Hghts.	16	Thrift, Mack's, Tradewell
Fairfield Plaza	7	Super Value, Heck's, Big Bear
East Hills Mall	15	Hills, A&P
Westland Plaza	5	Kroger, Thrift, Heck's
Pea Ridge	12	K-Mart
Huntington Mall (Opening in late 1980)	125	Sears, Penney's Lazarus, Stone 6 Thomas

Principal Shopping Days Department Stores—Sat., Mon.; Food—Wed., Thu., Fri. & Sat.
Stores Open Evenings Food, 9 P.M. daily

13—RETAIL OUTLETS: Department Stores Stone Thomas, Newcomb, J.C. Penney, Huntington Store, T.A. Nasser
Variety Stores Kresge, McCrory, Green's, K-Mart
Discount Stores (CZ) Hecks 3, Hills 1, K-Mart 2, Hart's 2, Super B
Chain Drug Stores (CZ) Thrift 2, Rite-Aid
Chain Food Supermarkets A&P, Kroger 6, Big Bear 2, Harold's 2, Jordan 2, Tradewell 6, Foodland 6
Other Chain Stores Sears, Firestone, Thom McAn, Schiff's, Lerner's, Goodyear

14—NEWSPAPERS: HERALD-DISPATCH (m) 48,665, (S) 51,592, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., ADVERTISER and HERALD-DISPATCH
National Representatives Gannett Newspaper Advertising Sales

KEYSER, W.VA.

1—LOCATION: Mineral County, E&P Map C-2, County Seat. On E bank of Potomac River, 24 mi. SW of Cumberland, Md. U.S. Hwys. 220, 50, W. Va. Hwy. 28, 131 mi. W. of Washington, D.C., 110 mi. SE of Pittsburgh

2—TRANSPORTATION: Railroads B&O, Western Md.
Intercity Bus Lines Mt. State Bus, Greyhound, Emery, Potomac Transit Authority
Motor Freight Carriers 6

3—POPULATION:
Corp. City 70 Cen. 6,586, Loc. Est. 8,450
County 70 Cen. 23,109, Loc. Est. 25,757
Demographic Information available from Newspaper. See paragraph 14

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS																	
METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
KANAWHA	973,212	1,397,608	1,539,161	77	91,303	62	260,799	242	326,081	97	327,631	189	138,195	116	73,914	141	65,295	342	109,979	43	45,735
Charleston	504,997	756,180	764,855	26	31,601	27	194,841	84	116,347	36	155,959	72	57,455	66	50,386	54	27,789	116	53,126	20	19,505
LEWIS	43,833	49,775	52,373	8	2,974	6	7,787	33	16,746	13	6,322	19	5,102	8	3,386	15	3,095	33	3,312	5	2,015
LINCOLN	27,771	30,225	31,545	4	589	13	2,394	41	10,861	10	7,825	25	6,651			7	426	22	1,401	3	609
LOGAN	148,770	188,702	202,886	17	18,513	22	22,736	94	58,909	32	31,953	62	24,931	25	8,386	23	7,483	46	7,990	8	6,658
Logan	83,270	104,252	111,792	4	5,123	8	16,293	21	31,030	21	17,450	12	7,200	16	7,264	11	6,569	20	4,771	6	5,180
MCDOWELL	111,651	159,901	175,965	10	14,415	25	13,195	111	55,126	21	31,387	46	22,687	20	8,480	25	8,836	57	7,640	7	3,654
Welch	35,423	71,143	83,050	5	5,343	4	6,695	18	24,121	10	17,240	15	6,977	12	7,348	9	3,278	20	5,058	3	2,527
MARION	234,537	295,641	317,402	23	19,899	23	77,548	100	74,813	49	47,357	57	28,835	35	17,096	42	12,409	104	15,694	15	8,517
Fairmont	177,700	222,705	238,814	14	17,258	14	45,987	58	58,649	39	38,713	32	18,619	29	16,557	32	8,350	75	14,060	12	6,890
MARSHALL	115,764	131,729	138,695	14	5,806	13	28,555	40	39,332	21	20,846	28	12,496	16	4,181	23	6,509	62	8,520	9	4,421
Moundsville	68,068	74,545	77,258	6	934	6	11,678	20	24,551	13	13,316	18	5,844	13	3,125	12	4,190	37	6,112	5	2,782
MASON	50,307	64,841	69,935	13	6,516	6	6,307	44	19,744	17	12,763	24	9,573	6	1,227	15	2,070	30	2,747	5	3,522
Point Pleasant	36,594	47,074	50,567	5	3,607	4	5,490	12	12,656	11	10,491	14	5,976	6	1,227	13	1,962	15	1,895	4	3,247
MERCER	247,195	301,337	321,466	28	23,405	24	44,044	99	69,975	52	58,477	62	37,057	45	15,518	47	17,655	90	21,459	19	9,158
3Bluefield	132,376	163,261	174,523	11	7,579	8	17,543	36	33,692	28	45,414	23	15,180	25	10,477	27	13,183	38	10,590	8	5,144
MINERAL	39,647	53,022	57,596	9	3,465	9	6,242	39	13,342	16	9,251	20	7,983	14	3,293	16	2,524	41	3,830	4	1,416
Keyser	30,500	40,815	44,253	8	3,370	5	5,550	16	10,074	9	7,455	12	5,132	10	2,590	13	2,108	17	1,892	3	1,327
MINGO	127,363	159,825	171,425	16	10,767	14	14,761	91	51,833	27	34,230	41	14,145	31	12,399	28	14,035	56	4,307	8	4,771
Williamson	66,170	83,573	89,374	4	3,168	6	10,824	13	22,749	13	13,795	11	5,836	19	9,539	12	10,180	24	2,200	6	4,168
MONONGALIA	219,385	244,330	256,146	26	23,200	13	35,892	72	61,991	40	29,714	64	26,481	51	16,864	41	14,211	101	17,868	16	9,375
Morgantown	195,835	218,669	229,345	20	18,839	10	35,329	59	57,924	32	27,740	44	19,880	48	16,709	31	11,668	84	15,959	14	7,544
MONROE	13,068	22,336	25,437	5	742	[illegible]	2,201	20	5,703	5	6,411	14	6,166	3	396	7	1,335	5	268	2	87
MORGAN	12,331	13,997	14,733	8	2,573	2		16	2,589	6	1,873	12	3,632	2	583	3	823	11	1,693	2	12
NICHOLAS	76,953	88,490	93,333	12	3,986	19	12,163	27	26,053	24	16,421	42	11,928	12	2,459	10	1,599	33	3,454	5	1,585
OHIO	257,933	305,168	321,365	20	13,238	14	48,929	75	46,776	38	57,575	41	40,336	40	18,280	47	28,805	155	32,496	13	9,494
Wheeling	239,612	277,603	291,534	15	9,510	13	44,868	67	44,025	31	52,652	35	33,563	40	18,280	44	26,663	141	28,740	13	9,494
PENDLETON	12,502	11,761	11,932	3	304	10	1,037	8	3,706	5	3,169	9	1,440	3	628	2	481	10	842		
PLEASANTS	15,041	19,348	20,855	3	1,327	2	388	8	7,129	9	6,157	8	3,047	3	719	3	218	9	940	2	12
POCAHONTAS	18,676	21,116	22,199	5	1,361	9	1,014	28	6,982	7	5,902	15	3,661	2	598	1	580	17	1,130	2	4
PRESTON	56,310	82,001	90,530	14	11,007	12	6,551	44	23,777	20	21,766	31	12,969	10	1,812	12	1,931	41	2,424	3	3,030
PUTNAM	74,270	94,134	101,205	13	3,421	7	7,492	28	25,891	11	21,151	31	29,3[illegible]	11	1,722	12	1,518	26	3,047	5	2,538
RALEIGH	321,132	498,506	557,224	34	50,959	25	92,597	116	128,916	40	101,376	73	51,363	55	26,463	54	28,336	83	23,693	19	15,436
Beckley	247,460	391,202	438,748	23	39,513	15	89,309	49	87,945	25	73,034	31	32,500	47	25,987	40	25,225	52	20,351	15	13,062
RANDOLPH	86,560	109,391	117,526	7	9,863	15	17,219	36	28,712	29	21,932	45	13,825	15	2,885	11	3,133	43	5,665	5	4,370
Elkins	71,318	90,394	96,753	7	9,863	8	16,173	16	24,575	20	16,798	22	6,722	15	2,885	9	2,739	24	4,429	5	4,370
RITCHIE	19,423	26,313	28,644	8	1,855	8	1,364	23	9,422	9	9,054	11	3,021	3	600	4	1,282	11	584	4	986
ROANE	28,588	29,730	30,758	3	3,061	9	2,615	22	9,452	15	7,079	14	3,121	5	835	6	283	13	1,372	5	1,912
SUMMERS	27,499	42,224	47,100	6	2,009	9	3,477	29	16,548	10	6,549	14	4,646	8	2,091	8	1,939	19	3,638	2	1,575
TAYLOR	31,987	35,564	37,268	8	4,119	3	3,078	23	11,009	13	5,436	16	4,330	8	1,607	10	1,594	26	2,917	3	1,491
Grafton	30,825	34,637	35,908	8	4,119	3	3,078	12	10,232	11	5,278	15	4,278	7	1,569	10	1,594	25	2,897	3	1,491
TUCKER	13,231	15,013	15,799	5	572	6	402	11	6,105	5	3,009	7	2,540	5	527	4	284	12	1,429	2	8
TYLER	16,345	25,395	28,394	5	3,017	6	2,278	15	8,531	5	5,969	14	5,214	6	630	4	487	13	1,166	3	12
UPSHUR	58,659	89,637	99,891	19	11,635	10	10,559	34	27,980	18	20,689	17	8,305	16	3,975	13	2,799	31	6,400	4	2,963
WAYNE	74,491	84,381	88,757	10	5,758	8	8,026	61	27,995	23	13,373	29	10,701	10	1,293	23	3,509	43	4,194	5	3,252
WEBSTER	22,147	39,219	44,970	5	6,123	11	5,083	16	10,648	4	7,309	13	6,241	5	1,108	4	770	15	1,430	4	1,307
WETZEL	65,559	87,439	94,923	14	7,576	10	11,330	26	30,131	20	14,868	26	8,883	13	2,433	20	3,772	36	5,977	8	3,473
WIRT	4,531	6,375	6,998	3	141	3	722	5	1,141	2	857	9	3,165	4	146	1	65	5	255		
WOOD	374,563	437,866	463,532	32	22,305	25	101,109	100	95,679	72	83,479	71	44,540	49	22,677	60	19,589	144	29,262	18	10,970
Parkersburg	274,469	309,909	325,762	23	15,395	14	51,867	66	79,833	63	74,008	49	32,565	24	9,284	38	11,069	108	20,236	14	8,904
WYOMING	75,263	121,459	136,791	12	7,769	23	15,147	48	45,182	19	28,723	40	18,859	15	3,193	11	5,424	24	2,588	5	2,505

WEST VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,744,237	1,973,660	4,635,201	13,726,184	724,810	18,938	19,123	34,630	97,518
STANDARD METROPOLITAN STATISTICAL AREAS									
Charleston, W.Va.	257,140	272,911	758,219	2,528,112	102,669	24,624	780	989	886
Huntington-Ashland, W.Va.-Ky.-O.	286,935	311,889	823,193	2,466,110	115,606	21,332	2,453	4,832	7,627
Parkersburg-Marietta, W.Va.-O.	148,132	165,500	439,149	1,123,510	60,915	18,444	1,751	3,640	9,099
Steubenville-Weirton, O.-W.Va.	165,627	166,922	554,261	1,607,580	60,166	26,719	579	1,521	2,900
Wheeling, W.Va.-O.	182,712	186,450	567,427	1,653,237	70,997	23,286	1,370	2,804	8,009
COUNTIES, Cities									
BARBOUR	14,030	17,949	29,280	96,113	6,647	14,460	513	541	1,146
BERKELEY	36,356	45,538	93,601	289,957	16,808	17,251	465	7,533	4,015
Martinsburg	14,626	12,806	40,5[illegible]6	96,042	5,530	17,367	*	*	*
BOONE	25,116	31,047	58,565	151,554	10,841	13,980	91	100	19
BRAXTON	12,666	14,094	24,850	72,280	5,192	13,921	365	223	672
BROOKE	29,685	31,919	96,569	319,704	11,379	28,096	60	119	489
CABELL	106,918	106,943	343,047	953,685	42,048	22,681	519	796	519
[1]Huntington	74,315	64,336	245,458	620,642	26,944	23,035	*	*	*
CALHOUN	7,046	8,904	12,464	46,956	3,212	14,619	206	106	223
CLAY	9,330	11,751	11,517	50,073	3,906	12,820	94	30	91
DODDRIDGE	6,389	7,562	12,369	43,296	2,891	14,976	270	60	356
FAYETTE	49,332	61,099	126,793	296,598	22,123	13,407	242	92	551
GILMER	7,782	8,673	12,926	42,197	3,099	13,616	236	143	424
GRANT	8,607	9,636	25,993	59,215	3,324	17,814	441	462	4,131
GREENBRIER	32,090	36,655	71,979	255,990	13,615	18,802	814	534	6,536
Lewisburg	2,407	2,468	5,399	17,843	1,079	16,537	*	*	*
Ronceverte	1,981	2,097	4,443	15,119	855	17,683	*	*	*
White Sulphur Springs	2,869	3,402	6,435	24,798	1,323	18,744	*	*	*
HAMPSHIRE	11,710	15,687	23,181	107,111	5,776	18,544	529	4,050	3,201
HANCOCK	39,749	40,098	137,103	437,451	14,168	30,876	74	269	127
[2]Weirton	27,131	25,921	96,250	291,347	9,205	31,651	*	*	*
HARDY	8,855	10,306	15,378	64,997	3,829	16,975	530	872	12,069
HARRISON	73,028	79,886	217,012	557,629	31,146	17,904	587	465	2,096
Clarksburg	24,864	21,443	81,575	173,708	9,577	18,138	*	*	*
JACKSON	20,903	26,357	46,703	183,938	9,069	20,282	671	333	1,539
JEFFERSON	21,280	28,321	48,792	175,800	10,058	17,479	381	4,233	8,559
KANAWHA	229,515	234,719	702,180	2,258,676	89,170	25,330	218	130	226
Charleston	71,505	61,614	252,533	737,705	25,975	28,401	*	*	*
LEWIS	17,847	19,092	37,915	117,909	6,932	17,009	407	328	2,061
LINCOLN	18,912	23,417	28,194	120,364	7,891	15,253	378	603	213
LOGAN	46,269	51,431	130,865	253,998	17,4[illegible]	14,580	40	21	121
Logan	3,311	2,848	11,397	17,427	1,134	15,368	*	*	*
MCDOWELL	50,666	53,765	139,894	235,706	17,806	13,237	N A	N A	N A
Welch	4,149	4,038	12,381	19,195	1,711	11,219	*	*	*
MARION	61,356	67,982	197,454	468,645	26,819	17,474	325	340	484
Fairmont	26,093	26,337	91,795	202,766	11,074	18,310	*	*	*
MARSHALL	37,598	42,466	97,290	338,017	15,636	21,618	471	316	1,707
Moundsville	13,560	12,099	40,062	101,789	4,488	22,680	*	*	*
MASON	24,306	27,292	56,935	176,480	9,835	17,944	748	1,638	5,780
Point Pleasant	6,[illegible]22	5,882	14,964	41,140	2,396	17,170	*	*	*
MERCER	63,2[illegible]6	71,386	162,654	423,791	26,877	15,768	383	330	1,006
[3]Bluefield	15,9[illegible]1	17,503	48,790	119,733	7,169	16,701	*	*	*
MINERAL	23,109	27,174	51,710	203,880	0,007	20,374	285	445	1,360
Keyser	6,586	7,082	14,347	56,513	2,753	20,528	*	*	*
MINGO	32,780	40,534	64,855	164,227	13,276	12,370	20	8	3
Williamson	5,831	4,902	11,900	21,651	1,980	10,935	*	*	*
MONONGALIA	63,714	70,308	179,834	488,189	26,156	18,665	371	262	805
Morgantown	29,431	34,581	81,302	229,028	12,457	18,385	*	*	*
MONROE	11,272	14,153	17,272	87,027	5,110	17,031	718	619	4,540
MORGAN	8,547	10,177	17,344	57,388	3,856	14,883	136	699	372
NICHOLAS	22,552	28,965	47,478	176,912	10,061	17,584	326	195	803
OHIO	64,197	59,192	216,077	518,775	23,027	22,529	156	1,179	1,186
Wheeling	48,188	40,863	163,243	363,125	16,989	21,374	*	*	*
PENDLETON	7,031	8,222	12,723	49,650	2,978	16,672	781	499	9,793
PLEASANTS	7,274	8,544	16,703	79,371	3,021	26,273	102	94	183
POCAHONTAS	8,870	17,062	17,161	104,293	6,393	16,314	505	261	1,872
PRESTON	25,455	30,988	50,813	161,425	10,890	14,823	677	719	4,497
PUTNAM	27,625	38,192	56,039	269,436	13,499	19,960	562	859	660
RALEIGH	70,080	88,278	169,933	475,208	32,246	14,737	319	192	1,320
Beckley	19,884	23,235	59,758	152,006	9,574	15,877	*	*	*
RANDOLPH	24,596	28,654	54,945	184,862	10,334	17,889	439	461	1,842
Elkins	[illegible],287	8,317	19,021	58,263	3,184	18,299	*	*	*
RITCHIE	10,145	11,026	24,448	62,011	4,209	14,733	354	133	914
ROANE	14,111	16,825	29,131	99,789	6,191	16,118	497	139	963
SUMMERS	13,213	16,064	27,019	97,508	6,067	16,072	337	364	683
TAYLOR	13,878	16,455	32,162	97,877	6,411	15,267	273	640	1,094
Grafton	6,433	7,055	15,095	43,124	2,983	14,457	*	*	*
TUCKER	7,447	8,483	15,455	52,432	3,207	16,349	178	188	424
TYLER	9,929	11,338	26,651	94,009	4,147	22,669	234	167	788
UPSHUR	19,[illegible]2	24,282	37,915	153,441	8,920	17,202	401	255	862
WAYNE	37,581	44,129	85,055	306,901	15,757	19,477	241	341	584
WEBSTER	9,809	12,112	20,236	57,032	4,310	13,232	126	37	81
WETZEL	20,314	21,974	54,262	206,410	8,090	25,514	281	91	298
WIRT	4,154	5,399	6,947	26,553	1,982	13,397	182	233	547
WOOD	86,818	95,975	266,725	679,499	35,649	19,061	484	719	[illegible],637
Parkersburg	44,208	43,166	140,521	279,052	17,296	16,134	*	*	*
WYOMING	30,095	35,180	74,805	173,949	11,498	15,129	71	55	26

FARM PRODUCTS: From 1974 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1979 Cash Receipts as follows: From Crops $64,028,000; from Livestock & Livestock Products $137,608,000; Total $201,636,000.

*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

4—HOUSEHOLDS:
City 70 Cen. 2,412, Loc. Est. 7,334
County 70 Cen. 4,551, Loc. Est. 25,757

5—BANKS: 2 Savings, Dep. $78,000,000

6—PASSENGER AUTOS: County (All Vehicles) 17,460

7—ELECTRIC METERS: Residence 3,651

8—GAS METERS: Res. (RTZ) 3,447

9— PRINCIPAL INDUSTRIES (CZ): R.R. Shop, Pulp and Paper, Women's Wear, Farm Machy., Ballistics & Plastics, Sports Equipment; Electronic; Glass Beads, Glass, Electronics, Glass Containers, Plastic Containers.
Principal Industrial Pay Days: 1st & 15th.

10-CLIMATE: Min. & Max. Temp.—25-71, Summer 58-85, Fall 24-57, Winter 17-41. First killing frost May, Last killing frost Oct.

11—TAP WATER: Hard to soft

12—RETAILING: Principal Shopping Center: 3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers: West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.
Principal Shopping Days: Wed., Thu., Fri.
Stores Open Evenings: Wed. & Fri.

13—RETAIL OUTLETS:
Variety Stores: Murphy, Heck's
Chain Drug Stores (CZ): Romig's Rexall, Revco; People's Walgreen, Stripe Discount, Rite-Aid.
Chain Food Supermarkets: A&P, Hackley 3, Acme Food, Kaplon's, Foodland, IGA.
Other Chain Stores: Coffman-Fisher, H-P, Wolf Furniture, Western Auto, Sears, Montgomery Ward, Super Shoe Store, J.S. Raub's Shoes, Burton's Men's Shop, Charles Store, Sue, Shoe World.

14—NEWSPAPERS: NEWS-TRIBUNE (e-Mon. to Fri.) 5,337, (Sat. m) 6,030 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE.
National Representatives: American Newspaper Representatives, Inc.; West Virginia Press Assn.

LEWISBURG-WHITE SULPHUR SPRINGS-RONCEVERTE, W. VA.

1—LOCATION: Greenbrier County, E&P Map B-4, U.S. Hwys. 60, 219 & I-64, State Hwy. 63.

2—TRANSPORTATION: Railroads: C&O
Airlines: Piedmont
Bus—Greyhound

3—POPULATION:
Cities 70 Cen. 7,257, Loc. Est. 7,973
Lewisburg 2,407, Loc. Est. 2,463
Ronceverte 1,981, Loc. Est. 2,087
White S. Springs 2,869, Loc. Est. 3,423
County 70 Cen. 32,090, Loc. Est. 35,335

4—HOUSEHOLDS:
Cities 70 Cen. 2,169, Loc. Est. 3,239
County 70 Cen. 10,249, Loc. Est. 13,057

5—BANKS: 3 Nat'l/1 State, Dep. $30,808,397

6—PASSENGER AUTOS: County (All Vehicles) 23,948

9— PRINCIPAL INDUSTRIES (CZ): (County)—Industry Number of Wage Earners 1960-Total County 10,077, Agriculture 977, Construction 626, Manufacturing 1,094; (Durable 690 & Non-Durable 404); Transportation, Communication and Other Public Utilities 733, Wholsale and Retail 135.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
White Sulphur Springs	6	Krogers
Red Oaks	9	Krogers
Fairlea Mall	20	Heck's

13—RETAIL OUTLETS: Department Stores: Leggett's, Federated
Discount Stores: Aides, Heck's
Chain Drug Stores: Rite Aid 1
Chain Supermarkets: Kroger's 2, Foodland, IGA; Farmer Mac, Elliott's Family Foods.

14—NEWSPAPERS: WEST VIRGINIA NEWS (e-Mon. to Fri.) 6,322, sworn Sept. 30, 1979 (Latest available statement).
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Assoc. Pub./Adv. Mgr., WEST VIRGINIA NEWS.
National Representatives: General Advertising Service, Inc.

LOGAN, W.VA.

1—LOCATION: Logan County, E&P Map A-4. On Guyandotte River, 75 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119, State Hwy. 10, and Corridor "G" Interstate Highway.

2—TRANSPORTATION: Railroads: C&O
Motor Freight Carriers: 6
Intercity Bus Lines: Consolidated Trailways, connecting with Greyhound at Huntington, Charleston, and Bluefield.

LOGAN—continued

3—POPULATION:
Corp. City 70 Cen. 3,311; Loc. Est. 3,311
CZ ABC: (70) 3,311; (80) 3,000
RTZ-ABC: (70) 42,958; (80) 46,700
County 70 Cen. 46,269; Loc. Est. (80) 49,100
City & RTZ-ABC: (70) 46,269; (80) 49,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,247; Loc. Est. 1,118
County 70 Cen. 13,486; Loc. Est. 15,100
CZ ABC: (70) 1,247; (80) 1,300
RTZ-ABC: (70) 12,235; (80) 15,300
City & RTZ-ABC: (70) 13,482; (80) 16,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$93,756,278
Sav. & Loan Assns.	2	$16,093,990

6—PASSENGER AUTOS: County 25,254

7—ELECTRIC METERS: 1,746; Co. 17,346

8—GAS METERS: Res. 1,521; Co. 6,236

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Food 400 ($108); Mining Eqpt. 700 ($125); Coal Mining 6,000 ($150); Clothing Mfg. 140 ($100); Heavy Machy. 145 ($150); Printing 65 ($153).

10-CLIMATE: Min. & Max. Temp.—Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ellis Addn.	3/4	W. Va. Spr. Mkt.
Man	10	Hensley Furn.
Omar	8	Jr. M'tile, Shaheen's
Holden	6	Isle Creek Stores
West Logan	2	W. Va. Spr. Mkt.
K. City.	1	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza Shopping Center	9	Foodland Grocery, Heck's, Wenders, Shoe World, Fashion Bug, Lillys Crown Jewelers, Murphy Mart, Store 99, Don Elkins Music Inc.
Monitor Mall	4	Super S Discount, Pizza Hut

Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's; Southern Auto; Weiners; Samsons; Silver Brands; Lewis; Steel's; Firestone; Goodyear; B & L Furn.; Wenders; Bill Miller Sptg. Goods; Calico Tree; Anderson Wholesale.
Discount Stores (CZ): Super "5", "K" City Disco Revco, Dollar General Store, EJ's Discount; C & W Discount Furn.
Variety Stores: G.C. Murphy 2.
Chain Drug Stores (CZ): Rite-Aid 2, Aracoma Drug; Hall's Rexall; Jack Prof. Pharmacy; Revco 2.

Chain Food Supermarkets: A&P; Kroger; W. Va. Super Mkt. 4; IGA Markets 6; AG Grocers 8; Pic Pac 3; Big C; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores: Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Berman's Jewelry; Sears; Beverly Shoppers; Bill Miller Sptg. Goods; Crown Jewelers; B & L Furn.; Murphy's; Dollar Gen. Stores; Watsons; Silver Brand Clothes.

14—NEWSPAPERS: BANNER (e-Mon. to Fri.) 11,843; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER.
National Representatives: General Advertising Service, Inc.

MARTINSBURG, W.VA.

1—LOCATION: Berkeley County, E&P Map D-2, County Seat. Trading and manufacturing center of three-county NE neck of W. Va., bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; Interstate 81.

2—TRANSPORTATION: Railroads: B&O, Conrail, Amtrak.
Intercity Bus Lines: Potomac Coach, Greyhound.
Motor Freight Carriers: 5.
Airlines: Cumberland Airlines; Executive Express (commuting service); Val Air (charter).

3—POPULATION:
City 70 Cen. 14,626; Loc. Est. 12,989
CZ ABC: (70) 14,626; (80) 13,400
RTZ-ABC: (70) 51,557; (80) 67,400
County 70 Cen. 36,356; Loc. Est. 42,400
City & RTZ-ABC: (70) 66,183; (80) 80,800
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,159; Loc. Est. 5,506
County 70 Cen. 11,337; Loc. Est. 15,320
CZ ABC: (70) 5,159; (80) 5,400
RTZ-ABC: (70) 15,328; (80) 23,100
City & RTZ-ABC: (70) 20,487; (80) 28,500

5—BANKS:	NUMBER	DEPOSITS
Commercial	6	$189,073,716
Sav. & Loan Assns.	1	$33,822,907

6—PASSENGER AUTOS: County Est. 23,390

7—ELECTRIC METERS: Res., Co. 31,207

8—GAS METERS: Res., Co. 2,280

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—V.A. Hospital 1,200; Furniture 56; Railroad 225; Telephone Dist. & Service 281; Air National Guard 201; Glass Works 917; Explosives 475; Wood Veneer 170; Automotive Parts Dist. 954; I.R.S. Computer Center 340; Daily Newspaper; Fruit Processing 1,540 (Seasonal); Clothing Mfg. 750; Bread Products 200; Utilities 174; Mattresses 17; Cement Products 275; Explosives Containers 60; Boxes & Containers 74; Limestone Products 126; Bathtub & Shower Enclosures 65; Hosiery 145; Wire Control Cables.

10-CLIMATE: Min. & Max. Temp.—Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11—TAP WATER: Very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on N & S Queen and intersecting streets, W. King St. and E. Moler Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Martinsburg Plaza	6	Grand Union, Drug Fair
Berkeley Plaza	30	J.C. Penney, People's Drug, Eyerlys Acme Mkt., Sherwin Williams, Kinney's
Nichols Disc. City	-	Hecks, Nichol's Disc.
N. Queen St.	23	-
Charles Town Plaza	17	Hecks Foodland

Principal Shopping Days: Thurs., Fri. & Sat.
Stores Open Evenings: Dept. Mon.-Fri.; Food and Shopping Centers Nitely.

13—RETAIL OUTLETS: Department Stores: F.S. Emmert; J.C. Penney; Fyerly's; Nichols Discount City; Hecks; Sears (cat.); Mont. Ward (cat.); McCrory's.

Discount Stores: Nichol's; Hecks 2; K-Mart.
Chain Drug Stores (CZ): Peoples 2; Drug Fair; Wise Discount; Revco.
Chain Food Supermarkets: A&P; Acme-American 2; Grand Union; Cressiers; Martins Foodland.

14—NEWSPAPERS: JOURNAL (e) 18,382; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tom Aird, Adv. Dir., Edw. W. Kruger, Gen. Mgr., JOURNAL.
National Representatives: Landon Associates, Inc.

MORGANTOWN, W.VA.

1—LOCATION: Monongalia County, E&P Map C-2, County Seat. Educational (W. Va. Univ), Medical, Agricultural, Mining, Research (Mining and Energy Research Center) & Shopping Center. 72 mi. from Pittsburgh, 225 mi. from Washington. On Monongahela River (navigable).

2—TRANSPORTATION: Railroads: B&O, Monongahela.
Motor Freight Carriers: -30.
Intercity Bus Lines: Greyhound; Monongalia County Transit System.
Airlines: Aeromech.

3—POPULATION:
Corp. City 70 Cen. 29,431; Loc. Est. 34,143
CZ ABC: (70) 42,712; (80) 46,400
RTZ-ABC: (70) 52,226; (80) 57,900
County 70 Cen. 63,714; Loc. Est. 68,712
City & RTZ-ABC: (70) 94,938; (80) 104,300

4—HOUSEHOLDS:
City 70 Cen. 8,753; Loc. Est. 12,208
County 70 Cen. 19,687; Loc. Est. 25,364
CZ ABC: (70) 13,311; (80) 16,600
RTZ-ABC: (70) 16,171; (80) 20,300
City & RTZ-ABC: (70) 29,482; (80) 36,900

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$234,482,000
Sav. & Loan Assns.	4	$18000,000

6—PASSENGER AUTOS: 41,752 (All Vehicles)

7—ELECTRIC METERS: Residence 23,000

8—GAS METERS: Residence 13,206

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners—Education & Research 8,161; Coal 3,268; Metal & Metal Products 1,790; Glass 861; Public Service 796; Building Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13. Last killing frost, May 1.

11—TAP WATER: Acid, soft, fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers: Holland Ave & Dunkard Ave., Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Mountaineer Mall	2	J.C. Penney, Mont. Ward, Murphy's Mart, Giant Eagle
Middletown Mall	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.	3	Thorofare, Hill's
Suncrese Plaza	1½	Thrift Drug
Westover, W. Va.	1/2	Foodland, Hecks, Shop 'N Save
Sabraton	½	Heck's, Kroger's

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Food & Chain Stores—Every evening. Most Independent Stores—Mon.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Whiteside's; Sidlers; Hills; Heck's; H-P Stores; Lowe's; J.C. Penney.
Variety Stores: G.C. Murphy; Murphy Mart.

Discount Stores (CZ): Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.
Chain Drug Stores: Thrift 2; Revco 3; Rite Aid 3; SuperRx; Thrift 2.

Chain Food Supermarkets: Thorofare 2, Foodland 2, Kroger 2, Key Markets 2, Dairy Mart 7, Shop 'N Save, Giant Eagle.

Other Chain Stores: Kinney's (shoes); Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams (Paint); House of Cards;
Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hardware; Fashion Bug; Jo Ann Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book Store; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.

14—NEWSPAPERS: DOMINION-POST (all day) 19,782; (S) 22,762 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST.
National Representatives: Landon Associates, Inc.

MOUNDSVILLE, W.VA.

1—LOCATION: Marshall County (in Wheeling, W. Va.-Ohio-SMSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88, and Ohio Rt. 7.

2—TRANSPORTATION: Railroads: B&O.
Motor Freight Carriers: 15.
Water Transportation: Deep water docks.
Intercity Bus Lines: Greyhound; Cooperative Transit.

3—POPULATION:
Corp. City 70 Cen. 13,560; Loc. Est. 12,513
SMSA 70 Cen. 182,712; Loc. Est. 181,594
County 70 Cen. 37,598; Loc. Est. 40,382

4—HOUSEHOLDS:
City 70 Cen. 4,349; Loc. Est. 14,603
County 70 Cen. 11,784; Loc. Est. 14,749
SMSA 70 Cen. 59,442; Loc. Est. 68,495

5—BANKS:	NUMBER	DEPOSITS
Savings Banks	3	$11,711,996
Commercial	2	$78,590,000

6—PASSENGER AUTOS: County Est. 23,466 (All Vehicles)

7—ELECTRIC METERS: Residence 4,427

8—GAS METERS: Residence 4,169

9— PRINCIPAL INDUSTRIES (CZ): Glassware; Enamel Ware; Toys; Coal Mining; Electrical Conduit and Cable In County; Chemical Plants; Salt Chlorine Prods., Aniline and other basic Chemicals; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10-CLIMATE: Min. & Max. Temp.—Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10. Last killing frost, May 1.

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 10 blocks on Second, Jefferson, 7th & Lafayette; three Shopping Centers in city limits.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Moundsille Shopping Plaza	15	Kroger, McCrory, Heck's
Murphy Mart	3	Murphy, Giant Eagle, Revco

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS:
Variety Stores: G.C. Murphy, McCrory.
Chain Drug Stores (CZ): Rite Aid; Myers; SuperRx; Revco.
Chain Food Supermarkets: State Food 4; A&P; Foodland; Kroger; Pennyfare; Giant Eagle.

Other Chain Stores: Western Auto; Sears (catalog); Mont. Ward (Catalog); Reichart; S.A. Meyer; Lila's Fabrics.

14—NEWSPAPERS: ECHO (e) 5,487; Sworn Sept. 30, 1979 (Latest Statement available).
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO.
National Representatives: None.

PARKERSBURG, W.VA.

1—LOCATION: Wood County (In Parkersburg-Marietta, W. Va.-Ohio SMSA). E&P Map B-2, County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, Interstate 77.

2—TRANSPORTATION: Railroads: Chessie.
Motor Freight Carriers: 22.
Intercity Bus Lines: Greyhound.
Airlines: U.S. Air Piedmont.

3—POPULATION:
Corp. City 70 Cen. 44,208; Loc. Est. 43,254
CZ ABC: (70) 66,243; (80) 58,900
RTZ-ABC: (70) 77,638; (80) 92,800
County, 70 Cen. 86,818; Loc. Est. 89,877
SMSA 70 Cen. 148,132; Loc. Est. 156,339
City & RTZ-ABC: (70) 143,881; (80) 151,700
Demographic Information available from Parkersburg Chamber of Commerce.

4—HOUSEHOLDS:
City 70 Cen. 15,169; Loc. Est. 17,062
County 70 Cen. 27,753; Loc. Est. 33,025
SMSA 70 Cen. 46,636; Loc. Est. 56,927
CZ ABC: (70) 21,859; (80) 22,200
RTZ-ABC: (70) 23,495; (80) 32,400
City & RTZ-ABC: (70) 45,354; (80) 54,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	8	$81,880,000
Sav. & Loan Assns.	3	$4,822,800

6—PASSENGER AUTOS: County (All Vehicles) 59,372

7—ELECTRIC METERS: Residence 28,524

8—GAS METERS: Residence 25,116

10-CLIMATE: Min. & Max. Temp.—Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11—TAP WATER: Alkaline, very hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Grand Centr'l Mall	84	Penney, Sears, G.C. Murphy, Diamond, Dils Bro., Sterns
Park	10	Parkersburg Lumber, Dollar, General, Sherwin-Williams Big Bear, Olan Mills, Thrift Drug, Best Photo
Southgate Ctr.	8	Dollar General, Reichart Furn., Nelson & Nancarrow

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon. & Fri., Food Daily, Grand Central Mall 6 days.

13—RETAIL OUTLETS: Department Stores: Dils Bros.; J.C. Penney; A.W. Cox; Montgomery Ward; Sears; Heck's; Hill's; Stone & Thomas; The Diamond.
Discount Stores: K-Mart, Hills, Heck's.
Variety Stores: McCrory's, Murphy.
Chain Drug Stores in CZ: Thrift, Revco, SuperRx, Nelson, Nancarrow; Rite Aid.
Chain Food Supermarkets: A&P, Kroger 3, Big Bear, Penny Fare, Jet 10; Quick Shop 4, 7-Eleven, Darrels IGA, Hickory Farms, Foodland.
Other Chain Stores: Kaybee, Fashion Bug, Embees, Fashion Hosiery, Merle Norman, Nobil Shoes, Lerner, Singer, Kinney, Cox's, Radio Shack.

14—NEWSPAPERS: NEWS (m) 20,822; SENTINEL (e) 17,566; Comb. (m&e) 38,390; NEWS (S) 39,837; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Sams, Adv. Mgr., NEWS and SENTINEL.
National Representatives: Landon Associates, Inc.

POINT PLEASANT, W.VA.

1—LOCATION: Mason County, E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2—TRANSPORTATION: Railroads: B&O, Conrail.
Intercity Bus Lines: Greyhound.

3—POPULATION:
City 70 Cen. 6,122; Loc. Est. 5,902
CA ABC: (70) 6,918; (80) 6,400
RTZ-ABC: (70) 17,688; (80) 20,000
County 70 Cen. 24,306; Loc. Est. 26,419
City & RTZ-ABC: (70) 24,306; (80) 26,400

4—HOUSEHOLDS:
City 70 Cen. 2,055; Loc. Est. 2,371
County 70 Cen. 7,413; Loc. Est. 9,398
CZ ABC: (70) 2,208; (80) 2,400
RTZ-ABC: (70) 5,215; (80) 6,900
City & RTZ-ABC: (70) 7,423; (80) 9,300

5—BANKS: Commercial 2, Dep. $76,290,000

6—PASSENGER AUTOS: County Est. 15,628

7—ELECTRIC METERS: Residence 2,022

8—GAS METERS: Residence 2,291

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Shipbldg. 200 ($120); Iron Castings 250 ($100); Furn. 25 ($75); Dresses 60 ($70); Chem. Proc. 310 ($170).

11—TAP WATER: Aklaline, hard.

13—RETAIL OUTLETS: Department Stores: Stif-

flers.
Variety Stores: Ben Franklin, Murphy.
Discount Stores: Heck's.
Chain Drug Stores: Cohen's.
Chain Food Supermarkets: Penny Fare, Kroger; Johnson's; Super Valu.
Other Chain Stores: Firestone, Western Auto; Bigg's; Goodyear; O.J. Morrison.

14—NEWSPAPERS: REGISTER (e) 5,993, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Wingett, Gen. Mgr., REGISTER.
National Representatives: Landon Associates, Inc.

RONCEVERTE, W. VA.
See LEWISBURG, W. VA.

WEIRTON, W.VA.

1—LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, O.-W. Va.-SMSA). E&P Map B-1. E. of Ohio River, 4 mi. SE of New Cumberland.

2—TRANSPORTATION: Railroads: Conrail.
Intercity Bus Lines: Greyhound, Trailways, Shortline.

3—POPULATION:
Corp. City 70 Cen. 27,131, Loc. Est. 24,800
CZ-ABC: (70) 27,131, (80) 24,800
RTZ-ABC: (70) 54,550, (80) 57,900
Brooke County 70 Cen. 29,685, Loc. Est. 30,936
Hancock County 70 Cen. 39,749; Loc. Est. 40,210
SMSA 70 Cen. 165,627; Loc. Est. 166,035
City & RTZ-ABC: (70) 125,981; (80) 82,700
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City, 70 Cen. 8,310, Loc. Est. 8,600
Brooke County: 70 Cen. 9,055, Loc. Est. 10,600
Hancock County: 70 Cen. 12,067,
Loc. Est. 13,600
SMSA 70 Cen. 51,168, Loc. Est. 59,318
CZ ABC: (70) 8,310, (80) 8,600
RTZ-ABC: (70) 30,961; (80) 20,100
City & RTZ-ABC: (70) 39,271; (80) 28,700

5—BANKS:	NUMBER	DEPOSITS
Commercial	5	$159,966,000
Sav. & Loan	2	$58,580,658

6—PASSENGER AUTOS: County (All Vehicles) Brooke 17,307, Hancock 27,115.

7—ELECTRIC METERS: Residence 8,750.

8—GAS METERS: Residence 8,209.

9— PRINCIPAL INDUSTRIES (CZ): Steel, Tin Cans; Chemicals; Railroad Shops; Coal Mining; Metal Fabricating and Coating; Salt Mfg.; Shelving; Trucking and Oil.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 4 Blocks on Main St., Weirton Shopping Plaza 18 Stores; K-Mart Plaza 11 Stores.
Neighborhood Shopping Center: Weirton Heights, 2 Blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Ft. Steuben Mall	70	Kaufman, Sears, Carlisle's
Hollywood	8	Mr. Wigg's, Kroger, SuperRx
Tri-State Mall	10	Hart's Family Ctr., Big Bear
Premier	-	Fisher Bros.
Kusic	-	Thrift Drug
K-Mart Plaza		K-Mart, Kroger, SuperRx

Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Mon. & Thu., Shopping Plaza daily til 9 p.m. and Sun.

13—RETAIL OUTLETS: Department Stores: Stone & Thomas.
Discount Stores (CZ): Jim's of Weirton, Pic-Way Shoe Mart, Fisherhs Big Wheel; K-Mart.
Variety Stores: Murphy.
Chain Drug Stores (CZ): Thrift 2, SuperRx, Anile Phcy. 2; Penn-Way.
Chain Food Supermarkets: Kroger 2, Foodland; Convenient Market, A&P.
Other Chain Stores: Firestone, Western Auto, Genuine Parts; Jean Frocks, Goodyear, JoAnn Fabrics.

14—NEWSPAPERS: TIMES (e) 8,286, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Zarlos, Gen. Mgr., TIMES.
National Representatives: Thomson Newspapers, Inc.

WELCH, W.VA.

1—LOCATION: McDowell County, E&P Map A-4. County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, W. Va. On U.S. Hwy. 52.

2—TRANSPORTATION: Railroads: N&W.
Intercity Bus Lines: Trailways, Intercity County, Price.

3—POPULATION:
City 70 Cen. 4,149, Loc. Est. 4,036
County 70 Cen. 50,666, Loc. Est. 53,563

4—HOUSEHOLDS:
City 70 Cen. 1,490, Loc. Est. 1,696
County 70 Cen. 14,455, Loc. Est. 17,600

5—BANKS: 1 Comm., Dep. $20,560,000.

6—PASSENGER AUTOS: County Est. 24,085.

7—ELECTRIC METERS: Residence 2,400.

9— PRINCIPAL INDUSTRIES (CZ): Coal Mining 9,000 emp. ($210 wkly.).

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING:
Principal Shopping Days: Fri., Sat., Mon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Penny; Cox; Collins; Watsons; Sears Roebuck (Catalog).
Variety Stores: Murphy.
Discount Stores: Super S; Buddy's McKenzie's.
Chain Food Supermarkets: Kroger, Deskins, Pic-Pac.
Chain Drug Stores: Buddy's.
Other Chain Stores: Singer; Giant Dollar; H&M Shoe; Goodrich, Collins Furn.; Credit Dept.; Thrifty Shops; Shoe Mart, Family Shoes, Welch Hdwr.; Howard.

14—NEWSPAPERS: NEWS (e) 10,515, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS.
National Representatives: General Advertising Service, Inc.

WHEELING, W. VA.

1—LOCATION: Ohio County (SMSA). E&P Maps B-1 & B-2. Industrial and Commercial center on Ohio River, Northern part of State. On U.S. Hwys. 250, 40, State 2, 86, Interstate 70.

2—TRANSPORTATION: Railroads: Conrail, B&O, Nichel Plate (freight only).
Motor Freight Carriers: 33.
Intercity Bus Lines: Greyhound; Lake Shore; Ohio Valley Regional Bus Auth.; Reynolds Transportation.

3—POPULATION:
Corp. City 70 Cen. 48,188, Loc. Est. 41,487
CZ ABC: (70) 103,297; (80) 92,100
In Ohio: (70) 29,422; (80) 26,300
In W. Va.: (70) 73,875, (80) 65,800
RTZ-ABC: (70) 170,238; (80) 179,400
County 70 Cen. 64,197, Loc. Est. 56,884
SMSA 70 Cen. 182,712, Loc. Est. 181,594
City & RTZ-ABC: (70) 273,535; (80) 271,500

4—HOUSEHOLDS:
City 70 Cen. 16,810, Loc. Est. 16,893
County 70 Cen. 21,188, Loc. Est. 21,860
SMSA 70 Cen. 59,442, Loc. Est. 68,495
CZ ABC: (70) 35,417; (80) 36,200
In Ohio: (70) 10,283; (80) 10,500
In W. Va.: (70) 25,135; (80) 25,700
RTZ-ABC: (70) 53,319; (80) 63,300
City & RTZ-ABC: (70) 87,737; (80) 99,500

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	8	$330,924,000
Sav. & Loan Assn.	2	$144,965,000

6—PASSENGER AUTOS: County (All Vehicles) 35,779.

7—ELECTRIC METERS: Residence 31,525.

8—GAS METERS: County, Residence 21,663.

9— PRINCIPAL INDUSTRIES (CZ): Steel; Foundry & Machine; Glass; Proprietary Medicines; Chemicals; Toys; Tooth Paste Tubes; Food Products; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prod.; Clothing; Bearings; Corrugated Boxes; Railroad Shops; Coal Mines; Oil; Natural Gas; Tobacco. One TV and 6 Radio Stations.

10-CLIMATE: Min. & Max. Temp.—Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18. Last killing frost, May 1.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING:
Neighborhood Shopping Center: Warwood Plaza (Woolworth, Kroger), Grove Shopping Center—Super Dollar, Stone & Thomas, Rite-Aid, Ohio Valley Mall.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Elm Terr. Plaza	8	Ben Franklin
Warwood-Ctr	7	Woolworth, Kroger, Heck's
Ohio Valley Mall	120	Sears, J.C. Penney, Montgomery Ward, Kaufmans

Principal Shopping Days: Thu., Fri., Sat., Mon.
Stores Open Evenings: Mon., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Stone & Thomas; L.S. Good.
Discount Stores (CZ): Big Wheel, Bernie Glenns Commercial Sales, Hart's Family Center, Hucks, Cooks, Hills.
Variety Stores: Murphy's, Jupiter, Murphy Mart.
Chain Drug Stores (CZ): SupeRx, Revco, Rite-Aid 3.
Chain Food Supermarkets: Kroger 7, Foodland 5, Pomco 8, A&P 2, Convenient Food Marts 7, Fair Fresh Store 23, Ross 4, Giant Eagle, Hart's (Big Bear).

14—NEWSPAPERS: INTELLIGENCER (m-Mon. to Fri.) 24,202; (m Sat.) 47,714; NEWS-REGISTER (e-Mon. to Fri.) 27,738; Comb. (m&e) 51,940; NEWS-REGISTER (S) 56,785, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A.E. Hennen, Adv. Dir., INTELLIGENCER and NEWS-REGISTER.
National Representatives: Landon Associates.

WHITE SULPHUR SPRINGS, W. VA.
See LEWISBURG, W. VA.

WILLIAMSON, W.VA.

1—LOCATION: Mingo County, E&P Map A-4. Coal Mining Center on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2—TRANSPORTATION: Railroads: N. & W.
Motor Freight Carriers: 5.
Intercity Bus Lines: Consolidated Trailways.
Air Travel: County Airport—3000' runway.

3—POPULATION:
City 70 Cen. 5,831, Loc. Est. 4,981
Total Primary Mkt-ABC: (70) 107,214;
(80) 134,800
County 70 Cen. 32,780, Loc. Est. 38,972

4—HOUSEHOLDS:
City 70 Cen. 2,006, Loc. Est. 1,999
County 70 Cen. 9,284, Loc. Est. 12,710
Total Primary Mkt-ABC: (70) 30,049; (80) 43,200
@058 Commercial, Dep. $166,702,485

6—PASSENGER AUTOS: County Est. 20,973 (All Vehicles).

7—ELECTRIC METERS: Residence 3,050.

8—GAS METERS: Residence 2,226.

9— PRINCIPAL INDUSTRIES (CZ): Coal Mining, Railroad Center, Gas, 5 Machine Armature Plants; Lumber.

11—TAP WATER: Alkaline, varies.

12—RETAILING:
Shopping Centers: Appalachia Plaza (2 Stores-Piggly Wiggly, Magic Mart), Maloneys.
Principal Shopping Days: Mon., Fri. & Sat.
Stores Open Evenings: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Cox, Collins, Cantee's.
Variety Stores: G.C. Murphy, R.H. Hobbs.
Chain Drug Stores (CZ): Rite-Aide, Hurley 3, Sargent 1, Strosniders.
Chain Food Supermarkets: Island Creek 4; Piggly Wiggly 3; A&P, Kroger.
Discount Stores: Magic Mart, Maloney's; Williamson Sundry Store.
Other Chain Stores: Sears, Penney; Fort Pitt Shoes.

14—NEWSPAPERS: NEWS (e) 12,189, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rose Justice, Adv. Mgr., NEWS.
National Representatives: General Advertising Service, Inc.

WISCONSIN SURVEYS

WISCONSIN STANDARD METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh, Wis.—Calumet, Outagamie and Winnebago Counties.

Duluth-Superior, Minn.-Wis.—St. Louis County, Minn.; Douglas County, Wis.

Eau Claire, Wis.—Eau Claire and Chippewa Counties.

Green Bay, Wis.—Brown County.

Janesville-Beloit, Wis.—Rock County.

Kenosha, Wis.—Kenosha County.

La Crosse, Wis.—La Crosse County.

Madison, Wis.—Dane County.

Milwaukee, Wis.—Milwaukee, Ozaukee, Washington and Waukesha Counties.

Minneapolis-St. Paul, Minn.-Wis.—Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wis.

Racine, Wis.—Racine County.

WISCONSIN POPULATION ESTIMATES
(Thousands)

Age Group	1970	1981	1985
Under 5 Years	382	347	406
5-14 Years	936	717	679
15-24 Years	771	875	842
25-44 Years	977	1,241	1,547
45-64 Years	881	945	905
65 and Over	471	431	592
TOTAL	4,418	4,[illegible]	4,971

Based on U.S. Census.

WISCONSIN RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr.	580	985	1,330
General Mdse.	1,326	1,929	2,611
Food	1,993	3,084	4,202
Automobiles	1,760	2,033	3,333
Gasoline Stations	703	1,250	2,177
Apparel	384	560	776
Furniture	436	642	888
Eat-Drink Places	940	1,514	1,991
Drugs	263	382	510
Total Sales	9,290	14,930	18,046

Source: U.S. Business Census 1972, 1977 and Releases by the Dept. of Commerce.

ANTIGO, WIS.

1—LOCATION: Langlade County, E&P Map C-3, County Seat. Dairy, agriculture & recreation area. Misc. small mfg. 270 mi. NW of Chicago; 185 mi. NW of Milwaukee, 80 mi. NW of Green Bay, 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2—TRANSPORTATION: Railroads: Chicago & North Western (Freight only).
Motor Freight Carriers: [illegible]
Intercity Bus Lines: [illegible] County.

3—POPULATION:
Corp. City 70 Cen. 9,00[illegible], Loc. Est. 8,763
County 70 Cen. 19,220, Loc. Est. 20,482

4—HOUSEHOLDS:
City 70 Cen. 3,019, Loc. Est. 3,385
county 70 Cen. 5,889, Loc. Est. 7,301

5—BANKS:	NUMBER	DEPOSITS
Prod. Credit Assn. (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Sav. & Loan Assn.	1	$41,000,000
Credit Unions	1	$23,500,000

6—PASSENGER AUTOS: County 8,544.

7—ELECTRIC METERS: County 10,042.

8—GAS METERS: Residence 3,160.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Wood Working 241 ($180); Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Gov't. 846 ($185).
Principal Pay Days: 5th & 20th, 1st & 15th; Some, Sat.

10-CLIMATE: Min. & Max. Temp.—Spring 29-81; Summer 42-83; Fall 29-67; Winter [illegible]-48. First killing frost, Oct. 10. Last killing frost, Apr. 29.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 15 blocks on five streets; shopping and recreation development ¼ mi. north of Antigo.
Principal Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: Almost all Fri.; some every night (Including these stores on Highway 45 N; Sears, Copps, and Montgomery Ward).
Stores Open Sundays: Most food & Copps, (several downtown stores open Sunday afternoon).

13—RETAIL OUTLETS: Department Stores: J.C. Penney.
Discount Stores: Copps, Mills Fleet Farm.
Variety Stores: Woolworth, Spurgeon, Gamble's.
Chain Food Supermarkets (CZ): Red Owl, IGA Foodliner, Antigo Big Food Saver Store, Lee's Antigo Super Valu.
Other Chain Stores: Mode O'Day, Sears Catalog, Montgomery Ward Catalog.

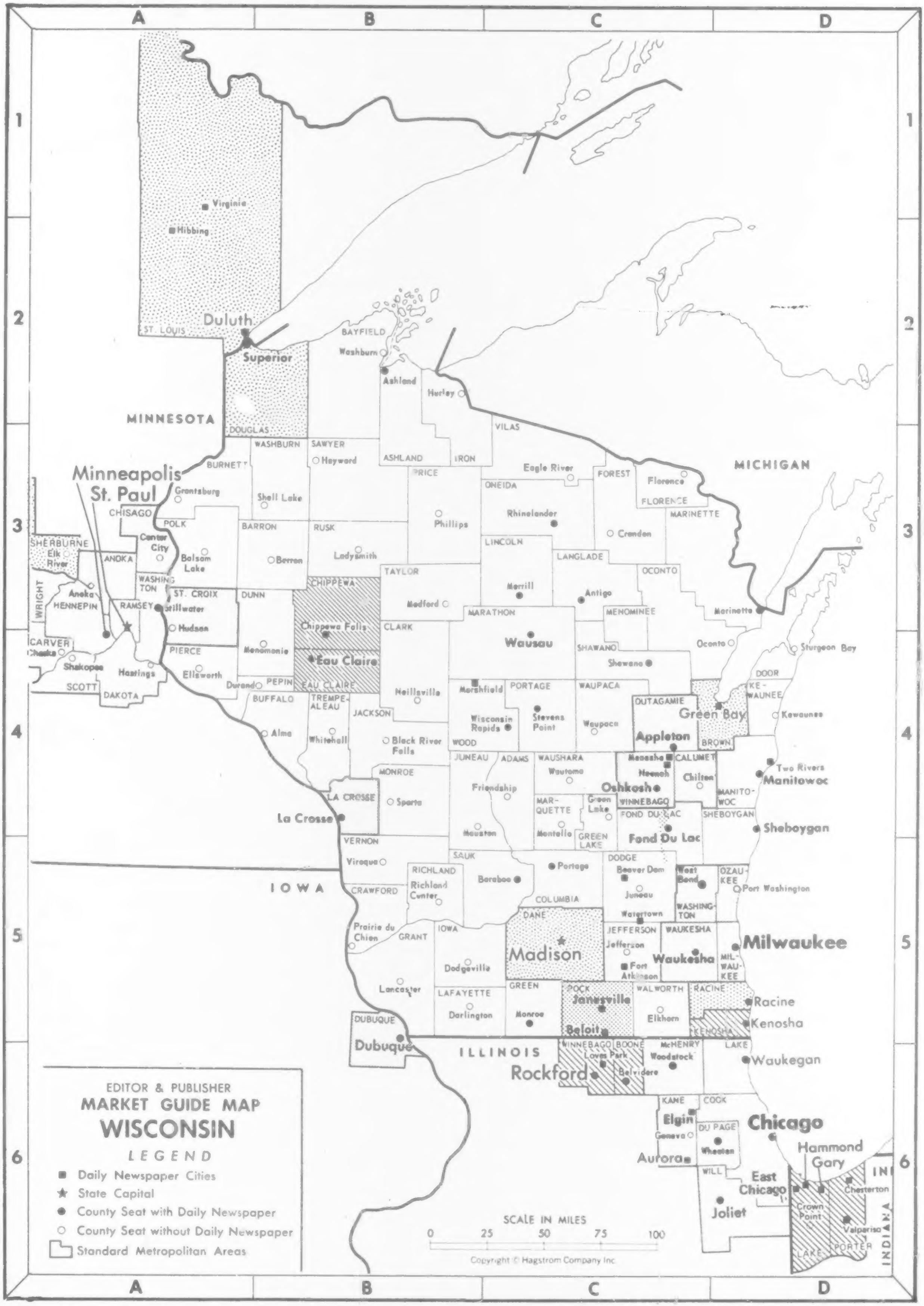
14—NEWSPAPERS: JOURNAL (e) 6,816, sworn March 31, 1980.
Local Contact for Advertising and Merchandising Data: James R. Alft, or Bill Williams, Adv. Mgrs., JOURNAL.
National Representatives: None.

APPLETON-NEENAH-MENASHA, WIS.

1—LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh SMSA). E&P Map C-4, County Seat known as "Fox Cities," mfg. & paper making ctr. 105 mi. N of Milwaukee, 185 mi. N of Chicago. On U.S. Hwys. 10 & 41, State 125, 114, 47, 76.

2—TRANSPORTATION: Railroads: Chicago & North Western, Soo Line, Chicago, Milwaukee, St. Paul & Pacific (Freight Only).
Motor Freight Carriers: 8.
Intercity Bus Lines: Appleton & Intercity, Fox River, Greyhound; Wichmann Lake Shore.
Airlines: Republic & Air Wisconsin.

3—POPULATION:
Corp. Cities 70 Cen. 94,940, Loc. Est. 104,771
Appleton 57,143, Loc. Est. 63,470
Neenah 22,892, Loc. Est. 26,175
Menasha 14,905, Loc. Est. 15,126
CZ ABC: (70) 130,695; (80) 140,300
RTZ-ABC: (70) 99,787; (80) 111,600
Outagmie Co.
70 Cen. 119,356, Loc. Est. 132,612
Winnebago Co.
70 Cen. 129,934, Loc. Est. 133,284
SMSA 70 Cen. 276,894, Loc. Est. 295,996
City & RTZ-ABC: (70) 230,482; (80) 251,900
Demographic Information available from Newspaper. See paragraph 14


A
B
C
D
1
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6
MINNESOTA
MICHIGAN
IOWA
ILLINOIS
INDIANA
Virginia
Hibbing
ST. LOUIS
Duluth
Superior
DOUGLAS
BAYFIELD
Washburn
Ashland
Hurley
VILAS
ASHLAND
IRON
WASHBURN
SAWYER
Hayward
BURNETT
Grantsburg
Shell Lake
PRICE
Phillips
ONEIDA
Eagle River
FOREST
Florence
FLORENCE
Rhinelander
Crandon
MARINETTE
Minneapolis
St. Paul
CHISAGO
POLK
Center City
Balsam Lake
BARRON
Barron
RUSK
Ladysmith
LINCOLN
Merrill
LANGLADE
Antigo
OCONTO
SHERBURNE
Elk River
ANOKA
Anoka
WASHINGTON
WRIGHT
HENNEPIN
RAMSEY
ST. CROIX
Stillwater
Hudson
DUNN
Menomonie
CHIPPEWA
Chippewa Falls
TAYLOR
Medford
MARATHON
Wausau
MENOMINEE
Marinette
Oconto
Sturgeon Bay
CARVER
Chaska
Shakopee
SCOTT
Hastings
DAKOTA
PIERCE
Ellsworth
Eau Claire
EAU CLAIRE
PEPIN
Durand
CLARK
Neillsville
Marshfield
SHAWANO
Shawano
DOOR
KEWAUNEE
Kewaunee
BUFFALO
Alma
TREMPEALEAU
Whitehall
JACKSON
Black River Falls
WOOD
Wisconsin Rapids
PORTAGE
Stevens Point
WAUPACA
Waupaca
OUTAGAMIE
Appleton
Green Bay
BROWN
Menasha
Neenah
CALUMET
Chilton
Two Rivers
Manitowoc
MANITOWOC
JUNEAU
ADAMS
Friendship
WAUSHARA
Wautoma
Oshkosh
WINNEBAGO
MONROE
Sparta
LA CROSSE
La Crosse
MARQUETTE
Montello
Green Lake
GREEN LAKE
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
Mauston
VERNON
Viroqua
SAUK
Baraboo
Portage
COLUMBIA
DODGE
Beaver Dam
Juneau
West Bend
WASHINGTON
OZAUKEE
Port Washington
RICHLAND
Richland Center
CRAWFORD
Prairie du Chien
GRANT
IOWA
Dodgeville
DANE
Madison
Watertown
JEFFERSON
Jefferson
Fort Atkinson
WAUKESHA
Waukesha
MILWAUKEE
Milwaukee
Lancaster
LAFAYETTE
Darlington
GREEN
Monroe
ROCK
Janesville
Beloit
WALWORTH
Elkhorn
RACINE
Racine
KENOSHA
Kenosha
DUBUQUE
Dubuque
WINNEBAGO
BOONE
Loves Park
Rockford
Belvidere
McHENRY
Woodstock
LAKE
Waukegan
KANE
Elgin
Geneva
Aurora
COOK
Chicago
DU PAGE
Wheaton
WILL
Joliet
Hammond
Gary
East Chicago
Chesterton
Crown Point
Valparaiso
LAKE
PORTER
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER
MARKET GUIDE MAP
WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper
- ⌐ Standard Metropolitan Areas

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APPLETON—continued

4—HOUSEHOLDS:
Corp Cities 70 Cen 28,169, Loc Est 36,117
Appleton 16,939, Loc Est 20,088
Neenah 6,740, Loc Est 9,044
Menasha 4,490, Loc Est 5,200
Outagamie Co 70 Cen 32,807, Loc Est 41,400
Winnebago Co 70 Cen 38,249, Loc Est 44,200
SMSA 70 Cen 78,398, Loc Est 98,147
CZ ABC (70) 37,534, (80) 46,000
RTZ-ABC (70) 27,843, (80) 35,800
City & RTZ-ABC (70) 65,377, (80) 81,800

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	12	$555,455,298
Sav & Loan Assn	7	$405,559,180

6—PASSENGER AUTOS:
Outagamie Co 64,756, Winnebago Co 64,720

7—ELECTRIC METERS: Residence 64,154

8—GAS METERS: Residence 24,649

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Wkly Wage) Paper & Allied Prod 14,200 ($259) Non-Elec mach 4,600 ($243); Primary metal 2,800 ($237), Electrical mach 1,550 ($200), Printing & Publg 2,400 ($211), Food and Kindred Prods 2,800 ($173) (Sources State of Wis Unemployment Comp Bd, July 1976)
Principal Pay Days Thu & Fri

10-CLIMATE: Min & Max Temp —Spring 28-89, Summer 49-94, Fall 0-94, Winter 21-below 25 First killing frost Oct 25 Last killing frost May 9

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center 14 blocks on College Ave., 6 on Oneida St., 6 on Appleton St., 2 on Superior St., 2 on Morrison St.; 2 on Walnut St., 2 on State St.; 1 on Richmond St. **Neighborhood Shopping Centers** Wisconsin Ave., 20 blocks from Morrison to Badger Ave., 4 at Wisconsin at Oneida, 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond½ mi City, 41 E College Ave, Walter Ave, So Lawe St

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Valley Fair	25	Towne & Country Kohls Good & Dept Stores
Fox Point	16	Penney, Kresge
Northland Plaza	7	Shopko, So Fro Fabrics, Mark-it Place
Valley Fair	39	Coast to Coast

Principal Shopping Days Fri., Sat., Mon.
Stores Open Evenings Dept—Mon. & Fri. Food — Shpg Ctrs., Nitely

13—RETAIL OUTLETS: Department Stores H C Prange; J C Penney 2, McCain's, Sears Roebuck Jacks of Neenah 2, Gimbel's, Campbell Stores.
Discount Stores (CZ) Treasure Island, Prange's, Copps, Budget, K-Mart, Shopko 1, Kohl's Dept Stores 1
Variety Stores S S Kresge 2
Chain Drug Stores (CZ) Walgreen 1, Ford 4, Appleton Phcy 2, Morton's 4
Chain Food Supermarkets Piggly Wiggly 3, Red Owl 4, Town & Country, Park and Market 4, Super Valu 5, Sentry 3, Austin's, Kohl's 2.
Other Chain Stores Fanny Farmer (candy) 2; Neumode Hosiery, Singer Co., Leath's (furn.), Firestone; Goodyear, Montgomery Ward Catalog Shoes, Gallenkamp's 2, Nobil, Thom McAn, Ready-to-Wear, Hardware, Coast to Coast 2, Gamble's So Fro Fabrics.

14—NEWSPAPERS: POST-CRESCENT (e) 52,423, (Sat m) 51,906, (S) 60,199, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data Jack Williams, Adv Sales Mgr., POST-CRESCENT
National Representatives Cresmer, Woodward, O'Mara & Ormsbee, Inc

ASHLAND, WIS.

1—LOCATION: Ashland County, E&P Map B-2, County Seat On Lake Superior, at head of Chequamegon Bay, on the S shore of Lake Superior 70 mi E of Duluth On U.S. Hwy 2, State 13 & 63

2—TRANSPORTATION: Railroads Soo Line, Chicago & North Western, Burlington-Northern.
Motor Freight Carriers 1

3—POPULATION:
Corp City 70 Cen 9,615, Loc Est 9,088
County 70 Cen 16,743 Loc Est 17,433

4—HOUSEHOLDS:
City 70 Cen 3,156, Loc Est 3,530
County 70 Cen 5,301, Loc Est 6,502

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	2	$50,000,000
Sav & Loan Assn	1	$8,000,000

6—PASSENGER AUTOS: County 6,783

7—ELECTRIC METERS: Residence 3,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, No of Wage Earners (Av Wkly Wage)—Metal Prod 375 ($115), Paper Prod 230 ($100), Printing Forms 27 ($85), Wood Prod 206 ($70), Garment Firms 250 ($57), Wholesale 117 ($85), Utilities 248 ($95), Dairy Prod 12 ($100)

11—TAP WATER: Very soft, fluoridated

12—RETAILING:
Principal Shopping Days Wed., Thu., Fri., Sat.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores J.C Penney, Montgomery Ward, Pamida
Variety Stores Woolworth, McCrory
Chain Food Supermarkets Super Valu, National Tea, Hunt's, Holiday Village

14—NEWSPAPERS: PRESS (m) 8,098, Sworn Sept 30, 1979 (Latest Statement Available.)
Local Contact for Advertising and Merchandising Data Byron Johnson, Gen Mgr., PRESS
National Representatives Landon Associates, Inc., Northwest Dailies

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	14,930,207	18,809,693	20,045,755	2,307	1,329,815	1,125	2,611,304	4,310	4,207,564	2,549	3,332,658	4,043	2,176,714	2,396	775,723	2,846	888,466	12,889	1,990,617	938	510,017
STANDARD METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh, Wis.	934,358	1,194,942	1,275,179	130	79,960	59	169,948	209	258,039	177	229,878	211	131,792	140	36,231	182	58,374	715	123,500	53	32,067
Duluth-Superior, Minn.-Wis.	916,105	1,081,970	1,137,917	149	84,155	63	162,089	272	231,902	151	146,331	224	127,249	153	58,407	175	48,500	561	99,484	55	28,155
Eau Claire, Wis.	421,549	522,117	565,105	59	69,856	36	88,752	117	94,973	96	90,678	126	64,733	50	17,482	83	21,784	327	55,686	21	15,128
Green Bay, Wis.	651,053	806,320	854,848	65	54,895	37	159,485	145	162,110	79	148,751	122	80,655	91	28,807	122	47,003	420	77,208	29	14,381
Janesville-Beloit, Wis.	483,599	617,976	659,459	56	40,263	35	116,130	119	140,187	76	103,746	117	80,864	88	24,787	83	27,389	283	57,454	32	17,336
Kenosha, Wis.	340,956	460,716	496,913	44	18,807	18	72,254	108	119,671	68	60,152	98	65,115	33	12,650	70	20,153	324	57,247	18	11,529
La Crosse, Wis.	353,052	449,016	478,462	37	36,245	19	75,846	87	83,191	52	76,011	70	40,797	60	20,100	63	26,113	251	55,646	14	12,976
Madison, Wis.	1,221,180	1,450,359	1,525,277	119	101,875	66	202,165	275	260,425	125	256,992	257	166,004	190	69,588	184	84,379	610	154,990	63	42,760
Milwaukee, Wis.	4,790,854	5,966,822	6,343,383	434	257,265	214	1,019,630	1,001	1,335,913	507	1,059,732	925	584,328	673	286,915	784	323,084	3,174	581,020	272	170,019
Minneapolis-St Paul, Minn.-Wis.	7,459,945	9,906,702	10,675,938	779	695,206	238	1,886,029	1,508	1,879,657	817	1,782,923	1,307	1,089,992	1,158	482,298	1,342	463,131	2,681	906,726	338	273,187
Racine, Wis.	531,580	671,102	714,161	59	42,131	34	86,475	148	176,478	87	114,546	128	80,061	67	20,083	106	36,638	366	64,152	33	19,319
COUNTIES, Cities																					
ADAMS	20,113	25,410	27,035	8	2,815	4	529	15	4,193	5	7,667	11	3,182	2	325	8	870	35	3,656	2	389
ASHLAND	57,510	70,807	74,988	14	3,464	5	6,939	32	17,080	10	11,635	27	9,767	15	4,404	11	1,959	99	6,364	5	1,910
Ashland	49,515	60,482	64,138	7	1,557	4	6,817	18	15,162	9	11,440	14	5,808	14	4,277	11	1,959	51	4,694	3	1,597
BARRON	118,933	154,638	165,486	27	18,451	14	11,992	43	32,407	42	31,807	45	23,925	23	7,748	32	4,956	122	15,784	12	4,355
BAYFIELD	23,001	24,757	25,537	9	3,426	5	924	14	5,882	4	964	20	3,302	5	458	2		68	6,345	3	846
BROWN	651,053	806,320	854,848	65	54,895	37	159,485	145	162,110	79	148,751	122	80,655	91	28,807	122	47,003	420	77,208	29	14,381
Green Bay	444,968	541,330	571,881	41	32,627	23	121,888	94	104,587	48	83,614	75	51,459	75	24,612	82	31,998	249	47,413	23	12,710
BUFFALO	27,090	37,234	40,291	10	3,133	6	3,470	18	5,530	12	7,445	[illegible]	3,811	1	260	8	4,049	50	5,732	3	1,157
BURNETT	26,229	33,425	35,641	12	5,462	5	1,227	18	10,460	5	2,823	15	6,306	4	205	5	140	48	5,827	2	810
CALUMET	62,975	90,151	98,334	19	8,437	6	2,694	31	28,712	15	21,473	24	7,813	14	3,505	17	3,135	91	15,035	6	2,167
CHIPPEWA	140,847	174,787	185,418	35	24,117	19	7,850	48	34,736	50	48,769	50	25,958	13	4,667	27	4,785	159	15,080	9	3,891
Chippewa Falls	76,892	99,632	106,565	14	14,095	7	2,767	17	21,802	25	26,539	20	15,418	7	4,243	18	3,492	52	6,883	5	2,295
CLARK	69,551	82,858	87,189	35	12,549	18	2,944	41	18,479	29	16,158	38	15,600	16	1,512	28	2,502	123	8,070	7	1,923
COLUMBIA	136,022	160,308	168,298	35	16,618	10	3,991	52	37,775	34	32,453	58	24,080	35	6,709	30	4,623	178	18,125	12	4,484
Portage	53,533	62,754	65,827	11	7,269	3	1,937	9	10,588	13	16,430	16	8,110	18	4,957	9	2,981	38	4,268	5	2,807
CRAWFORD	48,747	58,095	61,121	14	5,075	11	6,354	24	13,158	14	14,492	24	6,222	10	2,639	14	3,001	65	5,766	3	1,105
DANE	1,221,180	1,450,359	1,525,277	119	101,875	66	202,165	275	260,425	125	256,992	257	166,004	190	69,588	184	84,379	610	154,990	63	42,760
Madison	795,156	935,338	981,558	50	48,378	42	186,020	155	137,721	55	158,478	131	78,028	153	60,551	103	60,958	356	103,298	38	28,551
DODGE	164,825	225,068	243,399	44	26,890	15	26,530	64	60,227	40	39,633	54	26,147	37	10,288	46	8,637	214	21,055	11	3,226
Beaver Dam	77,672	113,854	124,777	13	9,045	6	24,900	14	26,422	16	22,446	14	10,383	20	7,386	14	5,302	46	8,249	3	3,147
DOOR	80,140	111,989	121,585	25	12,154	8	10,552	47	28,775	18	20,317	33	13,327	21	3,169	13	1,256	118	17,668	4	1,855
DOUGLAS	133,452	165,051	174,927	24	16,501	11	12,115	50	34,826	19	23,299	47	26,271	16	6,986	25	3,458	177	21,863	10	4,740
Superior	114,023	140,730	149,079	15	11,546	8	11,506	29	29,257	17	22,819	31	21,408	15	6,899	19	3,201	94	15,866	10	4,740
DUNN	80,104	105,356	113,134	12	7,998	13	13,374	28	24,156	19	19,235	28	14,043	16	3,303	16	2,917	83	12,602	6	3,097
EAU CLAIRE	280,702	347,330	379,687	24	45,739	17	80,902	69	60,237	46	41,909	76	38,775	37	12,815	56	16,999	168	40,606	12	11,237
Eau Claire	271,054	321,006	337,337	20	39,353	12	76,196	58	54,739	36	37,094	61	32,949	36	12,436	48	15,625	125	34,868	11	5,081
FLORENCE	6,022	8,027	8,632	2	885			1	840	6	1,794	4	558					26	2,714	1	258
FOND DU LAC	270,418	350,344	374,745	41	22,982	27	57,805	88	76,163	59	59,838	68	31,128	47	[illegible]	68	17,311	232	40,164	20	13,924
Fond du Lac	145,561	190,187	203,782	18	13,379	13	37,666	33	39,259	25	33,282	28	14,999	21	8,973	32	6,546	77	17,860	12	8,955
FOREST	14,156	15,611	16,178	11	1,403	2	444	16	4,394	5	1,340	18	4,066	4	171	1	292	53	2,001	2	653
GRANT	137,600	169,634	179,684	40	16,094	21	10,958	56	42,956	36	32,593	74	26,774	29	4,997	34	6,339	172	18,935	15	4,473
GREEN	152,627	194,543	207,543	23	13,752	10	8,869	41	26,457	26	31,115	27	12,930	24	5,940	24	7,463	83	12,563	8	3,272
Monroe	112,755	148,952	159,960	8	11,075	7	8,363	20	16,426	13	20,134	14	7,916	18	5,430	8	4,347	35	7,508	4	2,702
GREEN LAKE	69,029	90,372	96,855	18	6,630	10	15,390	29	22,646	19	24,230	24	6,045	14	4,634	10	2,519	65	8,245	5	1,522
IOWA	44,101	65,558	72,045	13	6,853	5	1,273	31	18,466	17	15,391	32	9,117	13	1,864	15	4,224	57	8,211	3	1,287
IRON	15,987	17,793	18,477	7	2,222	3	345	10	4,797	3	274	16	3,629	2	382	1	253	69	3,635	2	418
Hurley	7,232	14,486	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	49,173	59,871	63,259	18	9,218	4	2,843	24	13,198	13	9,385	32	15,954	9	1,493	7	1,038	56	5,419	3	1,715
JEFFERSON	168,860	215,668	230,054	31	10,203	16	24,124	47	56,994	31	35,920	60	31,107	32	11,547	42	9,750	188	28,779	12	5,759
Fort Atkinson	43,664	55,222	59,074	10	4,693	3	2,337	11	18,926	7	7,232	11	8,783	10	3,256	10	1,187	35	6,346	2	1,097
Watertown	72,290	89,047	95,293	8	2,407	8	19,394	13	23,675	7	15,196	17	6,534	14	6,959	14	3,351	68	7,351	5	2,829
JUNEAU	62,338	78,951	84,082	20	9,224	8	3,948	28	14,161	18	10,581	41	23,189	10	1,196	9	1,624	88	9,070	7	1,832
KENOSHA	340,956	460,716	496,913	44	18,807	18	72,254	108	119,671	68	60,152	98	65,115	33	12,650	70	20,153	324	57,247	18	11,529
Kenosha	263,411	357,687	386,155	27	11,162	14	67,045	80	92,554	46	54,224	68	44,986	29	11,467	55	17,570	203	40,150	15	9,173

continued page 452

BARABOO, WIS.

1—LOCATION: Sauk County, E&P Map C-5, County Seat. On Baraboo River, 12 mi. from Wis. Dells, 40 mi. from Madison, on U.S. Hwys. 12 and 33; 5 mi. S of Interstate 90-94

2—TRANSPORTATION: Railroads: C&NW
Motor Freight Carriers: 2
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Census 7,931; Loc. Est. 7,630
County 70 Census 39,057; Loc. Est. 41,616

4—HOUSEHOLDS:
City 70 Cen. 2,735; Loc. Est. 2,993
County 70 Cen. 12,133; Loc. Est. 14,933

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$70,491,000
Sav. & Loan Assn.	1	$28,639,722

6—PASSENGER AUTOS: County 21,497

7—ELECTRIC METERS: Residence 2,984

8—GAS METERS: Residence 1,273

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners— Plastic Pdts. 900; Uniforms 40; Recreation Furniture 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 450; Timers 200; Tents 10

10-CLIMATE: First killing frost, Oct. Last killing frost, Apr.

11—TAP WATER: Acid, hard; fluoridated

12—RETAILING: Principal Shopping Center: 10 blocks on 4 streets.
Principal Shopping Days: Thurs. & Fri.
Stores Open Evenings: Food & Dept. Thurs.; Food Nitely ex. Sun.; 20 others on Thurs.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Gambles; Coast to Coast; Spurgeons; K-Mart
Discount Stores (CZ): Ritz Outlet
Variety Stores: Woolworth, Schultz Bros.
Chain Drug Stores (CZ): Walgreen, Rexall
Chain Food Supermarkets: IGA; Super Valu

14—NEWSPAPERS: NEWS-REPUBLIC (e) 5,761, sworn Mar. 31, 1980
Local Contact for Advertising and Merchandising Data: Reginald Zimmerman, Adv. Mgr., NEWS-REPUBLIC
National Representatives: None

BEAVER DAM, WIS.

1—LOCATION: Dodge County, E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151 & State 33

2—TRANSPORTATION: Railroads: C.M. St. P. & P. & Chicago & Northwestern
Motor Freight Carriers: 3
Intercity Bus Lines: Greyhound

3—POPULATION:
Corp. City 70 Cen. 14,265; Loc. Est. 15,498
County 70 Cen. 69,004; Loc. Est. 76,368

4—HOUSEHOLDS:
City 70 Cen. 4,744; Loc. Est. 5,975
County 70 Cen. 20,194; Loc. Est. 26,177

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$132,266,000
Sav. & Loan Assn.	2	$40,000,000

6—PASSENGER AUTOS: County 34,738

7—ELECTRIC METERS: Residence 5,913

8—GAS METERS: Residence 3,291

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners (Av. Wkly. Wage): Metal 1,250 ($120); Shoes 715 ($110); Food Pdts. 1,050 ($102); Wood Prods. 370 ($88); Util. 125

10-CLIMATE: Min. & Max. Temp.—Spring 16-95; Summer 40-96; Fall 0-84; Winter 15-57

11—TAP WATER: Soft. Water treatment & iron removal plant; fluoridated

12—RETAILING:
Shopping Center: North Plaza (4 Stores-Shop Rite); (8 stores Shop Ko)
Principal Shopping Days: Mon., Thurs., Fri., Sat.
Stores Open Sundays: Food, Drug and Dept.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Montgomery Ward; Shop Ko; Spergeons, K-Mart, Fleet Farm; Gambles; International
Variety Stores: Schultz Bros.
Chain Food Supermarkets: (City): Piggly Wiggly, Lauer's., Shop-Rite; Super Valu, Sentry, United Foods
Other Chain Stores: Pries Apparel, Campbells, Elliots Model

14—NEWSPAPERS: CITIZEN (e) 9,724, sworn Sept. 30, 1979 (Latest Statement available)
Local Contact for Advertising and Merchandising Data: Dick McDermott, Adv. Mgr., CITIZEN
National Representatives: None

BELOIT, WIS.-SOUTH BELOIT-ROCKTON, ILL.

1—LOCATION: Beloit in Rock County (Wis.), S. Beloit and Rockton in Winnebago County (Ill.) in Educational Ctr. On the banks of Rock River, 50 mi. S of Madison, 18 mi. N of Rockford, 90 mi. NW of Chicago, 75 mi. SW of Milwaukee. On U.S. Hwys. Interstate 19 & 51; Wisc. Hwys. 13, 21, 15; Ill. Hwys. 2, 75, 190

2—TRANSPORTATION: Railroads: Chicago, Milwaukee & Pacific, Chicago & Northwestern
Motor Freight Carriers: 19
Intercity: Greyhound, Peoria-Rockford
Airlines: Republic; Mississippi Valley Airways

3—POPULATION:
Corp. Cities 70 Cen. 41,632; Loc. Est. 42,318
Beloit 35,729; Loc. Est. 36,138
So. Beloit 3,804; Loc. Est. 3,795
Rockton 2,099; Loc. Est. 2,385
SMSA 70 Cen. 272,063; Loc. Est. 262,890
Rock Co. (Wis.)
70 Cen. 131,970; Loc. Est. 134,281
Winnebago Co. (Ill.)
70 Cen. 246,623; Loc. Est. 236,346
Demographic Information available from

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber Hdw		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
KEWAUNEE	42,212	62,991	69,281	11	11,156	9	4,619	21	16,626	16	9,007	14	7,592	8	1,250	15	3,959	80	6,303	2	1,567
LA CROSSE	353,052	449,016	478,462	37	36,245	19	75,846	87	83,191	52	76,011	70	40,797	60	[illegible]	63	26,113	251	55,646	14	12,976
La Crosse	299,514	383,587	409,279	23	26,848	17	74,944	65	65,132	37	63,444	47	31,330	52	18,798	54	25,135	202	[illegible]	10	9,735
LAFAYETTE	25,402	31,942	33,963	14	2,460	5	763	15	9,856	14	8,052	22	4,568	9	1,065	6	542	54	3,646	3	660
LANGLADE	68,756	83,463	88,128	17	7,785	9	4,147	35	23,569	18	17,124	28	11,523	17	4,408	16	1,209	97	8,162	3	1,296
Antigo	54,674	66,265	70,129	11	4,932	6	3,814	22	21,987	14	12,158	20	9,040	16	4,344	13	1,153	42	4,330	3	1,296
LINCOLN	74,091	87,314	91,666	19	6,177	11	4,465	35	23,902	20	15,911	32	13,818	18	2,859	22	3,395	123	9,797	8	1,928
Merrill	44,971	52,657	55,219	9	2,847	6	3,870	15	14,776	7	10,912	19	8,171	10	1,645	16	2,408	48	4,941	5	1,575
MANITOWOC	217,163	268,125	284,120	36	13,186	22	47,757	80	64,359	46	53,500	65	28,358	40	7,721	43	10,849	272	28,148	14	8,910
Manitowoc	138,982	198,189	186,820	17	7,547	14	45,877	33	34,483	22	33,380	32	16,127	25	5,047	22	5,826	128	16,629	7	6,454
Two Rivers	39,118	48,104	50,932	5	1,604	4	1,217	16	16,366	16	8,993	16	7,820	8	2,008	7	2,422	48	5,016	4	2,183
MARATHON	330,144	408,064	432,391	62	46,996	27	57,944	92	91,857	68	71,805	75	40,677	54	20,955	65	20,922	290	38,290	23	8,407
Wausau	177,929	224,446	238,759	18	10,860	16	51,368	40	39,309	22	39,038	28	15,906	44	17,931	35	12,941	108	16,605	15	6,665
MARINETTE	108,710	145,592	156,743	30	12,690	13	13,046	48	38,935	31	27,901	43	15,640	16	6,853	25	5,084	172	18,831	6	2,872
Marinette	56,549	75,241	80,892	8	4,861	6	5,982	14	22,034	11	13,582	12	5,385	11	6,161	13	3,662	56	7,764	5	2,729
MARQUETTE	19,658	26,109	28,064	9	2,199	4	573	21	8,825	7	3,068	14	5,247	2	131	4	119	53	5,910	2	268
MENOMINEE	1,721	2,671	2,961			1	740	2	1,278			1	560					5	383		
MILWAUKEE	3,453,803	4,162,963	4,397,541	254	131,814	139	763,663	744	879,193	324	672,004	638	392,721	518	228,824	528	240,028	2,417	433,924	208	123,627
Milwaukee	1,960,630	2,179,103	2,262,085	145	74,315	80	301,971	543	505,596	185	292,204	399	214,756	314	112,037	331	141,285	1,763	279,344	129	68,166
MONROE	93,926	134,072	146,171	28	16,198	11	5,490	41	28,317	22	19,737	49	39,517	20	5,853	19	5,130	91	14,256	7	3,456
OCONTO	54,773	64,143	67,251	21	15,213	11	1,719	50	16,802	14	10,751	41	7,578	8	540	[illegible]	990	156	8,733	5	1,440
ONEIDA	140,498	169,919	179,312	30	18,460	13	11,544	37	34,218	31	30,323	46	22,002	29	8,546	[illegible]	7,992	170	16,928	12	5,887
Rhinelander	77,792	93,948	99,117	13	6,638	7	11,228	16	21,608	13	17,719	24	10,668	16	5,962	18	4,813	68	6,721	6	2,961
OUTAGAMIE	478,260	624,775	669,275	62	47,179	31	113,698	99	130,674	80	136,426	95	60,907	60	15,663	84	32,855	306	53,213	21	13,736
Appleton	239,601	373,676	334,291	25	16,086	16	59,077	46	68,570	36	36,117	48	27,748	45	[illegible]	56	22,239	128	20,356	11	9,284
OZAUKEE	175,756	226,173	241,612	28	18,821	[illegible]	2,663	43	57,586	31	54,301	46	29,208	30	[illegible]	49	8,725	148	23,517	8	5,183
PEPIN	20,485	26,116	27,839	5	2,701	[illegible]	634	6	3,636	7	6,767	11	5,480	4	[illegible]	6	941	21	2,837	3	583
PIERCE	74,147	92,086	97,666	24	8,060	5	2,005	39	21,690	25	20,416	29	13,558	19	[illegible]	16	3,728	88	12,651	7	3,529
POLK	89,425	122,246	132,150	33	14,597	12	4,609	46	29,238	33	18,674	44	25,861	18	2,305	26	3,518	89	13,548	9	4,216
PORTAGE	169,212	251,931	276,939	26	16,065	16	30,791	42	52,661	24	36,342	42	20,487	27	17,779	34	13,316	153	31,677	9	7,975
Stevens Point	141,266	211,849	213,199	14	5,497	10	26,182	23	45,384	16	31,013	30	15,826	27	17,779	28	13,169	91	23,898	9	7,975
PRICE	39,748	53,091	57,128	15	5,056	8	3,452	27	17,354	12	9,119	21	7,545	9	1,589	17	1,660	81	5,120	5	1,848
RACINE	531,580	671,102	714,161	59	47,131	34	86,475	148	176,478	87	114,546	128	80,061	67	20,083	106	36,638	366	64,152	33	19,319
Racine	325,916	407,291	432,585	26	17,986	20	76,661	97	111,066	37	45,457	73	46,948	46	15,265	67	20,821	193	37,262	23	13,407
RICHLAND	37,878	44,633	46,858	4	4,984	5	2,860	17	8,509	11	9,659	18	[illegible]	13	4,198	13	2,477	37	3,555	3	1,130
ROCK	483,599	617,976	659,459	56	40,263	35	116,130	119	140,187	76	103,746	117	[illegible]	88	24,787	83	27,389	283	57,454	32	17,336
Beloit	160,549	209,937	224,936	14	10,847	12	41,488	37	51,894	21	42,360	32	25,450	26	6,485	22	8,039	87	18,388	10	7,423
Janesville	251,229	329,346	353,060	23	15,175	13	73,904	47	69,585	32	50,028	53	[illegible]	46	15,703	48	17,262	115	30,343	14	8,187
RUSK	[illegible]	[illegible]	56,190	12	7,614	8	2,634	19	13,058	15	6,759	26	10,737	11	2,445	7	1,351	61	3,751	3	916
ST. CROIX	[illegible]	[illegible]	152,090	23	14,043	9	6,388	32	31,265	22	32,484	42	29,042	15	3,446	24	3,176	94	14,144	8	5,207
SAUK	[illegible]	196,159	209,877	40	21,827	12	9,866	49	49,754	33	31,693	51	29,774	28	7,239	29	7,856	160	26,714	13	4,371
Baraboo	[illegible]	65,714	[illegible]	12	8,903	6	8,233	10	17,877	12	9,400	[illegible]	3,703	14	3,807	6	4,643	33	5,075	4	3,368
SAWYER	42,298	[illegible]	58,979	13	5,916	6	966	26	15,763	11	10,668	13	6,985	9	1,351	4	605	84	6,508	3	1,714
SHAWANO	[illegible]	[illegible]	118,871	32	15,780	13	12,441	41	27,923	24	18,472	37	12,007	14	2,836	23	5,063	183	13,712	7	2,280
Shawano	[illegible]	[illegible]	[illegible]	4	11,383	9	11,688	18	19,637	11	12,687	13	4,468	12	2,626	13	2,706	55	5,515	5	1,939
SHEBOYGAN	286,144	367,898	387,676	42	28,939	22	73,750	81	87,685	51	[illegible]	72	35,785	40	9,863	47	12,902	246	33,515	18	11,306
Sheboygan	196,671	244,881	262,404	13	9,563	12	63,076	41	61,716	31	[illegible]	43	20,365	31	8,356	26	9,145	133	19,003	14	9,371
TAYLOR	43,104	59,099	63,926	16	6,204	5	9,781	22	13,359	9	[illegible]	15	7,351	7	1,556	11	2,971	77	6,180	4	783
TREMPEALEAU	63,215	69,784	[illegible]	24	7,406	14	2,074	42	17,720	20	[illegible]	33	10,065	15	1,212	12	1,184	98	7,947	8	1,194
VERNON	46,323	64,897	70,495	26	6,882	11	2,025	35	17,429	15	9,451	31	11,108	16	5,082	18	3,261	60	7,666	6	2,404
VILAS	57,200	87,762	91,058	31	9,111	7	2,147	40	34,272	18	9,631	35	9,358	17	2,763	9	985	116	12,983	3	1,358
WALWORTH	209,091	255,261	269,827	46	25,168	23	10,393	66	64,542	52	42,865	68	34,853	40	10,454	51	7,655	242	41,105	17	6,510
WASHBURN	48,470	51,677	53,189	13	5,160	8	4,073	27	14,923	16	8,968	24	7,099	5	462	8	732	80	5,416	3	2,270
WASHINGTON	203,444	258,407	275,305	38	28,341	17	23,310	54	66,378	41	37,072	53	34,603	28	9,183	60	15,168	183	24,806	11	7,583
WAUKESHA	957,851	1,319,279	1,428,925	114	78,289	51	229,994	160	332,756	111	296,355	188	127,596	97	42,451	147	59,163	426	98,773	45	33,626
Waukesha	170,183	224,270	240,702	16	12,981	11	33,926	28	62,409	21	42,522	37	22,734	17	5,060	35	9,902	90	19,628	11	8,026
WAUPACA	118,607	151,209	161,206	37	10,223	23	12,161	59	37,708	43	28,776	45	20,218	30	5,109	41	7,950	178	17,749	12	3,517
WAUSHARA	40,768	58,009	63,213	16	6,856	10	2,649	23	11,589	15	9,340	25	11,184	5	494	6	361	68	8,093	3	970
WINNEBAGO	393,123	480,016	507,570	49	24,144	22	53,556	79	98,653	82	71,979	92	63,072	66	17,063	81	22,384	318	55,252	26	16,164
Menasha	37,663	44,602	46,862	6	3,542	2	1,269	7	9,910	9	13,645	9	6,137	3	367	4	893	42	5,782	3	726
Neenah	72,705	84,555	88,542	10	4,114	3	4,785	17	27,215	11	13,299	19	9,848	20	4,169	16	3,466	51	7,873	8	4,384
Oshkosh	224,931	275,526	291,498	19	9,533	13	45,489	38	51,771	36	34,878	44	30,419	42	12,173	42	11,142	141	27,802	12	9,574
WOOD	279,220	356,655	389,222	46	18,804	21	45,173	68	73,935	55	76,747	70	31,577	56	19,062	56	12,285	170	40,863	16	8,120
Marshfield	118,885	147,985	[illegible]	16	5,026	9	22,230	18	7,535	22	31,199	16	11,385	24	9,692	19	4,968	54	21,486	4	3,399
Wisconsin Rapids	131,236	164,183	[illegible]	15	9,027	8	22,407	23	37,367	27	40,750	36	14,299	28	9,155	27	6,551	65	11,041	10	4,312

Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen 15,293, Loc Est 15,651
Rock Co (Wis.) 70 Cen 39,622, Loc Est 46,700
Winnebago Co (Ill)
70 Cen 76,716, Loc Est 84,917
SMSA 70 Cen 84,494, Loc Est 94,323

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$89,395,638
Savings Banks	1	$17,87,378
Sav & Loan Assn	3	$19,828,026

6—PASSENGER AUTOS: (Counties) Rock 70,951, Winnebago 184,862

7—ELECTRIC METERS: Residence 18,006

8—GAS METERS: Residence 14,039

9— , (CZ): Industries, Number of Wage Earners—Diesel Eng 2,900, Paper Mach 3,300, Radiators Motors (Elec) 1,141, Shoes 1,200, 25 Mfg employ 9,183

10-CLIMATE: Min & Max Temp —Spring 40-70, Summer 70-95, Fall 50-70, Winter 5-25

11—TAP WATER: Alkaline, hard, fluoridated

12—RETAILING: Downtown Shopping Center 6 blocks on Grand Ave , 4 on State St , 3 on Broad St , 3 on Pleasant St , 1 on 4th St , on Cranston Rd , Food Fair Center
Regional Shopping Centers Beloit Plaza, 38 Stores at Riverside Dr & Henry Ave
Neighborhood Shopping Centers 1 block at Park & White, 1 at Grand & 8th, 1 at Brooks & St Lawrence, 2 at Liberty & Madison Rd , 1 at W Grand & Town Line, 1 at Wisconsin & Woodward

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Beloit Plaza	38	Sears, Penney, Kohl's Food
Cranston Rd	-	May's Drug, Eagle Foods
Westgate	3	Woodman Mkt
Prairie Ave	2	K-Mart, Sentry

Principal Shopping Days Mon Thu , Fri , Sat
Stores Open Evenings Food Nightly, others Mon , Fri & Sun , Beloit Plaza Mon to Sat

13—RETAIL OUTLETS: Department Stores J C Penney, McNeany, Stewarts, Sears, Weise's
Variety Stores Woolworth
Discount Stores (CZ) Jupiter, K-Mart
Chain Drug Stores (CZ) Walgreen, May's
Chain Food Supermarkets Eagle Foods 2, Fox 2, Crystal 3, Woodman's, Kohls, Sentry
Other Chain Stores Singler Co Firestone, Leath (furn), Sears, Montgomery Ward (catalog), Diane Shop, Nobil Shoes, Neumode, Father & Son Shoes, Stewarts, Schiff Shoes, Jupiter, Goodyear

14—NEWSPAPERS: NEWS (e) 19,209, sworn Mar 31, 1980
Local Contact for Advertising and Merchandising Data Larry Brown, Adv Dir , NEWS
National Representatives Landon Associates, Inc

CHIPPEWA FALLS, WIS.

1—LOCATION: Chippewa County, E&P Map B-3 On Chippewa River, near Lake Wissota, 92 mi N of LaCrosse, 90 miles E of Minneapolis/St Paul 10 mi N of Eau Claire. In the NW part of the State. On U S Hwy 53, State-Wis Hwys 29 & 178 & 124

2—TRANSPORTATION: Railroads CM St , P&P, Soo and C St PM&O (C&NW)
Motor Freight Carriers 2
Intercity Bus Lines Greyhound, Motor, North Central, B U S City Bus with service to & from Eau Claire, Wis
Airlines Republic, Midstate

3—POPULATION:
Corp City 70 Cen 12,351 Loc Est 13,042
CZ ABC (70) 13,770, (80) 13,600
RTZ-ABC (70) 39,505, (80) 43,500
County 70 Cen 47,717 Loc Est 51,038
City & RTZ-ABC (70) 53,275 (80) 57,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 3,913 Loc Est 4,783
County 70 Cen 13,384 Loc Est 16,802
CZ ABC (70) 4,350 (80) 4,900
RTZ-ABC (70) 10,753, (80) 13,600
City & RTZ-ABC (70) 15,103, (80) 18,500

5—BANKS: 2 Savings Deposits $99 000 000 Sav & Loan 2 Sav Deposits $48 000 000

6—PASSENGER AUTOS: County 22,746

7—ELECTRIC METERS: Residence 5,200

8—GAS METERS: Residence 1,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number Wage Earners & (Av Wkly Wage) Computer Res 45 ($400), Shoes 495 ($200), Plastics 600 ($225), Wood Wkg 95 ($200), Plastics Extrusion Machy 100 ($225)

10-CLIMATE: Min & Max Temp —Spring 40-80, Summer 52-89, Fall 17-92, Winter -26-54 First killing frost Sept 28 Last killing frost Apr 23

11—TAP WATER: Neutral, very soft, not fluoridated

12—RETAILING: Principal Shopping Center 7 blocks on Bridge St Wissota Village Shopping Center 7 firms Chippewa Mall Anchor Stores Prange Way Super Valu
Principal Shopping Days Dept Stores—Mon Thu & Sat Food Thurs Fri Sat
Stores Open Evenings Mon & Thu

13—RETAIL OUTLETS: Department Stores J.C. Penney, Farm & Fleet; Montgomery Ward; Our Own Hardware, Coast-to-Coast,* Spurgeon's; Mary's, Hardware Hank, PrangeWay.
Variety Stores Woolworth, Schulz Bros., Ben Franklin.
Chain Drug Stores (CZ) Badger Walgreen; Medicine Shop; Snyder.
Chain Food Supermarkets Chippewa Super Valu, Red Owl, I G A ; National Foods.

14—NEWSPAPERS: HERALD-TELEGRAM (e) 9,526; Mar 31, 1980
Local Contact for Advertising and Merchandising Data: Greg Smith, Bus Mgr /Adv Dir , HERALD-TELEGRAM
National Representatives None

EAU CLAIRE, WIS.

1—LOCATION: Chippewa and Eau Claire Counties. E&P Map B-4 90 mi east of St Paul, Minn , 225 mi northwest of Milwaukee Junction Eau Claire and Chippewa Rivers On U S Hwys I-94, 12, 53; State Hwys 93, 85 & 37

2—TRANSPORTATION: Railroads Chicago Northwestern, The Milwaukee Road, Soo Line
Motor Freight Carriers 24
Intercity Bus Lines 5 lines, 82 buses per day Northland Greyhound, Stewart, Wis Northern, North Central, La-Claire
Airlines Serving City North Central Mid State

3—POPULATION:
Corp City 70 Cen 44,619, Loc Est 51,000
Counties
Chippewa 70 Cen 47,717, Loc Est 52,023
Eau Claire 70 Cen 67,219, Loc Est 78,124
CZ ABC (70) 51,000, (80) 57,500
RTZ-ABC (70) 147,357; (80) 163,900
City & RTZ-ABC (70) 198,357, (80) 221,400

4—HOUSEHOLDS:
City 70 Cen 14,297, Loc Est 18,700
Chippewa Co 70 Cen 13,384, Loc Est 16,902
Eau Claire Co 70 Cen 20,101, Loc ESt 28,106
CZ ABC (70) 15,621 (80) 20,100
RTZ-ABC (70) 42,912; (80) 54,700
City & RTZ-ABC (70) 58,533; (80) 74,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$473,000,000
Savings & Loan	4	$182,100,000
Credit Unions	10	$21,200,000

6—PASSENGER AUTOS: (Counties) Chippewa 22,746; Eau Claire 36,734

7—ELECTRIC METERS: 18,581

8—GAS METERS: 8,350

9— PRINCIPAL INDUSTRIES (CZ): Tire Plant, Aluminum Assembly, Paper Mill; Meat Packing, Machine Shops, Computer Co , Printing & Publishing Total 8,105 Wage Earners ($298 wkly average)

10-CLIMATE: First killing frost, Oct 4 Last killing frost, May 20

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING. Principal Shopping Center 18 blocks on 3 sts

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
K-Mart Plaza	2	K-Mart, Kresge
Co-Op	2	Co-op Store
Putnam Heights	1	Thriftway, Ben Franklin
Gateway	2	Snyder Drug
Star Plaza	2	Roy's Foods
London Square	3	Sears, Prange
Shopko	3	Shopko

Principal Shopping Days Fri , Sat , & Sun
Stores Open Evenings Department Stores—Mon & Thu , Food—every night

13—RETAIL OUTLETS: Department Stores Samuelson's, Sears, J C Penney, Consumer's Co-op, H C Prange
Variety Stores Woolworth, Ben Franklin
Discount Stores (CZ) K-Mart, Co-op Shopping Center, Prange-Way, Shopko
Chain Drug stores (CZ) Walgreen, Snyder
Chain Food Supermarkets Randalls, Co-Op
Other Chain Stores Leath Furniture, Singer Co , Kinney Shoes, Tradehome, Kelly Furniture, Mautz Paint, Steveson's, Northwest Fabric

14—NEWSPAPERS: LEADER-TELEGRAM (e) 33,608 Mar 31 1980 ABC
Local Contact for Advertising and Merchandising Data Jerry Merryfield, Sales Mgr LEADER-TELEGRAM
National Representatives Branham/Newspaper Sales, Northwest Dailies

FOND DU LAC, WIS.

1—LOCATION: Fond du Lac County E&P Map C-4 County seat 64 mi N of Milwaukee 157 mi N of Chicago, 70 mi NE of Madison, 70 mi S of Green Bay On U S Hwys 41, 45, 151 State Hwys 23 55, 175

2—TRANSPORTATION: Railroads C & NW C M St P & Pacific and Soo Line
Motor Freight Carriers 8
Intercity Bus Lines Greyhound, Wisconsin Coach
Airline County owned class 3 commercial aiport

3—POPULATION:
Corp City 70 Cen 35,515 Loc Est 38,826
CZ ABC (70) 36,801 (80) 40,700
RTZ-ABC: (70) 105,279; (80) 114,500
County 70 Cen 83,576; Loc Est 271,789
City & RTZ-ABC (70) 144,180; (80) 155,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 11,075; Loc Est 13,757
County 70 Cen 84,576; Loc Est 30,665
CZ ABC (70) 12,040; (80) 14,500
RTZ-ABC (70) 29,352; (80) 36,400
City & RTZ-ABC (70) 41,392; (80) 50,900

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$255,000,000
Sav & Loan Assn	3	$240,000,000

6—PASSENGER AUTOS: 42,877

7—ELECTRIC METERS: 15,001

8—GAS METERS: 11,425

9— PRINCIPAL INDUSTRIES (CZ): Number of Wage Earners—Machine Tools # 1,000, Outboard Motors 4,000, Railroad Shops 650, Leather Tanning 360; Textile & Apparel 140, Auto Parts 600
Principal Industrial Pay Days 1st & 15th

10-CLIMATE: Min & Max Temp —Spring 35-51, Summer 60-74, Fall 42-55, Winter 14-30 First killing frost, Oct 4 Last killing frost, May 7

11—TAP WATER: Neutral, very hard fluoridated

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Forest Mall	54	Mont Ward, Walgreen, Prange's, J C Penney
Forest Plaza	8	K-Mart, Sears
Southtown	14	Red Owl
Downtown	60	Kohl's

Principal Shopping Days Fri , Sat , Sun
Stores Open Evenings Forest Mall and Southtown- Mon to Sat , Downtown-Mon & Fri Evenings

13—RETAIL OUTLETS: Department Stores Sears, H C Prange, Copp's, Murphy's, J C Penney, Montgomery Ward
Chain Drug Stores Osco, Walgreen
Variety Stores (City) Woolworth, Kresge's, Ben Franklin
Discount Stores Copp's, Prangeway, Fleet Farm, K-Mart
Chain Food Supermarkets (CZ) Piggly Wiggly, Red Owl, Sentry, Super Valu, Kohl's, Pick'n Save
Other Chain Stores (CZ) Firestone, Goodyear, Holiday, Leath Furniture, Northwest Fabrics, Pay-Less Shoes, Sherwin-Williams, Schiff Shoes, Singer Sewing, Grossman's Radio Shack

14—NEWSPAPERS: REPORTER (e) 22,652, (S) 22,687, Mar, 31, 1980 ABC
Local Contact for Advertising and Merchandising Data William Dittrich, Adv Sales Mgr , REPORTER
National REpresentatives Thomson Newspaper Sales

FORT ATKINSON, WIS:

1—LOCATION: Jefferson County, E&P Map C-5. Shopping Ctr , industrial ctr 50 mi from Milwaukee, 35 mi from Madison, 112 mi from Chicago On U S Hwy 12, State Hwys 26, 89 & 106

2—TRANSPORTATION: Railroads Chicago & Northwestern RR (freight)
Motor Freight Carriers REA, UPS, GPX, Yerges Trucking Co
Intercity Bus Lines Greyhound

3—POPULATION:
Corp City 70 Cen 9,164, Loc Est 10,514
County 70 Cen 60,060, Loc Est 67,445

4—HOUSEHOLDS:
City 70 Cen 3,060, Loc Est 4,191
County 70 Cen 17,800, Loc Est 23,653

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$66,953,000
Sav & Loan Assn	1	$40,100,426

6—PASSENGER AUTOS: County 31,014

7—ELECTRIC METERS: Residence 4,120

8—GAS METERS: Residence 3,224

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Lighting Fixtures 580, Farm Equipment 405, Meat Proc 465, Veg Canning, Seasonal 350, Fish Bait 25, Seafood 175, Laminated Wood 48, Publishing 160, Foundry 165, Metal Salvage 55, Educational Materials 250, Textiles 100, Machine shop 32, Dairy Equipment 75, Cardboard Carton 60 Average hourly wage men $5, women $3 85

10-CLIMATE: Min & Max Temp —Spring 22-84, Summer 52-94, Fall 39-89, Winter 12-51 First killing frost Oct 16 Last killing frost Mar 27

11—TAP WATER: Alkaline, very hard

12—RETAILING: Principal Shopping Center 14 blocks on six sts
Neighborhood Shopping Centers Madison Ave Whitewater Ave Edwards, S Main St Janesville Ave
Nearby Shopping Centers Old Fort (Sentry, Ben Franklin, The Pharmacy, Coast-to-coast)
Principal Shopping Days Mon Wed Fri Sat
Stores Open Evenings Fri

13—RETAIL OUTLETS: Department Stores Penney, Montgomery Ward, Sears Roebuck (catalog) Copp's
Variety Stores Ben Franklin
Chain Drug Stores (CZ) Tuttles' Walgreen, The Pharmacy, Rexall, Godfreys.
Chain Food Supermarkets Sentry Food, Eagle; Shop Rite (Roundy's); Copp's.
Other Chain Stores Gambles, Badger Paints, Goodyear, Mr Quick Hamburgers, Dairy Queen, A&W, Singer, Pizza Hut; Tru Value Hardware, Coast-to-Coast, Hardware Hank.

14—NEWSPAPERS: JEFFERSON COUNTY UNION (e- Mon to Fri) 8,480, sworn Mar 31, 1980.
Local Contact for Advertising and Merchandising Data R H Stevens, Adv Dir , JEFFERSON COUNTY UNION
National Representatives Hoard's Dairyman, Townsend, Millsap & Co

GREEN BAY, WIS.

1—LOCATION: Brown County (In Green Bay, Wis SMSA) E&P Map D-4 County Seat Situated on Fox River at southern end of Green Bay NE part of State, 115 mi N of Milwaukee; 200 mi N of Chicago; 275 mi E of Minneapolis Whlse & retail trading area, port of entry Shipping ctr On U S Hwy 41 & State Hwys 141, 57, 54, 32, 29

2—TRANSPORTATION: Railroads (freight only on all railroads) Chicago, Milwaukee, St Paul & Pacific; Chicago & Northwestern, Green Bay & Western, Kewaunee & Green Bay & Western Div of G.B. & Western; Ahnapee & Western.
Motor Freight Carriers 20
Freight Steamship Lines 20
Intercity Bus Lines Central Greyhound, Seymour; Wisconsin-Michigan
Airlines Republic; Green Bay Aviation, Executive Air Transport Ltd

3—POPULATION:
Corp City 70 Cen 87,809, Loc Est 90,000
CZ ABC (70) 129,824, (80) 146,100
RTZ-ABC (70) 116,822, (80) 138,100
County/SMSA 70 Cen 158,244, Loc Est 183,100
City & RTZ-ABC (70) 246,646, (80) 284,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen 26,336, Loc Est 29,000
County/SMSA 70 Cen 43,560, Loc Est 57,600
CZ ABC (70) 36,608, (80) 46,900
RTZ-ABC (70) 33,894; (80) 46,100
City & RTZ-ABC (70) 70,502, (80) 93,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	12	$742,176,604
Sav & Loan Assn	6	$475,974,688

6—PASSENGER AUTOS: County 85,000

7—ELECTRIC METERS: 36,294

8—GAS METERS: 30,074

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Paper & Prod 10,300, Food & Prod 4,200; Non-electrical Machinery 3,400, Transportation, Communications, and Public Utilities 6,000; Lumber & Wood (Incl Furn & Fixt) 830; Primary & Fabricated Metals 1,180, Av Wkly Wage of all production workers ($324)

10-CLIMATE: Min & Max Temp —Spring 35-51, Summer 60-81, Fall 40-59, Winter 11-25 First killing frost, Oct 2 Last killing frost, May 9

11—TAP WATER: Alkaline, hard, from Lake Michigan, fluoridated

12—RETAILING: Principal Shopping Center 3 blocks on N Washington St , 1 on E Walnut St , 3 on N Adams St , Port Plaza Mall, corner N Washington and Cedar Sts
Neighborhood Shopping Centers Four blocks on Broadway, 2 on W Walnut St , 1 on Dousman St , 2 on Main St , 4 on University

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Prange-Way	2	Prange-Way
Beacon	1½	Aim
Marquette	1	Sure Way, Ben Franklin
Colonial Village	1½	Sure Way
Plaza	2½	Red Owl, Sears, Prange-Way
Bay Park Square	5½	Montgomery Ward, Shopko
Lombardi	5	Kohls, Osco Drug
K-Mart East	5	Kohls, K-Mart
East Town	5	White Store, Aim

Additional Shopping Centers (No of Stores) Bay (10), Fort Howard (6), St Agnes (8), Shopko East (4), Westgate (17), Shopko West (3), Vernon Court (10), Bellevue Plaza (9), Beacon Ctr (21)
Principal Shopping Days Mon , Fri , Sat
Stores Open Evenings All stores—Mon & Fri , Food—Mon thru Sun

13—RETAIL OUTLETS: Department Stores H C Prange, Montgomery Ward, Sears, J C Penney, The White Store
Discount Stores (CZ) Shopko 4, K-Mart 2, Prange-Way 3
Variety Stores S S Kresge, Ben Franklin, Aim Variety
Chain Drug Stores (CZ) Osco 2, Snyder 3, Rexall 2
Chain Food Supermarkets (CZ) Red Owl 8, Sure Way 9, Piggly Wiggly, Super Ron's 5, Sentry 3, Stop-N-Go 2, Austin's 4, Kohl's 2
Other Chain Stores Kinney Shoes, Payless Shoes 2, Nobil Shoes 2, Singer Co , Goodyear 2, Firestone 2, Western Auto, Mautz Paint, Merle

GREEN BAY—continued

Norman Cosmetics, Fanny Farmer 2, Color Tile, Abbey Carpet, Lieber Lumber, Cressman's, Stretch & Sew, Northwest Fabrics 2, House of Fabrics, So-Fro Fabrics, Walden Books 2, Midas Mufflers, Kindy Optical 2, Zale's Jewelry, Pittsburgh Paints, Radio Shack, Kay-Bee Toys, Peck & Peck, Seifert's, Casual Corner, Lerner Shops, Regis Beauty Salon, Qualicraft Shoes, Richman Brothers, Thom McAn Shoes 2, Braun's Fashions, County Seat, The Wardrobe, The Closet, Father & Son Shoes, General Nutrition, Sunflower Fashion, HURRAH!, B. Dalton Booksellers 2

14—NEWSPAPERS: NEWS-CHRONICLE (m) 12,277, sworn Oct. 1, 1979 (Latest statement available). PRESS-GAZETTE (e) 59,048,
(S) 71,567, Mar. 31, 1980, ABC.
Local Contact for Advertising and Merchandising Data: Dave Hutchison, Gen. Mgr., NEWS-CHRONICLE. John Yuenger, Adv. Dir., PRESS-GAZETTE
National Representatives: PRESS-GAZETTE: Gannett Newspaper Advertising Sales

JANESVILLE, WIS.

1—LOCATION: Rock County, E&P Map C-5, County Seat. Wholesale Ctr. 105 mi. from Chicago; 65 mi. from Milwaukee; 35 mi. from Rockford, 40 mi. from Madison. On U.S. Hwys. 14,51 & I-90, on State Hwys. 11 & 26.

2—TRANSPORTATION: Railroads: Chicago, Milwaukee, St. Paul & Pacific, Chicago & North Western.
Motor Freight Carriers: 10.
Intercity Bus Lines: Peoria-Rockford, Alco Bus Co.; Greyhound.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 46,426, Loc. Est. 51,500
CZ ABC: (70) 46,426; (80) 50,700
RTZ-ABC: (70) 151,956; (80) 164,300
County 70 Cen. 131,970; Loc. Est. 134,281
City & RTZ-ABC: (70) 198,382; (80) 215,000
Demographic Information (Partial) available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 14,031; Loc. Est. 18,893
County 70 Cen. 39,662; Loc. Est. 46,700
CZ ABC: (70) 14,031; (80) 17,500
RTZ-ABC: (70) 44,832; (80) 55,700
City & RTZ-ABC: (70) 58,863; (80) 73,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	6	$247,604,000
Sav. & Loan Assn	4	NA

6—PASSENGER AUTOS: City: 26,144; County 67,917

7—ELECTRIC METERS: REsidence 21,161

8—GAS METERS: Residence 17,335

9—PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly. Wage): Auto Assembly 5,600 ($330); Pen & Pencil 870 ($275); Electronics 250 ($231); Food 400 ($192); Auto Transp. 800 ($385); Machy (ex. elect) 450 ($192); Furniture & Fixtures 35 ($220); Non-Durable 850 ($154).

10-CLIMATE: Min. & Max. Temp.—Spring 26-80; Summer 44-102; Fall—12-89; Winter 24 above-20 below. First killing frost, Oct. 30. Last killing frost, May 23.

11—TAP WATER: Alkaline, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 10 block downtown area with 160 units.
Neighborhood Shopping Centers (Number of Stores)— Janesville Mall 75; Creston Park (20); Sunnyside (9); Blackhawk 6; Park and Shpg. Ctr. (3); Fairview Mall & Mart (6); Memorial Plaza (9).
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.; Shopping Centers Mon. thru Sun.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Montgomery Ward; Chas. V. Weise.
Discount Stores (CZ): Jupiter; K-Mart; Copps; Holiday; Farm & Fleet; Shopko.
Chain Drug Stores (CZ): Walgreen Agency 3; Rexall 3; Thrift 1; Union Prescription 1.
Chain Food Supermarkets: Sentry 2; Piggly Wiggly 1; Woodman 1; Eagle 2; Super Valu 1; Stop-N-Go 4; Kohls 1; Swansons 1; Warehouse Foods 1.
Other Chain Stores (Corp. City): Ace Hardware, Nancy Austin, American Handicrafts, Anderson's Apparel, Barefoot Sports, Rundell's, Brooks, Buddy Squirrel, Ben Franklin (2), Cain Ashcraft, Comay's, Copper Rivet, Claire's Boutique, Card Cage, Co-op Records, Champion Auto, Dunkin Jewelry, Elliott's, Eye Glass Place, Famous Footwear, Fisher's TV & Appliance, Flowerama, Forbes-Meagher, Firestone Tire, F & F Tire, Fanny May Filligree, General Nutrition Center, Golden Hanger, Goodyear Tire, Grossman's, Happy Sleeper, Haack Cycle, Hanover Shoes, Hamlin Jewelry, Jack's Shoe, Jim, JoAnn Fabrics, Julie Ann Fabrics, Lamb's, Leath Furniture, Marling Lumber, Maurice's, Merle Norman, Musicland, Marianne's, Maling's, Mores Shoes, Mautz Paint, Nobil Shoe, Northwest Fabrics, PicWay Shoes, Plum Tree, Radio Shack, Siker's, J.J. Smith's, Saxer's, Superamerica, Sherwin Williams, Shoe-Tigue, Rupent Cornelius, Silver Dollar, Singer's, Clara Stone's, Team Electronics, Trinket Tree, True Value Hardware, Walden Books, Wicke 'N Sticks, Wisconsin Office Supply, Wolohan's, Woolworth's.

14—NEWSPAPERS: GAZETTE (e) 31,331, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE
National Representatives: None

KENOSHA, WIS.

1—LOCATION: Kenosha County (SMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 miles south of Milwaukee and 65 miles north of Chicago. Lake and ocean-going freighters call at port.

2—TRANSPORTATION: Railroads: C&NW
Intercity Bus Lines: Greyhound, Wis. Coach Lines.
Motor Freight Carriers: 3

3—POPULATION:
Corp. City 70 Cen. 78,805, Loc. Est. 81,925
City Zone ABC: (70)85,610; (80)86,900
RTZ-ABC: (70)32,307; (80)37,600
Co./SMSA 70 Cen. 117,917; Loc. Est. 126,311
City & RTZ-ABC: (70)117,917; (80)124,500
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 26,237; Loc. Est. 29,229
County 70 Cen. 35,488, Loc. Est. 44,023
City Zone ABC: (70)26,237; (80)30,500
RTZ-ABC: (70)9,231; (80)12,400
City & RTZ-ABC: (70)35,468; (80)42,900

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Sav. & Loan Assn.	2	$240,179,000
Sav. & Comm. Banks	5	$348,484,870

6—PASSENGER AUTOS: County 62,994

7—ELECTRIC METERS: Residence 40,000

8—GAS METERS: Residence 36,070

9—PRINCIPAL INDUSTRIES (CZ): Automobiles, Brass, copper & Alloy Prod., Textiles, Musical Instruments, Cranberry Processing, Mechanic's Tools, Wire Rope, Plumbing Fixtures, Fire Fighting Equipment, Commercial Fertilizer, Industrial Tools, Dies, Jigs & Fixtures, Castings; Structural Steel Prod., Equip. for Dairy & Food Processing Industries, Power Drives & Elec. Units & Spec. Mach. 17,500; Wage Earners' Av. Wkly. Wage $350 (includes shift prem. & Overtime). Growth Factors: American Motors, Port of Kenosha, Airport, University of Wisconsin 5,241, Carthage College 1,117, Gateway Technical Institute 5,345.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Principal Shopping Areas: Downtown (6th Ave., 56th St., 57th St., 58th St.); Uptown (22nd Ave.); Shopping Centers.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Pershing Plaza	14	Kohls, Sears
Town & Country	11	Ace Hdwr., Piggly Wiggly
Villa Capri	18	Sentry, Ben Franklin
American Ctr	-	Montgomery Ward, Community, Super Valu
Gateway Plaza	-	Eagle, K-Mart
Sunnyside Park	-	Piggly Wiggly, Sentry, Greenwood Plaza, Walgreen, Super Valu

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon. Fri.; Shpg. Ctrs. every evening.

13—RETAIL OUTLETS: Department Stores: Barden's, Leader, Montgomery Ward; J. C. Penney; Sears.
Discount Stores (CZ): Community, K-Mart, Shop Ko.
Variety Stores: Woolworth, Ben Franklin 2, Wilson.
Chain Drug Stores (CZ): Walgreen 2; Bernacchi 3, Thrift, Union, General 2.
Chain Food Supermarkets: Super-Valu 2, Piggly Wiggly 3, Kohl's 2, Sentry 3, Eagle (1).
Other Chain Stores: Goodyear, Firestone; Sherwin- Williams, Kinney Shoe, Shoe Kicks, Fanny Farmer; Pay-Less Shoes, Neumode, Adelman's Laundry; So-Fro Fabrics; Glidden Paint, Abby Carpet, Fayva, Coast-to-Coast Hdwe., Radio Shack (3), ShopKo.

14—NEWSPAPERS: NEWS (e)32,274, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John K. Peters, Retail Adv. Mgr., NEWS.
National Representatives: Branham/Newspaper Sales.

WISCONSIN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION		DISPOSABLE PERSONAL INCOME		HOUSEHOLDS		FARM PRODUCTS (1974)		
METRO AREAS COUNTIES Cities	1970 U.S. Census	E&P estimate Jan. 1, 1982	E&P 1970 estimate (Thousands)	E&P 1981 estimate (Thousands)	1982 number of households	E&P 1981 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,417,933	4,822,974	14,265,503	37,123,113	1,698,831	21,852	92,636	475,610	1,834,636
STANDARD METROPOLITAN STATISTICAL AREAS									
Appleton-Oshkosh, Wis.	276,894	301,192	822,362	2,121,348	100,815	21,042	4,473	19,878	93,617
Duluth-Superior, Minn.-Wis.	265,350	246,128	883,279	1,993,071	91,446	21,795	1,228	2,261	8,757
Eau Claire, Wis.	114,936	130,567	327,512	774,406	45,175	17,142	3,108	7,092	61,372
Green Bay, Wis.	158,244	185,460	502,276	1,390,908	60,053	23,161	1,643	5,451	34,728
Janesville-Beloit, Wis.	131,970	137,017	468,589	972,974	48,186	20,192	1,852	25,532	40,115
Kenosha, Wis.	117,917	126,395	418,659	1,012,960	44,602	22,711	628	7,189	12,597
La Crosse, Wis.	80,468	93,227	244,158	818,883	33,190	24,673	1,011	3,747	20,811
Madison, Wis.	290,272	319,559	1,027,071	2,827,256	114,999	24,585	3,555	34,859	99,115
Milwaukee, Wis.	1,403,887	1,428,016	5,498,241	12,196,460	508,323	23,994	3,340	26,317	47,510
Minneapolis-St. Paul, Minn.-Wis.	1,965,314	2,119,914	7,178,717	19,240,133	744,338	25,849	10,957	88,668	157,625
Racine, Wis.	170,838	179,734	563,562	1,514,681	61,430	24,657	939	14,045	18,196
COUNTIES, Cities									
ADAMS	9,234	12,574	17,261	90,531	4,789	18,904	435	5,867	4,366
ASHLAND	16,743	17,867	43,565	114,899	6,682	17,195	312	436	2,600
Ashland	9,615	9,132	25,208	60,270	3,560	16,930	*	*	*
BARRON	33,955	39,973	82,775	296,952	14,651	20,268	2,026	4,630	55,264
BAYFIELD	11,683	14,233	25,800	91,831	5,415	16,959	479	1,057	4,051
BROWN	158,244	185,460	502,276	1,390,908	60,053	23,161	1,643	5,451	34,728
Green Bay	87,809	94,223	283,541	710,940	33,529	21,204	*	*	*
BUFFALO	13,743	15,433	32,117	102,357	5,476	18,692	1,199	3,384	31,996
BURNETT	9,276	12,632	19,388	80,998	5,154	15,716	516	854	5,566
CALUMET	27,604	30,777	64,448	145,010	9,498	20,532	1,211	4,120	27,988
CHIPPEWA	47,717	52,774	120,372	294,941	17,566	16,790	1,908	3,382	41,518
Chippewa Falls	12,351	13,107	33,500	76,689	4,866	15,760	*	*	*
CLARK	30,361	34,854	67,017	204,172	12,002	17,013	2,641	2,342	51,881
COLUMBIA	40,150	44,803	103,521	327,852	16,373	20,024	1,834	17,851	40,479
Portage	7,821	7,820	20,147	60,086	3,171	18,949	*	*	*
CRAWFORD	15,252	17,636	38,123	100,653	6,090	16,528	1,144	4,794	17,141
DANE	290,272	319,559	1,027,071	2,827,256	114,999	24,585	3,555	34,859	99,115
Madison	172,007	196,151	609,412	1,511,029	73,493	20,560	*	*	*
DODGE	69,004	77,628	186,525	566,451	26,920	21,042	2,696	16,588	70,523
Beaver Dam	14,265	15,613	42,905	117,780	6,091	19,337	*	*	*
DOOR	20,106	26,133	58,985	184,493	9,933	18,574	1,152	5,399	13,015
DOUGLAS	44,657	46,498	141,427	406,496	17,693	22,975	360	468	3,801
Superior	32,237	30,740	106,075	270,311	12,292	21,991	*	*	*
DUNN	29,154	34,840	64,876	249,120	12,069	20,641	1,883	7,029	38,158
EAU CLAIRE	67,219	77,793	207,140	479,465	27,609	17,366	1,200	3,710	19,854
Eau Claire	44,619	50,315	144,877	331,772	18,588	17,849	*	*	*
FLORENCE	3,298	4,397	9,319	27,477	1,571	17,490	103	476	1,026
FOND DU LAC	84,567	93,048	271,789	614,249	31,663	19,400	2,280	16,158	51,924
Fond du Lac	35,515	37,642	122,784	262,182	14,010	18,714	*	*	*
FOREST	7,691	9,496	17,557	54,575	3,346	16,311	158	140	1,393
GRANT	48,398	54,058	112,411	351,377	17,830	19,707	2,674	10,699	73,678
GREEN	26,714	30,679	77,197	238,705	11,341	21,048	1,643	4,868	49,292
Monroe	8,654	10,939	28,301	88,948	4,348	20,457	*	*	*
GREEN LAKE	16,878	18,131	46,567	127,649	6,847	18,643	817	4,500	17,934
IOWA	19,306	19,848	47,211	142,094	6,673	21,294	1,433	7,010	39,652
IRON	6,533	7,195	19,454	45,847	2,906	15,777	53	257	784
Hurley	2,418	2,063	7,200	13,300	778	17,095	*	*	*
JACKSON	15,325	17,207	35,991	140,510	6,220	22,590	1,032	4,495	16,951
JEFFERSON	60,060	68,634	161,393	504,658	24,305	20,764	1,910	17,112	34,822
Fort Atkinson	9,164	10,640	25,923	82,704	4,285	19,301	*	*	*
Watertown	15,683	17,728	43,145	135,048	6,604	20,449	*	*	*
JUNEAU	18,455	20,502	46,547	155,220	7,588	20,456	916	3,137	12,275
KENOSHA	117,917	126,395	418,659	1,012,960	44,602	22,711	628	7,189	12,597
Kenosha	78,805	82,215	277,638	643,754	29,695	21,679	*	*	*
KEWAUNEE	18,961	21,415	45,623	157,679	7,277	21,668	1,306	3,471	24,578

LA CROSSE, WIS.

1—LOCATION: La Crosse County (SMSA). E&P Map B-4. County Seat. Agricultural, manufacturing medical, educational, wholesale, retail center. On Mississippi River, 271 mi. NW of Chicago; 154 mi. from St. Paul & Madison; U.S. Hwys. I-90, 14, 16, 53, 61, State Hwys. 33, 35.
River Front: On Mississippi River—9 ft. Gov't. maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Private establishments have unloading docks with pipe lines to tanks for unloading coal, fuel oil & gasoline. Bridges (2, no toll) cross from La Crosse to Minnesota.

2—TRANSPORTATION: Railroads: Milwaukee Road; Chicago Northwestern; Burlington Northern; Amtrak.
Motor Freight Carriers: 20.
Intercity Bus Lines: Greyhound; Western, River Trails; Hiawatha Coaches, Scenic Trails, Municipal Transit Corp.
Airlines: Republic, Mississippi Valley Airways.

3—POPULATION:
Corp. City 70 Cen. 51,153; Loc. Est. 49,004
CZ ABC: (70)66,264; (80)71,900
RTZ-ABC: (70)146,049; (80)161,400
Co./SMSA 70 Cen. 80,468; Loc. Est. 88,981
City & RTZ-ABC: (70)212,313; (80)233,300
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 16,159; Loc. Est. 18,265
County/SMSA: 70 Cen. 24,208; Loc. Est. 31,422
CZ ABC: (70)20,368; (80)25,100
RTZ-ABC: (70)43,790; (80)55,600
City & RTZ-ABC: (70)64,158; (80)80,700

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	7	$358,500,000
Sav. & Loan Assn.	2	$294,100,000

6—PASSENGER AUTOS: County 42,673

7—ELECTRIC METERS: Residence 19,872

8—GAS METERS: Residence 12,038

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Air Conditioning & Htg.; Automotive; Rubber Prods.; Malt Liquor; Prefabricated Metals; Transp.; Lmbr.-Wood-Stone-Clay; Food Prods.; Constr.; Services; Gov't. & Educational; Mfg. 10,700; Durables 6,600; Non-Electrical 4,400; Non-Durables 4,200; Food (non-seasonal) 1,590; All Other Non-Durables 2,100; Constr. (seasonal)1,960; Transp., Communications, Public Serv. 2,400; Whole. & Retail 11,700; Finance Ins. & Real Est. 1,080; Services 9,700; Gov't. 5,800; Av. Wkly. Wage ($270).

10-CLIMATE: Min. & Max. Temp.—Spring 11-90; Summer 42-91; Fall -1-81; Winter 26-58. First killing frost, Oct. 7. Last killing frost, Apr. 6.

11—TAP WATER: Alkaline, hard, not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Bridgeview Pl.	20	Shopko, Super Valu Food
Caledonia St.	-	Nelson Clothing
Jackson Plaza	5	Rexall
K-Mart Plaza	-	K-Mart
Village	27	Doerfinger's, Quillin's IGA, Woolworth
Holman Shpg.	10	Skogens, IGA, Handy Builders
I-90 Ctr.	12	Skogen's Wallgreen, IGA Doerfinger's
Menard Plaza	12	Menard's, Quillin's IGA
Shelby Mall	22	Quillins IGA, ShopKo
Valley View Mall	55	J.C. Penney, Dayton, Sears, Herbergers

Principal Shopping Days: Fri.
Stores Open Evenings: Mon. & Fri., Grocery Mon. thru Sun.
Stores Open Sundays: Drug, Grocers, discount.

13—RETAIL OUTLETS: Department Stores: Wm. Doerfinger 3, Herberger's, Sears, Kauma's 2; J.C. Penney; Montgomery Ward; Fantles 2; Salem Markos 2, Northside Dept. Stores.
Discount Stores (CZ): Jupiter, K-Mart, Shopko 2.
Variety Stores: Woolworth 2, Ben Franklin.
Chain Drug Stores (CZ): Major (Rexall); Service (Walgreen); Osco; Degen-Berglund 2; Hilton's; Soell's.
Chain Food Supermarkets: National Food; Super Value 2, K-Mart, Gateway IGA 10; Kwik Trips 10; Quillin's IGA5, Skogen.
Other Chain Stores: Barker's Shoes; Nobil Shoes; Brooks 2; Spurgeon's; Fanny Farmer; Hallmark; Leath's (Furn.); Jeffrey's; Maurice's; Gamble's; Goodrich; Firestone; Goodyear; Coast-to-Coast; Western Auto, Sherwin-Williams; Pittsburgh Plate Glass.

14—NEWSPAPERS: TRIBUNE (e) 34,861; (S)35,689 Mar. 31, 1980 ABC.
Local Contact for advertising and Merchandising Data: R. A. Westerfield, Ad Man. TRIBUNE.
National Representatives: Branham/Newspaper Sales.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	 E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	 E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	 E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	 Value of crops (Thousands)	 Value of livestock (Thousands)
LA CROSSE	80,468	93,227	244,128	818,883	33,190	24,673	1,011	3,747	20,811
La Crosse	51,153	48,804	157,382	426,101	18,401	23,156	*	*	*
LAFAYETTE	17,456	19,008	44,126	119,526	6,386	18,717	1,456	9,137	51,329
LANGLADE	19,220	20,590	51,617	130,031	7,407	17,555	662	10,761	10,477
Antigo	9,005	8,256	24,196	55,584	3,230	17,209	*	*	*
LINCOLN	23,499	27,405	61,346	190,276	10,017	18,995	710	1,406	9,270
Merrill	9,502	9,562	25,026	69,605	3,683	18,899	*	*	*
MANITOWOC	82,294	85,797	250,208	559,617	29,737	18,819	2,084	6,940	42,263
Manitowoc	33,430	34,319	111,786	244,907	13,123	18,662	*	*	*
Two Rivers	13,553	14,435	42,135	85,802	5,270	16,281	*	*	*
MARATHON	97,457	115,164	263,796	774,684	39,282	19,721	3,430	5,676	69,485
Wausau	32,806	31,888	99,989	252,957	12,493	20,248	*	*	*
MARINETTE	35,810	42,249	92,851	273,297	15,640	17,474	925	2,468	12,353
Marinette	12,696	11,988	36,038	87,601	4,674	18,742	*	*	*
MARQUETTE	8,865	12,262	20,554	98,532	4,749	20,748	630	7,049	9,885
MENOMINEE	2,607	3,208	1,953	10,114	742	13,631	N.A.	N.A.	N.A.
MILWAUKEE	1,054,249	957,802	4,311,695	8,118,436	360,003	22,551	253	5,101	642
Milwaukee	717,372	629,266	2,754,191	4,945,619	231,882	21,328	*	*	*
MONROE	31,610	35,325	78,668	259,332	12,336	21,022	1,835	6,212	30,457
OCONTO	25,553	30,981	58,881	180,274	11,064	16,294	1,466	4,686	23,023
ONEIDA	24,427	32,939	64,361	242,818	12,268	19,793	128	3,532	795
Rhinelander	8,218	8,406	21,202	61,189	2,913	21,005	*	*	*
OUTAGAMIE	119,356	135,260	343,875	930,828	43,525	21,386	2,009	8,420	43,624
Appleton	57,143	64,550	181,465	474,207	22,381	21,188	*	*	*
OZAUKEE	54,461	74,407	155,225	674,020	23,614	28,543	652	4,892	9,992
PEPIN	7,319	7,972	18,007	56,813	2,687	21,144	525	1,598	9,497
PIERCE	26,652	31,686	62,029	240,347	10,431	23,042	1,588	5,399	28,639
POLK	26,666	33,748	62,200	250,934	12,397	20,242	2,087	4,027	32,632
PORTAGE	47,541	59,275	105,023	475,613	18,998	25,035	1,365	22,441	15,212
Stevens Point	23,479	26,699	51,750	196,098	8,067	24,309	*	*	*
PRICE	14,520	16,627	33,616	107,057	6,334	16,902	681	525	7,902
RACINE	170,838	179,734	563,562	1,514,681	61,430	24,657	939	14,045	18,196
Racine	95,162	96,504	313,621	780,922	35,589	21,943	*	*	*
RICHLAND	17,079	17,706	40,224	119,492	6,491	18,409	1,403	3,203	24,339
ROCK	131,970	137,017	468,589	972,974	48,186	20,192	1,852	25,532	40,115
Beloit	35,729	36,176	129,632	241,220	13,400	18,001	*	*	*
Janesville	46,426	56,032	170,344	385,395	19,865	19,401	*	*	*
RUSK	14,238	16,034	32,973	99,996	5,784	17,288	892	966	13,805
ST. CROIX	34,354	44,792	84,882	333,129	14,833	22,459	1,765	7,023	36,863
SAUK	39,057	41,932	98,993	360,179	15,249	23,620	1,821	10,810	42,689
Baraboo	7,931	7,523	20,001	65,616	2,993	21,923	*	*	*
SAWYER	9,670	12,602	21,410	76,822	4,827	15,915	255	887	2,536
SHAWANO	32,650	36,876	77,696	250,379	13,105	19,106	2,051	3,526	39,751
Shawano	6,488	6,940	15,445	49,167	2,739	17,951	*	*	*
SHEBOYGAN	96,660	104,682	302,404	733,289	38,231	19,180	1,635	7,834	33,646
Sheboygan	48,484	49,827	155,129	356,489	19,475	18,305	*	*	*
TAYLOR	16,958	20,362	34,013	106,387	6,744	15,775	1,292	618	22,400
TREMPEALEAU	23,344	25,640	53,849	179,975	9,201	19,560	1,800	7,397	39,989
VERNON	24,557	26,289	57,168	176,039	9,762	18,033	2,543	7,220	39,229
VILAS	10,958	17,033	23,071	117,066	6,743	17,361	58	1,366	143
WALWORTH	63,444	72,784	178,198	535,093	25,687	20,831	1,255	18,722	29,121
WASHBURN	10,601	14,506	25,906	101,565	5,690	17,850	455	948	4,840
WASHINGTON	63,839	91,162	173,856	720,400	29,008	24,835	1,302	6,956	22,229
WAUKESHA	231,338	304,645	857,465	2,683,604	95,698	28,042	1,133	9,368	14,647
Waukesha	40,274	60,025	144,372	432,674	20,489	21,117	*	*	*
WAUPACA	37,780	44,505	98,572	307,610	16,414	18,741	1,814	6,385	27,801
WAUSHARA	14,795	17,710	31,629	133,132	6,920	19,239	1,001	13,986	12,588
WINNEBAGO	129,934	135,155	414,039	995,510	47,792	20,830	1,253	7,338	22,005
Menasha	14,905	15,352	46,075	110,749	5,492	20,166	*	*	*
Neenah	22,892	26,480	82,268	202,327	9,241	21,916	*	*	*
Oshkosh	53,221	60,085	161,771	346,601	21,837	15,872	*	*	*
WOOD	65,362	74,404	190,410	516,954	25,088	20,606	1,470	5,732	20,445
Marshfield	15,619	17,232	48,765	134,063	6,214	21,574	*	*	*
Wisconsin Rapids	18,587	18,164	60,680	146,352	6,673	21,932	*	*	*

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1979 Cash Receipts as follows: From Crops $760,378,000; from Livestock & Livestock Products $3,484,414,000; Total $4,244,792,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

MADISON, WIS.

1—LOCATION: Dane County (SMSA). E&P Map C-5, State capital, County Seat. 83 mi. W of Milwaukee, 148 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 13 & 151. On State Hwys. 19, 30 & 113, Interstate 90-94.

2—TRANSPORTATION: Railroads: Chicago & Northwestern, Chicago, Milwaukee, St. Paul & Pacific, Illinois Central, Amtrak.
Motor Freight Carriers: 25.
Intercity Bus Lines: Greyhound, Badger Coach.
Airlines: Northwest, North Central, Ozark.

3—POPULATION:
Corp. City 70 Cen. 172,007; Loc. Est. 173,000
CZ ABC: (70) 202,915; (80) 201,500
RTZ-ABC: (70) 349,434; (80) 400,600
County/SMSA 70 Cen. 290,272; Loc. Est. 325,000
City & RTZ-ABC: (70) 552,349; (80) 602,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 55,098; Loc. Est. 71,928
County/SMSA 70 Cen. 91,300; Loc. Est. 118,300
CZ ABC: (70) 64,177; (80) 72,900
RTZ-ABC: (70) 104,356; (80) 137,500
City & RTZ-ABC: (70) 168,533; (80) 210,400

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	28	$1,400,000,000
Sav. & Loan Assn.	10	$841,000,000

6—PASSENGER AUTOS: Co. 162,770

7—ELECTRIC METERS: Residence 83,056

8—GAS METERS: Residence 55,510

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Manufacturing 20,400; Construction 7,200; Transportation & Communication 6,300; Wholesale & Retail 35,300; Finance Insurance and Real Estate 12,700; Serv. & Misc. 32,400; Gov't. 58,200. (Av. wage $314).

10-CLIMATE: Min. & Max. Temp.—Spring 53.2-103.9, Summer 51.5-81.7, Winter 17.9-38.9. First killing frost, Sept. 22. Last killing frost, Apr. 4.

11– TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Downtown surrounding State Capitol Building and on State Street (275 units), East Town (108 units), West Town (73 units), Hilldale (52 units), Westgate (73 units), University Square (30 units).
Neighborhood Shopping Centers: 6 blocks on Atwood Avenue, Sherman & Northport (10 units) Shorwood on University; Madison East (12 units) Monroe St., Nakoma at Beltline (18 units); Sherman & Aberg Ave. (20 units), Cottage Grove Rd. and Monona Dr. (7 units), Monona At Nichols (5 units), Monona and Buckeye (9 units); 2200 S. Park St. (7 units).

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
East Towne	5	Gimbels, Sears, Penneys, Pranges
Hilldale	3	Gimbels,
Madison East	3	Manchesters
Nakoma	4	Ben Franklin, Kohls, Prangeway
Sherman Plaza	4	IGA, Prangeway
University Square	1/2	University Sq. Theaters
Westgate	4	Eagles, Bormann's
West Towne	6	Manchesters, Sears, Penneys, Pranges

Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Most Dept. Discount and Shopping Centers daily to 9 pm; some downtown shopping open Monday and Thursday evenings; Sundays noon to 5 pm.

13—RETAIL OUTLETS: Department Stores: Harry S. Manchester 4, J. C. Penney 3, Sears 2, Emporium 3, Yost's-Kessenichs 3, Gimbels 2, H. C. Prange 2.
Discount Stores (CZ): Treasure Island, K-Mart 3; Copps 3; Prangeway 4.
Variety Stores: Woolworth 2, Kresge, Ben Franklin 3.

MADISON—continued

Chain Drug Stores (CZ): Rennebohm's 20, The Prescription Phcy. 5; Stanley Phcy. 2; Shorewood, Thrift 2; Gerhardt 2; Bergmann 3, Consumers 2.
Chain Food Supermarkets: K-Mart, Lagles 5; Kohl's 5; Millins 2; POQ 10, Copps 3, Stop 'N Go 15, Sentry 6. Woodmans.
Other Chain Stores: Men's Clothing: Richman's 2; Hughes & Hatchers; Redwood & Ross, Silvermans 2. Women's Clothing: Brooks, Lerner, Casual Corner; County Seat; Four Season's Casuals; Foxmoor Casuals, Id Boutique, The Limited, Marianne; Merry go Round: Stevenson's; Wooden Nickel, Furniture: Leath's 2, Shoes: Thom McAn; Kinneys 2, Nobil; Florsheim 2, Naturalizer 3, Famous Footwear 2. Auto Supply: Firestone 2, Goodyear 2; Goodrich. Audio: Allied Radio, Radio Shack 7; Team, Musicland. Candy: Fanny Farmer 2, Fanny May. Chocolate House 2, Bresslers 33 Flavors; Others: Singer Co. 2, Walden Books 2.

14—NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 76,348; CAPITOL TIMES (e) 33,630; Comb. (m&e) 109,978; STATE JOURNAL (S) 126,330 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Karl Eisele, Nat. Adv. Mgr., Madison Newspapers, Inc.
National Representatives: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS, WIS.

1—LOCATION: Manitowoc County, E&P Map D-4, County Seat. On W. shore of Lake Michigan 86 mi. N of Milwaukee. Two Rivers is 4 mi. N of Manitowoc, also on lake shore.

2—TRANSPORTATION: Railroads: Chicago & North Western; Soo Line, Pere Marquette (C&O) SS and Ry. Lines.
Motor Freight Carriers: 6.
Intercity Bus Lines: Greyhound, Wickman's Lake Shore, Lake & Bay View.
Airlines: Republic.

3—POPULATION:
Corp. Cities 70 Cen. 46,983; Loc. Est. 48,604
  Manitowoc 70 Cen. 33,430; Loc. Est. 33,200
  Two Rivers 70 Cen. 13,553; Loc. Est. 13,700
CZ ABC: (70) 51,047; (80) 49,700
RTZ-ABC: (70) 61,247; (80) 65,400
County 70 Cen. 82,294; Loc. Est. 84,460
City & RTZ-ABC: (70) 112,294; (80) 115,100
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Cities 70 Cen. 15,286; Loc. Est. 18,083
  Manitowoc 70 Cen. 10,905; Loc. Est. 12,200
  Two Rivers 70 Cen. 4,381; Loc. Est. 4,900
County 70 Cen. 24,357; Loc. Est. 28,000
CZ ABC: (70) 16,244; (80) 18,100
RTZ-ABC: (70) 16,408; (80) 20,000
City & RTZ-ABC: (70) 32,652; (80) 38,300

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	5	$300,000,000
Sav. & Loan Assn.	2	$120,000,000

6—PASSENGER AUTOS: County 40,400.

7—ELECTRIC METERS: Residence 21,808 Manitowoc 12,885; Two Rivers 8,923.

8—GAS METERS: Residence 16,254 Manitowoc 10,435; Two Rivers 3,923.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Aluminum 4,000; Furniture Mfg. 3,400; Heavy Machinery 2,230.
Principal Industrial Pay Day: Fri.

11—TAP WATER: Neutral, medium, fluoridated.

12—RETAILING: Principal Shopping Center: Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers: Park Plaza on Hwy. 151, 9 stores, Park 900 cars; Mid-Cities Mall 1,600 cars, 23 stores; Riverview Savings Center 22nd & Lincoln Ave., Two-Rivers, 4 stores, 200 cars, Shopko Plaza on Hwy. 151, 18 stores; Edgewater Plaza on Magnocia Ave., 15 stores.
Principal Shopping Days: Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Copp's Discount, Schuette Bros.; J. C. Penney; Sears; Rahr's; Schroeder Bros.; Shopko; Pranges, Prange-Way.
Variety Stores: Kresge, Woolworth, Evan's.
Chain Drug Stores in Manitowoc—Rexall 2; Osco, Synder.
Chain Food Supermarkets(City): Red Owl 2; Piggly- Wiggly, Sentry 2; Super Value 4.

14—NEWSPAPERS: HERALD-TIMES-REPORTER (e) 17,389; (S) 17,280; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Nat'l Adv. Mgr., HERALD-TIMES-REPORTER.
National Representatives: Thomson Newspapers, Inc.

MARINETTE, WIS.

1—LOCATION: Marinette County, E&P Map D-3, County Seat. Retail and Industrial Center in NE part of State, on Mich. State line. 160 mi. N of Milwaukee; 300 mi. E of Minneapolis. On U.S. Hwy. 41; State Hwys. 64 and M35.

2—TRANSPORTATION: Railroads: Chicago & Northern Wastern; Chicago, Milwaukee & St. Paul.
Motor Freight Carriers: 4.
Intercity Bus Lines: Northland Greyhound.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 12,696; Loc. Est. 12,250
CZ ABC: (70) 12,696; (80) 12,000
RTZ-ABC: (70) 80,945; (80) 92,700
County 70 Cen. 35,810; Loc. Est. 41,250
City & RTZ-ABC: (70) 93,641; (80) 104,700

4—HOUSEHOLDS:
City 70 Cen. 4,167; Loc. Est. 4,700
County 70 Cen. 11,252; Loc. Est. 15,250
CZ ABC: (70) 4,167; (80) 4,500
RTZ-ABC: (70) 24,785; (80) 32,500
City & RTZ-ABC: (70) 28,952; (80) 37,000

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	3	$93,272,000
Sav. & Loan Assn.	1	$7,500,000

6—PASSENGER AUTOS: County 18,299.

7—ELECTRIC METERS: Residence 4,230.

8—GAS METERS: Residence 3,530.

9— PRINCIPAL INDUSTRIES (CZ): Marinette-Menominee- Peshtigo (CZ) Industry, Number of Workers (Av. Wkly. Wage): Paper Prods. 2,100 ($400); Lumber and Prods. 450 ($275); Furniture 300 ($300); Elect. and Non-Elect. Metals 1,500 ($250); Marine and Chemical 1,200 ($350); Gloves ($250); Food 326 ($250).
Principal Pay Days: Wed., Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 8-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4. Last killing frost, Apr. 22.

11—TAP WATER: Alkaline, not very hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St. and 3 on Half Ave. from Interstate Bridge.
Shopping Center: M & M Plaza, Tempo; K-Mart, Pine Tree Mall.
Principal Shopping Days: Thurs. & Fri.
Stores Open Evenings: Thurs.

13—RETAIL OUTLETS: Department Stores: Lauermans J.C. Penney; Bell Store; Tempo; K-Mart; Prange.
Variety Stores: McLellan; McCrory's.
Chain Drug Stores: Lundgren's; Osco.
Chain Food Supermarkets: Red Owl 2, Piggly Wiggly; Neimann; Jack's 2, Dave & Sandye's Super Valu; Angelis.
Other Chain Stores: Sears Roebuck; Kinney; Goodyear; Firestone; Nobil.

14—NEWSPAPERS: EAGLE-STAR (e) 10,082, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Mesnard, Sales Mgr. EAGLE-STAR.
National Representatives: Landon Associates, Inc.

MARSHFIELD, WIS.

1—LOCATION: Wood County, E&P Map B-4. In Central State; 169 mi. E of St. Paul-Minneapolis; 124 mi. W of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N of Madison. On U.S. Hwy. 10 & State 13 & 97.

2—TRANSPORTATION: Railroads: Chicago & Northwestern; Minneapolis, St. Paul & Sault Ste Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers: 5.
Intercity Bus Lines: Greyhound, Wisconsin Michigan Coach Lines—American Coachlines.
Airlines: Midstate.

3—POPULATION:
Corp. City 70 Cen. 15,619; Loc. Est. 17,095
CZ ABC: (70) 15,619; (80) 17,400
RTZ-ABC: (70) 63,026; (80) 70,900
County 70 Cen. 65,362; Loc. Est. 72,484
City & RTZ-ABC: (70) 78,645; (80) 88,300

4—HOUSEHOLDS:
City 70 Cen. 4,972; Loc. Est. 6,102
County 70 Cen. 18,888; Loc. Est. 24,224
CZ ABC: (70) 4,792; (80) 6,200
RTZ-ABC: (70) 17,680; (80) 22,800
City & RTZ-ABC: (70) 22,472; (80) 29,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$104,200,000
Sav. & Loan Assn.	3	$38,429,000

6—PASSENGER AUTOS: County 34,790.

7—ELECTRIC METERS: Residence 5,386.

8—GAS METERS: Residence 3,273.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Weekly Wage): Wood products 1,117 ($205); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Products 41 ($151); Furniture & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors and 44 Medical Research.

10-CLIMATE: Min. & Max. Temp.—Spring 32-82; Summer 56-94; Fall 18-42; Winter—38-32.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 8 blocks on Main St.; Northtown Mall opens Fall '79.
Principal Shopping Days: Mon., Thu., Fri.
Stores Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Penney; McCain-Johnson, Woolworth, Pranges.
Variety Stores: McCrory's, Ben Franklin.
Discount Stores: Shopko, K-Mart.
Chain Drug Stores (CZ): Wing Snyder; Rice's Rexall Self-Service.
Chain Food Supermarkets: IGA 2; Super Valu; Karau 2; Avenue Food Stores 2.
Other Chain Stores: Gambles: Sears Roebuck; Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Singer Co.; Northwest Fabrics; Fleet Farm; Seifert's.

14—NEWSPAPERS: NEWS-HERALD (e) 15,365, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Ringquist, Adv. Dir., NEWS-HERALD.
National Representatives: Branham/Newspaper Sales Inc.

MENASHA, WIS.
See APPLETON, WIS.

MILWAUKEE, WIS.

1—LOCATION: Milwaukee County (In Milwaukee, Wis. SMSA). E&P Map D-5, County Seat. 86 mi. N of Chicago on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141; I-94, I-43, State Hwys. 15, 24, 30, 32, 38, 57, 59, 100, 36, 42, 75, 145, 181, 190. Great Lakes port.

2—TRANSPORTATION: Railroads: Amtrak; Northwestern, Milwaukee Rd.; Chesapeake & Ohio: Soo Line.
Motor Freight Carriers: 68.
Intercity Bus Lines: Badger; Peoria-Rockford, Greyhound; Wisconsin Coach.
Airlines: Republic; United; Northwest Orient, Eastern; Ozark, Hughes Airwest. Mid-State Air Commuter.
Deep Sea Port City: St. Lawrence Seaway; Chesapeake & Ohio Car Ferry.

3—POPULATION:
Corp. City 70 Cen. 717,372; Loc. Est. 638,800
Primary Mkt.-ABC:
  (70)1,403,887; (80)1,430,600
RTZ-ABC: (70)662,490; (80)706,800
Total Primary Mkt. Area & RTZ-ABC:
  (70)2,066,377; (80)2,137
County 70 Cen. 1,054,249; Loc. Est. 991,000
SMSA 70 Cen. 1,403,887; Loc. Est. 1,442,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 236,981; Loc. Est. 241,300
County 70 Cen. 338,605; Loc. Est. 359,000
Primary Mkt.-ABC: (70)432,678; 498,600
RTZ-ABC: (70)196,213; (80)239,600
Total Primary Mkt. Area & RTZ-ABC:
  (70)628,891; (80)738,200

5—BANKS:	NUMBER	DEPOSITS
Commercial	100	$5,108,493,000
Sav. & Loan Assn.	42	$5,323,400,000

6—PASSENGER AUTOS: Milwaukee Co. 456,445 SMSA 673,529.

7—ELECTRIC METERS: Res. SMSA 465,920.

8—GAS METERS: Res. SMSA 385,351.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Non-Elect. Machy. 66,000 ($335); Elect. Machy. 36,300 ($310); Fabricated Metals 27,000 ($324); Food 17,700 ($382); Trans. Equip. 12,900 ($380); Primary Metals 14,100 ($314); Printing & Pub. 13,500 ($348).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-48; Summer 58-75; Fall 40-54; Winter 11-26. First killing frost, mid October. Last killing frost, end of April.

11—TAP WATER: Alkaline, medium hard, fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Centers and Areas) Downtown; Bay Shore; Capitol Court; Mayfair; West Allis; Southgate, Point Loomis, Mitchell Plaza Packard Plaza: Brookfield Square: Southridge, Northridge. 29 Neighborhood Shopping Centers and Areas.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Southgate	52	Gimbel's
Bay Shore	43	Boston Store, Sears, Chapman's
Capitol Court	84	Gimbel's, Chapman's Penney
Mayfair	82	Marshall Field, Gimbel's
Packard Plaza	26	Gimbel's Sears
Point Loomis	27	Penney, Kohl's
Brookfield Sq.	62	Sears, Penney, Boston Store, Chapman's
Southridge	120	Gimbel's, Sears, Boston Store, Penney
Northridge	101	Boston Store, Sears, Gimbel's, Penney
Brown Port	40	
Burnham Plaza	-	Ben Franklin
Country Fair	25	Coast to Coast
Glen Bay	6	Penney
Hampton	21	Ben Franklin
Howard Ave.	-	Marquette Pharm.
Juneau Village	-	Ben Franklin
Lisbon Court	-	Kohl
Midcity	10	Walgreen's, Ben Franklin
Mitchell Park	15	Ben Franklin, Jewel Foods
Old Grove	15	Ben Franklin
Port Bender	10	Sentry Super Mkt.
76 Mill Road	25	Walgreen
Silver Spring	-	Ben Franklin
Times Square	-	Ben Franklin

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Downtown-Mon., Wed., & Thu., Shopping Centers-Mon. thru Fri., some Sat.
Stores Open Sunday: Major shopping centers, discount, suburban dept. stores and some food.
Foods Chains: Mon. thru Sat., some Sun.

13—RETAIL OUTLETS: Department Stores: Boston Store 6; Gimbel's 8; T.A. Chapman 4; Sears 7; J.C. Penney 9; Goldmann's; Marshall Field.
Discount Stores: Kohls 11; Treasure Island 4; Target 4; K-Mart 9; Spheeris Merchandise. Penneys Outlet.
Variety Stores: Ben Franklin 14; Woolworth 15; Drews 15; Winkies 4.
Chain Drug Stores: Walgreen 29; Rexall 12; Union Prescriptions 9; Court Drugs 3; Laabs 3; Drug Fair 3; Phillips 6; Snyder 2.
Chain Food Stores: Shop Rite-18; Pick 'N Save 9; Kohl's 44; Sentry 40; Super-Valu 15; Piggly Wiggly 3; Jewel Food 12; AG Stores 120; Other Ind. 61.
Other Chain Stores: Men's Clothing: Brills-Colony, Johnnie Walkers, Richman Bros., Hughes and Hatcher, Friedman, Gieringer, Berman-Bach, Mr. Suit, Redwood & Ross, Schmitt-Orlow-Stumpfs, MacNeil & Moore. Women's Clothing, Field's, Lerner Shops, Stuart's, three Sisters, Hixon's, MacNeil & Moore, Lane Bryant, Bobbie Sue, Casual Corner, Chudik, Evans-Singer, House of Nine. Shoes: Graebel, Beck, Hecker, Gallenkamp-Schiff, Kaiser, Nobil, Priebe, Thayer-McNeil, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Lee's, Maling, Thom McAn. Candy: Chocolate House, Fanny Farmer, Quality. Auto Supply: Whitlock, Firestone, Goodyear, Goodrich, Furniture: Wickes; Hack's, Waldheim, Steinhafel. Colders; The Mart.

14—NEWSPAPERS: SENTINEL (m) 163,224; JOURNAL (e) 323,932. Comb. (m&e) 487,156; JOURNAL (S) 515,108; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Sales Mgr., Gen. Adv., JOURNAL-SENTINEL.
National Representatives: JOURNAL & SENTINEL: Million Market Newspapers, Inc., The Leonard Co. (Miami), Lenha (Hawaii).

MONROE, WIS.

1—LOCATION: Green County, E&P Map C-5, County Seat. 25 mi. N of Freeport, Ill.; 40 mi. W of Janesville, Wis., 45 mi. S of Madison, Wis. On State Hwys. 11, 81, 69 & 59.

2—TRANSPORTATION: Railroads: CMStP, P&IC.
Intercity Bus Lines: Badger.
Motor Freight Carriers: 4.

3—POPULATION:
City 70 Cen. 8,654; Loc. Est. 10,726
County 70 Cen. 26,714; Loc. Est. 30,259

4—HOUSEHOLDS:
City 70 Cen. 3,144; Loc. Est. 4,202
County 70 Cen. 8,387; Loc. Est. 11,024

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	2	$126,854,000
Sav. & Loan Assn.	2	N.A.

6—PASSENGER AUTOS: County 14,823.

7—ELECTRIC METERS: Residence 11,196.

8—GAS METERS: Residence 2,474.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10-CLIMATE: Min. & Max. Temp.—Spring 10-94; Summer 96-42; Fall 74-72; Winter 56- —4.

11—TAP WATER: Neutral, hard, fluoridated.

12—RETAILING:
Principal Shopping Days: Wed., Fri.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Spurgeon's; Beckers Leader.
Discount Stores: Gibson's; Valu-Village, K-Mart.
Variety Stores: McLellan's; Bahr's.
Chain Food Supermarkets: IGA; Sentry, Eagle; Brennan's.

14—NEWSPAPERS: TIMES (e) 8,502, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James D. Bruce, TIMES.
National Representatives: None.

NEENAH, WIS.
See APPLETON, WIS.

OSHKOSH, WIS.

1—LOCATION: Winnebago County (In Appleton-Oshkosh, SMSA). E&P Map C-4, County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago. West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41 & 45; State Hwys. 21, 26, 44, 110 & 175.

2—TRANSPORTATION: Railroads: Chicago & N. W.; Milwaukee Road; Soo Line.
Motor Freight Carriers: 14.
Intercity Bus Lines: Greyhound; Green Bay-Wausau.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 53,221; Loc. Est. 59,501

CZ ABC: (70) 61,962; (80) 58,300
RTZ-ABC: (70) 136,105; (80) 149,600
County 70 Cen. 129,934; Loc. Est. 133,284
SMSA 70 Cen. 276,894; Loc. Est. 295,996
City & RTZ-ABC: (70) 198,067; (80) 207,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 16,126; Loc. Est. 21,412
County 70 Cen. 38,249; Loc. Est. 46,671
SMSA 70 Cen. 78,398; Loc. Est. 98,147
CZ ABC: (70) 18,451; (80) 19,800
RTZ-ABC: (70) 41,159; (80) 52,000
City and RTZ-ABC: (70) 59,610; (80) 71,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$268,791,000
Sav. & Loan Assn	4	$1,376,937,075

6—PASSENGER AUTOS: County 64,720

7—ELECTRIC METERS: Residence 24,643

8—GAS METERS: Residence 19,511

9— PRINCIPAL INDUSTRIES (CZ): Industry, No. of Wage Earners (Av. Wkly. Wage)—Lumber & Wood Products 1,060; Furniture & Fixtures 430; Fabricated Metal Products 450; Non-electrical Machinery 1,380; Electrical Machinery 800; Transportation Equipment 2,080; Miscellaneous Manufacturing 640; All Other Durable Goods 780; Food & Kindred Products 540; Apparel & Other Finished Products 460; Paper & Allied Products 400; Printing & Publishing 330; All Other Non-Durable Goods 90; Contract Construction 740; Transportation & Utilities 820; Government 5,890; Services & Misc. 3,520.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15. Last killing frost, May 20.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING: Principal Shopping Center: Park Plaza (In central business district) Sears, H.C. Prange, Kohl's Supermarket & 50 other shops on air conditioned mall. Parking for 1,300 cars.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
K-Mart Plaza	-	K-Mart
Lake Aire	17	
Park Plaza	50	Prange, Sears
Sawyer Ctr.	-	Super Valu, Rexall

Principal Shopping Days: Department Stores—Mon., Fri., Sat., Sun.; Food—Wed., Thur., Fri., Sat.
Stores Open Evenings: Dept.—Fri. and Mon.; K-Mart, Copps and Park Plaza, Mon. thru Fri.; Food— Every evening ex. Sun.

13—RETAIL OUTLETS: Department Stores: Kline's; Sears; H.C. Prange; J.C. Penney; Montgomery Ward.
Discount Stores (CZ): General Jobbing Corp.; Copps Dept. Store; K-Mart.
Variety Stores: Woolworth, Banner.
Chain Drug Stores (CZ): Mueller-Potter Rexall 4; Osco; Schultz; Walgreen; Coe 3; Union Pharmacy.
Chain Food Supermarkets: Kohl's; Red Owl 4; Super Valu; Piggly Wiggly 2; Copps IGA; Sentry; Warehouse Foods.
Other Chain Stores: Thom McAn; Jay-Kay Fabrics; So-Fro Fabrics; Firestone; Pittsburgh Plate Glass; Sherwin-Williams; W G & R Furniture; Singer Co.; Kinney Shoes; Fanny Farmer; Klein Dickert; Grossman's; Bresler's 33 Flavors; Marks Bros; Jewelry; Bee Frank; Bride's Showcase; Zale Jewelers; Richman Brothers; Fleet Farm; Team Electronics; Chess King; General Nutrition Center; Mary Jane Shoes; Marianne; Hallman Paints. (All within Corp. City Limits). Hardee's Drive-In; McDonald's Drive-In; Holiday Inn; Howard Johnson Restaurant & Motor Lodge 6; Marc's Big Boy; Mr. Steak; Ponderosa; George Webb; Diary Queen 2; Colonel Sanders 2.

14—NEWSPAPERS: NORTHWESTERN (e-Mon. to Fri.) 28,670; (Weekend) 28,988 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Gen. Adv. Mgr., NORTHWESTERN.
National Representatives: None.

PORTAGE, WIS.

1—LOCATION: Columbia County, E&P Map C-5, County Seat. Light mfg. and agricultural center. 38 mi. from Madison; 170 mi. from Chicago; 240 U.S. 51, U.S. 16 and State 33.

2—TRANSPORTATION: Railroads: Chicago, Milwaukee; St. Paul & Pacific.
Motor Freight Carriers: 11.
Intercity Bus Lines: Northland Greyhound.

3—POPULATION:
Corp. City 70 Cen. 7,821; Loc. Est. 8,005
County 70 Cen. 40,150; Loc. Est. 43,579
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,736; Loc. Est. 3,198
County 70 Cen. 12,464; Loc. Est. 15,710

5—BANKS: 2 Commercial Dep. $69,586,000

6—PASSENGER AUTOS: County 22,081

7—ELECTRIC METERS: Residence 3,044

8—GAS METERS: Residence 1,331

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Dairy Food Proc. 180 ($130); Hosiery 200 ($160); Plastics 245 ($175); Batteries 400 ($185).
Principal Industrial Pay Days: Every Fri.

11—TAP WATER: Alkaline, very soft.

12—RETAILING: Principal Shopping Center: 23 blocks on 7 Sts.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

Nearby Shopping Centers

Name of Shopping Center	**Miles from Shopping District**	**Principal Stores and/or Supermarket**
Moore's Family Center	4	Ben Franklin, Burnstad's Food
Northridge Plaza	4	Piggly Wiggly, Value Village, Spurgeon's

13—RETAIL OUTLETS: Department Stores: Penney's, Spurgeon's; Value Village; Ben Franklin.
Variety Stores: Woolworth; Schultz Bros.
Discount Stores (CZ): Great Surplus Stores.
Chain Drug Stores (CZ): Walgreen; Rexall.
Chain Food Supermarkets: Eagle Discount Food Store; Super-Valu; Burnstad's Food (Roundy's); Piggly Wiggly; Pierce's.
Other Chain Stores: Coast-to-Coast; Montgomery Ward (catalog); Sears (catalog); Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn; McDonald's.

14—NEWSPAPERS: REGISTER (e) 8,016; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Steven D. Madsen, Adv., Dir., REGISTER.
National Representatives: American Newspaper Representatives, Inc.

RACINE, WIS.

1—LOCATION: Racine County (In Racine SMSA). E&P Map D-5. 25 mi. S of Milwaukee & 65 mi. N of Chicago.

2—TRANSPORTATION: Railroads: Chicago, Milwaukee, St. Paul; Chicago Northwestern.
Motor Freight Carriers: 13.
Intercity Bus Lines: Wisconsin Coach Lines.

3—POPULATION:
Corp. City 70 Cen. 95,162; Loc. Est. 96,360
CZ ABC: (70) 133,624; (80) 135,500
RTZ-ABC (70) 37,214; (80) 42,600
County/SMSA
70 Cen. 170,838; Loc. Est. 177,565
City & RTZ-ABC: (70) 170,838; (80) 178,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 29,851; Loc. Est. 35,180
County/SMSA 70 Cen. 49,796; Loc. Est. 60,105
CZ ABC: (70) 39,829; (80) 46,100
RTZ-ABC: (70) 9,967; (80) 13,300
City & RTZ-ABC: (70) 49,796; (80) 59,400

5—BANKS:	**NUMBER**	**EST. DEPOSITS**
Commercial Banks	16	$584,856,000
Sav. & Loan Assn.	6	$361,812,000

6—PASSENGER AUTOS: County 89,290

7—ELECTRIC METERS: Res. City 29,893

8—GAS METERS: Res. City 25,765; Co. 37,500

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Percentage of Wage Earners— Manufacturing 36.2%, Wholesale/Retail 15.3%, Services 12.6%, Gov't 10.6%, Agricultore 1.7%, Construction 2.6%, Transportation 2.6%, Financial 2.6%, Misc. 12.6%.

10-CLIMATE: Min. & Max. Temp.—Spring 28-90, Summer 42-93; Fall 10-85; Winter—12-65. First killing frost, Oct. 24. Last killing frost, May 11.

11—TAP WATER: Neutral, hard.

12—RETAILING: Principal Shopping Center: 4 blocks on Main St. and 4 on Sixth St.
Neighborhood Shopping Centers: 4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (N. Side Dist.); 2 on Lathrop Ave.; 2 on Durand Rd.

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Elmwood Plaza	20	Jupiter, J.C. Penney, Goldblatt's
Rapids Drive Plz.	6	Zayre, Sentry Mkt.
Shorecrest	14	Woolworth's, Piggly Wiggly
Turnstyle Fam.		
K-Mart Complex	1	—
Kohl's Complex	6	—
Pinecrest-Burlington	8	—
Western Village	13	—
Zayre Plaza	19	—
Federated Shopping Ctr.	50	Open '81
Racine Mall	100	J.C. Penney
Greenridge	6	—
Crossroads	3	—
Westgate Mall	20	Shopko
Pioneer Village	8	—

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Mon.-Fri.; Food Nightly.

13—RETAIL OUTLETS: Department Stores: Zahn's; Penney 2; Goldblatt's; K-Mart; Porter's; Sears.
Discount Stores (CZ): Jupiter, Zayre's 2, Shopko.
Variety Stores: Woolworth 1; S.S. Nelson 2.
Chain Drug Stores (CZ): Walgreen 2; Red Cross 4; Rexall; Union Prescription 2; Professional Phcy. 2; Roechen's 2.
Chain Food Supermarkets: Open Pantry 7; PDQ 3; Roundy's 5; Piggly Wiggly 8; Sentry Food 3; Kohl's 3.
Other Chain Stores: Sears; Montgomery Ward (mail order); Schiff Shoes; Midwest Tire & Auto; Singer Co.; Fanny Farmer; Neumode; Kinney 2; Richman; Western Tire & Auto 2; Hills; Adelman's 2; Martinizing; Olivetti; Pittsburgh Paints; McDonald's Hamburgers 2; Dairy Queen 4; Sherwin Williams Paints; Goodrich; Mr. Donut 2; Big Boy; Open Pantry 6; Shakey's; Mr. Steak; Red Barn; Dunkin Donuts 2; Obie's; Cal's Roast Beef; Kentucky Fried Chicken 3; Robo Car Wash 2; Mobil Quick Clean.

14—NEWSPAPERS: JOURNAL-TIMES (e) 39,016; (S) 40,354; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Henry Bird, Gen. Mgr., JOURNAL-TIMES.
National Representatives: None.

RHINELANDER, WIS.

1—LOCATION: Oneida County, E&P Map C-3, County Seat. Vacation resort. In Central NE part of State. 60 mi. from N. Wausau. On U.S. Hwy. 8 & State Trunkways 17 & 47.

2—TRANSPORTATION: Railroads: C&NW; Soo Line.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound; Green Bay.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 8,218, Loc. Est. 8,646
County 70 Cen. 24,427; Loc. Est. 32,106

4—HOUSEHOLDS:
City 70 Cen. 2,672; Loc. Est. 2,945
County 70 Cen. 7,757; Loc. Est. 11,737

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial	3	$80,665,116
Sav. & Loan Assn.	2	$206,233,389

6—PASSENGER AUTOS: County 14,434

7—ELECTRIC METERS: District 13,477

8—GAS METERS: District 4,413

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Paper Mfg. 950 (N.A.); Package Ptg. 190 ($195); Cement Pdts. 32 ($120); Potato Pdts. 120 ($120); Souvenirs and Novelties (seasonal) 64 ($125); Soft Drink Bottler 50 ($165); Wood Pdts. 130 ($180); Cutting Tools 250 ($185).
Principal Pay Days: Every Other Thu. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-78; Summer 43-87; Winter -25-32. First killing frost. Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Slightly acid, very soft, deep wells; fluoridated.

12—RETAILING: Principal Shopping Center: 12 blocks on 8 sts. Plus two Shopping Centers: one 150,000 ft., one 280,000 ft.
Neighborhood Shopping Centers: Mason; Eagle; Lincoln; Thayer St.; River; N. Stevens; Curran; Pelham & Kemp Sts.; Sunrise Plaza; Oneida Plaza.
Principal Shopping Days: Med. Thur., Fri., Sat., Sun.
Stores Open Evenings: Some Fri., Some 6 nights.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J.C. Penney; Campbell; DeByle's; Wickes; Shultz Bros.; Woolworth; Ben Franklin; K-Mart.
Variety Stores: Woolworth, Fair Variety; Glass Shelf; Coast to Coast; Happiness Shop; Winslow.
Chain Drug Stores (CZ): Webben Walgreen; Reardon Rexall; Medicine Shoppe; Snyder Drugs.
Chain Food Supermarkets: Foodlane; National; Cirilli's; Pleezing; Ray's Castle Foods.

14—NEWSPAPERS: NEWS (e-mon. To Fri) 6,235; (S) 6,390; Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub., NEWS.
National Representatives: Landon Associates, Inc.

SHAWANO, WIS.

1—LOCATION: Shawano County, E&P Map C-4, County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 37 mi. from Green Bay; 60 mi. from Wausau; 55 mi. from Appleton. On Hwys. 29, 55, 47 & 22.

2—TRANSPORTATION: Railroads: Chicago & Northwestern; Soo; Terminal Truck.
Intercity Bus Lines: Green Bay-Wausau; Cross State; Northern.

3—POPULATION:
Corp. City 70 Cen. 6,488; Loc. Est. 6,902
County 70 Cen. 32,650; Loc. Est. 35,114
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 2,070; Loc. Est. 2,689
County 70 Cen. 9,927; Loc. Est. 12,330

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	2	$125,287,000
Sav. & Loan Assn.	1	$8,531,000

6—PASSENGER AUTOS: County 16,699

7—ELECTRIC METERS: Residence 3,754

9— PRINCIPAL INDUSTRIES (CZ): Lbr., Wood Wkg.; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Glue; Gloves; Garments; Printing; Electric Foundry.

10-CLIMATE: Min. & Max. Temp.—Spring 30-60; Summer 50-85; Fall 35-60; Winter—10-35.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING:
Shopping Center (5 Stores-Schultz Family Ctr.).
Principal Shopping Days: Fri., Sat., Wed.
Stores Open Evenings: All.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Chaimson's; J.C. Penney; Lauerman's; Spurgeon's; Schultz Bros.; Schultz Family Store; Copps; Farm & Home.
Variety Stores: Schultz.
Chain Food Supermarkets (CZ): Red Owl Country Store; Super Valu; T&C; Pick 'n Save Warehouse Foods.
Other Chain Stores: Gamble's; Campbells; Copps; Sears; Coast-to-Coast; Farm & Home.

14—NEWSPAPERS: LEADER (e) 7,587; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Tom Wolf, Adv. Dir., LEADER.
National Representatives: None.

SHEBOYGAN, WIS.

1—LOCATION: Sheboygan County, E&P Map D-4, County Seat. On W. bank of Lake Michigan, 57 mi. N of Milwaukee; 135 mi. N of Chicago. On I-43 and Wisconsin Hwys. Bus. Hwy. 141 23, 28, 32 and 42. Industrial, retail, shipping and professional center.

2—TRANSPORTATION: Railroads: C.&N.
Motor Freight Carriers: 22.
Freight: 1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines: Greyhound; Sheboygan City.
Airlines: At County Memorial Airport; Chaplin's, Mid-State Airlines.

3—POPULATION:
Corp. City 70 Cen. 48,484; Loc. Est. 48,436
CZ ABC: (70) 59,239; (80) 60,200
RTZ-ABC: (70) 89,871; (80) 103,600
County 70 Cen. 96,660; Loc. Est. 100,912
City & RTZ-ABC: (70) 149,110; (80) 163,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 19,361; Loc. Est. 20,593
County 70 Census 30,003; Loc. Est. 35,690
CZ ABC: (70) 19,366; (80) 22,600
RTZ-ABC: (70) 24,836; (80) 32,900
City & RTZ-ABC: (70) 44,202; (80) 55,500

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	8	$481,411,000
Sav. & Loan Assns.	4	$341,725,461

6—PASSENGER AUTOS: County 64,606

7—ELECTRIC METERS: Residence 26,786

8—GAS METERS: Residence 25,682

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners, City and County: Total Labor Force (Feb. '80) 55,400; Lumber Prod. 990; Furniture 1,110 Stone, Clay & Glass 820; Prim. Metal Prod. 1,170; Fabricated Metal Prod. 5,100; Machinery 4,000; Other Durable Goods 580; Food Products 1,690; Textiles & Apparel 670; Paper Prod. 530; Printing & Publishing 400; Chem. & Plastic Prod. 1,420; Leather Prod. 830; Construction 1,810; Transp. Utilities 1,370; Whol. & Ret. Trade 8,500; Fin., Ins. & Real Estate 1,570; Services 6,700; Govt. 5,200; Other non-farm workers 7,340.

10-CLIMATE: Min. & Max. Temp.—Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Centers: Plaza 8 Mall (70 stores) 10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.; Memorial Mall; Wilgus Rd. & Kohler Memorial Dr. 37 stores.
Neighborhood Shopping Centers: 2 blocks on N. 8 St. bet. Lincoln and Bluff Ave.; 2 bet. Martin & North Ave. on N. 15 St. Mixed, including new & used cars on Calumet Dr. & N. 13 St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.; Northgate 8 stores bet. 15 & 13 St. & Mayflower Ave.; Memorial Mall Shpg. Ctr.; Wilson Plaza 12th & Wilson. (38 stores) Memorial Mall.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Open Evenings: Dept. Mon., Thu., Fri.; Food, Nightly.

13—RETAIL OUTLETS: Department Stores: H.C. Prange; J.C. Penney; Sears; Murphy's.
Discount Stores (CZ): K-Mart; Parangeway.
Variety Stores: Evans 2.
Chain Drug Stores (CZ): Roenitz 5; Walgreen 2; Union Prescription 1; Grube Phcy.; South High Phcy. 2.
Chain Food Supermarkets: Piggly Wiggly 4; Bensman Park 4, Fesslers 1; Open Pantry 2; Country Store Owl.
Other Chain Stores: Singer Co.; Firestone; Carl's Shoes; Continental Baking; Blunt; Ellis & Loewi; Wayne Hummer; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Household Finance; Sherwin- Williams Paint; B.C. Ziegler Co. R.W. Baird; Beneficial Finance; Associates Financial Services; Goodyear; Helen Gallagher's Gifts; Hallmark Card; Maurice; Gallenkamp Shoes; Mode-O-Day; Father & Son Shoes; Jean Nicole; General Nutrician Centers; Bressler Ice Cream; Page Jewelers; Lord's Inc.; Modern Bridal, So-Fro; Sheboy-

SHEBOYGAN—continued

gan Acceptance Corp., Walden Books; Sound World; Wisconsin Finance; Coast-to-Coast Hardware, Radio Shack; Fleet Feet, Neet Feet, Baubles; Bangles & Skins; Pic Way Shoes; DuBois Formal Wear, Brookes Company

14—NEWSPAPERS: PRESS (e) 32,207 Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS
National Representatives: Landon Associates, Inc.

STEVENS POINT, WIS.

1—LOCATION: Portage County. E&P Map C-4. County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis. Paper. Junction point of U.S. Hwys. 10 & 51 & State Hwy. 66.

2—TRANSPORTATION: Railroads: Soo Line; Green Bay & Western.
Motor Freight Carriers: 13
Intercity Bus Lines: Greyhound, American Coach Lines, Huettl.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 23,479; Loc. Est. 23,601
City Zone, Local Est. 39,603
Retail Trading Zone, Local Est. 56,000
County 70 Cen. 47,541; Loc. Est. 58,500
City & Retail Trading Area, Loc. Est. 60,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,938; Loc. Est. 7,200
County 70 Cen. 12,512; Loc. Est. 16,000

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	10	$213,100,000
Sav. & Loan Assns.	2	$112,000,000

6—PASSENGER AUTOS: County 24,288

7—ELECTRIC METERS: City 15,679

8—GAS METERS: 9,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Furn. & Millwork 750 ($200); Paper & Pulp 1,000 ($280); Potato & Vegetalbe Processing 1,000 ($225); Transp. Public Util. 650 ($250); Sports Equip. & Plastics 300 ($200); Food 200 ($210); Fin., Ins., Real Estate 1,050 ($210); College 900 ($275).

10-CLIMATE: Average Temp.—July 72; Jan 16. First killing frost, Oct. 1. Last killing frost, May 28.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Main; 2 on Strongs Ave.; 2 on Second St., 1 on Water St.
Neighborhood Shopping Centers: Southside Shpg. Ctr. (Division at Church); Northpoint Shopping Center (Division St. North); Southside Discount Center (Church St. South); East Side Shopping Center (Park Ridge Dr.)
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Dept. Fri. & Tues.; Food & Discount Nightly.

13—RETAIL OUTLETS: Department Stores: McCain's; Moeschler's; Montgomery Ward; J.C. Penney; Spurgeon's; Shopko; Copps; K-Mart; Fleet Farm, Erzinger's; Polstom's Furn.; Mirman's Furn.; Boston Furn.; Northwest Fabrics.
Chain Drug Stores: Osco 1, Shopko.
Variety Stores: Woolworth; Ben Franklin.
Chain Food Supermarkets (CZ): IGA 3; Red Owl 2; Piggly Wiggly; Lila's, Thrifty; Bob's Food King; Warehouse Foods; Westgate.
Other Chain Stores: Sears (catalog), Sherwin-Williams; Coast-to-Coast Hdwr.; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Golden Hanger (men's), Wolohan Bldg. Supplies.

14—NEWSPAPERS: JOURNAL(e) 13,772, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Mgr., Gen. Adv., JOURNAL.
National Representatives: Branham/Newspaper Sales.

SUPERIOR, WIS.

1—LOCATION: Douglas County (In Duluth-Superior, Minn.-Wis. SMSA). E&P Map A-2. County Seat at head of Great Lakes. Two toll-free bridges connect Superior, Wis. & Duluth, Minn. On U.S. Hwys. 2, 53; State Hwys. 13, 35 & 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort, taconite and coal shipping.

2—TRANSPORTATION: Railroads: Burlington Northern, Inc.; Soo; Chicago & Northwestern; C.M., St. Paul & P.; Duluth, South Shore & Atlantic; Lake Superior Terminal & Transfer; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers: 10.
Freight Steamship Lines: 2.
Intercity Bus Lines: Duluth-Superior, Northland Greyhound; Wisconsin Northern.
Airlines: Republic.

3—POPULATION:
Corp. City 70 Cen. 32,237; Loc. Est. 30,868
County 70 Cen. 44,657; Loc. Est. 45,840
SMSA 70 Cen. 265,350; Loc. Est. 271,682

4—HOUSEHOLDS:
City 70 Cen. 10,577; Loc. Est. 12,190
County 70 Cen. 12,168; Loc. Est. 17,259
SMSA 70 Cen. 84,344; Loc. Est. 100,673

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	6	$147,395,285
Sav. & Loan Assn.	1	$28,443,353

6—PASSENGER AUTOS: County 18,809

7—ELECTRIC METERS: Residence 12,457

8—GAS METERS: Residence 8,818

9— PRINCIPAL INDUSTRIES (CZ): (Duluth & Superior area) Industry. (Av. Wkly. Wage): Lbr. & Wood Prod. ($258); Elect. Machy. ($357); Mach. Shop ($288); Transp. Equip. ($343); Petro & Ref. ($335); Gen'l Constr. ($430); Transp. ($346); Railway Shops ($350); Trucking & Warehousing ($310).
Principal Industrial Pay Days: 1st & 15th; 5th & 20th; Fri. & Sat.

10-CLIMATE: Av. yearly Temp. 37.9 degrees; Summer Av. 65.2 degrees; Precipitation 27. 47.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 11 blocks on Tower Ave.; 6 on Belknap (15th St.) St. Mariner Mall (52 shops) will open fall of 1980-28th & Hill Ave.
Neighborhood Shopping Centers: 3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.
Shopping Center: Belknap Plaza (6 stores—Red Owl Foods, Gamble-Skogmo, Ben Franklin, North Star Drug); South Tower (K-Mart, Piggly Wiggly, Bingham Hdwe.); Midtown Plaza (K-Mart, Piggly Wiggly, Bingham Hdwe., Wisconsin Typewriter); Mariner Mall-28th & Hill Ave. (will open fall of 1980) (Prange, Prange Way, J.C. Penney are announced anchors).
Stores Open Evenings: Thu.; Mon.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, K-Mart.
Chain Drug Stores: Allouez 1, East End Drug 2.
Variety Stores: Kresge; Woolworth; Ben Franklin.
Chain Food Supermarkets: National Foods; Red Owl; IGA; Piggly Wiggly; Country Market; Fairlane; Johns Big Dollar, Woolworth, Ben Franklin.
Other Chain Stores: Montgomery Ward (catalog), Hard Good & Cataiogue; Sears (catalog); Gambles; Firestone, Coast-to-Coast, Maurices; Chez's, Kinneys; Trade Home; K-Mart, Hardware Hank; Tru-Valu Hdwe.

14—NEWSPAPERS: TELEGRAM (e) 16,768; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM.
National Representatives: Northwest Daily Press Assn.; Landon Associates, Inc.

TWO RIVERS, WIS.

See MANITOWAC, WIS.

WATERTOWN, WIS.

1—LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg., shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2—TRANSPORTATION: Railroads: C.M., St. Paul & P. main line, C.&N.W.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound.
Airport: Municipal.

3—POPULATION:
Corp. City 70 Cen. 15,683; Loc. Est. 17,554
Counties:
Dodge 70 Cen. 69,004; Loc. Est. 76,368
Jefferson 70 Cen. 60,060; Loc. Est. 67,445
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 5,370; Loc. Est. 6,474
Dodge Co. 70 Cen. 20,194; Loc. Est. 26,177
Jefferson Co. 70 Cen. 17,800; Loc. Est. 23,653

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial	3	$90,600,000
Sav. & Loan Assn.	2	$127,000,000

6—PASSENGER AUTOS: Counties— Dodge 34,738; Jefferson 31,014

9— PRINCIPAL INDUSTRIES (CZ): Evaporating Equipment; Rubber Products; Coin Handling Machines, Counting and Measuring Machines; Plastic Containers; Dresses; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Cutlery; Garden Tools; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Fish Processing; Mattresses, Ice Augers, Smoke Detectors.
Principal Industrial Pay Days: Fri. & Mon.

10-CLIMATE: Min. & Max. Temp.—Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15. Last killing frost, May 6.

11—TAP WATER: Alkaline, very hard.

12—RETAILING: Principal Shopping Center: 10 blocks on Main; 3 on Third St., 1 on Madison St.; 2 on Second St.; 15 on So. Church St.
Principal Shopping Days: Mon., Fri., Sat.
Stores Open Evenings: Mon., Fri.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Kline's; Chas. Fisher; Shopko; Kohls.
Variety Stores: S.S. Kresge.
Chain Food Supermarkets: Piggly Wiggly, Super Valu; United Foods Kohls.
Other Chain Stores: Pries Apparel; Elliott's; Farm & Fleet; Coast-to-Coast; Sears; Rock River Coop; Kusel's; Skogmo; Grossman's; Ware Shoes; Ray's Shoes; Mode O'Day; Montgomery Ward; Royce Fabrics Walgreen Drugs, Copper Rivet, JoAnn Fabrics, Payless Shoe Source.

14—NEWSPAPERS: TIMES (e) 9,927, sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Gen. Mgr., TIMES.
National Representatives: None.

WAUKESHA, WIS.

1—LOCATION: Waukesha County (In Milwaukee, Wis. SMSA) E&P Map C-5, County Seat. Agricultural & residential ctr. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State 59, 164.

2—TRANSPORTATION: Railroads: CMStP&P; C&NW; Soo Line.
Intercity Bus Lines: Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3—POPULATION:
Corp. City 70 Cen. 40,274; Loc. Est. 46,522
SMSA 70 Cen. 1,403,887; Locl Est. 1,429,811
County 70 Cen. 231,365; Loc. Est. 290,318

4—HOUSEHOLDS:
City 70 Cen. 11,748; Loc. Est. 15,762
County 70 Cen. 61,935; Loc. Est. 90,164
SMSA 70 Cen. 432,678; Loc. Est. 504,787

5—BANKS: 4 Commercial Dep. $270,000,000

6—PASSENGER AUTOS: County 156,141

7—ELECTRIC METERS: Residence 16,550

8—GAS METERS: Residence 10,550

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Mach. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10-CLIMATE: Min. & Max. Temp.—Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Brookfield Sq.	6	Sears, Penney Boston Store
Fox Run	-	Sendry Foods, Jim Handy Hardware
Westbrook	-	Kohl's Dept.
Moreland Plaza	-	Red Owl Mkt., Ben Franklin, Sherwood Hdwr.
Mayfair	12	Gimbels, Marshall Field

Principal Shopping Days: Mon., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Johnson Hill's; Kohl's.
Discount Stores in C.Z: K-Mart.
Variety Stores: Ben Franklin; Schultz Bros.
Chain Drug Stores (CZ): Walgreen; Pill-N-Puff, Rexall; Stein Drug; Sentry Drug.
Chain Food Supermarkets: Sentry 2; SuperValu; Kohl's; Town & Country 2.

14—NEWSPAPERS: FREEMAN (e)25,343; (sat. m) 25,343; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: David Sharp, Adv. Director FREEMAN.
National Representatives: none.

WAUSAU-MERRILL, WIS.

1—LOCATION: Wausau in Marathon county. E&P Map C-4. Merrill (County seat) in Lincoln County, E&P Map C-3. Both cities on Wisconsin River, city centers about 15 miles apart. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area, diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy 51; State Hwys. 52, 29. Merrill on U.S. Hwys. 51, 8; State Hwys. 17, 64, 107.

2—TRANSPORTATION: Railroads: Chicago; Milwaukee, St. Paul & Pacific; Chicago & Northwestern.
Motor Freight Carriers: 7.
Intercity Bus Lines: Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines: Republic.

3—POPULATION:
Corp. Cities 70 Cen. 42,308; Loc. Est. 41,887
Wausau 70 Cen. 32,806; Loc. Est. 32,330
Merrill 70 Cen. 9,502; Loc. Est. 9,557
CZ ABC: (70)48,298; (80)51,400
RTZ-ABC: (70)77,517; (80)91,200
Marathon Co. 70 Cen. 97,457; Loc. Est. 113,076
Lincoln Co. 70 Cen. 23,499; Loc. Est. 26,322
City & RTZ-ABC: (70)125,815; (80)142,600

4—HOUSEHOLDS:
Cities 70 Cen. 14,091; Loc. Est. 16,148
Marathon Co. 70 Cen. 28,379; Loc. Est. 38,219
Lincoln Co. 70 Cen. 7,296; Loc. Est. 9,472
CZ ABC: (70)15,245; (80)18,500
RTZ-ABC: (70)22,003; (80)29,800
City & RTZ-ABC: (70)37,248; (80)48,300

5—BANKS:	NUMBER	DEPOSITS
	Wausau	
Commercial Banks	8	$423,859,884
Sav. & Loan Assn.	3	$315,211,467
	Merrill	
Commercial Banks	2	$67,000,000
Sav. & Loan Assn.	1	$14,157,000

6—PASSENGER AUTOS: Counties: Marathon 52,355, Lincoln 11,734

7—ELECTRIC METERS:
Wausau 36,850, Merrill 7,496

8—GAS METERS:
Wausau 21,825, Merrill 3,136

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage earners (Av. Wkly. Wage)—Metal Goods 5,553 ($203); Paper 2,610 ($293); Chemicals 136 ($269); Stone & Glass Prod. 696 ($210); Food & Beverages 212 ($215); Printing 256 ($197); Lumber & Wood 1,804 ($226); Homes Model Homes 1,650 ($325)
Principal Industrial Pay Days: 5th, 20th and every other Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4. Last killing frost, May 19.

11—TAP WATER: Wausau: Acid, hard; Merrill: Neutral, hard.

12—RETAILING:
Neighborhood Shopping Centers: Wausau: West Side; 1st Ave.; N. Third Ave., S. Third Ave., Hwy. 29 West Menard South Side, Grand Ave., Shopko; Grand Ave., Rothschild; N.E. Side N Sixth St.; Riverside Plaza (Prangeway); Merrill: E. Main & E. 2nd from center to Scott; W. Main from Parkway to State; Mid City: Grand from Parkway to Genesee.
Principal Shopping Days: Mon., Thurs., Fri., Sat. in Winter.
Stores Open Evenings: Dept.—Mon. & Fri., Food— every evening; some on Sunday.

13—RETAIL OUTLETS: Department Stores: (Wausau): Johnson Hill's, Montgomery Ward (catalog); J.C. Penney; Sears; The Suburban; H. C. Prange, K-Mart, Prangeway, Shopko.
Department Stores: (Merrill): Livingston, Guy's Shop; S & L Stores; Associated Coop Service; Campbell's; Gibson's, Caylor's.
Variety Stores: (Wausau): Ben Franklin; Kresge's; (Merrill): McLellan; Ben Franklin.
Chain Drug Stores: (Wausau): Rexall; Walgreen; Snyder.
Chain Food Supermarkets: (Wausau): IGA; Super Valu 2, Shoprite; Red Owl; Village Pantry; (Merrill): Foodlane; Red Owl; Bob's Food King; IGA 2.
Other Chain Stores: Fanny Farmer Candy; Firestone; French Slipper, Goodyear; Hoffer (Paints & Glass); Kinney (Shoes); Leath Furn., McCormick Farm IHC; St. Claire's, Sherwin-Williams (Paint); Singer Co.; Surplus (Men's Clothing); Tradehome (Shoes); U.S. Royal Tires 2.

14—NEWSPAPERS: HERALD (e)29,603; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Tim Langenhahn, Adv. Mgr., RECORD-HERALD.
National Representatives: Gannett Newspaper Advertising Sales.

WEST BEND, WIS.

1—LOCATION: Washington County, E&P Map C-5, County Seat. On Milwaukee River. 32 miles N of Milwaukee; 18 miles from Lake Michigan at the intersection of U.S. Hwy. 45 and Wisconsin Hwys. 33 and 144. Industrial and shopping center.

2—TRANSPORTATION: Railroads: Chicago & Northwestern.
Motor Freight Carriers: 4.
Intercity Bus Lines: Wisconsin Coach Lines.
Airlines: City owned airport with hard surfaced runways; charter available.

3—POPULATION:
Corp. City 70 Cen. 16,556; Loc. Est. 23,110
CZ ABC: (70) 16,555; (80) 23,900
RTZ-ABC: (70) 61,866; (80) 81,800
County 70 Cen. 63,839; Loc. Est. 90,000
City & RTZ-ABC: (70) 78,421; (80) 105,700
Demographic Information available from Newspapers. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 4,807, Loc. Est. 8,000
County 70 Cen. 17,385; Loc. Est. 27,245
CZ ABC: (70) 4,807; (80) 8,000
RTZ-ABC: (70) 16,539; (80) 25,000
City & RTZ-ABC: (70) 21,346; (80) 33,000

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	11	$307,182,000
Sav. & Loan Assn.	4	$120,800,000

6—PASSENGER AUTOS: City 11,185 County 39,407

7—ELECTRIC METERS: Residence, (CZ)7,201

8—GAS METERS: Residence, (CZ)5,011

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners and (Av. Wkly Wage): Small Appliances, Cookware 3,000 ($312); Farm Machy. & Machy. Mfg. 1,350 ($284); Automotive Parts & Accessories 205 ($250); Leather Products 825 ($170); Fiber Condult 145 ($270);

10-CLIMATE: First killing frost, Oct. 10. Last killing frost, Apr. 10.

11—TAP WATER: Deep well, hard, fluoridated.

12—RETAILING: Principal Shopping Area: 7 Blocks on Main St. in center of city.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Convenient	7	Larson Furniture
Decorah	9	Jeanne's Casuals, Steiner Elect.
Washington Mall	15	Kohl's
West Blend Pl	12	Kohl's, Walgreens
West Fair Mall	16	Shopko, Super Value Foods

Stores Open Evenings: Downtown stores Mon., Thu. and Fri.; Shopping Centers open all evenings except Sat. and Sun.; Food Stores all open Sunday.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; Sears; Campbell's; Alston's; Shopko; Kohl's.
Discount Stores: Fleet and Farm.; K-Mart.
Variety Stores: Shultz Bros.; Ben Franklin.
Chain Drug Stores (CZ): West Bend Rexall; Walgreen; Snyder's;
Chain Food Supermarkets: Kohl's; Red Owl; Sentry; Open Pantry; Super Value; Piggly Wiggly; Kash 'n Karry.
Other Chain Stores: Pries Apparel; Goodyear (tires); Midland Co-op; Julie-Ann Fabrics; Royce Fabrics; Montgomery Ward (Catalog); Nobil Shoes.; Joann Fabries.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 10,607; (Sat. m) 10,617; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Fred Weiss, Adv. Mgr., NEWS.
National Representatives: American Newspaper Representatives, Inc.; U.S. Suburban Press, Inc.

WISCONSIN RAPIDS, WIS.

1—LOCATION: Wood County, E&P Map C-J. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 73, 54 & 34.

2—TRANSPORTATION: Railroads: Soo Line; CMSt- P&P; C&NW; GB&W.
Motor Freight Carriers: 7.
Intercity Bus Lines: American Coach Lines.

3—POPULATION:
Corp. City 70 Cen. 18,587; Loc. Est. 17,957
CZ ABC: (70) 29,040; (80) 29,700
RTZ-ABC: (70) 21,548; (80) 26,100
County 70 Cen. 65,362; Loc. Est. 72,484
City & RTZ-ABC: (70) 50,588; (80) 55,800
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 5,796; Loc. Est. 6,531
County 70 Cen. 18,888; Loc. Est. 24,224
CZ ABC: (70) 8,730; (80) 10,200
RTZ-ABC: (70) 5,995; (80) 6,400
City & RTZ-ABC: (70) 14,725; (80) 18,600

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	5	$1,958,380,000
S&L/Credit Unions	14	$117,280,000

6—PASSENGER AUTOS: County 34,790

7—ELECTRIC METERS: Residence 10,224

8—GAS METERS: Residence 8,430

9— PRINCIPAL INDUSTRIES (CZ): Industry, number of Wage Earners (Av. Wkly. Wage) Coated and Fine Papers 5,400 ($445); Appliances 700 ($275); Chemicals 395 ($275); Warehousing 25 ($275); Trucking 400 ($285); Potato Processing 450.

10-CLIMATE: Min. & Max. Temp.—Spring 20-80; Summer 38-95; Fall 5-75; Winter -25 to40.

11—TAP WATER: Alkaline, very soft.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Port Edwards	4	Don's Super Foods
Town & Country	2	Neipps, Super Valu, Ben Franklin, Nobil Shoes
Southtown	1½	Ace Hdwr., Sears, Bob's Castle Foods
Rapids Mall	-	Pranges, Woolco, Penney

Principal Shopping Days: Mon., Thu., Fri.
Stores Open Evenings: Fri.; Some Thu. & Fri., some nightly.

13—RETAIL OUTLETS: Department Stores: Johnson-Hill; J.C. Penney; Montgomery Ward; Coast-to-Coast; Prange's; Siefert's; Stevenson's.
Variety Stores: Ben Franklin; Schroeder's.
Discount Stores (CZ): Shopko; Woolco; Western; Holiday.
Chain Drug Stores (CZ): Walgreen; John E. Daly; Wirth's Port Pharmacy; Major Rexall; Church's 2.
Chain Food Supermarket: IGA 4; Super Valu 2; Consumers; Foodland 2; Don's Super Foods; Bob's Castle Foods.
Other Chain Stores: Maurice's; Radio Shack; Fox Jewelers; Galaxie of Sound; So-Fro Fabrics; Zale Jewelers; Foxmoor Fashions; Winslows; Mr. Mark; General Nutrition; B-Dalton Books; Braun's T Shirts Plus; Pants 'n Pants; id.

14—NEWSPAPERS: TRIBUNE (e) 12,980; Mar. 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: Timothy J. Donnelly, Adv. Dir., TRIBUNE.
National Representatives: Branham/Newspaper Sales.

WYOMING SURVEYS

WYOMING STANDARD METROPOLITAN STATISTICAL AREAS

There are no Standard Metropolitan Statistical Areas in Wyoming.

WYOMING POPULATION ESTIMATES

(Thousands)

Age Group	1970	1981	1985
Under 5 Years	28	34	37
5-14 Years	71	71	65
15-24 Years	58	87	73
25-44 Years	78	124	132
45-64 Years	67	94	90
65 and Over	30	43	45
TOTAL	332	455	442

Based on U.S. Census

WYOMING RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1972 Census	1977 Census	1981 Estimate
Bldg. Mat. Hdwr	67	148	259
General Mdse	84	135	237
Food	155	314	555
Automobiles	162	344	491
Gasoline Stations	99	214	484
Apparel	40	79	142
Furniture	30	68	115
Eat-Drink Places	74	146	248
Drugs	30	48	83
Total Sales	817	1,654	2,917

Source: U. S. Business Census 1972, 1977 and Releases by the Dept of Commerce.

CASPER, WYO.

1—LOCATION: Natrona County, E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220, I-25.

2—TRANSPORTATION: Railroads: BN;C&NW.
Motor Freight Carriers: 8.
Intercity Bus Lines: Central Wyo. Transportation; Continental Trailways; Greyhound.
Airlines: Western; Frontier; Trans-America.

3—POPULATION:
Corp. City 70 Cen. 39,361; Loc. Est. 64,687
CZ ABC: (70) 43,558; (80) 55,100
RTZ-ABC: (70) 87,293; (80) 126,300
County 70 Cen. 51,264; Loc. Est. 88,521
City & RTZ-ABC: (70) 130,851; (80) 181,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 12,672; Loc. Est. 21,420
County 70 Cen. 16,193; Loc. Est. 29,312
CZ ABC: (70) 13,954; (80) 20,300
RTZ-ABC: (70) 26,738; (80) 44,300
City & RTZ-ABC: (70) 40,692; (80) 64,600

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	9	$551,854,000
Sav. & Loan Assn.	4	$150,796,736

6—PASSENGER AUTOS: County 45,000

7—ELECTRIC METERS: Residence 26,289

8—GAS METERS: Residence 23,287

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Mining 8,800 ($419); Construction 5,000 ($342); Manufacturing 1,800 ($371); Trans., Comm., Util. ($335); Wholesale/Retail 11,000 ($267); Finance, Ins., Real Estate 1,600 ($265); Services 5,300 ($228).

11—TAP WATER: Alkaline, very hard; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Beverly Plaza (13)	2	Buttrey-Osco, Woolco
Hilltop (28)	1½	Albersons, Montgomery Ward
K-Mart Ctr. (-)	2	K-Mart, Safeway
Mountain Plaza (-)	5	Buttrey-Osco, K-Mart
Plaza East (-)	3	La Belles
Sunrise (6)	3	Bost wick, Richs
Westridge (11)	1½	Albertsons

Principal Shopping Days: Mon., Thurs., Fri., Sat.
Stores Open Evenings: Mon to Fri.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; J. C. Penney; Caster Commissary; Kassis; Sears Roebuck; J. M. Bostwick.
Discount Store: K-Mart; Gibson's; Woolco.
Variety Stores: Woolworth.
Chain Drug Stores: Merit Drugs; Bi-Rite Drug.
Chain Food Supermarkets: Albertson 2; AG Thriftway; Safeway 3; Buttrey-Osco.
Other Chain Stores: Firestone; Goodrich; Goodyear; Radio Shack; Zales; Singer; Our Own Hardware; Pay 'N Pak; Coast to Coast.

14—NEWSPAPERS: STAR-TRIBUNE (m) 32,747; (S) 35,165; Mar. 31, 1980 ABC.
Local Contact for Advertising and Marketing Data: Bob Marshall, Adv. Dir., STAR-TRIBUNE.
National Representatives: Branham/Newspaper Sales.

CHEYENNE, WYO.

1—LOCATION: Laramie County, E&P Map D-3, State Capital and County Seat. 100 mi. N of Denver. On Interstate 80 and 25 and Yellowstone Hwys.

2—TRANSPORTATION: Railroads: Union Pacific; C&S; Burlington.
Airlines: Western; Frontier; Rocky Mountain.
Bus Lines: Greyhound; Trailways.

3—POPULATION:
Corp. City 70 Cen. 40,914; Loc. Est. 58,419
CZ ABC: (70) 48,504; (80) 62,300
RTZ-ABC: (70) 57,667; (80) 66,800
County 70 Cen. 56,360; Loc. Est. 64,729
City & RTZ-ABC: (70) 106,171; (80) 129,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 13,649; Loc. Est. 21,831
County 70 Cen. 17,866; Loc. Est. 23,854
CZ ABC: (70) 15,474; (80) 22,800
RTZ-ABC: (70) 18,086; (80) 23,800
City & RTZ-ABC: (70) 33,560; (80) 46,600

5—BANKS:	NUMBER	DEPOSITS
Commercial	7	$277,566,000
Sav. & Loan Assn.	4	$250,000,000

6—PASSENGER AUTOS: County 42,709

7—ELECTRIC METERS: Residence 23,325

8—GAS METERS: Residence 20,103

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—RR 1,400; Refinery 200; Trucking 500; Aircraft 250; F. E. Warren AFB Missile Base 3,500; S. K. Clothing 300; Light Ind. Mfg. 500; Fertilizer Plant 115.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Cole	29	Cole's Dept., Safeway
Indian Hills	-	Safeway, Roedel Drugs
Town & Country	3	Safeway, T&C Supermarket, T&C Hardware Appliance
K-Mart	-	K-Mart, Pay 'N' Pak
Melton	-	Safeway, Roedel Drugs
Southside	-	Safeway, G. E. Store
E. Pershing Blvd.	-	Mont. Ward, Albertson's, Grand Central

Stores Open Evenings: Shopping Centers every evening and Sunday.
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Montgomery Ward; Fowler's; J. C. Penney; Grand Central; Gibsons 2; K-Mart; Pay 'N' Pak.
Chain Drug Stores (CZ): Gibson's; Roedel 5; Mountain View Phcy. 1; Wood House 2; Osco.
Chain Food Supermarkets: Safeway 3; Pioneer Mkt.; Albertson's; Gibson; Mini Mart 7; Buttrey 2.

14—NEWSPAPERS: WYOMING EAGLE (m) 9,044; WYOMING STATE TRIBUNE (e) 11,803; comb. (m&e) 20,847; WYOMING TRIBUNE-EAGLE (S) 20,791; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Director of Advertising, George Hagen, Retail Mgr., TRIBUNE and EAGLE.
National Representatives: Branham/Newspaper Sales.

GILETTE, WYO.

1—LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells; raising sheep & cattle; agriculture; grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90. State Hwy. 59.

2—TRANSPORTATION: Railroads: Burlington-Northern.
Motor Freight Carriers: 2.
Intercity Bus Lines: Continental Trailways.
Airlines: Air U.S.; Star Aviation.

3—POPULATION:
Corp. City 70 Cen. 7,194; Loc. Est. 9,612
County 70 Cen. 12,957; Loc. Est. 20,400
CZ:ABC (70) 7,194; (80) 13,200
RTZ-:ABC (70) 8,764; (80) 10,100
City & RTZ:ABC (70) 15,958; (80) 23,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,120; Loc. Est. 3,110
County 70 Cen. 3,729; Loc. Est. 6,818
CZ:ABC (70) 2,120; (80) 4,500
RTZ-ABC (70) 2,495; (80) 3,300
City & RTZ-ABC (70) 4,615; (80) 7,800

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	4	$267,793,000
Sav. & Loan Assn.	2	$4,434,878

6—PASSENGER AUTOS: County 12,214

7—ELECTRIC METERS: Residence 5,244

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Oil & Coal Mining 1,585 ($305); Retail 1,253 ($131); Construction 1,108 ($267); Services with agriculture, forestry and fisheries 733 ($171); Transp., Comm. & Util. 504 ($273); Wholesale Trade 261 ($229); Finance, Ins., Real Est. 153 ($258); Mfg. 93 ($229).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12. Last killing frost, May 1.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 3 blocks on Gillette Ave.
Neighborhood Shopping Centers: Deckers Food Center; Southview S/C; Crossroads S/C; Holiday Mall; Homestead Mall.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony.
Discount Stores; Pamida; Alco; K-Mart.
Chain Drug Stores: Osco Drugs; Drug Fair.
Chain Food Stores: Buttrey (Div. of Jewel Tea); Mini-Mart; 7-11; Boyds Super Foods; Deckers Food Center.
Other Chain Stores: Firestone; Mode O'Day; Coast-to -Coast; Farmers Coop; Sears (catalog); Wards (automotive & catalog store); The Jeanery; Gambles; Goodyear; Sweetbriar; Corral West Ranchwear.

14—NEWSPAPERS: NEWS-RECORD (e-Mon. to Fri.) 5,252; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald F. Schmidt, Co-Pub., NEWS-RECORD.
National Representatives: None.

LARAMIE, WYO.

1—LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver, Colo., 49 mi. W of Cheyenne, Wyo. On U.S. Hwys. 30,287, I-80; State Hwys. 34,130,230.

2—TRANSPORTATION: Railroads: Union Pacific; Colorado; Southern; Amtrak (Pass. Service).
Motor Freight Carriers: 5.
Intercity Bus Lines: Union Pacific; Greyhound; Continental Trailways.
Airlines Serving City: Frontier; Laramie Aviation.

3—POPULATION:
Corp. City 70 Cen. 23,143; Loc. Est. 28,600
CZ ABC: (70) 23,143; (80) 26,700
RTZ-ABC: (70) 10,001; (80) 13,500
County 70 Cen. 26,431; Loc. Est. 30,542
City & RTZ-ABC: (70) 33,144; (80) 40,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 6,919; Loc. Est. 10,600
County 70 Cen. 8,100; Loc. Est. 9,785
CZ ABC: (70) 6,919; (80) 9,100
RTZ-ABC: (70) 3,291; (80) 5,000
City & RTZ-ABC: (70) 10,210; (80) 14,100

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	3	$113,031,000
Saving & Loan Assns.	2	$44,997,000

6—PASSENGER AUTOS: County 26,301

7—ELECTRIC METERS: Residence 11,052

8—GAS METERS: Residence 7,907

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Timber 50; Warehouseing 55; Wood Preserving 51; Cabinet Mfg. 35; Construction 25-49; Cement Mfg. 90; Government 225; Lumber Mfg. 60; Log Home Mfg. 36; U.P.R.R. 400; Univ. of Wyo. 1,920.

10-CLIMATE: Mean daily max. temp.—Jan. 25; July 75.8; Mean Annual precipitation 10.67''; Mean Annual snowfall 40.7''. Av. day last freeze, May 29.

11—TAP WATER: Neutral, hard; fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
15th & Spring Crk.	-	Alberts Super Mkt, Skaggs
Campus Mall	-	Alpine Haus, Independent records Carousel
Odd Fellows	-	Center Pharm.
30th Grand	-	Buttreys, Alco.

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; J.M. McDonald; Kassis.
Discount Stores: Gibson's; Skagg's; Alco.
Variety Stores: Woolworth; Big Value.
Chain Food Supermarkets (CZ): Safeway; Albertson's; Ideal 3; Buttrey's.

14—NEWSPAPERS: BOOMERANG (m-Tues. to Sat.) 7,574; (S) 7,719; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., BOOMERANG.
National Representatives: Branham/Newspaper Sales.

RAWLINS, WYO.

1—LOCATION: Carbon County, E&P Map C-3, County Seat. 170 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 275 mi. N of Denver; 120 mi. S of Casper, Wyo. On Interstate Hwy. 80 & U.S. 287.

2—TRANSPORTATION: Railroads: Union Pacific main line, operating division Point; Amtrak Passenger Service.
Motor Freight Carriers: 2.
Intercity Bus Lines: Overland Greyhound; Continental Trailways; Zanetti; Pioneer Transit.

3—POPULATION:
Corp. City 70 Cen. 7,855; Loc. Est. 12,707
County 70 Cen. 13,354; Loc. Est. 20,352

4—HOUSEHOLDS:
City 70 Cen. 2,498; Loc. Est. 4,671
County 70 Cen. 2,285; Loc. Est. 7,685

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3	$83,413,097
Sav. & Loan Assn.	2	$28,910,627

RAWLINS—continued

6—PASSENGER AUTOS: County 11,470

7—ELECTRIC METERS: Residence, City 4,116

8—GAS METERS: Residence, City 3,403

9— PRINCIPAL INDUSTRIES (CZ): Union Pacific R.R.; Oil Refining; Lumbering; Uranium Mining and Milling; Coal Mining.
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 28-76; Summer 40-84; Fall 12-58; Winter 11-41. First killing frost, Sept. 22. Last killing frost, June 8.

11—TAP WATER: Alkaline, hard.

12—RETAILING:
Principal Shopping Days: Wed., Thurs., Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: J.C. Penney, Gamble's, Sears (catalog), Montgomery Ward (catalog); Smyth's; Karl's, Anthony's; Tieman's Clothes for Men, Jeanery.
Variety Stores: Woolworth; Western Auto; Coast-to-Coast.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Bi-Rite 4, Rawlin's 2.
Chain Food Supermarkets: Safeway, City Market.

14—NEWSPAPERS: TIMES (m-Tues. to Sat.) 4,667; sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Russell Stout, Publ., Judy Bentsen, Adv. Mgr., TIMES.
National Representatives: Branham/Newspaper Sales.

RIVERTON, WYO.

1—LOCATION: Fremont County, E&P Map B-2. Mining, milling, mfg., agriculture, dairy, meat packing, oil and gas. West Central portion of State. 123 mi. W of Casper.

2—TRANSPORTATION: Railroads: Chicago & North- western.
Motor Freight Carriers: Salt Creek Freightways; DLR Freight Service; Edson Express; Zanetti Bus and Fast Express; United Parcel.
Intercity Bus Lines: Zanetti; Burlington Trailways; PC Bus Lines.
Airlines: Frontier.

3—POPULATION:
Corp. City 70 Cen. 7,995; Loc. Est. 10,616
City Zone, Local Est. 15,810
Retail Trading Zone 18,400
County 70 Cen. 28,352; Loc. Est. 35,371
City & RTZ 29,016

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 2,474; Loc. Est. 3,914
County 70 Cen. 8,050; Loc. Est. 13,273

5—BANKS:	NUMBER	EST. DEPOSITS
Sav. & Comm. Banks	4	$159,000,000

6—PASSENGER AUTOS: County 21,950

7—ELECTRIC METERS: Res. (CZ) 4,989

8—GAS METERS: Residence (CZ) 3,980

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Agriculture, Forestry, & Fisheries, 714, ($100); Mining, 3,856, ($430); Construction, 1,158, ($261); Manufacturing, 710, ($256); Transportation, Communications & Utilities, 743, Real Estate, 546, ($270); Wholesale Trade, 375, ($246); Finance, Insurance, & ($179); Services, 3,925, ($192); Government, 6,571, ($212).
Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 20-75; Summer 45-100, Fall 20-75; Winter -2055. First killing frost, Oct. 5. Last killing frost, May 1.

11—TAP WATER: Artesian, very soft, pure.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Riverton Mall	1/2	Safeway, K-Mart, Sambo's, Citicorp Person-to-Person, Valet Cleaners, Radio-TV Shack, The Jeanery, Happy Joe's Pizza Parlor.
N. Federal	3/8	Mr. D.'s IGA, A&A Temple Drug, Bi-Rite Drug, Sayer Appliance, Sweet Dreams.

Principal Shopping Days: Thu., Fri., Sat., Mon.
Stores Open Evenings: Grocery and Drug-Every evening, Sun.

13—RETAIL OUTLETS: Department Stores: J.C. Penney; J.M. McDonald; C.R. Anthony, Gibson's Pamida Discount Ctr., Woolworth's; K-Mart.
Chain Drug Stores: Bi-Rite; Rexall; A&A Temple; Walgreen.
Chain Food Supermarkets (CZ): Safeway; 3 Associated Grocers; Mr. D's IGA.
Other Chain Stores: Gambles; Coast-to-Coast; Industrial & Automotive Warehouse; NAPA Motor Parts, Inc., Big A Auto Parts; Montgomery Ward; Sears; Valley Motor Supply; Champion Auto Stores; Leaming's Ace Hdwr.; Northern Utilities; Western Appliance Ctr.; Riverton Builders Mart; Sunset Lbr. 319 Retail Outlets in CZ.

14—NEWSPAPERS: RANGER (e-Mon. to Fri.) 7,088, Sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: Robert H. Tyler, Adv. RANGER.
National Representatives: Branham/ Newspaper Sales.

ROCK SPRINGS, WYO.

1—LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area; bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle. Wholesale center. 190 mi. E of Salt Lake City, 350 mi. W of Denver. On Interstate 80 (U.S. 30) and U.S. 187, on State 430 & 1908.

2—TRANSPORTATION: Railroads: Amtrak.
Motor Freight Carriers: 8
Intercity Bus Lines: American; Greyhound; Jackson.
Airlines: Frontier, Mtn. Wst. Air Lines.

3—POPULATION:
Corp. City 70 Cen. 11,657; Loc. Est. 30,929
CZ ABC: (70) 11,657; (80) 24,100
RTZ-ABC: (70) 39,546; (80) 69,500
County 70 Cen. 18,391; Loc. Est. 41,088
City & RTZ-ABC: (70) 51,203, (80) 93,600

Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 3,852; Loc. Est. 11,618
County 70 Cen. 9,900; Loc. Est. 15,183
CZ ABC: (70) 3,852; (80) 9,100
RTZ-ABC: (70) 11,814; (80) 23,800
City & RTZ-ABC: (70) 15,666; (80) 32,900

5—BANKS:	NUMBER	EST. DEPOSITS
Commercial Banks	4	$143,964,000
Sav. & Loan Assn.	3	$27,203,000

6—PASSENGER AUTOS: County 19,768

7—ELECTRIC METERS: Residence 10,045

8—GAS METERS: Residence 8,681

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Mining 5,658 ($436), Construction 3,385 ($342), Manufacturing 365 ($287); Transportation, Comm. and Util. 1,119 ($338); Wholesale and Retail Trade 3,619 ($214); Finance, Insurance and Real Estate 351 ($228), Agriculture, Forestry, Fisheries 3,087 ($199), Public Administrations 717 ($191).

10-CLIMATE: Min. & Max. Temp.—Spring 20-64; Summer 44-94; Fall 18-72, Winter 7-33. First killing frost, Sept. 28. Last killing frost, May 10.

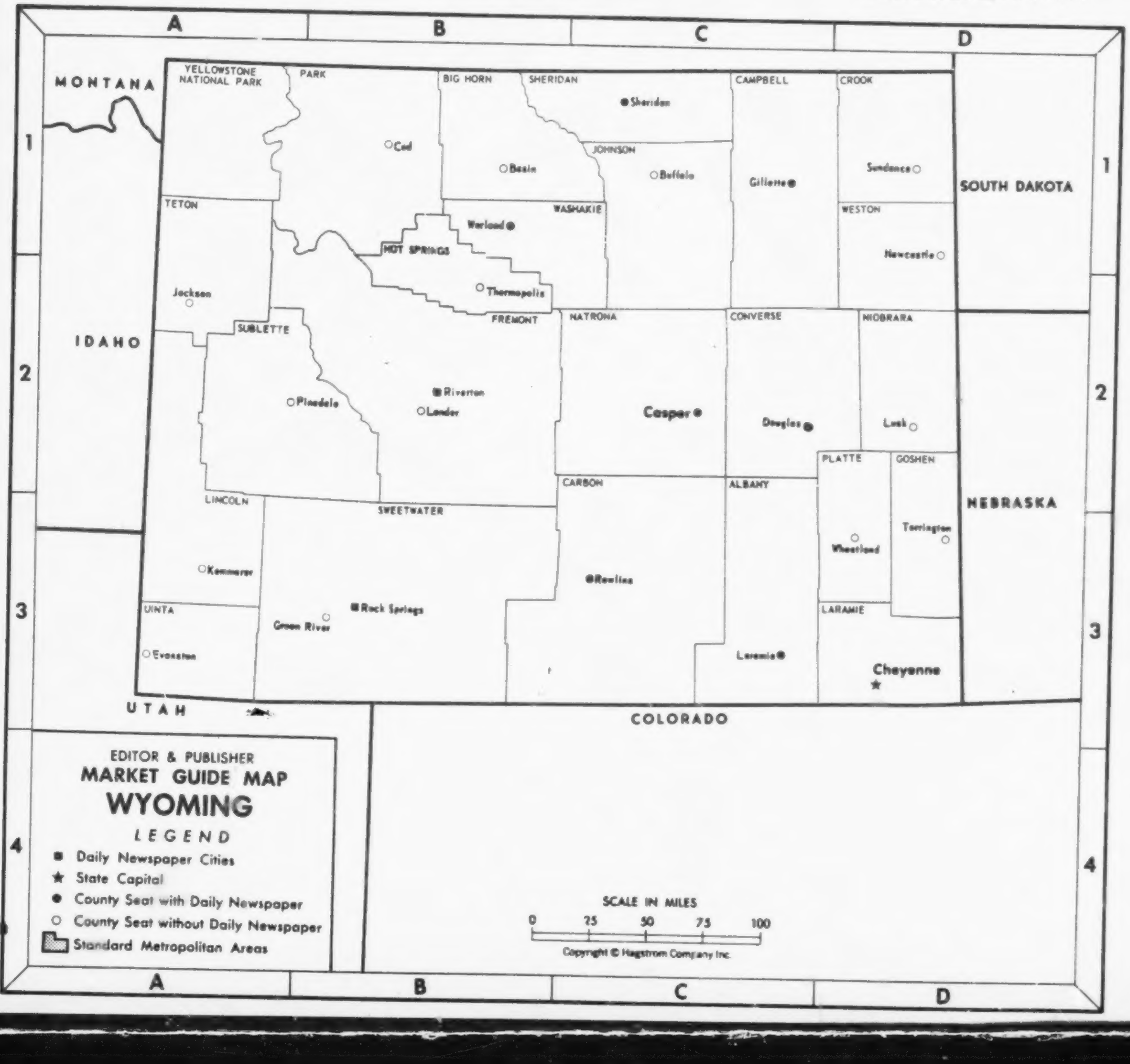
11—TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Rock Springs Plaza	38	Thrifty Drug, Radio Shack
White Mountain Shopping Ctr	50	J.C. Penney, Woolworth.

Principal Shopping Days: Thu., Fri., Sat.


A
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MONTANA
IDAHO
UTAH
COLORADO
NEBRASKA
SOUTH DAKOTA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WASHAKIE
WESTON
TETON
HOT SPRINGS
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
PLATTE
GOSHEN
CARBON
ALBANY
LINCOLN
SWEETWATER
UINTA
LARAMIE
Sheridan
Cody
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Pinedale
Lander
Casper
Douglas
Lusk
Wheatland
Torrington
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Standard Metropolitan Areas
SCALE IN MILES
0
25
50
75
100
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WYOMING POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1970 U.S. Census	POPULATION E&P estimate Jan. 1, 1982	DISPOSABLE PERSONAL INCOME E&P 1970 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	HOUSEHOLDS 1982 number of households	HOUSEHOLDS E&P 1981 estimate income per household	FARM PRODUCTS (1974) Number of farms	FARM PRODUCTS (1974) Value of crops (Thousands)	FARM PRODUCTS (1974) Value of livestock (Thousands)
STATE TOTALS	332,416	455,905	1,073,429	4,065,544	168,866	24,076	8,329	121,554	234,724
STANDARD METROPOLITAN STATISTICAL AREAS									
COUNTIES, Cities									
ALBANY	26,431	27,403	61,565	251,697	10,009	25,147	227	1,370	7,735
Laramie	23,143	27,239	53,832	235,656	9,940	23,708	*	*	*
BIG HORN	10,202	13,020	28,336	100,136	4,962	20,181	526	15,912	11,950
CAMPBELL	12,957	22,451	36,837	221,434	7,592	29,167	419	2,067	10,921
Gillette	7,194	17,353	20,350	103,332	5,786	17,859	*	*	*
CARBON	13,354	21,539	48,240	194,400	8,233	23,612	252	1,596	16,890
Rawlins	7,855	14,085	28,625	121,876	5,253	23,201	*	*	*
CONVERSE	5,938	14,681	19,195	120,180	5,733	20,963	284	981	9,209
CROOK	4,535	6,361	12,398	45,728	2,312	19,779	445	2,032	9,520
FREMONT	28,352	38,038	76,216	289,154	12,775	22,634	760	6,163	13,916
Riverton	7,995	10,969	22,141	88,104	4,019	21,922	*	*	*
GOSHEN	10,885	12,247	34,144	92,749	4,730	19,609	782	26,479	21,737
HOT SPRINGS	4,952	4,996	18,900	40,308	2,047	19,691	114	519	3,545
JOHNSON	5,587	6,721	16,960	57,685	2,607	22,127	251	382	8,870
LARAMIE	56,360	65,039	215,824	572,885	24,166	23,706	602	12,683	10,089
Cheyenne	40,914	59,425	163,190	467,197	22,354	20,900	*	*	*
LINCOLN	8,640	12,872	22,436	100,512	4,430	22,689	501	2,531	7,634
NATRONA	51,264	67,426	188,901	715,733	24,911	28,732	231	570	8,404
Casper	39,361	50,616	149,215	524,451	19,117	27,434	*	*	*
NIOBRARA	2,924	3,245	11,767	26,813	1,350	19,861	288	1,694	9,503
PARK	17,752	21,225	50,325	176,724	7,754	22,850	617	21,162	21,236
PLATTE	6,486	10,299	19,768	82,243	4,219	19,493	466	7,908	12,115
SHERIDAN	17,852	24,431	58,453	208,786	10,051	20,773	494	1,782	10,836
Sheridan	10,856	14,387	37,951	120,032	6,448	18,615	*	*	*
SUBLETTE	3,755	4,908	12,122	49,024	1,780	27,542	194	1,226	7,358
SWEETWATER	18,391	42,078	57,394	381,852	15,700	24,322	105	365	3,619
Rock Springs	11,657	34,271	37,054	215,896	12,945	16,678	*	*	*
TETON	4,823	8,178	13,828	88,610	3,154	28,094	88	641	1,771
UINTA	7,100	11,922	20,288	113,036	4,247	26,615	235	548	4,759
WASHAKIE	7,569	9,243	26,396	72,410	3,396	21,322	218	12,564	11,815
Worland	5,055	6,370	17,731	46,154	2,295	20,111	*	*	*
WESTON	6,307	7,582	23,136	63,445	2,728	23,257	240	380	11,292

FARM PRODUCTS: From 1974 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1979 Cash Receipts as follows: From Crops $93,332,000; from Livestock & Livestock Products $486,423,000; Total $579,755,000.
*—Included in County totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd.**

13—RETAIL OUTLETS: Department Stores: Herberger's; Anthony's; J.C. Penney; C.A. West.
Variety Stores: F. W. Woolworth; Sprouse Reitz; K-Mart; Gibsons; Ernst.
Discount Stores: Gibson's.
Chain Drug Stores (CZ): Bi-Rite; Del-Duce 2; Thrifty Drug; Skaggs; Del's Bi-Rite Drug; K-Mart Drug; Ernst Drug; Pamida Drug; Rock Springs Drug.
Chain Food Supermarkets: Safeway; Ben's; City Market; Albertson's.
Other Chain Stores: Sweetbriar (ladies); Wyoming Auto; Mode O'Day (ladies); Coast-To-Coast; Yellow Front; Anthony's; Radio Shack; Montgomery Ward; Sears; Kinney's Shoes; Lerner's.

14—NEWSPAPERS: ROCKET-MINER (m-Tues. to Sat.) 7,337; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Charles E. Richardson, Pub.; ROCKET-MINER.
National Representatives: None.

SHERIDAN, WYO.

1—LOCATION: Sheridan County, E&P Map C-1, County Seat. Agricultural and livestock center. Home of Sheridan College. 28 mi. from Montana state line; 135 mi. SE of Billings, Mont.; 158 mi. N of Casper. On U.S. Hwys. 87, 14 and Interstate I-90.

2—TRANSPORTATION: Railroads: CB&Q
Motor Freight Carriers: 6
Intercity Bus Lines: Trailways.

3—POPULATION:
Corp. City 70 Cen. 10,856; Loc. Est. 13,669
CZ ABC: (70) 12,037; (80) 14,200
RTZ-ABC: (70) 32,758; (80) 46,700
County 70 Cen. 17,852; Loc. Est. 23,128
City & RTZ-ABC: (70) 44,795; (80) 60,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 70 Cen. 4,111; Loc. Est. 6,045
County 70 Cen. 6,189; Loc. Est. 9,392
CZ ABC: (70) 4,477; (80) 6,200
RTZ-ABC: (70) 9,470; (80) 15,600
City & RTZ-ABC: (70) 13,947; (80) 21,800

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	4	$138,647,000
Sav. & Loan Assn.	1	$29,100,000

6—PASSENGER AUTOS: County 13,711

7—ELECTRIC METERS: Residence 6,601

8—GAS METERS: Residence 4,175

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Heavy

WYOMING RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1977) and 1981 ESTIMATE OF SALES THOUSANDS

METRO AREAS COUNTIES Cities	1977 U.S. Census	E&P 1980 estimate	E&P 1981 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	1,654,015	2,545,482	2,916,638	307	258,517	151	237,281	331	554,967	357	490,623	647	484,365	334	141,755	331	115,011	866	248,216	109	83,395
STANDARD METROPOLITAN STATISTICAL AREAS																					
COUNTIES, Cities																					
ALBANY	98,055	133,546	150,314	20	12,244	5	4,095	14	30,106	20	21,376	41	28,366	24	9,651	25	7,978	47	15,686	4	5,470
Laramie	96,605	130,104	145,210	19	12,175	4	4,006	11	29,415	19	21,302	37	26,228	24	9,174	25	7,540	42	15,066	4	5,083
BIG HORN	21,518	28,313	31,469	12	2,798	5	944	12	9,752	4	4,091	18	4,627	8	1,782	7	1,372	34	3,907	5	820
CAMPBELL	81,421	110,024	122,852	9	16,492	5	6,839	13	23,058	14	22,156	15	16,241	13	5,458	10	1,969	34	10,447	3	2,762
Gillette	73,365	101,442	110,801	7	14,208	3	5,134	11	20,847	12	20,183	14	15,127	13	5,458	10	1,969	28	8,165	3	2,762
CARBON	81,299	161,117	193,030	15	15,585	8	8,248	17	31,250	18	33,868	51	51,578	15	8,840	13	3,812	46	17,359	5	8,496
Rawlins	59,113	119,488	139,613	6	11,237	4	7,712	6	22,971	11	25,864	28	33,845	11	7,802	9	3,332	22	11,967	3	7,108
CONVERSE	40,482	61,304	69,916	10	11,403	4	2,604	9	15,016	11	11,817	19	14,047	10	2,140	10	1,488	21	6,831	3	792
CROOK	9,726	15,797	18,269	5	1,510	2	544	10	3,025	3	341	8	7,226	3	759			14	2,534	2	144
FREMONT	119,499	184,152	210,644	22	23,703	14	14,264	25	43,359	21	34,449	50	26,055	28	11,499	25	7,710	73	16,274	9	7,198
Riverton	67,322	104,980	117,532	13	14,173	7	7,480	9	24,120	16	26,150	13	8,667	15	6,578	15	5,752	25	6,837	3	4,133
GOSHEN	36,675	51,065	57,327	16	7,196	5	4,818	18	14,805	15	8,909	14	3,932	11	3,404	7	639	26	3,413	3	2,124
HOT SPRINGS	16,226	25,246	28,932	5	3,172	3	760	5	7,306	7	4,547	9	4,115	5	1,366	2	396	17	3,181	2	1,496
JOHNSON	21,289	29,824	33,541	6	2,815	4	1,561	8	6,275	8	4,877	16	8,485	4	1,252	6	461	14	3,312	2	1,465
LARAMIE	262,532	440,738	512,205	37	35,405	9	53,529	33	76,643	58	81,578	79	89,658	42	29,239	54	23,518	92	41,840	10	13,249
Cheyenne	237,978	397,714	461,802	26	24,699	7	46,437	26	64,869	52	79,863	68	80,607	41	28,735	52	22,883	81	39,090	9	12,291
LINCOLN	40,398	56,042	62,919	5	2,359	9	2,246	10	13,488	11	13,691	24	16,925	9	2,911	4	344	35	4,732	4	2,330
NATRONA	319,228	475,844	540,859	42	52,475	9	62,281	44	100,674	47	115,259	77	54,368	47	24,798	66	32,105	92	39,577	12	15,297
Casper	293,590	441,813	502,949	32	43,553	9	60,831	33	94,539	43	115,169	62	43,378	47	24,798	61	31,928	75	35,558	11	13,958
NIOBRARA	11,917	14,609	16,044	3	546	2	420	5	2,052	6	1,842	8	6,739	4	1,006	2	117	8	1,440	1	604
PARK	79,392	113,403	127,916	22	13,151	19	19,414	11	19,671	22	22,399	30	17,264	23	6,074	20	3,800	48	10,451	8	3,016
PLATTE	29,063	41,694	47,092	12	3,222	5	2,548	8	11,901	9	7,860	16	13,291	9	1,286	6	498	20	3,350	3	680
SHERIDAN	87,399	143,622	166,216	15	12,172	7	19,034	16	34,461	14	28,293	34	18,817	14	7,457	16	8,080	55	15,580	9	5,004
Sheridan	81,876	134,181	155,200	13	11,734	6	18,557	11	31,556	14	28,293	22	16,528	14	7,457	16	8,080	42	12,610	8	4,855
SUBLETTE	14,136	21,111	24,048	4	826	6	381	6	4,533	4	992	13	11,953	4	713	2	576	19	2,632	2	343
SWEETWATER	132,330	212,658	245,150	16	22,230	10	16,944	20	57,175	25	37,200	49	39,628	23	10,984	25	13,139	69	21,448	7	4,057
Rock Springs	100,107	160,734	185,232	10	11,682	7	13,229	14	42,830	19	30,857	26	26,644	15	9,908	23	12,265	42	15,360	6	3,574
TETON	54,978	72,101	80,097	10	8,095	9	2,169	16	15,330	9	5,401	26	10,563	14	4,021	11	889	39	10,436	4	2,120
UINTA	41,484	80,646	96,287	7	4,117	5	8,541	13	16,187	8	12,301	27	29,878	7	1,880	7	4,081	21	7,669	5	3,894
WASHAKIE	30,375	42,865	48,889	6	3,144	4	4,370	7	10,956	11	13,645	10	3,856	10	3,153	9	1,317	20	3,260	3	1,037
Worland	29,776	41,895	45,935	5	3,047	4	4,370	6	10,668	10	13,414	7	2,271	10	3,153	9	1,317	16	2,613	3	1,037
WESTON	24,393	29,761	32,622	8	3,857	2	727	11	7,944	12	3,731	13	6,753	7	2,082	4	722	22	2,857	3	997

SHERIDAN, WYO.—continued

Construction 25 ($275); Creamery 62 ($195); Meat Packing 40 ($150); Iron Works 18 ($175); Sawmils 160 ($225); Coal 250 ($200).

10-CLIMATE: Min. & Max. Temp.—Spring -23-95; Summer 26-106; Fall -27-100; Winter -47-77.

11—TAP WATER: Neutral, soft.

12—RETAILING:
Principal Shopping Days: Fri., Sat., Sun.

13—RETAIL OUTLETS: Department Stores: Stevens Fryberger; J.M. McDonald; C. R. Anthony; J.C. Penney; Montgomery Ward; Sears; Woolworth.
Variety Stores: Ben Franklin.
Discount Stores (CZ): Buy-Rite; Gibsons; Yellow Front.
Chain Drug Stores (CZ): Walgreen Agency 2; Rexall; Nyal.
Chain Food Supermarkets: Safeway, I.G.A., Boyd's 3; Warehouse Mkt.
Other Chain Stores: Gambles, Sweet Briar; Mode-O- Day.

14—NEWSPAPERS: PRESS (e) 6,876, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS.
National Representatives: Landon Associates, Inc.

WORLAND, WYO.

1—LOCATION: Washakie County, E&P Map B-1, County Seat. 165 mi. from Billings, Mont.; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 3.
Airlines: Frontier.
Bus Lines: Continental Trailways.

3—POPULATION:
Corp. City 70 Cen. 5,055; Loc. Est. 5,886
CZ ABC: (70) 5,055; (80) 6,300
RTZ-ABC: (70) 13,910; (80) 16,500
County 70 Cen. 7,569; Loc. Est. 9,245
City & RTZ-ABC: (70) 18,965; (80) 22,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 70 Cen. 1,638; Loc. Est. 2,050
County 70 Cen. 2,362; Loc. Est. 3,294
CZ ABC: (70) 1,638; (80) 2,300
RTZ-ABC: (70) 4,588; (80) 6,300
City & RTZ-ABC: (70) 6,226; (80) 8,600

5—BANKS: 2 Comm.; Est. Dep. $70,000,000
Sav. & Loan Assn. $16,678,000

6—PASSENGER AUTOS: County 6,400

7—ELECTRIC METERS: Residence 3,825

8—GAS METERS: Residence 2,737

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Holly Sugar; Refinery, Gasoline, Propane Butane 35 ($175); Black Hills Bentonite Co.; Adolph Coors malt barley receiving complex; Fremont Beverage; Crown Cork and Seal.
Principal Industrial Pay Days: 5th and 20th.

10-CLIMATE: Min. & Max. Temp.—Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12. Last killing frost, Apr. 18.

11—TAP WATER: Alkaline, hard, fluoridated.

12—RETAILING: Principal Shopping Center: Big Horn Ave.
Neighborhood Shopping Centers: 10th and Bonine; 11th and Charles.
Principal Shopping Days: Thu., Sat.

13—RETAIL OUTLETS: Department Stores: C. R. Anthony; Gambles; J.C. Penney; Hart's; Pamida; Linton's; Town & Country.
Variety Stores: Ben Franklin.
Chain Food Supermarkets (CZ): Safeway 4; Jon's; Wea Market.

14—NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-Tues. to Sat.) 4,416; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Downing, Gen. Mgr., NORTHERN WYOMING DAILY NEWS.
National Representatives: Branham/Newspaper Sales.

PUERTO RICO SURVEYS

PUERTO RICO STANDARD METROPOLITAN STATISTICAL AREAS

Caguas, Puerto Rico—Caguas, Gurabo and San Lorenzo Municipios.

Mayaguez, Puerto Rico—Anasco, Harmigueros and Mayaguez Municipios.

Ponce, Puerto Rico—Juana Diaz, Ponce and Villalba Municipios.

San Juan, Puerto Rico—Bayamon, Canovanas, Carolina, Catano, Guaynabo, Loiza, San Juan, Toa Baja and Trujillo Alto Municipios.

PUERTO RICO POPULATION ESTIMATES (Thousands)

Age Group	1970	1981	1985
Under 5 Years	318	381	386
5-14 Years	673	735	761
15-24 Years	525	739	806
25-44 Years	613	894	1,074
45-64 Years	406	538	590
65 and Over	177	261	300
TOTAL	2,712	3,608	3,916

Based on U.S. Census

PUERTO RICO RETAIL SALES ESTIMATES (Millions)

Kind of Business	1972 Census	1977 Census	1980 Estimate
Bldg. Mat./Hdwr	263	N/A	N/A
General Mdse	359	N/A	N/A
Food	674	N/A	N/A
Automobiles	475	N/A	N/A
Gasoline Stations	172	N/A	N/A
Apparel	294	N/A	N/A
Furniture	56	N/A	N/A
Eat-Drink Places	230	N/A	N/A
Drugs	111	N/A	N/A
Total Sales	2,510	N/A	N/A

Source: U. S. Business Census 1972, 1977 and Releases by the Dept. of Commerce. (Area statistics)

SAN JUAN, P.R.

1—LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W, and bet. 18 and 18 30' N. Bounded N by the Atlantic Ocean, S by the Caribbean Sea, W by the Mona Passage, and E by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.

The City of San Juan is the center of the San Juan Standard Metropolitan Statistical Area, the largest commercial, industrial, and transportation center of the island and comprises San Juan (Capital), Guaynabo, Trujillo Alto, Catano, Bayamon Carolina, Loiza, Canovanas and Toa Baja.

2—TRANSPORTATION:
Motor Freight Carriers: In San Juan-358; in Puerto Rico-1,698.
Bus Lines: Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).
Also Government operated: Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.).
Air Transportation: American; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International.
Local Airlines: Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean islands Air Services; Helicopter Service.
Steamshop Companies: 26.

3—POPULATION:
San Juan 70 Cen. 444,952; Loc. Est. (77) 463,000
CZ ABC: (70) 885,113; (79) 1,175,400
RTZ-ABC: (70) 229,639; (79) 324,300
City & RTZ-ABC: (70) 1,084,752; (79) 1,499,700
Commonwealth 70 Cen. 2,712,033;
  Loc. Est. 3,100,000
Caguas SMSA 70 Cen. 141,705;
  Loc. Est. 170,500
Mayaguez SMSA 70 Cen. 116,100;
  Loc. Est. 122,750
Ponce SMSA 70 Cen. 213,984;
  Loc. Est. 229,200
San Juan SMSA 70 Cen. 936,693;
  Loc. Est. 990,250

All Municipios in Puerto Rico (70 Census)

Adjuntas 18,691
Aguada 25,658
Aguadilla 51,355
Aguas Buenas 18,600
Aibonito 20,044
Anasco 19,416
Arecibo 73,468
Arroyo 13,033
Barceloneta 20,792
Barranquitas 20,118
Bayamon 156,192
Cabo Rojo 26,060
Caquas 95,661
Camuy 19,922
Carolina 107,643
Catano 26,459
Cayey 38,432
Ceiba 10,312
Ciales 15,595
Cidra 23,892
Coamo 26,468
Comerio 18,819
Corozal 24,545
Culebra 732
Dorado 17,388
Fajardo 23,032
Gu'anica 14,889
Guayama 36,249
Guayanilla 18,144
Guaynabo 67,042
Gurabo 18,289
Hatillo 21,913
Hormigueros 10,827
Humacao 36,023
Isabela 30,430
Jayuay 13,588
Juana Diaz 36,270
Juncos 21,814
Lajas 16,545
Lares 25,263
Las Marias 7,841
Las Piedras 18,112
Loiza 39,062
Luquillo 10,390
Manati 30,559
Maricao 5,991
Maunabo 10,792
Mayaquez 85,857
Moca 22,361
Morovis 10,059
Naguabo 17,996
Naranjito 19,913
Orocovis 20,201
Patillas 17,828
Penuelas 15,973
Ponce 158,981
Quebradillas 15,582
Rincon 9,094
Rio Grande 22,032
Sabana Grande 16,343
Salinas 21,837
San German 27,990
San Juan 463,242
San Lorenzo 27,755
San Sebastian 30,157
Santa Isabel 16,056
Toa Alta 18,964
Toa Baja 46,384
Trujilo Alto 30,669
Utuado 35,494
Vega Alta 22,810
Vega Baja 35,327
Vieques 7,767
Vilaiba 18,733
Yabucoa 30,165
Yauco 35,108

Cities of 25,000 or more (70 Census)

Arecibo 35,484
Bayamon 147,552
Caguas 63,215
Carolina 94,271
Catano 26.459
Guaynabo 55,310
Mayaguez 68,872
Ponce 128,233
San Juan 452,749

4—HOUSEHOLDS:
San Juan City 70 Cen. 117,391;
  Loc. Est. 127,500
Commonwealth 70 Cen. 632,348;
  Loc. Est. 733,500
City Zone ABC: (70) 211,882; (79) 337,200
RTZ-ABC: (70) 52,014; (79) 84,700
City & RTZ-ABC: (70) 263,896; (79) 421,900
SMSA Areas (70 Census, Local Estimates)
  Caguas 32,155; Loc. Est. 38,675
  Mayaquez 28,879; Loc. Est. 30,550
  Ponce 47,313; Loc. Est. 51,135
San Juan 196; Loc. Est. 244,000

5— BANKS:	NUMBER	DEPOSITS
Commercial Banks	22	N.A.
Sav. & Loan Assn	8	N.A.
Savings	-	N.A.

NOTE: There were 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the U.S.A. and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since deposit in Banks that have their main offices in the U.S.A. do not disclose figures for local areas or branches.

6—PASSENGER AUTOS: (Commonwealth) 779,026 (1978) San Juan 75,785 (1978)

7—ELECTRIC METERS: Residence 232,114; Commonwealth 422,979

8—GAS METERS: Res. (City) 22,500

9— PRINCIPAL INDUSTRIES (CZ): Agriculture (N.A.); Mining (N.A.); Construction (N.A.); Food (N.A.); Tobacco (N.A.); Textile Mill Products (N.A.); Apparel, etc. (N.A.); Lumber & Wood Prods. (N.A.); Furniture & Fixtures (N.A.); Paper Prods. (N.A.); Printing & Publ. (N.A.); Chemicals & Allied Prods. (N.A.); Petroleum & Coal Prods. (N.A.); Rubber & Plastics (N.A.); Leather & Prods. (N.A.); Stone, Clay & Glass Prods. (N.A.); Primary Metals (N.A.); Fabricated Metal Prods. (N.A.); Machinery (ex. elect) (N.A.); Elect. Machy. (N.A.); Transportation Eqpt. (N.A.); Instruments (N.A.); Misc. Mfg. (N.A.); Transp. & Util. (N.A.); Wholesale (N.A.); Retail (N.A.); Finance Insur. & Real Est. (N.A.); Services.

10-CLIMATE: Average Winter Temperature is 75, 19F; Summer 79, 19F. Average Annual Rainfall; 61 inches; fairly even distribution; heavier normally from May to Dec.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Areas: Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).
On Santurce: Ponce de Leon Ave. from San Antonio Bridge to San Jorge St.; Jose De Diego Ave. from Ponce de Leon Ave. to the Minillas Government Center. Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St. and on Roberto H. Todd from Del Carmen St. to Torres de la Vega; Dr. Ashford Ave. from Hermanos Behn Bridge to De Diego Ave., Isla Verde in the area included between the Atlantic Ocean, baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. in Las Americas St. before Providencia St.
On Rio Piedras: Rio Piedras town principally on De Diego Robles, Brungbaugh, Arzuaaga, Georgetti, Vallejo Sts. and Ponce de Leon Ave. From Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.
On Bayamon: Area bounded by Betances St.; west side of Barbosa St., Baldorioty St., east side of Degetau St., southside of Maceo St., east side of Palmar St., west side of Ferrer St., west side of T'io St.; south side of dr. Veve St., east side of Parque St., Highway No. 2; Sanchez Lopez St.; north side of Dr. Veve St. and Parque St.
Shopping Center/San Juan SMSA (Car Parking Spaces): Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Borwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100.

13—RETAIL OUTLETS: Department Stores—(San Juan SMSA) International Dept. 6; New York Dept. Stores 5; Barkers 4; Gem 3; Gonzalez Padin 3; Velasco 3; Sears 2; Bargain Town 2; Bates 2; Penney's 1; Belk Lindsay 1; Decco 1; La Colombina 1; La California 1; Infanzon 1; La Reina 1; K-Mart 1.
Variety Stores: Woolworth, Kresge.
Chain Drug Stores: Moscoso 8; Walgreen 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.
Chain Food Supermarkets: Pueblo 18; Criollo 16; Grand Union 11; Coop 7; Amigo 6; Uni-Coop 5; Conchita 4; Casablanca 4; Bargain Town 2.
Auto Supplies: Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.
Other Chain Stores: Franklins 12; National Bellas Hess 5; Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; Toms 5; Tops 4; Cabrer 4; La Esquina Famosa 4; Franks 3; Martinez 2.

14—NEWSPAPERS: EL MUNDO (Spanish) (m) 119,067; (S) 135,373; Mar. 31, 1980 ABC. EL NUEVO DIA (Spanish) (m-mon. to fri.) 155,462; (S) 143,913; Mar. 31, 1980 ABC. STAR (English) (m) 45,171; (S) 49,279; Mar. 31, 1980 ABC. EL VOCERO DE PUERTO RICO (m-mon. to fri.) 184,246; (Sat.) 150,450; Mar. 31, 1980 ABC. EL REPORTERO (e) Circ. N.A. (Began publication July 30, 1980). Local Contact for Advertising and Merchandising Data: Juan A. Velazquez, Gen. Adv. Mgr., EL MUNDO; Fernando Zegri, Adv. Dir., EL NEUVO DIA; John A. Zerbe, Jr., Pres. Local Gen. Mgr., STAR; Aida Villamil, Dir. Mktg. EL VOCERO P.R.; Victor Vazques, Adv. Dir., EL REPORTERO.

National Representatives: EL MUNDO: Inter-American Publications, Inc.; EL NUEVO DIA: S.S. Koppe & Co.; STAR: Story & Kelly-Smith, Inc.; EL VOCERO: None.

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CANADA

Surveys of all cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

ALBERTA POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	153	164	194
5-14	350	374	362
15-24	379	655	403
25-44	500	624	763
45-64	319	372	391
65 and Over	139	184	184
TOTAL	1,840	2,173	2,297

Based on Statistics Canada Census and Population Projections.

ALBERTA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse	561	2,089
Apparel	64	654
Furniture	38	438
Groceries	519	1,751
Lumber Bldg. Mat.	49	54
Restaurants	103	244
Autos	424	3,109
Gasoline Fuel Oil	246	452
Drugs	68	304
Total Sales	2,426	10,341

Source: Census of Canada Retail Trade and Monthly Releases by Statistics Canada

CALGARY, ALTA.

1—LOCATION: Division 6, E&P Map B-3. Business and industrial center, distributing point. Agriculture, beef raising, ranching, grain, oil and gas, meat packing, fertilizer plants, military center. 826 mi. W of Winnipeg; 620 mi. E of Vancouver; 201 mi. N of U.S. Border; 77 mi. E of Banff.

2—TRANSPORTATION: Railroads: C.P.R.;C.N.R.
Motor Freight Carriers: 350.
Intercity Bus Lines: Greyhound; Cardinal; Coachways; Brewster; Diversified; Pacific Western.
Airlines: Air Canada; C.P. Air; W.A.; Pacific Western; Airwest; Time Airways; Wardain International Jet.

3—POPULATION:
Corp. City 76 Cen. 469,917; Loc. Est. 560,618
CZ ABC: (76) 469,917; (80) 536,700
RTZ-ABC: (76) 328,765; (80) 360,900
City & RTZ-ABC: (76) 798,682; (80) 897,600
Demographic Information is available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Metro Area 76 Cen. 155,155; Loc. Est. 216,743
CZ-ABC: (76) 155,155; (80) 190,500
RTZ-ABC: (76) 100,305; (80) 118,400
City & RTZ-ABC: (76) 255,460; (80) 308,900

5—BANKS: 11(194 Br.) Deposits N.A.

6—PASSENGER AUTOS: City 276,618

7—ELECTRIC METERS: Residence 160,180

8—GAS METERS: Residence 196,287

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 13,200 ($311); Const. 8,500 ($385).

10-CLIMATE: Min. & Max. Temp.—Celsius—Spring -10.6 to 16; Summer 6.7 to 23; Fall -8 to 17; Winter -16.7 to -1.

11—TAP WATER: Slightly alkaline, moderately hard; non-fluoridated.

12—RETAILING: Principal Shopping Centers: Calgary North Hill 70; Calgary Market Mall 72; Chinook 160; Westbrook 50; Macleod Mall 30; Brentwood 75; Kake Bonavista 53; Marlborough Mall 10; Northland Village 35; Palliser Square 30; Southcentre 100; Trans Canada Mall 25, Richmond Square 30, Penny Lane 25; Toronto Dominion & Scotia Centre 130.
Neighborhood Shopping Centers: Approximately 66 centers, built around a major food store, are spotted throughout Metropolitan Calgary.
Principal Shopping Days: Department and food stores—Thu., Fri., Sat.
Stores Open Evenings: Wed., Thurs., Fri. Some stores open every evening.

13—RETAIL OUTLETS: Department Stores: The Bay 3; Eatons 2; Simpsons-Sears 3, Woodwards 2, Woolco 4, K-Mart 3; Zellers 3; Calgary Co-op 10; Variety Stores: Super S Drugs 2; Woolworth 2; Kresge; Metropolitan Stores 2.
Chain Drug Stores: Douglass 2; Boots 8; Community Drug 3; Shoppers Drug Mart 9; Super S 3; Big M.
Chain Food Supermarkets: Canada Safeway 32; Tomboy 3; IGA 4; Calgary Co-op 9; 7-Eleven 35; Macs 49; Loaf'n Jug 7; Ranch Discount 2; Allwest 5; Super Valu 6; Food City 4.
Other Chain Stores: Agnew-Surpass 5; Amantea 2; Bata 2; British Boot 3; Bourne Shoes 5; Arnold Churgin 2; Jarman; Kinney 4; Roots, Roberts 3; Scholls; Spences 5; Fredella Shoe Boutique 4. Women's Wear: Dalliards 4; Betty Shop 1 J; Country Club Casuals; Dalmys 3; Daytons 2; Johnstone Walker; Penningtons 3; Melanie's Dress Shops 4; Reitmans 7; Sweet 16 8; Tall Shop 2; Sally Shops; Holt Renfrew 2; Hurtig; Steen & Wright Furriers; Gray's Apparel 2; Fairweather 5; Rickis 6; Silk-o-Lina 4; The Mucky Duck 5; Marks and Spencer 3. Men's Wear: Big Steel 4; Jack Fraser 4. Black Sheep Boutique Ltd. 4; McLeod Bros. 5; O'Connors; Tip Top 7; Jeffereys 3. Jewelry: Ben Moss 3; Birks 4; Classic 3; Crown 2; McKenzie 3; Mappins 3; Peoples 7. Sporting Goods: Collegiate Sports 2; Sportchek; The Outdoor Stores; Edie Bauer. Other: Thriftys 7; Saan 3; Kellys Stereo 3; Radio Shack 13; Canadian Tire 4; Laura Secord Candy 6; Lighting Unlimited 4.

14—NEWSPAPERS: ALBERTAN (m-Mon. to Fri.) 44,679; (S) 53,895; Mar. 31, 1980 ABC. HERALD (e-Mon. to Thurs. & Sat.) 133,217; (e. Fri.) 165,740; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: F.A. McGirr, Adv. Sales Dir., HERALD; Bruce Omeichuk, Adv. Mgr., ALBERTAN.
National Representatives: HERALD—Southam, Inc. ALBERTAN—F-P Publication Ltd. (Canada); Landon Associates, Inc. (USA).

EDMONTON, ALTA.

1—LOCATION: Division 11, E&P Map B-3. North Saskatchewan River. 300 mi. N of U.S. boundary; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2—TRANSPORTATION: Railroads: Canadian Pacific; Canadian Nat'l; No. Alberta; Great Slave Lake, Alberta Resources.
Motor Freight Carriers: 90.
Intercity Bus Lines: Canadian Coachways; Greyhound; Western Bus Lines.
Airlines: Air Canada; CP Air; Hughes Airwest; Northwest Orient; Western Airlines; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Gateway Aviation; Northwest Territorial Airways Ltd.

3—POPULATION:
Corp. City 76 Cen. 461,361; Loc. Est. 515,000
Met. Area 76 Cen. 552,111; Loc. Est. 654,000
CZ ABC: (76) 461,361; (80) 483,500
RTZ-ABC: (76) 611,384; (80) 697,000
City & RTZ-ABC: (76) 1,072,745; (80) 1,180,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Metro Area 76 Cen. N/A; Loc. Est. 200,200
CZ ABC: (76) 155,490; (80) 175,200
RTZ-ABC: (76) 175,330; (80) 216,300
City & RTZ-ABC: (76) 330,820; (80) 391,500

5—BANKS: Debits $120,977,000,000.

6—PASSENGER AUTOS: Metro 523,877

7—ELECTRIC METERS: Residence 192,252

8—GAS METERS: Residence Metro 150,693

9— PRINCIPAL INDUSTRIES (CZ): ($ weekly rate) Construction ($408); Manufacturing ($393); Transportation ($384); Clerical ($212).
Principal pay days: Friday, 1, 15.

10-CLIMATE: Min. & Max. Temp.—Spring 14-85; Summer 33-92; Fall—14-68; Winter—31-50. First & last killing frosts, Oct. 9 and May 4.

11—TAP WATER: Alkaline, soft; flouridated.

12—RETAILING: Principal Shopping area: 4 blocks on 101 St., 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighbourhood Shopping areas: South Edmonton; 99 St. to 109 St. on 82 Ave. 82 Ave. to 95 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd. North Edmonton; 80 St. to 97 St. on 118 Ave. 102 Ave. to 109 Ave. on 124 St.
Shopping Centers: Bonnie Doon Mall (66 units); Capilano Mall (48 units); Centennial Village (50 units); McCauley Plaza (31 units); Meadowlark Park (70 units); Northgate (21 units); Southgate (46 units); Londonderry Mall (60 units); Westmount Mall (58 units); Edmonton Centre (90 units); Kingsway Garden Mall (68 units); Northtown Mall (27 units); Parkway Village (30 units); Abbotsfield Mall (20 units); Millbourne Mall (32 units); Castle Downs Town Square (10 units); St. Albert Centre (62 units); Eastgate Mall (20 units).
Principal Shopping Days: Department stores-Thur. Fri., Sat.; Food-Fri. evenings.

13—RETAIL OUTLETS: Department Stores-Eaton's 2; The Bay 4; Woodward's 4; Johnstone-Walker 3; Simpsons- Sears 3; Zellers 5; Woolco 4; Woolworth 1; Kresge 1; Army & Navy 2; Macleods 2; K-Mart 2; Saveco 4; Chain Drug Stores (CZ): Hardin's 4; Baydala 5; IDA 8; Shoppers Drug Mart 9; Sprague 10; Rexall 24; Dispensaries Ltd. 7; Boots 4; Super City 6; London Drugs 3; Owl Drug 6.
Chain Food Supermarkets: Safeway 38; IGA 12; Tomboy 5; Q-Mart 10; 7-Eleven 19; Mac's Convenient Foods 25; M&M 49; Red Rooster 27.
Other Chain Stores: Shoes: Bata 4; Agnews-Surpass 9; Cedar 3; Dack's 1; Florsheim 1; Gallenkamp 3; Kinney 4; Fredelle 1; Scholl's 1; Lewis 1; Villager 3. Clothing: Sally 4; Betty Shops 6; Burdines 2; Dalmy's 5; Thrifty's 7; D'Allairds 4; Fairweather 5; Francine's 6; Gray's 3; Giselle 3; Pennington's 4; Reitman's 5; Ricki's 6; St. Clair 5; Sweet Sixteen 6; Town & Country 2; Big Steel 3; Black Sheep 5; Jack Fraser 3; Plaza Men's Shops 5; Tip Top 7; Work Wearhouse 2. Radio Shack 15; Kelly's Stereo Mart 3; International Stereo 4; Mister Sound 6; Sam theRecord Man 3; A&A Records 1; Ikea; Leon's; National Drapery; Harrisons Drapery; Montreal Drapery; Cara Shops 8; Cargo Canada; Coles 7; McBain Camera 6; Birks 4; Beau Jangles 6; MacKenzies 3; Mappins 3; Peoples 10; Outdoor Stores; General Paints 2; Bapco Paint 2; Cloverdale Paint; Tower Paint 4; Sherwin-Williams 3; General Paint 4; Glidden 2; Revelstoke 4; Windsor Plywood 3; Beaver Lumber 2; Plumbing Mart; Factory Carpet; Metropolitain Carpet 2; Allied Homes.

14—NEWSPAPERS: JOURNAL (e-Mon. to Fri) 171,620; (e-Fri.) 217,638; Mar. 31, 1980 ABC. SUN (m. Mon. to Fri) 46,295; (S) 64,156; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Norm Weitzel Adv. Dir., JOURNAL. K. King ADV. D.R., Sun.
National Representatives: The Southam Newspapers.

FORT McMURRAY, ALTA.

1—LOCATION: E&P Map B-4, Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 miles NE from Edmonton. On Provincial Hwy. 63 (paved two-lane).

2—TRANSPORTATION: Railroads: Northern Alberta.
Motor Freight Carriers: 4 (Grimshaw; Byers, Yukon Freight, Highway 63 Transport).
Intercity Bus Lines: Greyhound; Red Arrow.
Airlines: Pacific Western.

3—POPULATION:
Corp. City 76 Cen. 15,424; Loc. Est. 28,000
CZ ABC (76) 15,424; (80) 24,300

4—HOUSEHOLDS:
Corp. City Loc. Est. 8,900
CZ ABC (76) 4,220; (80) 7,100

5—BANKS: 6 Commercial; Deposits not available.

6—PASSENGER AUTOS: Province 870,000

7—ELECTRIC METERS: Residence 6,495

8—GAS METERS: Residence 4,600

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Construction 7,200; Inside Oil Plant Workers 5,000; 2,500 in related Service Commerce. Average Income $9,826 (1973); Est. $28,000 (1980).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Average—Spring 30; Summer 71; Fall 45; Winter-6. First killing frost, Sept. 1. Last killing frost, May 15.

11—TAP WATER: Medium.

12—RETAILING: Principal Shopping Center: 2 (1 block each) on Franklin Avenue.
Neighborhood Shopping Centers: 3.
Principal Shopping Days: Thu., Fri.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: The Bay; Macleods; Canadian Tire.
Drug/Variety Stores: Hills; Fort Super Drugs; Park Plaza; Drug Mart.
Chain Food Stores: Safeway; Super A; I.G.A.
Other Chain Stores: Simpson Sears; National Tire; Beaver Lumber; Firestone Tire; Coles Book Store; Kinney Shoes; Revelstoke; People's Jewelers; Reitman's; Fairweather's; Thrifty's Mr. Big; Tip Top Tailors; Kelly's Stereo; Hickory Farms; O.B. Allow Jewellers, Zellers.

14—NEWSPAPERS: TODAY (e-Mon. to Fri.) Circ. 6,190; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Graeme Connell, Pub., TODAY.
National Representatives: None.

GRAND PRAIRIE, ALTA.

1—LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. northwest of Edmonton; 87 mi. east of British Columbia border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to north, east and west.

2—TRANSPORTATION: Railroads: Northern Alberta R.R.; 12 Motor Freight Carriers; Greyhound; Alberta Resources Rwy.
Airline: Canadian Pacific; Time Air; Wapiti Aviation.

3—POPULATION:
Corp. City Cen. 76 17,626; Loc. Est. 22,529
CZ ABC: (76) 17,626; (80) 21,900
RTZ-ABC: (76) 52,732; (80) 56,200
City & RTZ-ABC: (76) 70,358; (80) 78,100

4—HOUSEHOLDS:
City Zone-ABC: (76) 5,375; (80) 7,200
RTZ-ABC: (76) 14,450; (80) 16,500
City & RTZ-ABC: (76) 19,825; (80) 23,700

5—BANKS: 8, Deposits not available.

6—PASSENGER AUTOS: Province 960,284

7—ELECTRIC METERS: Residence 5,150

8—GAS METERS: Residence 5,150

9— PRINCIPAL INDUSTRIES (CZ): North Canadian Forest Industries (plywood plant, lumber camps, etc.); Procter & Gamble Cellulose Ltd., Pulp Mill; Grain Elevators; Feed & Seed Plants; Wholesale Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Botting Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Alta. Govt. Telephones; Alberta Power (elec.); Northwestern Utilities (gas); Railway; Federal and Provincial Gov. Depts.; Const. Firms; Concrete; CP-CN Telecommunications; Sulphur; Grande Prairie College; Aviation; Meat Packing; Natural Gas Plant.

10-CLIMATE: Mean annual temperature 36 F.; Highest monthly, mean, July 60 F.; Lowest monthly, mean, January 9 F.; Mean annual rainfall 10 in.; Mean annual snowfall 69 in.; Total avg. precipitation 17 in.

11—TAP WATER: City, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on 99, 100, 101, 102 Aves.; 3 blocks on 101 St.; 0 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., south and north of NAR tracks; Industrial Park at 100 Ave.-108 St.
Neighborhood Shopping Center: Safeway Plaza; north on Clairmont Road; Towne Centre Mall-Downtown Prairie Mall, 100 St., & 177 Ave.; Patterson Place Shopping Centre 84th Ave.

13—RETAIL OUTLETS: Department Stores: Hudson's Bay, Co-op, Simpson-Sears, T. Eaton.
Variety Stores: Woolworth's, Metropolitan Stores; Zeller's.
Other Chain Stores (CZ): Fields Stores; Saan; St. Clair Shop; Singer Co.; Sweet 16; MacLeod's; National Home Furniture.
Chain Food Supermarkets: Safeway; IGA; Alberta Grocers; Much More Stores.

14—NEWSPAPERS: HERALD-TRIBUNE (e-Mon. to Thu.) 7,927; (e-Fri.) 9,300; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Allan R. Parsons, Adv. Mgr., HERALD-TRIBUNE.
National Representatives: None.

LETHBRIDGE, ALTA.

1—LOCATION: Division 2, E&P Map B-3. 135 mi. S. of Calgary and 66 mi. N. of the boundary. On Provincial Hwy. 3 east and west (Trans-Alberta); No. 4 south to international boundary (Port of Coutts), connecting with No. 2 north. No. 5 southwest to Waterton Glacier International Peace Parks and Port of Chief Mountain, connecting at Cardston with No. 2 south to international boundary (Port of Carway).

2—TRANSPORTATION: Railroads: Canadian Pacific.
Motor Freight Carriers: 50.
Interprovincial Bus Lines: Greyhound.
Airlines: Time Airways.

3—POPULATION:
Corp. City 76 Cen. 46,752; Loc. Est. 53,135
CZ ABC: (76) 46,752; (80) 52,300
RTZ-ABC: (76) 100,699; (80) 108,600
City & RTZ-ABC: (76) 147,451; (80) 160,900

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A.; Loc. Est. 19,351
CZ ABC: (76) 15,715; (80) 18,900
RTZ-ABC: (76) 28,480; (80) 33,100
City & RTZ-ABC: (76) 44,195; (80) 52,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Savings Banks	19	$3,690,372,000
Sav. & Loan Assn.	16	N.A.

6—PASSENGER AUTOS: 26,482

7—ELECTRIC METERS: Residence 17,306

8—GAS METERS: Residence 17,904

9— PRINCIPAL INDUSTRIES (CZ): Grain Elevators; Food Proc.; Furniture; Metal Fabrication; Rollers; Tanks; 3 House Trailers; Commercial Trailers; Pre-fab. Homes; Drums; 2 Cinder Blocks; Brewery; Macaroni; Farm Machy.; Oxygen Plant; Mfg. & Refining Edible & Non Edible Oils 1,400 Emp.; Meat Packing & Dressing; Telephone Assembly; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Floor Milling; Lethbridge Community College; University of Lethbridge.

10-CLIMATE: Min. & Max. Temp.—Spring 11.1- 25; Summer 5-32.5; Fall -7-30.5; Winter -11.6-1. First killing frost, Oct. 5, 1978. Last killing frost, May 25, 1978.

11—TAP WATER: Alkaline, hard; fluoridated.

LETHBRIDGE—continued

12—RETAILING: Principal Shopping Center: 3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S.; 4 on 13th St. N.
Neighborhood Shopping Centers: 3rd Ave. & 13th St. S.; 9th Ave. & 15th St. S.; Holiday Village on Mayor Magrath Dr.; on 16th Ave. S.; Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Village, 13th St. and 2nd Ave. North; Westminster, 5th Ave. and 13th St. North; Lethbridge Centre, 5th St. and 4th Ave. So.; South Plaza, 16th Ave. and Mayor Magrath Dr.; Chinook Centre, 13th Ave. N.; Park Meadow Mall, 23 Street & 18 Avenue N (open Dec. '79).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Center Village Mall	36	Simpson-Sears, IGA, Shoppers Drug Mart, Macleod's
College Mall	46	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plaza	26	7-Eleven
Lethbridge Centre	44	Woodward's
South Plaza	15	Zellers, Safeway
Chinook Centre	5	
Park Meadow Mall	35	Safeway

13—RETAIL OUTLETS: Department Stores: T. Eaton; Woolco; Zeller's; Simpsons-Sears; Macleod's; Woodard's.
Variety Stores: Woolworth; Saan; Kresge's; Field's.
Chain Food Supermarkets (CZ): Safeway 3; Super Valu; Woodward's; IGA 2.

14—NEWSPAPERS: HERALD (e) 28,203; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Jill Watson, Retail Sales Mgr.; Wm. Andreachuk, Nat'l Sales Mgr.; Laura Edwards, Classified Mgr.; HERALD.
National Representatives: F-P Publications, Ltd. (USA). Landon Associates, Inc.

MEDICINE HAT, ALTA.

1—LOCATION: Division 1, E&P Map B-3. Industrial trading centre for southeastern Alberta. On south branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans- Canada hwy.

2—TRANSPORTATION: Canadian Pacific RR; Greyhound Bus; Time Airways.
Motor Freight Carriers: 7.

3—POPULATION:
Corp. City 76 Cen. 32,811; Loc. Est. 39,880
CZ ABC: (76) 32,811; (80) 39,400
RTZ-ABC: (76) 20,844; (80) 22,100
City & RTZ-ABC (76) 53,695; (80) 61,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City Loc. Est. 14,252
CZ ABC: (76) 10,910; 14,100
RTZ-ABC: (76) 6,275; (80) 7,500
City & RTZ-ABC: (76) 17,185; (80) 21,600

5—BANKS: 8; Deposits N.A.

6—PASSENGER AUTOS: Province 960,284 (1978)

7—ELECTRIC METERS: Residence 12,900

8—GAS METERS: Residence 12,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage); Garages 300 ($195); Chemical 320 ($200); Clay & Glass 1,100 ($185); Construction 1,200 ($200); Transportation 600 ($185); Warehouse 300 ($130); Retail 1,500 ($125); Finance 160 ($155); Restaurant 380 ($140); Dairy 70 ($165); Service 2,000 ($145); Others 2,000 ($150); Industrial Composite for firms employing 20 or more ($285).
Principal Industrial Pay Days: 2nd and 4th Thu.

10-CLIMATE: Min. & Max. Temp.—Spring 13-72; Summer 49-106; Fall 45-90; Winter—22-60. First killing frost, Sept. 24. Last killing frost, Apr. 5.

11—TAP WATER: Alkaline, hard 140 p. p. m.

12—RETAILING: Princiapl Shopping Center: 5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers: 4th Ave., Aberdeen St.; 3rd St. on Riverside; Industrial Dist.; N Railway St.; Division Ave. betw. 6th & 7th Sts.; Crescent Hghts.; Southview Mall; Medicine Hat Mall.
Principal Shopping Days: Department Stores—Mon., Thus., Fri., Sat.; Food—Fri., Sat.

13—RETAIL OUTLETS: Department Stores: T. Eaton; Simpson-Sears; K-Mart.; The Bay.
Variety Stores: Woolworth; Kresge.
Chain Food Supermarkets: Safeway 3; Co-op; I. G. A. 2; OK Economy; Red Owl Foods 3.

14—NEWSPAPERS: NEWS (e) 13,438; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Stuart M. Warne, Advt. Mgr., NEWS.
National Representatives: The Southam Newspapers.

RED DEER, ALTA.

1—LOCATION: E&P Map B-3, Midway bet. Calgary and Edmonton (95 miles). Hub for the four western Canadian Provinces; easy access to newly developing Canadian Northland, Alaska and N.W.U.S.

2—TRANSPORTATION: Railroads: Canadian Pacific; Canadian National.
Bus Lines: Greyhound; Coachways.
Motor Freight Carriers: 40.
Airlines: Time Air.

3—POPULATION:
Corp. City 76 Cen. 32,184; Loc. Est. 37,542
City Zone ABC: (76) 32,184; (80) 36,600
RTZ-ABC: (76) 99,298; (80) 106,900
City & RTZ-ABC: (76) 131,482; (80) 143,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City Zone ABC: (76) 9,800 (80) 12,000
RTZ-ABC (76): 29,765 (80) 34,300
City & RTZ-ABC (76): 39,565 (80) 46,300

5—BANKS: 18 Comm.; Deposits Not Available.

6—PASSENGER AUTOS: Province 960,284

7—ELECTRIC METERS: Residence 11,200

8—GAS METERS: Residence 11,820

9— PRINCIPAL INDUSTRIES (CZ): Milk Condensery; Poultry Eviscerating Plant and Creamery 4; Packing Plants; Can Factory; Mfg. of Transformers; Bottling; 3 Trailer Manufacturers; Concrete, Auto Parts Plant; Railroads; over 3,500 oil and gas wells; Brewery; Prov. Gov't 3,000.

10-CLIMATE: Aver. Temp.-May to Sep. 54. First killing frost, Oct. 1. Last killing frost, Mar. 31.

11—TAP WATER: Filtered soft, fluoridated, reduced from 232 ppm to 70 ppm hardness.

12—RETAILING: Principal Shopping Center: On Gaetz Ave. & Ross St. Other shopping centers in West Park, Eastview & Ross St. E. Parkland Shopping Mall. (North Hill). Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Eastview	10	IGA, Eastview Super Drug
Parkland Mall	88	Sears, Woolco, Safeway
Plaza Center	20	Co-op
Port-O-Call	8	Safeway, Western
Pines Shopping Plaza	10	Red Rooster, Pines Drugs

Principal Shopping Days (City): Open Thu. & Fri. Evgs.

13—RETAIL OUTLETS: Department Stores: T. Eaton; Hudson's Bay; Simpsons-Sears; Co-op Dept. Store; Macleod's; Woolco; Merit Stores.
Variety Stores: S.S. Kresge.
Discount Stores: National.
Chain Food Stores: Safeway 2; I.G.A.2; Tom Boy 1; Co-Op.

14—NEWSPAPERS: ADVOCATE (e) 18,536; Mar. 31,1980 ABC.
Local Contact for Advertising and Merchandising Data: R.F. Grainger, Adv. Mgr., ADVOCATE.
National Representatives: Vernon Rumford (Vancouver).

BRITISH COLUMBIA SURVEYS

BRITISH COLUMBIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse	719	2,237
Apparel	122	521
Furniture	99	359
Groceries	904	2,360
Lumber/Bldg. Mat.	36	94
Restaurants	205	703
Autos	580	2,479
Gasoline/Fuel Oil ..	283	680
Drugs	124	353
Total Sales	3,562	11,398

Source: Census of Canada/Retail Trade and Monthly Releases by Statistics Canada.

BRITISH COLUMBIA POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	173	193	205
5-14	422	413	396
15-24	460	482	467
25-44	676	794	901
45-64	495	527	541
65 and Over	243	284	315
TOTAL	2,469	2,693	2,825

Based on Statistics Canada Census and Population Projections.

BURNABY, B.C.

See NEW WESTMINSTER, B.C.

COQUITLAM, B.C.

See NEW WESTMINSTER, B.C.

CRANBROOK, B.C.

1—LOCATION: City of Cranbrook is located on Hwys. 3 & 95, 52 mi. north of the Canadian-U. S. border, 90 mi. west of the B. C.-Alta. border. Div. No. 1, Sub-div. 8, E&P Map B-3, in SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway ctr.

2—TRANSPORTATION: Railroads: C. P. R.
Intercity Bus Lines: Greyhound.
Airlines: Pacific Western.

3—POPULATION:
City Zone ABC: (76) 13,510, (80) 14,000
RTZ-ABC: (76) 32,940; (80) 35,800
City & RTZ-ABC: (76) 46,450; (80) 49,800

4—HOUSEHOLDS:
City Zone ABC: (76) 4,220; (80) 4,700
RTZ-ABC: (76) 10,320; (80) 12,100
City & RTZ-ABC: (76) 14,540; (80) 16,800

5—BANKS: 7 Commercial; 1 Credit Union.

6—PASSENGER AUTOS: City 7,548 (1978)

9— PRINCIPAL INDUSTRIES (CZ): Forestry; coal mining; transportation; gold, silver & lead mining; dairy & trucking, farming.

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

12—RETAILING: Principal Shopping Center: Downtown center of city on Baker St. Tamarack Shopping Centre, Cranbrook Mall (enclosed).

14—NEWSPAPERS: TOWNSMAN (e-Mon. to Fri.) 4,176, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Castle, Pub., TOWNSMAN.
National Representatives: None.

DAWSON CREEK, B.C.

1—LOCATION: Cariboo Elec. Dist. (C), E&P Map B-2. 700 mi. NE of Vancouver, 370 mi. NW of Edmonton, Alta. Coal & oil development. Forestry, farming & agriculture. On Mile Zero Alaska Hwy.

2—TRANSPORTATION: Railroads: Northern Alberta R.R., British Columbia R.R.
Motor Freight Carriers: 11.
Intercity Bus Lines: 1.
Airlines: Pacific Western; C.P.Air via Fort St. John.

3—POPULATION:
Corp. City 70 Cen. N.A.; (80) Loc. Est. 13,600
Trading Area (80) Loc. Est. 55,000

4—HOUSEHOLDS:
City 70 Cen. N.A.; (80) Loc. Est. 3,900
Trading Area (80) Loc. Est. 2,100

5—BANKS:	NUMBER	DEPOSITS
Sav. & Loan Assn.	1	N.A.
Commercial Banks	7	N.A.

6—PASSENGER AUTOS: City 5,491

7—ELECTRIC METERS: Residence 3,900

8—GAS METERS: Residence 3,900

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry—Lumbering; Mining; Oil development. Farming & Ranching; Agriculture.
Principal Industry Pay Days: Thurs., Fri.

10-CLIMATE: 6 Yr. Avg. Mean in Degrees Celcius—Spring 1; Summer 13.6, Fall 2.8. Winter 13.3. Average frost free days 74.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: Dawson Mall (34 stores).
Neighborhood Shopping Center: Dawson Co-op; Old Safeway Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Grand Prairie Mall	80	Zellers, Safeway
Ft. St. John	50	Zellers, Safeway

Principal Shopping Days: Thur., Fri. & Sat.
Stores Open Evenings: Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: K-Mart; Bay; Co-op, MacLeods.
Discount Stores (CZ): Woolworths; Kresges; Saan; Fields.
Variety Stores: Woolworth; Kresges.
Chain Drug Stores (CZ): Shoppers; IDA.
Chain Food Supermarkets: Safeway; Super A; Co-op.
Other Chain Stores: Marshall Wells, Reitmans; Sweet 16; Kelly's Stereos; Sears.

14—NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 3,600; sworn Dec. 30, 1979. (Latest statement available).
Local Contact for Advertising and Merchandising Data: Glen Dalke, Pub., PEACE RIVER BLOCK NEWS.
National Representatives: None.

FORT ST. JOHN, B.C.

1—LOCATION: Peace River—Liard Regional District, E&P Map B-2. 45 mi. NW of Dawson Creek. Tourism. Gas, Logging. Oil wells & diversified farming.

2—TRANSPORTATION: Railroads N.A.
Motor Freight Carriers: N.A.

3—POPULATION:
CZ ABC: (76) 8,947; (80) 8,900
RTZ-ABC: (76) 30,928; (80) 29,000
CZ & RTZ-ABC: (76) 39,875; (80) 37,900

4—HOUSEHOLDS:
CZ-ABC: (76) 2,610; (80) 2,800
RTZ-ABC: (76) 8,680; (80) 8,700
CZ & RTZ-ABC: (76) 11,290; (80) 11,500

5—BANKS: 6. Deposits N.A.

6—PASSENGER AUTOS: Province 1,176,883 (1978)

7—ELECTRIC METERS: N.A.

8—GAS METERS: N.A.

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry—Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa seed.

10-CLIMATE: Min. & Max. Temp.—N.A.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: N.A.
Neighborhood Shopping Center: N.A.

13—RETAIL OUTLETS: Department Stores: N.A.
Discount Stores: N.A.
Variety Stores: N.A.
Chain Drug Stores (CZ): People's Drug Mart.
Chain Food Supermarkets: N.A.
Other Chain Stores: N.A.

14—NEWSPAPERS: ALASKA HIGHWAY NEWS (e-Mon. to Fri.) 4,023, Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr. ALASKA HIGHWAY NEWS.
National Representatives: None.

GREATER PRINCE GEORGE, B.C.

1—LOCATION: E&P Map A-3; 466 mi. N. of Vancouver.

2—TRANSPORTATION: Railroads: British Columbia; Canadian National.
Airlines: C.P.A., P.W.A., Ntair.
Bus Lines: Greyhound; Coachways.

3—POPULATION:
Corp. City Loc. Est. 67,052
CZ ABC: (76) 59,929; (80) 66,000
RTZ-ABC: (76) 52,304; (80) 58,700
City & RTZ-ABC: (76) 112,233; (80) 124,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City Loc. Est. 21,774
CZ-ABC: (76) 17,570; (80) 20,800
RTZ-ABC: (76) 14,605; (80) 17,700
City & RTZ-ABC: (76) 32,175; (80) 38,500

5—BANKS: Sav. & Loan Assn.—17, Deposits, N.A.

6—PASSENGER AUTOS: City 26,406 (1978)

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Av. Wkly. Wage)—Lumbering ($205), Transp.; Gov't.; Pulp and Paper; Oil Refinery; Caustic Chemicals.

11—TAP WATER: Fluoridated.

13—RETAIL OUTLETS: Department Stores: Hudson Bay; Sears; Stedman's; Woodward's; Saan; Woolco.
Variety Stores: Kresge.
Chain Food Supermarkets: Safeway 2, Overwaitea 3; Woodward's; Super Valu 2.

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 22,161 Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN.
National Representatives: Southam Newspapers (Toronto & Montreal); Vernon J. Rumford, Media Representative (Vancouver).

KAMLOOPS, B.C.

1—LOCATION: Division 6, E&P Map A-3. About 250 mi. NE of Vancouver; approx. same distance NW of Trail; 390 mi. W of Calgary.

2—TRANSPORTATION: Railroads: Canadian Pacific and Canadian Nat'l Railway.
Airlines: Pacific Western.

3—POPULATION:
Corp. City 76 Cen. 58,311; Loc. Est. 66,361
CZ ABC: (76) 58,311; (80) 64,700
RTZ-ABC: (76) 53,224; (80) 37,100
City & RTZ-ABC: (6) 111,535; (80) 101,800

4—HOUSEHOLDS:
CZ ABC: (76) 18,025; (80) 21,600
RTZ-ABC: (76) 16,340; (80) 11,900
City & RTZ-ABC: (76) 34,365; (80) 33,500

5—BANKS: 10. Deposits N.A.

6—PASSENGER AUTOS: City 25,689

7—ELECTRIC METERS: Residence 10,732

9— PRINCIPAL INDUSTRIES (CZ): Employees—Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Gov't. 1,000; Contractors (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whlse. Distr. (18) 115; Hop Kilns (Picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

11—TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12—RETAILING: Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Department 7; Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67
Chain and Department Stores (City & RTZ): Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet Sixteen; Buckerfield's; Singer Co.; Sally; Dairy Queen; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan

14—NEWSPAPERS: SENTINEL (e) 10,719, (S) 10,590; Mar. 31, 1980 ABC
Local Contact for Advertising and Mercnandising Data: Gary Oldfield, Adv. Mgr., SENTINEL
National Representatives: Thomson Newspapers, Ltd.

KELOWNA, B.C.

1—LOCATION: Division 3, E&P Map A-3. On Okanagan Lake, 295 mi. E of Vancouver

2—TRANSPOPTATION: Railroads: C.P., C.N.R.
Motor Freight Carriers: 12
Intercity Bus Lines: Greyhound
Airlines: B.C., Pacific Western

3—POPULATION:
Corp. City 76 Cen. 51,955, Loc. Est. 60,514
CZ ABC: (76) 53,022, (80) 59,900
RTZ-ABC: (76) 18,232, (80) 26,800
CZ & RTZ-ABC: (76) 71,254, (80) 86,700

4—HOUSEHOLDS:
Corp. City Loc. Est. 22,786
CZ ABC: (76) 18,026, (80) 22,000
RTZ-ABC: (76) 5,799, (80) 9,200
CZ & RTZ-ABC: (76) 23,825 (80) 31,200

5—BANKS: Comm. 9, Sav. & Loan Assns. 6

6—PASSENGER AUTOS: City 33,445 (1978)

7—ELECTRIC METERS: Loc. Est. 11,000

8—GAS METERS: 6,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 1,200; Office & Clerical 800; Transp. 288; Cons. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850

10-CLIMATE: Daily Mean temperature 47.2. Precipitation 12.35 in. annually

11—TAP WATER: Fluoridated & chlorinated

13—RETAIL OUTLETS: Department Stores: Field's; Fumertons; Hudson's Bay; MacLeod's; Sears
Variety Stores: Woolworth; Metropolitan; Saan.
Chain Drug Stores: Rexall; Western; London Drug; Shoppers Drug Mart
Chain Food Stores: Safeway; Shop-Easy 3; Red & White; Super Valu; Lucky Dollar; I.G.A.

14—NEWSPAPERS: COURIER (e) 14,752; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: John J. Kobylnik, Gen. Adv. Mgr., COURIER
National Representatives: Thomson Newspapers, Ltd.

KIMBERLEY, B.C.

1—LOCATION: Division 3, E&P Map B-3. Hwy. 95.

2—TRANSPORTATION: Railroads: Canadian Pacific.
Intercity Bus Lines: Greyhound.
Airlines: Pacific Western Airlines.

3—POPULATION:
City 76 Cen. 7,111; Loc. Est. 6,414

4—HOUSEHOLDS:
City 76 Cen. N.A. Loc. Est. 2,383

5—BANKS: 3 Comm. Branches, Dep. N.A.

6—PASSENGER AUTOS: City 3,301

7—ELECTRIC METERS: City 2,701

8—GAS METERS: 1,600

9— PRINCIPAL INDUSTRIES (CZ): Mining, Fertilizer Plant 429 emp.; Transp. Comm. Utilities 240 emp.; Pulpmill 250 (B.C.'s 6th highest wage earners live in Kimberly).

13—RETAIL OUTLETS: Department Stores: Field's (catalog); Simpson.
Variety Stores: MacLead's.
Chain Drug Stores: Rexall; Tamblyn
Chain Food Stores (CZ): Super Valu; Overwaitea.

14—NEWSPAPERS: BULLETIN (e-Mon. to Fri.) 2,410; sworn May 5, 1980
Local Contact for Advertising and Merchandising Data: Ray Picco, Adv. Mgr., BULLETIN.
National Representatives: None.

NANAIMO, B.C.

1—LOCATION: Division 5, E&P Map A-3. 32 mi. W of Vancouver; 70 mi. N of Victoria; on Island Hwy. Center of wood pulp prod. area.

2—TRANSPORTATION: Railroads: E. & N.; CPR and B.C.; Ferries to Vancouver.
Interprovincial Bus Lines: Vancouver Island.

3—POPULATION:
Corp. City 76 Cen. 40,336; Loc. Est. 44,421
CZ ABC: (76) 40,336; (80) 43,100
RTZ-ABC: (76) 56,497; (80) 66,100
City & RTZ-ABC: (76) 96,833; (80) 109,200

4—HOUSEHOLDS:
Corp. City Loc. Est. 16,836
CZ ABC: (76) 13,800; (80) 15,400
RTZ-ABC: (76) 19,115; (80) 24,500
City & RTZ-ABC: (76) 32,915; (80) 39,900

5—BANKS: 12, Banks Clearing $149,000,000

6—PASSENGER AUTOS: City 21,274 (1978)

7—ELECTRIC METERS: Res. Est. 14,000

8—GAS METERS: Residence 1,350

9— PRINCIPAL INDUSTRIES (CZ): Lumber, Logging Machinery; Pulp; Shipbldg.; Fishing; Agriculture; Tourists.

11—TAP WATER: Neutral, soft

13—RETAIL OUTLETS: Department Stores: T. Eaton, Simpson-Sears, McLeod's, Fields, Woolworth, Woolco.
Chain Drug Stores (CZ): Shoppers Drug Mart 3, Central Drug 3; Nanaimo Pharmacy 2; Western.
Chain Food Supermarkets: Safeway 2; Super Valu 2; Overwaite 1; IGA 1.
Stores Open Evenings: Thu. & Fri., Woolco Mon-Sat.

14—NEWSPAPERS: FREE PRESS (e) 8,928, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: John A. Farrington, Pub. & Gen. Mgr., FREE PRESS
National Representatives: Thomson Newspapers, Ltd.

NELSON, B.C.

1—LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E of Vancouver, 400 mi. W of Calgary. On West Arm of Kootenay Lake; Next to Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. No. 3.

2—TRANSPORTATION: Railroads: Canadian Pacific, Burlington Northern.
Motor Freight Carriers: 8
Intercity Bus Lines: Greyhound; Kaslo-Nelson, Airline Service
Airlines: PWA.

3—POPULATION:
Corp. City 76 Cen. 9,235, Loc. Est. 8,752
CZ ABC: (71) 10,346, (80) 8,800
RTZ-ABC: (71) 71,555, (80) 46,400
City & RTZ-ABC: (71) 81,901; (80) 55,200

4—HOUSEHOLDS:
CZ ABC: (71) 3,205; (80) 3,400
RTZ-ABC: (71) 21,190, (80) 16,800
City & RTZ-ABC: (71) 24,395, (80) 20,200

5—BANKS:	**NUMBER**	**DEPOSITS**
Sav. & Comm. Banks	3	N.A.
Sav. & Loan Assns.	4	N.A.

6—PASSENGER AUTOS: City 6,465

7—ELECTRIC METERS: Residence 3,983

8—GAS METERS: Residence 2,327

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Transp. 400 ($150); Lumbering 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10-CLIMATE: Min. & Max. Temp.—Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: 12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers: Fairview—Nelson Ave.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri. till 9.

13—RETAIL OUTLETS (PMA): Department Stores: Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan Store; MacLeod's.
Variety Stores: Woolworth.
Chain Food Supermarkets: Super-Valu; Safeway.

14—NEWSPAPERS: NEWS (m) 7,860; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Fred C. Bryan, Adv. Dir.; NEWS.
National Representatives: None.

NEW WESTMINSTER, B.C.

1—LOCATION: Westminster County, E&P Map A-3. Suburban Vancouver (includes Burnaby, Surrey, Coquitlam, Pt. Coq. & Pt. Moody North Delta, White Rock). On Fraser River, 15 mi. from Gulf of Georgia; 14 mi. from Vancouver. On Intl. Hwy. 499; B.C. Hwy. 1.

2—TRANSPORTATION: Railroads: C.P.; BNR; CNR and B.C. Hydro Railway.
Intercity Passenger bus Lines: Pacific Stage; Greyhound; B.C. Hydro.
Airlines Serving City: United; Air Canada; C. P. Air; Pacific Western; Western at Vancouver Int'l Airport, 10 mi. from New Westminster.

3—POPULATION:
Corp. Area 71 Cen. 382,956; Loc. Est. (79) 456,141
Vancouver Met. Area
71 Cen. 1,082,352; Loc. Est. 1,166,317
Burnaby 71 Cen. 125,660; Loc. Est. (79) 138,800
Coquitlam, Pt. Coq. & Pt. Moody
71 Cen. 83,568; Loc. Est. (79) 97,589
New Westminster:
71 Cen. 42,835; Loc. Est. 33,465
Surrey, N. Delta & Whiterock
71 Cen. 153,079; Loc. Est. (79) 180,450
Primary Mkt. Area-ABC:
(76) 435,539; (80) 446,300
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
New Westminster 71 Cen. N.A. Loc. Est. 15,828
Primary Mkt. Area-ABC:
(76) 144,320; (80) 158,600

5—BANKS: PMA 9 Trust Co's., 41 Credit Unions; 167 Banks.

6—PASSENGER AUTOS: 57,275

7—ELECTRIC METERS: 189,142

8—GAS METERS: 107,208

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Av. Wkly. Wage)—Manufacturing ($348); Construction ($453); Transportation, Communications & other Utilities ($368); Trade ($253); Finance, Insurance & Real Estate ($278); Service ($409).

10-CLIMATE: Min. & Max. Temp.—Spring 20-82; Summer 41-99; Fall 22-80; Winter-5-62.

11—TAP WATER: Neutral, soft, not flouridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
Brentwood Mall	-	Eaton's, Super-Valu, Zeller's
Lougheed Mall	-	The Bay, Woolco, Safeway
Middlegate Ctr.	-	Super-Valu, Zellers
Coquitlam Centre	-	Eaton's, The Bay, Woodward's
Cariboo Center	-	High Low Foods
Burquitlam Plaza	-	Super-Valu, Safeway
Westwood Mall	-	K-Mart, Safeway
The Dell	-	Buy-Low, Woolworth, Zeller's
Delta Shprs Mall	-	High Low, Saan's, Pay & Save
Guildfort Town Centre	-	Woodward's, Eaton's, Super-Valu
K-Mart Centre	-	K-Mart Dept., K-Mart Food
Nordel Centre	-	IGA, Robinson's
Riverside Centre	-	IGA, Zeller's
Scottsdale Mall	-	Super-Valu, Fields, Zeller's
Surrey Place	-	Sears, The Bay, Super-Valu, Field's
Downtown New Westminster	-	Army & Navy, Zeller's, Safeway
Uptown New Westminster	-	Woodward's, Woodward's Foods

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Eaton's, Army & Navy; Field's, Zeller's, Woodward's, Hudson's Bay; Robinson; Sears, Woolco; K-Mart, Saan's.
Variety Stores: Woolworth, Kresge's, Metropolitan.
Chain Drug Stores (PMA): The Bay 3; People's Drug Mart 3; Eaton's 3; K-Mart 2; London 4; Owl 1; Pay'n Save 2; Shoppers Drug Mart 10; United Pharmacies 11; Western 14; Woodward's 3; Woolco 2; Books 4; Zeller's 2; Community 5.
Chain Food Supermarkets (PMA): High-Low 3; IGA 8; Over Waitea 4; K-Mart 1; Mark-It Foods 3; Prairie 3; Safeway 20; Shop Easy 3; Super-Valu 14; Woodward's 3.

14—NEWSPAPERS: THE COLUMBIAN (e) 34,680; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: L. R. Brown, Natl. Adv. Mgr., THE COLUMBIAN.
National Representatives: Bardal, Gosbee & Associates.

PENTICTON, B.C.

1—LOCATION: Division 3, E&P Map A-3. On Lake Okanagan. 256 mi. E of Vancouver.

2—TRANSPORTATION: Railroads: C.P.; C.N.
Intercity Bus Lines: Greyhound.
Airlines: Pacific Western.

3—POPULATION:
Corp. City 76 Cen. 21,344; Loc. Est. 23,383
CZ ABC: (76) 22,168; (80) 23,900
RTZ-ABC: (76) 23,912; (80) 26,600
City & RTZ-ABC: (76) 46,080; (80) 50,500

4—HOUSEHOLDS:
Corp. City 76 Cen. N. A., Loc. Est. 9,392
CZ ABC: (76) 8,030; (80) 9,300
RTZ-ABC: (76) 8,590; (80) 10,300
City & RTZ-ABC: (76) 16,620; (80) 19,600

5—BANKS: Savings Banks 7

6—PASSENGER AUTOS: City 15,567 (1978)

7—ELECTRIC METERS: 5,758

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Forestry 312; Mfg. 420; Const. 670; Transport. Storage 700; Mining 305; Fruit & Pkg. 1,984.

12—RETAILING:
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: Hudson's Bay; Simpson- Sears 1; Eatons 1; Woodwards 1.
Variety Stores: Woolworth, Penticton 5¢-$1.00.
Chain Drug Stores: Rexall 2; Shoppers Drug Mart.
Chain Food Supermarkets: Super Valu 3; Canada Safeway; IGA 2; Shop Easy; Woodwards 1

14—NEWSPAPERS: HERALD (e-Mon. to Fri.) 8,057, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: R. Harding, Adv. Mgr., HERALD
National Representatives: Thomson Newspapers, Ltd.

PORT ALBERNI, B.C.

1—LOCATION: Division 5, E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the east coast of Vancouver Island. Center of forest complex (pulp paper, plywood and lumber mfg.). Province's third largest deep-sea port with commercial fishery facilities.

2—TRANSPORTATION: Railroads: Canadian Pacific
Motor Freight Carriers: 2.
Intercity Bus Lines: Pacific Coach Lines Ltd.

3—POPULATION:
Corp. City 71 Cen. 20,063; Loc. Est. 18,452
CZ ABC: (76) 19,585, (80) 18,000
RTZ-ABC: (76) 12,589, (80) 12,600
City & RTZ-ABC: (76) 32,174, (80) 30,600

4—HOUSEHOLDS:
Corp. City 71 Cen. N.A. Loc. Est. 6,424
CZ ABC: (76) 6,155, (80) 6,100
RTZ-ABC: (76) 3,665, (80) 3,900
City & RTZ-ABC: (76) 9,820, (80) 10,000

5—BANKS: 8 Comm. & 1 Credit Union

6—PASSENGER AUTOS: 10,114

7—ELECTRIC METERS: City, Res. 5,879

8—GAS METERS: None

9— PRINCIPAL INDUSTRIES (CZ): Pulp and Paper; Plywood and Lumber Mills; Logging; Fishing and Heavy Machinery.

10-CLIMATE: Min. & Max. Temp.—Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40

11—TAP WATER: Soft.

12—RETAILING: Principal Shopping Center: 3 Blocks on Third Ave., North Port Alberni, Plaza Shopping Center and Alberni Mall. 10th and Redford Southgate Shopping Center.
Principal Shopping Days: Thu., Fri. & Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Woodward's, K-Mart, Simpson-Sears (catalog).
Chain Drug Stores (CZ): Shopper's Drug Mart, Boots Drug Stores.
Food Supermarkets: Safeway, Super-Valu, Economart, Woodward's.
Other Chain Stores: Jean Burns, Zeller's, Big O Tires; Alberni Co-op, Shopper's Drugs, Macleod's, Woolworth, Saan Stores; Kelly's Stereo Mart; Radio Shack, Kit's Camera, People's Jewellers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Cloverdale Paint.

14—NEWSPAPERS: ALBERNI VALLEY TIMES (e-Mon. to Fri.) 7,885, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. E. Nelson, Pub., ALBERNI VALLEY TIMES.
National Representatives: Sterling Newspaper Ltd.

PRINCE GEORGE, B.C.

See GREATER PRINCE GEORGE, B.C.

PRINCE RUPERT, B.C.

1—LOCATION: Skeena Electoral District, E&P Map A-2. On Kaien Island. NW part of Hecate Strait, bet. mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian Natl. Ry., 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2—TRANSPORTATION: Railroads: Can. Natl.
Motor Freight Carriers: 3.
Passenger Steamship Lines: 2
Freight Steamship Lines: 4.
Intercity Bus Lines: Watson Island; Far West.
Airlines: Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Serivces, Trans Provincial.

3—POPULATION:
Corp. city 76 Cen. 14,754; Loc. Est. 13,390
CZ ABC: (76) 14,754; (80) 13,100
RTZ-ABC: (76) 3,351; (80) 3,400
City & RTZ-ABC: (76) 18,105, (80) 16,500

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A. Loc. Est. 4,435
CZ ABC: (76) 4,415; (80) 4,200
RTZ-ABC: (76) 880, (80) 1,000
City & RTZ-ABC: (76) 5,295, (80) 5,200

5—BANKS: 6

6—PASSENGER AUTOS: 4,788

7—ELECTRIC METERS: Residence 3,600

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Aver. Wkly. Wage)—Fishing 2,500 ($75); Transp. 200 ($80); Pulp & Paper 1,000 ($400); Mfg. 300 ($70); Food 190 ($90); Gov't. 300; Govt. owned paper Mill (N.A.).
Principal Industrial pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1. Last killing frost, May 7.

11—TAP WATER: Neutral, very soft.

PRINCE RUPERT—continued

12—RETAILING: Principal Shopping Center: Rupert Square, Third Ave., Pride 'O' North Mall.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri. till 9.
Stores Close: Mon.

13—RETAIL OUTLETS:
Variety Stores: Woolworth, Field's, MacLeads.
Chain Food Supermarkets (CZ): Huson Bay Co Ltd., Reitman's, Overwaitea, Fisherman's Co-Op, Safeway.
Other Chain Stores: Sears.

14—NEWSPAPERS: NEWS (e-Mon. to Fri.) 4,040, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Chris Case, Nat'l. Adv. Mgr., NEWS.
National Representatives: None.

SURREY, B.C.

See NEW WESTMINSTER, B.C.

TRAIL, B.C.

1—LOCATION: Dist. of West Kootenay. E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in Southern section of district, 410 mi. E of Vancouver.

2—TRANSPORTATION: Railroads: Can. Pac.
Motor Freight Carriers: 3.
Intercity Bus Lines: Greyhound, Airline, City Transit Service.
Airlines: Pacific Western (PWA); Arrow.

3—POPULATION:
Corp. City 76 Cen. 9,976; Loc. Est. 8,682
CZ ABC: (76) 11,933; (80) 10,400
RTZ-ABC: (76) 24,924; (80) 25,400
City & RTZ-ABC: (76) 36,857; (80) 35,800

4—HOUSEHOLDS:
Corp. city 76 Cen. N.A. Loc. Est. 3,491
CZ ABC: (76) 4,265; (80) 4,000
RTZ-ABC: (76) 12,360; (80) 9,200
City & RTZ-ABC: (76) 16,625; (80) 13,200

5—BANKS: 3 Commercial Banks. Deposits not available.

6—PASSENGER AUTOS: City 9,409

7—ELECTRIC METERS: Residence 6,457

9— PRINCIPAL INDUSTRIES (CZ): Mining and Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals; Mfg. of Steel, Fertilizers, Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Employment 7,500; Chain Saw.
Principal Industrial Pay Days: 8th and 23rd.

10-CLIMATE: Min. & Max. Temp.—Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11—TAP WATER: Neutral, soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 9 blocks on 3 streets.
Neighborhood Shopping Centers: Rossland Avenue (2 blocks); East Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days: Tues., Wed., Thu., Fri., Sat.
Stores Open Evenings: Fri.
Stores Close: Most on Mon. all day.

13—RETAIL OUTLETS: Department Stores: Hudson's Bay; T. Eaton; Simpson-Sears; Woolco.
Variety Stores: S.S. Kresge; Little John Discount.
Chain Food Supermarkets (CZ): Super Valu; Safeway.
Other Chain Stores: Sally; McLeod's; Sweet Sixteen; Kelly's; Firestone.

14—NEWSPAPERS: TIMES (e) 6,619, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: C. Jamieson, Adv. Mgr., TIMES.
National Representatives: None.

VANCOUVER, B.C.

1—LOCATION: Division 15, E&P Map A-3. On Burrard Inlet Canada's largest Pacific seaport; direct access to ocean thru Straits of Georgia & Juan de Fuca 45.2 metric tonnes. Principal products handled; forest prod., grain, potash, propane gas, sulphur, coal, flour and fish. Harbor has 98 mi. waterfrontage; 49 sq. mi. deep-sea anchorage; 8 grain elevators (Cap. 27,000,000 bu.); 3 dry docks; 16 ship ways; 76 deep sea berths; 13 grain berths & 31 coastal berths for ocean-going vessels. Commercial metropolis for British Columbia and Yukon financial, distributing & University. 31 mi. N. of U.S. Border; 140 mi. N. of Seattle, 80 m. from Victoria. Highways to Trans-Canada and U.S.

2—TRANSPORTATION: Railroads: Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Rlwy. serves Northern and interior British Columbia.
Motor Freight Carriers: 200.
Intercity Bus Lines: Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Transportation; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Transportation; Vancouver Airline Limousines; Seabus (between Vanc. & North Vanc.).
Airlines: Air Canada; B. C. Airlines; United CP Air; Japan; Quantas; Nanaimo Air Lines; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada. Associated Airlines: Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Japan; Air India; Air West Airlines; Irish Interntnl; Swiss Airlines; Continental; Eastern; APSA Peruvian; Braniff International; El Al Israel; Iberian Airlines of Spain; Olympic Airways; Pakistan International; Phillipine Air Lines; Scandinavian Airlines System Inc.; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines: 67.

3—POPULATION:
Met. Area 76 Cen. 1,166,355; Loc. Est. 1,246,000
Corp. City 76 Cen. 410,188; Loc. Est. 410,778
CZ ABC: (76) 792,763; (80) 755,500
RTZ-ABC: (76) 498,660; (80) 556,300
City & RTZ-ABC: (76) 1,291,423; (80) 1,311,800

4—HOUSEHOLDS:
Metro Area 76 Cen. 407,555; Loc. Est. 445,000
Corp. City 76 Cen N.A. Loc. Est. 165,039
CZ ABC: (76) 292,595; (80) 298,200
RTZ-ABC: (76) 154,850; (80) 189,900
City & RTZ-ABC: (76) 447,445; (80) 488,100

5—BANKS: 8 Savings Banks (204 branches in City, 379 in metro.); 4 Commercial Banks, 38 Sav. & Loan Assns.; 21 Trust Co.'s (34 branches City, 41 Metro); Credit Union 47. Deposits not available.

6—PASSENGER AUTOS: Province 1,200,000

7—ELECTRIC METERS:
Vancouver Region 677,700

8—GAS METERS: Residence Vancouver Region 256,588

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Wood Prod. 12,600 ($289); Saw Planing Mills 6,100 ($342); Metal Fabricating 5,900 ($327); Food & Bev. 11,100 ($289); Paper & Allied Ind. 5,200 ($387); Const. 12,700 ($410); Industrial Composite 237,200 ($282).

10-CLIMATE: Min. & Max. Temp.—Spring 3.1C-18.0C; Summer 3.9C-30.1C; Fall -6.7C-20.7C; Winter 13.5C-13.3C.

11—TAP WATER: Neutral, very soft, not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Granville; Pacific Centre; Royal Centre 9 blocks on Hastings; Vancouver Centre; Harbour Centre.
Neighborhood Shopping Centers: 41st & Cambie; Oakridge Broadway & Granville; Main & Broadway; 41st & Boulevard; 41st & Victoria Dr.; 49th & Fraser; Commercial & 1st; Nanaimo & Hastings; Kingsway & Joyce; Kingsway & Knight Rd.; "King Edward Mall," King Edward at Oak St.; Mandarin Trade Centre; "Arbutus Village", Arbutus & West 25th Ave.; "Kingsgate s/c Kingsway & Broadway"; "Park Royal", West Vancouver; "Middlegate 7155 Kingsway"; "Brentwood Mall", Lougheed & Willingdon; Richmond Centre; Westview Gardens; Kennedy Height; Killarney Sq., S.C.; "Lougheed Mall", Lougheed Hwy & North Rd., Old Orchard S.C.; "Delbrook" s/c, North Vancouver; Capilano Mall; N. Vancouver; Guilford Town Centre, Surrey Placo Centre; N. Surrey; Scott Town Plaza; Scotsdale Mall; Delta, Champlain Mall, 54th & Kerr. Westwood S/C, "Coquitlam", Coquitlam Centre, Coquitlam (at Barnet Hwy. & Lougheed Hwy.), "Lansdown", S/S Richmond.
13—RETAIL OUTLETS: Department Stores: Woodward's; The Bay; T. Eaton; Simpson-Sears; Universal; Army & Navy; Woolco; Fields; Zeller's.
Discount Stores (CZ): K-Mart; North Surrey; Coquitlam.
Variety Stores: Woolworth 5; Kresge 2; Metropolitan 1; 18 Non-Chain.
Chain Drug Stores: (Metro): Owl 5; The Bay 3; Woodwards 6; Peoples Drugmart 6; Collingwood 2; London 10; MacDonald's 2; Seafair 3; Shoppers Drug Mart 33; Regency Prescriptions 7; United Pharmicies 22; Western Drug Marts 22; Fred's Pharm. 2; Tamblyn 11; K-Mart Pharm. 2; Payless 2; Pay'n Save 2.
Chain Food Supermarkets (Metro): Safeway 49; Super Valu 35; Red & White 12; United Purity 7; IGA 27; M&M 286; Shop Easy 4; Overwaitea 8; Lucky Dollar 6; Highlow 3; Mini Mart Stores 26; Federated Co-op 6; Associated 94; Mac's Convenient 49; Econo-Mart 2; Food Fair 1; Woodward 7; 7-Eleven 17.

14—NEWSPAPERS: PROVINCE (m-Mon. to Fri.) 119,427; (S) 137,087; Mar. 31, 1980 ABC. SUN (e-Mon. to Fri.) 227,034; (Sat. e) 270,449; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. D. Smart, Gen. Adv. Mgr., Pacific Press Ltd.
National Representatives: U.S.A.—Cresmer, Woodward, O'Mara & Ormsbee, Inc.; Newspaper's own offices in Toronto, Montreal and Great Britain.

VERNON, B.C.

1—LOCATION: North Okanagan Regional District, E&P Map R-12. Fruit & vegetable processing, agriculture, lumber, stock-raising area; 71 miles S.E. of Kamloops.

2—TRANSPORTATION: Railroads: Canadian Pacific; Canadian National.
Motor Freight Carriers: 3.
Intercity Bus Lines: Trailways; Central Coach; Greyhound.
Airlines: American; Eastern; U.S. Air.

3—POPULATION:
Corp. City 76 Cen. 17,546; Loc. Est. 20,665
CZ ABC: (76) 23,366; (80) 26,700
RTZ-ABC: (76) 42,903; (80) 50,900
City & RTZ-ABC: (76) 66,269; (80) 76,700

4—HOUSEHOLDS:
Corp. City 71 Cen. 3,038; Loc. Est. 8,063
CZ ABC: (76) 7,925; (80) 9,700
RTZ-ABC: (76) 13,490; (80) 17,000
City & RTZ-ABC: (76) 21,415; (80) 26,700

5—BANKS: Commercial 4. Deposits not available.

6—PASSENGER AUTOS: City 16,888 (1978)

7—ELECTRIC METERS: City Est. 4,250

9— PRINCIPAL INDUSTRIES (CZ): Fruit and Vegetable Processing (dehydration and canning); Lumber Milling (sash & door); Farming: fruit, cattle, beef, sheep raising, dairying.

14—NEWSPAPERS: NEWS (e) 8,773; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R.E. (Bob) Raabe, Pub., Gen. Mgr., NEWS.
National Representatives: Thomson Newspapers, Ltd.

VICTORIA, B.C.

1—LOCATION: Vancouver Island, E&P Map A-3. Provincial Capital. Lumbering, fishing, small fruits and misc. secondary industries. Naval base and dockyard. Wholesale center. On Southern tip of Vancouver Island. 80 mi. from Vancouver and Seattle, Wash.

2—TRANSPORTATION: Railroads: Esquimalt & Nanaimo north to Courtenay and west from Parksville to Port Alberni. Canadian National (freight) to Cowichan Bay.
Steamship Lines: 4 also B. C. Steamship Ltd. ferry to Seattle, Washington State Ferries to Anacortes. B. C. Government ferries, Swartz Bay to Tsawwassen, Black Ball Ferries to Port Angeles, U.S.A.
Motor Freight Carriers: 5.
Intercity Bus Lines: Vancouver Island Coach covering Vancouver Island.
Airlines: Air Canada, Air West; Victoria Flying Services; Pacific Western.

3—POPULATION:
Corp. City: 76 Cen. 62,550; Loc. Est. 60,947
Met. Area 76 Cen. 218,250; Loc. Est. 223,324
CZ ABC: (71) 153,554; (80) 168,500
RTZ-ABC: (71) 138,243; (80) 194,800
City & RTZ-ABC: (71) 291,797; (80) 363,300

4—HOUSEHOLDS:
Corp. City: 76 Cen. N.A. Loc. Est. 31,087
Met. Area: 76 Cen. 81,005; Loc. Est. 88,836
CZ ABC: (71) 53,904; (76) 64,165; (80) 70,900
RTZ-ABC: (76) 58,415; (80) 70,100
City & RTZ-ABC: (76) 122,580; (80) 141,000

5—BANKS:	**NUMBER**	**DEPOSITS**
Commercial Banks	6 (69)	N.A.
Trust & Loan Asso	30	N.A.
Credit Unions	27	N.A.

6—PASSENGER AUTOS: City 96,355

7—ELECTRIC METERS: Residence 95,750

8—GAS METERS: Residence 4,875

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mfg. 4,800 ($213); Transp. & Utilities 3,800 ($204); Trade 6,600 ($151); Service 5,400 ($100); Industrial Composite 24,300 ($167).

10-CLIMATE: Min. & Max. Temp.—Spring 4[illegible]; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4. Last killing frost, Mar. 4.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Center: Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers: Hillside 65 stores; Mayfair 42; Town and Country 25; University Heights 15; McKenzie Mall 35; Shelbourne Plaza 30; Gorge Shopping Ctr.; Tillicum Shopping Ctr.; Esquimalt Plaza; Hatley Park Shopping Ctr.; Colwood Shopping Ctr.; Langford Shopping Ctr.; Sidney Shopping Center.; Oak Bay Village; and many other regional and outlying shopping centres.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Downtown—Thu. & Fri., all shopping centers open Wed., Thu. and Fri. evenings; many shopping centers open 6 nights.

13—RETAIL OUTLETS: Department Stores: T. Eaton, Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K-Mart.
Variety Stores: woolworth; Metropolitan; Field's.
Chain Drug Stores (CZ): Shoppers Drug Mart 5, Rexall 4; Owl 2.
Chain Food Supermarkets: Safeway 10; Low Cost Stores 18; Shop Easy 5; I.G.A., Red & White 4; United Purity 6; Lucky Dollar 5; Woodwards; Economart; Warehouse Food Stores 4; Mac's Convenience Stores 4.
Other Chain Stores: AAMCO Transmission; Agnew-Surpass 2; Allied Radio Shack 5; Bata Shoe Store 2; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World 2; D'Allaird's Ltd. 2; Dalmy's Canada-Ltd. 2; Fairweather; Firestone Stores; Jack Fraser Stores; Gold's Fabrics; Grassie-Firbanks Ltd. 2; Harrison Draperies & Fabrics; Ingledew's (Victoria) Ltd.; Jordans Victoria Ltd. 2; Kelly's Stereo/House of Stein; Kinney Shoes; Kits Cameras; Lords Shoes; Mariposa; Marks & Spencer; Millers; Midas Muffler Shops; Murray Goldman; The Nut House; Pennington's Large Size Shop; Peoples Jewellers 2; The Pop-Shoppe; Purdy Chocolates Ltd.; Reitman's (BC) Ltd.; Ricki's; Roots Natural Footwear; Saba Bros. Ltd.; Sally Shops (BC) Ltd.; Shirley K Maternity (Canada) Ltd.; Shore's Jewelers Ltd.; Singer Co. of Canada Ltd.; Speedy Muffler King; Sterling Shoes 2; Sweet Sixteen 3; Thriftys 3; Thunderbird Stores; Tip Top Tailors; Windsor Plywoods.

14—NEWSPAPERS: COLONIST (m-Tues. to Sat.) 46,348; TIMES (e) 35,531; (comb. m&e) 81,879; COLONIST (S) 51,681; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: H. L. Alexander, Adv. Dir. COLONIST and TIMES.
National Representatives: F. P. Publications (Western) Ltd., (Toronto; Montreal), Landon Associates, Inc., (U.S.A.); F. P. Publications Ltd. (London).

MANITOBA SURVEYS

MANITOBA POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	82	81	84
5-14	183	167	160
15-24	194	188	183
25-44	253	282	326
45-64	202	196	196
65 and Over	107	116	129
TOTAL	1,021	1,029	1,078

Based on Statistics Canada Census and Population Projections.

MANITOBA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse.	335	796
Apparel	52	160
Furniture	26	77
Groceries	281	886
Lumber/Bldg. Mat.	17	33
Restaurants	17	225
Autos	225	792
Gasoline/Fuel Oil	95	149
Drugs	40	115
Total Sales	1,376	3,515

Source: Census of Canada/Retail Trade and Monthly Releases by Statistics Canada.

BRANDON, MAN.

1—LOCATION: Division 7, E&P Map C-4.

2—TRANSPORTATION: Railroads: C.P.; C.N.
Intercity Bus Lines: Greyhound; Manitoba Motor Transit.

3—POPULATION:
Corp. City 76 Cen. 34,901; Loc. Est. 37,771
CZ ABC: (76) 34,901; (80) 35,800
RTZ-ABC: (76) 74,715; (80) 70,900
City & RTZ-ABC: (76) 109,616; (80) 106,700
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A. Loc. Est. 13,471
CZ ABC: (76) 11,845; (80) 12,900
RTZ-ABC: (76) 23,927; (80) 24,600
City & RTZ-ABC: (76) 35,772; (80) 37,500

5—BANKS: Commercial 11; Deposits not available.

6—PASSENGER AUTOS: Province 449,290

7—ELECTRIC METERS: Residence 9,210

8—GAS METERS: 5,725

9— PRINCIPAL INDUSTRIES (CZ): Metal Fabrication, Chemicals & Fertilizers; Electrical Components; Health Care: Railroads (4,400 employees); Meat & Poultry Processing; Power Generating.

11—TAP WATER: Neutral, soft, fluoridated.

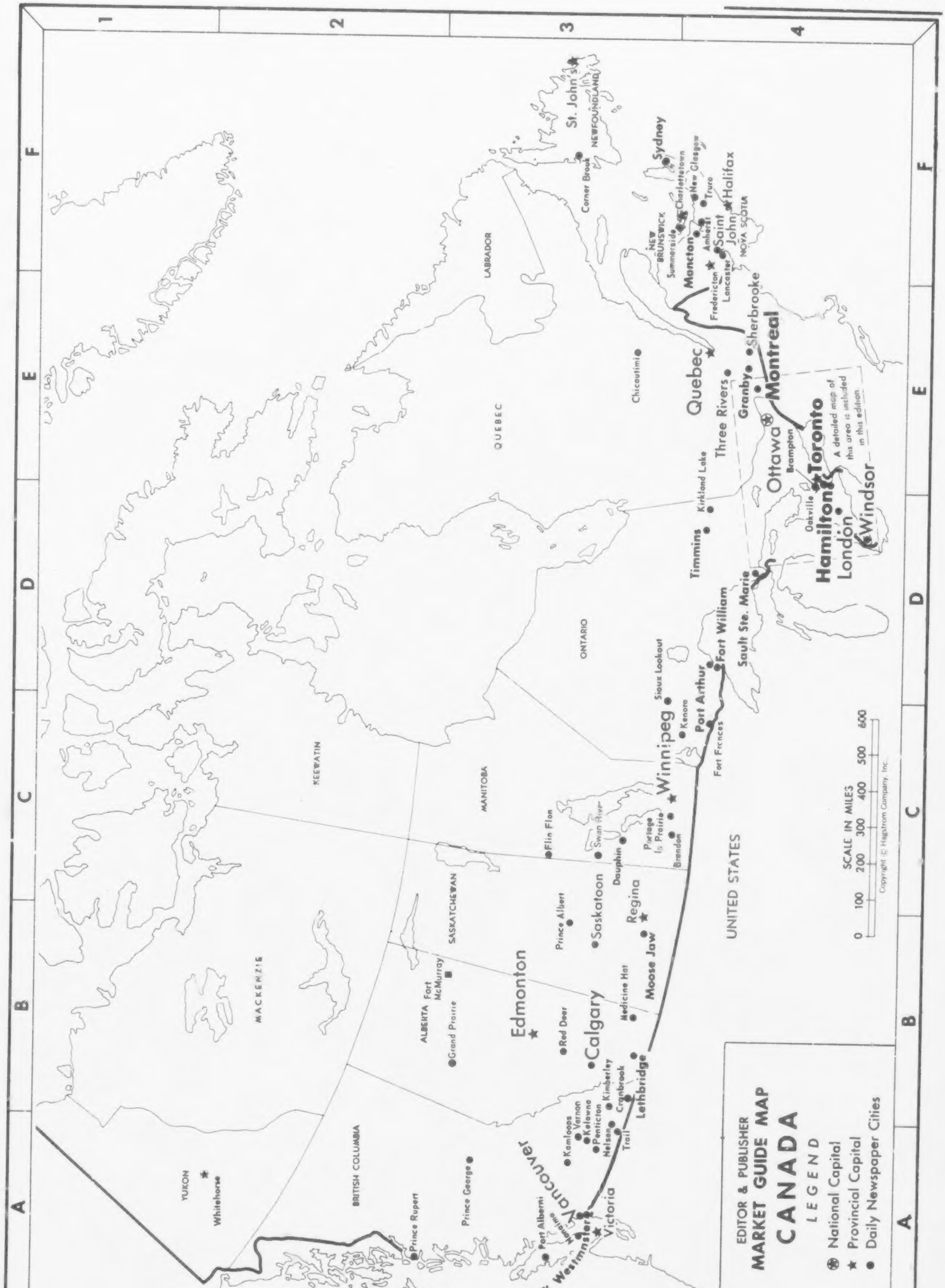
12—RETAILING:
Shopping Centers—Brandon Shoppers Mall-2 miles south of downtown-30 stores (open 9:30 A.M.-10:00 P.M.-Mon. to Sat.); Downtown area open Thu. & Fri. nights: K-Mart Shopping Complex-1 mile west of downtown (open 10:00 A.M. to 10:00 P.M.-Mon. to Sat.).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Shoppers Mall	24	Woolco, Allen-Brown Drug, Saan
River Heights	-	K-Mart

Principal Shopping Days: Thu., Fri. (night), Sat.

13—RETAIL OUTLETS: Department Stores: Doig's; Eaton's; Simpson-Sears; Woolco; K-Mart.
Variety Stores: Woolworth; Metropolitan; Kresge.
Chain Food Supermarkets: Safeway 2; Solo Stores 2; Econo-Mart 1; I.G.A. 3; Other Grocery Stores 50.
Other Chain Stores: Firestone; Sally; McLeod's;


EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
⊛ National Capital
★ Provincial Capital
● Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
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A detailed map of this area is included in this edition
YUKON
Whitehorse
BRITISH COLUMBIA
Prince Rupert
Prince George
Port Alberni
Nanaimo
Vancouver
New Westminster
Victoria
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
MACKENZIE
ALBERTA
Grand Prairie
Fort McMurray
Edmonton
Red Deer
Calgary
Lethbridge
Medicine Hat
SASKATCHEWAN
Prince Albert
Saskatoon
Moose Jaw
Regina
KEEWATIN
MANITOBA
Flin Flon
Swan River
Dauphin
Brandon
Portage la Prairie
Winnipeg
ONTARIO
Kenora
Sioux Lookout
Fort Frances
Port Arthur
Fort William
Sault Ste. Marie
Timmins
Kirkland Lake
Ottawa
Brampton
Toronto
Oakville
Hamilton
London
Windsor
QUEBEC
Chicoutimi
Quebec
Three Rivers
Granby
Montreal
Sherbrooke
LABRADOR
NEW BRUNSWICK
Fredericton
Lancaster
Saint John
Moncton
Summerside
Charlottetown
Amherst
New Glasgow
Truro
Halifax
NOVA SCOTIA
Sydney
Corner Brook
St. John's
NEWFOUNDLAND
UNITED STATES
A
B
C
D
E
F
1
2
3
4

BRANDON—continued

Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire.

14—NEWSPAPERS: SUN (e) 17,812; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: E. Schultz, Market Dir., SUN.
National Representatives: The Southam Newspapers.

DAUPHIN, MAN.

1—LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N of Brandon.

2—TRANSPORTATION: Railroads: Canadian Nat'l.
Intercity Bus Lines: Grey Goose; Greyhound.
Airlines: Skywest.

3—POPULATION:
Corp. City 76 Cen. 9,109, Loc. Est. 9,171

4—HOUSEHOLDS:
Loc. Est. 3,425

5—BANKS: 6 Commercial, Dep. not available

6—PASSENGER AUTOS: Province 449,290

9— PRINCIPAL INDUSTRIES (CZ): Number of Emp.-RR 383; Beverages 34, Hwy. 189; Telephone 71.

14—NEWSPAPERS: BULLETIN (e-Mon. to Fri.)
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Gen. Mgr., BULLETIN.
National Representatives: None.

FLIN FLON, MAN.

1—LOCATION: Retailing, resort, mining and smelting center. E&P Map S-3.

2—TRANSPORTATION: C.N. Ry., Trans Air.

3—POPULATION:
Corp. City 76 Cen. 8,152; Loc. Est. 7,092

4—HOUSEHOLDS:
Loc. Est. 2,470

5—BANKS: 2 Commercial; Deposits not available.

6—PASSENGER AUTOS: Province 449,290

12—RETAILING:
Chain Food: Central Meat & Grocery 2.

14—NEWSPAPERS: REMINDER (e) 3,800; sworn Apr. 24, 1980.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER.
National Representatives: None.

PORTAGE LA PRAIRIE, MAN.

1—LOCATION: Division 6, E&P Map C-4, 56 mi. west of Winnipeg. On Hwys. 1 and 4.

2—TRANSPORTATION: Railroads: C.P., C.N.
Interprovincial Bus Lines: Greyhound.

3—POPULATION:
Corp. City: 76 Cen. 12,555; Loc. Est. 12,023
CZ ABC: (76) 12,555; (80) 11,900
RTZ-ABC: (76) 14,351; (80) 13,500
City & RTZ-ABC: (76) 26,906; (80) 25,400
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City Loc. Est. 3,992
CZ ABC: (76) 3,970; (80) 4,000
RTZ-ABC: (76) 3,810; (80) 3,800
City & RTZ-ABC: (76) 7,780; (80) 7,800

5—BANKS: 6 Commercial, Deposits not available.

6—PASSENGER AUTOS: Province: 445,546 (1978)

9— PRINCIPAL INDUSTRIES (CZ): Grain Elevators; Flour Mills, General Farm Mach.; Clothing; Soup Plant; Seed Pea's Processing & International Shipping; Glassware Manufacturing; Electric Cable Mfg.; Fishing Equip. Mfg.; Manitoba School for Retardates; Govt. of Man. Services; Frozen Potato Chip Plant.

10-CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING:
Principal Shopping Days: Thu., Fri. and Sat.
Principal Shopping Center: 40-store mall—Woolco & Safeway.

13—RETAIL OUTLETS: Department Stores: Stylerite; Canadian Tire; Robinson Stores; Federated Co-op; Woolco.
Variety Stores: Metropolitan; Woolworth; Big 4 Sales.
Chain Food Supermarkets: Safeway, Co-op.

14—NEWSPAPERS: GRAPHIC (e) 4,405; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Mktg. Dir., GRAPHIC.
National Representatives: None.

SWAN RIVER, MAN.

1—LOCATION: In Churchill Elec. Dist.; E&P Map R-12. Manufacturing and agricultural area, about 300 mi. NW of Winnepeg. On Canadian Hwy. 10, 49 & 83.

2—TRANSPORTATION: Railroads: Burlington Northern.
Motor Freight Carriers: 2.
Intercity Bus Lines: Grey Goose Bus Lines and Manitoba Motor Transit.

3—POPULATION:
Corp. City 76 Cen. 3,742, Loc. Est. 3,790

4—HOUSEHOLDS:
Loc. Est. 1,221

5—BANKS:	NUMBER	DEPOSITS
Commercial Banks	3 Branches	N.A.

6—PASSENGER AUTOS: Province 449,290

9— PRINCIPAL INDUSTRIES (CZ): Plywood Mfg., Brick Mfg.; Farming (livestock, grain, dairy).

14—NEWSPAPERS: REPORT (e-Mon. to Fri.) Circ. N.A.
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Owners/Publishers, REPORT.
National Representatives: None.

THOMPSON, MAN.

1—LOCATION: Upper part of Province, about 400 mi. N of Winnipeg. On E&P Map C-3.

2—TRANSPORTATION: Canadian Natl. Ry., Trans Air.

3—POPULATION:
Corp. City 76 Cen. 17,291; Loc. Est. 15,630

4—HOUSEHOLDS:
Corp. City 71 Cen. 4,760; Loc. Est. 4,466

5—BANKS: 5 Commercial. Deposits Not Available.

6—PASSENGER AUTOS. Province 449,290

12—RETAILING: Principal Shopping Centers: City Centre Mall; Thompson Plaza.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
City Center Mall	25	Woolworth, Safeway
Plaza	31	Eaton's, Simpson-Sears, Hudson Bay Co.

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri.) 3,007; sworn Feb. 28, 1980.
Local Contact for Advertising and Merchandising Data: G.O. Wright, Pub., CITIZEN.
National Representatives: None.

WINNIPEG, MAN.

1—LOCATION: Metropolitan Corp'n of Greater Winnipeg. E&P Map C-4. Provincial Capital where the Red and Assiniboine rivers join. 60 mi. N of U.S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2—TRANSPORTATION: Railroads: Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines: Beaver, Eagle, Greyhound; Grey Goose, Southern Bus Lines; Winnipeg Transit.
Airlines: Air Canada; CP Air; Northwest Airlines; Pacific Western, Transair; Frontier Air, Nordair; North Central Airlines.

3—POPULATION:
Corp. City 76 Cen. 560,874; Loc. Est. 583,679
FREE PRESS: CZ-ABC:
(76) 566,813; (80) 574,200
Bal. Prim. Mkt. Area-ABC:
(76) 184,589; (80) 185,300
Total Prim. Mkt. Area-ABC:
(76) 751,402; (80) 759,500
TRIBUNE: CZ-ABC:
(76) 566,813; (80) 574,200
Bal. Prim. Mkt. Area-ABC:
(76) 242,569; (80) 246,000
Total Prim. Mkt. Area-ABC:
(76) 809,382; (80) 820,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Wpg. 76 Cen. 197,310; Loc. Est. 211,700
FREE PRESS: CZ-ABC:
(76) 194,165; (80) 211,900
Bal. Prim. Mkt. Area-ABC:
(76) 53,435; (80) 58,000
Total Prim. Mkt. Area-ABC:
(76) 247,600; (80) 269,900
TRIBUNE: CZ-ABC:
(76) 194,165; (80) 211,900
Bal. Prim. Mkt. Area-ABC:
(76) 69,515; (80) 75,900
Total Prim. Mkt. Area-ABC:
(76) 263,680; (80) 287,800

5—BANKS: 12 (209 Branches), Deposits N. A.

6—PASSENGER AUTOS: Province: 376,550

7—ELECTRIC METERS: Wpg. Hydro/Man. Hydro com'b resident: 221,771

8—GAS METERS: Residences 135,000 Total Greater Wpg. Gas customers 147,000

9— PRINCIPAL INDUSTRIES (CZ): Industry; Number of Wage Earners; (Average weekly wage) - wholesale 12,000 ($277); Retail 24,600 ($176); Finance, Insurance & Real Estate 12,700 ($266); Service 22,900 ($161); Industrial Composite 142,200 ($243); Manufacturing 40,300 ($265); Durable Goods 19,000 ($285); Non-durable goods 21,300 ($248); Construction 5,300 ($362); Transportation 13,400 ($321); Communication 6,200 ($338)

Principal Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 25.4-26.7; Summer 3.3-35.5; Fall-25.4-27.2; Winter-33.2-3.8. First killing frost, Sept. 21. Last killing frost, Apr. 20. (Centigrade Used).

11—TAP WATER: Acid, soft, fluoridated.

12—RETAILING: Principal Shopping Centre: 11 blocks on Portage Ave.; 12 on Main St., Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River West Park; Selkirk Ave.; Garden City Square; St. Vital Shopping Centre.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Mon., Thu., & Fri.; Food—Thu. & Fri.; Shopping centers—every evening.

13—RETAIL OUTLETS: Department Stores: Eaton's 5, Hudson's Bay 4; Simpson-Sears 3.
Discount Stores (CZ): Gambles 3, K-Mart 5; Woolco 5; Zellers 4.
Variety Stores: Woolworth; S. S. Kresge, Metropolitan.
Chain Drug Stores (CZ): Boots 3; A. R. P. 17; Metro Drugs 20; Shoppers Drugs 8; Nieman Pharmacies 3; Woolco Pharmacies 5.
Chain Food Supermarkets: Dominion 10; Economart 5; IGA 10; Loblaw's 6; Canada Safeway 28; Penner Foods 2; Tom Boy 8; Family Fare 6.
Other Chain Stores: Agnew-Surpass 4; Birk's 4; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 9; Steen & Wright 1; Holt-Renfrew 2; D'Allairds 4; Gray's Apparel 4; Sally Shops 1; Bata Shoe 5; Bowring's 2; Marshall-Wells 1; Radio Shacks 11; Reitman's 5; MacLeod's 2; Canadian Tire 6; Firestone 6; Pennington's 6; Fairweather 4; Goodyear 8; Clifford's 5; Consumers Distributing 9; B. F. Goodrich 2.

14—NEWSPAPERS: FREE PRESS (e) 140,055; (e-Sat.) 170,901; Mar. 31, 1980 ABC.
TRIBUNE ceased publication Aug. 27, 1980.
Local Contact for Advertising and Merchandising Data: R. W. Churchward, Adv. Dir. FREE PRESS.

National Representatives: FREE PRESS-Landon Associates, Inc. U. S. A.; Globe and Mail: London; England; FP Publications Ltd. Canada.

NEW BRUNSWICK SURVEYS

NEW BRUNSWICK POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	58	60	60
5-14	135	127	117
15-24	138	142	135
25-44	167	200	232
45-64	118	123	123
65 and Over	62	68	72
TOTAL	678	720	739

Based on Statistics Canada Census and Population Projections.

NEW BRUNSWICK RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse.	158	375
Apparel	29	117
Furniture	22	76
Groceries	197	542
Lumber/Bldg. Mat.	19	15
Restaurants	8	91
Autos	150	875
Gasoline Fuel Oil	78	124
Drugs	22	62
Total Sales	835	2,489

Source: Census of Canada/Retail Trade and Monthly Releases by Statistics Canada.

FREDERICTON, N.B.

1—LOCATION: York County, E&P Map F-4. Provincial Capital, County Seat. Location of Federal Government Provincial offices. 15 mi. from Base Gagetown Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area, lumber and pulpwood industries. Important wholesale distributing point. Central supply base of hunting, fishing and vacationing area. Situated on navigable river. 65 mi. from year round seaport, 561 mi. from Montreal; 783 mi. from Gander, Newfoundland. On Trans-Canadian Hwy.
Motor Freight Carriers: 8.
Intercity Bus Lines: SMT (Eastern).
Airlines: Air Canada; Eastern Provincial Airways.

3—POPULATION:
Corp. City 76 Cen. 45,248; Loc. Est. 48,256
CZ ABC: (76) 47,985; (80) 50,400
RTZ-ABC: (76) 64,045; (80) 66,300
City & RTZ-ABC: (76) 112,030; (80) 116,700

4—HOUSEHOLDS:
Corp. City 76 Cen. N/A; Loc. Est. 18,768
CZ ABC: (76) 15,305; (80) 17,600
RTZ-ABC: (76) 18,285; (80) 20,900
City & RTZ-ABC: (76) 33,590; (80) 38,500

5—BANKS: 8 Savings; 9 Sav. & Loan. Deposits not available.

6—PASSENGER AUTOS: Province 251,000

7—ELECTRIC METERS: Residence, City 8,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Footwear 150 (N/A); Millwork 200 (N/A); Ptg. 200 (N/A); Creamery 70 (N/A); Food Proc. 115 (N/A); Brick & Concrete Prod. 115 (N/A). Largest payrolls are Government Offices and Educational Institutions—University of New Brunswick, St. Thomas University Teachers College Combined app. 2,450.)

10-CLIMATE: Min. & Max. Temp.—Spring 35-55; Summer 60-90; Fall 40-65; Winter—10-30.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Downtown Shopping Center: 4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts.; Union and Bridge Sts. in section of city across ¾-mile wide river.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fredericton	-	Zeller's, Sobeys
K-Mart	-	K-Mart, Dominion
Smythe St.	-	Dominion Stores
Devon Park	-	Save Easy Mkt.
Oromocto	10	Woolworth, Steinberg's

Principal Shopping Days: Thu. & Fri.
Stores Close: Many stores and groceries open Sat. until 5 p.m.

13—RETAIL OUTLETS: Department Stores: Creagham, Levine's, Neill's; Simpson-Sears; Zellers, Metropolitan; K-Mart; Canadian Tire, Western Tire.
Chain Food Supermarkets: Dominion 3, Sobeys 3; Steinbergs; Red & White 3, Save Easy 3, IGA 1.
Chain Drug Stores: Ross 3, Shoppers Drug 2; Devon Pharmacy 2.

14—NEWSPAPERS: GLEANER (e) 23,271; Mar. 31, 1980 ABC.
Local Contact For Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER.
National Representatives: Associated Media Representatives (Toronto).

MONCTON, N.B.

1—LOCATION: Westmorland County, E&P Map F-4. Geographical center of Maritimes. On Trans-Canada Highway from U.S.A. and upper Canada to Nova Scotia and Prince Edward Island.

2—TRANSPORTATION: Railroads: Can. Natl.
Motor Freight Carriers: 31.
Intercity Bus Lines: S.M.T. (Eastern).
Airlines: Air-Canada-E.P.A.; Atlantair Ltd.

3—POPULATION:
Corp. City (76) Cen. 55,934; Loc. Est. 56,900
CZ ARC: (76) 77,571; (80) 83,400
RTZ-ABC; (76) Cen. 214,219; (80) 225,600
City & RTZ-ABC: (76) 291,790; (80) 309,000

4—HOUSEHOLDS:
Corp. City (76) Cen. N.A. Loc. Est. 21,807
CZ ABC: (76) 23,730; (80) 27,900
RTZ-ABC: (76) 54,630; (80) 63,500
City & RTZ-ABC: 76) 78,360; (80) 91,400

5—BANKS: 30. Deposits not available.

6—PASSENGER AUTOS: Province 243,301

7—ELECTRIC METERS: Residence 19,500

8—GAS METERS: Residence 1,000

9— PRINCIPAL INDUSTRIES (CZ): Regional HQ C.N.R. (Offices & Shops) 6,000 emp., payroll $24 million annually. Manufacturing 2,342 employes, payroll approximately ,17 million annually. Approximately 400 smaller industries.
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28. Last killing frost, May 23.

11—TAP WATER: Acid, very soft.

12—RETAILING: Principal Shopping Centers: 7 blocks on Main St., 4 shopping malls: Highfield Square, Champlain Place Shopping Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers: St. George St., Mountain Rd.
Principal Shopping Days: Thu. & Fri.
Stores Open Evenings: Wed., Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Eaton's; Simpson-Sears, Lounsbury's; Creaghan's.
Variety Stores: Woolco; Metropolitan, Zeller's; K-Mart; 7-11 Variety.
Chain Drug Stores (CZ): Good Neighbor 3; Shoppers Drug Mart 4.
Chain Food Supermarkets: Dominion 4, Sobey's 3; Save-Easy 3 Mountain Way 3; Dewares 3, Low Food; No Frills.
Other Chain Stores: Goodrich, Peoples Jewellers; Sally Ladies; Agnew-Surpass, Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Limited; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils;

CANADA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS PROVINCES Cities	TOTAL RETAIL SALES (THOUSANDS)			1981 ESTIMATE OF SALES THOUSANDS								
	E&P 1971 estimate	E&P 1980 estimate	E&P 1981 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline, Fuel Oil	Drugs
CANADA TOTALS	32,681,075	87,414,160	95,233,169	14,832,116	5,524,741	2,991,625	23,000,814	936,861	5,592,577	24,448,801	5,766,666	2,920,864
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	2,870,006	3,170,420	652,309	220,080	176,368	560,984	5,014	48,346	895,691	133,011	75,188
Chicoutimi-Jonquiere	189,542	466,718	506,315	65,017	45,130	28,344	150,433	3,692	19,770	124,135	27,493	9,815
Edmonton	921,464	3,363,602	3,712,479	851,778	224,925	166,757	610,553	12,231	47,793	1,046,766	134,850	104,490
Halifax	400,042	960,314	1,040,353	145,812	83,167	25,266	232,092	6,568	45,862	288,447	41,687	49,066
Hamilton	797,791	1,614,413	1,731,073	289,796	87,768	40,821	449,706	12,868	101,184	416,112	112,410	61,772
Kitchener	408,784	422,484	424,441	143,971	30,522	10,259	34,385	1,984	25,332	125,056	26,556	777
London	499,891	1,119,114	1,207,574	198,848	68,192	25,928	288,446	6,575	90,512	286,583	80,026	43,377
Montreal	4,127,742	11,519,047	12,574,948	1,535,751	915,736	513,801	3,763,166	188,739	840,811	2,898,968	656,264	331,813
Oshawa	174,738	368,653	396,355	92,484	22,069	9,270	90,590	4,894	21,542	88,828	17,287	14,882
Ottawa-Hull	1,008,308	2,057,896	2,207,837	358,430	122,919	47,554	575,351	19,838	187,139	471,101	130,593	74,730
Quebec	822,551	2,819,986	3,105,334	367,716	251,296	130,289	845,228	40,886	188,262	804,120	146,352	62,278
Regina	311,601	909,764	995,216	141,491	34,110	302,674	152,565	5,744	30,527	186,120	33,169	26,195
St Catharines-Niagara	499,715	308,243	280,890	95,315	32,610	3,287	54,907	7,968	4,128	59,568	11,101	1,577
St John	160,867	381,446	412,957	60,967	21,679	9,096	99,157	1,296	16,574	144,786	14,552	7,883
St John's	226,104	660,415	722,459	99,365	54,498	36,237	156,833	1,903	16,123	216,089	52,419	33,146
Saskatoon	227,243	655,824	717,050	149,770	50,048	26,696	133,156	3,394	40,478	165,284	32,758	30,220
Sudbury	287,814	511,153	543,058	70,731	33,743	12,318	149,406	3,304	36,824	136,959	33,664	16,290
Thunder Bay	199,335	401,782	430,703	77,337	17,990	6,139	113,597	1,779	39,293	89,478	24,904	16,813
Toronto	4,557,563	11,901,328	12,950,437	1,736,452	792,770	287,251	3,122,128	88,303	1,171,977	3,201,318	789,126	511,846
Vancouver	1,937,706	4,261,044	4,592,949	903,997	217,689	181,586	1,017,527	24,230	326,994	907,827	201,686	157,159
Victoria	341,157	492,452	514,066	162,074	29,302	21,270	61,412	1,121	28,789	79,555	18,613	14,746
Windsor	425,065	883,298	948,760	153,027	58,771	27,366	225,803	5,740	69,982	233,711	57,989	35,442
Winnipeg	851,980	2,192,430	2,383,923	549,169	105,199	53,743	641,816	11,629	153,551	479,312	93,786	77,226
PROVINCES, Cities												
ALBERTA	2,675,091	9,382,887	10,341,143	2,089,385	653,560	438,192	1,750,588	53,993	244,170	3,108,766	451,968	304,406
Calgary	767,104	2,870,006	3,170,420	652,309	220,080	176,368	560,984	5,014	48,346	895,691	133,011	75,188
Edmonton	871,784	3,174,316	3,503,249	845,238	218,938	163,050	561,849	10,739	46,253	946,539	119,287	100,184
Fort McMurray	50,083	211,120	234,125	30,449	6,677	1,960	25,117	815	124,295	23,755	3,269	4,431
Grande Prairie	35,678	131,374	145,045	35,792	7,447	4,388	18,443	1,388	2,661	44,323	7,867	6,167
Lethbridge	106,513	282,462	307,598	52,915	27,826	19,906	53,247	1,549	4,392	92,838	8,930	8,832
Medicine Hat	53,519	159,479	174,616	25,479	15,548	11,335	32,034	1,452	[illegible],781	53,896	6,942	5,811
Red Deer	79,426	261,324	287,309	46,186	14,858	10,129	29,671	1,743	3,242	128,546	5,304	6,939
BRITISH COLUMBIA	3,743,514	10,441,570	11,398,436	2,237,488	520,890	359,102	2,359,876	93,909	702,523	2,478,598	679,680	352,575
Cranbrook	32,703	88,738	96,743	10,267	5,787	2,949	21,064	1,534	3,322	22,939	8,131	5,562
Dawson Creek	29,565	63,631	68,497	9,702	2,389	1,814	15,479	721	1,625	21,205	5,708	3,998
Fort St. John	25,183	54,199	58,344	12,028	1,967	1,643	9,680	653	1,450	15,603	4,200	2,917
Kamloops	83,445	250,217	274,042	34,469	18,720	8,719	49,365	1,642	34,203	70,200	13,669	5,927
Kelowna	54,812	170,017	186,475	21,306	13,487	7,737	39,804	1,769	8,842	41,319	12,047	10,774
Kimberley	12,806	26,484	28,438	4,224	1,403	1,268	9,016	656	665	4,663	1,655	1,313
Nanaimo	53,930	153,973	168,265	34,559	9,128	5,982	35,058	1,754	8,898	38,900	7,897	2,961
Nelson	27,970	63,310	68,358	9,780	4,201	2,412	16,653	1,115	2,022	12,601	4,693	3,990
New Westminister	128,569	262,920	282,113	84,967	10,670	5,988	21,461	850	13,920	85,178	21,083	10,188
Penticton	44,801	126,884	138,610	13,108	8,410	3,842	28,973	2,663	8,729	33,672	11,442	7,446
Port Alberni	41,235	98,471	106,648	32,696	4,416	4,340	18,081	2,745	2,898	21,594	4,259	2,921
Prince George	108,877	232,827	250,534	55,129	8,317	8,572	38,737	1,179	10,188	77,559	11,921	3,232
Prince Rupert	30,273	88,437	96,746	14,575	7,527	2,848	24,426	378	6,778	14,846	3,626	5,831
Trail	28,136	57,442	61,629	12,888	3,233	1,622	11,770	487	1,521	17,531	3,418	2,454
Vancouver	945,456	2,608,566	2,846,153	586,621	150,015	121,643	485,494	12,964	222,920	617,074	116,841	108,777
Vernon	45,192	136,531	149,579	25,954	6,379	4,320	26,199	1,645	5,776	45,925	7,335	6,984
Victoria	230,645	716,415	785,811	248,016	46,959	34,243	96,444	3,005	39,906	148,416	24,478	19,616
MANITOBA	1,346,447	3,243,731	3,514,770	795,796	159,632	77,384	885,557	32,954	224,583	791,507	148,858	115,382
Brandon	62,765	146,381	158,326	36,897	10,438	4,682	28,338	1,074	7,708	47,671	4,254	4,453
Dauphin	20,607	52,305	56,833	13,446	3,943	1,000	10,164	224	3,445	16,177	2,716	1,493
Flin Flon	11,883	26,749	28,873	12,757	2,725		6,552		2,156			
Portage La Prairie	25,116	60,494	65,548	7,513	4,460	1,831	18,149	638	4,941	17,612	3,179	1,884
Swan River	13,307	33,793	36,719	12,458	2,041	543	5,180	423	1,896	8,641	2,274	850
Thompson	31,959	71,408	77,043	13,455	2,287	653	22,753	285	7,455	15,596	3,313	2,933
Winnipeg	553,450	1,408,440	1,530,581	464,774	87,795	40,881	305,977	8,850	98,646	300,033	44,728	46,718
NEW BRUNSWICK	851,487	2,284,040	2,488,690	374,965	117,210	76,246	541,801	15,258	91,025	874,654	123,663	61,802
Fredericton	88,344	253,025	276,551	53,027	18,237	6,449	40,373	1,084	7,998	110,818	8,729	7,430
Moncton	110,900	333,540	365,346	69,377	25,259	12,934	72,212	423	13,445	112,710	10,595	11,105
Saint John	153,715	367,896	398,493	60,216	21,260	8,686	92,298	1,048	16,053	144,786	12,439	7,345
NEWFOUNDLAND	599,437	1,699,788	1,856,980	370,552	115,393	83,823	461,268	6,608	54,047	395,927	174,172	74,240
Corner Brook	47,136	119,877	130,268	19,044	7,843	7,788	30,405		3,888	32,790	14,247	4,378
St. John's	180,111	521,047	569,752	94,296	53,672	33,959	124,319	1,715	13,337	141,206	29,121	29,101
NOVA SCOTIA	1,122,562	2,918,028	3,174,524	489,066	189,410	79,150	784,315	42,045	113,875	826,658	174,526	132,326
Amherst	21,278	57,102	62,220	9,201	3,766	1,201	16,104	1,139	1,228	17,526	4,316	2,593
Halifax	246,804	589,354	638,290	108,768	61,598	16,336	127,964	3,754	31,602	166,081	21,670	28,766
New Glasgow	37,133	95,580	103,930	14,300	9,901	2,847	22,728	3,341	1,924	30,633	6,526	3,927
Sydney	78,441	167,839	180,610	28,758	16,213	5,916	46,422	763	3,721	54,181	5,008	4,195
Truro	38,930	100,199	108,952	17,567	6,435	4,150	18,653	1,694	2,436	33,805	7,549	5,578
ONTARIO	12,605,691	31,408,710	34,094,854	4,738,383	1,874,973	731,648	8,289,071	286,870	2,628,281	8,690,524	2,370,621	1,214,890
Barrie	86,035	252,765	276,583	31,152	10,514	5,254	54,730	3,620	15,252	105,549	15,933	7,925
Belleville	82,589	188,237	203,329	19,901	12,737	5,871	43,360	1,679	12,890	68,573	8,785	7,652
Brampton	108,207	347,870	372,108	33,545	20,325	7,508	106,229	2,618	14,321	116,921	36,548	14,718
Brantford	101,063	242,088	262,234	27,627	20,391	8,178	73,750	1,629	15,178	72,791	13,725	8,125
Brockville	45,876	104,878	113,307	14,808	5,881	1,895	25,380	1,212	9,161	25,832	10,277	6,297
Cambridge												
Chatham	84,557	247,437	270,706	49,595	19,310	8,458	61,211	1,554	18,727	63,078	13,943	10,303
Cobourg	28,696	66,281	71,650	10,960	5,189	2,071	21,097	965	5,692	11,946	3,251	3,046
Cornwall	85,051	156,002	166,138	24,929	9,836	4,016	43,138	756	11,065	40,516	9,403	4,589
Fort Frances	22,600	47,499	51,056	3,664	3,485	1,088	12,694	581	4,819	13,088	3,646	2,669
Guelph	109,148	248,207	268,073	33,512	16,735	5,578	73,498	1,187	13,541	73,177	15,546	9,985
Hamilton	538,778	1,086,206	1,164,410	228,372	62,082	33,397	276,703	7,730	68,205	266,918	68,685	59,659
Ingersoll	17,080	40,688	44,061	1,588	990	817	7,722	328	6,033	17,379	3,928	1,760
Kenora	42,273	92,515	99,692	4,712	4,456	842	17,702	792	38,407	13,004	6,416	4,461
Kingston	117,595	242,224	260,028	34,234	22,676	7,785	65,964	1,328	19,894	53,360	16,387	10,370
Kirkland Lake												
Kitchener	226,542	467,045	501,402	155,361	31,729	11,150	72,879	2,168	24,027	133,850	24,754	10,016
Lindsay	33,695	78,115	84,461	7,045	4,550	2,019	21,110	1,215	3,782	24,177	7,057	4,508
London	408,680	913,244	985,324	172,170	60,315	21,114	237,835	4,823	73,760	225,334	55,502	35,904
Niagara Falls	124,831	246,557	263,946	23,593	12,558	5,500	62,983	1,270	47,845	54,116	16,284	13,282

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MONCTON—continued

Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Medjuck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers.

14—NEWSPAPERS: TIMES (m) 19,103; TRANSCRIPT (e) 25,935; Comb. (m&e) 45,038; L'EVANGELINE (m-Mon. to Fri.) 18,385, Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES and TRANSCRIPT; Raymond Boruque, Adv. Mgr., L'EVANGELINE.
National Representatives: TIMES and TRANSCRIPT—Associated Media Representatives; L'EVANGELINE—Vern B. Moore.

SAINT JOHN, N.B.

1—LOCATION: St. John County, E&P Map F-4, County Seat. National port, on Bay of Fundy at mouth of the St. John River. 482 mi. E of Montreal. mfg. and distribution center.

2—TRANSPORTATION: Railroads: Canadian Pacific; Canadian National.
Motor Freight Carriers: 8
Steamship Lines: 15.
Airlines: Air Canada; Eastern Provincial; Atlantic Central.

3—POPULATION:
Corp. City 76 Cen. 85,956; Loc. Est. 83,206
CZ ABC: (76) 87,765; (80) 83,900
RTZ-ABC: (76) 589,485; (80) 618,500
Met. Area 76 Cen. 112,324; Loc. Est. 118,090
City & RTZ-ABC: (76) 677,250; (80) 702,400

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A. Loc. Est. 30,970
Met. Area 76 Cen. 30,900; Loc. Est. 43,113
CZ ABC: (76) 27,045; (80) 28,400
RTZ-ABC: (76) 163,390; (80) 188,800
City & RTZ-ABC: (76) 190,435; (80) 217,200

5—BANKS: 29. Deposits not available.

6—PASSENGER AUTOS: 40,235

7—ELECTRIC METERS: Residence 28,239

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Drydock & Shipbuilding 1700; Sugar Refinery 423; Oil Refinery 500; Pulp Mill 480; Newsprint Mill 550.
Principal Pay Days: 5th, 15th, 20th & 30th.

10-CLIMATE: Min. & Max. Temp. (Celsius)—Spring -6/24, Summer 6/31; Fall -8-23; Winter -21/10. First killing frost Oct. 10. frost May 6.

11—TAP WATER: Neutral, very soft; not fluoridated.

12—RETAILING: Principal Shopping Centers: 6 blocks on King, Charlotte, Union and Dock Streets.
Neighborhood Shopping Centers: Lancaster, Haymarket Square; Loch Lomond Mall; Prince Edward Square; Parkway Mall; Manawagonish Road Mall; McAllister Place; Brunswick Square; Westmorland Place; Chesley Place.
Principal Shopping Days: Mon. thru Sat.
Stores Open Evenings: Centers open every evening until 10 P.M. Sears Wed. Thurs. Fri. until 9:30 P.M.

13—RETAIL OUTLETS: Department Stores: Calp's Limited, Scovil Bros., Sears; K-Mart; Woolco; Towers; Pascal-Emerson; Ideal Stores; Woolworth; Metropolitan; Zeller's.
Chain Food Supermarkets: Sobey's (5); Dominion (4); Save-Easy (3); IGA.
Other Chain Stores: Goodrich; Canadian Tire; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour; International, Brandram-Henderson; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; Reward Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set.
Chain Drug Stores: Shoppers Drug; Lawton's; Drug City.

14—NEWSPAPERS: TELEGRAPH-JOURNAL (m-Mon. to Fri.) 32,088; TIMES-GLOBE (e-Mon. to Fri.) 31,754; comb (m&e) 63,842; (Sat.) 67,340; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Tom Roberts, Director of Advertising, TELEGRAPH-JOURNAL and TIMES-GLOBE.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc. (USA); Bardal Gosbee & Assoc. (Canada).

NEWFOUNDLAND SURVEYS

NEWFOUNDLAND POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	58	57	54
5-14	130	121	106
15-24	115	123	121
25-44	134	157	177
45-64	84	89	89
65 and Over	37	43	48
TOTAL	558	588	595

Based on Statistics Canada Census and Population Projections.

NEWFOUNDLAND RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse.	159	371
Apparel	21	116
Furniture	8	84
Groceries	130	461
Lumber Bldg. Mat.	61	7
Restaurants	8	54
Autos	96	396
Gasoline Fuel Oil	39	174
Drugs	15	72
Total Sales	512	1,857

Source: Census of Canada Retail Trade and Monthly Releases by Statistics Canada

CORNER BROOK, NFLD.

1—LOCATION: E&P Map F-3.

2—TRANSPORTATION: Railroads: Can. Natl.
Steamship Lines: 6
Airlines: Air Canada; E.P.A.
Intercity Bus Lines: CN Roadcruiser

3—POPULATION:
Corp. City 76 Cen. 25,198; Loc. Est. 23,945
CZ ABC: (76) 25,352; (80) 24,500
RTZ-ABC: (76) 52,654; (80) 54,200
City & RTZ-ABC: (76) 78,006; (80) 78,700

4—HOUSEHOLDS:
Corp. City 76 Cen. N/A; Loc. Est. 6,312
CZ ABC: (76) 6,130; (80) 6,200
RTZ-ABC: (76) 11,445; (80) 13,100
City & RTZ-ABC: (76) 17,575; (80) 19,300

5—BANKS: 7 Savings. Deposits Not Available.

6—PASSENGER AUTOS: Province 135,263

7—ELECTRIC METERS: Residence 8,092

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wate Earners (Av. Wkly. Wage): Newspring 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10-CLIMATE: Min. & Max. Temp.—Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11—TAP WATER: Soft, fluoridated.

12—RETAILING: Principal Shopping Centers: Millbrook, Broadway, West Stret, Millbrook and Corner Brook Plaza. (In RTZ-375 Retail Stores).
Principal Shopping Days: Thu., Fri. and Sat.
Stores Close: Mon.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS:
Chain Drug Stores (CZ): Rexall 2
Discount Stores (CZ): Kearseys, Thrift Mart.

14—NEWSPAPERS: WESTERN STAR (e) 9,674, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Norman Noseworthy, Adv. Mgr., WESTERN STAR.
National Representatives: Thomson Newspapers, Limited.

ST. JOHN'S, NFLD.

1—LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial center. Capital of Province.

2—TRANSPORTATION: Railroads: C.N.R.
Motor Freight: 20
Intercity Bus Lines: St. John's, United; Fleet Line.
Airlines: Air Canada, E.P.A.; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter.

3—POPULATION:
Corp. City 76 Cen. 86,576; Loc. Est. 84,102
CZ-ABC: (76) 86,576; (80) 82,600
RTZ-ABC: (76) 471,149; (80) 490,700
Met. Area: 76 Cen. 142,465; Loc. Est. 150,751
City & RTZ-ABC: (76) 557,725; (80) 573,300

4—HOUSEHOLDS:
Met. Area 76 Cen. N/A; Loc. Est. 42,415
CZ ABC: (76) 22,840; (80) 23,800
RTZ-ABC: (76) 108,825; (80) 123,700
City & RTZ-ABC: (76) 131,665; (80) 147,500

5—BANKS: 36 Branches. Deposits not available.

6—PASSENGER AUTOS: Province 135,263

7—ELECTRIC METERS: Residence 144,884

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage): Mfg. 10,100 ($247); Food & Bev. 8,800 ($172); Trade 11,900 ($172); Industrial Composite 755,300 ($238); Constr. 2,900 ($213); Retail 7,880 ($152).
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11. Last killing frost, June 5.

11—TAP WATER: Soft, neutral (lime added); not fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E.; Elizabeth Ave. W.; Topsail Hwy.; Avalon Mall; Kenmount Rd.; K-Mart Plaza; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Mon.
Stores Open Evenings: Wed., Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: London; New York & Paris; Giant Mart; Sears.
Variety Stores: Bowrings; Aryes; F.W. Woolworth; Woolco; K-Mart; Zeller's; The Met.
Chain Food Supermarkets (CZ): Dominion 7; Copper's Discount 2; Stop & Shop 2; Consumers Co-op 2; Sobeys 4.

14—NEWSPAPERS: NEWS (m-Mon., Tues., Thu.) 9,329; (m-Wed.) 10,244; (m-Fri.) 10,447; Sept. 30, 1979 ABC (Latest statement available.)
TELEGRAM (e-Mon. to Fri.) 31,486; (e-Sat.) 44,732; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: J. R. Rogers, Adv. Dir., NEWS; R. T. Keeping, Adv. Mgr., TELEGRAM.

National Representatives: NEWS—C. W. (Bill) Cole (Toronto); TELEGRAM—Thomson Newspapers Ltd.

NOVA SCOTIA SURVEYS

NOVA SCOTIA POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	66	67	69
5-14	158	145	133
15-24	163	167	158
25-44	208	240	274
45-64	154	155	153
65 and Over	83	90	98
TOTAL	832	864	885

Based on Statistics Canada Census and Population Projections.

NOVA SCOTIA RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse.	187	489
Apparel	42	189
Furniture	21	79
Groceries	246	784
Lumber Bldg. Mat.	8	42
Restaurants	16	114
Autos	173	827
Gasoline Fuel Oil	113	175
Drugs	27	132
Total Sales	971	3,175

Source: Census of Canada Retail Trade and Monthly Releases by Statistics Canada

AMHERST, N.S.

1—LOCATION: Cumberland County, E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2—TRANSPORTATION: Railroads: C.N.
Motor Freight Carriers: 1
Intercity Bus Lines: S.M.T.; Acadian.

3—POPULATION:
Corp. Town 76 Cen. 10,263; Loc. Est. 10,456
City Zone ABC: (76) 10,263; (80) 10,300
RTZ-ABC: (76) 33,712; (80) 33,700
City & RTZ-ABC: (76) 43,975; (80) 44,000

4—HOUSEHOLDS:
City Zone ABC: (76) 3,345; (80) 3,600
RTZ-ABC: (76) 10,325; (80) 11,800
City & RTZ-ABC: (76) 13,670 (80) 15,400

5—BANKS: 4 Commercial. Deposits not available.

6—PASSENGER AUTOS: Province 285,386

7—ELECTRIC METERS: Residence 3,263

9— PRINCIPAL INDUSTRIES (CZ): Iron Mills; Structural Steel & Boilers, Clothing, Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils, Plastics, Aircraft Components, Reinforcing Steel; Dairy Products; Custom Machinery; Mobile Home Mfg., Electronics, Chewing Gum.

11—TAP WATER: Neutral.

12—RETAILING:
Shopping Center: Cumberland Mall (20 stores).
Principal Shopping Days: Fri. & Sat.

13—RETAIL OUTLETS: Department Stores: Margolians.
Variety Stores: Woolworth, Metropolitan, Zeller's; County Fair.
Chain Drug Stores: Rexall; Good Neighbor Drug Mart.
Chain Food Supermarkets: Save-Easy, Co-op Stores, Sobeys.

14—NEWSPAPERS: NEWS (m-Mon. to Fri.) 3,791, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Mgr., NEWS.
National Representatives: None.

HALIFAX, N.S.

1—LOCATION: Halifax County, E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 Mi. E. of Montreal.

2—TRANSPORTATION: Railroads: C.N., Dominion Atlantic.
Motor Freight Carriers: 13
Intercity Bus Lines: Acadian, DTS Buses Ltd.
Passenger Steamship Lines: 5
Freight Steamship Lines: Container 7, Freight 25.
Airlines: Air Canada; Eastern Provincial Airways.

3—POPULATION:
Corp. City 76 Cen. 117,882; Loc. Est. 113,353
CZ ABC: (76) 205,973; (80) 204,100
Met. Area 76 Cen. 266,212; Loc. Est. 41,659
RTZ-ABC: (76) 451,731; (80) 473,800
City & RTZ-ABC: (76) 657,704; (80) 677,900

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A.; Loc. Est. 41,659
Met. Area 76 Cen. N.A.; Loc. Est. 94,372
CZ ABC: (76) 64,975; (80) 69,900
RTZ-ABC: (76) 133,395; (80) 152,300
City & RTZ-ABC: (76) 198,370; (80) 222,200

5—BANKS: 9 Banks with 64 Branches.

6—PASSENGER AUTOS: Province 285,386

7—ELECTRIC METERS: City Zone 105,800

9— PRINCIPAL INDUSTRIES (CZ): Metro Area: Industry, Number of Wage Earners (Av. Wkly. Wage): Mfs. 6,700 ($306); Nondurable Goods 4,200 ($309); Construction 2,900 ($364); Trans. Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Finance, Insur. & Real Estate 6,100 ($258 Service 9,000 ($155); Industrial Composite 48,500 ($243).

10-CLIMATE: Min. & Max. Temp.—(Celsius)—Spring 0.1-13.6, Summer 9.1-22, Fall 1.6-13.9, Winter 8.3-8.4. First killing frost, Oct. 31. Last killing frost, May 13.

11—TAP WATER: Acid, very soft; fluoridated.

12—RETAILING: Metro Area—Principal Shopping Areas—6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.

Neighborhood Shopping Centers: Capitol Plaza (8 stores); Capitol Village Centre 7 stores); Clayton Park Plaza (5 stores); Green Street Plaza (3 stores), Shannon Plaza (8 stores).

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Barrinston Place	35	Colwell Bros. Import Bazaar
Bayers Road	80	Dominion, Zellers
Bedford Place	36	Towers, IGA
Clayton Park	12	
Downsview Mall	16	Metropolitan, K-Mart
Historic Prop.	31	
K-Mart Mall	21	K-Mart
Maritime Mall	32	
Micmac Mall	99	Simpson's, Eaton's
Penhorn Mall	16	Woolco, Sobeys
Quinpool Centre	20	Canadian Tire, Dominion
Sackville Town Centre	22	
Scotia Square	100	Woolco
Simpson's Mall	26	Simpson's, Sobeys
Spryfield Mall	21	Save-Easy, Metropolitan
Sunnyside	30	Zellers, Dominion
Woodlawn Mall	50	Save-Easy, Metropolitan

Stores Close: Sunday.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Wed., Thu. & Fri.

13—RETAIL OUTLETS: Metro Area: Leading Department Stores: T. Eaton Co.; Robert Simpson; Woolco, Towers.
Variety Stores: Woolworths; Zellers 4, Metropolitan 6, Kresges 1.
Chain Drug Stores In Metro Area: Associated Retail 8; Balcom-Chittick 3; McQuinn's 3; Lawton's 14; Shoppers Drug Mart 7; Independents 40.
Food Stores in Metro Area: Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores: Men's: Tip top Tailors; Women's: Sally Shop, Dalmy's, P3, Reitman's, Penningtons, Gazebo, Fairweather, Arcade, Cojana, Next To You, Smart Set, Shirley K. Maternity, Suzy Shier, Town and Country; Shoes: Agnew-Surpass, Athlete's World, Bata Shoes, Bonita, Maher Shoes, Roots Natural Foot Wear, Winsbys; Auto Supply: Canadian Tire, Western Tire; Jewellry: Birk's, Peoples Jewellry, Charm Jewellry, G.B. Murphy, Mappins.

14—NEWSPAPERS: THE CHRONICLE-HERALD (m) 71,967; THE MAIL STAR (e) 57,347; Comb. (m&e) 129,314, Mar. 31, 1980 ABC.
THE BEDFORD-SACKVILLE NEWS (d-exS) 9,284, sworn April 14, 1980.
Local Contact for Advertising and Merchandising, R.J. Capon, Adv. Sales Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR; C. Nethercott, Adv. Mgr., THE BEDFORD-SACKVILLE NEWS.

NEW GLASGOW, N.S.

1—LOCATION: Pictou County, E&P Map F-4. Coal and steel fabricating, kraft paper, rail car mfg., tire mfg. and woodpulping center. On the East River near Pictou Harbor. 36 mi. NE of Truro and 100 mi. NE of Halifax.

2—TRANSPORTATION: Railroads: Can. Natl
Motor Freight Carriers: 3.
Intercity Bus Lines: Pictou; Acadian; Irving; Mackenzie's.

3—POPULATION:
Corp. City 76 Cen. 10,672; Loc. Est. 10,434
CZ ABC: (76) 23,513; (80) 23,800
RTZ-ABC: (76) 25,563; (80) 26,800
City & RTZ-ABC: (76) 49,076; (80) 50,600

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A., Loc. Est. 3,686
CZ ABC: (76) 7,310; (80) 8,100
RTZ-ABC: (76) 7,295; (80) 8,300
City & RTZ-ABC: (76) 14,605; (80) 16,400

5—BANKS: 12, Deposit figure not available.

6—PASSENGER AUTOS: Province 284,559

7—ELECTRIC METERS: Residence 7,270

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners—Ry. Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 55; Bed Spring Mattresses 175; Paint 25; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Sobey's (Food Chain) 500; Dairy 400; Casket Making 40.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11—TAP WATER: Alkaline, soft; not fluoridated.

12—RETAILING:
Principal Shopping Center: 4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers: Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow; Aberdeen Mall on East Riber Rd.; Highland Mall on Westville Rd. (Oct. 80).
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thur., Fri., open nightly at Mall.

13—RETAIL OUTLETS: Department Stores: Goodman; Zeller's; K-Mart; Woolworth; Metropolitan; Woolco.
Variety Stores: Steadman's.
Chain Drug Stores: Rexall 4; Shoppers Drug Mart 2; Balcom-Chittick.
Chain Food Supermarkets: Sobey's 4; Dominion 2; IGA 2; Johnson & MacDonald 2; Red & White.
Other Chain Stores: Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Handy Andy; Firestone; Maher Shoes; Reitman's; Radio Shack; MacCulloch Bldg.; People's Jewelry; Sherwin-Williams.

14—NEWSPAPERS: NEWS (e) 12,148; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: Ray O'Connell, Adv. Mgr., NEWS.
National Representatives: Thomson Newspapers, Ltd.

SYDNEY, N.S.

1—LOCATION: Cape Breton County, E&P Map F-3. Southeast end of Sydney Harbor, Cape Breton Island.

2—TRANSPORTATION: Railroads: Intercommunication; Sydney to Glace Bay—Sydney & Louisburg RR, Sydney to North Sydney, Sydney/Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters—C.N.R.
Motor Freight Carriers: 16.
Intercity Bus Lines: Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; N. Sydney; Cabot.
Airlines: Air-Canada, Eastern Provincial Airways.
Steamship Lines: 12.

3—POPULATION:
Corp. City 76 Cen. 30,645; Loc. Est. 28,248
CZA ABC: (76)38,570; (80)35,900
RTZ-ABC: (76)132,296; (80)135,100
City & RTZ-ABC: (76)170,866; (80)171,000

4—HOUSEHOLDS:
Corp. City 76 Cen. 30,645; Loc. Est. 28,248
CZ ABC: (76)10,705; (80)10,900
RTZ-ABC: (76)32,775; (80)36,900
City & RTZ-ABC: (76)43,480; (80)36,900

5—BANKS: 33

6—PASSENGER AUTOS: County 37,327

9— PRINCIPAL INDUSTRIES (CZ): Centre of industrial area of Cape Breton, 4 towns 12 miles from Sydney forming concentrated pop. of 169,865. Main industries are: Steel Plant 3,000 emp., annual payroll $22 million; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Other towns are mainly mining & fishing area, coal 6,000 emp. $40 million annual payroll; shipping & receiving point for goods to & from Newfoundland (90 miles distant). Point Tupper: Heavy Water Plant, Power Plant, Oil Refinery, $50 million pulp mill (2,000 emp.). $50 million heavy water plant at Glace Bay; Raw & Refined Limestone; Component Homes Plant.

10-CLIMATE: Min. & Max. Temp.—Spring 28-66; Summer 46-89; Autumn 32-66; Winter 11-55.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Area: Sydney; 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Grace Bay; 4 on Main St.; 8 on Commercial St.; New Waterford; 6 on Plummer L Ave. N. Sydney; 10 on Commercial St.; 2 on Bowers St. Sydney Mines; 4 on Main St.; 1 on Fraser Ave. Port Hawkesbury; 4 on Main St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart Plaza	21	K-Mart, Dominion
Sydney	27	Zeller's, Sobey Stores
Woolco	15	Woolco, Sobey's

Principal Shopping Days: Wed., Thurs., Fri., Sat.
Stores Open Evenings: Fri.; Shopping Plazas Daily.

13—RETAIL OUTLETS: Department Stores: Oak Hall; Crowell's; Simpson-Sears 4; B. C. Coop 5; Woolco; Kresge; Zellers.
Variety Stores: Woolworth's 4; Metropolitan 3; Selrite; People's; Zeller's; Woolco; Furniture Stores 5.
Chain Food Supermarkets: I.G.A. 4; F.N.S. 26; Sobeys 5; Shores 2; Lucky Dollar 33; Eastern Co-op 3; Dominion; Red & White 3; British Cdn. Co-op 5.
Other Chain Stores: Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Thompson & Sutherland; Sherwin-Williams Paints; Western Tire; Cdn. Pittsburgh Ind.; Reitmans 2; Singer Co.

14—NEWSPAPERS: CAPE BRETON POST (e) 31,052; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Michael Hancox, Adv. Dir., CAPE BRETON POST.
National Representatives: Thomson Newspapers Ltd.

TRURO, N.S.

1—LOCATION: Colchester County, E&P Map F-4. County Seat. On Salmon River, 65 mi. from Halifax, 124 mi. from Moncton. On Hwys running East, West & South. Rg. & Hwy. hub. Dairy farming & lumbering center of province.

2—TRANSPORTATION: Railroads: Canadian National; Dominion Atlantic.
Motor Freight Carriers: 17.
Intercity Bus Lines: Acadian Coach.
Airlines: Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3—POPULATION:
Corp. City 76 Cen. 12,840; Loc. Est. 12,559
City Zone ABC: (76)19,290; (80)19,600
RTZ-ABC: (76)36,523; (80)39,700
City & RTZ-ABC: (76)55,813; (80)59,300

4—HOUSEHOLDS:
City Zone ABC: (76)6,280; (80)6,800
RTZ-ABC: (76)10,550; (80)12,600
City & RTZ-ABC: (76)16,830; (80)19,400

5—BANKS: 12. Deposits not available.

6—PASSENGER AUTOS: County 15,005

7—ELECTRIC METERS: Residence 5,744

9— PRINCIPAL INDUSTRIES (CZ): Textiles; Bldg. Materials; Dairy Prod.; Ry.
Principal Industrial Pay Days: 5, 15, 20 & 30.

10-CLIMATE: First killing frost, Sept. 15. Last killing frost, May 31.

11—TAP WATER: Acid, very soft; trace of fluorine.

12—RETAILING: Principal Shopping Center: Inglis and Prince Sts., Fundy Trail Shopping Centre; Truro Mall.
Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Margolian's; Walker's; K-Mart; Zeller's.
Variety Stores: Woolworth; Metropolitan; Zeller's.
Chain Drug Stores (CZ): MacQuarries, Baleom, Chittick; Shoppers Drug.
Chain Food Supermarkets: Dominion; Sobey's, IGA 2, Save-Easy.
Other Chain Stores: Canadian Tire, Goodman; Simpson-Sears; Commercial Equip; Discount Shoeland; G. B. Murphy.

14—NEWSPAPERS: NEWS (e) 8,737; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Campbell, Adv. Mrg., NEWS.
National Representativas: Thomson Newspapers, Ltd.

CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES ($1,000)			1981 ESTIMATE OF SALES ($1,000)								
METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1980 estimate	E&P 1981 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
North Bay	94,969	225,399	244,032	40,052	11,778	5,805	57,822	2,093	19,078	62,500	17,200	4,057
Orillia	49,837	114,290	123,498	16,844	5,880	2,650	31,160	1,898	8,083	27,327	8,885	6,937
Oshawa	155,171	326,731	351,240	80,422	19,190	8,428	82,356	4,255	18,732	77,240	15,716	13,529
Ottawa	636,858	1,311,729	1,408,139	240,557	101,199	33,056	297,953	5,743	128,179	339,748	61,943	50,619
Owen Sound	41,949	100,284	108,617	10,771	8,431	2,861	29,238	1,802	4,539	28,034	7,744	5,074
Pembroke	41,324	83,518	89,546	14,636	7,438	1,836	22,118	989	3,657	21,005	5,234	4,218
Peterborough	129,559	263,440	282,566	42,924	16,994	7,990	68,515	1,565	14,484	79,884	11,271	8,427
Port Colborne	29,724	63,984	68,878	7,797	3,894	1,204	22,463	561	4,786	15,646	4,258	2,761
Port Hope	15,290	37,093	40,208	2,105	2,271	383	10,631	648	2,318	8,114	7,46[illegible]	2,092
St. Catharines	213,400	674,750	740,657	139,508	58,910	15,074	181,031	4,587	38,387	179,978	42,427	21,837
St. Thomas	53,409	128,624	139,369	12,802	8,035	2,584	32,207	1,106	6,275	44,075	13,144	6,391
Sarnia	89,857	215,903	233,909	30,877	15,265	7,508	55,569	1,526	13,719	72,582	12,582	7,105
Saulte Ste. Marie	131,344	464,432	512,016	91,009	29,178	10,691	137,314	4,544	32,018	115,030	29,841	10,619
Simcoe	34,744	83,476	90,438	8,638	8,456	2,410	21,649	1,204	3,028	24,285	5,579	5,071
Sioux Lookout	8,205	19,447	21,053	4,956	448	282	5,183	267	3,152	2,545	1,258	990
Stratford	51,328	121,452	131,470	19,489	6,829	2,177	31,818	890	8,360	33,810	8,543	6,529
Sudbury	222,365	395,991	420,795	66,799	29,743	9,754	102,331	2,088	25,808	112,534	20,896	12,528
Thunder Bay	189,897	380,559	407,796	76,925	17,990	6,126	111,437	1,779	21,943	89,305	22,984	16,567
Timmins	53,155	145,480	158,669	19,929	13,631	3,932	52,038	1,468	13,430	26,505	6,394	7,399
Toronto	1,534,094	3,910,873	4,250,413	792,814	357,519	112,581	915,711	29,163	507,918	727,754	136,569	194,838
Waterloo	61,547	177,297	193,833	33,232	8,148	3,703	51,155	976	9,658	49,092	9,704	9,402
Welland	74,311	170,460	184,196	16,299	11,689	5,509	47,324	656	10,528	57,528	12,719	7,324
Whitby	58,815	143,783	155,921	27,187	3,292	1,185	33,911	1,515	6,644	54,586	13,826	4,597
Windsor	365,351	750,721	805,774	148,445	56,304	24,756	196,213	3,881	59,980	173,348	46,547	29,330
Woodstock	59,709	138,117	149,318	18,142	7,402	3,127	32,914	818	13,855	49,311	7,975	3,137
PRINCE EDWARD ISLAND	146,763	397,424	433,233	119,316	12,030	2,909	72,106	1,652	18,735	113,450	45,316	9,338
Charlottetown	53,162	141,627	154,265	50,939	7,525	1,484	24,610	257	7,678	34,008	7,763	3,677
Summerside	23,916	56,828	61,530	19,781	2,459	501	9,945	640	818	17,200	5,663	881
QUEBEC	8,324,717	21,948,999	23,895,325	2,752,153	1,700,980	1,019,189	7,024,071	343,444	1,350,387	6,115,630	1,387,675	516,212
Chicoutimi	77,551	199,171	216,545	21,072	27,394	8,680	48,843	1,131	6,781	77,990	7,865	3,895
Granby	56,978	114,187	122,360	16,036	11,083	5,708	33,879	997	5,578	36,745	3,465	2,105
Montreal	2,085,284	5,665,689	6,177,175	855,034	557,107	306,258	1,727,018	96,282	524,401	1,122,915	258,890	191,787
Quebec	429,267	1,479,560	1,629,602	206,906	153,821	63,634	427,383	9,641	96,682	434,610	48,521	35,429
Rouyn	39,614	95,945	103,992	11,902	12,018	4,046	22,855	377	3,693	38,402	5,919	976
Sherbrooke	141,507	284,692	305,147	25,076	34,567	14,173	77,766	2,441	13,406	89,042	16,507	6,731
Trois Rivieres	91,434	176,930	189,144	25,170	22,817	7,225	50,003	4,002	10,195	46,598	6,797	4,464
SASKATCHEWAN	1,187,557	3,442,144	3,764,228	774,932	178,973	123,113	794,162	47,273	150,656	1,002,528	202,103	137,014
Moose Jaw	55,213	165,943	181,762	41,211	8,167	8,321	37,764	2,625	6,413	47,225	6,261	4,840
Prince Albert	52,596	146,286	159,670	25,055	8,788	7,587	34,034	549	4,891	50,876	6,536	4,805
Regina	239,519	655,695	715,149	141,491	34,110	30,267	152,565	5,744	27,465	186,120	32,491	25,253
Saskatoon	222,243	644,165	704,440	149,770	50,048	26,696	133,156	3,394	27,868	165,284	32,758	30,220
YUKON NW TERRITORIES	77,809	246,839	270,986	90,079	1,689	868	37,998	12,855	14,294	50,559	8,084	2,679

ONTARIO SURVEYS

ONTARIO
POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	607	641	685
5-14	1,467	1,380	1,333
15-24	1,552	1590	1,579
25-44	2,267	2,557	2,934
45-64	1,632	1,705	1,795
65 and Over	739	826	928
TOTAL	8,264	8,699	9,254

Based on Statistics Canada Census and Population Projections.

ONTARIO
RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse.	1,874	4,738
Apparel	739	1,875
Furniture	385	732
Groceries	2,831	8,289
Lumber/Bldg. Mat.	138	287
Restaurants	270	2,628
Autos	1,839	8,691
Gasoline/Fuel Oil	988	2,371
Drugs	316	1,215
Total Sales	11,502	34,095

Source: Census of Canada/Retail Trade and Monthly Releases by Statistics Canada.

BARRIE, ONT.

1—LOCATION: Simcoe County, E&P Maps E-4 & M-2, County Seat. Agricultural, light mfg., tourist. 60 mi. N of Toronto. On Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2—TRANSPORTATION: Railroads: C.N., C.P. (at Midhurst, 5 miles).
Intercity Bus Lines: Gray Coach; Greer Transp.
Motor Freight Carriers: 10.
Airlines: Air Canada; American; C.P.A. (toronto Airport 40 mi.)

3—POPULATION:
Corp. City 76 Cen. 34,389; Loc. Est. 39,932
City Zone ABC: (76) 34,389; (80) 39,400
RTZ-ABC: (76) 106,344; (80) 121,800
City & RTZ-ABC: (76) 140,733; (80) 161,200
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 76 Cen. N/A; Loc. Est. 13,734
City Zone ABC: (76) 11,220 (80) 13,900
RTZ-ABC: (76) 31,805; (80) 39,500
City & RTZ-ABC: (76) 43,025; (80) 53,400

5—BANKS: Savings 8, Dep. $49,000,000

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 7,820

8—GAS METERS: Residence 2,100

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Elect. Appl. 850 (N/A); Railways 250 (N/A); Tanning 375 (N/A); Rubber 220 (N/A); Compressors 156 (N/A); Steel Rules 75 (N/A).
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 28-80; Winter 9-54. First killing frost, Sept. 28. Last killing frost, Apr.21.

11—TAP WATER: From Artesian wells, alkaline, medium hard.

12—RETAILING: Principal Shopping Center: 5 blocks on Dunlop St., 2 on Collier St., 1 each on Bayfiled & Clapperton.
Neighborhood Shopping Center: Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Bayfield Mall	38	Miracle Food Mart
Wellington St.		Woolworth's
Georgian Mall	40	Sears-Dominion

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Zeller's; Woolworth's; Tower; K-Mart; Sayvette; Walker's; Sears.
Chain Food Supermarkets: Loblaw's; Dominion; A&P; Power; K-Mart; Food City; IGA; Red & White; Super Save; Miracle Mart.
Other Chain Stores: Walkers; Sally; Evangeline; Walkwei; Maher; Burroughts; Canadian Tire; Tamblyn; Adams; Laura Secord, Coward; Kerns; Valu Fair Mart; Lincoln; Reward; Uniroyal; Firestone.

14—NEWSPAPERS: EXAMINER (e) 11,366; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Mgr., EXAMINER.
National Representatives: Thomson Newspapers, Ltd.

BELLEVILLE, ONT.

1—LOCATION: Hastings County, E&P Maps E-4 & N-2, County Seat. Dairy and agricultural area. 115 mi. from Toronto; 235 mi. from Montreal. Wholesale, shopping, mfg. center. On provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2—TRANSPORTATION: Railroads: C.N.; C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers: 6.
Intercity Bus Lines: Belleville Transit; Colonial Coach; Rathbun; Smith.

3—POPULATION:
Corp. City 71 Cen. 35,311; Loc. Est. 34,944
City Zone ABC: (76) 35,311; (80) 34,400
RTZ-ABC: (76) 108,199; (80) 114,300
City & RTZ-ABC: (76) 143,510; (80) 148,700

4—HOUSEHOLDS:
Corp. City 76 Cen. N/A; Loc. Est. 12,631
City Zone ABC: (76) 12,110; (80) 12,700
RTZ-ABC: (76) 33,395; (80) 38,100
City & RTZ-ABC: (76) 45,505; (80) 50,800

5—BANKS: Saving and Trusts 15

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Total 13,203

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners: Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Black Diamond Cheese and Spices.
Principal Industrial Pay Days: Fri., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 7-75; Summer 45-90; Fall 25-76; Winter—13-54. First killing frost, Oct. 24. Last killing frost, May 16.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave., North Front St.; Pinnacle St.
Neighborhood Shopping Centers: 2 on Pinnacle St.; Belleville Plaza, Dundas St.; Westgate Plaza, Allied Towers on Trent Road; North Front St.

Nearby Shopping Center

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Quinte Mall	65	Town & Country, Miracle Food, Sears, K-Mart

Principal Shopping Days: Fri., Sat.
Stores Open Evenings: Fri.; many Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Walker Stores; Lipson's; Simpsons-Sears; Allied Towers; Family Fair; McIntosh; Grafton-Fraser; People's Credit Jewelers, K-Mart.
Variety Stores: Kresges; Woolworths.
Chain Drug Stores: Shoppers Drug Mart; Tamblyn's 1; I.D.A. 6; Rexall 2; Guardian Drugs 2.
Chain Food Supermarkets: Loblaws 2; Dominion 1; A&P 2; Food City; Miracle Food Mart.
Other Chain Stores: Reitman's; Adams; Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's; Men's Wear, Jack Fraser's; Coles Books, Pulvers Ladies Wear, Laura Second, 5th Avenue, Living Lighting, Young Canada.

14—NEWSPAPERS: INTELLIGENCER (e) 17,701; Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: E.A. Cline, Adv. Dir., INTELLIGENCER.
National Representatives: Thomson Newspapers, Ltd.

BRAMPTON, ONT.

1—LOCATION: Peel County, E&P Maps E4 and M2. 25 mi. NW of Toronto. Hwy. 10 & 7.

2—TRANSPORTATION: Railroads: CNR, CPR, GO Transportation.
Motor Freight Carriers: 20.
Intercity Bus Lines: Gray Coach.
Airlines: Toronto International Airport; 15 min. from downtown Brampton.

3—POPULATION:
Corp. City 76 Cen. 103,459; Loc. Est. 131,351
City Zone ABC: (76)103,459; (80)129,400
RTZ-ABC: (76)22,434; (80)25,700
City & RTZ-ABC: (76)125,893; (80)155,100

4—HOUSEHOLDS:
City Zone ABC: (76)29,050; (80)39,200
RTZ-ABC: (76)6,395; (80)7,900
City & RTZ-ABC: (76)35,445; (80)47,100

5—BANKS: 9 Comm.; 3 Trust Co.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: 9,087

8—GAS METERS: 4,200

9— PRINCIPAL INDUSTRIES (CZ): Building, Products; Packaging; Auto. Mfg.; Roofing Supplies; Flowers; Communications Equipment; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats; 10,000 emp.; Av. Yrly Wage $7,100.

10-CLIMATE: Min. & Max. Temp.—Winter 27-32; Summer 39-85.

11—TAP WATER: Alkaline, hard.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Brampton Mall	33	Steinberg's Mkt.
Brampton Centre	4	Dominion Store
Peel Village Sq.	9	Shoppers Drug Mart, Dominion
Shoppers World	119	K-Mart, Canada Safeway Simpsons
Bramalea City Ctr	160	Eaton's, Hudson's Bay
Mississauga Square One	170	Sears, Woolco, Hudson's Bay
Centennial Mall	20	Zellers, Dominion
Southgate Mall	10	Steadmans

13—RETAIL OUTLETS: Department Stores: K-Mart; Towers, Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores: BiWay; Stripe Discount.
Chain Drug Strpores: Boots; Shoppers Drug Mart.
Chain Food Stores: Dominion; Safeway; IGA; Loblaws; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores: Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reifmans; Jack Fraser; Laura Secord; Maher; Agnew Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostranders; Stitsky's; Bonita Shoes; Aikenhead.

14—NEWSPAPERS: TIMES (e) 7,706; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Guy P. Demers, Adv. Mgr., TIMES.
National Representatives: Thomson Newspapers, Ltd.

BRANTFORD, ONT.

1—LOCATION: Brant County, E&P Maps E-4 & M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53 and 403.

2—TRANSPORTATION: Railroads: C.N., Tor., Ham. & Buffalo.
Motor Freight Carriers: 31.
Intercity Bus Lines: Greyhound; Canada Coach; Public Utilities Comm.; Burley, United Trails.

3—POPULATION:
Corp. City 71 Cen. 64,621; Loc. Est. 68,224
CZ ABC: (76) 66,950; (80) 66,900
RTZ-ABC: (76) 107,339; (80) 104,500
City & RTZ-ABC: (76) 174,289; (80) 171,400

4—HOUSEHOLDS:
CZ ABC: (76) 22,535; (80) 24,300
RTZ-ABC: (76) 33,065; (80) 34,700
City & RTZ-ABC: (76) 55,600; (80) 59,000

5—BANKS: Banks 23; Trust Cos. 9.

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 21,500

8—GAS METERS: Residence 16,153

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Farm Machinery; Refrigeration; Automotive; Textiles; Durables 10,700; Non-Durables 5,000.

10-CLIMATE: Min. & Max. Temp.—Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Centers: Brantford Mall; Lynden Park Mall; Mohawk Plaza; Towers; Colborne Square; Fairview, Morrell Street Plaza; Pleasant Plaza; Minard's Plaza; Greenbrier Plaza; Dunsdon Plaza.
Principal Shopping Days: Thurs., Fri., & Sat.
Stores Open Evenings: Brantford and Lynden Park Malls and Towers Mon.-Sat. All others-Thurs. and Fri.

13—RETAIL OUTLETS: Department Stores: Brown's; Dirty Dan; Right House; Zeller's; Woolco; Towers; K-Mart; Sears.
Chain Drug Stores (City): SuperRx (3); Shoppers' Drug; Boots, Towers; Woolco; K-Mart.
Chain Food Supermarkets: Red & White 2; Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws 2; Miracle Mart; Vickerman's.
Other Chain Stores: Reitmans 3; Agnew Surpass 4; Canadian Tire; Maher's; Cole's Book Store; People's Jewellers; Mappin's; Pennington's; Elk's; Belinda and Brother (3); A & A Records; Sam the Record Man; Black's Camera; Laura Secord (3); Muntz Stereo; Foto Mat (2); Jean Junction; Playtime Stores (2); St. Clair Paint; Beaver Lumber; Cashway; Muttart's Lumber; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Family Fair; Radio Shack 2; Jack Fraser.

14—NEWSPAPERS: EXPOSITOR (e) 31,348; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: K. Dopson, Adv. Mgr., EXPOSITOR.
National Representatives: The Southam Newspaper; F. A. Smythe and Associates, London. V. Rumford & Assoc.

BROCKVILLE, ONT.

1—LOCATION: Leeds County, E&P Maps E-4 & 0-2. On St. Lawrence River. 208 mi. E. of Toronto; 125 mi. W. of Montreal; 70 mi. S. of Ottawa. Queen's Hwys. 2, 29 and 401.
Intercity Bus Lines: Voyageur; Rideau Lakes; Leeds County; City; Greyhound; Healey Trans. Ltd.
Airlines: Local Class "B" Airport.

3—POPULATION:
Corp. City 76 Cen. 19,903; Loc. Est. 19,728
City Zone ABC: (76)19,903; (80)19,400
RTZ-ABC: (76)54,876; (80)56,400
City & RTZ-ABC: (76)74,779; (80)75,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City Zone ABC: (76)6,885; (80)7,300
RTZ-ABC: (76)16,835; (80)18,700
City & RTZ-ABC: (76)23,720; (80)26,000

5—BANKS: Savings 9; Sav. & Loan 3

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 7,500

8—GAS METERS: Residence 2,100

9— PRINCIPAL INDUSTRIES (CZ): Abr. & Grind. Wheels; Ins. Chimneys; Concrete Prod.; Tel. Inst. & Switchboards; Wire & Cables; Elec. Tools; Pharm. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Cross-Country Skis; Vacuum Cleaners.
Wage Rates: Manufacturing: Male-Unskilled $3.70-$5.00; Semi-Skilled $5.00-$6.50; Skilled $6.50-$11.00. Female-Unskilled $3.50-$4.50; Semi-Skilled $4.50-$5.50; Skilled $7.00.
Principal Industrial Pay Days: 15th and 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. Last killing frost, May.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 14 blocks on King St.; 3 on Buell St.; 5 on Perth St.; Shpg. Plaza on Stewart Blvd., 32 stores, Thousand Islands Mall, 30 stores.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Lipson's; Zeller's; Woolco.
Variety Stores: Woolworth.
Chain Drug Stores (CZ): I.D.A. 3; Rexall; Tamblyn's; Top Drug; Family Pharmacy 2.
Chain Food Supermarkets: Dominion 2; Loblaw 1; OK Economy; Steinberg.
Other Chain Stores: Kern's Jeweler; Laura Secord Candies; Reward Shoes 2; Lindor; Evangeline; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams Paints; Firestone; Goodyear; Singer Co.; Pro Hardware; Reitman's; Cashway; Smart Set.

14—NEWSPAPERS: RECORDER & TIMES (e) 14,230; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Stuart Paterson, Adv. Dir., RECORDER & TIMES.
National Representatives: None.

CAMBRIDGE, ONT.

1—LOCATION: Waterloo County, E&P Map E-4 & M-3. 13 mi. SE of Kitchener; 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97 and 401.

2—TRANSPORTATION: Railroads: Canadian Pacific; Canadian National.
Motor Freight Carriers: 12.
Intercity Bus Lines: Canada Coach; Burley; Grey Coach; Cambridge Transit.

3—POPULATION:
Corp. City 76 Cen. 72,383; Loc. Est. 74,200
CZ ABC: (76)72,383; (80)76,700
RTZ-ABC: (76)13,430; (80)14,000
City & RTZ-ABC: (76)85,813; (80)90,700

4—HOUSEHOLDS:
Corp. City Loc. Est. 25,729
CZ ABC: (76)22,610; (80)25,900
RTZ-ABC: (76)3,890; (80)4,300
City & RTZ-ABC: (76)26,500; (80)30,200

5—BANKS: Savings Banks 26

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 19,986

8—GAS METERS: Residence 12,000; Commercial 1,400; Industrial 250.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Textiles 2,610; Machy. 5,875. Shoes 1,436; Rubber & Plastics 1,265; (Av. Wkly. Wage) Mfg. ($112); Indus. ($117); Total Emp. 20,000.
Principal Industrial Pay Days: 15th & 30th.

10-CLIMATE: Min. & Max. Temp.—Spring 35-70; Summer 50-[illegible]5; Fall 30-80; Winter 10-60.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: Main area on Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ayr	11	IGA, Zehr's
K-Mart Centre	5	K-Mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers: Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Center; Bishop Gate Mall; South Cambridge Centre.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Close: Downtown-Wed. afternoon.
Stores Open Evenings: Shopping centres open every evening. Downtown stores open Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Right House, Zeller's; Sears; Woolco; Miracle Mart; Simpson's.

Variety Stores: Peoples; Stedman's.
Chain Drug Stores (CZ): Rexall; IDA; Shoppers Drug Mart; Boots.
Chain Food Supermarkets: Dominion; Miracle Food Mart 2, Zehr's 4; Safeway; A&P.
Other Chain Stores: Woodhouse; Canadian Tire; Firestone; Zeller's; Goodyear; Eaton's; Agnew-Surpass.

14—NEWSPAPERS: REPORTER (e) 13,686; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Donald Sparrow, Adv. Mgr., REPORTER.
National Representatives: Thomson Newspapers, Ltd.

CHATHAM, ONT.

1—LOCATION: Kent County, E&P Maps D-4 & L-3, County Seat. Shopping Center. On River Thames. 190 mi. W of Toronto; 50 mi. E. of Detroit. On Kings Hwys. 2 and 401; Bluewater Hwy.; near KH's 3, 21 and 98.

2—TRANSPORTATION: Railroads: C.P.; C.N.; Wabash; C&O (freight).
Motor Freight Carriers: 15.
Intercity Bus Lines: Chatham; Greyhound.

3—POPULATION:
Corp. City 76 Cen. 38,655; Loc. Est. 41,086
City Zone ABC: (76)38,685; (80)40,400
RTZ-ABC: (76)67,445; (80)66,800
City & RTZ-ABC: (76)106,130; (80)107,200

4—HOUSEHOLDS:
Corp. City Local Est. 14,308
City Zone ABC: (76)12,780; (80)14,400
RTZ-ABC: (76)20,870 (80)22,300
City & RTZ-ABC: (76)33,650; (80)36,700

5—BANKS: Sav. & Loan 4; Sav. & Comm. 14.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Res. 12,100

8—GAS METERS: Res. Chatham and immediate rural areas 14,900

9— PRINCIPAL INDUSTRIES (CZ): Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natl. Gas Distr., Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. Last killing frost, May 10. First killing frost, Oct. 5.

11—TAP WATER: Alkaline, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St., 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers: St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Thames Lea	2	Dominion Mkt., Zeller's Gordon's, K-Mart
Nortown	2	Stedman's, Gordon's
Chatham Place	3	Woolco, Dominion

Principal Shopping Days: Fri., Sat.
Stores Close: Some Thu. afternoon.
Stores Open Evenings: Fri.; Food—Thu., Fri., some nightly.

13—RETAIL OUTLETS: Department Stores: Zeller's; Family Fair; Woolco; K-Mart; Stedman's.
Discount Stores in CZ: Shoppers Drug Mart; Price Guard; Top Drug Mart.
Variety Stores: Jupiter.
Chain Drug Stores (CZ): I.D.A. 3; SuperRx; Shoppers Drug Mart 1.
Chain Food Supermarkets: A&P 1; Dominion 2; IGA 1; Red & White 3; Gordon's 6.
Other Chain Stores: Young's Jewellers; Singer Co.; Women's Wear: Reitman's. Men's Wear: Tip Top Tailors, Jack Fraser. Shoes: Kinney, Bata, Fitzgerald-Walkwell, Agnew-Surpass, Kent, E. & R. Maher, Reward. Auto: Canadian Tire, Firestone, Goodyear. Furniture: London Furn.; Canada (paint); Beaver Lumber & Hdwr.; Cashway Lumber.

14—NEWSPAPERS: NEWS (e) 14,856; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: William Fraser, Adv. Mgr., NEWS.
National Representatives: Thomson Newspapers, Ltd.

CORNWALL, ONT.

1—LOCATION: Stormont County, E&P Maps E-4 & O-2, County Seat. On St. Lawrence River; HQ. St. Lawrence Seaway; Site of Intl. St. Lawrence Power Generating Sta. 75 mi. W of Montreal; 270 mi. E of Toronto; 70 mi. SE of Ottawa.

2—TRANSPORTATION: Railroads: C.N., C.P.
Motor Freight Carriers: 7.
Interlcty Bus Lines: Voyageur Coach.
Water Shipping: Great Lakes and Ocean Steamships.

3—POPULATION:
Corp. City 76 Cen. 46,121; Loc. Est. 44,546
CZ ABC: (76) 46,121; (80) 43,900
RTZ-ABC: (76) 32,392; (80) 32,700
City & RTZ-ABC: (76) 78,513; (80) 76,600

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A.; Loc. Est. 14,843
CZ ABC: (76) 14,585; (80) 15,000
RTZ-ABC: (76) 9,415; (80) 10,400
City & RTZ-ABC: (76) 24,000; (80) 25,400

5—BANKS: 7 Savings Banks, Deposits NA

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Province 3,700,000 Residence 16,600

8—GAS METERS: 3,550

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Paper 1,700; Textiles 1,000; Men's Clothing 200; Chemicals 1,450; Other 1,650. (Av. Wkly. Wage: $215).
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct. Last killing frost, May.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas.
Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Thu. & Fri.; Shpg. Plazas daily to 10 p.m.

13—RETAIL OUTLETS: Department Stores: Zeller's 2; Woolco; Sears; K-Mart; Hart's; Reitman's.
Variety Stores: People's; Beamish.
Chain Drug Stores (CZ): Fullerton's I.D.A. 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers Drug Mart.
Chain Food Supermarkets: Loblaws 2; Dominion; Steinberg's; Red & White; Loblaws; Super Save.
Other Chain Stores: Reitman's; Laura Secord; Canadian Tire; Firestone; Goodyear; Beaver Lumber; Cashway; Radio Shack; Marks & Spencer; Tip Top; Jack Fraser; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Clarie; Coles Books; Fairweather; Flipside Records; Fredelle Shoes; Hickory Farms; Irene Hill; Jean Junction; Kinney Shoes; Laura Secord; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; Playtime; Reitmans; St. Clair Paint & Wall paper; Smart Set; Town & Country.

14—NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,053; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bedingfield, Adv. Mgr., STANDARD-FREEHOLDER.
National Representatives: Thomson Newspapers Ltd.

FORT FRANCES, ONT.

1—LOCATION: Rainy River District, E&P Map D-4, Judicial Seat. Pulp, paper, lumber, tourism, agriculture. Canada-U.S. border crossing point.

2—TRANSPORTATION: Railroads: CN; DWP.

CANADA POPULATION, INCOME, HOUSEHOLDS, FARM PRODUCTS

METRO AREAS PROVINCES Cities	POPULATION		PERSONAL DISPOSABLE INCOME		HOUSEHOLDS		FARM PRODUCTS #		
	1976 Statistics Canada Census	E&P estimate Jan. 1, 1982	E&P 71 estimate (Thousands)	E&P 1981 Estimate (Thousands)	1982 Number of households	E&P 1981 Estimate income per household	Number of farms 1976 Census	1979 cash receipts of crops (Thousands)	1979 cash receipts of livestock (Thousands)
CANADA TOTALS	22,992,604	23,809,800	58,350,511	203,439,997	8,125,889	25,036	300,118	5,903,270	7,654,370
CANADIAN METROPOLITAN AREAS									
Calgary	469,917	570,625	1,395,093	6,802,275	207,456	32,789	N A	N A	N A
Chicoutimi-Jonquiere	128,216	127,240	343,429	1,341,523	39,517	33,948	N A	N A	N A
Edmonton	552,111	644,551	1,611,024	7,310,842	230,910	31,661	N A	N A	N A
Halifax	266,212	280,652	606,557	2,237,952	98,832	22,644	N A	N A	N A
Hamilton	528,380	544,542	1,598,988	5,174,877	193,078	26,802	N A	N A	N A
Kitchener	270,832	300,213	657,749	2,494,752	105,795	23,581	N A	N A	N A
London	270,063	282,882	824,062	2,494,969	104,392	23,900	N A	N A	N A
Montreal	2,779,293	2,768,624	8,247,199	26,836,846	1,083,529	24,768	N A	N A	N A
Oshawa	132,240	150,216	363,109	1,427,852	51,128	27,927	N A	N A	N A
Ottawa-Hull	641,917	651,905	1,910,858	7,547,540	248,258	30,402	N A	N A	N A
Quebec	537,316	564,342	1,178,810	4,174,494	203,366	20,527	N A	N A	N A
Regina	151,029	175,654	397,747	1,798,140	61,616	29,183	N A	N A	N A
St Catharines-Niagara	299,823	308,654	1,034,693	1,885,762	108,884	17,319	N A	N A	N A
St John	112,680	118,528	280,939	1,286,977	43,454	29,617	N A	N A	N A
St John's	142,465	152,003	267,242	1,016,740	42,848	23,729	N A	N A	N A
Saskatoon	133,750	153,366	348,780	1,521,267	54,655	27,834	N A	N A	N A
Sudbury	156,579	151,952	475,714	1,323,443	48,169	27,475	N A	N A	N A
Thunder Bay	119,176	121,478	345,628	1,146,092	41,256	27,780	N A	N A	N A
Toronto	2,775,259	2,904,388	8,626,060	28,714,146	1,033,701	27,778	N A	N A	N A
Vancouver	1,149,399	1,185,178	3,281,059	12,308,251	478,883	25,702	N A	N A	N A
Victoria	214,610	228,092	603,581	2,263,213	98,102	23,070	N A	N A	N A
Windsor	247,132	240,063	784,535	2,391,360	84,593	28,269	N A	N A	N A
Winnipeg	578,451	593,238	1,718,262	5,820,378	226,421	25,706	N A	N A	N A
PROVINCES, Cities									
ALBERTA	1,838,037	2,173,135	4,469,585	20,163,157	706,157	28,553	57,310	1,221,139	1,573,252
Calgary	469,917	570,625	1,395,093	6,871,565	207,456	33,123	*	*	*
Edmonton	461,361	510,417	1,415,027	5,780,029	189,416	30,515	*	*	*
Fort McMurray	15,424	26,213	8,955	115,278	7,892	14,607	*	*	*
Grande Prairie	17,626	23,803	35,167	244,719	7,989	30,632	*	*	*
Lethbridge	46,752	55,497	113,304	566,629	20,536	27,592	*	*	*
Medicine Hat	32,811	41,768	66,020	371,434	15,291	24,291	*	*	*
Red Deer	32,184	39,023	79,705	445,756	13,087	34,061	*	*	*
BRITISH COLUMBIA	2,466,608	2,692,682	6,258,353	24,427,532	921,842	26,499	13,033	210,354	410,899
Cranbrook	13,510	14,711	40,451	163,729	5,238	31,258	*	*	*
Dawson Creek	10,525	10,283	19,075	66,764	3,315	20,140	*	*	*
Fort St. John	8,945	8,739	18,589	65,060	2,637	24,672	*	*	*
Kamloops	58,311	68,931	79,052	651,017	24,279	26,814	*	*	*
Kelowna	51,955	63,114	59,010	527,080	24,446	21,561	*	*	*
Kimberley	7,111	6,351	19,637	52,511	2,427	21,636	*	*	*
Nanaimo	40,336	45,866	47,337	477,628	17,882	26,710	*	*	*
Nelson	9,235	8,765	31,383	101,071	3,603	28,052	*	*	*
New Westminister	38,393	32,863	120,425	363,551	15,988	22,739	*	*	*
Penticton	21,344	24,119	51,090	218,483	9,965	21,925	*	*	*
Port Alberni	19,585	18,455	69,722	209,452	6,609	31,692	*	*	*
Prince George	59,929	69,435	95,818	753,295	23,194	32,478	*	*	*
Prince Rupert	14,754	13,277	52,884	147,952	4,523	32,711	*	*	*
Trail	9,976	8,523	37,905	110,929	3,523	31,487	*	*	*
Vancouver	410,188	380,334	1,582,486	4,340,426	169,290	25,639	*	*	*
Vernon	17,546	21,594	35,929	185,690	8,667	21,425	*	*	*
Victoria	62,551	61,408	197,725	648,105	32,220	20,115	*	*	*
MANITOBA	1,021,506	1,028,820	2,723,857	8,463,403	351,441	24,082	29,963	716,518	571,682
Brandon	34,901	37,989	87,185	315,425	14,428	21,862	*	*	*
Dauphin	9,109	9,089	26,794	92,718	3,615	25,648	*	*	*
Flin Flon	8,152	6,794	30,236	71,429	2,520	28,345	*	*	*
Portage La Prairie	12,555	11,785	31,473	90,707	4,167	21,768	*	*	*
Swan River	3,742	3,760	11,250	30,617	1,290	23,734	*	*	*
Thompson	17,291	15,115	23,999	58,182	4,599	12,651	*	*	*
Winnipeg	560,874	572,898	821,114	5,245,073	220,113	23,829	*	*	*
NEW BRUNSWICK	677,250	720,177	1,276,345	4,457,703	212,273	21,000	3,244	39,750	78,391
Fredericton	45,248	46,609	68,434	481,112	18,984	25,343	*	*	*
Moncton	55,934	56,755	140,056	629,668	21,843	28,827	*	*	*
Saint John	85,956	82,092	240,896	806,161	30,684	26,273	*	*	*
NEWFOUNDLAND	557,725	588,381	921,519	3,252,693	150,423	21,624	398		
Corner Brook	25,198	23,643	63,440	170,018	6,244	27,229	*	*	*
St. John's	86,576	83,275	202,307	560,871	23,975	23,394	*	*	*

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FORT FRANCES—continued

Intercity Bus Lines: Grey Goose, Excel Motor Coach.
Motor Freight Carriers: 3.
Airlines: Republic (Int'l. Falls); No. Ontair; Bordaire.

3—POPULATION:
Corp City 75 Cen. 9,325, Loc. Est. 8,657
City & RTZ Loc. Est. 25,329

4—HOUSEHOLDS: Loc. Est. 2,852

5—BANKS: Commercial 4, Saving & Loan 3; Credit Unions 1.

6—PASSENGER AUTOS: Rainy River Dist. 7,514

9— PRINCIPAL INDUSTRIES (CZ): Pulp & Paper; Agriculture; Lumbering; Tourism.

11—TAP WATER: Soft, fluoridated & chlorinated.

12—RETAILING: 5 blocks in town.
Principal Shopping Days: Thurs., Fri., Sat.
Chain Stores: Safeway; Canadian Tire; Saan; Acklands; Auto glass.

14—NEWSPAPERS: BULLETIN (e-ex. Wed.) 2,700 sworn Mar. 31, 1980.
Local Contact for Advertising and Merchandising Data: K. Vettergreen, Adv. & Mgr., BULLETIN.
National Representatives: None.

GUELPH, ONT.

1—LOCATION: Wellington County, E&P Map E-4 & M-2, County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W of Toronto, 28 mi. N of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2—TRANSPORTATION: Railroads: CN, CP, Junction.
Intercity Bus Lines: Canada; Elliott Coach; Grey Coach.
Motor Freight Carriers: 31.
City Bus Lines: Guelph Trans. Comm.
Airlines: Waterloo Wellington; Private & Charter & Great Lakes Schedule; Guelph Air Park; Private & Small Charter (Wellington Waterloo Airport).

3—POPULATION:
Corp. City 76 Cen. 67,538; Loc. Est. 72,550
CZ ABC: (76) 67,538; (80) 71,900
RTZ-ABC: (76) 92,221; (80) 99,000
City & RTZ-ABC: (76) 159,759; (80) 170,900

4—HOUSEHOLDS:
CZ ABC: (76) 22,110; (80) 25,500
RTZ-ABC: (76) 27,025; (80) 30,800
City & RTZ-ABC: (76) 49,135; (80) 56,300

5—BANKS: Sav. & Comm. 38.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: 22,900

8—GAS METERS: 16,950

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Sports Equipment 190; Steel Buildings 270; Hats 340; Power Transformers 842; off-Highway Haulers 168; Glass Yarns 470; Metal Fluxes 215; Dairy Products 100; Steel Valves 200; Transformers 625; Tobacco 827; Iron Castings 260; Communications 475; Overhead Switchgear 185; Saw Chains 375; Wires and Cables 328; Shirts 230; Women's Wear 225; Power Tools 334; Freezers 510; Correctional Centre 395; Homewood Sanitarium 600; University of Guelph 3,426.
Average weekly wage (CZ) $285.
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. Last killing frost, April.

11—TAP WATER: Acid, hard; not fluoridated.

12—RETAILING: Principal Shopping Center: on 9 Sts.; 8 blocks Macdonell; Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale Shpg. Plaza; Willow West Shpg. Plaza; Victoria Rd. Plaza; Stone Rd. Mall; Westwood Plaza.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Fergus	14	Russels, IGA, Vince's Mkt. Zehr's, J. & M.Mkt.
Elora	13	L&M Food
Acton	14	Eisen, I.G.A.

Principal Shopping Days: Fri., Sat., Thu.
Stores Open Evenings: Thu., Fri. until 9.

13—RETAIL OUTLETS: Department Stores: Budds; Sears; Zellers County Fair 2; K-Mart; Buy Way.
Variety Stores: Woolworth 2.
Chain Drug Stores (CZ): I.D.A. 5; Rexall 1; Super Save 2; Nyal; Boots 2 Shoppers Drug Mart 3.
Chain Food Supermarkets: A&P 1: Dominion 2: Foodland 1; Zehr's 6; Miracle Mart; Darrigos; Usher's.
Other Chain Stores: Shoes: Aggies, Athletes Food, Cord Wainer, Kiddie Cobbler, Gallenkamp. Rare Earth, Shoe House, Walkwell, AB Heller, Copp Shoes, Ab Amies; Ovation Shoes. Auto Supply: Canadian Tire 2, Firestone, Marsh Tire, Guelph Auto Electric, Standard Auto Glass. Confectionery: Laura Secord 2. Clothing: Somers, Evangeline, Lorraine, Robert K. Smith, Milady, Elks, Zacks, Right House, Reitmans, Arcade, Browns, Executive Suite, Norrah's, Elks, House of David, Alb Brown, Star, Ellens Fashions, KarenLynn Shop, Lees Apparel, Petticoat Lane; T.V.: Wickham's County TV. Shortreed, Loves, Tip Top, Fairweather, Playtime, Thrifty's, Black's; Jewelery: Birk's, Peguenaut's, A. W. Smith; Morse; Ostrander's.

14—NEWSPAPERS: MERCURY (e) 17,546; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R.L. Hamill, Pub., Gen. Mgr., MERCURY.
National Representatives: Thomson Newspapers Ltd.

HAMILTON, ONT.

1—LOCATION: Wentworth & Halton Counties, E&P Maps E-4 & M-3. Western end Lake Ontario. County Seat. 19,230 acres, one of largest landlocked harbors on Great Lakes, Canada's fifth port in tonnage handled. 43 mi. SW of Toronto; 73 mi. W of Buffalo; 48 mi. W of Niagara Falls; 201 mi. E of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2,5,6,8,20 & 403.

2—TRANSPORTATION: Railroads: CN;CP;TH&B.
Motor Freight Carriers: 100.
Intercity Bus Lines: Eastern Canadian Greyhound; Gray Coach; Canada Coach.
Steamship Lines: 61.
Airlines: Air Canada; C.P.; Amercian; B. Airways; Nordair; United; Alitalia; Eastern; U.S. Air; Air Jamaica; Transair; Lufthansa; KLM; Air France.

3—POPULATION:
Corp. City 76 Cen. 312,003; Loc. Est. 309,854
CZ ABC: (71) 437,532; (80) 477,000
RTZ-ABC: (71) 220,598; (80) 255,800
Met. Area 76 Cen. 528,380; Loc. Est. 534,100
City & RTZ-ABC: (71) 658,130; (80) 732,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Met. Area 71 Cen. 146,285; Loc. Est. 172,515
CZ ABC: (71) 129,987; (80) 168,900
RTZ-ABC: (71) 60,495; (80) 82,700
City & RTZ-ABC: (71) 190,482; (80) 251,600

5—BANKS: 140, including Trust Co's.

6—PASSENGER AUTOS: Province: 3,597,371

7—ELECTRIC METERS: Residence 151,593

8—GAS METERS: Residence 73,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Manufacturing 70,600 ($352); Durable Goods 54,400 ($374); Non-durable Goods 16,300 ($283); Food & Beverages 4,400 ($263); Metal Fabricating Industries 7,800 ($352); Machinery & Electrical 5,400 ($380); Electrical Products 7,900 ($328); Construction 4,900 ($411); Transportation Communication & other utilities 7,200 ($313); Trade 21,300 ($202); Finance Insurance & Real Estate 5,000 ($202); Service 9,100 ($150).
Principal Pay Days: Thurs. & Fri.; 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23. Last killing frost, Apr. 28.

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping District: 4 blocks on King, James, John, Main and York Sts. centered on King and James. Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts: Ottawa St. N.; Kenilworth Ave., N.; Locke St. S.; Westdale (King St. W.); Concession St. Mountain; Barton St. E.
Neighborhood Shopping Centers (No. of Units): University Plaza, 32; Fennel Square Plaza, 15; Country Fair Plaza 5; Greater Hamilton, 110; Mountain Plaza, 30; Skyway Plaza 20; Terminal Towers, 34; Aldershot Plaza, 15; Brant Plaza, 15; Roseland Plaza, 20; Burlington Mall, 80; Jackson Square, 110; Hopedale Mall, 20; Eastgate Square 104; Westcliffe Mall 34; Gage Square 6; Stadium Mall 7; Strath-Barton Mall 6.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
University Plaza, Dundas	5	Sears Dominion and Miracle Mart
Greater Hamilton	3	Sears, Dominion, Loblaw, Robinson's
Burlington Mall	12	Sears, Robinson's, Dominion, Eaton's
Mountain Plaza	2	Woolco, Loblaw
Skyway Plaza (Stoney Crk.)	8	Woolworth, Dominion
Burlington	14	Eames, Loblaw
Fennel Square	3	Woolworth, Loblaw
Terminal Towers	Downtown	Loblaw
Aldershot	8	Towers Dominion
Brant	10	Loblaw
Roseland	11	Steinberg
County Fair	4	Zellers
County Fair (Burlington)	10	Zeller's, Dominion
Queenston Mall	5	Miracle Mart
Eastgate Sq.	5	Eaton's, Robinson's, Woolco, Loblaw
Jackson Sq.	-	Eaton's, Marks & Spencer
Westcliffe Mall	-	Home Hardware
Gage Square	-	Beaver Lumber
Stadium Mall	-	Consumer Distributing
Strath-Barton Mall	-	Family Fair
Harvard Sq.	-	Safeway

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Most downtown chain food & shopping centers: Thu. & Fri.; Plaza food stores open 6 nights.

13—RETAIL OUTLETS: Department Stores: T. Eaton, G. W. Robinson; Sears; Right House.
Discount Stores (CZ): Towers; Zeller's; Woolco; Miracle Mart.
Variety Stores: Woolworth; Kresge.
Chain Drug Stores (CZ): Rexall 3; Tamblyn's 4; I.D.A. 34; Shoppers Drug Mart 5; Fair-Way 8; A.R.P. 5; Super Save 4; Parke & Park 2; Big V 7.
Chain Food Supermarkets: Miracle Food Marts 7; Dominion 14; Loblaw 9; IGA 17; A&P 10; Red and White 4; Safeway 3; DiPietro 4; Valdi 3; Fortino 4 No Frills 3; Min Amart 3;
Other Chain Stores: Zeller's; Sally Shops; Bond Clothes; Tip-Top Tailors; Reitman's; Evangeline Shops; D'Allaird's; Agnew Surpass; Maher; Reward; Elks Men's Wear; Lindor, Auto: Canadian Tire 7, Firestone 5; Jewelery: Henry Birks and Sons, People's Credit Jewelers, Mappin's, Kern's; Bowring's.

14—NEWSPAPERS: SPECTATOR (e) 147,996; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. P. Powers, Director, SPECTATOR.
National Representatives: SPECTATOR-The Southam Newspapers. Adv. Dept.; Newspaper Marketing Bureau Cresmer, Woodward, O'Mara & Ormsbee, Inc. (USA); F. A. Smyth & Associates, Ltd. (London, England).

INGERSOLL, ONT.

See WOODSTOCK, ONT.

KENORA, ONT.

1—LOCATION: District of Kenora, E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2—TRANSPORTATION: Railroads: C.P.
Intercity Bus Lines: Greyhound.
Airlines: Norontair.

3—POPULATION:
Corp. City 76 Cen. 10,565; Loc. Est. 10,069
CZ-ABC: (76) 10,565; (80) 9,900
RTZ-ABC: (76) 24,425; (80) 26,000
City & RTZ-ABC: (76) 34,990; (80) 35,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 3,472
CZ-ABC: (76) 3,455; (80) 3,400
RTZ-ABC: (76) 5,822; (80) 6,300
City & RTZ-ABC: (76) 9,277; (80) 9,700

6—PASSENGER AUTOS: Province 3,597,371

9— PRINCIPAL INDUSTRIES (CZ): Mfg. Paper; Flour, Lumber Mills; Brewing; Boat Mfg.

12—RETAILING: (Nearby Shopping Center: Kenora Shoppers Mall (Downtown-Woolworth, Dominion).
Principal Shopping Days: Thu., Fri.

14—NEWSPAPERS: MINER & NEWS (e-Mon. to Fri.) 4,272; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Brent Spilak, Advt. Mgr., MINER & NEWS.
National Representatives: None.

KINGSTON, ONT.

1—LOCATION: Frontenac County, E&P Maps E-4 & N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2—TRANSPORTATION: Railroads: C.N.; C.P.
Water: St. Lawrence Seaway Port.
Motor Freight Carriers: 20.
Intercity Bus Lines: Voyageur Colonial, Ltd., Charter Aircraft.
Airlines: Torontair.

3—POPULATION:
Corp. City 76 Cen. 56,032; Loc. Est. 60,954
CZ ABC: (76) 56,252; (80) 55,200
RTZ-ABC: (76) 103,493; (80) 111,600
City & RTZ-ABC: (76) 159,745; (80) 166,800

4—HOUSEHOLDS:
Corp. City Loc. Est. 20,309
CZ ABC: (76) 20,600; (80) 21,800
RTZ-ABC: (76) 30,123; (80) 35,300
City & RTZ-ABC: (76) 50,723; (80) 57,100

5—BANKS: 32

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: 21,727

8—GAS METERS: 3,870

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Synthetic Fibres 2,000 ($186); Metal Processing 2,500 ($212).
Principal Industrial Pay Days: 15th and 31st.

10-CLIMATE: Min. & Max. Temp.—Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9. Last killing frost, May.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping centers: 5 blocks on Princess St.; Kingston Shopping Cenre, 60 stores: Frontenac Mall, 42 stores; 4 other plazas, 30 stores.
Neighborhood Shopping Centers: Upper Princess St.; N. Montreal St. and Reddendale; Hwy. 33.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
K-Mart Plaza	6	K-Mart, Loblaw's
Kingston Centre	60	Simpsons-Sears, Loblaws
Frontenac Mall	50	Dominion, Woolco

Principal Shopping Days: Wed., Thurs., Fri., Sat.
Stores Close: Wed. P.M.

13—RETAIL OUTLETS: Department Stores: Jos. Abramsky & Sons; Zeller's; Simpsons-Sears; Steacy's; Cherney's.
Discount Stores (CZ): Sentry Stores; S&R; Woolco; K-Mart; Consumers Distributing; Shopright.
Variety Stores: Woolworth; Kresge.
Chain Drug Stores (CZ): Tamblyn; Thrifty; Shoppers Drug; Boots.
Chain Food Supermarkets: A&P; Loblaw; Dominion; IGA.
Other Chain Stores: Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone (tires), Peoples Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Tip Top Tailors; Very, Very, Terry, Jerry; Joe Feller, Frontier Fruit & Nut; Bowrings; Shorneys; Keyman Shop; Town & Country, National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World.

14—NEWSPAPERS: WHIG-STANDARD (e) 36,411, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: A. McLaren, Adv. Dir., WHIG-STANDARD.
National Representatives: Neil Patterson.

KIRKLAND LAKE, ONT.

1—LOCATION: Temiskaming County, E&P Map D-4. Mining, farming, education, distribution centre. 365 mi. from Toronto. On Hwys. 11 and 66.

2—TRANSPORTATION: Railroads—Ontario-Northland R.R. and Bus; Nor Ontair.
Motor Freight Carriers—2.

3—POPULATION:
Corp. City 76 Cen. 13,567; Loc. Est. 12,716
City Zone ABC: (76) 13,567; (80) 11,900
RTZ-ABC: (76) 30,193; (80) 28,200
City & RTZ-ABC: (76) 43,760; (80) 40,100

4—HOUSEHOLDS:
City Zone ABC: (76) 4,755; (80) 4,500
RTZ-ABC: (76) 8,955; (80) 9,100
City & RTZ-ABC: (76) 13,710; (80) 13,600

5—BANKS: 4 Commercial; Deposits N/A

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 5,160

9—PRINCIPAL INDUSTRIES (CZ): NA

10—CLIMATE: Min. & Max. Temp.—Spring −16-70; Summer 45-95; Fall 0-80; Winter −42-54.

11—TAP WATER: Neutral, very soft; fluoridated.

12—RETAILING: Principal Shopping Center—4 blocks on Government Road.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Close: Wed. afternoon.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores—
Variety Stores—Metropolitan; Kresge; Woolworth.
Chain Drug Stores (CZ): I.D.A. 2; Rexall 1.
Chain Food Supermarkets: A&P; Dominion; Montemurro's; Mike's.

14—NEWSPAPERS: NORTHERN NEWS (e) 5,821; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: T. O'Loughlin, Mgr. & Ed. NORTHERN NEWS.
National Representatives: Thomson Newspapers, Ltd.

KITCHENER-WATERLOO, ONT.

1—LOCATION: Regional Municipality of Waterloo, E&P Maps D-4, M-2 & M-3, County Seat. 72 mi. W. of Toronto, 66 mi. E. of London.

2—TRANSPORTATION: Railroads: C.N.,C.P.
Motor Freight Carriers: 34.
Intercity Bus Lines: Gray; Canada: United Trails.
Airlines: Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Toronto Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3—POPULATION:
Corp. Cities 76 Cen. 250,876; Loc. Est. 274,938
Kitchener 71 Cen. 131,870; Loc. Est. 143,338
Waterloo 76 Cen. 46,623; Loc. Est. 51,795
Cambridge 76 Cen. 72,383; Loc. Est. 78,145
CZ ABC: (76) 178,493; (80) 193,700
RTZ-ABC: (76) 116,240; (80) 122,400
City & RTZ-ABC: (76) 294,733; (80) 316,100
Met Area 76 Cen. 272,158; Loc. Est. 291,600
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Met. Area 76 Cen. 87,880; Loc. Est. 99,700
CZ ABC: (76) 59,195; (80) 69,400
RTZ-ABC: (76) 34,070; (80) 37,200
City & RTZ-ABC: (76) 93,265; 106,600

5—BANKS: Savings 118

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 82,383

8—GAS METERS: Residence 43,376

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Manufacturing 49,418; Durable Goods 25,700; Non-Durable Goods 21,800, Food/Beverages 5,600, Rubber Prod 4,400, Metal Fabricating 6,900, Construction 3,100, Utilities 3,900, Finance, Ins and Real Est 3,900, Industrial Composite 73,600

10-CLIMATE: Min & Max Temp —Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct Last killing frost, May

11—TAP WATER: Neutral, very hard. Kitchener not fluoridated; Waterloo fluoridated

12—RETAILING: Principal Shopping Center Fairview Park, 5 miles from downtown Kitchener (95 stores); Market Square, downtown Kitchener (39 stores). King Centre, downtown Kitchener (70 stores); 8 blocks on King St., Kitchener, Waterloo Square, downtown Waterloo (52 stores). Conestoga Mall, 6 miles from downtown Waterloo (74 stores). 3 blocks on King St., Waterloo, John Galt Shopping Centre (Cambridge) (45 stores)
Neighborhood Shopping Centers Kitchener, Lancaster Street Plaza, Kingsdale Plaza, Belmont Plaza, Frederick Mall, Stanley Park Mall, Courtland Plaza, Forest Glen Plaza, Eastwood Square, Pioneer Park Plaza, Forest Hill Plaza, Laurentian Hills Plaza, Manitou Mall, Rosemount Centre, Highland Road Plaza Waterloo, Towers Plaza, Westmount Place, County Fair Centre, Parkdale Plaza, Glenridge Plaza, Lincoln Plaza
Principal Shopping Days Thurs., Fri., Sat
Stores Open Evenings Thu., Fri., Food, every evening except Sunday

13—RETAIL OUTLETS: Department Stores Goudies, Budds, Eaton's, Marks & Spencer, Robert Simpson, Sears, Robinson's
Variety Stores Woolworth, Kresge, Zeller's
Discount Stores Woolco, Towers, K-Mart
Chain Drug Stores (CZ) Boots 6, Guardian 2, IDA 3, Shoppers Drug Mart 4, Rexall 3
Chain Food Supermarkets (CZ) Dominion 2, Dutch Boy 5, Zehrs 15, Hi Way, Central, Derango's, Knechtel's 2, Miracle Food Mart, Valdis
Other Chain Stores Agnew Surpass (shoes 3, Reward Shoe (2) Singer Co 2, Young Jewelry 2, Weston Jewelers, Walters Jewelers, Reitman's 4 (ladies), Tip Top Tailors, Firestone, Goodrich, Uniroyal, Canadian Tire 3, Goodyear, Dunlop, Esso Centres, Fairweathers 3 (ladies), Town & Country (ladies) 4, Leon's Furniture, Pennington's 2, D'Aillard's 2, Bowring's 2, Dalmy's, Jack Fraser 2, Elk's 2

14—NEWSPAPERS: RECORD (e) 71,851, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data H J Baird, Adv Dir., RECORD
National Representatives Newspaper Marketing Bureau Inc Toronto, Montreal, Vancouver

LINDSAY, ONT.

1—LOCATION: Victoria County, E&P Mps E-4 & M-2 On theScugog River 78 mi SE of Georgian Bay, 69 mi NE of Toronto

2—TRANSPORTATION: Railroads C P., C N

3—POPULATION:
Corp City 76 Cen 13,026, Loc Est 13,151
City Zone ABC (76) 13,062, (80) 12,600
RTZ-ABC (76) 35,394, (80) 40,600
City & RTZ-ABC (76) 48,456, (80) 53,200

4—HOUSEHOLDS:
Corp City 76 Cen N A, Loc Est 4,764
City Zone ABC (76) 4,485, (80) 4,700
RTZ-ABC (76) 11,545, (80) 14,400
City & RTZ-ABC (76) 16,030, (80) 19,100

5—BANKS: 5 Commercial, Deposits Not Available

6—PASSENGER AUTOS: Province 3,597,371

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av Hourly Rate) R R., Textiles 300 (N/A), Chemical 600 (N/A), BrakeShoe 115 (N/A), Die Casting 150 (N/A), Printing (N/A), Rubber Mfg 450 (N/A), Gen Mfg 200 (N/A)

12—RETAILING:
Principal Shopping Days Fri., Sat
Stores Open Evenings Fri

14—NEWSPAPERS: POST (e) 4,724, (Wkly) 5,657, Mar 31, 1980 ABC
Local Contact for Advertising and Merchandising Data R P Wilson, Gen Mgr., POST
National Representatives None

LONDON, ONT.

1—LOCATION: Middlesex County, E&P Maps D-4 & L 3 On River Thames, 110 mi W of Toronto and 105 mi E of Detroit

2—TRANSPORTATION: Railroads C N., C P
Motor Freight Carriers 67
Intercity Bus Lines Greyhound, Grav Coach, London Charterways
Airlines Air Canada, Great Lakes Airline

3—POPULATION:
Corp City (76) 240,392, Loc Est 252,269
Met Area (76) Cen 270,063, Loc Est 281,414
City Zone ABC (76) 240,392, (80) 248,000
RTZ-ABC (76) 544,943, (80) 553,200
City & RTZ-ABC (76) 785,335, (80) 801,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Met Area 71 Cen 87,230, Loc Est 100,789
City Zone ABC (76) 83,235, (80) 92,800
RTZ-ABC (76) 170,875, (80) 187,300
City & RTZ-ABC (76) 254,10, (80) 280,100

5—BANKS: 81 Deposits N A

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 80,000

8—GAS METERS: Residence 62,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Agriculture 7,065, Manufacturing 31,365, Construction 9,405, Transportation 8,775, Trade 23,190, Finance 9,345, Personal Services 41,835, Public Administration 8,940
Principal Pay Days Thurs., Fri., 1st & 15th

10-CLIMATE: Min & Max Temp —Spring -6-32, Summer 5-32, Fall -16-25, Winter -25-10

11—TAP WATER: Lake Huron Pipeline fluoridated

12—RETAILING: Principal Shopping Centers (Number of Stores)—Wellington Square (48), Wellington King Sts., Eastown Plaza (30), East Dundas St., Westown Plaza (20), Oxford St W., London Plaza (10), Adelaide St N., Wharncliffe Plaza (8), Wharncliff-Base Line Rds., Oakridge Mall (40), Northland Mall (20), Highbury and Huron Sts., White Oaks (50), Wellington Rd., Southcrest (11), Springbank Dr., King Plaza (13), Hamilton Rd., Oxford Plaza (18), Oxford-Adelaide Sts., Argyle Mall (35), Dundas Clark Rd., Norton Estates, Commissioners' Rd (23), London Mall (20), Westmount Plaza (70), City Centre (26), Dundas at Wellington, Sherwood Forest Mall (28), Gainsborough & Halton Rd., Oxbury Place (17), Oxford St E., Towers Plaza (7), Wellington Road S., London Center Arcade (70), Wonderland Mall (24), Wonderland & Southdale
Core Shopping Area 7 blocks on Dundas St., 5 on Richmond St., 2 on Clarence St., 2 on Talbot St., 3 on King St
Neighborhood Shopping Areas 6 blocks on Dundas St E from Adelaide, 2 on Richmond St., S of Oxford, 3 on Wharncliffe, N of Wyatt, 5 on Wharncliffe, S of Elmwood, 8 on Hamilton Rd., E of Little Hill St., 5 on Oxford, E of Gammage, 3 on Wortley, S of Askin, 1 on Clark Rd & Trafalgar, 1 on Trafalgar & Highbury, The Boulevard
Stores Close Sundays
Stores Open Evenings Thurs., Fri

13—RETAIL OUTLETS: Department Stores Eatons 3, Simpsons 2, Kingsmills, Hudsons, Fairweather 2

CANADA POPULATION, INCOME, HOUSEHOLDS, FARM PRODUCTS—Continued

	POPULATION		PERSONAL DISPOSABLE INCOME		HOUSEHOLDS		FARM PRODUCTS #		
METRO AREAS PROVINCES Cities	1976 Statistics Canada Census	E&P estimate Jan. 1, 1982	E&P 71 estimate (Thousands)	E&P 1981 Estimate (Thousands)	1982 Number of households	E&P 1981 Estimate income per household	Number of farms 1976 Census	1979 cash receipts of crops (Thousands)	1979 cash receipts of livestock (Thousands)
NOVA SCOTIA	828,571	863,519	1,712,856	6,046,048	266,198	22,713	3,441	29,541	128,589
Amherst	10,263	10,482	19,685	80,374	3,914	20,535	*	*	*
Halifax	17,882	112,196	264,215	934,406	42,843	21,810	*	*	*
New Glasgow	10,672	10,367	26,436	87,892	3,805	23,099	*	*	*
Sydney	30,645	27,685	90,577	306,071	8,927	34,286	*	*	*
Truro	12,840	12,479	35,170	114,145	4,926	23,172	*	*	*
ONTARIO	8,264,465	8,698,929	23,497,006	78,752,982	3,019,328	26,083	76,983	1,245,951	2,551,020
Barrie	34,389	40,979	86,916	377,990	14,523	26,027	*	*	*
Belleville	35,311	34,747	113,482	347,880	12,941	26,882	*	*	*
Brampton	103,459	136,859	146,798	1,564,829	41,731	37,498	*	*	*
Brantford	66,950	68,264	192,679	586,194	24,954	23,491	*	*	*
Brockville	19,903	19,623	67,890	180,184	27,374	6,582	*	*	*
Cambridge	72,383	79,109	226,741	795,261	26,837	29,633	*	*	*
Chatham	38,655	41,465	104,714	361,104	14,878	24,271	*	*	*
Cobourg	11,421	11,326	33,261	80,143	4,080	19,643	*	*	*
Cornwall	46,121	44,059	134,481	392,485	15,127	25,946	*	*	*
Fort Frances	9,325	8,486	35,929	70,627	3,063	23,058	*	*	*
Guelph	67,538	74,217	174,762	631,446	26,385	23,932	*	*	*
Hamilton	312,003	308,344	1,043,604	2,970,755	115,092	25,812	*	*	*
Ingersoll	8,198	8,474	25,833	90,105	3,116	28,917	*	*	*
Kenora	10,565	9,928	35,511	95,934	3,527	27,200	*	*	*
Kingston	56,032	51,694	187,229	515,745	20,564	25,080	*	*	*
Kirkland Lake	13,567	12,491	44,965	127,483	4,757	26,799	*	*	*
Kitchener	131,870	145,300	335,578	1,234,175	52,391	23,557	*	*	*
Lindsay	13,062	13,125	34,225	96,647	4,899	19,728	*	*	*
London	240,392	253,949	687,271	2,234,608	95,492	23,401	*	*	*
Niagara Falls	69,423	70,390	207,243	651,881	24,792	26,294	*	*	*
North Bay	51,639	53,200	156,225	561,140	17,260	32,511	*	*	*
Orillia	24,412	24,290	60,215	131,428	8,324	15,789	*	*	*
Oshawa	107,023	117,849	315,747	1,198,965	39,768	30,149	*	*	*
Ottawa	304,462	300,191	1,061,744	3,418,136	120,323	28,408	*	*	*
Owen Sound	19,525	20,256	54,450	148,737	7,577	19,630	*	*	*
Pembroke	14,927	12,837	39,744	105,529	4,451	23,709	*	*	*
Peterborough	59,683	60,109	129,872	647,960	21,833	29,678	*	*	*
Port Colborne	20,536	19,166	65,389	169,919	6,685	25,418	*	*	*
Port Hope	9,788	10,577	28,721	106,976	3,893	27,479	*	*	*
St. Catharines	123,351	135,572	359,024	1,291,368	48,513	26,619	*	*	*
St. Thomas	27,206	28,432	87,970	285,384	10,613	26,890	*	*	*
Sarnia	55,576	52,196	208,972	611,748	18,976	32,238	*	*	*
Saulte Ste. Marie	81,048	80,077	280,986	950,672	25,617	37,111	*	*	*
SimcOe	14,189	17,592	42,461	214,577	6,421	33,418	*	*	*
Sioux Lookout	3,108	3,265	7,564	20,253	914	22,159	*	*	*
Stratford	25,657	26,357	71,385	222,588	9,856	22,584	*	*	*
Sudbury	97,604	92,475	272,272	839,255	31,374	26,750	*	*	*
Thunder Bay	111,476	112,408	334,221	1,052,445	38,395	27,411	*	*	*
Timmins	44,747	45,716	148,042	368,352	15,161	24,296	*	*	*
Toronto	633,318	542,47*	2,519,223	5,468,916	214,316	25,518	*	*	*
Waterloo	46,623	54,732	113,002	469,371	19,648	23,889	*	*	*
Welland	45,047	44,783	139,418	390,241	15,619	24,985	*	*	*
Whitby	28,173	30,676	91,543	327,619	9,688	33,817	*	*	*
Windsor	196,526	185,120	715,317	1,962,955	67,319	29,159	*	*	*
Woodstock	26,779	20,016	55,178	185,985	7,371	25,232	*	*	*
PRINCE EDWARD ISLAND	118,229	127,065	210,724	685,004	36,893	18,567	1,054	43,958	58,724
Charlottetown	17,063	15,179	43,432	104,065	5,089	20,449	*	*	*
Summerside	8,592	7,822	22,627	61,698	2,375	25,978	*	*	*
QUEBEC	6,234,445	6,318,359	14,982,405	48,913,405	2,119,220	23,081	43,097	182,056	1,554,280
Chicoutimi	57,737	58,831	93,271	644,635	18,499	34,847	*	*	*
Granby	37,132	39,286	83,140	320,652	14,698	21,816	*	*	*
Montreal	1,080,546	926,065	4,069,921	9,911,729	409,136	24,226	*	*	*
Quebec	177,082	161,998	429,785	1,261,918	65,766	19,188	*	*	*
Rouyn	17,678	17,122	46,779	197,003	6,176	31,898	*	*	*
Sherbrooke	76,804	71,001	202,640	578,255	27,553	20,987	*	*	*
Trois Rivieres	52,518	47,887	155,893	438,380	18,723	23,414	*	*	*
SASKATCHEWAN	921,323	989,845	2,195,080	7,708,398	324,473	23,757	69,578	2,214,003	697,523
Moose Jaw	32,581	36,091	88,413	343,634	13,315	25,808	*	*	*
Prince Albert	28,631	31,145	70,213	282,438	10,317	27,376	*	*	*
Regina	149,593	173,884	397,747	1,782,760	61,089	29,183	*	*	*
Saskatoon	133,750	153,366	348,780	1,521,267	54,655	27,834	*	*	*
YUKON NW TERRITORIES	64,445	21,780	102,781	569,672	17,641	32,293	17		

1979 farm cash figures latest available; totals for Canada exclude figures from Newfoundland and Yukon/Northwest Territories.

* Figures for individual cities not available; included in provincial totals.

Projections of populations, households, incomes and retail sales were produced for Editor & Publisher by **Marketing Economics Institute Ltd**.

LONDON—continued

Discount Stores: Towers; K-Mart 3; Zellers 2; Woolco 3; Family Fare 2.
Variety Stores: Zellers; Woolworths 2; Metropolitan, Kresges 1.
Chain Drug Stores (CZ): Boots 7, Canadian Apothecary 4; Shopper's Drug 4; SupeRx 5; Rexall 10.
Supermarkets: Loblaws 6; Dominion 6; A & P 6; Miracle Mart 5, Superior 4; Foodcity 2.
Other Chain Stores: Apparel: D'Allaird's, Bonds 2; Boughners, Reitmans 5; Marks & Spencer 5; Fairweather (2).
Jewelery: Birks 3; Mappins 2; Peoples 2; Youngs 4, Morse 2; Nash 2.
Furniture: Leons, Pattons Place, London Furniture, Common Market, Jensens; Ethan Allen.
Shoes: Agnew-Surpass 3, Arliss 2; Bata 3, Belinda 2; Bonita 2, Dacks, Fredelle 3; Kinney 2, Maher 2; Mugford 2. Bakeries-Grandma Lees 3; Hunts 5.
Books: Coles 2; Oxford 2; Provident 2; Wendell Holmes 2.

14—NEWSPAPERS: FREE PRESS (m-Mon. to Fri.) 87,172; (e-Mon. to Fri.) 41,101; (Sat. m) 132,349; (comb. m&e) 128,273; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R.A. Green, Mktg. Dir., FREE PRESS.
National Representatives: Newspaper Marketing Bureau, Toronto, Montreal; Sy Kaplan Assoc., N. Miami, Fla.

NIAGARA FALLS, ONT.

1—LOCATION: Regional Municipality of Niagara; E & P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2—TRANSPORTATION: Railroads: C.N., Wabash, Conrail; C.P.
Motor Freight Carriers: 7.
Intercity Bus Lines: Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines: Air Canada; American; United; Mohawk; Lake Central.

3—POPULATION:
Corp. City 76 Cen. 69,423; Loc. Est. 70,417
Municipality of Niagara
76 Cen. 299,823; Loc. Est. 307,962
City Zone-ABC: (76) 69,423; (80) 69,300
RTZ-ABC: (76) 36,516; (80) 36,100
City & RTZ-ABC: (76) 105,939; (80) 105,400

4—HOUSEHOLDS:
City Zone-ABC: (76) 22,515; (80) 24,300
RTZ-ABC: (76) 11,845; (80) 12,800
City & RTZ-ABC: (76) 34,360; (80) 37,100

5—BANKS: 24

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 20,810

8—GAS METERS: Residence 16,415

9— PRINCIPAL INDUSTRIES (CZ): Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories: (Av. Wkly. Wage—$162.)
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Aver. Temp.—Summer 68; Av. Annual 47; Annual Rainfall, 30 inches.

11—TAP WATER: Neutral, soft; not fluoridated.

12—RETAILING: Principal Shopping Center: 5 blocks on Queen St. Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Center: Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days: Thu., Sat.
Stores Close: Wed. noon.
Stores Open Evenings: Thu. & Fri. North End; Fri. South End.

13—RETAIL OUTLETS: Department Stores: Rosberg's; Shoppers Drug Mart; Zeller's; Towers; Robinson's.
Variety Stores: Metropolitan.
Chain Drug Stores (CZ): Rexall 7; I.D.A. 3; Super-Save; Shoppers Drug.
Chain Food Supermarkets: Red & White 4; Super Save; Loblaw's; A&P 2; Dominion 2; Miracle Food Mart; IGA; Food City; Safeway.
Other Chain Stores: Clothing: Reitman's Shoes; Agnew-Aurpass, Maher, Reward, Kent; Confectionery; Dairy Queen, Col. Sanders, A&W; Auto; Firestone, Canadian Tire, Goodyear, Dunlop, Uniroyal; McDonald's; H. Salt; Shoprite; Consumers Distributing.

14—NEWSPAPERS: REVIEW (e) 21,029; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Adv. Mgr., REVIEW.
National Representatives: Thomson Newspapers Advertising Service.

NORTH BAY, ONT.

1—LOCATION: Nipissing County, E&P Maps D-4 & M-1. 220 mi. N of Toronto.

2—TRANSPORTATION: Railroads: C.N.; C.P.; O.N.R. hdq.
Motor Freight Carriers: 13.
Intercity Bus Lines: Deluxe Transp.; Colonial; Greyhound; Gray Coach. Abitibi; Ontario Northland.
Airlines: Air Canada; First Air; Voyager; Norontair.

3—POPULATION:
Corp. City 76 Cen. 51,639; Loc. Est. 53,075
CZ-ABC: (76) 51,639; (80) 52,100
RTZ-ABC: (76) 64,919; (80) 65,300
City & RTZ-ABC: (76) 116,558; (80) 117,400
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
CZ ABC: (76) 15,430; (80) 16,800
RTZ-ABC: (76) 19,575; (80) 21,500
City & RTZ-ABC: (76) 35,005; (80) 38,300

5—BANKS: Commercial 14

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 15,142

8—GAS METERS: Residence 7,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Railways 2,100 ($320); Mine Equip. 750 ($221); Lbr. 3,500 ($218), Soft Drink Mfg. 175 ($198); Insulating Bd. 300 ($250); Constr. 1,200 ($200). Explosives/ Fabrene 269 ($245); Defense 2,000 ($275).
Principal Pay Days: Fri., 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 36-55; Summer 51-74; Fall 24-40; Winter 3-24. First killing frost, Sept. Last killing frost, May.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St.
Neighborhood Shopping Centers: 2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Square—21 Acres, 60 Stores, incl. Loblaw; Woolco; Reitman, 1450 Cars; Nipissing Plaza; Dominion; Zellers, 6 mi. from downtown; Widdifield Plaza 2 stores; 700 cars; North Boy Mall; K-Mart, A&P; 65 stores, 1,200 cars.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Fri.; some, 6 nights.

13—RETAIL OUTLETS: Department Stores: Zeller's; Woolco; Tower's, K-Mart.
Variety Stores: Kresge's.
Chain Drug Stores (CZ): Boots 2, Rexall 7; Shopper's Drug Mart 2.
Chain Food Supermarkets (RTZ): Red & White 7; Dominion 5; A&P 3; Loblaw's 2; IGA 8; Food City.
Other Chain Stores: Cochrane Dominion (hardware); Reward, Agnew-Surpass, Bata (men's); Tip Top Tailor's; Scarfe (paint), Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer Co.; Firestone; Western Tire.

14—NEWSPAPERS: NUGGET (e) 24,173; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: G.V. Grainger, Adv. Dir., NUGGET.
National Representatives: Southam Newspapers.

ORILLIA, ONT.

1—LOCATION: Simcoe County, E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2—TRANSPORTATION: Railroads: C.P., C.N.
Motor Freight Carriers: 5
Intercity Bus Lines: Gray Coach; Stock Bros. Coach; Orillia, Midland-Penetang.
Airlines: Orillia.

3—POPULATION:
Corp City 76 Cen. 24,412, Loc. Est. 24,380
City Zone ABC: (76) 24,412; (80) 23,300
RTZ-ABC: (76) 46,910; (80) 52,100
City & RTZ-ABC: (76) 71,322; (80) 75,400

4—HOUSEHOLDS:
Corp City Loc. Est. 8,109
City Zone ABC: (76) 7,700; (80) 7,900
RTZ-ABC: (76) 14,980; (80) 18,000
City & RTZ-ABC: (76) 22,680; (80) 25,900

5—BANKS: Saving Banks, Deposits Not Available.

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 6,692

8—GAS METERS: 2,900

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Gov't. Services 1,100; Misc. 430. Av. Wkly. Wage: $160.
Principal Pay Days: 2nd & 4th, Fri.

10-CLIMATE: First killing frost, Oct. 15. Last killing frost, Apr. 15.

11—TAP WATER: Neutral, hard; not fluoridated.

12—RETAILING:
Neighborhood Shopping Centers: Beaverton; Coldwater, Gravenhurst; Washago; Bracebridge.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Beaverton	20	IGA
Coldwater	15	IGA
Gravenhurst	2[illegible]	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	-	Dominion, IGA

Principal Shopping Days: Thu., Fri., Sat.
Stores Close: 6 p.m. except Fri., 9 p.m.

13—RETAIL OUTLETS: Department Stores: K-Mart; Zeller's
Variety Stores: Metropolitan; Chainway; Woolworth.
Chain Drug Stores (CZ): Rexall: Drug City.
Chain Food Supermarkets: Dominion 3; Loblaws; A&P; IGA; Miracle Food Mart.

14—NEWSPAPERS: PACKET and TIMES (e) 9,029, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David Woronka, Adv. Dir., PACKET and TIMES.
National Representatives: Thomson Newspaper Ltd.

OSHAWA-WHITBY, ONT.

1—LOCATION: Regional Municipality of Durham; E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2—TRANSPORTATION: Railroads: C.N.; C.P.
Intercity Bus Lines: Gray; Colonial, Charterways & G.O. Buses.
Airlines: At Toronto Int'l Airport.

3—POPULATION:
Oshawa 76 Cen. 107,023; Loc. Est. 116,270
Whitby 76 Cen. 28,173; Loc. Est. 30,321
City Zone-ABC: (76) 135,196; (80) 143,900
RTZ-ABC: (76) 103,409; (80) 112,600
City & RTZ-ABC: (76) 238,605; (80) 256,500

4—HOUSEHOLDS:
City Zone-ABC: (76) 41,445; (80) 47,700
RTZ-ABC: (76) 29,405; (80) 34,600
City & RTZ-ABC: (76) 70,850; (80) 82,300

5—BANKS: Commercial 29; Trust Cos. 4; Credit Unions 4; Loan Companies 9

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 26,700

8—GAS METERS: Residence, Oshawa 9,900

9— PRINCIPAL INDUSTRIES (CZ): Automotive Assembly; Elec. Machy., Leather Gds., Furn., Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Purina-Chow Foods of Whitby, Aluminum & Plastic Boats; Sugar; Steel.

11—TAP WATER: Acid, hard, fluoridated.

12—RETAILING:
Principal Shopping Centers: Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Square.
Principal Shopping Days: Wed., Thur., Fri., Sat.
Stores Open Evenings: Every evening (ex. Sat.) till 9:30 p.m., Simpson-Sears open Wed., Thurs., & Fri.

13—RETAIL OUTLETS: Department Stores: Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores: Kresge's, Woolworth; K-Mart.
Chain Drug Stores (CZ): Tamblyns 2; I.D.A. 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Food Supermarkets: Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores: Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal, Cherney's, Bata; Birks; Coles; Dovers; Fairweather; Vic Tanney's; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's, Tip Top Tailors; Yolles; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Biway; Collegiate Sports.

14—NEWSPAPERS: TIMES (e) 23,384; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Rob Forbes, Adv. Mgr., TIMES.
National Representatives: Thomson Newspapers, Ltd.

OTTAWA, ONT.

1—LOCATION: Carleton County, E&P Maps E-4 & O-1. Capital City of Canada, on south side of Ottawa River; 125 mi. W of Montreal and 270 mi. E of Toronto commercial and indstrial center.

2—TRANSPORTATION: Railroads: C.N., C.P.
Motor Freight Carriers: 10
Intercity Bus Lines: OC Transp.; Voyageur Colonial, Commission de Transport; Capital; Abitibi Provincial; Greyhound.
Airlines: Air Canada; Eastern; C. P. Air; Laurentian; Nordair; Quebec Air.

3—POPULATION:
Corp. City (76) Cen. 304,462, Loc. Est. 301,787
CZ ABC: (76) 594,311; (80) 618,900
RTZ-ABC: (76) 476,873; (80) 493,900
Met. Area 76 Cen. 641,917; Loc. Est. 651,972
City & RTZ-ABC: (76) 1,071,184; (80) 1,112,800
Demographic information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 76 Cen. Loc. Est. 117,399
Met. Area 76 Cen. N. A.; Loc. Est. 240,969
CZ ABC: (76) 198,309; (80) 222,400
RTZ-ABC: (76) 139,755; (80) 159,000
City & RTZ-ABC: (76) 338,045; (80) 381,400

5—BANKS: 145 Savings Banks, Deposits Not Available

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 170,351

8—GAS METERS: Residence 27,000

9— PRINCIPAL INDUSTRIES (CZ): Federal Govt. Crown Corps. etc. 103,000; Metropolitan Life, No. Off. 1,500 (includes Hull & Vanier, Industry, No. of Wage Earners—Food & Beverages 3,168; Textile Mills 71; Clothing 270; Wood Prods. 888; Printing & Publ. 3,018; Iron & Steel Prods. 1,438; Non-Ferrous Metal Prods. 591; Non-Metallic Mineral Prods. 727; Chemicals 382; Misc. 1,024; Research & Development 5,461.
Principal Industrial Pay Days: Fri.; 1 & 15.

10-CLIMATE: Min. & Max. Temp.—Spring 3-81; Summer 40-92; Fall 8-74; Winter—12-41. First killing frost, Oct. 21. Last killing frost, May 27.

11—TAP WATER: Purified, soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Sparks St.; 4 on Rideau St.; 6 on Bank St.
Neighborhood Shopping Centers: Alta Vista; Merivale Rd., Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Eastview; Manor Park; Alta Vista McArthur; Towers; K-Mart; St. Laurent; Lincoln Fields; Vista Plaza; Place du Portage; Les Galeries de Hull; Les Galleries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Catineau.
Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: The Bay Co.; Charles Ogilvy; Eaton's; C. Caplan; Simpson-Sears; Robert Simpson's Ltd.
Variety Stores: Woolworth, Kresge's, Metropolitan; R. A. Beamish; Zeller's; Giant Tiger.
Discount Stores (CZ): Towers Mart 3; K-Mart 5; Miracle Mart 2, Woolco 2.
Catalogue Discount Stores: Consumers Distributing, Shop Rite Stores.
Chain Drug Stores (CZ): Boots Drugs I.D.A. 16; Rexall 21; Shoppers Drug Mart; Uniprix 2.
Chain Food Supermarkets: Loblaw's 13; Steinberg's 11; A&P 6; Dominion 12; IGA 69; Red & White 6, Provigo 9; Joanissee 4, Metro 9.
Other Chain Stores: Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata Shoes; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney Shoes, Agnew Surpass Shoes; Canadian Tire; Laura Second Candy; Fairweather Ladies Wear; Goodyear; Penningtons; Uniroyal; Michelin; Blacks Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hdware; George Richards King Size Clothes; Arlington Sports; The Outdoor Stores; Bouclair; Liberty, Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Ottawa Stereo Hi-Fi; Atlantique.

14—NEWSPAPERS: CITIZEN (e-Mon. to Fri) 126,760. (e-Sat.) 162,858; Mar. 31, 1980 ABC.
JOURNAL ceased publication Aug. 26, 1980.
LE DROIT (e-Mon. to Fri) 48,366; (e-Sat.) 53,575; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. S. Littlemore, Adv. Dir., CITIZEN; Andre Laurin ADV. Dir., LE DROIT.
National Representatives: CITIZEN-The Southam Newspapers; LE DROIT-Vern B. Moore (Toronto); Landon Associates, Inc. (U.S.A.) Georges Marcier, Montreal.

OWEN SOUND, ONT.

1—LOCATION: Grey County, E & P Maps D-4 & M-2, County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10,21 and 26.

2—TRANSPORTATION: Railroads: C.P.,C.N.
Steamship Lines: Ontario Northland Transp. Co.
Motor Freight Carriers: 8
Intercity Bus Lines: Gray Coach; Charterways, Travelways.

3—POPULATION:
Corp. City 76 Cen. 19,525; Loc. Est. 20,184
CZ ABC: (76) 19,525; (80) 20,700
RTZ-ABC: (76) 91,207; (80) 97,600
City & RTZ-ABC: (76) 110,732; (80) 118,300

4—HOUSEHOLDS:
Corp. City Loc. Est. 7,327
CZ ABC: (76) 6,725; (80) 7,700
RTZ-ABC: (76) 29,075; (80) 33,600
City & RTZ-ABC: (76) 35,800; (80) 41,300

5—BANKS: 6 Com., 3 Trust Co.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 5,869

8—GAS METERS: Residence 3,097

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mach. Shop 850 ($180); Ptg. & Publ. 465 ($200); Elec. Devices 225 ($185); Sheet Glass 450 ($195); Foam Rubber 250 ($155); Shock Absorbers 250 ($193).

10-CLIMATE: Min. & Max. Temp.—Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11—TAP WATER: Neutral, very hard, fluoridated.

12—RETAILING: Principal Shopping Center: 4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Center: Towers—Food City; Grey County Mall—Woolco, Loblaw's.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: McKay Bros., Simpson-Sears, Towers.
Discount Stores: Woolco, McDonald's Dept. Store.
Variety Stores: Woolworth, People's, S.S. Kresge.
Chain Drug Stores (CZ): I.D.A. 3; Rexall 2; Drug City.
Chain Food Supermarkets: Loblaws; A&P; IGA 2; Dominion; Food City.
Other Chain Stores: Maher, Bata; Firestone, Canadian Pittsburgh; Canadian Tire; Uniroyal, Grafton; Reitman's 2; Superior Propane; Pro Hardware; Crest; Home Hardware; Consumers Distributing; Shop Rite; Smart Set; Radio Shack; Colour Your World.

14—NEWSPAPERS: SUN-TIMES (e) 20,092; Mar. 31, 1980 ABC.

Local Contact for Advertising and Merchandising Data: G.D. McNaughton, Adv. Mg., SUN-TIMES.
National Representatives: The Southam Newspapers.

PEMBROKE, ONT.

1—LOCATION: Renfrew County, E & P Maps E-4 & N-1, County Seat. Major retail and industrial center in Upper Ottawa Valley. With Ottawa 97 miles S.E.; North Bay 138 miles N.W.; Toronto 257 miles S.W.; Montreal 227 miles S.E. on Hwy. 17 with connections to Hwys. 62, 60 and 41.

2—TRANSPORTATION: Railroads: C.N.; C.P.
Motor Freight Carriers: 5.
Airlines: Penn-Air Ltd.
Intercity Bus Lines: Colonial Coach; Renfrew County Coach.

3—POPULATION:
Corp. City 76 Cen. 14,927; Loc. Est. 13,385
City Zone ABC: (76) 16,093; (80) 14,300
RTZ-ABC: (76) 48,150; (80) 46,700
City & RTZ-ABC: (76) 64,243; (80) 61,000

4—HOUSEHOLDS:
Corp. City Loc. Est. 4,504
City Zone ABC: (76) 5,115; (80) 4,900
RTZ-ABC: (76) 13,520; (80) 14,300
City & RTZ-ABC: (76) 18,635; (80) 19,200

5—BANKS:
Savings Banks 6; Sav. & Loan Assns. 6; Comm. Banks 8. Comb Deposits more than $18,000,000.

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: 5,124

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wager Earners—Wood and Wood Pdts. 1,494; Dept. of National Defense (Civilians 794, soldiers 3,000); Steel Furniture 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Shoosplin 450; Matches 99; Petawawa and Atomic Energy Comm.; Chalk River 2,643.

10-CLIMATE: Min. & Max. Temp.—Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11—TAP WATER: Soft, not fluoridated.

12—RETAILING: Principal Shopping Area: 8 blocks surrounding Pembroke St.; Petawawa Shopping Plaza; Glendale Shopping Center; Deep River.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: T. Eaton Order Office; Walker Stores; Dorans of Pembroke; Simpson's Order Office; Zeller's.
Discount Stores (CZ): Giant Tiger; Cost Plus.
Variety Stores: Woolworth; Beamish.
Chain Drugs: I.D.A. 2; Rexall; Guardian.
Chain Supermarkets: Loblaws, A&P 2; I.G.A. 4; Red & White 4; Steinberg; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores: Women's; Sally Shops; Firestone; Canadian Tires; Shoes: Reward, Maher, Bata; Sherwin-Williams (paint); Singer Co.; Woodhouse (furn.).

14—NEWSPAPERS: OBSERVER (e) 7,438; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER.
National Representatives: Thomson Newspapers Ltd.

PETERBOROUGH, ONT.

1—LOCATION: Peterborough County, E&P Maps E-4 & N-2, County Seat. On Otonabee River, part of Trent Valley Canal System. 90 mi. E of Toronto, Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7 and 7A to Ottawa.

2—TRANSPORTATION: Railroads: CN; CP.
Interprovincial Bus Lines: Voyageur Colonial.
Motor Freight Carriers: 14.
Airlines: Otonabee; Great Lakes.
Intercity Bus Lines: Peterborough.

3—POPULATION:
Corp. City 76 Cen. 59,683; Loc. Est. 60,202
CZ ABC: (76) 59,683; (80) 59,100
RTZ-ABC: (76) 66,506; (80) 72,600
City & RTZ-ABC: (76) 126,189; (80) 131,700

4—HOUSEHOLDS:
CZ-ABC: (76) 19,965; (80) 21,400
RTZ-ABC: (76) 20,755; (80) 24,600
City & RTZ-ABC: (76) 40,720; (80) 46,000

5—BANKS: Comm. 14; Sav. & Loan 3.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 18,440

8—GAS METERS: Res. & Comm. 5,992

9— PRINCIPAL INDUSTRIES (CZ): Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mchy.; Brake Lining & Flexible Hose; Outboard Motors; Power Mowers; Power Saws & Snowmobiles.
Principal Industrial Pay Days: Thurs.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: Peterborough Sq., downtown Peterborough. Eaton major store with 65 other retail outlets.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu. & Fri. till 9 p.m.

13—RETAIL OUTLETS: Department Stores: Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K-Mart; Towers.
Variety Stores: Woolworth 2; Zeller's; Bi Way; Pathway.
Chain Drug Stores (CZ): I.D.A. 6; Shoppers Drug Mart; Top Drugs.
Chain Food Supermarkets: Loblaw's 1; A&P 2; Dominion 2; Red & White; Sunnybrook; Food City 2; IGA; Kawartha Food.

14—NEWSPAPERS: EXAMINER (e) 22,810; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kapyrka, Adv. Mgr. EXAMINER.
National Representatives: Thomson Newspapers Ltd.

PORT COLBORNE, ONT.

See WELLAND, ONT.

PORT HOPE, ONT.

1—LOCATION: Durham County, E & P Maps E-4 & N-2. On N. shore of Lake Ontario and 401. 63 mi. E of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2—TRANSPORTATION: Railroads: C.P.; C.N.
Motor Freight Carriers: 4.
Intercity Bus Lines: Colonial; Burley.

3—POPULATION:
Corp. City 76 Cen. 9,788; Loc. Est. 10,468
CZ ABC: (76) 9,788; (80) 10,300
RTZ-ABC: (76) 29,212; (80) 30,200
CZ & RTZ-ABC: (76) 39,000; (80) 40,500

4—HOUSEHOLDS:
CZ ABC: (76) 3,315; (80) 3,800
RTZ-ABC: (76) 9,075; (80) 10,100
CZ & RTZ-ABC: (76) 12,390; (80) 13,900

5—BANKS: Comm. 5, Deposits Not Available

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 2,740

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Tools 230 ($80); Bathroom Fixtures 415 ($80); Conveyors 260 ($80); Refining 290 ($80); Other 505 ($70). Total Emp. 700.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11—TAP WATER: Alkaline, hard.

12—RETAILING: Principal Shopping Center: 3 blocks on Walton; 1 each on John, Ontario, Queen.
Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Food & Dept. Fri.

13—RETAIL OUTLETS: Department Stores: Coleman & Philip.
Variety Stores: Chainway; Stedman's.
Chain Food Supermarkets: Dominion, A&P; Super Save; IGA; Loblaws.
Other Chain Stores: Canadian Tire.

14—NEWSPAPERS: GUIDE (e-Mon. to Fri.) 3,428; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE.
National Representatives: None.

ST. CATHARINES, ONT.

1—LOCATION: E&P Maps E-4 & M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 12 mi. from Niagara River. Regional government seat. 12 mi. from U.S. border.

2—TRANSPORTATION: Railroads: C.N.
Motor Freight Carriers: 21.
Intercity Bus Lines: Gray; Canada; Farr.

3—POPULATION:
Corp. City 76 Cen. 123,351; Loc. Est. 133,796
CZ ABC: (76) 123,351; (80) 124,000
RTZ-ABC: (76) 61,419; (80) 60,500
City & RTZ-ABC: (76) 184,770; (80) 184,500
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
City 76 Cen. N/A; Loc. Est. 46,468
CZ ABC: (76) 40,645; (80) 45,200
RTZ-ABC: (76) 18,245; (80) 17,900
City & RTZ-ABC: (76) 58,890; (80) 63,100

5—BANKS: Commercial CZ-40; Sav. & Loan Assns. CZ-11; Credit Unions CZ-18.

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 37,424

8—GAS METERS: Residence 37,205

9— PRINCIPAL INDUSTRIES (CZ): City Zone: Automotive and aeroplane parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Products; Slide Fasteners; Chains & Hoists; Food Packing and Canning; Sash and Door Planing Mills; Wineries; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; State flooring & roofing; Structural Steel Fabrication.
Principal Pay Days: Wed., Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 25-87; Summer 45-92; Fall 16-75; Winter 0-58.

11—TAP WATER: Neutral; hard; not fluoridated.

12—RETAILING: Principal Shopping Center: The Pen; Glendale Ave.

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Pen Centre		Simpson-Sears, Eaton's, Marks & Spencer, Miracle Food, Loblaws, Dominion, Robinson's, Zeller's
Fairview Mall	4½	Zeller's, Right House, Loblaws, Dominion, Super Save Drugs, Woolworth
Grantham Plaza	6½	A&P, Canadian Tire
Towers Plaza	5	Towers, Food City
Thorold Pine Plz.	1½	IGA
Lake St. Plaza	3	Crown Phcy.
Midtown Plaza	3½	A&P, Shoppers Drug
Lincoln Church Plz.	6½	Fabricland, Dominion
Lincoln Mall	5½	Woolco, Loblaws
Glenridge Plaza	1	IGA
K-Mart Plaza	3½	K-Mart, Radio Shack, Dominion
North End Plaza	8	A&P

Downtown: St. Paul St., King St. and streets running one block between these two.
Principal Shopping Days: Wed., Thu., Fri., Sat.
Stores Open Evenings: Wed., Thu., & Fri.

13—RETAIL OUTLETS: Department Stores: The Right House; Zeller's; Eaton's 1; Marks & Spencer; Sears; Robinson's.
Variety Stores: Kresge; Woolworths; Zellers.
Chain Drug Stores (CZ): I.D.A. 5; Super Save 6; Crown 5; Towers (Kent); Shoppers Drug Mart 3; Woolco (Jack Austin); K-Mart (Boots); Super Discount.
Discount Stores: Woolco; K-Mart; Towers; Consumer's Distributing; Acme; Shoprite.
Chain Food Supermarkets (CZ): Red & White 4; A&P 3; Dominion 4; Loblaw 3; IGA 3; Supersave 1; Food City; Steinberg's; K-Mart; Canada Safeway.
Other Chain Stores: Tires: Dunlop, Motorcade, Firestone, Goodyear, Canadian Tire, Uniroyal, Lottridge. Shoes: Reward, Agnew-Surpass, Mahers, Bata, Gallenkamp, Kiddie Kobbler, Thom McAn, Boot Shop, Vogue Shoes. Furniture: Adams, A. Leon Davies, Towers, Parker's, Garys Giveaways, Dave Goulet. Women's: Reitman's, J. Michaels, Opus, Dalmys, Big Steel, Fairweather, Braemar, The Loft Graftons. Men's: Tip Top Tailors, Elks, Todd's Mens Wear, Grafton-Fraser, Ben Burke. Stationery: Grand & Toy, Beatties, Desk & File, C. Cole & Co. Others: Lumber, Beaver, Buildall, Cashway, Rio-Davis, Saveway; Electronics: Radio Shack, Anderson Sound, Muntz, Laura Secord (candy); Bittner's delicatessen, Singer Co.; Alkenhead's (hardware); Eddie Black (cameras).

14—NEWSPAPERS: STANDARD (e) 43,435; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: J.A. Blaikie, Retail Advertising Manager, or Edward F. Zwolak, Nat. Adv. Mgr., STANDARD.
National Representatives: Metromarket Newspapers Ltd. (Toronto)

ST. THOMAS, ONT.

1—LOCATION: Elgin County, E&P Maps D-4 & L-3, County Seat. Diversified mfg. & argic. North Shore of Lake Erie, midway between Buffalo & Detroit, Provincial Hwys. 3, 4.

2—TRANSPORTATION: Railroads: Conrail; C&O; CN; CP; Norfolk and Western.
Motor Freight Carriers: 13.
Intercity Bus Lines: Eastern Can. Greyhound.
Freight Steamship Lines: 4.
Airlines: Air Canada, Great Lakes.

3—POPULATION:
Corp. City 71 Cen. 27,206; Loc. Est. 28,296
CZ ABC: (76) 27,206; (80) 27,800
RTZ-ABC: (76) 41,886; (80) 41,300
City & RTZ-ABC: (76) 69,092; (80) 69,100

4—HOUSEHOLDS:
CZ ABC: (76) 9,350; (80) 10,500
RTZ-ABC: (76) 12,495; (80) 13,100
City & RTZ-ABC: (76) 21,845; (80) 23,600

5—BANKS: 13 Comm., Deposits Not Available

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 10,200

8—GAS METERS: Residence 6,200

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Paper Prod. 100 (N/A); Transp. 800 (N/A); Auto Assembling 3,000 (N/A); Iron & Steel Prod. 1,869 (N/A); Const. 245 (N/A).
Principal Pay Days: Railways: 9th & 21st Mfg.; 15th & 30th. Others: Thurs. & Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-2. First killing frost, Sept. 21. Last killing frost, May 10.

11—TAP WATER: 110 ppm hardness; fluoridated.

12—RETAILING: Principal Shopping Centers: 16 blocks on Talbot St., 12 store Centre on 5th Ave.; 30 Store Mall; Wellington St. East.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Close: Some on Wed. aft.
Stores Open Evenings: All Stores: Fri., Food Stores—Wed., Thu., and Fri.

13—RETAIL OUTLETS: Department Stores: Anderson's; K-Mart.
Discount Stores (CZ): Jupiter.
Variety Stores: Woolworth, Zellers.
Chain Drug Stores (CZ): Super Discount Drug, Pricegard.
Chain Food Supermarkets: A&P; Dominion; Loblaw's 2; IGA 1.
Other Chain Stores: Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14—NEWSPAPERS: TIMES-JOURNAL (e) 10,774, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Ben Canaran, Adv. Mgr., TIMES-JOURNAL.
National Representatives: Thomson Newspapers, Ltd.

SARNIA, ONT.

1—LOCATION: Lambton County, E&P Maps D-4 & L-3, County Seat. 170 mi. W of Thoronat entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points east.

2—TRANSPORTATION: Railroads: CN, C&O.
Motor Freight Carriers: 132.
Freight Steamship Lines: 12.
Intercity Bus Lines: Blue Water; Greyhound, Chatham Coach; Sarlon.
Airlines: Great Lakes Air Services.

3—POPULATION:
Corp. City 76 Cen. 55,576; Loc. Est. 52,938
City Zone ABC: (76) 71,135; (80) 68,900
RTZ-ABC: (76) 49,441; (80) 53,400
City & RTZ-ABC: (76) 120,576; (80) 122,300

4—HOUSEHOLDS:
City Zone ABC: (76) 23,140; (80) 23,200
RTZ-ABC: (76) 14,915; (80) 18,500
City & RTZ-ABC: (76) 38,055; (80) 41,700

5—BANKS: Sav. & Loan 8

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 15,990

8—GAS METERS: Residence 13,050

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Construction 1,500. Avg. Wage ($290).
Principal Pay Days: Fri. 15 & 30.

10-CLIMATE: Min. & Max. Temp.—Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost, Oct. 22. Last killing frost, Apr. 27.

11—TAP WATER: Neutral, very soft, fluoridated.

12—RETAILING:
Principal Shopping Days: Wed. morn., Thurs., Fri., Sat.
Stores Open Evenings: Shopping centers-Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Walker Bros.; Simpson-Sears; Zeller's; Woolco, Family Fair, K-Mart; Canadian Tire.
Discount Stores (CZ): Sentry, K-Mart.
Variety Stores: Woolworth's; Kresge's.
Chain Drug Stores (CZ): Guardian Drug; Super Save; Woolco Drug; Sentry Drug; IDA; K-Mart; Big V Pharmacy; Boots.
Chain Food Supermarkets: A&P; Loblaw's 2; I.G.A.; Walker Bros. (Sarnia); National Grocer 11; Dominion Stores 4; Miracle Mart.

14—NEWSPAPERS: OBSERVER (e) 22,250; March 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don Huggett, Adv. Mgr., OBSERVER.
National Representatives: Thomson Newspapers, Ltd.

SAULT STE. MARIE, ONT.

1—LOCATION: Algoma District, E&P Maps D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On Trans- Canada Hwy. 17.

2—TRANSPORTATION: Railroads: C.P., Algoma Central Term. pt. & Hq.
Motor Freight Carriers: 16.
Intercity Bus Lines: Greyhound; Ontario Northland; Wawa-Soo.
Airlines: Air Canada; North Central; Nor. Ont. Air; Nordair.

3—POPULATION:
Corp. City (76) Cen. 81,048; Loc. Est. 80,472
ABC (76) 81,048; (80) 79,100
RTZ-ABC (76) 18,170; (80) 17,700
City & RTZ-ABC (76) 99,218; (80) 96,800
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
CZ-ABC (76) 23,875; (80) 25,200
RTZ-ABC (76) 5,325; (80) 5,600
City & RTZ (76) 29,200; (80) 30,800

5—BANKS: 5 Chartered Banks: 24 branches. 3 Trust Co., 12 Finance Co., 2 Investment Houses, 5 Credit Union, 41 Insurance Companies. Deposits N.A.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: 27,900 (Dist.) 9,000

8—GAS METERS: 6,159

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Steel 11,500, Paper 538, Railway 675, Veneer & Plywood Mills 490. 49 Categories of Manufacturing Industries. Wkly Wage N.A.

SAULT STE. MARIE—continued

10-CLIMATE: Min. & Max. Temp.—Spring 2.4 c; Summer 16.3 c; Fall 7.4 c; Winter 9.7c.

11—TAP WATER: Alkaline, soft, not fluoridated.

12—RETAILING: Principal Shopping Centers: 8 blocks on Queen; 4 on Wellington W.; Lon James: 3 blocks on Bay Street (A.C.R. Station Mall).
Neighborhood Shopping Centers: Wallace Terrace; Peoples and Korah Rds; Bruce St; East End subdivisions Monterey Gardens; Churchill Plaza; Pine Plaza; K-Mart Plaza; Second Line, Sentry Market Mall; ACR Station Mall; Wellington Square Mall.
Principal Shopping Days: Mon. thru Sat.
Stores Open Evenings: Mon. thru Sat.

13—RETAIL OUTLETS: Department Stores: Marks & Spencer; Friedman's; Simpson-Sears; Virene's; Woolco; K-Mart; Fairweather; Sentry; Stedman's.
Variety Stores: Woolworth's; Jupiter.
Chain Food Supermarkets: A&P 2; Dominion 4; IGA; Loblaws 3; Red & White 2; Safeway.

14—NEWSPAPERS: STAR (e) 25,973; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Howard T. Newbigging Adv. Mgr., STAR.
National Representatives: Southam Inc.

SIMCOE, ONT.

1—LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4 & M-3. Junction of Hwys. 3 & 24, County Seat. Industrial center. 25 mi. S of Brantford; 40 mi. SW of Hamilton; 84 mi. SW of Toronto; 175 mi. E of Windsor.

2—TRANSPORTATION: Railroads: C.N.R.; Wabash; C.P.R.
Motor Freight Carriers: 10.
Intercity Bus Lines: Greyhound; Canada Coach; Burley.

3—POPULATION:
Corp. City 76 Cen. 14,189; Loc. Est. 17,041
City Zone-ABC: (76) 14,189; (80) 14,800
RTZ-ABC: (76) 56,841; (80) 55,500
City & RTZ-ABC: (76) 71,030; (80) 70,300

4—HOUSEHOLDS:
City Zone-ABC: (76) 4,770; (80) 5,200
RTZ-ABC: (76) 17,502; (80) 18,600
City & RTZ-ABC: (76) 22,272; (80) 23,800

5—BANKS: 5 Comm., 3 Trust Co.; Deposits NA

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Res. Town 4,558

8—GAS METERS: Residence Town 3,700

9— PRINCIPAL INDUSTRIES (CZ): Town Zone-Machinery; Canning; Textile; Farmers' Co-op; Tobacco Proc., Safety Clothing; 18 smaller.

10-CLIMATE: Min. & Max. Temp.—Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct. Last killing frost, Mar.

11—TAP WATER: Hard; not fluoridated.

12—RETAILING: Principal Shopping Center: 3 blocks on Norfolk St.; 3 on Robinson St.; 2 on Colborne St.; 2 on Kent St.; 2 on Pell St.; 1 on Sydenham St.; 1 on Culvert St.
Shopping Center: At Town's Southern Limits; No. 3 Highway East.
Principal Shopping Days: Thurs., Fri., Sat.
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Total 260.
Department Stores: Budd's, Woolworth.
Chain Food Supermarkets: A&P; Loblaw's; Calbeck.
Other Chain Stores: Shoe: Agnew-Surpass. Drug: Potter & Shaw; Cowell Pharmacy; I.D.A. Auto Parts: Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre.
Chains in Trading Zone Other Than City: Grocery: IGA 2, Red & White 3, Clover Farm 17, Callbeck's 2, Mini Marts 11. Drug: I.D.A., Rexall.

14—NEWSPAPERS: REFORMER (e-Mon. to Fri.) 10,031; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: F. Livingstone, Adv. Mgr., REFORMER.
National Representatives: Thomson Newspaper Ltd.

SIOUX LOOKOUT, ONT.

1—LOCATION: District of Kenora. On E&P Map D-3. Approx. 165 mi. NW of Port Arthur, 100 mi. N of the U.S. border.

2—TRANSPORTATION: Railroads: Canadian Nat.
Airlines: Bearskin Airservice Ltd., State Falls, Austin Airways.

3—POPULATION:
Corp. City 76 Cen. 3,108; Loc. Est. 3,246
Retail Trading Zone, Local Estimate 4,250
City & RTZ, Local Estimate 6,950

4—HOUSEHOLDS:
City 76 Cen. N.A.; (80) 882

5—BANKS: 2 Commercial, dep. not available.

6—PASSENGER AUTOS: Province 3,597,371 (1978)

14—NEWSPAPERS: BULLETIN (e-Mon. to Fri.) 1,700; sworn Sept. 1978 (Latest Statement Available).
Local Contact for Advertising and Merchandising Data: S.M. Cummings, Publisher, BULLETIN.
National Representatives: None.

STRATFORD, ONT.

1—LOCATION: Perth County, E&P Maps D-4 & M-3. County Seat. 41 mi. NE of London, Ont., 165 mi. NE of Detroit, Mich., 100 mi. W of Toronto, Ont. On Hwys. 7, 8 & 19.

2—TRANSPORTATION: Railroads: CN.
Motor Freight Carriers: 10
Intercity Bus Lines: Gray, Greyhound.
Airlines: Airgo; Air Canada (at London, Ont.)

3—POPULATION:
Corp City 27,500; Loc. Est. 28,000
City Zone ABC: (76) 25,657; (80) 26,100
RTZ-ABC: (76) 41,755; (80) 42,500
City & RTZ-ABC: (76) 67,412; (80) 68,600

4—HOUSEHOLDS:
City Zone ABC: (76) 8,835; (80) 9,700
RTZ-ABC: (76) 12,165; (80) 19,300
City & RTZ-ABC: (76) 21,000; (80) 29,000

5—BANKS: 11 Commercial; Deposits NA

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 11,500

8—GAS METERS: Residence 5,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Furniture & Woodworking 750; Produce 54; Auto Supply 2,000; Textile & Knitting 428; Cloth & Fabric 361; Bearings 500; Electrical 500.

11—TAP WATER: Acid, hard.

12—RETAILING: Principal Shopping Area: Downtown with three department stores. One major shopping centre at east edge of town with two department stores and 30 additional units. One small centre at west end with 3 stores.

13—RETAIL OUTLETS: Department Stores: K-Mart; Hudson's; Towers; Woolco.
Variety Stores: Pinto 2.
Chain Drug Stores (CZ): Towers; K-Mart; Woolco.
Chain Food Supermarkets: Loblaw's; Grocetarias; A&P and Dominion & Foodland; Food City; Perth Co. Market; Kwikie.
Other Chain Stores: Agnew-Surpass; Reward; Sally Shops; Firestone; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Saveway Lumber; Consumers Dist.; Shoprite; Timberline; Home Hardware; Color Your World.

14—NEWSPAPERS: BEACON HERALD (e) 12,674; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON-HERALD.
National Representatives: None.

SUDBURY, ONT.

1—LOCATION: Sudbury County, E&P Maps D-4 & M-1. County Seat. Shipping and wholesale center. 241 mi. N.W. of Toronto; 433 mi. W. of Montreal. On Trans-Canada Hwy.

2—TRANSPORTATION: Railroads: C.N.; C.P.
Motor Freight Carriers: 13.
Intercity Bus Lines: Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines: Air Canada; Norontair; Voyageur Airways.

3—POPULATION:
Corp. City 76 Cen. 97,604; Loc. Est. 93,640
CZ ABC: (76) 97,604; (80) 92,300
Met. Area 76 Cen. 156,579; Loc. Est. 153,195
RTZ-ABC: (76) 115,579; (80) 86,600
City & RTZ-ABC: (76) 213,183; (80) 178,900

4—HOUSEHOLDS:
Corp. City Loc. Est. 30,833
Met. Area Loc. Est. 47,131
CZ ABC: (76) 30,495; (80) 31,500
RTZ-ABC: (76) 30,920; (80) 24,700
City & RTZ-ABC: (76) 61,415; (80) 56,200

5—BANKS: Savings 17; Sav. & Loan 26, Com'l. 1

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS: Residence 25,871

8—GAS METERS: Residence 8,529

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days: Mon., Tues.

10-CLIMATE: Min. & Max. Temp.—Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11—TAP WATER: Neutral, soft; fluoridated.

12—RETAILING: Principal Shopping Center: 6 blocks on Elm St.; 6 on Durham St.; 3 on Cedar St.
Neighborhood Shopping Centers: 2 blocks on Notre Dame Ave.; 2 on Donovan St.; 3 on Elm West, Lorne, Regent and Eyre Sts. in West End area; Shopping Plaza in centre of city and in New Sudbury, 3 mi. East area of City; Plaza 69, South area of city; Falcon Plaza, North East section of city.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
City Centre	40	Bonimart, Retiman's, Pennington's
New Sudbury	75	Loblaw's, Woolco, Sears, Walker's

Principal Shopping Days: Tues., Fri.

13—RETAIL OUTLETS: Department Stores: T. Eaton; Silverman; Sears; Zeller's 2; Walker's; A. L. Green, Ltd.; Woolco; K-Mart; Bonimart.
Variety Stores: Kresge; Woolworth.
Chain Drug Stores (CZ): Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Food Supermarkets: Dominion 4; Loblaw's 3; A&P 2; I.G.A. 4; K-Mart Foods 1; Bonimart Foods 1.
Other Chain Stores: Jewelry: Birks, Morse, Kerns, Ostrander's; Auto: Canadian Tire 2, Firestone tire, Dominion Tire, Goodyear; Women's Apparel: Reitmen's 3, Fairweathers, Pennington, Evangeline; Shoes: Agnew-Surpass 2, Bata 2, Dolomoty 2; Furniture: Yolles, Bad Boy; Candy: Laura Secord 2; Sewing Machines: Singer; Cochrane Dunlop Hdwr. 3; United Cigar 3; Coles Bookstores 2; Bowrings.

14—NEWSPAPERS: STAR (e) 30,538; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Bob Gorman, Adv. Mgr, STAR.
National Representatives: Thomson Newspapers, Ltd.

THUNDER BAY, ONT.

1—LOCATION: Thunder Bay District, E&P Maps D-4 & N-2, District Seat. On NW shore of Lake Superior, 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2—TRANSPORTATION: Railroads: C.P.; C.N.
Motor Freight Carriers: 20
Intercity Bus Lines: Greyhound; Grey Goose.
Airlines: Air Canda; N. Central; Norontair; Nordair.

3—POPULATION:
Corp Cities 76 Cen. 111,476; Loc. Est. 114,930
Consolidation of Fort William and Port Arthur Met. Area; 76 Cen. 119,176; Loc. Est. 121,414
City Zone ABC: (76) 111,476; (80) 110,800
RTZ-ABC: (76) 56,864; (80) 58,100
City & RTZ-ABC: (76) 168,340; (80) 168,900
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Met. Area 76 Cen. 36,830; Loc. Est. 42,100
City Zone ABC: (76) 35,065; (80) 37,600
RTZ-ABC: (76) 16,420; (80) 18,400
City & RTZ-ABC: (76) 51,485; (80) 56,000

5—BANKS: 71 Savings & Commercial; Deposits N.A.

6—PASSENGER AUTOS: City Est. 47,000

7—ELECTRIC METERS: Residence 42,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Construction 3,850; Transportation & Communication 4,700; Public Utilities 950; Retail 3,820; Insurance & Finance 925; Services 15,640.
Principal Pay Days: 7, 10, 15, 22, 31.

10-CLIMATE: Min. & Max. Temp.—Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing forst, Sept. 7. Last killing frost, June 4.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Centers: 4 blocks on Arthur & Cumberland Streets; 3 blocks Victoria Ave.; 3 blocks May St.; 4 blocks Aloma; 2 blocks Bay; 3 blocks Court St.
Neighborhood Shopping Centers: Current River District, South Algoma St.; Red River Rd.; Simpson St., Westford District. Memoriaz Ave., Balmoral Ave., North Cumberland St., May St. N & S.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Intercity Plaza	63	Simpson-Sears
Grandview Mall	17	A&P
County Fair Pl	45	Zeller's, Dominion
Northwood Plaza	17	Zeller's, Dominion
Keskus Mall	51	Eaton's
Mc Intyre Plaza	14	Shop-Rite, Hudsons Bay
Green Acres Plaza	13	Colguhouns IDA
Thunder Bay Mall	29	K-Mart; Loblaws
Centennial Sq. Ctre.	20	Canada Safeway
Victoria Mall	14	Chapple's; Loblaws
Victoriaville Mall	48	Chapple's

Principal Shopping Days: Thu., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: T. Eaton 1; Simpson-Sears 1; McNulty's 1; Chapple's 1; Zeller's 4; K-Mart 1.
Variety Stores: Woolworth 1; Kresge, Saan 2; Stedmans 1.
Chain Food Supermarkets: Safeway 4; Loblaws; A&P 4; Dominion Stores 2; Mark & Spencer 1; Economart 1.
Other Chain Stores: Singer Co.; Agnew Surpass; Bata Shoes; Reitman's Reward Shoes; Penningtons; Thriftys; Tip Top Tailors; Rickis; Shop-Rite (catalog) Dalmy's; Consum Distributing; Jack Feaser's; Drug World; Town & Country; Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record; Birks Jewellers; Mappins-Birkstitt People's Jewellers; Grafton- Fraser; Fairweather/Big Steel; Suzy Shier; Town & Country-Shops; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels Laura Secord.

14—NEWSPAPERS: TIMES NEWS (m) 7,566; CHRONICAL JOURNAL (e) 27,058; comb. (m&e) 34,624; Mar 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr. TIMES-NEWS/CHRONICLE JOURNAL, 75 South Cumberland St., Thunder Bay.
National Representatives: Thomson Newspapers, Ltd.

TIMMINS, ONT.

1—LOCATION: Cochrane County, E&P Maps D-4. Retail and wholesale distributing center; pulp, paper mills, lumber and timber; gold and base metal mining. NE part of Provinces. Hwy. 11,455 mi. from Toronto.

2—TRANSPORTATION: Railroads: Ontario Northland connects with CNR, CPR and CNR.
Motor Freight Carriers: Alary Transport; Ontario Northland Transport; Dominion Consolidated Truck Lines; Manitoulin Transport.
Intercity Bus Lines: Daltons; Ontario Northland; Gray Coach Lines.
Airlines: Air Canada; NorOntair; Austin (charter); White River (charter); Bradley (charter).

3—POPULATION:
Corp City 76 Cen. 44,747; Loc. Est. 43,857
City Zone ABC (76) 44,747; (80) 44,800
RTZ-ABC: (76) 16,861; (80) 16,100
City & RTZ-ABC: (76) 61,608; (80) 60,900

4—HOUSEHOLDS:
Corp City 76 Cen. 13,665; Loc. Est. 13,240
City Zone ABC: (71) 13,665; (79) 14,700
RTZ-ABC: (76) 4,765; (79) 4,900
City & RTZ-ABC (76) 18,430; (79) 19,600

5—BANKS: Commercial & Savings 17

6—PASSENGER AUTOS: City 11,931; County 27,223

7—ELECTRIC METERS: Residence 13,241

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly Wage): Mining 3,950 ($370); Forestry 2,100 ($325); Farming 600; Transportation 370 ($175); Heavy Equipment 65 ($280).
Principal Pay Days: Tues.; 10 & 25

10-CLIMATE: Min. & Max. Temp.—Spring 0-70; Summer 50-100; Fall 15-75; Winter—35-35. First killing frost, Sept. 15. Last killing frost, June 1.

11—TAP WATER: Neutral, very soft.

12—RETAILING: Principal Shopping Center: 4 blocks on Third Ave.; 3 on Pine St.; 2 on Cedar St.
Neighborhood Shopping Centers: Pine St. (South); Wilson Ave. (West); Midtown Plaza; The 101 Mall (21 stores); Timmins Square (55 stores); Porcupine Mall (16 stores).
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thurs., Fri., to 9 p. m.

13—RETAIL OUTLETS: Department Stores: Bucovetsky's; Woolco, K-Mart.
Variety Stores: Metropolitan; S. S. Kresge, Giant Tiger.
Chain Food: Dominion 2: A&P, IGA; Mike's Supermarkets 4; Consumers Co-Op 2; Red & White.
Other Chain Stores: Shoes: Reward; Agnew Surpass; Belinda; Bata; Dolomity; Kinney; Lincoln; Gallenkamp. Jewelry: McKenzies; Peoples. Ladies: Dalmy's; Lindor; Irene Hill; Suzy Shier; Sally Shops; Pennington's; Reitmans, Smart Set. Men's: Elks Mens Shops; Jack Fraser Stores 2: Seymour's. Others: Simpson-Sears; Firestone Stores; Canadian Tire; Shoppers Drug Mart 2; Beaver Lumer; Cashway Lumber; Coles Books: Kelly's Stereo Mart; Radio Shack, Shoprite Catalogue Stores; Timmins Furniture Market; Mattress Factory Outlet.

14—NEWSPAPERS: PRESS (e) 12,261; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Renaud, Pub., PRESS.
National Representatives: Thomson Newspapers, Ltd.

TORONTO, ONT.

1—LOCATION: York County, E&P Map E-4 & M-2. Provincial Capital. Commercial and industrial center. North shore of Lake Ontario, 60 mi. NW of Buffalo, 240 mi. NE of Detroit.

2—TRANSPORTATION: Railroads: C.N.; C.P. Toronto; Hamilton & Buffalo; Conrail.
Freight Steamship Lines: 42.
Motor Freight Carriers: 132.
Intercity Bus Lines: Greyhound; Gray Coach; Colonial; Trailways of Canada.
Airlines: Toronto Int'l. Airport; Air Canada, Aeronaves de Mexico, Allegheny, North Central, American, British Airways, Canadian Pacific, Eastern, United, Mohawk, Royalair, Alitalia, Swissair, Great Lakes Air Services, Nordair, Tran-Air; several charter lines.
Island Airport: Austin; Lex Baxter (Photo); Caldon Aviation; Central Airways; Leavens Bros., Froats Aviation.

3—POPULATION:
Corp. City 76 Cen. 633,318; Loc. Est. 560,022
Sun/Star:
Census Metro. Area-ABC:
(76) 2,803,101; (80) 2,873,700
Globe & Mail:
Primary Mkt. Area-ABC:
(76) 4,914,111; (80) 5,110,800
Met. Area: 76 Cen. 2,775,259 Loc. Est. 2,889,756
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Sun/Star:
Census Metro. Area-ABC: (76) 909,525; (80) 1,009,300

Globe & Mail:
Primary Mkt. Area-ABC (76) 1,580,010;(80) 1,768,500
Met. Area: 76 Cen. N.A.; Loc. Est. 998,180

5—BANKS: 8 with 766 branches.

6—PASSENGER AUTOS: Province 3,700,000

7—ELECTRIC METERS: Res. Met. Area 540,000

8—GAS METERS: Res. Met. Area 352,597

9— PRINCIPAL INDUSTRIES (CZ): (Metro); 10 Foods and Beverages; Transportation Equipment; Electrical Products; Metal Fabricating; Chemical Products; Printing; Publishing and Allied Industries; Machinery Industries; Paper Products; Petroleum & Coal Prods., Clothing.

10-CLIMATE: Min. & Max. Temp.—Spring 25-56; Summer 38-94; Fall 33-70; Winter 8-53.

11—TAP WATER: Alkalinity 90 parts per M. Calcium Carbonate. Hardness 9.3 grs. Iron content negligible; flouridated. Fluorine 1.0 parts million.

12—RETAILING: Principal Shopping Area: Downtown and Young-Bloor-Bay areas; Yorkdale; Fairview; Sherway; Eaton Centre.
Nearby Shopping Centers (Miles distant from Shopping District) Principal Stores: Agincourt Plaza 17; Alderwood Plaza 11; Applewood Village 15; The Arcade (downtown) Loblaw's; Bathurst Manor 9; Bayview Village Loblaw's; Bendale Plaza 13; Bradstock Plaza-Briarcrest Plaza 13; Brown's Line Plaza 11; Cedarbrae Plaza 13; Simpson's Dominion; Cedar Heights 13; Miracle Mart; Clificrest Plaza 12; Cliffside Plaza 9; Loblaw's, Cloverdale Mall 1; Dominion Hudson's Bay; Crang Plaza 15; Loblaw's; Dixie Plaza 12; Loblaw's; Pickering Farms; Don Mills Centre 9; Eaton's Dominion Downview Plaza 7; Dufferin Plaza 4; Loblaw's; Eglinton Square 11; Golden Mile 11; Humbertown Plaza 9; Loblaw's; Jane Plaza 7; Kennedy Park Plaza 11; Kipling Heights 15-20; Lawrence Plaza 8; Loblaw's; Hudson's Bay; Mimico Plaza 11; Painted Post Plaza 15; Parkway Plaza 12; Park Woods Plaza 12; Dominion; Regent Park½; Rexdale Plaza 15; Royal York Plaza 12; Dominion; Shoppers World 6; Eaton's, Shropshire Plaza 15; Six Points Plaza 10; Loblaw's; Stonegate Plaza 9; Sunnybrook Plaza 6; Power, Thistletown Plaza—; Thorncliffe Market Place 5; Steinberg's; ThornCrest—; Towne & Country Square 12; Warren Park Plaza 5, West Hill Plaza 16; Wexford Plaza 10; Loblaw's; Wexford Heights 10; White Shield Plaza 13; Steinberg's; Willowdale Plaza 12; Wilmington Plaza 11; Wishing Well Plaza 12; York Plaza 15; Steinberg's; Yorkdale Shopping Centre 9; Eaton's Simpson's; Dominion; York Mills Plaza 15; Dominion; J. Michael's 6.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Some suburban discounters open nightly. Downtown-open Thu. and Fri.

13—RETAIL OUTLETS: Department Stores: T. Eaton: Robert Simpson, Sears; Sayvette: Holt Renfrew; The Bay.
Discount Stores (CZ): Honest Ed's; Towers; Shoppers World; Dollar Discount; K-Mart.
Variety Stores: Kresge 16; Woolworth 34; Zeller's 10.
Chain Drug Stores (Met. Zone): I.D.A. 100 (Toronto and Scarborough only): Boots 35, Rexall 155, Shoppers 34; ARP 35, Starkman 6; Cappe's 3; Gaffe's 3; Kingsdale 2; Rumball 4; Rutherford; Moores 3.
Chain Food Supermarkets: Loblaw's 80; Dominion 129; A&P 40; IGA 52; Power 81; Red & White 16; Carload 32; Superior 6; Miracle Mart; Pickering Farms 2; Lucky Dollar 9; Knob Hill Farms 4, Super City Discount 6; Bulher Bros. 14, National Grocers 10; Power 33.
Other Chain Stores: Furniture: Yolles & Burroughes 12, Lyon's 2, Adams 2, Idomo 3, Hardware: Aikenheads 14, Women's [illegible] Holt Renfrew 4; Virginia Dare 11, Reitman's 37, D'Allaird's 3, Evangeline 11, Joy Frocks 4, Pennington's 7, Fairweather-Fashion Council, Tall Gal 1, Harridge's, Cameron, Jeffries, Harry Rosen 4; Men's Wear: Bond 7, J. Eassen & Sons 3, Elks 19, Ely 4, Pollock 40, Fraser 9, Tip Top Tailors 10, United 2; Shoes: Agnew-Surpass 35, Maher 40, Pollock 40; Candy: Laura Secord 45. Woman's Bakery 38; Bata Shoes 23; Ingeborg Shoes 4; Michael's Women Wear 7; Tie City 8; Hunt's Bakers 52; Maynard Candy.

14—NEWSPAPERS: Circulation, Local Contact for Advertising and Merchandising Data; and National Representatives. GLOBE & MAIL (m) 288,465; GLOBE & MAIL Report on Business (m) 31,881; Comb. total 320,346; Mar. 31, 1980 ABC. J.K. Robertson, Dir. of Sales; Norman Perks, Adr. Sales Mgr. (Report on Business).
National Representatives: R. Tuchingham (N.Y.). STAR (e-Mon. to Fri.) 484,764; (Sat.-m) 780,677; (S) 341,175; Mar. 31, 1980 ABC. N. R. Kirk, Adv. Dir.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee, Inc.; Sy Kaplan & Associates (Hotel and Travel); D. Davidson (Vancouver).
SUN (m-Mon. to Fri.) 222,784; (S) 379,260, Mar. 31, 1980 ABC. M. Naftolin, Dir. Sales. Bruce Tuttle, Adv. Dir.
National Representatives: North American Travel Publications, (Quebec); Metro Mktg. West Ltd, (Vancouver, B.C.). Brydson Spot Sales, Inc., N.Y.C., N.Y.U.S.A.
CORRIERE CANADESE (Italian) (m-Mon. to Fri.) 24,849. Sworn June. 30, 1979. (Latest Statement Available) Paul Ianuzzi, Pub., or Enzo Fulco Dir. Adv.
National Representatives: Lingua Ad Service.

WATERLOO, ONT.
See KITCHENER, ONT.

WELLAND-PORT COLBORNE, ONT.

1—LOCATION: Welland County, E&P Map E-4 & M-3, County Seat. In Niagara Peninsula on Welland Canal. 9 mi. from Lake Erie. 17 mi. from Lake Ontario.

2—TRANSPORTATION: Railroads: Michigan Central; C.N.; C.P., Conrail, TH&B, Wabash, Pere Marquette.
Motor Freight Carriers: 7
Freight Steamship Lines: 3
Intercity Bus Lines: Canada Coach; Greyhound; Lakeview.

3—POPULATION:
Walland 76 Cen. 45,047; Loc. Est. 44,955
Port Colborne 76 Cen. 20,536; Loc. Est. 19,461
City Zone ABC: (76) 65,583; (80) 63,500
RTZ-ABC: (76) 55,110; (80) 54,700
City & RTZ-ABC: (76) 120,693; (80) 118,200

4—HOUSEHOLDS:
Welland 76 Cen. N/A, Loc. Est. 15,217
Port Colborne 76 Cen. N/A; Loc. Est. 6,588
City Zone ABC: (76) 21,060; (80) 21,700
RTZ-ABC: (76) 17,350; (80) 19,300
City & RTZ-ABC: (76) 38,410; (80) 41,000

5—BANKS: 22 Comm., Deposits N/A

6—PASSENGER AUTOS: Province 3,597,371

7—ELECTRIC METERS:
Res., Greater Welland 12,440 Port Colborne 5,800

8—GAS METERS: Res. Welland 12,200 Port Colborne 5,500

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Textiles 840 (N/A). Plastics 425 (N.A.); Steel 4,500 (N/A); Alloys (N/A); Agric. Implements 314 (N/A). Other 471 (N/A)
Principal Industrial Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 40-60; Summer 50-100; Fall 45-76, Winter 0-40

11—TAP WATER: Alkaline, hard, fluoridated

12—RETAILING: Principal Shopping Center: 3 blocks on E. Main St., 1 on W. Main St.; 1 on Niagara St., 3 on King St.; 1 on Cross St., 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers: Welland Plaza, Fitch St., Lincoln Plaza, Lincoln St., Port Colborne, 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St., Seaway Mall on Niasara St.
Principal Shopping Days: Mon., Thu., Fri., Sat.
Stores Close: Wed. afternoon
Stores Open Evenings: Fri.

13—RETAIL OUTLETS: Department Stores: T. Eaton (catalog) 2; Simpson-Sears (catalog) 2, Walker's; Zeller's 2
Variety Stores: Woolworth 3; People's
Chain Drug Stores (CZ): Tamblyn; Booth; Woolco.
Food Supermarkets: Loblaw's 3, A&P 3; Dominion 3; Steinberghs; IGA 3. Food City; Miracle Food Mart.
Other Chain Stores: Agnew-Surpass 3; Maher's, Reward; Beaver Lumber 2, Carter's, Canadian Tire 2; Reitman's 2; Adams Furn.; A. L[illegible], Davies Furn.

14—NEWSPAPERS: TRIBUNE (e) 18,789; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: R. Forbes, Ad. Mgr., TRIBUNE.
National Representatives: Thomson Newspapers, Ltd.

WHITBY, ONT.
See OSHAWA, ONT.

WINDSOR, ONT.

1—LOCATION: Essex County, E&P Maps D-4 & L-3, County Seat. Diversified industrial center. On Detroit River, opposite Detroit; 229 mi. SW of Toronto.

2—TRANSPORTATION: Railroads: C.N., C.P., Conrail, C&O/B&O; Essex Terminal; Norfolk & Western.
Motor Freight Carriers: 20
Intercity Bus Lines: Canadian Greyhound; Charterways; Habkirk Transit; Chatham Coach Lines; Windsor Chartabus.
Airlines: Air Canada; CP Air; Air Windsor; Nordair.
Freight & Steamship Lines: 3

3—POPULATION:
Corp. City 76 Cen. 196,526; Loc. Est. 187,651
CZ ABC: (76) 205,860; (80) 205,900
RTZ-ABC: (76) 158,162; (80) 156,300
Met. Area 76 Cen. 247,132; Loc. Est. 241,983
City & RTZ-ABC: (76) 364,022; (80) 362,200

4—HOUSEHOLDS:
Met. Area 76 Cen. N.A.; Loc. Est. 82,758
CZ ABC: (76) 73,440; (80) 73,600
RTZ-ABC: (76) 42,855; (80) 51,400
City & RTZ-ABC: (76) 116,295; (80) 125,000

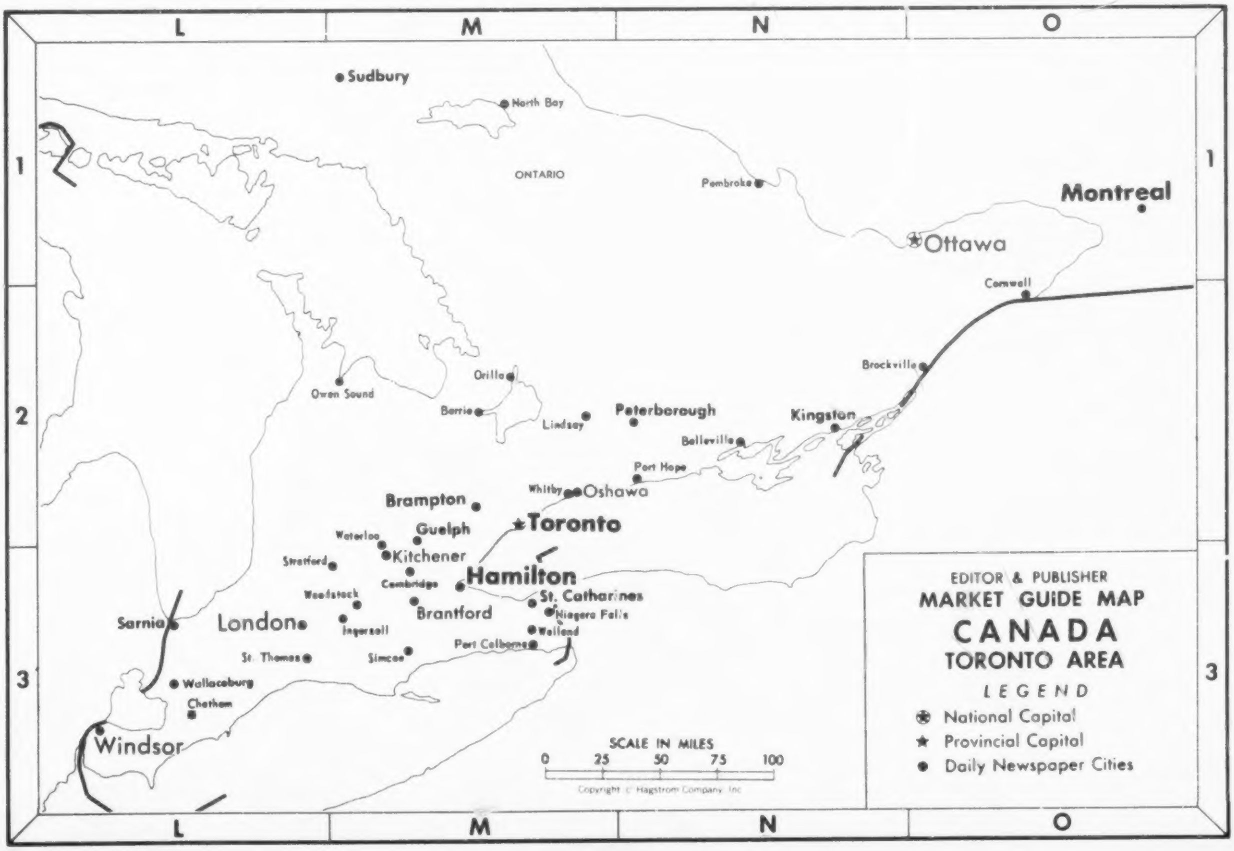
5—BANKS: 71 Savings; 11 Trust Co.; Deposits NA

6—PASSENGER AUTOS: Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 65,918

8—GAS METERS: Residence 57,615

9— PRINCIPAL INDUSTRIES (CZ): Industries, (No. of plants), No. employed-Transp. Equip. (40) 20,220; Foods & Beverages (23) 149; Wood (22) 141, Furniture & Fixtures (4) 164, Printing & Publishing (41) 743, Metals (110) 3,995, Primary Metals (20) 5,740; Machinery (21) 1,084. Electrical Products (11) 195, Nonmetallic Mineral (31) 1,097. Chemical Products (17) 1,347. Clothing (6) 90. Other Indust. (34) 3,230. Av. Pay-Annual $11,399; Wkly. $219



WINDSOR—continued

10-CLIMATE: Min. & Max. Temp.—Spring 90-20, Summer 100-45; Fall 90-10, Winter 60-11

11—TAP WATER: Neutral, soft, fluoridated

12—RETAILING: Principal Shopping Center 7 blocks on Ouellette Ave. & adjacent side sts., 10 blocks on Ottawa St., 20 blocks on Wyandotte St. E., 8 miles E. of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers 6 blocks on Drouillard Rd., 2 at Pillette & Wyandotte E., 2 at Wyandotte & at Lauzon, 2 on Seminole at George, 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent, 4 on Wyandotte W. at Randolph, 2 on Sandwich W. at Mill; 6 on University Ave. W., 1 E. of Dominion St. on Grand Marais, So. Windsor.
Shopping Centers: Devonshire-Windsor Shopping Center, 82 units, parks 3,000 cars. Dorwin Plaza, Dougall Rd., 32 units, parks 2,200 cars, Gateway, Dougall Rd, 20 units, parks 1,600 cars, Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd., W., K-Mart, Tecumseh Rd., at Lauzon, 11 units, parks 1,335 cars, Eastown, 6 units, Tecumseh Rd. at Lauzon, K-Mart, Huron Line 12 units, parks 1,100 cars. University Mall, 18 units, 895 cars; Tecumseh Mall, 27 units, 1,535 cars.
Retail Outlets (Corporate City Limits): Food 67; Men's Wear 49; Women's Wear 82: Furniture 46, Appliances 71, Hardware 36, Bldg. Mater. 27, Auto 68; Drug 69, Jewellery 42, Tobacco 4, Stationers 10; Paint 58; Serv. Stations 120, Florists 42; Photo Supplies 10, Optometrists 14, Hearing Aids 14, Shoe Stores 42, Dry Cleaners 40; Beauty Shops 219, Floor Coverings 22; Dry Goods 36, Variety & Gift 84; Luggage 5, Book Stores 15, Upholsterers 21; Music 13, Office Supplies 11; Sporting Goods 25.
Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings Thu., Fri.; Malls Open Evenings, Mon. to Fri.

13—RETAIL OUTLETS: Department Stores (Metropolitan Windsor): Marks & Spencer, Gray's, Sentry, Woolco 2, K-Mart 2, Steinbergs-Miracle Mart 1, Sears, Simpsons, Zellers 2.
Variety Stores: Woolworth 2, Kresge's 1.
Chain Drug Store (Met. Area): I.D.A. 3, Big V 15, Shoppers Drug Mart 3, Boots 3.
Chain Food Supermarkets A&P 5, Dominion 10, Red & White 3; I.G.A. 3, Steinberg's-Miracle Marts, Gordons 2.
Other Chain Stores: Agnew Surpass 6, Beaver Lumber 1, Belinda Shoes, Coles Bookstore 2, Dacks Shoes; Maher Shoes, Reward Shoes, Birks, Bond Clothes, Canadian Tire 3, Firestone 2, Goodrich, Goodyear 2, Jack Fraser's 3, Laura Second 3; Leon's Furniture 2, People's Credit Jewelers 3, Reitman's 6, Singer Co., Tip Top Tailors, Ben Burke, Black's Cameras 2, Young Canada, Kinney Shoes 1, Fairweather.

14—NEWSPAPERS: STAR (e) 92,237; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Maurice Pearson, Adv. Dir., National Advertising Contact: Dick Dinnes, STAR.
National Representatives: U.S. Travel Representative: Sy Kaplan Assoc., Miami, Fla. Canadian Representatives: Southam Newspapers Sales, Toronto & Montreal, Vern Rumford Media Representative, Vancouver, B.C.

WOODSTOCK-INGERSOLL, ONT.

1—LOCATION: Oxford County, E&P Map E-4, M-3, County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2—TRANSPORTATION: Railroads: CN, CP

Motor Freight Carriers: 8.
Intercity Bus Lines: Greyhound, Gray Coach.

3—POPULATION:
Corp. Cities 76 Cen. 34,977; Loc. Est. 29,714
Woodstock 76 Cen. 26,779; Loc. Est. 21,265
Ingersoll 76 Cen. 8,198; Loc. Est. 8,449
City Zone ABC: (76)34,977; (80)26,500
RTZ-ABC: (76)40,956; (80)60,600
City & RTZ-ABC: (76)75,933; (80)87,100

4—HOUSEHOLDS:
Woodstock 76 Cen. N.A.; Loc. Est. 7,600
Ingersoll 76 Cen. N.A.; Loc. Est. 3,015
City Zone ABC: (76)11,855; (80)9,700
RTZ-ABC: (76)11,560; (80)19,800
City & RTZ-ABC: (76)23,415; (80)29,500

5—BANKS: Savings 9. Sav. & Loan 13

6—PASSENGER AUTOS:
Province 3,597,371 (1978)

7—ELECTRIC METERS: Residence 6,100
Woodstock 7,654; County 27,870

8—GAS METERS: Residence 6,100
Woodstock 4,200; Ingersoll 1,900

9— PRINCIPAL INDUSTRIES (CZ): Woodstock 53; Ingersoll 14, Textiles, Feed Mills, Machine Shops, Woodworking, Lumber, Paper Prod., Cement; Heavy Mach., Number of Wage Earners-Woodstock 8,000; Ingersoll 2,500.

Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 29-78; Summer 39-87; Fall 27-77, Winter—6-45. First killing frost, Oct. 12. Last killing frost, May 4.

11—TAP WATER: Neutral, hard, not fluoridated

12—RETAILING: Principal Shopping Center 8 blocks on Dundas St., 2 on Peel St., 2 on Market Square.

Neighborhood Shopping Centers 1 block on Huron St., 2 blocks Norwich Ave., Plaza on Springbank Drive, Plaza Norwich Ave., Dundas St., Blandford Shopping Center Hwy. 2.
Principal Shopping Days: Thu., Fri., Sat.
Stores Close: Wed. Afternoon.
Stores Open Evenings: Food Stores-Thu., Fri., Some 6 days.

13—RETAIL OUTLETS:
Discount Stores (CZ): Towers, Valu-Fair, Woolco.

Chain Drug Stores (CZ): I.D.A. 2, Rexall 4, Shoppers Drug Mart.
Chain Food Supermarkets: Loblaw's 2, Dominion 2, A&P 1, IGA 1, Food City, Super Save, Zehr's.
Other Chain Stores: Canadian Tire; Firestone Tire; Maher Shoes, Reward Shoes, Simpson-Sears; Belgium Shops, Jack Fraser, Silverwood's, Adams Furniture, Woolworth, Bata Shoes, Belinda, Heath's.

14—NEWSPAPERS: SENTINEL-REVIEW (e) 9,070; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Advertising Manager, SENTINEL-REVIEW.
National Representatives: Thomson Newspapers, Ltd.

PRINCE EDWARD ISLAND SURVEYS

PRINCE EDWARD ISLAND POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	10	10	10
5-14	24	22	20
15-24	23	25	24
25-44	28	34	40
45-64	20	21	21
65 and Over	14	15	16
TOTAL	119	127	131

Based on Statistics Canada Census and Population Projections

PRINCE EDWARD ISLAND RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse	28	119
Apparel	5	12
Furniture	2	3
Groceries	32	72
Lumber Bldg. Mat	1	2
Restaurants	1	19
Autos	23	113
Gasoline Fuel Oil	14	45
Drugs	5	9
Total Sales	146	433

Source: Census of Canada Retail Trade and Monthly Releases by Statistics Canada

CHARLOTTETOWN, P.E.I.

1—LOCATION: Queens County, E&P Map F-4, Capital of P.E.I. Agricultural, fisheries, tourism, shipping, wholesale and college center.

2—TRANSPORTATION: Railroads: C.N.R. connected with mainland by car ferry.
Motor Freight Carriers: 5
Steamships: 7 pass. & freight (2 strictly freight).
Intercity Bus Lines: Island Co-operative Bus Service.
Airlines: Eastern Provincial.

3—POPULATION:
Corp. city 76 Cen. 17,063; Loc. Est. 15,517
CZ ABC: (76) 24,837; (80) 23,900
RTZ-ABC: (76) 93,392; (90) 99,200
City & RTZ-ABC: (76) 118,229; (80) 123,100

4—HOUSEHOLDS:
City 76 Cen. N.A.; Loc. Est. 5,342
1,500 dwellings in 6 other towns; 13,000 farm homes in P.E.I.
CZ ABC: (76) 7,610, (80) 8,000
RTZ-ABC: (76) 25,315, (80) 29,700
City & RTZ-ABC: (76) 32,925, (80) 37,700

5—BANKS: 8 Comm., 9 Sav. & Loan Assns.

6—PASSENGER AUTOS: Province 47,632

7—ELECTRIC METERS: Residence 37,452

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Railway Shops 300, Packers 300; Constr. 1,200.
Principal Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 37-48, Summer 65-86, Fall 36-48, Winter 17-18. First killing frost, Oct. 14. Last killing frost, May 24.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Centers 7 blocks on Queen, Grafton, Great Gorge and Kent St.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Confederation Plz	20	
Charlott'n Mall	50	Towers
K-Mart Plaza	8	K-Mart, Reitman's
Royalty Mall	16	Central Farmers Co-Op
Sherwood	5	N.A.

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: R. T. Holman, Smallman's Brace, McKay, Towers.
Variety Stores: Woolworth, Stedmans, Metropolitan; Zeller's.
Discount Stores (CZ): Corney Bros.
Chain Drug Stores (CZ): Rexall 2, ARP 20, Shoppers Drug Mart.
Chain Food Supermarkets: Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd., Towers.
Other Chain Stores: Firestone; Agnew-Surpass, Sally Shop, Tip Top; Singer; Canadian Tire; Finacentre, Sherwin-Williams; Stedman's; K-Mart, Goodyear.

14—NEWSPAPERS: GUARDIAN (m) 17,498, PATRIOT (e) 6,068; Comb. (m&e) 23,566; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT.
National Representatives: Thomson Newspapers, Ltd.

SUMMERSIDE, P.E.I.

1—LOCATION: Prince County, E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2—TRANSPORTATION: Railroads: C.N.
Intercity Bus Lines: Island Transit.
Airlines: Eastern Provincial Airways, Air Canada.

3—POPULATION:
Corp. City 76 Cen. 8,592; Loc. Est. 7,960
CZ ABC: (76)12,270; (80)11,600
RTZ-ABC: (76)35,290; (80)37,300
City & RTZ-ABC: (76)47,560; (80)48,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
CZ ABC: (76)3,530; (80)3,700
RTZ-ABC: (76)9,270; (80)10,800
City & RTZ-ABC: (76)12,800; (80)14,500

5—BANKS: 8 Commercial & Savings, deposits, N.A.

6—PASSENGER AUTOS: County 16,639

7—ELECTRIC METERS: 6,732

9— PRINCIPAL INDUSTRIES (CZ): Agriculture; Fishing; Tourist Industry (June to Sept.); Canadian Forces Base.

10-CLIMATE: Min. & Max. Temp.—Winter 18. Summer 85.

11—TAP WATER: Hard, fluoridated

12—RETAILING: Principal Shopping Center 3 blocks on Water, 1 block each on Central, Summer and Spring Streets, also 3 shopping malls.
Stores Open Evenings: Mon. to Fri.

13—RETAIL OUTLETS: Department Stores: R. T. Holman, Smallman's, Brace, McKay, Zeller's, Towers.
Variety Stores: Woolworth, Metropolitan.
Chain Food Supermarkets (CZ): Sobey's, Save-Easy; Co-op; Towers.
Other Chain Stores: Jewelry 4, Canadian Tire, Shoppers Drug Mart, Charm Jewelers.

14—NEWSPAPERS: JOURNAL-PIONEER (e) 11,393; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Don L. Chapman, Adv. Mgr., JOURNAL-PIONEER.

QUEBEC SURVEYS

QUEBEC POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	443	463	492
5-14	1,108	976	905
15-24	1,264	1,213	1,129
25-44	1,759	1,909	2,142
45-64	1,179	1,214	1,276
65 and Over	482	543	621
TOTAL	6,235	6,318	6,565

Based on Statistics Canada Census and Population Projections.

QUEBEC RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse	1,015	2,752
Apparel	563	1,701
Furniture	286	1,019
Groceries	2,046	7,024
Lumber Bldg. Mat	158	343
Restaurants	198	1,350
Autos	1,212	6,116
Gasoline Fuel Oil	655	1,388
Drugs	228	516
Total Sales	8,013	23,895

Source: Census of Canada Retail Trade and Monthly Releases by Statistics Canada

CHICOUTIMI, QUE.

1—LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area) County Seat, 120 mi. N. of Quebec.

2—TRANSPORTATION: Railroads: Can. Nat'l.
Intercity Bus Lines: Autobus Voyageur.
Airlines: Quebecair.

3—POPULATION:
Corp. City 76 Cen. 57,737, Loc. Est. 58,906
Met. Area 76 Cen. 128,216, Loc. Est. 127,991
CZ ABC: (76)57,737; (80)58,100
RTZ-ABC: (76)124,654, (80)122,100
City & RTZ-ABC: (76)182,391; (80)180,200
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Met. Area 71 Cen. 29,725, Loc. Est. 38,253
CZ ABC: (76)15,430; (80)17,200
RTZ-ABC: (76)31,865, (80)34,600
City & RTZ-ABC: (76)47,295, (80)51,800

6—PASSENGER AUTOS: Province 2,449,668 (1978)

9— PRINCIPAL INDUSTRIES (CZ): Mfg. Furniture, Aluminum Paper, Pulp, Furniture & Shoes, Agricultural area, Fishing Outfitters.

10-CLIMATE: Average Temp. 77 Max. 3 Min.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Chicoutimi Ctr	4	Steinberg's
Place Racine Ctr	4	Dominion Store
Place du Royaume	170	Woolco, The Bay
Place du Saguenay	45	Simpson, Sears, Zeller's

14—NEWSPAPERS: LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN (in French)—(e-Mon. to Sat.) 23,940; Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Paul Bergeron, Marketing Executive, or Jean Tremblay.
PROGRES-DIMANCHE (in French) (s) 48,261; Mar. 31, 1980 ABC. Adv. Mgr., LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN.
National Representatives: National Advertising Representatives Ltd. (Vancouver), Landon Associates Inc. (USA), Hal Herman Associates, Inc. (Miami).

GRANBY, QUE.

1—LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal, On Hwy. 10, Industrial and commercial center.

2—TRANSPORTATION: Railroads: C.N.
Motor Freight Carriers: 100.

3—POPULATION:
Corp. City 76 Cen. 37,132, Loc. Est. 36,919
City Zone ABC: (76)37,132; (80)37,100
RTZ-ABC: (76)94,000; (80)93,500
City & RTZ-ABC: (76)131,132; (80)130,600

4—HOUSEHOLDS:
City Zone ABC: (76)11,810; (80)13,100
RTZ-ABC: (76)27,300; (80)30,900
City & RTZ-ABC: (76)39,110; (80)44,000

5—BANKS: 9 Commercial, 5 Savings, Deposits, NA.

6—PASSENGER AUTOS: County 42,633 (1978)

7—ELECTRIC METERS: Residence 14,500

8—GAS METERS: Residence 2,115

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners—Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prod. 957; Clothing 720; Furniture 280; Electronics 197, Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189.
Principal Industrial Pay Days: Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 35-60, Summer 70-90; Fall 40-50, Winter 20-25.

11—TAP WATER: Alkaline, soft, fluoridated.

12—RETAILING: Principal Shopping Center between Drummond & St. Charles on Main St.
Neighborhood Shopping Centers: Court St., St. Joseph St., Plaza Shopping Center, Frontenac Shopping Center, Galeries Granby.
Stores Open Evenings: Thu., Fri.
Principal Shopping Days: Thurs., Fri., Sat.

13—RETAIL OUTLETS: Department Stores: Greenberg; Harts, Woolco, Zellers, K-Mart.
Chain Food Supermarkets (CZ): Dominion 1; IGA; Steinberg; Metro, Richelieu, Select, Union.
Other Chain Stores: Sally Shop; Trans-Canada Shoe, J. B. Lefebro (shoes); Cite (shoes); Yellow; Woodhouse, Reitman's (furn.); Canadian Tire Corp.

14—NEWSPAPERS: LA VOIX DE L 'EST (In French) (e-Mon. to Sat.) 10,838, Mar. 29, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L 'EST.
National Representatives: Probec 5, Montreal.

MONTREAL, QUE.

1—LOCATION: E&P Maps E-4 & O-1. One of world's largest inland ports. Shipping, transportation and industrial center of Eastern Canada. Gateway to St. Lawrence Seaway.

2—TRANSPORTATION: Railroads: Hdqrs. of CPR and CNR. Others: Conrail, Delaware & Hudson, Central Vermont, Grand Trunk, Napierville Junction, Amtrak.
Motor Freight Carriers and Movers: 400.
Intercity Bus Lines: Abitibi Provinciale Autobus Drummondville Ltee., Autobus Archambeault, Autobus Ste. Angele, Autobus Laurentides, Autobus Deshaies, Brandon Transport, Carriere & Freres, Autobus de la Riviere Sud, Autobus Intercite, Eastern Greyhound, Colonial Coach, Voyageur Provinciale; Abitibi Provinciale; Autobus Mile Iles, Metropolitan Provincial, Metropolitan Sud; Voyageur Quebec.
Steamship Line: (Pass. & Frght.), 140.
Airlines: Aeroflot, Air Canada, Air France, Alitalia, British Airways, C. P. Air Eastern, Delta, Easteran Provincial, CSA (Czech.), El Al, U.S. Air, Canadian Pacific, Eastern, K.L.M., Lufthansa, Nordair, Northeast, Quebecair, Sabena, Scandianavian, Swissair, Portuguese Airways, Iberia Airlines, Olympic Airways, Pilgrim Airlines, Royal Air Ltd., Hdqrs. Int'l, Air Transport Assoc. (LAIA). Airports located in Dorval & Mirabel.
Waterborne Commerce: 22,000,000 tons (approx.).

3—POPULATION:
Corp. City
76 Cen. 1,080,546; Loc. Est. 957,554
Met. Area-ABC
76 Cen. 2,779,293; Loc. Est. 2,783,108
CZ ABC: (76) 2,418,751; (80) 2,343,200
RTZ-ABC: (76) 978,333; (80) 1,064,700
City & RTZ-ABC: (76) 3,397,084; (80) 3,407,900
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Corp. City 76 Cen. N/A; Loc. Est. 407,117
Met. Area 76 ABC: N/A, Loc. Est. 1,048,170
CZ ABC: 819,515, (80) 877,000
RTZ-ABC: (76) 280,750, (80) 337,400
City & RTZ-ABC: (76) 1,100,265, (80) 1,214,400

5—BANKS: Savings Banks 629
Caisse Populaire 220

6—PASSENGER AUTOS: Province 2,449,668

7—ELECTRIC METERS: Residence 620,000

8—GAS METERS: Residence 200,000

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners (Av. Wkly. Wage)—Clothing 42,000 ($129); Food & Beverages 31,000 ($189); Constr. 30,000 ($217); Transp. & Comm. 92,000 ($223); Finance, Insurance & Real Estate 51,000 ($185); Trade 112,000 (Wholesale $197 - Retail $128). Total—625,000 ($194 Av.).

Principal Industrial Pay Days: 1st and 15th.

10-CLIMATE: Min. & Max. Temp.—Spring 33-49; Summer 59-75; Fall 40-53; Winter 9-24.

11—TAP WATER: Neutral, soft.

12—RETAILING: Principal Shopping Center: Downtown Ste. Catherine St. (Atwater to Amherst, Approx. 1 Mi.).
Shopping Centers (Miles from Downtown): Alexis Ninon Plaza (Downtown), Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown), Place Versialles (6), Place Longueuil (4), Fairview (15), Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4), Center Laval (9); Champlain (7), Cote St. Luc (5), De Salaberry (7), Domaine (6); Forest (6); Malsonneuve (3); Norgate (6); Place La Salle (5); Place Pte. Aux Trembles (10); Plaza (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plaza (5), Wilderton (3); Vile Jacques Cartier (3), St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6), Duvernay (8), Mount Royal (4), Westmount Sq. (2), Mercier (6); Galerie D'Anjou (8), Notre Dame (7); LeBazar (6), 2020 University (Dwtn.); Beaconsfield (15), Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9), Cavendish Mall (5), Place Vertu (7).

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Eaton's 5; Simpson's 4, Ogilvy's 3, The Bay 7, Miracle Mart 13, K-Mart 6, Woolco 7, Boni Mart 5.
Variety Stores: People's 4; Rossy's 20, Wooworth's 30, Zeller's 8, Kresge's 2, Peoples Jewellers 14.
Chain Drug Stores (CZ): Gagnon 3, Capes 3, Centre Drug 4, A.P.D.M. 550, L.R.D.A. 120, P.S.M. 185, Medical Arts 3, Leduc 15, Pharmacie Mayrand 4, Atlas 21, Quirks 2; Leduc 14; Cumberland 8; Pharmaprix 9; Kane 2; Jean Coutu 10.
Chain Food Supermarkets: Steinberg 58, A&P 7; Dominion 70; A-Dionne 12; IGA 71; Richelieu 154, Excel 43, Spot 7; L. Equip. 53, F.D.L. and Metropole 164, Lucern 48; Marche Union 15, Coronet 51; Shop & Save 45; Warshaw 1.

Other Chain Stores: Woodhouse 10, Pascal Hardware 12, Scott La Salle (Men's Wear) 16; Vicki Fashions 13, Fifth Avenue (Women's Wear) 7; Reitman's (Women's Wear) 54; City Shoe 13, Lefebvre Shoes 21, Lewis Shoes 26; Yellow Shoes 23; Trans Canada Shoes 34; Villager Shoe 12, Mayfair 5, Tip Top Cleaners 2, One Hour Martinizing 9, Troy Cleaners 5; Town & Country Cleaners 7; MacKay Smith Cleaners 10, Bette Brite Cleaners 11, Cantor's Bakeries 29; Holt Renfrew 7, Ryar Paint 21, Montreal Draperies 12; Harrisons Fabrics 15; Bouclair Fabrics 4, Perrette Daires 108, Greenbergs 16, Tip Top Tailors 10, Handy Andy 17, Canadian Tire 15, Firestone 12, Consumer Distributing 19; Cardinal 19, Radio Shack 25, Beaver Home Centres 4, Arlington Sports 6.

14—NEWSPAPERS: Circulation. Local Contact for National Advertising and National Representatives: LE DEVOIR (French) (m-Mon. to Fri.) 42,404, (m-Sat.) 42,872, Mar. 31, 1980 ABC. Marcel Payette, Adv. Mgr. **Representatives**: None.

THE GAZETTE (m-Mon. to Fri.) 208,749; (m-Sat.) 275,849, Mar. 31, 1980 ABC. George S. Willcocks, Adv. Dir. **Representatives**: Southam Newspapers, Tor. & Mtl. Van.-Vernon J. Rumford; Eastern U.S. North American Travel; NYC Harvey Grotsky; Mexico-Towmar Representatives; London, England-F.A. Smyth & Assoc.

LE JOURNAL DE MONTREAL (French) (m-Mon. to Fri.) 322,301, (Sat-m) 311,854, (S) 283,987, Mar. 31, 1980 ABC. Pierre Plante, Nat'l Adv. Mgr. **Representatives**: Jack Bannon.

LA PRESSE (e-Mon. to Fri.) 174,945; (e-Sat) 264,765, Mar. 31, 1980 ABC (converted to (m) publication Sept. 29, 1980.) (Jean Paul Jobin, Nat'l. Adv. Dir. (Mtl.) **Representatives**: Montreal & Toronto Probec 5 Ltd. USA-Target Media Co., Florida-Hal Herman Assoc., Inc., New England & Southern USA-North American Travel Publications-Reps Ltd., Mexico-Towmar Representaciones Profesionales, S.A.

QUEBEC, QUE.

1—LOCATION: Quebec County. E&P Map E-4. 350 ft. above level of St. Lawrence River, at confluence with St. Charles River; 400 mi. from Gulf of St. Lawrence, 167 mi. E. of Montreal. Montreal, La Malbaie, Chicoutimi, Lake St. John, Edmunston, Levis-St. Lamber, Levis-Sherbrooke, Quebec-Levis-Jackman.

2—TRANSPORTATION: Railroads: Canadian Natl Ry., Canadian Northern, Quebec & Lake, St. John, Quebec Saguenay; Canadian Pacific.
Motor Freight Carriers: 59.
Intercity Bus Lines: La Commision des Transports de la communate urbaine de Quebec (CTCUQ), Autobus Voyageur; Autobus La Malbaie, Autobus Laval Ltee, Autobus Nolin Inc., Autobus Ste-Anne de Beaupre, Autobus Ste-Claire, Autobus Tremblay; Autobus Deshaires Ltee, Autobus Dupont Ltee, Autobus Fournier Ltee; Autobus Drolet Ltee; Autobus Fortin Enr., Autobus de la Rive-Hurd Inc.
Airlines: Air Canada, Quebecair; Lemelin Air Transport; Nordair.

3—POPULATION:
Corp. City 76 Cen. 177,082, Loc. Est. 165,398
CZ ABC: (76) 473,734; (80) 480,900
RTZ-ABC: (76) 203,605; (80) 213,100
Met. Area: (76) Cen. 537,316; Loc. Est. 562,139
City & RTZ-ABC: (76) 677,339, (80) 694,000
Demographic Information available from Newspapers. See paragraph 14

4—HOUSEHOLDS:
Met. Area 76 Cen. N/A, Loc. Est. 194,944
CZ ABC: (76) 146,505; (80) 164,200
RTZ-ABC: (76) 53,765, (80) 63,600
City & RTZ-ABC: (76) 200,270, (80) 227,800

5—BANKS: (CZ) 9 Banks (80 Branches Dep. NA

6—PASSENGER AUTOS: Province 2,449,668

7—ELECTRIC METERS: Res., RTA 73,921

8—GAS METERS: Res., RTA 4,290

9— PRINCIPAL INDUSTRIES (CZ): (Metro Area) Industry, Number of Plants (Number of Employees): Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Pdts. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Pdts. 124 (1,187); Ptg. & Publ. 96 (1,810); Iron & Steel Pdts. 61 (1,029); Non-ferrous Metal Pdts. 23 (673); Cement, etc. 21 (466); Chemical pdts. 28 (1,261); Misc. Mfg. 89 (8,457).

10-CLIMATE: Avg. Max. Temp. 77, Avg. Min. Temp. 3; Average Temp. 40.

11—TAP WATER: Acid, very soft, not fluoridated.

12—RETAILING:

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
La Canardiere	39	Woolworth
Place Laurier	300	Simpson-Sears
Les Galaries de la Canardiere	55	Fifth Ave. Stores
Place Fleur de Lys	90	Simpson-Sears
Place Ste-Foy	135	Eaton

Principal Shopping Days: Thu., Fri., Sat.
Stores Open Evenings: Thu., Fri.

13—RETAIL OUTLETS: Department Stores: Eaton 1; Paquet 3, Le Syndicat de Quebec 3, Holt Renfrew, J. B. Laliberte, Simon's 2, Greenbergs; Wise Bros.; Norman & Fils 3; Simpson-Sears 3.
Discount Stores (CZ): Jupiter, Towers, Miracle Mart 2, K-Mart, Woolco 2; LaSalle.
Variety Stores: Woolworth 3; Metropolitan; Kresge 3, Zeller's 4.
Chain Drug Stores (CZ): Ph. Brunet 2, Jean Coutu 2; Uniprix-Pharmaprix.

Chain Food Supermarkets (CZ): Dominion 8, Steinberg's 10; Excel 64; Gem 46, Jato 5, IGA 7.

Chain Food Stores (Met. Area): Dominion 8; Steinberg's 10, A&P 3, Jato 5.

Other National Chain Stores: Agnew Surpass Shoes, D'Allaird's (women's); Henry Birks (jewelry), Reitman's (women's); J. B. Lefebvre Shoes, Simard & Voyer, Trans-Canada Shoes, Willis Musical Instruments, Zeller's Legare, Dr. Scholl's, Singer Co.; Laure Secord, Sally's; Tip Top Tailor; Canadian Tire; Handy Andy, Pascal Hdwr.; Bata Shoes; Pennington (women's), Goodyear, K-Mart.

14—NEWSPAPERS: Circulation. Local Contacts for Advertising and Merchandising Data: and National Representatives.
LE JOURNAL DE QUEBEC (French-Tabloid)—(m-Mon. to Fri.) 103,238; (Sat. m) 94,142; Mar. 31, 1980 ABC.; Denis Lamoureux, Dir. Gen., Jean-Claude L'Abbee, Adv. Mgr.

Representative: Gerald S. Dufour (Montreal).
LE SOLEIL (French)—(e-Mon. to Fri.) 130,736, (Sat.e) 138,871; Mar. 31, 1980 ABC. P.A. Audet., Pres. & Gen. Mgr. or Jean Fortier, Mktg. Dir.

National Representatives: Landon Associates, Inc. (U.S.A.); Nat'l. Advertising Representatives (Vancouver).

SHERBROOKE, QUE.

1—LOCATION: Sherbrooke County, E&P Map E-4, County Seat. Industrial and agricultural center. 100 mi. E of Montreal; 140 mi. SW of Quebec; 30 mi. N of Vermont border. On Provincial Highways 1, 5, 13, 22 and 28; & Eastern Townships Autoroute and Interstate 55.

2—TRANSPORTATION: Railroads: Canadian National, Canadian Pacific, Quebec Central.
Motor Freight Carriers: 17.
Intercity Bus Lines: Provincial, Laramee, Provencher; Voyageur; Lessard.

3—POPULATION:
Corp. City 76 Cen. 76,804, Loc. Est. 72,349
City Zone ABC: (76) 88,867 (80) 86,800
RTZ-ABC: (76) 174,141 (80) 173,400
City & RTZ-ABC (76) 263,008 (80) 260,200

4—HOUSEHOLDS:
City 76 Cen. N/A, Loc. Est. 27,020
City Zone ABC: (76) 28,770; (80) 31,100
RTZ-ABC: (76) 49,875; (80) 55,500
City & RTZ-ABC: (76) 78,645; (80) 86,600

5—BANKS: Savings 11, Charter Branches 24, Trust Companies 4

6—PASSENGER AUTOS: County 52,986

7—ELECTRIC METERS: Residence 36,980

8—GAS METERS: Residence N.A.

9— PRINCIPAL INDUSTRIES (CZ): Industry, Number of Wage Earners-Flycatcher 15, Rubber 584; Woodwork 51, Hockey Sticks 219; Lumber 70; Stockings and Gloves 451, Jewelry 50; Plastic 63, Drugs 15, Clothing 422; Textile 2,316, Foundry 55, Shoes 156, Superheaters 514, Machinery 1,274, Food 598, Chocolate 832, Aluminum Products 84; Soft drinks 1,490, Bathing Suits 44, Bakery Machineries 58, Sportswear, Ladies Pants 60; Men's Pants 125, Shoes 93.

Principal Pay Days: Thu., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 42-63; Summer 57-78, Fall 37-54, Winter 4-24.

11—TAP WATER: Alkaline, soft.

12—RETAILING: Principal Shopping Center: 3 blocks Wellington N.; 3 Wellington S.; 15 King W., 5 King E.
Neighborhood Shopping Centers: King St.; Galt St., Alexander St., Belvidere St.; Sherbrooke Shpg. Ctr. on King St. W. Place Belvidere & Rock Forest, on Montreal Hwy.; Dunant Shpg. Ctr., Carrefour de L'Estrie, 3100 Portland Blvd.; Galerie Quatre Saisons.

Nearby Shopping Centers

Name of Shopping Center	No. of Stores	Principal Stores and/or Supermarket
Center d'Achats Place Feurie	6	N.A.
D'Estrie Ctr	-	Zeller's
King Street	25	Zeller's, Dominion
Les Galeries	100	
Place Belvedere	17	Steinberg, Miracle Mall
Sherbrooke Ctr.	-	Dominion
Carrefour	104	Eaton's, Paseal, Reitman's
Plaza Rock Forest		Woolco Dominion, Lewis Shoes
Galerie Quatre Saisons	-	Zellers, A&P

Principal Shopping Days: Wed., Thurs., Fri.
Stores Open Evenings: Thu. & Fri.

13—RETAIL OUTLETS: Department Stores: Setlakwe, Au Bon Marche, Steinberg's, Woolco, Eaton's, Sears, Scheib.
Variety Stores: Greenberg's, United Zeller's, Metropolitan.
Chain Drug Stores: Capes 4; Center 4; Medical Arts 3.
Chain Food Supermarkets (CZ): IGA 3; Dominion 3; Steinberg's 2, Provigo 6, A&P 1.
Independent Food Grocers: Les Epiciers "Supreme" 40 Red & White Stores 41; Trans-Kebec 24, Normandie 23, AER 20, Cardinal 18, Alouette 9.
Other Chain Stores: Reitman's (ladies); Simpson's; Firestone, Yellow Sample Shoe; Trans-Canada Shoe, Montreal Shoe; Lindor (ladies); Canadian Tire; United Auto Parts, Pascal; Handy Andy, Western Tire; Goodrich; Goodyear, Oslind's; Farbstein.

14—NEWSPAPERS: RECORD (e-Mon. to Fri.) 7,351, Mar. 31, 1980 ABC. John Bayley, Adv. Mgr. LA-TRIBUNE (e-Mon. to Fri.) 42,156, Mar. 31, 1980 ABC. Yvon Dube, Pub.
National Representatives: RECORD-Bardal, Gosbee & Associates. LA TRIBUNE-Bardal, Gosbee & Associates (Canada); Landon Associates, Inc. (U.S.A.)

TROIS-RIVIERES, QUE.

1—LOCATION: St. Maurice County. E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal; 88 mi. from Quebec and 91 mi. from Sherbrooke. Natural ocean port, open year round.

2—TRANSPORTATION: Railroads: CN, CP.
Intercity Bus Lines: Provincial Transport; Transport en Commun de Trois-Rivieres.

3—POPULATION:
Corp. City 76 Cen. 52,518; Loc. Est. 48,922
CZ ABC: (76)104,251; (80)102,400
RTZ-ABC: (76)167,831; (80)162,600
City & RTZ-ABC: (76)272,082; (80)265,000
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
City 76 Cen. 16,663; Loc. Est. 18,408
CZ-ABC: (76)32,465, (80)35,200
RTZ-ABC: (76)47,940, (80)51,700
City & RTZ-ABC: (76)80,405; (80)86,900

5—BANKS: 20 Savings, 52 Sav. & Loan Assns., and 22 Commercial. Deposits NA

6—PASSENGER AUTOS: Province 2,449,668 (1978)

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry: Number of Wage Earners (Av. Wkly. Wage)—Pulp & Paper 3,550 ($248); Manufacturing 315 ($186); Garment & Apparels 600 ($135); Heavy Industries 600 ($288); Bulbs 950 ($160); Metal Products 1,100 ($265); Textiles 1,400 ($160).
Principal Industrial Pay Days: Thurs., Fri.

10-CLIMATE: Min. & Max. Temp.—Spring 20-60; Summer 55-102; Fall 30-70; Winter—20-25.

11—TAP WATER: Alkaline, very soft, fluoridated.

12—RETAILING: Principal Shopping Center: on des Forges Blvd., Centre Commercial Les Rivieres (50 stores).
Neighborhood Shopping Centers: Ctre. d'Achats Normanville (10 units), Trois-Rivieres Centre (31 units); Les Galeries de Cap (30 units); Trois-Rivieres West Center (57 units).

Nearby Shopping Centers

Name of Shopping Center	Miles from Shopping District	Principal Stores and/or Supermarket
Ctre d'Achats Normanville	2	A&P, Normanville
Trois-Rivieres W. Ctr	2	Reitman's, Steinberg's, Pascal Hardward, Woolco
Les Galeries du Cap	3	Domnion, Woolco
Plaza de la Mauricie	20	Steinberg, K-Mart Canadian Tire,

Principal Shopping Days: Fri. & Sat.
Stores Open Evenings: Shopping centers—Thurs., Fri.

13—RETAIL OUTLETS: Department Stores: Sears, Woolco, Pascal.
Discount Stores (CZ): Bonaprix.
Variety Stores: Zeller's, Greenberg's, A.L. Green.
Chain Drug Stores (CZ): Pharmacie PSM, Pharmacie Jean Coutu, Pharmacie Atlas.
Chain Food Stores (CZ): Steinberg's (4), A&P (1); Metro (11), Trans-Kebec (41), Richelieu Select (11), Supreme (16), Metropole (39), Aubaines Alimentaires (4); Dominion (1), Provigo (21).
Other Chain Stores: Reitman's, Trans-Canada; Laura Secord; Crown Diamond; Lowe Brothers; Lewis Shoe, Mia, Birks, Agnew-Surpass; Cartier, Fredelie, Charmco, Boiteau; Montreal Draperies; Maher, Bonita, Chez Liliane, Kim, Pennington; Stokes, Au Coin des Petits, The Shoe Man, Jerome, Jacques Allard, Centre Coiffure Masculine, United Cigar Stores, Woolco, Dalmys, Miracle Mart, Princess Silk; Trans-Canada Shoe; Hart's, Children Wear, Dexter Shoe.

14—NEWSPAPERS: LE NOUVELLISTE (e-Mon. to Sat.) 52,915, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Elphege LeBrun, Adv. Dir.; Roger Lamontagne, Marketing Director and Public Relations o Therese Brousseau, Nat. Adv., LE NOUVELLISTE.
National Representatives: Probec 5 Ltd., Toronto & Montreal/Target Media Co. (U.S.A.).

SASKATCHEWAN SURVEYS

SASKATCHEWAN POPULATION ESTIMATES

(Thousands)

Age Group	1976	1981	1985
Under 5	75	80	82
5-14	173	165	150
15-24	178	187	173
25-44	207	252	287
45-64	186	189	178
65 and Over	103	117	126
TOTAL	922	989	996

Based on Statistics Canada Census and Population Projections

SASKATCHEWAN RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1971	1981
General Mdse	249	775
Apparel	54	179
Furniture	25	123
Groceries	212	794
Lumber Bldg. Mat	21	47
Restaurants	16	151
Autos	243	1,003
Gasoline Fuel Oil	111	202
Drug	37	137
Total Sales	1,208	3,764

Source: Census of Canada Retail Trade and Monthly Releases by Statistics Canada.

MOOSE JAW, SASK.

1—LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary, 398 mi. W of Winnipeg, 112 mi. N of U.S.

2—TRANSPORTATION: Railroads Canadian Pacific; Canadian National.
Motor Freight Carriers 3
Intercity Bus Lines Saskatchewan Transportation; Greyhound.

3—POPULATION:
Corp. City 76 Cen. 32,581, Loc. Est. 35,415
CZ ABC: (76) 32,581; (80) 34,600
RTZ-ABC: (76) 67,335; (80) 65,000
City & RTZ-ABC: (76) 99,916, (80) 99,600

4—HOUSEHOLDS:
Corp. City 76 Cen. N/A; Loc. Est. 13,166
CZ ABC: (76) 11,295, (80) 12,900
RTZ-ABC: (76) 21,645; (80) 22,300
City & RTZ-ABC: (76) 32,940, (80) 35,200

5—BANKS: Sav. 8; Sav. & Loan 1; Comm. 6.

6—PASSENGER AUTOS: City 14,010

7—ELECTRIC METERS: Residence 11,500

8—GAS METERS: Residence 7,100

9— PRINCIPAL INDUSTRIES (CZ): Meat Packing, Food Processing, Oil Refining, Men's Work Clothes; Tank Car Repairing and Cleaning Plant, Steel Rolling Mill, RR, Winery. Total: 2,050 employees, Av. Wkly. Wage $213.
Principal Industrial Pay Days 5, 15, 20, & 30

10-CLIMATE: Min. & Max. Temp.—Spring 39-53, Summer 37-93; Fall 8-81; Winter -8-53. First killing frost, Sept. 13. Last killing frost, May 31

11—TAP WATER: Alkaline, hard; fluoridated.

12—RETAILING: Principal Shopping Center: 7 blocks on Main St., 3 on High St.; 2 on River St.
Neighborhood Shopping Centers 4th Ave. SW between Home & Coteau Sts., 9th Ave. NW N. of Caribou; Athabasca St. E., 3rd Ave. to 4th Ave., both sides; 1st Ave. N.W., Stadacona St. W to Athabasca St. W., Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days Mon., Thu. evening, Fri., Sat.
Stores Close Wed. P.M.

13—RETAIL OUTLETS: Department Stores Army and Navy, T. Eaton, Moose-Jaw Co-Op, Joyner's; Saan; Simpson-Sears, Zellers, McLeods, Woolco, Fields; Shopper's Drug Mart; Gallenkamp; Canadian Tire.
Variety Stores Kresge, Metropolitan
Chain Drug Stores (CZ) Moose Jaw Rexall 3; Paisley's Rexall; Cohen Rexall 2
Chain Food Supermarkets Safeway 2, Co-op.
Other Chain Stores Sally's, Women's, Tip Top Tailors, Bata Shoes; Agnew-Surpass; Reitmans

14—NEWSPAPERS: TIMES-HERALD (e) 9,997; Mar. 31, 1980 ABC
Local Contact for Advertising and Merchandising Data: S.R. Butler, Pub. & Gen. Mgr., TIMES-HERALD
National Representatives Thomson Newspapers, Ltd.

PRINCE ALBERT, SASK.

1—LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11 and 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2—TRANSPORTATION: Railroads Div. Point for Can. Pac. & Can. Natl. (21 branches out of city).
Motor Freight Carriers 20
Intercity Bus Lines Saskatchewan Transportation Co.
Airlines Transair, North Can Air, Athabaska (charter).

3—POPULATION:
Corp. City 76 Cen. 28,631; Loc. Est. 30,661
City Zone-ABC: (76)28,631; (80)31,000
RTZ-ABC: (76)73,243; (80)75,100
City & RTZ-ABC: (76)101,874; (80)106,100
Demographic Information available from Newspaper. See paragraph 14.

4—HOUSEHOLDS:
Corp. City 76 Cen. N.A.; Loc. Est. 10,234
City Zone-ABC: (76)8,915; (80)10,000
RTZ-ABC: (76)22,050; (80)24,400
City & RTZ-ABC: (76)30,965; (80)34,400

5—BANKS: 3 Credit Union; 7 Comm.; 2 Trust Co.

6—PASSENGER AUTOS: City 13,250

7—ELECTRIC METERS: Residence 7,710

8—GAS METERS: Residence 8,163

9— PRINCIPAL INDUSTRIES (CZ): Industry, (Av. Wkly. Wage)—Food Products ($260), Meat Processing ($259); Dairy Products ($278), Construction ($332), Railway ($229).

10-CLIMATE: Min. & Max. Temp.—Spring 30-60, Summer 55-80, Fall 20-65, Winter—30-10.

11—TAP WATER: Fluoridated.

12—RETAILING:
Shopping Center

Name of Shopping Center	**No. of Stores**	**Principal Stores and/or Supermarket**
South Hill	40	Safeway, Woolco., Reitmans, The Bay

13—RETAIL OUTLETS: Department Stores Hardware 5; Beauty Salons 13; Barbers 10; Jewelers 7; Painters 12; Plumbers 21; Radio Electric 4; Real Estate & Ins. 14; Restaurants 32; Stationery 3; Ladies Apparel 11; Childrens Wear 5; Men's Wear 7; Auto Sales & Garages 9; Service Stations 22; Bakeries 5; Shoe Stores 5; Building Materials 9; Cleaners & Dyers 5; Dairies 2; Dept. & Variety Stores 1; Drug Stores 12; Farm Implements 14; Furniture Stores 18.
Chain Drug Stores (CZ) Rexall 3; Duncan's 2; White Cross 1; Shopper's Drugmart 1
Chain Food Supermarkets Safeway 2; OK Economy 2; Red & White 6; Co-op; Save-A-Dollar 11; I.G.A. 3
Other Chain Stores Agnew-Surpass, Singer Co.; Simpson-Sears; Sherwin-Williams; Beaver Lbr.; Woolworth's, S. S. Kresge; Metropolitan, Sally; Saan; McLeod's Ltd.; Firestone; North-American Lbr.; T. Eaton, Kaufman's, Radio Shack; Relly & McCormick; Famous Furniture City, Sound City, People's Credit Jewellers; Cole's Book Store.

14—NEWSPAPERS: HERALD (e) 9,960. Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub. & Gen. Mgr., HERALD
National Representatives Thomson Newspapers, Ltd.

REGINA, SASK.

1—LOCATION: Division 6, E&P Map B-3. Situated 347 mi. W of Winnipeg; 480 mi. E of Calgary; 168 mi. SE of Saskatoon; 510 mi. SE of Edmonton.

2—TRANSPORTATION: Railroads C.P.; C.N.
Motor Freight Carriers 90
Intercity Bus Lines Saskatchewan Transportation; Greyhound, Moose Mountain.
Airlines Air Canada; Norcanair; Pacific Western.

3—POPULATION:
Corp. City 76 Cen. 149,593; Loc. Est. 159,500
CZ-PMA-ABC: (76) 149,593, (80) 165,000
Balance PMA-ABC: (76) 330,919, (80) 330,400
Met. Area 76 Cen. 151,029; Loc. Est. 170,932
Total PMA-ABC: (76) 480,512, (80) 465,400
Demographic Information available from Newspaper. See paragraph 14

4—HOUSEHOLDS:
Met. Area 76 Cen. 49,395, Loc. Est. 60,419
CZ-PMA-ABC: (76) 49,395; (80) 58,400
Balance PMA-ABC: (76) 106,755; (80) 114,300
Total PMA-ABC: (76) 156,150; (80) 172,700

5—BANKS: Savings 51, Trust 11; Loan 15; Credit Union 17.

6—PASSENGER AUTOS: City 74,880

7—ELECTRIC METERS: Residence 63,000

8—GAS METERS: Residence 46,000

9— PRINCIPAL INDUSTRIES (CZ): Government; Steel, Meat Processing; Fertilizer, Cement, Concrete; Dairy, Sheet Metal; Refineries, Steel Tank Mfg.; Distribution Centre; Communications; Steel Pipe, Paint, Agricultural Implements; Grain Farming; Marketing; Cable & Telephone Equipt.; Gases, Dry Ice; Chemicals; Steel; Total Employed 86,000, Av. Wkly. Wage $250.
Principal Industrial Pay Days 1st, 15th.

10-CLIMATE: Min. & Max. Temp.—Spring -26.2-25.9; Summer -2.7-37.4; Fall -32.7-27.8; Winter -37.3-5.2. First killing frost, Sept. 30. Last killing frost, May 6.

11—TAP WATER: Neutral, very hard, not fluoridated.

12—RETAILING: Principal Shopping Center 6 blocks on 11th Ave.; 3 on Broad St.; 2 on Rose St.; 3 on Hamilton St.; 3 on Scarth St.; 3 on 12th Ave.
Neighborhood Shopping Centers Dewdney & Retallack Sts.; Victoria & Winnepeg; 15th & Toronto; 13th Ave. W., Gordon Rd. & Rae St., 3 on Albert St.
Shopping Centers Avon Centre 14, Broad Plaza 5, Broadway 10; Eatons Mall 16; Golden Mile Plaza 40; Gordon Road 11; Glen Cairn Shopping Centre 14, Hill Ave. 11; Hillsdale Centre 7; Midtown Plaza 35; Normanview 40; Northgate 70; Park Plaza 7, Regent Park 16; Regina Inn Centre 21, Riverheights 13; Scarth St. Mall 40; Southland Mall 54, Thirteenth Ave. Centre 9; Whitmore Park 7.
Principal Shopping Days Tues., Thu., Fri., Sat.
Stores Close All day Mon., open Thu. eve.

13—RETAIL OUTLETS: Department Stores Army & Navy, T. Eaton Co., Robert Sampson Co. Ltd.; SAAN Stores Ltd., Sears Ltd.; Sherwood Co-op Assoc. Ltd. The Bay, Woolco, Gamble's; Robinson Stores.
Variety Stores Kresge, Woolworth, Metropolitan; Zeller's; Robinson.
Chain Drug Stores (CZ) Boots 4, Pinders-Rexall 8; Bi-Rite 4; White Cross 4; Shoppers, Arp Drugs 8.
Chain Food Supermarkets Safeway 8, Dominion 5; Loblaws-OK Economy 6; Tom Boy 4; Sherwood Co-op 2, Econo Mart 2.
Other Chain Stores Shoes: Agnew Surpass, Bata, Kinney, Reward, Sterling Chadler. Jewelry: People's Credit, Henry Birks, Mappins. Clothing: Dalmy's; Pennington's; Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K. Maternity, D'Allaid's, Sally's, Tip Top Tailors, Reitman's, Mortons. Automotive: Uniroyal, Dunlop, Firestone 3, B. F. Goodrich, Goodyear 3, General, Peavy Mart; Canadian Tire 2, Triangle Auto; Radio Shack, Laura Secord; Hickory Farms, Sam the Record Man; Kelley's; Bumper To Bumper 2.

14—NEWSPAPERS: LEADER-POST (e) 68,991, Mar. 31 1980 ABC.
Local Contact for Advertising and Merchandising Data: George Crawford, Dir. Adv., LEADER-POST. S4P 3G4.
National Representatives Landon Associates, Inc. (U.S.A.); D. Antill, Buttonville Airport-Markham, Ont. (Canada).

SASKATOON, SASK.

1—LOCATION: E&P Map B-3. On South Saskatchewan River. 326 mi. E of Edmonton, 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11 and 14

2—TRANSPORTATION: Railroads CN,CP
Motor Freight Carriers: 5
Intercity Bus Lines Saskatoon Transit; Saskatchewan Transportation; Greyhound, Western Trailways.
Air Service Ray's Flying Service; Mitchison's Flying Service.
Airlines Air Canada, Norcanair, Pacific Western/Transair

3—POPULATION:
Corp. City 76 Cen. 133,750; Loc. Est. 149,603
City Zone ABC: (76) 133,750; (80) 146,000
RTZ-ABC: (76) 304,949; (80) 314,500
City & RTZ-ABC: (78) 438,699; (80) 460,500
Met. Area 76 Cen. 133,750; Loc. Est. 145,666

4—HOUSEHOLDS:
Met. Area 76 Cen. 46,600, Loc. Est. 53,722
City Zone ABC: (76) 44,800; (80) 52,500
RTZ-ABC: (76) 92,585; (80) 101,800
City & RTZ-ABC: (76) 137,385; (80) 154,300

5—BANKS: 37 Comm. & Sav.; Deposits (N/A)

6—PASSENGER AUTOS: City Est. 64,950

7—ELECTRIC METERS: Residence 44,148

8—GAS METERS: Residence 35,752

9— PRINCIPAL INDUSTRIES (CZ): Type of Industry, Number of Wage Earners: Ry. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Machinery 65, Iron Works 75; Brewery 155, Cereal 200; Fibreboard 28, Potash 2,000; Chemicals Mfg. 155; Garment Mfg. 600; Electronics 250. Av. Weekly Wages $198.

10-CLIMATE: Min. & Max. Temp.—Spring 35-89, Summer 34-93; Fall 7-75, Winter -40-35. First killing frost, Sept. 4. Last killing frost, May 8.

11—TAP WATER: Alkaline, hard; fluoridated, artificially softened.

12—RETAILING: Principal Shopping Center: Midtown Plaza (1st Ave., Idlywyld) enclosed, 62 units with 12 story office bldg., threatre—underground, surface park 1,851 cars; 5 blocks on 2nd Ave., 4 on 3rd Ave., 3 in 21st St., E. 4 on 20th Street West.
Neighborhood Shopping Centers (No. of blocks or stores) Nutana 5 blocks, Mayfair 5 blocks, Pleasant Hill 1 block; Broadway 1 block; Grosvenor Park (45); Avalon (17); Cumberland (20); Haultian (4); Mount Royal (10); Westgate (15); Ford's (6); Co-Op (33); Churchill (13); Market Mall (33); Zeller's County Fair (4); Confederation Park Plaza (30); Wildwood Mall (30).
Principal Shopping Days Thu., Sat.
Stores Close Wed. afternoon.
Stores Open Evenings Thu.

13—RETAIL OUTLETS: Department Stores The Bay; Eaton's, Simpsons-Sears, Army & Navy, Mac-Leod's; Robinson; Saan; Zeller's; Woolco, Co-op Center; Gamble's.
Variety Stores Kresge's; Woolworth; Metropolitan.
Chain Drug Stores (CZ) Pinders 7; ARP 8, Valu Drugs 3; Action Drugs 3, Others 20.
Chain Food Supermarkets Safeway 8, OK Economy 12; Red & White 2, Loblaw's 1; Shop-Rite 12; Dominion 2; IGA 9; Economart 2; Independent 36; Super Valu 2.
Other Chain Stores Singer; Laura Secord; Fairweather; Ricki's; Pennington's; Bata; Agnew Surpass; Villager; Hollingsworth; D'Aillards; People's Credit; Birk's; Reitmans's; United Cigar; Acme; Canadian Tire, Coles, Darling Hat, Tip Top, Firestone.

14—NEWSPAPERS: STAR-PHOENIX (e) 54,840, Mar. 31, 1980 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Thompson, Adv. Mgr., STAR PHOENIX.
National Representatives D. Antill (Canada), Landon Associates, Inc. (U.S.A.)

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STANDARD METROPOLITAN STATISTICAL AREAS

STANDARD METROPOLITAN STATISTICAL AREAS definitions were first developed and issued for use by all Federal agencies compiling general purpose statistical data. The definitions made it possible to make better comparison of population, housing, employment, trade and industry statistics. State and local governments, as well as private industry, soon found these definitions most useful.

The Office of Management and Budget considers economic integration as well as the metropolitan character of the counties, communities and towns in determining the standards and criteria established for SMSA designation.

Generally conceived, a Standard Metropolitan Statistical Area is an integrated economic and social unit with a large population nucleus.

In November 1971, a revised set of criteria were released by the Office of Management and Budget.

A Standard Metropolitan Statistical Area always includes a city (or cities) of specified population which constitutes the central city and the county (or counties) in which it is located. An SMSA also includes contiguous counties when the economic and social relationships between the central and contiguous counties meet specific criteria of metropolitan character and integration. An SMSA may cross state lines. In New England, SMSAs are composed of cities and towns instead of counties.

1. Each Standard Metropolitan Statistical Area must include at least:
    (a) One city with 50,000 or more inhabitants, or
    (b) A city having a population of at least 25,000 which with the addition of the population of contiguous places, incorporated or unincorporated, have a population density of at least 1,000 persons per square mile and together constitute, for general economic and social purposes, a single community with a combined population of at least 50,000, provided that the county or counties in which the city and contiguous places are located has a total population of at least 75,000. (This criterion replaced a previous one which referred only to "twin cities" with a combined population of at least 50,000.)

In addition to the county (or counties) containing such a city (or cities), contiguous counties are included in an SMSA if, according to certain criteria (somewhat revised since previous definition), they are socially and economically integrated with the central city.

2. A contiguous county will be included in a Standard Metropolitan Statistical Area if—
    (a) At least 75% of the resident labor force in the county is in the nonagricultural labor force, and
    (b) At least 30% of the employed workers living in the county work in the central county or counties of the area.

3. A contiguous county that does not meet the requirements of Criterion 2 will be included in a Standard Metropolitan Statistical Area if at least 75% of the resident labor force is in the nonagricultural labor force and it meets two of the following additional criteria of metropolitan character and one of the following criteria of integration.
    (a) Criteria of metropolitan character.
        (1) At least 25% of the population is urban.
        (2) The county had an increase of at least 15% in total population during the period covered by the two most recent Censuses of Population.
        (3) The county has a population density of at least 50 persons per square mile.
    (b) Criteria of integration.
        (1) At least 15% of the employed workers living in the county work in the central county or counties of the area, or
        (2) The number of people working in the county who live in the central county or counties of the area is equal at least to 15% of the employed workers living in the county, or
        (3) The sum of the number of workers commuting to and from the central county or counties is equal to 20% of the employed workers living in the county.

The SMSA title always includes the names of the state or states that are included in the SMSA, the name of the largest city (it might include several cities—as many as three), all dependent upon relative and minimum populations of the central city and other cities in the SMSA.

In New England, the requirement with regard to a central city as a nucleus still holds, but the units comprising the area are towns rather than counties. The county (or town in New England) is the basic statistical unit. Since smaller areas are used, a density of at least 100 persons per square mile is used as a measurement.

When two or more adjacent counties each have a city qualifying under Paragraph 1 above and the cities are within 20 miles of each other (city limits to city limits), they will be included in the same area unless there is definite evidence that the two cities are not economically and socially integrated.

If two or more adjacent counties each have a city qualifying under Paragraph 1 above and the cities are more than 20 miles from each other (city limits to city limits), they will not be included in the same area unless there is definite evidence that the two cities are economically and socially integrated.

The forgoing digest of criteria established for qualifications of Standard Metropolitan Statistical Areas will serve most purposes. The complete criteria can be obtained directly from the Office of Statistical Policy, Office of Management and Budget, Executive Office Building, Washington, D. C. 20503.

STANDARD METROPOLITAN STATISTICAL AREAS

(In alphabetical order–not by state)

- **Abilene, Tex.**
    - Callahan County
    - Jones County
    - Taylor County
- **Akron, O.**
    - Portage County
    - Summit County
- **Albany, Ga.**
    - Dougherty County
    - Lee County
- **Albany-Schenectady-Troy, N.Y.**
    - Albany County
    - Montgomery County
    - Rensselaer County
    - Saratoga County
    - Schenectady County
- **Albuquerque, N.M.**
    - Bernalillo County
    - Sandoval County
- **Alexandria, La.**
    - Grant Parish
    - Rapides Parish
- **Allentown-Bethlehem-Easton, Pa.-N.J.**
    - Carbon County, Pa.
    - Lehigh County, Pa.
    - Northampton County, Pa.
    - Warren County, N.J.
- **Altoona, Pa.**
    - Blair County
- **Amarillo, Tex.**
    - Potter County
    - Randall County
- **Anaheim-Santa Ana-Garden Grove, Calif.**
    - Orange County
- **Anchorage, Alaska**
    - Anchorage Census Division
- **Anderson, Ind.**
    - Madison County
- **Ann Arbor, Mich.**
    - Washtenaw County
- **Anniston, Ala.**
    - Calhoun County
- **Appleton-Oshkosh, Wis.**
    - Calumet County
    - Outagamie County
    - Winnebago County
- **Asheville, N.C.**
    - Buncombe County
    - Madison County
- **Atlanta, Ga.**
    - Butts County
    - Cherokee County
    - Clayton County
    - Cobb County
    - De Kalb County
    - Douglas County
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    - Forsyth County
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    - Gwinnett County
    - Henry County
    - Newton County
    - Paulding County
    - Rockdale County
    - Walton County
- **Atlantic City, N.J.**
    - Atlantic County
- **Augusta, Ga.-S.C.**
    - Columbia County, Ga.
    - Richmond County, Ga.
    - Aiken County, S.C.
- **Austin, Tex.**
    - Hays County
    - Travis County
    - Williamson County
- **Bakersfield, Calif.**
    - Kern County
- **Baltimore, Md.**
    - Baltimore City
    - Anne Arundel County
    - Baltimore County
    - Carroll County
    - Harford County
    - Howard County
- **Baton Rouge, La.**
    - Ascension Parish
    - East Baton Rouge Parish
    - Livingston Parish
    - West Baton Rouge Parish
- **Battle Creek, Mich.**
    - Barry County
    - Calhoun County
- **Bay City, Mich.**
    - Bay County
- **Beaumont-Port Arthur-Orange, Tex.**
    - Hardin County
    - Jefferson County
    - Orange County
- **Billings, Mont.**
    - Yellowstone County
- **Biloxi-Gulfport, Miss.**
    - Hancock County
    - Harrison County
    - Stone County
- **Binghamton, N.Y.-Pa.**
    - Broome County, N.Y.
    - Tioga County, N.Y.
    - Susquehana County, Pa.
- **Birmingham, Ala.**
    - Jefferson County
    - Saint Clair County
    - Shelby County
    - Walker County
- **Bismark, N.D.**
    - Burleigh County
    - Morton County
- **Bloomington, Ind.**
    - Monroe County
- **Bloomington-Normall, Ill.**
    - McLean County
- **Boise City, Idaho**
    - Ada County
- **Boston, Mass.**
    - All of Suffolk County, Mass., Cambridge, Everett, Maiden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sanbury, Wakefield, Watertown, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Mass., Beverly, Lynn, Peabody, and Salem cities; Boxford, Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County, Mass.; Quincy

city; Bellingham, Braintree, Brookline Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County, Mass.; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland and Scituate towns in Plymouth County, Mass.

Bradenton, Fla.
Manatee County

Bridgeport, Conn.
Bridgeport and Shelton cities, Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Conn.; Derby and Milford cities in New Haven County, Conn.

Bristol, Conn.
Bristol city and Burlington town in Hartford County, Conn.; Plymouth town in Litchfield County, Conn.

Brockton, Mass.
Brockton City, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns in Plymouth County, Mass.; Avon town in Norfolk County, Mass.; Easton town in Bristol County, Mass.

Brownsville-Harlingen-San Benito, Tex.
Cameron County

Bryan-College Station, Tex.
Brazos County

Buffalo, N.Y.
Erie County
Niagara County

Burlington, N.C.
Alamance County

Cagues, P.R.
Caguas Municipio
Gurabo Municipio
San Lorenzo Municipio

Canton, O.
Carroll County
Stark County

Cedar Rapids, Iowa
Linn County

Champaign-Urbana-Rantoul, Ill.
Champaign County

Charleston-North Charleston, N.C.
Berkeley County
Charleston County
Dorchester County

Charleston, W. Va.
Kanawha County
Putnam County

Charlotte-Gastonia, N.C.
Gaston County
Mecklenburg County
Union County

Chattanooga, Tenn.-Ga.
Hamilton County, Tenn.
Marion County, Tenn.
Sequatchie County, Tenn.
Catoosa County, Ga.
Dade County, Ga.
Walker County, Ga.

Chicago, Ill.
Cook County
Du Page County
Kane County
Lake County
McHenry County
Will County

Cincinnati, O.-Ky.-Ind.
Clermont County, O.
Hamilton County, O.
Warren County, O.
Boone County, Ky.
Campbell County, Ky.
Kenton County, Ky.
Dearborn County, Ind.

Clarksville-Hopkinsville, Tenn.-Ky.
Montgomery County, Tenn.
Christian County, Ky.

Cleveland, O.
Cuyahoga County
Geauga County
Lake County
Medina County

Colorado Springs, Colo.
El Paso County
Teller County

Columbia, Mo.
Boone County

Columbia, S.C.
Lexington County
Richland County

Columbus, Ga.-Ala.
Chattahoochee County, Ga.
Columbus City, Ga. (Consolidated Government with Muscogee County).
Russell County, Ala.

Columbus, O.
Delaware County
Fairfield County
Franklin County
Madison County
Pickaway County

Corpus Christi, Tex.
Nueces County
San Patricio County

Dallas-Fort Worth, Tex.
Collin County
Dallas County
Denton County
Ellis County
Hood County
Johnson County
Kaufman County
Parker County
Rockwall County
Tarrant County
Wise County

Danbury, Conn.
Danbury city; Bethel, Brookfield, Newtown, New Fairfield, and Redding towns in Fairfield County, Conn.; New Milford town in Litchfield County, Conn.

Davenport-Rock Island-Moline, Iowa-Ill.
Scott County, Iowa
Henry County, Ill.
Rock Island County, Ill.

Dayton, O.
Green County
Miami County
Montgomery County
Preble County

Daytona Beach, Fla.
Volusia County

Decatur, Ill.
Macon County

Denver-Boulder, Colo.
Adams County
Arapahoe County
Boulder County
Denver County
Douglas County
Gilpin County
Jefferson County

Des Moines, Iowa
Polk County
Warren County

Detroit, Mich.
Lapeer County
Livingston County
Macomb County
Oakland County
St. Clair County
Wayne County

Dubuque, Iowa
Dubuque County

Duluth-Superior, Minn.-Wis.
St. Louis County, Minn.
Douglas County, Wis.

Eau Claire, Wis.
Eau Claire County
Chippewa County

Elkhart, Ind.
Elkhart County

El Paso, Tex.
El Paso County

Elmira N.Y.
Chemung County

Enid, Okla.
Garfield County

Erie, Pa.
Erie County

Eugene-Springfield, Ore.
Lane County

Evansville, Ind.-Ky.
Gibson County, Ind.
Posey County, Ind.
Vanderburgh County, Ind.
Warrick County, Ind.
Henderson County, Ky.

Fall River, Mass.-R.I.
Fall River city; Dighton, Somerset, Swansea, and Wesport towns in Bristol County, Mass.; Little Compton, Portsmouth, and Tiverton towns in Newport County, R.I.

Fargo-Moorehead, N.D.-Minn.
Cass County, N.D.
Clay County, Minn.

Fayetteville, N.C.
Cumberland County

Fayetteville-Springdale, Ark.
Benton County
Washington County

Fitchburg-Leominster, Mass.
Fitchburg and Leominster cities; Lunenburg and Westminister towns in Worcester County, Mass.; Shirley and Townsend towns in Middlesex County, Mass.

Flint, Mich.
Genessee County
Shiawassee County

Florence, Ala.
Colbert County
Lauderdale County

Fort Collins, Colo.
Larimer County

Fort Lauderdale-Hollywood, Fla.
Broward County

Fort Myers-Cape Coral, Fla.
Lee County

Fort Smith, Ark.-Okla.
Crawford County, Ark.
Sebastian County, Ark.
LeFlore County, Okla.
Sequoyah County, Okla.

Fort Wayne, Ind.
Adams County
Allen County
De Kalb County
Wells County

Fresno, Calif.
Fresno County

Gadsden, Ala.
Etowah County

Gainesville, Fla.
Alachua County

Galveston-Texas City, Tex.
Galveston County

Gary-Hammond-East Chicago, Ind.
Lake County
Porter County

Grand Forks, N.D.-Minn.
Grand Forks County, N.D.
Polk County, Minn.

Grand Rapids, Mich.
Kent County
Ottawa County

Great Falls, Mont.
Cascade County

Greeley, Colo.
Weld County

Green Bay, Wis.
Brown County

Greensboro-Winston-Salem-High Point, N.C.
Davidson County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartansburg, S.C.
Greenville County
Pickens County
Spartanburg County

Hamilton-Middletown, O.
Butler County

Harrisburg, Pa.
Cumberland County
Dauphin County
Perry County

Hartford, Conn.
Hartford city
Avon
Bloomfield
Canton

Hartford, Conn.
Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor, and Windsor Locks towns in Hartford County, Conn.; New Hartford town in Litchfield County; Cromwell, East Hampton and Portland towns in Middlesex County, Conn.; Colchester town in New London County, Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon and Willington towns in Tolland County, Conn.

Honolulu, Hawaii
Honolulu County

Houston, Tex.
Brazoria County
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County

Huntington-Ashland, W.Va.-Ky.-O.
Cabell County, W. Va.
Wayne County, W. Va.
Boyd County, Ky.
Greenup County, Ky.
Lawrence County, O.

Huntsville, Ala.
Limestone County
Madison County
Marshall County

Indianapolis, Ind.
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby, County

Iowa City, Iowa
Johnson County

Jackson, Mich.
Jackson County

Jackson, Miss.
Hinds County
Rankin County

Jacksonville, Fla.
Baker County
Clay County
Duval County
Nassau County
St. Johns County

Janesville-Beloit, Wis.
Rock County

Jersey City, N.J.
Hudson County

Johnson City-Kingsport-Bristol, Tenn.-VA.
Carter County, Tenn.
Hawkins County, Tenn.
Sullivan County, Tenn.
Unicoi County, Tenn.
Washington County, Tenn.
Bristol City, Va.
Scott County, Va.
Washington County, Va.

Johnstown, Pa.
Cambria County
Somerset County

Kalamazoo-Portage, Mich.
Kalamazoo County
Van Buren County

Kankakee, Ill.
Kankakee County

Kansas City, Mo.-Kans.
Cass County, Mo.
Clay County, Mo.
Jackson County, Mo.
Platte County, Mo.
Ray County, Mo.
Johnson County, Kans.
Wyandotte County, Kans.

Kenosha, Wis.
Kenosha County

Kileen-Temple, Tex.
Bell County
Coryell County

Knoxville, Tenn.
Anderson County
Blount County
Knox County
Union County

Kokomo, Ind.
Howard County
Tipton County

La Crosse, Wis.
La Crosse County

Lafayette, La.
Lafayette Parish

Lafayette-West Lafayette, Ind.
Tippecanoe County

Lake Charles, La.
Calcasieu Parish

Lakeland-Winter Haven, Fla.
Polk County

Lancaster, Pa.
Lancaster County

Lansing-East Lansing, Mich.
Clinton County
Eaton County
Ingham County
Ionia County

Laredo, Tex.
Webb County

Les Cruces, N.M.
Dona Ana County

Las Vegas, Nev.
Clark County

Lawrence, Kans.
Douglas County

Lawrence-Haverhill, Mass.-N.H.
Lawrence and Haverhill cities, Amesbury, Andover, Georgetown, Groveland, Merrimac, Methuen, North Andover, Salisbury, and West Newbury towns in Essex County, Mass.; Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem, and Windham towns in Rockingham County, N.H.

Lawton, Okla.
Commanche County

Lewiston-Auburn, Me.
Auburn City, Lewiston city, and Lisbon town in Androscoggin County, Me.

Lexington-Fayette, Ky.
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, O.
Allen County
Auglaize County
Putnam County
Van Wert County

Lincoln, Neb.
Lancaster County

Little Rock-North Little Rock, Ark.
Pulaski County
Saline County

Long Branch-Asbury Park, N.J.
Monmouth County

Longview-Marshall, Tex.
Gregg County
Harrison County

Lorain-Elyria, O.
Lorain County

Los Angeles-Long Beach, Calif.
Los Angeles County

Louisville, Ky.-Ind.
Bullitt County, Ky.
Jefferson County, Ky.
Oldham County, Ky.
Clark County, Ind.
Floyd County, Ind.

Lowell, Mass.-N.H.
Lowell city; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Mass.; Pelham town in Hillsborough County, N.H.

Lubbock Tex.
Lubbock County

Lynchburg, Va.
Lynchburg city
Amherst County
Appomattox County
Campbell County

Macon, Ga.
Bibb County
Houston County
Jones County
Twiggs County

Madison, Wis.
Dane County

Manchester, N.H.
Manchester city; Bedford and Goffstown towns in Hillsborough County, N.H.; Allenstown, Hooksett, and Pembroke towns in Merrimack County, N.H.; Derry and Londonderry towns in Rockingham County, N.H.

Mansfield, O.
Richland County

Mayaguez, P.R.
Anasco Municipio
Hormigueros Municipio
Mayaguez Municipio

McAllen-Pharr-Edinburgh, Tex.
Hidalgo County

Melbourne-Titusville-Cocoa, Fla.
Brevard County

Memphis, Tenn.-Ark.-Miss.
Shelby County, Tenn.
Tipton County, Tenn.
Crittenden County, Ark.
De Soto County, Miss.

Meriden, Conn.
Meriden city in New Haven County, Conn.

Miami, Fla.
Dade County

Midland, Tex.
Midland County

Milwaukee, Wis.
Milwaukee County
Ozaukee County
Washington County
Waukesha County

Minneapolis-St. Paul, Minn.-Wis.
Anoka County, Minn.
Carver County, Minn.
Chisago County, Minn.
Dakota County, Minn.
Hennepin County, Minn.
Ramsey County, Minn.
Scott County, Minn.
Washington County, Minn.
Wright County, Minn.
St. Croix County, Wis.

Mobile Ala.
Baldwin County
Mobile County

Modesto, Calif.
Stanislaus County

Monroe, La.
Ouachita Parish

Montgomery, Ala.
Autauga County
Elmore County
Montgomery County

Muncie, Ind.
Delaware County

Muskegon-Norton Shores-Muskegon Heights, Mich.
Muskegon County
Oceana County

Nashua, N.H.
Nashua city; Amherst, Hudson, Merrimack, and Milford towns in Hillsborough County, N.H.

Nashville-Davidson, Tenn.
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Sumner County
Williamson County
Wilson County

Nassau-Suffolk, N.Y.
Nassau and Suffolk Counties

New Bedford, Mass.
New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County, Mass., Lakeville, Marion and Mattapoisett towns in Plymouth County, Mass.

New Britain, Conn.
New Britain City; Berlin, Plainville, and Southington towns in Hartford County, Conn.

New Brunswick-Perth Amboy-Sayreville, N.J.
Middlesex County

New Haven-West Haven, Conn.
New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford Hamden, Madison, North Branford, North Haven, Orange Wallingford, and Woodbridge towns in New Haven County, Conn.; Clinton town in Middlesex County, Conn.

New London-Norwich, Conn.-R.I.
New London and Norwich cities; Bozrah, Easy Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrooktown in Middlesex County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

New Orleans, La.
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Tammany Parish

New York, N.Y.-N.J.
Bronx County, N.Y.
Kings County, N.Y.
New York County, N.Y.
Queens County, N.Y.
Putnam County, N.Y.
Richmond County, N.Y.
Rockland County, N.Y.
Westchester County, N.Y.
Bergen County, N.J.

Newark, N.J.
Essex County
Morris County
Somerset County
Union County

Newport News-Hampton, Va.
Hampton city
Newport News city
Poquoson city
Williamsburg city
Gloucester County
James City County
York County

Norfolk-Virginia Beach-Portsmouth, Va.-N.C.
Chesapeake city, Va.
Norfolk County, Va.
Portsmouth city, Va.
Suffolk city, Va. (Nansemond city merged with Suffolk city Jan. 1, 1974)
Virginia Beach city, Va.
Currituck County, N.C.

Northeast Pennsylvania, Pa.
Lackawanna County
Luzerne County
Monroe County

Norwalk, Conn.
Norwalk city; Weston, Westport, and Wilton towns in Fairfield County, Conn.

Odessa, Tex.
Ector County

Oklahoma City, Okla.
Canadian County
Cleveland County
McClain County
Oklahoma County
Pottawattomie County

Omaha, Neb.-Iowa
Douglas County, Neb.
Sarpy County, Neb.
Pottawattamie County, Iowa

Orlando, Fla
Orange County
Osceola County
Seminole County

Owensboro, Ky.
Daviess County

Oxnard-Simi Valley-Ventura, Calif.
Ventura County
Official city name, San Buenaventura

Panama City, Fla.
Bay County

Parkersburg-Marietta, W.Va.-O.
Wirt County, W.Va.
Wood County, W.Va.
Washington County, O.

Pascagoula-Moss Point, Miss.
Jackson County

Paterson-Clifton-Passaic, N.J.
Passaic County

Pensacola, Fla.
Escambia County
Santa Rosa County

Peoria, Ill.
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, Va.
Petersburg city
Colonial Heights city
Hopewell city
Dinwiddie County
Prince George County

Philadelphia, Pa.-N.J.
Bucks County, Pa.
Chester County, Pa.
Delaware County, Pa.
Montgomery County, Pa.
Philadelphia County, Pa.
Burlington County, N.J.
Camden County, N.J.
Gloucester County, N.J.

Phoenix, Ariz.
Maricopa County

Pine Bluff, Ark.
Jefferson County

Pittsburgh, Pa.
Allegheny County
Beaver County
Washington County
Westmoreland County

Pittsfield, Mass.
Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lee, Lenox, and Stockbridge towns in Berkshire County, Mass.

Ponce, P.R.
Juana Diaz Municipio
Ponce Municipio
Villalba Municipio

Portland, Maine
Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham and Yarmouth towns in Cumberland County, Me.; Saco city and Old Orchard Beach in York County, Me.

Portland, Ore-.Wash.
Clackamas County, Ore.
Multnomah County, Ore.
Washington County, Ore.
Clark County, Wash.

Poughkeepsie, N.Y.
Dutchess County

Providence-Warwick-Pawtucket, R.I.-Mass.
Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County, R.I.; Naragansett, North Kingstown and South Kingstown towns in Washington County, R.I.; Warwick city; Coventry, East Greenwich, and West Warwick towns in Kent County, R.I.; Jamestown town in Newport County, R.I.; Barrington, Bristol and Warren towns in Bristol County, R.I.; Attleboro city; North Attleboro city; North Attleboro, Norton, Rehoboth town, and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.

Provo-Orem, Utah.
Utah County

Pueblo, Colo.
Pueblo County

Racine, Wis.
Racine County

Raleigh-Durham, N.C.
Durham County
Orange County
Wake County

Rapid City, S.D.
Meade County
Pennington County

Reading, Pa.
Berks County

Reno, Nev.
Washoe County

Richland-Kennewick-Pasco, Wash.
Benton County
Franklin County

Richmond, Va.
Richmond city
Charles City County
Chesterfield County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County

Riverside-San Bernardino-Ontario, Calif.
Riverside County
San Bernardino County

Roanoke, Va.
Roanoke city
Salem city
Botetourt County
Craig County
Roanoke County

Rochester, Minn.
Olmsted County

Rochester, N.Y.
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, Ill.
Boone County
Winnebago County

Sacramento, Calif.
Placer County
Sacramento County
Yolo County

Saginaw, Mich.
Saginaw County

St. Cloud, Minn.
Benton County
Sherburne County
Stearns County

St. Joseph, Mo.
Andrew County
Buchanan County

St. Louis, Mo.-Ill.
St. Louis city, Mo.
Franklin County, Mo.
Jefferson County, Mo.
St. Charles County, Mo.
St. Louis County, Mo.
Clinton County, Ill.
Madison County, Ill.
Monroe County, Ill.
St. Clair County, Ill.

Salem, Ore.
Mari County
Polk County

Salinas-Seaside-Monterey, Calif.
Monterey County

Salt Lake Ogden, Utah
Davis County
Salt Lake County
Tooele County
Weber County

San Angelo, Tex.
Tom Green County

San Antonio, Tex.
Bexar County
Comal County
Guadalupe County

San Diego, Calif.
San Diego County

San Francisco-Oakland, Calif.
Almeda County
Contra Costa County
Marin County
San Francisco County
San Mateo County

San Jose, Calif.
Santa Clara County

San Juan, P.R.
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Guaynabo Municipio
Loiza Municipio
San Juan Municipio
Toa Baja Municipio
Trujillo Alto Municipio

Santa Barbara-Santa Maria Lompoc, Calif.
Santa Barbara County

Santa Cruz, Calif.
Santa Cruz County

Santa Rosa, Calif.
Sonoma County

Sarasota, Fla.
Sarasota County

Savannah, Ga.
Bryan County
Chattham County
Effingham County

Seattle-Everett, Wash.
King County
Snohomish County

Sherman-Denison, Tex.
Grayson County

Shreveport, La.
Bossier Parish
Caddo Parish
Webster Parish

Sioux City, Iowa-Neb.
Dakota County, Neb.
Woodbury County, Iowa

Sioux Falls, S.D.
Minnehaha County

South Bend-Mishawaka, Ind.
Marshall County
St. Joseph County

Spokane, Wash.
Spokane County

Springfield, Ill.
Menard County
Sangamon County

Springfield, Mo.
Christian County
Greene County

Springfield, O.
Champaign County
Clark County

Springfield-Chicopee-Holyoke, Mass.-Conn.
Chicopee, Holyoke, Springfield, Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wibraham towns in Hampden County, Mass.; Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southampton towns in Hampshire County, Mass.; Warren town in Worcester County, Mass.; Somers towns in Tolland County, Conn.

Stamford, Conn.
Stamford City; Darien, Greenwich, and New Canaan towns in Fairfield County, Conn.

Steubenville-Weirton, O.-W.Va.
Jefferson County, O.
Brooke County, W.Va.
Hancock County, W.Va.

Stockton, Calif.
San Joaquin County

Syracuse, N.Y.
Madison County
Onondaga County
Oswego County

Tacoma, Wash.
Pierce County

Tallahassee, Fla.
Leon County
Wakulla County

Tampa-St. Petersburg, Fla.
Hillsborough County
Pasco County
Pinellas County

Terre Haute, Ind.
Clay County
Sullivan County
Vermillion County
Vigo County

Texarkana, Tex.-Texarkana, Ark.
Bowie County, Tex.
Little River County, Ark.
Miller County, Ark.

Toledo, O.-Mich.
Fulton County, O.
Lucas County, O.
Ottawa County, O.
Wood County, O.
Monroe County, Mich.

Topeka, Kans.
Jefferson County
Osage County
Shawnee County

Trenton, N.J.
Mercer County

Tucson, Ariz.
Pima County

Tulsa, Okla.
Creek County
Mayes County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, Ala.
Tuscaloosa County

Tyler, Tex.
Smith County

Utica-Rome, N.Y.
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, Calif.
Napa County
Solano County

Vineland-Millville-Bridgeton, N.J.
Cumberland County

Waco, Tex.
McLennan County

Washington, D.C.-Md.-Va.
District of Columbia
Charles County, Md.
Montgomery County, Md.
Prince Georges County, Md.
Alexandria City, Va.
Fairfax City, Va.
Falls Church City, Va.
Manassas City, Va.
Manassas Park City, Va.
Arlington County, Va.
Fairfax County, Va.
Loudoun County, Va.
Prince William County, Va.

Waterbury, Conn.
Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury, and Wolcott towns in New Haven County, Conn.; Thomastown, Watertown, and Woodbury towns in Litchfield County, Conn.

Waterloo-Cedar Falls, Iowa
Black Hawk County

West Palm Beach-Boca Raton, Fla.
Palm Beach County

Wheeling, W.Va.-O.
Marshall County, W.Va.
Ohio County, W.Va.
Belmont County, O.

Wichita, Kans.
Butler County
Sedgwick County

Wichita Falls, Tex.
Clay County
Wichita County

Williamsport, Pa.
Lycoming County

Wilmington, Del.-N.J.-Md.
New Castle County, Del.
Salem County, N.J.
Cecil County, Md.

Wilmington, N.C.
Brunswick County
New Hanover County

Worcester, Mass.
Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Bolystown towns in Worcester County, Mass.

Yakima, Wash.
Yakima County

York, Pa.
Adams County
York County

Youngstown-Warren, O.
Mahoning County
Trumbull County

STANDARD CONSOLIDATED STATISTICAL AREAS

STANDARD CONSOLIDATED STATISTICAL AREAS always include two or more contiguous Standard Metropolitan Statistical Areas which meet the following criteria of size, urban character, integration, and contiguity of urbanized areas:

1. One of the SMSAs has a population of at least 1,000,000.
2. At least 75 percent of the population of each SMSA is urban.
3. The sum of the number of workers commuting between the two SMSAs is equal to:
   (a) at least 15 percent of the employed workers residing in the smaller SMSA, or
   (b) at least 10 percent of the employed workers residing in the smaller SMSA, and
   (1) the urbanized area of a central city of one SMSA is contiguous with the urbanized area of a central city of another SMSA, or
   (2) a central city in one SMSA shares the same urbanized area with a central city in the other SMSA.

The title of a Standard Consolidated Statistical Area includes the name of the largest central city in each SMSA plus any central city of 250,000 or more, except that in no case does the area title include the names of more than three central cities. The cities shall be listed in the order of the population size of the SMSAs with which they are associated. A regional title may be substituted for the title determined by this criterion.

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Chicago-Gary, Ill.-Ind. Includes Chicago, Ill. SMSA; Gary-Hammond-East Chicago, Ind. SMSA.

Cincinnti-Hamilton, O.-Ky.-Ind. Includes Cincinnati, O.-Ky.-Ind. SMSA; Hamilton-Middletown, O. SMSA.

Cleveland-Akron-Lorain, O. Includes Cleveland, O. SMSA; Akron, O. SMSA; Lorain-Elyria, O. SMSA.

Detroit-Ann Arbor, Mich. Includes Detroit, Mich. SMSA; Ann Arbor, Mich. SMSA.

Houston-Galveston, Tex. Includes Houston, Tex. SMSA; Galveston-Texas City, Tex. SMSA.

Los Angeles-Long Beach-Anaheim, Calif. Includes Los Angeles-Long Beach, Calif. SMSA; Anaheim-Santa Ana-Garden Grove, Calif. SMSA; Oxnard-Simi Valley-Ventura, Calif. SMSA; Riverside-San Bernardino-Ontario, Calif. SMSA.

Miami-Fort Lauderdale, Fla. Includes Miami, Fla. SMSA; Fort Lauderdale-Hollywood, Fla. SMSA.

Milwaukee-Racine, Wis. Includes Milwaukee, Wis. SMSA; Racine, Wis. SMSA.

New York-Newark-Jersey City, N.Y.-N.J.-Conn. Includes New York, N.Y.-N.J. SMSA; Nassau-Suffolk, N.Y. SMSA; Newark, N.J. SMSA; Jersey City, N.J. SMSA; Long Branch-Asbury Park, N.J. SMSA; Patterson-Clifton-Passaic, N.J. SMSA; New Brunswick-Perth Amboy-Sayreville, N.J. SMSA; Norwalk, Conn. SMSA; Stamford, Conn. SMSA.

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J. Includes Philadelphia, Pa.-N.J. SMSA; Trenton, N.J. SMSA; Wilmington, Del.-N.J.-Md. SMSA.

San Francisco-Oakland-San Jose, Calif. Includes San Francisco-Oakland, Calif. SMSA; San Jose, Calif. SMSA; Vallejo-Fairfield-Napa, Calif. SMSA.

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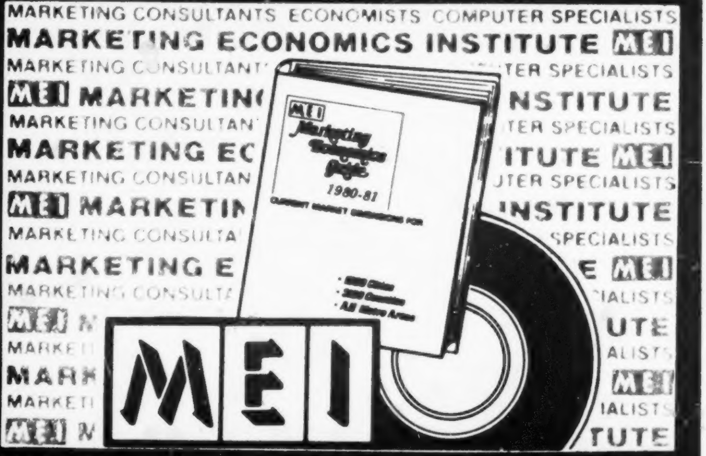
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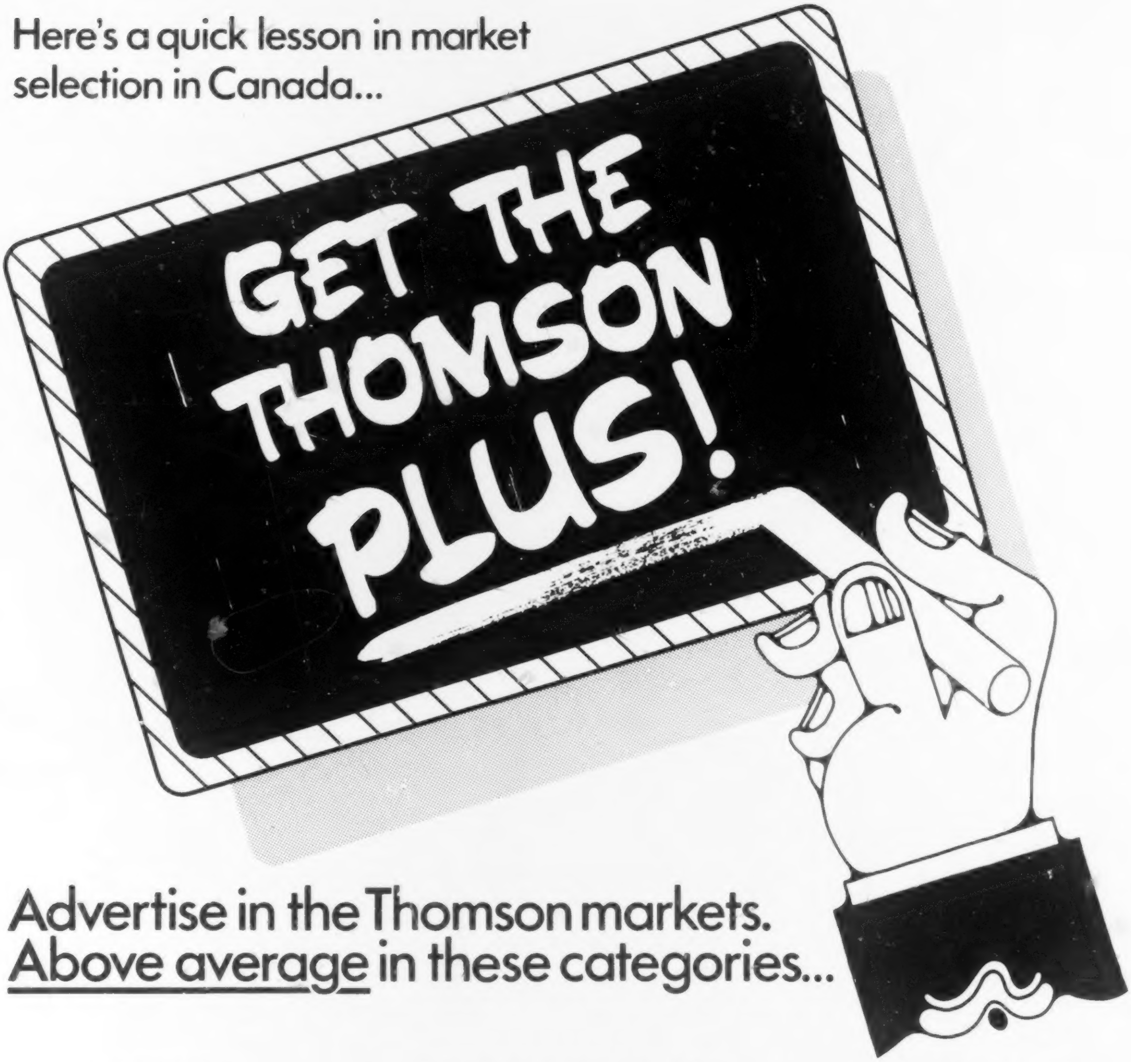

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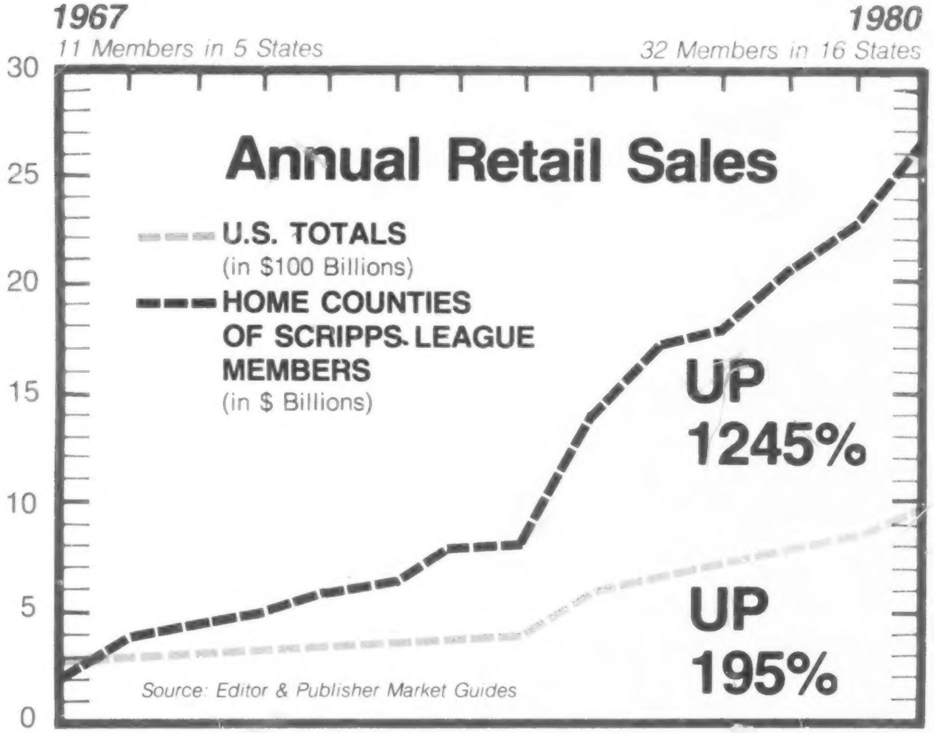

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